

## VISION

*“J. C. Bose University of Science and Technology, YMCA Faridabad aspires to be a nationally and internationally acclaimed leader in technical and higher education in all spheres which transforms the life of students through the integration of teaching, research and character building.”*

## MISSION

- ❖ To contribute to the development of science and technology by synthesizing teaching, research and creative activities.
- ❖ To provide its scholars with an enviable research state-of-the-art technological exposure.
- ❖ To develop human potential to its fullest extent and make them emerge as world-class leaders in their professions and enthuse them towards their social responsibilities

## ABOUT THE DEPARTMENT

The Department of Communication and Media Technology offers competitive programs for Undergraduate and Postgraduate students seeking interdisciplinary degrees in Journalism & Mass Communication, Social Work and Visual Communication and Multimedia. The Department which was earlier integrated with Sciences, started a Master's degree in Journalism and Mass Communication in the year 2016. In 2018, the department was re-established as the Department of Humanities. B.A. (Journalism and Mass Communication) was introduced in the year 2019. In the year 2021, the department was renamed as Department of Communication and Media Technology (CMT) and with this achieved new milestones by introducing a Bachelor in Social Work (BSW) and Ph.D. Programme in Journalism & Mass Communication, In the year 2023 department introduce a cutting-edge Bachelor of Science (B.Sc.) program in Visual Communication and Multimedia Technology. The same year two minor degree program .e. Fashion Communication and Acting & Film Making. The department is dedicated to nurturing creative minds and empowering students to become skilled professionals in the dynamic world of visual communication and multimedia technology. The department imparts knowledge of both theory and practical aspects of Communication and allied fields. From time to time the department keeps organizing events, seminars, conferences, workshops and expert lectures by eminent media personalities/Industry experts. Organizing educational visits and tours are an essential part of the department's curriculum. The department also organizes extracurricular activities like debates, photography, filmmaking, and content-creating competitions to encourage students. In a very short time, the department has taken the initiative in imparting quality education in the field of Journalism and Communication, visual communication, Multimedia and social work.

## ABOUT THE PROGRAMME

The Bachelor of Arts(B.A.)in Journalism and Mass Communication is an innovative and dynamic undergraduate program designed to align with the objectives of the National Education Policy (NEP) 2020. This program integrates the principles of journalism and Mass Communication with the cutting-edge technology-oriented media industry to prepare students for a wide range of creative and critical roles in the contemporary media industry. With the implementation of NEP 2020, education in India is undergoing transformative changes to foster holistic and multidisciplinary learning. The B.A. Journalism and Mass Communication program embraces these changes by offering a curriculum that focuses on experiential learning, critical thinking, and skill development. The program aims to nurture students into well-rounded professionals who not only possess technical prowess but also a deep understanding of the social, cultural and ethical dimensions of media and technology.

### **Key Features of the B.A. Journalism and Mass Communication Program:**

**Interdisciplinary Approach:** The program blends concepts from Journalism and Mass Communication, Advertising, Public Relations, Radio and Television production, science & Health Communication, Event management, convergent Journalism, Film-making, Multimedia Production, and technology to provide students with a comprehensive skill set that meets the demands of a rapidly evolving media landscape.

**Project-based Learning:** Emphasis is placed on hands-on projects that allow students to apply theoretical knowledge to real-world scenarios. This approach fosters creativity, problem-solving skills Industry-relevant Skills

**Relevant Skills:** Students will gain proficiency in various software tools, multimedia production techniques, storytelling, digital marketing, and interactive media creation, making them well-prepared for careers in diverse sectors.

**Ethical and Cultural Awareness:** The curriculum promotes critical thinking and ethical considerations in media creation and consumption. Students will learn to analyze the social impact of media content and make responsible choices in their work.

**Digital Literacy and Innovation:** In alignment with the digital era, the program will equip students with the ability to adapt to emerging technologies, ensuring they remain competitive in the ever-evolving field of multimedia.

