

**Curriculum and Credit Framework  
As per NEP 2020**

**For**

**Program name BAJMC (Bachelor of Arts in Journalism and Mass  
Communication)  
(To be effective from the Academic Session 2024-25)**



**Department of Media Studies  
Gurugram University, Gurugram  
(A State Govt. University Established Under Haryana Act 17 Of 2017)**

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## 1. Background

### MISSION

- The core course include concept and process of communication including theories and models of communication, understanding of laws related to media and media ethics, understanding the synergic relation between media and society and conducting Communication Research
- Core courses provide you with the fundamentals and necessary skills require to work in various media industries including print, electronic, web, public relations, advertising, and corporate communication and prepare you for more focused study later in the program.
- The curriculum helps students develop exceptional writing skills and practice thinkingrequires for news, advertising, and script formats so that they can apply their skills to digital,electronic as well as print platforms, including social media, blogs, and websites.
- Internships provide you with the opportunity to acquire professional experience through a real-world perspective and explore career options in a corporation, nonprofit organization, educational institution, governmental or non-governmental organization, or public relations agency.

### ABOUT THE PROGRAM

BAJMC the Four-Year coursework will focus on planning, writing, scripting designing, and research courses, helping prepare student with work-ready skills in media organization. These 'tracks' allow students to gain specialized knowledge to succeed in professional practice of media and production houses. At completion, you will not only earn a practical, applicable education, but a network of actively working faculty who bring real-world problems and solutions into the classroom.

## 2. Programme Educational Objectives (PEOs)

PEO	Description
PEO-1	To impart knowledge and practical application of journalistic reporting, researching, interviewing, editing and writing.
PEO-2	To know the principles of communication, law and ethics and their application to professional journalistic practice and the pursuit of truth.
PEO-3	Understanding the history and role of journalism and mass Communication in shaping society.

## 3. Programme Outcomes

PO	Description
PO-1	Understanding the role of multimedia technologies, including social media, in the journalistic practice.
PO-2	Ability to effectively cover the diversity of groups in a global society
PO-3	Understanding of journalism concepts and theory in the use and presentation of images and information.
PO-4	To write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
PO-5	To give practical experience in a news media or other company through an internship.
PO-6	To enhance activity focused on skill development, employability, entrepreneurship, and selfreliance.
PO-7	To apply tools and technologies appropriate for the communications professions in which they work.
PO-8	To apply ethical and legal journalistic principles to the practice of journalism.

#### 4. Programme Specific Outcomes

PSO	Description
PSO-1	To develop the quality of missionary journalism among the students.
PSO-2	To comprehend, interpret and critique media coverage of local, national and international issues.
PSO-3	Identify the stylistic differences between print, broadcast, sport, mobile and online journalism.
PSO-4	Master writing news leads, news story structure, beat reporting, and feature writing for a variety of mass mediums.
PSO-5	Develop and present high-quality journalistic material in a variety of formats, including text, audio, video, still photography and Internet-based technologies—and in a combination of these formats.

## 5. Postgraduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competence

## 6. Qualification descriptors

Eligibility

BA In Journalism and Mass Communication/BA (Honours / Honours with research) in Journalism and Mass Communication :

**10+2 Stream of Equivalent with Arts, Commerce, Science (Non Medical), Science (Medical) having 40 % marks in aggregate.**

**Semester 1**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
<b>Core Course(s)</b>														
CC-ID1	Introduction to Communication	240/JMC/CC101	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID2	Writing Skills-I	240/JMC/CC102	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID3	Introduction to Media and Journalism	240/JMC/CC103	3	1	--	3	1	--	4	30	70	--	--	100

**Semester 2**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
<b>Core Course(s)</b>														
CC-ID4	Theories of Mass Communication	240/JMC/CC201	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID5	Writing Skills-II	240/JMC/CC202	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID6	New Media	240/JMC/CC203	3	1	--	3	1	--	4	30	70	--	--	100

