

NEP and Learning Outcome-based Curriculum Framework (LOCF)

For

Under Graduate

**BAJMC (Bachelor of Arts-Journalism and Mass Communication)
Programme**

(To be effective from the Academic Session 2022-23)



Department of Media Studies

Gurugram University, Gurugram

(A State Govt. University Established Under Haryana Act 17 Of 2017)

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 thinking requires 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 Outcomes

On completing BAJMC Programme, the students shall be able realise the following programme outcomes:

PO	Description
PO-1	Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication. Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.
PO-2	Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments. Demonstrate skilled usage of modern tools and techniques to effectively communicate with the masses.
PO-3	Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving society and the community for sustainable development. Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
PO-4	To nurture and polish the talent of budding media professionals with a strong knowledge of media ethics. To produce the research professionals who could contribute toward the societal growth in a positive way.
PO-5	To create dynamic media professionals with strong sense of responsibility towards the society. To inculcate the tenets of value-based journalism among the students. To introduce the students with to latest technology and skills in the professions related to the field of Journalism and Mass communication.

3. Graduate 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

4. QUALIFICATION DESCRIPTORS (QDs)

A qualification descriptor of Mass communication & Journalism undergraduate programme indicates the generic outcomes and graduate attributes expected for the award of the Bachelor of Arts, B.A. (Hons.) in Mass communication & Journalism degree programme. Qualification descriptors also describe the academic standard for a specific qualification in terms of the levels of knowledge and understanding, skills and competencies and attitudes and values that the holders of the qualification are expected to attain and demonstrate, in terms of actual outputs after acquiring B.A. (Hons.) degree in Journalism & Mass Communication. These descriptors also indicate the common academic standards for the qualification and help the degreeawarding bodies in designing, approving, assessing and reviewing academic programmes. The learning experiences and assessment procedures are designed to provide every student with the opportunity to achieve the Intended Learning Outcomes (ILO). The qualification descriptors reflect both disciplinary knowledge, professional skills and understanding of Mass communication & Journalism discipline including generic skills and global competencies that all students in different academic fields of study should acquire/attain and demonstrate. The students who will complete three years of full-time study of an undergraduate programme of study in Mass communication & Journalism will be awarded a Bachelor's Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree-level programme includes the following: Qualification descriptors for a Bachelor's Degree with honours in Mass communication & Journalism include the following:

- Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Journalism & Mass Communication; (ii) Procedural knowledge that creates different types of professionals related to the Media & Entertainment Industry, including research and development, teaching and government and public service; (iii) UGC DOCUMENT ON MASS COMMUNICATION & JOURNALISM 12 Professional and communication skills in the field of mass media, advertising, public relations, corporate communication, photography, animation, political communication, media management and new media and other such emerging areas of knowledge and Media Branches and current developments in the academic field of Media studies, including a critical understanding of the latest developments, and an ability to use established techniques of analysis and enquiry within the area of Journalism & Mass Communication.
- Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the Mass communication & Journalism field of study, and techniques and skills required for identifying problems and issues related.
- Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using methodologies as appropriate to the subject(s) for formulating evidencebased solutions and arguments.

- Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities

5. Scheme of Programme

Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks	Internal Assessment	PE	PI	Total
Core Course(s)											
CC101	Introduction to Communication	Paper-1	4	4		4	70	30			100
CC102	Computer Applications for Mass Media	Paper-2	4	2	2	4	35	15	35	15	100
CC103	Introduction to Media and Journalism	Paper-3	4	4		4	70	30			100
General Elective Course(s)											
GEC104 (One from Pool of Courses)	Media Language (Hindi-I)	Paper-4	4	4		4	70	30			100
Ability Enhancement Course(s)											
AEC105 (One from Pool of Courses)	Group Discussions (Current Affairs National)	Paper-5	2		2	2			35	15	50
Skill Enhancement Course(s)											
SEC106 (One from Pool of Courses)	Typing Skills (Hindi)	Paper-6	2		2	2			35	15	50
Value Addition Course(s)											
VAC107 (One from Pool of Courses)	Indian Ethics and Values	Paper-7	2		2	2			35	15	50
Total Credits						22					

6. Syllabus

Semester – I

Paper-1

Introduction to 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.

Unit-I

Concept and definition of communication, Process of communication, Elements of communication, Functions of Communication, Barriers in communication.

Unit-II

Types of Communication, Verbal Communication, non-verbal communication, Intrapersonal communication, Interpersonal communication, Group Communication, Mass Communication

Unit-III

Communication in India

Indian Communication Traditions - Uniqueness of Indian Communication

Indian Communicators : Social Reformers, Spiritual Leaders

Unit-IV

Western Models of Communication –SMCR Model, Shannon and Weaver's Model, Osgood Model

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.
4. Students would be able to acquaint themselves with the various types of Communication.

