

Curriculum and Credit Framework As per NEP 2020

For

Under Graduate Bachelor of Arts (Journalism and Mass Communication) Program

(To be effective from the Academic Session 2023-24)



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 thinkingrequires for news, advertising, and script formats so that they can apply their skills to digital,electronic as well as print platforms, including social media, blogs, and websites.
- Internships provide you with the opportunity to acquire professional experience through a real-world perspective and explore career options in a corporation, nonprofit organization, educational institution, governmental or non-governmental organization, or public relations agency.

ABOUT THE PROGRAM

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

2. Programme 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 withincorporate 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 thesociety. 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 tothe 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 degree awarding 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

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5. Scheme of Programme

Semester 1

| Course Code | Course Title | Course ID | L | T | P | Credits | TE | TI | PE | PI | Total |
|--|--|-----------|----|---|----|-----------|--------------------|----|----|------------|-------|
| Discipline Specific Courses (DSC) | | | | | | | | | | | |
| DSC- A1 | Introduction to Communication | Paper-1 | 48 | 4 | | 4 | 70 | 30 | | | 100 |
| DSC-B1 | Writing Skills-I | Paper-2 | 48 | | 6 | 4 | 70 | 30 | | | 100 |
| DSC-C1 | Introduction to Media and Journalism | Paper-3 | 48 | | | 4 | 70 | 30 | | | 100 |
| Minor (MIC) /Vocational Courses (VOC) | | | | | | | | | | | |
| MIC1 | Computer Applications for Mass Media-I | Paper-4 | 12 | | 24 | 2 | | | 35 | 15 | 50 |
| Multidisciplinary courses(MDC) | | | | | | | | | | | |
| MD C1 (One from Pool of Courses) | Media Language (Hindi-I) | Paper-5 | 36 | | | 3 | 70 | 30 | | | 100 |
| Ability Enhancement Course (AEC) | | | | | | | | | | | |
| AEC1 (One from Pool of Courses) | Current Affairs –I | Paper-6 | 24 | | 12 | 2 | | | 35 | 15 | 50 |
| Skill Enhancement Course (SEC)/ Internship/Dissertation | | | | | | | | | | | |
| SEC1 (One from Pool of Courses) | Photography | Paper-7 | 36 | | 12 | 3 | | | 35 | 15 | 50 |
| Value Addition Course(s) | | | | | | | | | | | |
| VAC1 (One from Pool of Courses) | Sports and Fitness | Paper-8 | 24 | | 12 | 2 | | | 35 | 15 | 50 |
| Total Credits | | | | | | 24 | Total Marks | | | 600 | |

Semester 2

| Course Code | Course Title | Course ID | L | T | P | Credits | TE | TI | PE | PI | Total |
|--|---|-----------|----|---|----|-----------|--------------------|----|----|------------|-------|
| Discipline Specific Courses (DSC) | | | | | | | | | | | |
| DSC- A2 | Theories of Mass Communication | Paper-1 | 48 | 8 | | 4 | 70 | 30 | | | 100 |
| DSC-B2 | Writing Skills-II | Paper-2 | 48 | 8 | | 4 | 70 | 30 | | | 100 |
| DSC-C2 | New Media | Paper-3 | 48 | 8 | | 4 | 70 | 30 | | | 100 |
| Minor (MIC) / Vocational Courses (VOC) | | | | | | | | | | | |
| MIC2 | Computer Applications for Mass Media-II | Paper-4 | 24 | | 12 | 2 | | | 35 | 15 | 50 |
| Multidisciplinary courses(MDC) | | | | | | | | | | | |
| MD C2 (One from Pool of Courses) | Media Language (Hindi-II) | Paper-5 | 36 | | | 3 | 70 | 30 | | | 100 |
| Ability Enhancement Course (AEC) | | | | | | | | | | | |
| AEC2 (One from Pool of Courses) | Current Affairs -II | Paper-6 | 24 | | 12 | 2 | | | 35 | 15 | 50 |
| Skill Enhancement Course (SEC)/ Internship/Dissertation | | | | | | | | | | | |
| SEC2 (One from Pool of Courses) | Videography | Paper-7 | 36 | | 12 | 3 | | | 35 | 15 | 50 |
| Value Addition Course(s) | | | | | | | | | | | |
| VAC2 (One from Pool of Courses) | Yoga and Meditation | Paper-8 | 24 | | 12 | 2 | | | 35 | 15 | 50 |
| Total Credits | | | | | | 24 | Total Marks | | | 600 | |