**Semester 3**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
<b>Core Course(s)</b>														
CC-ID7	History of Press	240/JMC/CC301	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID8	Media and Society	240/JMC/CC302	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID9	Reporting and Editing	240/JMC/CC303	3	1	--	3	1	--	3	30	70	--	--	100

**Semester 4**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
<b>Core Course(s)</b>														
CC-ID10	History of Radio	240/JMC/CC401	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID11	Media and Polity	240/JMC/CC402	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID12	Radio Journalism	240/JMC/CC403	3	1	--	3	1	--	4	30	70	--	--	100

Semester 5

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
<b>Core Course(s)</b>														
CC-ID13	History of Television and Cinema	240/JMC/CC501	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID14	Media and Economics	240/JMC/CC502	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID15	Film Appreciation	240/JMC/CC503	3	1	--	3	1	--	4	30	70	--	--	100

Semester 6

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
<b>Core Course(s)</b>														
CC-ID16	Media Management	240/JMC/CC601	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID17	Development Communication	240/JMC/CC602	3	1	--	3	1	--	4	30	70	--	--	100
CC-ID18	Media Laws	240/JMC/CC603	3	1	--	3	1	--	3	30	70	--	--	100

## BAJMC (Bachelor of Arts in Journalism and Mass Communication)

Semester - I

Paper - 240/JMC/CC101

Name of Subject: <b>Introduction to Communication</b>	<b>Maximum Theory marks: 100 (70+ 30)</b>
Subject Code: CC-ID1	

**Instructions for paper setter:** Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

### Objective:

1. Introduce basic aspects of Communication
2. To inculcate knowledge of elements, characteristics, functions and types of Communication
3. To acquaint students with knowledge of Indian Communicators.

### Course Outcomes:

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.

### COURSE CONTENTS:

#### Unit 1:

- 1.1 Concept and definition of Communication
- 1.2 Historical perspective of Communication
- 1.3 Elements of Communication
- 1.4 Functions of Communication

#### Unit 2:

- 2.1 Verbal and Non-Verbal Communication
- 2.2 Intrapersonal and Interpersonal Communication
- 2.3 Group Communication
- 2.4 Mass Communication

#### Unit 3:

- 3.1 Indian Communication Traditions
- 3.2 Indian Philosopher, Communicators and Social Reformers
- 3.3 Mahatma Budha, Mahaveer, Swami Shankracharya, Guru Nanak Dev,
- 3.4 Raja Ram Mohan Roy, BR Ambedkar, Swami Vivekanand, MK Gandhi, Acharya Rajnish

#### Unit 4:

- 4.1 SMCR Model
- 4.2 Shannon and Weaver's Model,
- 4.3 Osgood Model
- 4.4 Westley and Maclean's Model

### Suggested Readings:

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Mass Communication – Wilbur Schram
3. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W

Paper - 240/JMC/CC102

Name of Subject: Writing Skills - I	Maximum Theory marks: 100 (70+ 30)
Subject Code: CC-ID2	

**Instructions for paper setter:** Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

**Objective:**

1. To understand the basic principles of Media writing.
2. To develop an understanding on the writing for Media.
3. To acquaint students with knowledge of different types of writing.

**Course Outcomes :**

1. Students would be able to introduce themselves to basic writing skills.
2. Students will come to know about techniques of writing.
3. Students will be able to write different types of writing format.

