**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 | Introductionto  communication | CC-A1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-  102 | Introductionto  Journalism | 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 | Computer  Applications | 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 ofsubjectsapproved  byKUK | AEC-1 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | Asavailableinpool  ofsubjectsapproved byKUK | SEC-1 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | As available in pool ofsubjectsapproved  byKUK | 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 | IntroductiontoRadio  andTVJournalism | CC-C2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-  204 | Introductionto  Graphic 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 |
|  | Asavailableinpool  ofsubjectsapproved byKUK | AEC-2 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | Asavailableinpool  ofsubjectsapproved byKUK | SEC-2 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | As available in pool ofsubjectsapproved  byKUK | VAC-2 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| **TotalCredits 24** | | | | | | | | **TotalMarks** | |  | | **600** |  |
| Internshipof4creditsof4-6weeksdurationafter 2ndsemester | | | | | | | | | | | | | |

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

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| **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 | NewspaperDesign  andProduction | CC-B3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-  303 | Introductionto  Advertising | CC-C3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-  304 | Componentsof  Multimedia | 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 |
|  | Asavailableinpool  ofsubjectsapproved byKUK | AEC-3 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | As available in pool ofsubjectsapproved  byKUK | SEC-3 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
| **TotalCredits:24** | | | | | | | | **TotalMarks** | |  | | **600** |  |

**Semester-IV**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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 | IntroductiontoPublic  Relations | 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 |
|  | Asavailableinpool  ofsubjectsapproved byKUK | CC-M4 (V) | - | - | - | - | 4 | - | - | - | - | 100 | 3Hours |
|  | As available in pool ofsubjectsapproved  byKUK | AEC-4 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | Asavailableinpool  ofsubjectsapproved byKUK | VAC-3 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| **TotalCredits 20** | | | | | | | | **TotalMarks** | |  | | **500** |  |
| Internshipof4creditsof4-6weeksdurationafter4thsemester | | | | | | | | | | | | | |

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

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| **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 and  Ethics | CC-B5 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-  503 | Development  Communication | CC-C5 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
|  | As available in pool ofsubjectsapproved  byKUK | CC- M5(V) | - | - | - | - | 4 | - | - | - | - | 100 | 3Hours |
|  | Internship |  | - | - | - | - | 4 | - | - | - | - | 100 | - |
| **TotalCredits:20** | | | | | | | | **TotalMarks** | |  | | **500** |  |

**Semester-VI**

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| **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 | CommunicationSkillsandpersonality  Development | 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 | ArtificialIntelligence  andCybersecurity | CC-M6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
|  | As available in pool ofsubjectsapproved  byKUK | CC-M7 (V) | - | - | - | - | 4 | - | - | - | - | 100 | 3Hours |
| **TotalCredits 20** | | | | | | | | **TotalMarks** | |  | | **500** |  |

**PrintJournalism(Honours)**

**Semester-VII**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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 | IntroductiontoPrint  Journalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | Reporting and WritingforPrint  Media | 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 | PhotoJournalism  OR | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 705 | PrintGraphics |
| B23-JMC-  706 | BrochureDesign and  Production | 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**

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| **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 | EditingforPrint  Media | CC-H6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-  804 | Photoshop  OR | 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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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 | IntroductiontoPrint  Journalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | Reporting and WritingforPrint  Media | 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 | PhotoJournalism  OR | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 705 | PrintGraphics |
| B23-JMC-  706 | BrochureDesign and  Production | 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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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 | Writingand  Reporting for BroadcastMedia | 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 | 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 | Communication  Technology | CC-  HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | | | | | | | | **TotalMarks** | |  | | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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&TV  Production | CC-H5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-  803 | Radio&TVStudio  Setup | 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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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 | Writingand  Reporting for BroadcastMedia | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-  703 | Research  methodolohy | 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 | Communication  Technology | 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&TV  Production | 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**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 | Communication  Technology | CC-  HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | | | | | | | | **TotalMarks** | |  | | **600** |  |

**Semester-VIII**

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| **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 | EthicsofOnline  Journalism | CC-H5 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-  803 | Digitalpromotion  Marketing | 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**

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| **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 | Communication  Technology | CC-  HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | | | | | | | | **TotalMarks** | |  | | **600** |  |