6. Syllabus (Semester I)

Paper - 1

| | |
|---|---|
| Name of Subject: Introduction to Communication | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: DSC- A1 | |

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

Objective:

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

COURSE CONTENTS:

| | |
|---|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 Concept and definition of Communication 1.2 Historical perspective of Communication 1.3 Elements of Communication 1.4 Functions of Mass Communication | |
| Unit 2: | [no of lectures 12] |
| 2.1 Verbal and Non-Verbal Communication 2.2 Intrapersonal and Interpersonal Communication 2.3 Group and Mass Communication | |
| Unit 3: | [no of lectures 12] |
| 3.1 Indian Communication Traditions 3.2 Sadharnikaran 3.3 Indian Philosophers : Mahatama Budha, Mahaveer, Swami Shankracharya, Guru Nanak Dev 3.3 Indian Communicators : Social Reformers : Raja Ram Mohan Roy, BR Ambedkar, Swami Vivekanand, MK Gandhi | |
| Unit 4: | [no of lectures 12] |
| 4.1 SMCR Model 4.2 Shannon and Weaver's Model, 4.3 Osgood Model 4.4 Westley and Maclean's Model | |

Suggested Readings:

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

Semester I

Paper - 2

| | |
|-------------------------------------|------------------------------------|
| Name of Subject: Writing Skills – I | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: DSC-B1 | |

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

Objective:

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

Course Outcomes :

1. Students would be able to introduce themselves to basic writing skills
2. Students will do different types of Media writing.

COURSE CONTENTS:

| | |
|--|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 Origin of Writing 1.2 Types of Writing 1.3 Scope of Writing 1.4 Creative Writing | |
| Unit 2: | [no of lectures 12] |
| 2.1 Elements of Writing 2.2 Techniques of Good Writing 2.3 Qualities of a Good Writer 2.4 Sentence Construction | |
| Unit 3: | [no of lectures 12] |
| 3.1 Letter Writing 3.2 Article Writing 3.3 Film Review Writing 3.4 Book Review Writing | |
| Unit 4: | [no of lectures 12] |
| 4.1 Feature Writing 4.2 Story Writing 4.3 Interview Writing 4.4 Travelogue Writing | |

Suggested Readings:

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

Paper - 3

| | |
|--|---|
| Name of Subject: Introduction to Media and Journalism | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: DSC-C1 | |

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

Objective:

1. To understand the basic knowledge of Media.
2. To develop an understanding on the Journalism.

Course Outcomes:

1. Students would be able to introduce themselves to basic knowledge of Media.
2. Students will understand role and responsibilities of a Journalist in Society.

COURSE CONTENTS:

| | |
|---|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 Meaning and Concept of Media 1.2 Evolution of Media 1.3 Types of Media : Traditional Folk Media, Print Media, Radio, Television, Digital Media | |
| Unit 2: | [no of lectures 12] |
| 2.1 Journalism : Concept and Definitions, 2.2 Objectives of Journalism 2.3 Challenges before Journalism 2.4 Ethics of Journalism | |
| Unit 3: | [no of lectures 12] |
| 3.1 Freedom of Expressions and Speech 3.2 Journalist and his/her qualities 3.3 Role and Responsibilities of a Journalist 3.4 New trends in Journalism | |
| Unit 4: | [no of lectures 12] |
| 4.1 Entertainment Media : Film, TV Serial, Web Series, Short Films, OTT 4.2 Informative Media : Newspaper, Magazine, Radio and TV News Channels, YouTube News Channels | |