**COURSE CONTENTS:**

Unit 1:

- 1.1 The basics of Writing mechanics – Grammar, Vocabulary
- 1.2 How to write – Construction of sentences
- 1.3 Different kinds of Writing – Fiction, Non Fiction
- 1.4 Scope of Writing

Unit 2:

- 2.1 Elements of Writing
- 2.2 Techniques of Good Writing
- 2.3 Qualities of a Good Writer
- 2.4 Basic Principles of Writing

Unit 3:

- 3.1 Letter Writing
- 3.2 Letter to Editor
- 3.3 Caption writing
- 3.4 Headlines Writing

Unit 4:

- 4.1 Short Story Writing
- 4.2 Poetry Writing
- 4.3 Feature writing
- 4.4 Article Writing

**Suggested Readings:**

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown

**Paper - 240/JMC/CC103**

Name of Subject: <b>Introduction to Media and Journalism</b>	<b>Maximum Theory marks: 100 (70+ 30)</b>
Subject Code: CC-ID3	

**Instructions for paper setter:** Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

**Objective:**

1. To understand the basic knowledge of Media.
2. To develop an understanding on the Journalism.
3. To acquaint students with knowledge of ethics of Journalism.

**Course Outcomes:**

1. Students would be able to introduce themselves to basic knowledge of Media.
2. Students will understand role and responsibilities of a Journalist in Society.
3. Students will come to know about ethics of Journalism.

**COURSE CONTENTS:**

Unit 1:

- 1.1 Meaning and Concept of Media
- 1.2 Evolution of Media
- 1.3 Types of Media : Traditional Folk Media, Print Media, Radio, Television
- 1.4 Digital Media

Unit 2:

- 2.1 Journalism : Concept and Definitions,
- 2.2 Objectives of Journalism
- 2.3 Challenges before Journalism
- 2.4 Ethics of Journalism

Unit 3:

- 3.1 Freedom of Expressions and Speech
- 3.2 Journalist and his/her qualities
- 3.3 Role and Responsibilities of a Journalist
- 3.4 New trends in Journalism

Unit 4:

- 4.1 Entertainment Media : Film, TV Serial, Web Series, Short Films, OTT
- 4.2 Informative Media : Newspaper, Magazine, Radio and TV News Channels

**Suggested Readings:**

1. Professional Journalism - M. V. Kamath
2. News Reporting and Editing – K. M. Srivastava

**Semester – II**  
**Paper – 240/JMC/CC201**

Name of Subject: <b>Theories of Mass Communication</b>	<b>Maximum Theory marks: 100 (70+ 30)</b>
Subject Code: CC-ID4	

**Instructions for paper setter:** Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

**Objective:**

1. Introduce basic aspects of Mass Communication
2. To inculcate knowledge of elements, characteristics, functions of Mass Communication
3. To acquaint students with knowledge of Mass Communication Theories.
4. Correlate the practical aspects of Mass Communication theories.

**Course Outcomes:**

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to develop the knowledge of basic elements of Mass Communication.

**COURSE CONTENTS:**

**Unit 1:**

- 1.1 Concept and Definitions,
- 1.2 Characteristics of Mass Communication
- 1.3 Functions of Mass Communication
- 1.4 History of Mass Communication

**Unit 2:**

- 2.1 Hypodermic Needle Theory
- 2.2 Two step flow Theory
- 2.3 Multi-step flow Theory
- 2.4 Agenda Setting Theory

**Unit 3:**

- 3.1 Individual difference theory
- 3.2 Uses and Gratification Theory
- 3.3 Cultivation theory
- 3.4 Cognitive Dissonance Theory

**Unit 4:**

- 4.1 Authoritarian Theory,
- 4.2 Libertarian Theory
- 4.3 Social Responsibility Theory,
- 4.4 Democratic Participant Theory

**Suggested Readings:**

- Communication models for the study of Mass Communication – Denis Mc Quail and S.VenWindah, Longman, Singapore Publications, 1981
- Mass Communication – A Critical analysis – Keval J Kumar

Paper – 240/JMC/CC202

Name of Subject: Writing Skills – II	Maximum Theory marks: 100 (70+ 30)
Subject Code: CC-ID5	

**Instructions for paper setter:** Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

**Objective:**

1. To understand the basic principles of Media writing.
2. To develop an understanding on the writing for Print Media.
3. To develop and understanding on the writing for films.

**Course Outcomes :**

1. Students would be able to introduce themselves to basic writing skills of Radio and TV
2. Students will do different types of Media writing.
3. Students will be bale to write for Film industries.