**Communication and Soft Skills:** Beyond technical expertise, the program focuses on enhancing students' communication, teamwork, and presentation skills, which are essential for effective collaboration and career advancement.

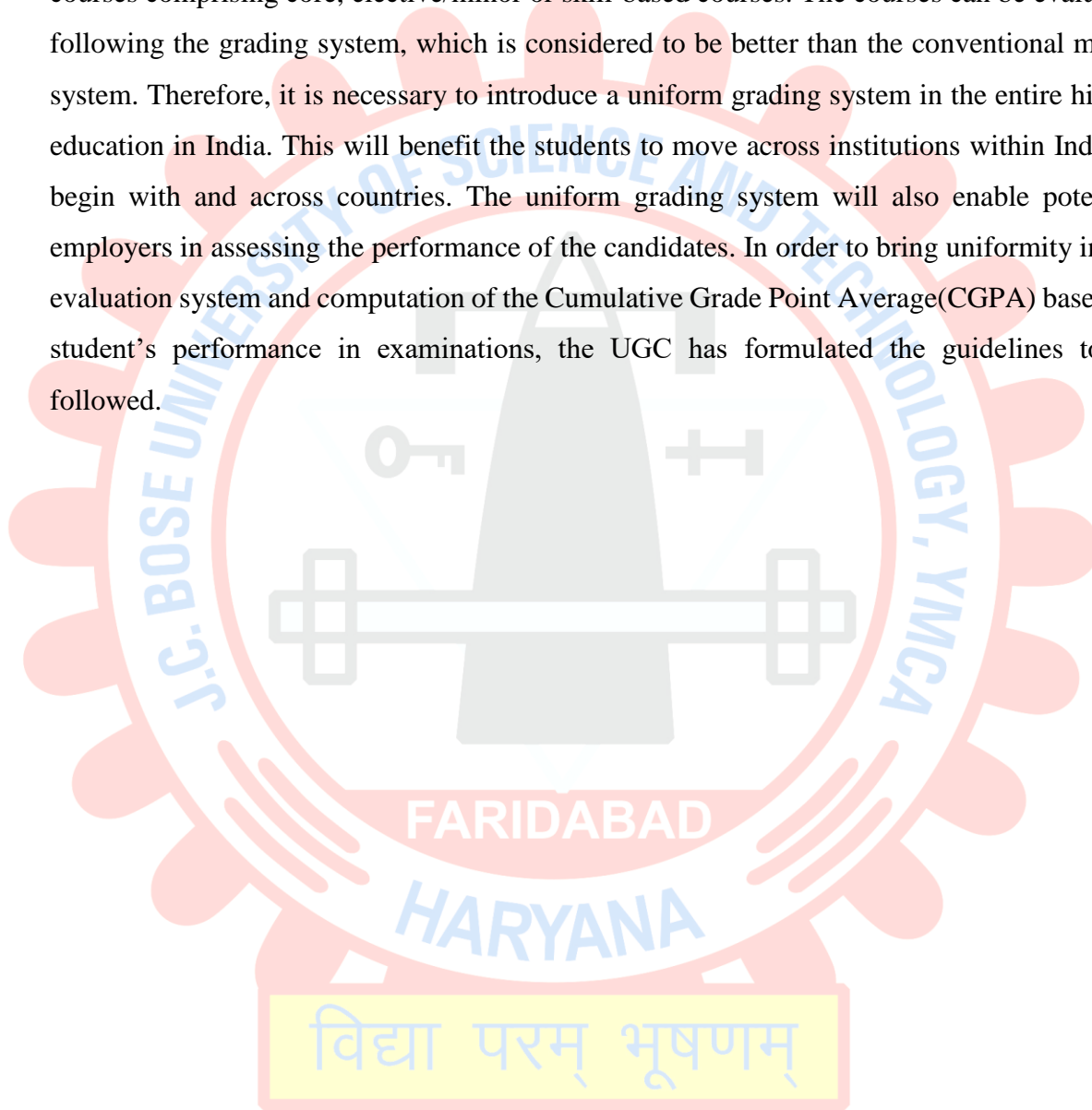
**Industry Exposure:** Guest lectures, workshops, internships and industry partnerships will provide students with valuable insights into the professional world, helping them bridge the gap between academia and industry.