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

Paper-2
Computer Applications for Mass Media

Time: 3 Hrs.

Theory Marks: 35 (Credit – 4)

Practical Marks : 35+15(Int)

Internal Assessment: 15

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

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

Unit-II

Introduction to MS Word, MS Excel, MS Powerpoint

Unit-III

Introduction to Photoshop, QuarkXpress

Unit IV

Introduction to Adobe Premiere Pro

Practical Work : Hindi and English Typing practice, PPT Presentations, Page Making, Photo Editing, Video editing practices

Course Outcomes:

1. Students will learn about computer.
2. Students will be able to understand Software and Operating System.
3. Students will have the knowledge of IT Communicati
4. Students will learn about Office Automation Package.
5. Students will learn about Document, creation, manipulation and storage of Chartand Slide Show Package.

References :

- Adobe Photoshop – Adobe, 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

Paper-3

Introduction to Media and 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.

Unit – I

Meaning and Concept of Media, Evolution of Media

Types of Media: Traditional Media, Print Media, Electronic Media, Digital Media

Unit-II

Entertainment Media : Film, TV Serial, Web Series, Short Films

Informative Media : Newspaper, Magazine, Radio and TV News Channels, YouTube News Channels

Unit-III

Journalism : Concept and Definitions, Objectives of Journalism, Challenges before Journalism
Journalism as fourth estate

Unit-IV

Freedom of Expressions and Speech

Journalist and his/her qualities

Role and Responsibilities of a Journalist

Course Outcomes :

1. Students will be able to learn different skills of Print Media
2. Learn editing and Re writing techniques
3. Analyze and evaluate different kinds of Media content, News, articles and opinions.

References :

- 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

Paper-4
Media Language (Hindi-I)

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.

इकाई - 1

भाषा की परिभाषा, भाषा के प्रकार एवं प्रयोग, मीडिया में भाषा का स्वरूप, मीडिया और हिन्दी भाषा

इकाई - 2

हिंदी भाषा का परिचय : परिभाषा एवं अवधारणा, हिंदी की प्रमुख बोलियां एवं परिचय, देवनागरी लिपि-मानकीकरण मीडिया में प्रयुक्त अरबी, उर्दू, फारसी और अंग्रेजी शब्दावली

इकाई- 3

कहानी : उसने कहा था - चंद्रधर शर्मा गुलेरी

उपन्यास : निर्मला - प्रेमचंद

इकाई – 4

फिल्म : उपकार – निर्देशक : मनोज कुमार

फिल्म: शोले – निर्देशक : रमेश सिप्पी

Course Outcomes

1. Students would be able to strengthen oral communication skills in Hindi/ Regional Language.
2. Student would be able to develop the knowledge of writing in Hindi/ Regional Language.
3. Students would be able to improve vocabulary in Hindi/ Regional Language.
4. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.

संदर्भ पुस्तकें :

भाषा विज्ञान की भूमिका - देवेन्द्रनाथ शर्मा

हिन्दी भाषा - डॉ हरदेव बाहरी

हिन्दी नाटक उद्भव और विकास - दशरथ ओझा

Paper-5
Group Discussions (Current Affairs National)

Time: 3 Hrs.

Practical Marks: 50 (35+15) (Credit – 2)

Exercises and Assignments :

1. Newspapers Reading.
2. Magazine Reading.
3. Collection of Digital content on everyday current topics.
4. Panel Discussions (Twice in a week) on Current Issues

Course Outcomes

1. Students will be able to get knowledge about Social, Economic and Political contemporary Issues.
2. Students will aware about Current Affairs.

Paper- 6
Typing Skills (Hindi)

Practical Marks: 50 (35+15) (Credit – 2)

Time: 3 Hrs.

Learning and assignments based Practice of Hindi Typing
Making PPTs in Hindi
Knowledge of different Hindi fonts and converters.

Course outcomes :

1. Students will be able to know about basic knowledge of Hindi Typing.

Paper- 7
Indian Ethics and Values

Practical Marks: 50 (35+15) (Credit – 2)

Assignment based Teaching and Learning on :

1. Indian Family system and values.
2. Importance of Society and Nation.
3. Introduction to Indian Cultural Diversity in Unity .
4. One Short Play preparation and Performance based on Indian Values.

Course Outcomes :

1. Students will come to know about Indian Values and Ethics.
2. Students will able to know about importance of Family and Relations.