**COURSE CONTENTS:**

Unit 1:

- 1.1 News Writing
- 1.2 Press Release writing
- 1.3 Interview Writing
- 1.4 Opinion Writing

Unit 2 :

- 2.1 Column Writing
- 2.2 Book Review Writing
- 2.3 Film Review Writing
- 2.4 Drama Review

Unit 3:

- 3.1 Editorial Writing
- 3.2 Travelogue writing
- 3.3 Food Writing
- 3.3 Sports Writing

Unit 4:

- 4.1 Story Writing
- 4.2 Drama Writing
- 4.3 Documentary Writing
- 4.4 Screenplay Writing

**Suggested Readings:**

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. मीडिया लेखन-हिंदी में और व्यवहार, चांद्र प्रकाश डमश्र, िंजय प्रकाशन

Paper – 240/JMC/CC203

Name of Subject: <b>New Media</b>	Maximum Theory marks: 100 (70+ 30)
Subject Code: CC-ID6	

**Instructions for paper setter:** Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

**Objective:**

1. To understand the concept of New Media.
2. To apply ideas, Rule and concept of New Media in modern communication.
3. To analyze different kinds of new media trends.

**Course Outcomes:**

1. Students would be able to introduce themselves to New Media
2. Students would be able to develop the knowledge of basic knowledge of Online Media.
3. Students will come to know about Latest trends in New Media.

**COURSE CONTENTS:**

Unit 1:

- 1.1 Growth and Development of New Media
- 1.2 Characteristics of New Media
- 1.3 Types of New Media
- 1.4 Advantages of New Media

Unit 2:

- 2.1 Online journalism
- 2.2 News websites
- 2.3 News Portals
- 2.4 E-Book, E-Publications

Unit 3:

- 3.1 Social Media
- 3.2 Types of Social Media
- 3.3 Features of Social Media
- 3.4 Blogging/Vlogging, Podcasting, Video casting

Unit 4:

- 4.1 Social Impact of New Media
- 4.2 Self regulations for Social networking sites
- 4.3 Regulations introduced by the Govt.
- 4.4 Latest trends in New Media

**Suggested Readings:**

- Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- The New Media Handbook — Andrew Dewdney and Peter Ride
- The Cyberspace Handbook — Jason Whittaker

**Semester – III**  
**Paper – 240/JMC/CC301**  
**History of Press**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To Introduce Historical aspect of Print Media in World and India.
2. To inculcate knowledge of History of Magazines and Newspapers.

**Unit-I**

History of Print Media in World

- 1.1 Evolution of Paper
- 1.2 Evolution Printed book
- 1.3 History of Newspaper in World
- 1.4 History of News Agencies in World

**Unit-II**

History of Print Media in India

- 2.1 History of Newspaper in India
- 2.2 History of Magazine in India
- 2.3 Role of Print Media in India's Freedom Movement
- 2.4 History of News Agencies in India

**Unit-III**

Post Independent Press in India

- 3.1 Press after Independence
- 3.2 Press Commission
- 3.3 Press Council
- 3.3 Role of Press in Emergency

**Unit-IV**

Present Status of Print Media

- 4.1 Present Status of Newspaper in World
- 4.2 Present Status of Newspaper in India
- 4.4 Present Status of Magazine in World
- 4.5 Present Status of Magazine in India

**Course Outcomes**

1. Students would be able to introduce themselves History of World and Indian Media.
2. Students would be able to develop the knowledge Historical background of Print, Radio, TV and Cinema worldwide.

**Reference books**

- History of Indian Journalism – J Natarajan
- The Press in India – GNS Raguvan
- Mass Communication in India – Kewal J Kumar
- Narrating Media History, Michael Bailey
- History and the Media – D.Cannadine
- Media in History : An introduction to the meanings and Transformations of Communication over time – JukkaKorti

**Paper – 240/JMC/CC302**  
**Media and Society**

Time: 3 Hrs.

