

**Bachelor of Arts - Journalism and Mass Communication (BAJMC)****Scheme of Examination****w.e.f. Academic Session 2021-22**

<i>First Semester</i>	T	P	IA	Total
Paper-I: Introduction to Communication	80	-	20	100
Paper-II: Language and Media(Hindi-I)	80	-	20	100
Paper-III: Writing Skills – I	80	--	20	100
Paper-IV:Computer Applications for Mass Media	50	30	20	100
Paper-V: Basics of Print Production	---	100	--	100
<i>Second Semester</i>				
Paper-VI: Introduction to Mass Communication	80		20	100
Paper-VII: Language and Media (Hindi-II)	80	-	20	100
Paper-VIII: Writing Skills - II	80	-	20	100
Paper-IX: New Media	50	30	20	100
Paper-X: Basics of Radio Production	---	100	--	100
Environment Studies				
<i>Third Semester</i>				
Paper-XI: History of World Media	80	--	20	100
Paper-XII: Language and Media (English-I)	80	--	20	100
Paper-XIII: Media and Society	80	--	20	100
Paper-XIV: Reporting	50	30	20	100
Paper-XV: Basics of Television Production	---	100	--	100
<i>Forth Semester</i>				
Paper-XVI: History of Indian Media	80	-	20	100
Paper-XVII: Language and Media (English-II)	80	--	20	100
Paper-XVIII: Media and Politics	80	-	20	100
Paper-XIX: Editing	50	30	20	100
Paper-XX: Basics of Film Production	---	100	--	100
<i>Fifth Semester</i>				
Paper-XXI: Media Management	80	-	20	100
Paper-XXII: Development Communication	80	--	20	100
Paper-XXIII: Media and Economics	80	--	20	100
Paper-XXIV: Advertising and Public Relations	50	30	20	100
Paper-XXV: Media Production –I	--	100	--	100
<i>Sixth Semester</i>				
Paper-XXVI: Media Laws and Ethics	80	--	20	100
Paper-XXVII: Personality Development and Presentation	80	--	20	100
Paper-XXVIII: Research Methodology	80	--	20	100
Paper-XXIX: Training in Media House	---	100	---	100
Paper-XXX: Media Production–II	--	100	--	100

\* *Environment studies paper is qualifying subject compulsory for all students of the UG course and the same will be conducted in the 2<sup>nd</sup> semester of the course.*

**Semester - I**  
**Paper-I**  
**Introduction to Communication**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Concept and definition of communication, functions of communication, process of communication, elements of communication and barriers in communication. Concept of Communication in Indian Tradition.

**Unit-II**

Verbal, non-verbal communication. Forms of communication, visual communication: Characteristics and functions. Concept of listening: developing effective listening, active listening, listening habits & importance of feedback in communication

**Unit-III**

Intrapersonal communication, Interpersonal communication, Group communication, functions of group communication, factors affecting group performance

**Unit-IV**

Concept of Speaking, Responsibility of a public speaker, Speech delivery, Mass communication an overview- Introduction Concept and Definitions,

**Reference books**

- Mass Communication – A Critical analysis – Keval J Kumar
- Mass Communication – Wilbur Schram
- Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
- Communication models for the study of Mass Communication – Denis Mc Quail and S. VenWindah, Longman, Singapore Publications, 1981
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**Paper-II**  
**Language and Media (Hindi-I)**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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.

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**Paper-III**  
**Writing Skills - I**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Basics Principles of Writing  
Mass Media and Creative Writing  
Kinds of Writing for Mass Media

**Unit-II**

Letter to Editor  
News Writing for Newspaper  
Editorial Writing  
Feature Writing

**Unit-III**

Poetry Writing  
Story Writing  
Interview Writing  
Book Review Writing

**Unit-IV**

Writing for Women  
Writing for Children  
Writing for Games  
Advertisement Writing

**Reference books:**

- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, Surjeet Publications: Delhi, 2003.
- News Writing and Reporting – Mames M Neal and Suzanne S Brown
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## **Paper-IV**

### **Computer Applications for Mass Media**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### **Unit-I**

Origin and growth of computer  
Various parts and functioning of computer  
Computer hardware and software

#### **Unit-II**

Introduction to operating systems  
Introduction to computer software

- MS Word
- MS Excel and Power Point

#### **Unit-III**

Use of Ms word in copy editing formatting facilities and inserting page break, objects and pictures. Introduction to Ms Excel and PowerPoint. How to design effective presentation.