**Semester-VIII**

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| **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 | EthicsofOnline  Journalism | 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.Allquestionswillcarry  equalmarks.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.Thestudentscan  attemptquestionpaper eitherinEnglishorinHindilanguage. | | | |
| **COURSEOBJECTIVES:**  Co1:To developinterpersonalandeffectivecommunicationskills.  Co2:To developproblemsolvingskillsandunderstanditsinfluenceonbehaviour  Co3: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**iscompulsory  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: 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**iscompulsory  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: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,5  storiesrelatedtohealth/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**iscompulsoryand  containingshortnotescoveringtheentiresyllabus.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** | IntroductiontoRadioJournalism  Radio Stations based on their transmission and purpose Communityradio,militaryradio,spiritual/religiousradio  Commercialradio, privateradio,pirateradio,amateurradio stations  Newtrendsinradiobroadcasting-Satelliteradio,digitalradio,onlineradiostations | **CLO1** | **12** |
| **UNIT- II** | Set–upandfunctioningofaradiostudio,Microphones,console,mixersand speakers  RadioNewsroom-employeeandworkingprocess,QualitiesofNewsEditorand News Reporter  Radionewsbulletin:News-gathering,Elementsofaradio newsstory,writingradio  news, elementsofaradionewsbulletin | **CLO2** | **12** |
| **UNIT- III** | Introductionandfunctions ofTVJournalism  Types ofTV studios, Set up and functioning of a TV studio IntroductiontoVideocameras:EFP,ENG,SteadyCameras,Crane,Camera, Hexacopter,SpidersCamera | **CLO3** | **12** |
| **UNIT- IV** | Structureandfunctioning ofTVnewsroom  TVnewsbulletin:News-gathering,ElementsofaTVnewsstory, Storystructures- inverted pyramid, diamond, hour glass, narrative  TVnewsscript,elementsofaTVnews bulletin  Newsanchor,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**iscompulsory  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:Understandhowmediamessagescreatemeaning * CLO2:Identifywhocreatesmessagesandwhataretoolsofpersuasion * CLO3:Identifybias,misinformation * CLO4:Understandhowtoevaluateandcreatemediamessages | | | |
| **UNIT** | **Topic** |  | **Contact**  **Hours** |
| **UNIT-I** | Literacy: meaning, concept and importance MediaLiteracy:meaningconceptandimportance  Historicalbackgroundanddevelopmentoftheconceptofmedia and information literacy (MIL)  Differencebetweenmedialiteracyandbasicliteracy(abilityto read and write)  DifferencebetweenMedia&InformationLiteracy&Media Literacy  NewsLiteracy,Digitalliteracy | **CLO1** | **12** |
| **UNIT-II** | Critical thinking meaning, concept and importance Importance of critical thinking in message interpretation Parameterstoidentifytruthandmessageinterpretationskills Concepts of misinformation, disinformation, distorted  information, fakenews&challengesfordemocracyandsociety Challenge of widespread lies in digital age  Concept oftruth,objectivityandpersonal bias | **CLO2** | **12** |
| **UNIT-III** | Parametersofanappropriatemessage  Parametersofanappropriateresponsetomessage Skills to identify media bias & prejudices  Fact-checking&verificationandmedialiteracyindigitalera Responsible response and reaction to various messages  Media& Information Literacy (MIL) as tool for rightdecision making  Conceptof‘Qualifiedcitizen’andmedialiteracywestern& Indian perspective  AncientIndianconceptofmessageinterpretationandcritical | **CLO3** | **12** |

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|  | thinking |  |  |
| **UNIT-IV** | Medialiteracyandwellbeingofsociety  Impactofirresponsiblesocialmediausageonsociety Individual responsibilities as message producer Ethical responsibility as social media user  Medialiteracyskillusageduringcrisis | **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** | Studentswillbeassignedtoapplythemedialiteracyskillstodifferentiatefact  and 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**iscompulsory  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: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 radio  Script writing for radio Talk, Discussion, Drama,Interview and Radio feature  Presentation 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 Equipmentforradioproduction  Stagesofradioprogrammeproduction  Personnelintheproductionprocess–Roleand Responsibilities | **CLO3** | **12** |
| **UNIT-IV** | Editing principles Creatingsoundeffects  EditingofVariousRadioProgrammes | **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**iscompulsory  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:Learnthebasicprinciplesofdesigning * CLO2:Inculcatetheknowledgeofdummyandlayout * CLO3:Understandphoto-editingandphotocaptionwriting * CLO4 :Learnapplicationsofnewspaper designingsoftwares | | | | |
| **UNIT** | **Topic** | |  | **Contact**  **Hours** |
| **1** | Design and layout: meaning, definition, elements significance  Termsinlayoutplanning,Stagesoflayoutplanning Concept and Utility of Dummy  DummyofNewspaper,Magazines Web Journalism and Dummy  ModernLay-out(Specialized designing) | and | **CLO1** | **12** |
| **2** | Principlesofdesign;Basicapproachtocreateadesign  Colorindesign;Innovationsinnewspaperandmagazinedesign | | **CLO2** | **12** |
| **3** | Newspaper designing:newspaper size, newspaper format Designelements:advertisements,text,headlines,pictures  Pagemakeup–frontpage,editorialpages,insidepages,  magazinepages | | **CLO3** | **12** |
| **4** | Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams,CaptionWriting, Selection Point for Caption, Sub CaptionandMainStories,HeadlinesDesigningtoolsandbasic  applicationsofnewspaperdesigningsoftware’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**iscompulsory  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:Nurtureadeepsenseandunderstandingabout basicconceptsofadvertising CLO 2:Develop understanding about advertising and marketing research  CLO3:Understandthefunctioningofadvertisingagencies  CLO4: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.Developmentof  advertisinginIndia | **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.Allquestionswillcarry  equalmarks.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 multimedia  Hardwareandsoftwarerequirementsformultimedia 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 settings  Image: 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 hardware  Video: 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 multimedia  components |  |  |