Theory Marks: 70 (Credit – 4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course Objectives :**

1. To understand the concept of Media and Society
2. To analyse ideas, Rules of Society.
3. To analyze relation between Media and Society.

**Unit-I**

- 1.1 Relationship of Media and Society
- 1.2 Impact of Media on Society
- 1.3 Media and Social Development
- 1.4 Media accountability

**Unit-II**

- 2.1 Media Literacy
- 2.2 Impact of Media on Children
- 2.3 Media and Gender Issues
- 2.4 Media and Rural Society

**Unit-III**

- 3.1 Media and Violence
- 3.2 Media and Rising Crime
- 3.3 Media and Democracy
- 3.4 Media and Environmental Issues

**Unit- IV**

- 4.1 Media and Economic Development
- 4.2 Media and Nation Building
- 4.3 Popular Culture and Media
- 4.4 New Trends in Media

**Course Outcomes**

1. Students would be able to introduce themselves to Society.
2. Students would be able to develop the knowledge Media and Society.

**Reference Books:**

- Media and culture an introduction to mass communication - Richard Campbell
- Mass media issues analysis and debate – George Oddman
- Media and Society - Arthur Asa Berger
- Media power in politics - Graber, Doris. 1980
- Media and Society: challenges and opportunities - Edited by VirBalaAggarwal

## Paper – 240/JMC/CC303

### Reporting and Editing

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

#### Course objectives :

1. To introduce basic concepts of print journalism.
2. To cultivate news sense, reporting and editing skills.
3. To impart hands-on-training on writing, reporting and editing for print publications.

Unit – I

#### Gathering the News

- 1.1 Reporting and Reporters
- 1.2 Principles of Reporting
- 1.3 Reporting Techniques
- 1.4 Qualities of a Reporter

Unit – II

#### Writing News :

- 2.1 News Values
- 2.2 The five W and the H
- 2.3 The inverted Pyramid
- 2.4 News Sources

Unit – III

#### Editing

- 1.1 Principles of Editing
- 1.2 News Room and News Desk
- 1.3 Qualities of a Sub-Editor
- 1.4 Qualities of a Chief Sub-Editor

Unit – IV

#### Headlines and Proofreading

- 1.1 Writing Headlines
- 1.2 Basics of Page Makeup
- 1.3 Proof Reading
- 1.4 Symbols of Editing and Proof Reading

#### Course outcomes :

1. Students will be able to know about basic concepts of print journalism.
2. Students will have news sense, reporting and editing skills.
3. Students will get skills of News writing, editing for print publications.

#### Reference books

- News Reporting – B. N. Ahuja and S. S. Chhabra
- News Writing and Reporting – Mames M Neal and Suzanne S Brown

**Semester – IV**  
**Paper – 240/JMC/CC401**  
**History of Radio**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. Introduce basic History of Radio.
2. To inculcate knowledge of Evolution of Radio.
3. To acquaint students with knowledge of Development of Radio in World and India.

**Unit-I**

- 1.2 Invention of Radio in World
- 1.3 Evolution of Broadcasting
- 1.3 Growth of Radio in World
- 1.4 Radio as an Instrument of Propaganda during the World War

**Unit-II**

- 2.1 Origin and Development of Radio in India
- 2.2 Development of All India Radio
- 2.3 Radio After independence in India
- 2.3 Expansion of FM Radio Channels

**Unit-III**

- 3.1 Chanda Committee
- 3.2 Verghese Committees
- 3.2 Prashar Bharti Act
- 3.3 Community Radio in India

**Unit-IV**

- 4.1 Present Status of Radio in World
- 4.2 Present status of FM Radio in World
- 4.3 Present Status of Radio in India
- 4.4 Present Status of FM Radio in India

**Course Outcomes**

- i. Students would be able to introduce themselves to History of Radio.
- ii. Students would be able to develop the knowledge of Development of Radio in World and India.