#### **Unit IV**

Introduction to Photoshop

#### **Reference books:**

- Author Adobe, Adobe Photoshop – Publisher Techmedia
- A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
- V. Rajaraman, Fundamentals of computer, Prentice Hall of India
- R. Singhal, Computer Application for Journalism, Ess Publishers
- T. C. Bartee, Digital Computer Fundamentals, McGraw Hill Publication

**Paper-V**  
**Basics of Print Production**

Time: 3 Hrs.

Practical: 100

A Student shall submit a project (Print Media) along with a Portfolio. The Project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

The Portfolio is the overall dossier of a student prepared to showcase his/her area of expertise and shall comprise of original work. A student has to show his range of work/expertise as reflected in his work compiled as Dossier.

**Semester – II**  
**Paper VI**  
**Introduction to Mass Communication**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Mass Communication, Key concept, terms, definition, feature, functions, characteristics of audience of mass media, types of mass media, print, electronic and new media, their reach, advantages and limitations.

**Unit-II**

Tools of Mass Communication – Newspaper, Magazine, TV, Radio, Films, Internet etc.

Mass Media and Society

Traditional/Folk Media

**Unit-II**

Definition, concept, origin of communication models, SMR, SMCR, Aristotle model, Lass well's model, Berlo model, Shannon and Waver's, Osgood model

**Unit-IV**

Communication theory and overview of the emergence and development, Bullet theory, personal influence- two step flow and multi-step flow, individual difference theory Cultivation theory, agenda setting theory.

**Reference books**

- 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
- Mass communication theory: An introduction - Denis Mcquail
- The process and effects of mass communication – Wilbur Schramm
- Mass communication theory – Stanley J.Baran and Dennis K.Davis
- Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach
- Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
- Theories of Communication- A short introduction, London, Sage publication

### **Paper-VII**

#### **Language and Media (Hindi-I)**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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.

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### **Paper-VIII Writing Skills - II**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

#### **Unit-I**

Principles of Radio Writing

Radio News, Radio Feature, Radio Talk, Radio Drama

#### **Unit-II**

Principles of Television Writing

Television News, Television Drama, Television Serial, Television Advertisement, Tele-Film, Television Documentary

#### **Unit-III**

Principles of Cinema Writing

Screenplay Writing for Feature Films, Film Reviews

#### **Unit-IV**

Travel Reportage  
Writing about Food  
CVs and Job Applications

**Reference books:**

- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, Surjeet Publications: Delhi, 2003.
- News Writing and Reporting – Mames M Neal and Suzanne S Brown
- Video Production – Vasuki Belavadi
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**Paper-IX  
New Media**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Internet as a medium of communication  
History and evolution of internet  
Reach and access of Internet in India  
Various applications of Internet

**Unit-II**

Growth and development of online journalism in India.  
Important news websites and their characteristics  
Characteristics of online journalism- hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks

**Unit-III**

Online Writing & Editing: do's and don'ts  
Live writing  
Participatory journalism; portals;  
Blogging, podcasting, video casting, micro blogging.

#### **Unit- IV**

Web team members – project manager, visualizer, graphics designer, animator, audio-video expert, web site manager

Web and its uses in different media

Web as a medium of communication

Social impact of Web and Various Social Media Platform

#### **Reference Books:**

- Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- The New Media Handbook — Andrew Dewdney and Peter Ride
- The Cyberspace Handbook — Jason Whittaker
- Breaking News, Sunil Saxena, Tata McGraw-Hill
- Media and Power — James Curran Media, Technology
- New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Tayolor& Francis Group, 2007
- Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017

#### **Paper-X**

#### **Basics of Radio Production**

Time: 3 Hrs.

Practical: 100

A Student shall submit a project (Radio) along with a Portfolio. The Project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

The Portfolio is the overall dossier of a student prepared to showcase his/her area of expertise and shall comprise of original work. A student has to show his range of work/expertise as reflected in his work compiled as Dossier.