Suggested Readings:

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

Semester I

Paper - 4

| | |
|--|--------------------------------------|
| Name of Subject: Computer Applications for Mass Media-I | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: MIC1 | |

Objective:

1. To understand the basic knowledge of Computer.
2. To develop an understanding on the Newspaper Designing.

Course Outcomes:

1. Students will be able to get basic knowledge of Computer.
2. Students will be able to know about Newspaper Designing.

COURSE CONTENTS:

| | |
|---|---------------------------|
| Exercises and Practices : | [no of lectures 24] |
| <ol style="list-style-type: none">1. English/Hindi Typing.2. MS Office3. Newspaper Designing Software (Quarkxpress / Indesign)4. Students will prepare dummy of Newspaper. | |

Semester I

Paper - 5

| | |
|--|---|
| Name of Subject: Media Language (Hindi-I) | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: MD C1 | |

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

पाठ्यक्रम के उद्देश्य:

1. हिंदी भाषा में मौखिक संचार कौशल को मजबूत करना।
2. हिंदी भाषा में लिखित ज्ञान का विकास करना।
3. हिंदी भाषा में शब्दावली में सुधार करना।

पाठ्यक्रम के परिणाम:

1. विद्यार्थी हिंदी भाषा में मौखिक संचार कौशल को मजबूत करने में सक्षम होंगे।
2. विद्यार्थी हिंदी भाषा में लेखन के ज्ञान को विकसित करने में सक्षम होंगे।
3. विद्यार्थी हिंदी भाषा में शब्दावली में सुधार करने में सक्षम होंगे।

COURSE CONTENTS:

| | |
|--|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 भाषा की परिभाषा, भाषा के प्रकार एवं प्रयोग 1.2 प्रिंट मीडिया: पत्र-पत्रिकाओं की भाषा 1.3 इलेक्ट्रॉनिक मीडिया: रेडियो, टीवी, की भाषा 1.4 डिजिटल मीडिया की भाषा | |
| Unit 2: | [no of lectures 12] |
| 2.1 कहानी : उसने कहा था - चंद्रधर शर्मा गुलेरी 2.2 उपन्यास : निर्मला - प्रेमचंद | |
| Unit 3: | [no of lectures 12] |
| 3.1 नाटक : महाभोज - मन्नू भंडारी | |

संदर्भ पुस्तकें :

भाषा विज्ञान की भूमिका - देवेन्द्रनाथ शर्मा
हिन्दी भाषा - डॉ हरदेव बाहरी

Semester I

Paper - 6

| | |
|---|--------------------------------------|
| Name of Subject: Current Affairs - I | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: AEC1 | |

Objective:

1. To aware students about Social, Economic and political contemporary issues.
2. To aware students about current affairs.

Course Outcomes:

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

COURSE CONTENTS:

| | |
|--|---------------------------|
| Exercises and Practices : | [no of lectures 24] |
| <ol style="list-style-type: none">1. Newspapers Reading, E-Paper Reading, Govt Websites, PIB websites2. Magazine Reading.3. Collection of Digital content on everyday current topics.4. Study of IMF, WHO, UN, SAARC, ASEAN, G-20 | |

Semester I

Paper - 7

| | |
|-------------------------------------|--------------------------------------|
| Name of Subject: Photography | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: SEC1 | |

Objective:

1. To aware students about Photographic techniques.
2. To aware students about about basics of shots.

Course Outcomes:

1. Students will be able to get knowledge of Photography.

COURSE CONTENTS:

| | |
|---------------------------|---------------------------|
| Exercises and Practices : | [no of lectures 36] |
| Photography Practice. | |

Semester I

Paper - 8

| | |
|--|--------------------------------------|
| Name of Subject: Sports and Fitness | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: VAC1 | |

Objective:

1. To get aware about Sports and Fitness
2. To develop knowledge of techniques of Sports and Fitness

Course Outcomes:

1. Students will be able to know about importance of sports and fitness.
2. Students will come to know about practical importance of sports.