**Reference books**

- History and the Media – D.Cannadine
- Media in History : An introduction to the meanings and Transformations of Communication over time – JukkaKorti
- भारतीय इलेक्ट्रॉनिक मीडिया - डॉ. देवव्रत डीह

**Paper – 240/JMC/CC402  
Media and Polity**

Time: 3 Hrs.

Theory Marks: 70 (Credit – 4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course Objectives :**

1. To understand the concept of Indian Political system.
2. To analyze different Political system of India.

**Unit-I**

- 1.1 Introduction to the Indian constitution
- 1.2 Salient feature of Indian constitution
- 1.3 Fundamental rights
- 1.4 Fundamental duties.

**Unit-II**

- 2.1 Democracy in India
- 2.2 Issues and challenges before Indian Democracy,
- 2.3 Parliamentary System, Lok Sabha, Rajya Sabha its functions and power,
- 2.4 System of Election of Lok Sabha & Rajya Sabha

**Unit-III**

- 3.1 Legislature: Power and Functions
- 3.2 Executive: Power and Function
- 3.3 Judiciary: Power and Function

**Unit-IV**

- 4.1 Union Government, president, vice president, prime minister and council of ministry.
- 4.2 State Government, Governor, Chief Minister and council of ministry,
- 4.3 Panchyati Raj System in India and its key features

**Course Outcomes :**

1. Students will be able to get knowledge of Indian Political system
2. Students will come to know about role of Media in Indian Politics

**Reference Books:**

- Indian Polity, M.Lakshmikanth, McGraw Hill Publication
- Politics in India, Rajni Kothari
- Coalition Politics in India: Problems and Prospects, Manohar, 2004; M P Singh and Roy, Himanshu (2005).
- Indian Political System. Manak: New Delhi. Satyamurthy, T V( 1997).
- Electoral Politics in Indian States- Lok Sabha Elections in 2004 and Beyond.

**Paper – 240/JMC/CC403**  
**Radio Journalism**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To understand the basics of Radio Journalism.
2. To develop an understanding on the writing for Radio.
3. To understand about work culture of a Radio station.

**Unit – I**

- 1.1 Characteristics of Radio as a Medium
- 1.2 Radio Stations based on their transmission and purpose
- 1.3 Set-up of Radio station
- 1.4 Functioning of Radio Stations.

**Unit – II**

- 2.1 Radio Newsroom
- 2.2 Structure of Radio News Bulletin
- 2.3 Art of News Reading
- 2.4 Audio equipments – Microphone, Console, Recording equipments, Speakers

**Unit-III**

- 1.1 Current Affair Programmes
- 1.2 Radio Commentary
- 1.3 Production crew and their Functions
- 1.4 Use of Music, Sound effects in Radio Programmes

**Unit-IV**

- 4.1 Satellite Radio
- 4.2 Digital Radio
- 4.3 Online Radio
- 4.4 HAM Radio

Course Outcomes

- 1.** Students would be able to introduce themselves to basics of Radio Journalism
- 2.** Students will come to know about new trends in Radio.

**Reference books:**

- Masani Mehra, Broadcasting & People NBT, New Delhi 1985
- Akas Bharti, Vol. I & II Publication, Division. New Delhi
- Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
- Andrew Boyd: Broadcast Journalism

**Semester – V**  
**Paper – 240/JMC/CC501**  
**History of Television and Cinema**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. Introduce basic History of Television and Cinema.
2. To inculcate knowledge of Evolution of TV and Cinema.
3. To acquaint students with knowledge of Development of TV and Cinema in World and India.