**Semester – III**  
**Paper-XI**  
**History of World Media**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Brief History of Print Media in World

Evolution of Paper, Printed Book, Printing Press, Newspaper, Magazine in world

Evolution of Major News Agencies in World

**Unit-II**

Brief History of Radio in World

Invention of Radio, Evolution of Broadcasting

Radio as an Instrument of Propaganda during the World War

**Unit-III**

Brief History of Television in World

Invention of Television, Evolution of Telecasting

Evolution of Colour Television, Evolution of Major News Channels in World

### **Unit-IV**

Brief History of World Cinema, Illusion of Movement, Pre Cinema Machine, Development of Photography, Silent Era to early talkies, Big studios, Changes occurred in World Cinema

#### **Reference Books :**

- 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-XII**

#### **Language & Media (English-I)**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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.

### **Unit I**

Communication Skills in English

Speech Sounds : Phonetics

### **Unit II**

Grammar :     Noun, Pronoun  
                   Adjective, Verb  
                   Adverb  
                   Tense, Active and Passive Voice  
                   Narration

### **Unit III**

Story :    The Gift of the Magi : O. Henry  
              The Bet : Anton Chekhov

### **Unit-IV**

**Novel/Drama** : Guide –R K Narayana

The Merchant of Venice – William Shakeshpere

**Suggested Reading:**

- Jimmy Sharma, *Communicative English : For Professional Graduates*. ArihantPrakashanPvt Ltd: New Delhi, 2012
- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, SurjeetPublications:Delhi, 2003.
- Lauren Kessler and McDonald Duncan, *When Words Collide*. 4<sup>th</sup> ed., Belmont California: Wadsworth Publishing Co. 1996.

**Paper-XIII**  
**Media and Society**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit – I**

Nature scope and Importance of Sociology  
Relationship between Sociology and other Social Sciences  
Significance of studying Sociology for Media Students

**Unit – II**

Meaning of Society, Community, Association, Institution  
Social Institutions – Marriage, Family, Kinship, Religion  
Socialization – Process stages and importance

**Unit – III**

Characteristics of Indian Society  
Major Social Problems in India  
Secularization, Modernization, Globalization

**Unit – IV**

Mass media and society  
Importance of media, media impact on society  
social responsibility of media.

**References 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
- New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
- Communication and Persuasion by CI, Hovland/I.L

**Paper-XIV**  
**Reporting**

Time: 3 Hrs.

Theory Marks: 50

Practical :30

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Concept of news, definition, nature, qualities, elements of news, news concept of 5 w's & 1H, objectivity of news, types of news, Hard and soft news, Understanding local, regional and national news

**Unit-II**

News sources, news gathering, types of sources, sourcing/attribution. Verification and validation of facts, credibility and protection of sources, cultivation of sources, on record sources, off the record sources, Report writing. Scoop and exclusive stories

**Unit- III**

News writing style, intro types and importance, inverted pyramid, Tools of reporting, qualities and responsibilities of reporter, principles of reporting- accuracy, objectivity, fairness, balance, Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief reporter & reporter.

#### **Unit-IV**

Types of Reporting: Investigative & Interpretative reporting, accident, crime, court, political, Human interest, Health reporting, Sports Reporting, interviewing, reporting press conference.

#### **Reference books**

- News Reporting – B. N. Ahuja and S. S. Chhabra
- News Writing and Reporting – Mames M Neal and Suzanne S Brown
- Professional Journalism - M. V. Kamath
- News Reporting and Editing – K. M. Srivastava
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#### **Paper-XV**

#### **Basics of Television Production**

Time: 3 Hrs.

Practical: 100

A Student shall submit a project (Television) along with a Portfolio. The Project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

The Portfolio is the overall dossier of a student prepared to showcase his/her area of expertise and shall comprise of original work. A student has to show his range of work/expertise as reflected in his work compiled as Dossier.



**Semester – IV**  
**Paper-XVI**  
**Language & Media (English-I)**

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

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.

