

**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)

*Verified
Page no. 1 to 20
Sateesh Kumar*

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Bachelor of Arts – Journalism and Mass Communication (2024-25)

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS					
			(Hrs)			Credits				TI	TE	PI	PE	Total	
Core Course(s)															
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	--	4	30	70	--	--	100	
Minor/ Vocational Course(s)															
MIC-3	Newspaper Production	240/JMC/MIC301	--	--	8	--	--	4	4	--	--	30	70	100	
Multidisciplinary Course(s)															
MDC-3	One from pool								3					75	
Ability Enhancement Course(s)															
AEC-3	One from pool		1	1	--	1	1	--	2	15	35	--	--	50	
Total Credits									20					550	

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Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
			Core Course(s)											
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
Minor/ Vocational Course(s)														
MIC/V OC-4	Radio Production	240/JMC/MIC401	--	--	8	--	--	4	4	--	--	30	70	100
Ability Enhancement Course(s)														
AEC-4	Radio Production One from Pool	240/JMC/AEC401	1	1	--	1	1	--	2	15	35	--	--	50
Value-added Course(s)														
VAC-3	One from pool		--	--	4	--	--	2	2			15	35	50
Total Credits									20					500

Semester – III
Paper 17

Name of Subject: History of Press	Maximum Theory marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/CC301	

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

Course objectives :

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

Unit1:
1.1 Evolution of Paper 1.2 Evolution of Printed book 1.3 History of Newspaper in World 1.4 History of News Agencies in World
Unit2:
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
Unit3:
3.1 Press after Independence 3.2 Press Commission 3.3 Press Council 3.3 Role of Press in Emergency
Unit4:
4.1 Present Status of Newspaper in World 4.2 Present Status of Newspaper in India 4.3 Present Status of Magazine in World 4.4 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

Name of Subject : Media and Society	Maximum Theory marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/CC302	

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

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.

Unit1:
1.1 Relationship of Media and Society 1.2 Impact of Media on Society 1.3 Media and Social Development 1.4 Media accountability
Unit2:
2.1 Media Literacy 2.2 Impact of Media on Children 2.3 Media and Gender Issues 2.4 Media and Rural Society
Unit3:
3.1 Media and Violence 3.2 Media and Rising Crime 3.3 Media and Democracy 3.4 Media and Environmental Issues
Unit4:
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 Vir Bala Aggarwal

Name of Subject : Reporting and Editing	Maximum Theory marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/CC303	

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

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.

Unit1:
1.1 Reporting and Reporters 1.2 Principles of Reporting 1.3 Reporting Techniques 1.4 Qualities of a Reporter
Unit2:
2.1 News Values 2.2 The five W and the H 2.3 The inverted Pyramid 2.4 News Sources
Unit3:
3.1 Principles of Editing 3.2 News Room and News Desk 3.3 Qualities of a Sub-Editor 3.4 Qualities of a Chief Sub-Editor
Unit4:
4.1 Writing Headlines 4.2 Basics of Page Makeup 4.3 Proof Reading 4.4 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

Name of Subject : News Paper Production	Maximum Practical marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/MIC301	

Course objective :

1. To develop knowledge about Designing process of newspaper
2. To develop knowledge about management of Print Media.

Exercises and Assignments :

Students will publish their own Lab Newspaper or Magazine using Designing software like Quarkxpress/Indesign.

Course outcomes :

1. Students will be able to publish newspaper.
2. Students will get practical knowledge of Print Media.

Paper – 21& 22
One from pool

A handwritten signature in blue ink, appearing to be 'Ali', with a long horizontal stroke extending to the right.

Semester – IV
Paper 23

Name of Subject: History of Radio	Maximum Theory marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/CC401	

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

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.

Unit1:
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
Unit2:
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
Unit3:
3.1 Chanda Committee 3.2 Verghese Committees 3.2 Prashar Bharti Act 3.3 Community Radio in India
Unit4:
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 – Jukka Korti
- भारतीय इलेक्ट्रॉनिक मीडिया - डॉ. देवव्रत सिंह

Name of Subject: Media and Polity	Maximum Theory marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/CC402	

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

Course objectives :

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

Unit1:
1.1 Introduction to the Indian constitution 1.2 Salient feature of Indian constitution 1.3 Fundamental rights 1.4 Fundamental duties.
Unit2:
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
Unit3:
3.1 Legislature: Power and Functions 3.2 Executive: Power and Function 3.3 Judiciary: Power and Function
Unit4:
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 Panchayati 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-25

Name of Subject: Radio Journalism	Maximum Theory marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/CC402	

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

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.

Unit1:
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.
Unit2:
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
Unit3:
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
Unit4:
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

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Paper- 26

Name of Subject : Radio Production	Maximum Practical marks: 100 (70+30) (Credit-4)
Subject Code: 240/JMC/MIC301	

Course objective :

1. To develop knowledge about Radio Programmes.
2. To develop knowledge about management Radio Media.

Exercises and Assignments :

Students will produce Radio Programmes like Radio Talk, Radio Bulletin, Radio Commentary, Radio Advertisements, Radio Symposium, Radio Drama, Radio Feature.

Course outcomes :

1. Students will be able to produce Radio Programmes.
2. Students will get practical knowledge of Radio.

Paper -27

One from pool

Paper- 28

One from Pool

Bachelor of Arts – Journalism and Mass Communication (2024-25)

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MDC-3	Film Appreciation	240/JMC/MD C301	2	1	--	2	1	--	3	25	50	--	--	75

Julia

Name of Subject: Film Appreciation	Maximum Theory marks: 75(50+25)(Credit-3)
Subject Code: 240/JMC/MD301	

This Question paper shall be divided into Two sections. Examiner is requested to set Question A as Compulsory question containing 14 marks and from the entire syllabus (Can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 12 marks each. The students are required to attempt one question from each unit.

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.

Unit1:	
1.1	Fim as a Medium of Expression
1.2	Film Genres
1.3	Film Certification
1.4	Impact of Films on Society
Unit2:	
2.1	Awara : Raj Kapoor
2.2	Mother India :Mahmoob Khan
2.3	Mughal-E-Azam :K.Asif
2.4	Purab Aur Paschim : Manoj Kumar
Unit3:	
3.1	Sholey : Ramesh Shippy
3.2	Karma : Subhash Ghai
3.3	Maine Pyar Kiya : Suraj Badjataya
3.4	Dilwale Dulhaniya le Jaenge : Aaditya Chopra

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
- भारतीयसिनेसिद्धांत: अनुपमओझा