### 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**iscompulsory  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:Learnbasicconceptsand importanceofPhotography CLO 2:Work as a photo journalist  CLO3:Developself-employmentandcreativeskills CLO 4: Develop interest in photo journalism | | | |
| **UNIT** | **Topic** |  | **Contact**  **Hours** |
| **UNIT-I** | IntroductionandDevelopmentofPhotography Photojournalism - Role and importance Qualities of a good photograph  Tools ofPhotography,types ofcameras  Traditionlanddigitalcamera, PartofCamera,Camera control | **CLO1** | **12** |
| **UNIT-II** | Emergence ofDigitaltechnology DigitalPhotography,Mobilephotography SelectingImages,  Size,andquality  Indoor and OutdoorPhotography | **CLO2** | **12** |
| **UNIT-III** | Lightingprinciples Roleoflighting  Differenttypesoflightinganditsuses Roleofsubject,qualityofphotograph  Developingofdifferentsizesofphotograph | **CLO3** | **12** |
| **UNIT-IV** | PhotographEditingTechniques Cropping,Enlarging&reducing Clubbing/Grouping Colorcomposition Filter,length,focus, Shots  Photofeature, 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 studio  CLO2:Writescriptsfor varioustelevisionprogrammes  CLO3:Learntechniquesandskillsfor presentation,anchoringfor televisionprogramm  CLO4: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,anchoringfor  TelevisionprogrammeandproduceTVnewsbulletin |  |  |
| **3** | AbletoworkinaTVstudio |  |  |
| **4** | UndertakeTVprogrammeproductionindifferentformatsusing  basiceditingsoftware’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**iscompulsory  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:acquireknowledgeaboutthedefinitionsandconceptsofpublicrelations,publicity,propaganda, advertising and e-PR  CLO2: Understandthebasictoolsofpublicrelations  CLO3: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** | Preparingatleast05postersofthevisionsofthegovernmentofyour  state |  |  |
| **3** | .Preparingatleastfivepamphletsofthevisionsofyourinstitute |  |  |
| **4** | Makingatleastfivepamphletsforthemissionsofyour institute |  |  |
| **5** | Preparingatleast5leafletsforattractingqualitystudentsinyour  institute. |  |  |
| **6** | Planninga newsletterofyourinstitutetobuilditsimage |  |  |
| **7** | Createa blogfor yourinstitution |  |  |
| **8** | Examine2casestudiestounderstandtheroleofPRincrisis  management |  |  |

### 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**iscompulsory  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:LearnthefunctioningofthesystemofIndia  CLO2:Learntheimportantissuesaffectingthesociety.  CLO3:Learnthewidecoverageofimportantissuesinmedia  CLO4:Learnthecriticalunderstandingofmediacoverage | | | |
| **UNIT** | **Topic** |  | **Contact**  **Hours** |
| **UNIT-I** | StructureofGovernanceinIndia:CentreGovernment,State Government, Panchyati Raj  Structureandpowersoflawmakingagencies:Parliament,State Legislative, State Council  andPanchyat.  Keyterminologiespoliticalaffairs:Political Diplomacy,  Politicalequations,Partycadre,Partyhighcommand,Anti incumbency, Socialengineeringetc.  Major Politicalhappenings duringthe semester. Major happening relatedparliament,statelegislativeassembliesandPanchyatiRaj  duringthesemester. | **CLO1** | **12** |
| **UNIT-II** | Structureofbureaucracyatcentrelevel,Hierarchyofadministrative officersinstatecapital,Districtandblocklevel.  StructureofJudiciary: Supreme court, High court, Districtcourt PowersofciviladministrationandJudiciary  KeyterminologiesofciviladministrationandJudiciary  Major 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 Indianeconomyandimportanteconomichappeningsinthe  world 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 happenings  Comparativeanalysisofdebatesonsocialmediaonmajor happenings  Discussion 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 and  contemporaryactivitiesoflocal,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) .