**Unit I**

Idioms and phrases  
Prepositions, Conjunctions  
Articles, Antonyms  
Synonyms

**Unit II**

Translation: Rules of Translation  
Common Errors in Translation  
Translation of English News Story in Hindi

**Unit III**

Story : Soldier's Home : Earnest Hemingway  
How to Become a Writer : Lorrie Moore

## **Unit-IV**

Novel /Drama – Train to Pakistan :Khuswant Singh  
Death of a Salesman : Arthur Millar

### **Reference Books :**

- Jimmy Sharma, *Communicative English : For Professional Graduates*. ArihantPrakashanPvt Ltd: New Delhi, 2012
- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, SurjeetPublications:Delhi, 2003.
- Lauren Kessler and McDonald Duncan, *When Words Collide*. 4<sup>th</sup> ed., Belmont California: Wadsworth Publishing Co. 1996.

## **Paper-XVII**

### **History of Indian Media**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

## **Unit-I**

Brief History of Print Media in India

James Augustus Hicky& Early Newspaper of Calcutta, Madras and Bombay

Role of Newspaper in India's Freedom Movement

Post independence Press in India, Role of Press during Emergency

Evolution of News Agencies in India

## **Unit-II**

Origin and Development of Radio in India

Development of AIR, Expansion of FM Radio Channels,

Development of Community Radio in India

## **Unit-III**

Origin and Development of Television in India

Emergence of Colour Television in India

Emergence of Private TV Channels, Formation of PrasarBharti

#### **Unit-IV**

Early Indian Cinema, HiralalSen, Dhundi G Fhalke, ArdesharIrani,

Silent Indian Films, Emergence of Film Studios : New theatres, Bombay Talkies, Imperial

Theatres, R.K. Studios, Art Cinema of India, Cinema in Digital Era

Film and Television Institute of India, National Film Archive of India

#### **Reference Books :**

- History of Indian Journalism – J Natarajan
- The Press in India – GNS Raguvan
- Mass Communication in India – Kewal J Kumar
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### **Paper-XVIII**

#### **Media and Politics**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### **Unit-I**

Introduction to the Indian constitution, framing of Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties.

#### **Unit-II**

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

#### **Unit-III**

Organs of Indian Political System, Legislature: Power and Functions, Executive: Power and Function, Judiciary: Power and Function, Role of Press in Indian Democracy

#### **Unit-IV**

Introduction to union Government, president, vice president, prime minister and council of ministry. Different ministries, their nature, functions and roles. Introduction to state Government, Governor Chief Minister and council of ministry, Panchayati Raj System in India and its key features

#### **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.
- The Success of India's Democracy. CUP: New Delhi. Shah, Ghanshyam.
- Caste and Democratic Politics in India, Orient Blackswan: New Delhi.
- NCERT Books of Social Sciences
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#### **Paper- XIX**

#### **Editing**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### **Unit-II**

Meaning, Definition and concept of editing, significance of editing in journalism, process of editing, Writing Leads

#### **Unit-II**

Structure of news desk, nature of work and the role of news desk people .

Role of news editor,

Role of Chief sub editor

#### **Unit-III**

Skill of editing, Do's and Don'ts of editing. Subbing of news and news reports, Qualities of sub editor, ability to analyse, synthesize, evaluate unfamiliar material critical thinking, understanding news worthy items.

#### **Unit-IV**

Headlines writing –types, Do's and Don'ts of headlines writing, functions and importance, Lead & its various types, Concept of 5w's, 1H  
Proof Reading, Symbols of Proof Reading

#### **Reference Books:**

- Remnick, David Reporting, Picador Publishers, 2013
- Sehgal, Vivek Editing for Print and Electronic Media, Neha Publishers, 2010
- Raman, Usha, *Writing for the Media*, Oxford University Press, 2010
- Floyd Baskette and Jack Sissors, the Art of Editing, New York: Macmillan Publishing Co, 1986
- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
- Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
- Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
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#### **Paper-XX**

##### **Basics of Film Production**

Time: 3 Hrs.

Practical: 100

A Student shall submit a project (Film) along with a Portfolio. The Project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

The Portfolio is the overall dossier of a student prepared to showcase his/her area of expertise and shall comprise of original work. A student has to show his range of work/expertise as reflected in his work compiled as Dossier.