Bachelor of Arts – Journalism and Mass Communication (2022-23)

Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks	Internal Assessment	PE	PI	Total
Core Course(s)											
CC201	Theories of Mass Communication	Paper-1	3	0	1	4	70	30			100
CC202	New Media	Paper-2	3	0	1	4	35	15	35	15	100
CC203	Media Writing Skills	Paper-3	2	1	1	4	70	30			100
General Elective Course(s)											
GEC204 (One from Pool of Courses)	Media Language (Hindi-II)	Paper-4	4	0	0	4	70	30			100
Ability Enhancement Course(s)											
AEC205 (One from Pool of Courses)	Group Discussions (Current Affairs International)	Paper-5	0		2	2			35	15	50
Skill Enhancement Course(s)											
SEC206 (One from Pool of Courses)	Typing Skills (English)	Paper-6	0		2	2			35	15	50
Value Addition Course(s)											
VAC207 (One from Pool of Courses)	Industrial Visits	Paper-7	0		2	2			35	15	50
Total Credits						22					

Semester – II
Paper 8
Theories of Mass 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. 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.

Unit-I

Introduction to Mass Communication

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

Unit-II

Limited Effect Theories

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

Unit-III

Theories of Psychology and Use

- 1.1 Individual difference theory
- 1.2 Uses and Gratification Theory
- 1.3 Cultivation theory,
- 1.4 Cognitive Dissonance Theory

Unit-IV

Theories of Press

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

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.

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

Paper-9 New Media

Time: 3 Hrs.

Theory Marks: 35 (Credit – 4)

Practical Marks : 35+15(Int)

Internal Assessment: 15

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 New Media.
2. To apply ideas, Rule and concept of New Media in modern communication.
3. To analyze different kind new media trends.
4. To evaluate contemporary new media applications.

Unit-I

- 1.1 Introduction to New Media
- 1.2 Characteristics of New Media
- 1.3 Media Convergence

Unit-II

- 2.1 Online journalism
- 2.2 Important news websites and Portals
- 2.3 News Applications

Unit-III

- 3.1 Blogging/Vlogging
- 3.2 Podcasting,
- 3.3 Video casting

Unit- IV

- 4.1 Mobile Journalism
- 4.2 Latest Trends in New Media
- 4.3 OTT

Practical Work : Making Blogs, YouTube Channel

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.

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
- 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-10

Media Writing Skills

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 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 advertising and films.

Unit – I

Basics of Media Writing

- 1.1 Principles of Media Writing
- 1.2 Types of Media Writing
- 1.3 Headline writing
- 1.4 News Writing

Unit – II

- 2.1 Letter to Editor
- 2.2 Feature Writing
- 2.3 Article Writing
- 2.4 Review

Unit-III

- 3.1 Story Writing
- 3.2 Interview Writing
- 3.3 Photo Caption Writing
- 3.4 Drama Writing

Unit-IV

- 4.1 Advertisement Writing
- 4.2 Screenplay Writing
- 4.3 Promotional and sponsored content writing
- 4.4 Writing for Web

Course Outcomes

1. Students would be able to introduce themselves to basic writing skills
2. Students will do different types of Media 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
- <http://www.mkybooks.com/la-vls-0ogkj-pazi-dkkfej-l-a-i-dkku>

Paper-11
Media Language (Hindi-II)

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.

पाठ्यक्रम के उद्देश्य:

1. हिंदी भाषा में मौखिक संचार कौशल को मजबूत करना।
2. हिंदी भाषा में लेखन के ज्ञान का विकास करना।
3. हिंदी भाषा में शब्दावली में सुधार करना।
4. हिंदी साहित्य और फिलिमों की भाषा एवं संदेशों के ज्ञान को समृद्ध करना।

इकाई-1

- 1.1 मीडिया भाषा: समस्या और समाधान
- 1.2 मीडिया की मानक भाषा
- 1.3 उच्च चरण एवं वर्तनी दोष
- 1.4 समाचारों में उपयोग होने वाले लोकप्रिय शब्द

इकाई - 2

- 2.1 नाटक: आधुनिक - मोहन राकेश

इकाई - 3

- 3.1 उपन्यास: गुनाहों का देवता - धर्मवीर भारती

इकाई - 4

- 4.2 फिलिम: मदर इंडिया - नरिंदर देव शर्मा: महबूब खान
- 4.2 फिलिम: तीसरी कसम - नरिंदर देव शर्मा: बासु भट्ट टाचार्

पाठ्यक्रम के परिणाम:

1. वदियार्थी हिंदी भाषा में मौखिक संचार कौशल को मजबूत करने में सक्षम होंगे।
2. वदियार्थी हिंदी भाषा में लेखन के ज्ञान को विकसित करने में सक्षम होंगे।
3. वदियार्थी हिंदी भाषा में शब्दावली में सुधार करने में सक्षम होंगे।
4. वदियार्थी हिंदी साहित्य और फिलिमों के संदेशों को समझने में सक्षम होंगे।

संदर्भ पुस्तकें:

भाषा व ज्ञान की भूमिका - देवेन्द्र रत्नाथ शर्मा
हिंदी भाषा - डॉ. हरदेव बाहरी
कहानी नहीं कहानी - नामवर सिंह
हिंदी नाटक उद्भव और विकास - दशरथ ओझा
हिंदी उपन्यास का विकास - डॉ. मधु रेणु

Paper – 12
Group Discussions (Current Affairs International)

Time: 3 Hrs.

Practical Marks: 50 (35+15) (Credit – 2)

Course objective :

1. To Develop knowledge about international bodies.
2. To Develop knowledge about International relation of our country with other Countries.
3. To Develop basic skills of students of discussing about current issues.

Exercises and Assignments :

- 1.1 International Bodies : IMF, WHO, UN, SAARC, ASEAN, G-20
- 1.2 International Relations : Indo – Pak Relations, Indo- China Relations, Indo- Nepal Relations
- 1.3 Collection of Digital content on everyday current topics.
- 1.4 Panel Discussions (Twice in a week) on Current Issues
- 1.5 Watching value based movies and discuss on it

Course Outcomes

1. Students will be able to get knowledge about international bodies .
2. Students will be able to get knowledge about international relations of India with other countries.
3. Students will aware about Current Affairs.

Paper- 13
Typing Skills (English)

Practical Marks: 50 (35+15) (Credit – 2)

Time: 3 Hrs.

Course objective :

1. To Develop knowledge about English Fonts.
2. To Develop basic skills of English Typing.

Exercises and Assignments :

- 1.1 Learning and assignments based Practice of English Typing
- 1.2 Making PPTs in English
- 1.3 Voice Typing

Course outcomes :

1. Students will be able to know about basic knowledge of English Typing.
2. Students will be able to prepare PPTs.

Paper- 14
Industrial Visits

Practical Marks : 50 (35+15) (Credit – 2)

Course objectives :

1. To understand the working of Media Houses.
2. To get practical knowledge of Media Houses.

Exercises and Assignments :

During the session Students will visit Print/Radio/TV/Film Industries for Practical knowledge.

Course Outcomes :

1. Students will come to know about Different Media Houses.

Semester 3

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks	Internal Assessment	PE	PI	Total
Core Course(s)											
CC201	History of Press	Paper-1	4 8			4	70	30			100
CC202	Media and Society	Paper-2	4 8		1 2	4	70	30			100
CC203	Reporting and Editing	Paper-3	4 8		1 2	4	70	30			100
General Elective Course(s)											
GEC204 (One from Pool of Courses)	Media Language (English-I)	Paper-4	4 8			4	70	30			100
Ability Enhancement Course(s)											
AEC205 (One from Pool of Courses)	Reporting and Editing (Practical)	Paper-5	2 4		1 2	2			35	15	50
Skill Enhancement Course(s)											
SEC206 (One from Pool of Courses)	Print Production	Paper-6	2 4		1 2	2			35	15	50
Value Addition Course(s)											
VAC207 (One from Pool of Courses)	First Aid and Health	Paper-7	2 4		4	2			35	15	50
Total Credits						22					550

Semester 4

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks	Internal Assessment	PE	PI	Total
Core Course(s)											
CC201	History of Radio	Paper-22	4 8			4	70	30			100
CC202	Media and Polity	Paper-23	4 8			4	70	30			100
CC203	Radio Journalism	Paper-24	4 8			4	70	30			100
General Elective Course(s)											
GEC204 (One from Pool of Courses)	Media Language (English-II)	Paper-25	4 8			4	70	30			100
Ability Enhancement Course(s)											
AEC205 (One from Pool of Courses)	Radio Reporting (Practical)	Paper-26	2 4		1 2	2			35	15	50
Skill Enhancement Course(s)											
SEC206 (One from Pool of Courses)	Radio Production	Paper-27	2 4		1 2	2			35	15	50
Value Addition Course(s)											
VAC207 (One from Pool of Courses)	Human Rights	Paper-28	2 4			2			35	15	50
Total Credits							22				550

Semester – III
Paper 15
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

Semester – III
Paper-16
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 VirBalaAggarwa

Paper-17

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
- Professional Journalism - M. V. Kama

Semester – III

Paper-18 Media Language (English-I)

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 about basic concept of Communication skills in English Language.
2. To cultivate grammar knowledge.
3. To impart knowledge of English Literature.