COURSE CONTENTS:

| | |
|--|---------------------------|
| Exercises and Practices : | [no of lectures 24] |
| Students will do practice of sports and will work out on fitness. Students will visit sports complex and participate in different sports activities | |

Syllabus (Semester II)

Paper - 9

| | |
|--|---|
| Name of Subject: Theories of Mass Communication | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: DSC- A2 | |

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

Objective:

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

Course Outcomes:

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

COURSE CONTENTS:

| | |
|--|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 Concept and Definitions, Elements, Characteristics of Mass Communication 1.2 Functions of Mass Communication 1.3 History of Mass Communication | |
| Unit 2: | [no of lectures 12] |
| 2.1 Hypodermic Needle Theory 2.2 Two step flow Theory 2.3 Multi-step flow Theory 2.4 Agenda Setting Theory | |
| Unit 3: | [no of lectures 12] |
| 3.1 Individual difference theory 3.2 Uses and Gratification Theory 3.3 Cultivation theory, 3.4 Cognitive Dissonance Theory | |
| Unit 4: | [no of lectures 12] |
| 4.1 Authoritarian Theory, 4.2 Libertarian Theory 4.3 Social Responsibility Theory, 4.4 Democratic Participant Theory | |

Suggested Readings:

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

Semester II

Paper - 10

| | |
|--------------------------------------|------------------------------------|
| Name of Subject: Writing Skills - II | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: DSC-B2 | |

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

Objective:

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

Course Outcomes :

1. Students would be able to introduce themselves to basic writing skills of Radio and TV
2. Students will do different types of Media writing.

COURSE CONTENTS:

| | |
|--|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 Principles of Radio Writing 1.2 Radio News Writing 1.3 Radio Feature Writing 1.4 Radio Symposium | |
| Unit 2: | [no of lectures 12] |
| 2.1 Radio Talk Writing 2.2 Radio Drama Writing 2.3 Interview on Radio 2.4 Radio Advertising | |
| Unit 3: | [no of lectures 12] |
| 3.1 Principles of TV Writing 3.2 TV News Writing 3.3 TV Serial Writing 3.4 TV Advertisement Writing | |
| Unit 4: | [no of lectures 12] |
| 4.1 Principles of Cinema Writing 4.2 Tele Film Writing 4.3 Documentary Writing 4.4 Feature Film Writing | |

Suggested Readings:

4. News Reporting – B. N. Ahuja and S. S. Chhabra
5. News Writing and Reporting – Mames M Neal and Suzanne S Brown
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Semester II

Paper - 11

| | |
|-----------------------------------|---|
| Name of Subject: New Media | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: DSC-C2 | |

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

Objective:

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

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.

COURSE CONTENTS:

| | |
|--|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 Growth and Development of New Media 1.2 Characteristics of New Media 1.3 Types of New Media 1.4 Advantages of New Media | |
| Unit 2: | [no of lectures 12] |
| 2.1 Online journalism 2.2 Important news websites and Portals 2.3 News Applications 2.4 Social Impact of New Media | |
| Unit 3: | [no of lectures 12] |
| 3.1 Social Media 3.2 Types of Social Media 3.3 Features of Social Media 3.4 Blogging/Vlogging, Podcasting, Video casting | |
| Unit 4: | [no of lectures 12] |
| 4.1 Mobile Journalism 4.2 OTT 4.4 Fake News 4.4 New Trends in New Media | |

Suggested Readings:

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

Semester II

Paper - 12

| | |
|---|---|
| Name of Subject: Computer Applications for Mass Media-II | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: MIC2 | |

Objective:

1. To understand the advance knowledge of Computer.
2. To develop an understanding on the Video Editing.

Course Outcomes:

1. Students will be able to get basic knowledge of Computer.
2. Students will be able to know about Video Editing.

COURSE CONTENTS:

| | |
|---|---------------------------|
| Exercises and Practices : | [no of lectures 24] |
| <ol style="list-style-type: none">1. Adobe Premier Pro2. Final Cut Pro3. Students will edit videos. | |

Semester II

Paper - 13

| | |
|--|---|
| Name of Subject: Media Language (Hindi-I) | Maximum Theory marks: 100 (70+ 30) |
| Subject Code: MD C2 | |

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

पाठ्यक्रम के उद्देश्य:

1. हिंदी भाषा में मौखिक संचार कौशल को मजबूत करना।
2. हिंदी भाषा में लिखित ज्ञान का विकास करना।
3. हिंदी भाषा में शब्दावली में सुधार करना।

पाठ्यक्रम के परिणाम:

1. विद्यार्थी हिंदी भाषा में मौखिक संचार कौशल को मजबूत करने में सक्षम होंगे।
2. विद्यार्थी हिंदी भाषा में लेखन के ज्ञान को विकसित करने में सक्षम होंगे।
3. विद्यार्थी हिंदी भाषा में शब्दावली में सुधार करने में सक्षम होंगे।

COURSE CONTENTS:

| | |
|--|------------------------|
| Unit 1: | [no of lectures 12] |
| 1.1 मीडिया भाषा: समस्या और समाधान 1.2 मीडिया की मानक भाषा 1.4 समाचारों में उपयोग होने वाले लोकप्रिय शब्द | |
| Unit 2: | [no of lectures 12] |
| 2.1 कहानी : तीसरी कसम - फणीश्वरनाथ रेणु 2.2 नाटक : आधे अधूरे - मोहन राकेश | |
| Unit 3: | [no of lectures 12] |
| 3.1 उपन्यास : गुनाहों का देवता - धर्मवीर भारती | |

संदर्भ पुस्तकें :

भाषा विज्ञान की भूमिका - देवेन्द्रनाथ शर्मा
हिन्दी भाषा - डॉ हरदेव बाहरी

Semester II

Paper - 14

| | |
|--|--------------------------------------|
| Name of Subject: Current Affairs – II | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: AEC2 | |

Objective:

1. To aware students about Social, Economic and political contemporary issues.
2. To aware students about current affairs.

Course Outcomes:

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

COURSE CONTENTS:

| | |
|--|---------------------------|
| Exercises and Practices : | [no of lectures 24] |
| <ol style="list-style-type: none">1. Newspapers Reading, E-Paper Reading, Govt. Websites,2. Magazine Reading.3. Collection of Digital content on everyday current topics.4. Panel Discussions on Indo – Pak Relations, Indo- China Relations, Indo- Nepal Relations | |

Semester II

Paper - 15

| | |
|-------------------------------------|--------------------------------------|
| Name of Subject: Videography | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: SEC2 | |

Objective:

1. To aware students about Videographic techniques.
2. To aware students about about basics of Visual Language.

Course Outcomes:

1. Students will be able to get knowledge of Photography.

COURSE CONTENTS:

| | |
|---------------------------|---------------------------|
| Exercises and Practices : | [no of lectures 36] |
| Videography Practices. | |

Semester II

Paper - 16

| | |
|---|--------------------------------------|
| Name of Subject: Yoga and Meditation | Maximum Practical Marks: 50 (35+ 15) |
| Subject Code: VAC2 | |

Objective:

1. To get aware about Yoga and Meditation.
2. To develop knowledge of techniques of Yoga and Meditation.

Course Outcomes:

1. Students will be able to know about importance of Yoga and meditation.
2. Students will come to know about practical knowledge of Yoga.

COURSE CONTENTS:

| | |
|---|---------------------------|
| Exercises and Practices : | [no of lectures 24] |
| Students will prepare Documentaries about importance of Yoga and Meditation. Students will visit nearby Yoga and Meditation center to know about practices of Yoga and Meditation. | |