**Semester – V**  
**Paper-XXI**  
**Media Management**

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit –I**

Management – Definition & Concept  
Principles and Need of Management  
Management Functions  
Ownership patterns in media  
Inflow of capital in Indian media

**Unit-II**

Structure and functioning of radio and television channel  
Role of editorial, technical, marketing and HR sections  
Recruitment, hiring and training of staff

### **Unit-III**

Media marketing techniques  
Ad collection and corporate strategies  
Space and time selling

### **Unit-IV**

Introduction to media houses: Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. PrasarBharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 and other media groups . Media as an industry & profession

### **Reference Books:**

- Hargie O, Dickson D, Tourish Communication Skills for Effective
- Denis Management, Palgrave Macmillan, India
- Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi
- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi
- Dr Sudhir Soni Media Prabandhan, University Publication, Jaipur

### **Paper-XXII**

### **Development Communication**

Time: 3 Hrs.

Theory Marks: 50

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### **Unit-I**

Definition, meaning and process of development  
Concept of Development: Evolution, Historical perspectives and debates  
Various Models of Development

### **Unit-II**

Role of Government in Development: Evolution of Planning process and new approaches,  
Rights-based Approach to Development: Education, Food, Employment and Health  
Development and Marginal communities: Women, Dalit, Adivasis, Minorities,  
Economic and social indicators of development, Other indicators: Communication as an indicator, Democracy as an indicator, Human Rights as an indicator

### **Unit-III**

Communication for rural development  
Strengthening of Panchayat Raj

Advancement in farming and alternative employment  
Conservation of rural culture – tradition

#### **Unit-IV**

Communication for urban development:  
Urban sanitation  
Consumer awareness  
Slum development  
Communication for Tribal development  
Wild life and forest conservation

#### **Reference books :**

- Narula Uma development Communication – Theory and Practice, HarAnand
- Gupta V.S. Communication and Development Concept, New Delhi
- Tewari, I P Communication Technology and Development, Publication Division,
- Govt. of India Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur Communication and Changes in Developing
- Countries, East West Communication Centre, Honolulu
- Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi

#### **Paper-XXIII**

#### **Media and Economics**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### **UNIT-I**

Economics- Introduction, Definition Nature and Scope of Economics, Relation of Economics with other Social Sciences  
Significance of Economics for Media Students

#### **UNIT-II**

Principles of Demand and Supply  
Understanding Union Budget, Inflation  
Economic Growth and Development

#### **UNIT-III**

Basic Features of Indian Economy  
Planning Process- Planning Commission, Five Year Plans, State of Indian Agricultural Sector, Industry Trade and Commerce



## **UNIT-IV**

Population Growth and Economic Development

Globalization, Liberalization, Privatization, Swadeshi Consumerism

Current Economic Issues

### **Reference books :**

- The Development Process of Indian Economy – Brahmananda PR and Panchmukhi
- The Indian Economy – Problems and Prospects – Jalan, Bimal
- Aspects of India's Economic Growth and Reforms- Nagaraj R
- Economic Survey – Government of India
- Economic and Political Weekly – Various Issues

## **Paper- XXIV**

### **Advertising and Public Relations**

Time: 3 Hrs.

Theory Marks: 50

Practical :30

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

### **Unit-I**

Definition and Concept of Advertising and its Functions

Growth of Advertising with special reference to India

Evolution and Development of Advertising with special reference to India

Advertising in Indian Society

### **Unit-II**

Media for advertising: newspaper, magazine, radio, television, outdoor, transit, point of purchase, direct mail and internet etc..

Advertising appeals, definition and types

Advertising campaign, concept and importance

Advertising agency, structure and functions

### **Unit-III**

Definition and Concept of Public relations.

Growth and development of PR with special reference to India

Functions of PR, Qualities and functions of a PRO

PR tools; press release, press conference, press note, press briefing, meet the press, press tours, exhibitions.