Unit – I

- 1.1 Growth of English Language in India
- 1.2 Role of English Language in Education
- 1.3 Written English
- 1.4 Spoken English

Unit - II

Grammar

- 2.1 Noun, Pronoun
- 2.2 Adjective, Verb, Adverb
- 2.3 Tense, Active and Passive Voice
- 2.4 Narration

Unit III

Story

- 3.1 The Gift of the Magi : O. Henry
- 3.2 The Bet : Anton Chekhov

Unit-IV

Drama

- 4.1 The Merchant of Venice – William Shakespeare

Course outcomes :

1. Students will be able to know about basic concepts of communication skills in English Language.
2. Students will have news basic grammar knowledge.
3. Students will get knowledge about English Literature.

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.
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Semester – III

Paper – 19

Reporting and Editing (Practical)

Time: 3 Hrs.

Practical Marks: 50 (35+15) (Credit – 2)

Course objective :

1. To develop practical knowledge about Reporting and Editing.
2. To grow News writing skills among students.

Exercises and Assignments :

Students will write news on daily basis.

Course Outcomes

1. Students will be able to get knowledge of News reporting and Editing.
2. Students will aware about working of Reporters.

Semester – III

Paper- 20 Print Production

Practical Marks: 50 (35+15) (Credit – 2)

Time: 3 Hrs.

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.

Semester – III

Paper- 21 First Aid and Health

Practical Marks : 50 (35+15) (Credit – 2)

Course objectives :

1. To get aware about Health issues.
2. To develop knowledge of First Media treatment.

Exercises and Assignments :

Students will prepare Documentaries about importance of First Aid and health.
Students will visit nearby hospitals and Discuss about process of First Aid.

Course Outcomes :

- 1.Students will be able to know about importance of Good Health.**
- 2.Students will come to know about First Aid process.**

Semester – IV
Paper 22
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 इलैक्ट्रॉनिक मीडिया - डॉ देवव्रत सिंह

Semester – IV

Paper-23 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.

Semester – IV

Paper-24 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

- 3.1 Current Affair Programmes
- 3.2 Radio Commentary
- 3.3 Production crew and their Functions
- 3.4 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 Journalis

Semester – IV
Paper-25
Media Language (English-II)

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 about basic concept of Communication skills in English Language.
2. To cultivate grammar knowledge.
3. To impart knowledge of English Literature.

Unit I

- 1.1 Idioms and phrases
- 1.2 Prepositions, Conjunctions
- 1.3 Articles
- 1.4 Antonyms, Synonyms

Unit II

- 2.1 Translation: Rules of Translation
- 2.2 Common Errors in Translation
- 2.3 Translation of English News Story in Hindi

Unit III

- 3.1 Story : Soldier's Home : Earnest Hemingwa
- 3.2 Story : How to Become a Writer : Lorrie Moore

Unit-IV

- 4.1 Novel – Train to Pakistan : Khuswant Singh

Course outcomes :

1. Students will be able to know about basic concepts of communication skills in English Language.
2. Students will have news basic grammar knowledge.
3. Students will get knowledge about English Literature.

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*. 4th ed., Belmont California: Wadsworth Publishing Co. 1996.

Semester – IV

Paper – 26

Radio Reporting (Practical)

Time: 3 Hrs.

Practical Marks: 50 (35+15) (Credit – 2)

Course objective :

1. To develop knowledge about Radio Reporting and editing.
2. To develop practical knowledge about writing of Radio programmes.

Exercises and Assignments :

Students will write Radio News programmes on daily basis.

Course Outcomes

1. Students will be able to get knowledge about writing of Radio News.
2. Students will aware about process of Radio News writing.

Semester – IV

**Paper- 27
Radio Production**

Practical Marks: 50 (35+15) (Credit – 2)

Time: 3 Hrs.

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.

Semester – IV

Paper- 28
Human Rights

Time: 3 Hrs.

Practical Marks: 50 (35+15) (Credit – 2)

Course objective :

1. To develop knowledge about Human Rights.
2. To develop knowledge awareness about Laws related to Human Rights.

Exercises and Assignments :

1. Presentation on Laws, Ethics on Human Rights.
2. Govt. and Non- Govt. organizations working on Human Rights.
3. Discussion about issues related to Human Rights.
4. Case studies related to Human Rights.

Course Outcomes

1. Students will be able to get knowledge about Human Rights.