**Unit-I**

- 1.1 Invention of Television in World
- 1.2 Growth of Television in World
- 1.3 Invention of Cinema in World
- 1.4 Growth of Cinema in World

**Unit-II**

- 2.1 Origin and Development of Television in India
- 2.2 Development of Doordarshan
- 2.3 Evolution of Color Television
- 2.3 Evolution of Private TV Channels

**Unit-III**

- 3.1 Origin and Development of Cinema in India
- 3.2 Talkie Cinema
- 3.2 Growth of Cinema after Independence
- 3.3 Case study of film Directors : Raj Kapoor, Bimal Roy, Yash Chopra, Manoj Kumar, Subhash Ghai

**Unit-IV**

- 4.5 Present Status of Television in World
- 4.6 Present status of Cinema in World
- 4.7 Present Status of Television in India
- 4.8 Present Status of Cinema in India

**Course Outcomes**

- i. Students would be able to introduce themselves to History of Television and Cinema.
- ii. Students would be able to develop the knowledge of Development of Television and Cinema in World and India.

**Reference books**

- History and the Media – D.Cannadine
- Media in History : An introduction to the meanings and Transformations of Communication over time – JukkaKorti

**Paper – 240/JMC/CC502  
Media and Economics**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)  
Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To Introduce basic of Economics among the students.
2. To inculcate knowledge of relation of economics with other sciences.
3. To acquaint students with knowledge of Indian Economy

**Unit-I**

- 1.1 Economics – Introduction, Definition and Nature
- 1.2 Scope of Economics
- 1.3 Relation of Economics with other sciences
- 1.4 Significance of Economics for Media Students

**Unit-II**

- a. Principles of Demand and supply
- b. Understanding Union Budget
- c. Inflation
- d. Economics growth and Development

**Unit-III**

- 3.1 Basic features of Indian Economy
- 3.2 History of planning in India
- 3.3 Five year plans, NITI Aayog
- 3.4 Important Economics Newspapers

**Unit-IV**

- 1.1 Globalization, Liberalization
- 1.2 Privatization
- 1.3 Current Economic issues in India
- 1.4 Role of Media in Economic Development

**Course Outcomes**

- i. Students would be able to introduce themselves with basics of Economics .
- ii. Students would be able to develop the knowledge of relation of Economics with other sciences.
- iii. Students will be able to know about Indian Economy system.

**Reference books**

- The development process of Indian Economy- Brahamanand PR and Panchmukhi
- The Indian Economy – Problems and Prospects – Jalan, Bimal
- Economic Survey – Government of India

**Paper – 240/JMC/CC503**  
**Film Appreciation**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)  
Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To Introduce basic of Cinema studies.
2. To inculcate knowledge of relation of Society and Films.
3. To acquaint students with Famous Films and Directors.

**Unit-I**

- 1.1 Film as a Medium of Expression
- 1.2 Film Genres
- 1.3 Film Certification
- 1.4 Impact of Film on Society

**Unit:2**

- 1.1 Awara : Raj Kapoor
- 1.2 Do Bheega Zameen : Bimal Roy
- 1.3 Do Aankhen Barah Hath : V. Shantaram
- 1.4 Mother India : Mahmoob Khan

**Unit – 3**

- 3.1 Mughal-E-Azam : K.Asif
- 3.2 Waqt : Yash Chopra
- 3.3 Aankhen : Ramanand Sagar
- 3.4 Purab Aur Paschim : Manoj Kumar

**Unit – 4**

- 4.1 Sholey : Ramesh Shippy
- 4.2 Karma : Subhash Ghai
- 4.3 Maine Pyar Kiya : Suraj Badjataya
- 4.4 Kuch Kuch Hota Hai : Karan Johar

**Course Outcomes**

- i. Students would be able to introduce themselves with basics of Films Studies.
- ii. Students would be able to develop the knowledge of relation of Society and Films.
- iii. Students will be able to know about Famous Films of Indian Cinema.

**Reference books**

- How to Read a film : James Monaco
- भारतीय सिने सिद्धांत: अनुपम ओझा

**Semester – VI**  
**Paper – 240/JMC/CC601**  
**Media Management**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To Introduce basic of Management
2. To inculcate knowledge of TV and Radio Channel.
3. To acquaint students with Media Houses.