#### **Unit-IV**

Differences and similarities between advertising and PR

Public opinion, Propaganda and its techniques, Publicity

Public relations departments in Public and Private sector

Structure and functions of a PR agency

Concept of Corporate Communication and Corporate Social Responsibility, PR campaigns

#### **Reference Books:**

- Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.).
- Public Relations– A Scientific Approach: Sahai, Baldeo.
- Handbook of Public Relations in India: Mehta, D.S. Corporate Public Relations: Balan K.R.
- Public Relations Principles Cases and Problems: Moore, Frazier H., Kalupa, Frank B. Jan Sampark (Punjabi) :Dilgir, H.S.

#### **Paper-XXV**

#### **Media Production - I**

Time: 3 Hrs.

Total Marks ( Practical) :100

A Student shall submit a project as per the choice (Print/Radio/Television/Film) along with a Portfolio. The Project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

The Portfolio is the overall dossier of a student prepared to showcase his/her area of expertise and shall comprise of original work. A student has to show his range of work/expertise as reflected in his work compiled as Dossier.

**Semester – VI**  
**Paper-XXVI**  
**Media Law and Ethics**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19

Interpretation of Article 19: Defining the freedom of the Press and Media

Fundamental Rights and Duties

**Unit-II**

Press and Registration of Book Act, 1867

Official secrets act 1923, Law of defamation

Contempt of court act 1971, Copyright act.

Right to privacy, Cable TV network regulation Act 1995

Information technology Act 2000

### **Unit-III**

Ethics in journalism, freedom and responsibility of press  
RTI act, 2005 with its importance and background  
Law relating to covering of election  
Guidelines for parliamentary coverage  
AIR code for election coverage.

### **Unit-IV**

Press commissions,  
Press Council of India, The Editor build of India,  
Working Journalist Act, Registrar of Newspaper for Indian

#### **Reference Books:**

- Universal Publishers Criminal Law Manual (relevant Sections of IPC)
- Universal Publishers Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)]
- D DBasu Law of the Press, Wadhwa& Company, Nagpur
- VidishaBarua Press and Media Law Manual, Universal LawPublishing Co. Pvt. Ltd. New Delhi
- P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, Delhi

### **Paper-XXVII**

#### **Personality Development and Presentation**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### **UNIT-I**

Introduction to Personality Development The concept of personality–Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

### **UNIT II**

Attitude & Motivation Attitude, Concept, Significance, Factors affecting attitudes, Positive attitude – Advantages –Negative attitude, Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation, Significance, Internal and external motives, Importance of self- motivation- Factors leading to de-motivation

### UNIT III

Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

### UNIT IV

Development Body language, Problem-solving, Conflict and Stress Management - Decision-making skills, Leadership and qualities of a successful leader, Character building, Team-work, Time management, Work ethics, Good manners and etiquette, Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions, Mock Interview Sessions. Power point Presentation.

#### **Reference Books :**

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.
- Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.

### **Paper-XXVIII**

#### **Research Methodology**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

#### **Unit-I**

Communication research: Meaning & Concept  
Scope and importance of communication research  
Development of Media Research  
Ethics of Media Research

#### **Unit-II**

Research Process  
Research Method: Survey, Interview  
Research Design – Experimental, Descriptive, Exploratory  
Sampling Method– Probability and Non- Probability

### **Unit-III**

Primary and Secondary data  
Data Collection Tools  
Questionnaire Preparation  
Research Questions

### **Unit-IV**

Writing research report  
Analysis and interpretation of data  
Basics of Research Writing  
Role of computer in communication research

### **Reference Books**

- C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
- S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
- G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
- Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
- Dr.S.Munjal Research Methodology, Raj Publishing House, Jaipur

### **Paper- XXIX**

### **Internship**

Total Marks (Practical): 100

At the end of Sixth Semester and after Term-end Exam all students are required to undergo a 6-week internship with a Media House/Organization of their choice. They are also required to submit Performance Assessment Report. PRA to be submitted by the organization in which a student has completed the internship. Based upon the report Internal examiner evaluate and External examiner shall conduct the viva-voce.

### **Paper-XXX**

### **Media Production - II**

Time: 3 Hrs.

Total Marks ( Practical) :100

A Student shall submit a project as per the choice (Print/Radio/Television/Film) along with a Portfolio. The Project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

The Portfolio is the overall dossier of a student prepared to showcase his/her area of expertise and shall comprise of original work. A student has to show his range of work/expertise as reflected in his work compiled as Dossier.