**Unit-I**

- 1.1 Management : Definition and Concept
- 1.2 Principles and need of Management
- 1.3 Management Functions
- 1.4 Ownership pattern in Media

Unit – II

- 2.1 Structure and Functioning of Radio and TV Channel
- 2.2 Role of Editorial Section
- 2.3 Role of Technical and Marketing Section
- 2.4 Recruitment, Hiring and training of staff

Unit – III

- 3.1 Media marketing and Techniques
- 3.2 Ad collection and corporate strategies
- 3.3 Space and time selling
- 3.4 Introduction to Event Management

Unit – IV

- 4.1 Introduction to Media Houses : Times Group, Hindustan Times Group, Pioneer Group, India Today Group
- 4.2 Bhaskar Group, Jagran Group, Tribune Group, NDTV Group
- 4.3 Zee Network, Enadu Group, Sun Network, TV 18 Group
- 4.4 Media as an industry and Profession

**Course outcomes :**

- i. Students will be able to get basis knowledge of Media Management.
- ii. Students will be able to know about TV and Radio Channel.
- iii. Students will get knowledge of Media Houses.

**Reference books :**

- Media Management : B.K. Chaturvedi
- Media Management and Digital Transformation : Arne L Bygdas
- Media Management : Stephen Lacy

**Paper – 240/JMC/CC602  
Development Communication**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To Introduce basic of Development process.
2. To inculcate knowledge of Rural Development.
3. To acquaint students with Urban Development.

Unit – I

- 1.1 Definition, meaning and process of Development
- 1.2 Concept of Development : Evolution, Historical perspective
- 1.3 Various models of Development
- 1.4 Role of Government in Development

Unit – II

- 2.1 Rural Development
- 2.2 Panchayat Raaj
- 2.3 Advancement in Farming and Conservation of Rural Culture
- 2.4 Roll of Media in Rural and Agricultural Development

Unit – III

- 3.1 Urban Development
- 3.2 Urban Sanitation
- 3.3 Tribal Development
- 3.4 Role of NGOs in Development

Unit – IV

- 4.1 Role of Media in Women Development
- 4.2 Role of Media in Dalit Development
- 4.3 Role of Media in Adivasis Development
- 4.4 Role of Media in Minorities Development

Course outcomes :

- i. Students will be able to get basis knowledge of Development process.
- ii. Students will be able to know about Rural and urban Development.
- iii. Students will get knowledge of Media Houses.

Reference books :

- Development Communication Theory and Practice : Uma Narula
  - Development Communication and International Communication : Ganga Sagar Singh
- Communication for Development : Srinivas Raj Melkote

**Paper – 240/JMC/CC603**  
**Media Laws**

Time: 3 Hrs.

Theory Marks: 70 (Credit-4)

Internal Assessment: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

**Course objectives :**

1. To Introduce basics of Media Laws
2. To inculcate knowledge of Social Media Regulations
3. To acquaint students with Ethical Issues related to Media

Unit – I

- 1.1 Freedom of speech and expression
- 1.2 Restriction on Freedom of Speech
- 1.3 Contempt of Court
- 1.4 Working Journalist Act

Unit – II

- 2.1 Press and Book Registration Act, 1867
- 2.2 Official Secret Act 1923
- 2.3 Defamation
- 2.4 Sedition Laws

Unit – III

- 3.1 Copyright Act
- 3.2 Cable TV Network regulation act 1995
- 3.3 Information technology Act 2000
- 3.4 RTI act 2005

Unit – IV

- 4.1 Cinematography Act and Censorship
- 4.2 Social Media and OTT self Regulation
- 4.3 Obscenity and Violence in Media
- 4.4 Media and Privacy issues

**Course outcomes :**

- i. Students will be able to get basis knowledge of Media Laws.
- ii. Students will be able to know about Social Media Regulations.
- iii. Students will get knowledge Ethical issues related to Media.

**Reference books :**

- Media Law and Ethics : Ishita Chatterjee
- Media Law : Purvee Malpani
- Media Law and Ethics : Neelamalar