**Research and Creativity:** Students will have opportunities to explore their creative potential and conduct research in areas such as media trends, user experience and multimedia innovations.

**The B.A. Journalism and Mass Communication program aligns with the spirit of NEP2020 by fostering holistic education, promoting creativity, and preparing students for a technology-driven future. Graduates of this program will be equipped to contribute meaningfully to the media and entertainment industry while being conscious of their roles in shaping society's perceptions and interactions with multimedia content.**

### **CHOICE BASED CREDIT SYSTEM (CBCS):**

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce a uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.



## COURSE STRUCTURE

**According to National Education Policy (NEP:2020)**

Sr. No.	Course Name	Course Code	Credits
<b>Discipline-Specific Courses(DSC)</b>			
1.	Introduction to Communication	BA JMC 101-23	4
2.	Introduction and History of Media	BA JMC 102-23	4
3.	Introduction to Print Media	BA JMC 103-23	4
4.	News Reporting and Writing	BA JMC 201-23	4
5.	Basics of Editing	BA JMC 202-23	4
6.	Basics of Design and Graphics	BA JMC 203-23	4
7.	Radio Production	BA JMC 301-23	4
8.	Media Laws and Ethics	BA JMC 302-23	4
9.	Digital Photography	BA JMC 303-23	4
10.	Television Journalism	BA JMC 401-23	4
11.	New Media	BA JMC 402-23	4
12.	Media Literacy	BA JMC 403-23	4
13.	Development Communication	BA JMC 501-23	4
14.	Storyboarding and Scriptwriting	BA JMC 502-23	4
15.	Film Appreciation	BA JMC 503-23	4
16.	Advertising: Concept & Management	BA JMC 601-23	4
17.	Public Relation	BA JMC 602-23	4
18.	Corporate Communication	BA JMC 603-23	4
19.	Multimedia Technologies: Culture & Society	BA JMC 701-23	4
20.	Media Industry and Management	BA JMC 702-23	4
21.	Data Journalism Practices	BA JMC 703-23	4
22.	Social Networking & Webcasting	BA JMC 704-23	4
23.	Event Management	BA JMC 705-23	4
24.	Global Media Scenario	BA JMC 801-23	4
25.	Science Communication	BA JMC 802-23	4
26.	Health Communication	BA JMC 803-23	4
27.	Crisis Communication	BA JMC 804-23	4
28.	Convergent Journalism	BA JMC 805-23	4

29.	Communication & Media Research*	BA JMC 801(A)-23	4
30.	Research Methodology	BA JMC 802(A)-23	4
<b>Minor Courses (MIC)</b>			
1.	Creative Writing Skills	BA JMC 104-23	2
2.	Soft Skills	BA JMC 204-23	2
3.	Radio Programming Skills	BA JMC 304-23	4
4.	Art of Anchoring	BA JMC 404-23	4
5.	Documentary/Short Film Making	BA JMC 504-23	4
6.	Production Portfolio	BA JMC 604-23	4
7.	Fashion Communication	BA JMC 605-23	4
8.	Mobile Journalism	BA JMC 704-23	4
9.	Drone Journalism	BA JMC806-23	4
10.	Data Analysis Tools and Publication Ethics	BA JMC 803 A(H)-23	4
<b>Multi-disciplinary Courses(MDC)</b>			
1.	Cultural Heritage & Nation Building	BA JMC 105-23	3
2.	Current Affairs & General Studies II	BA JMC 205-23	3
3.	Start-ups and Entrepreneurship	BA JMC 305-23	3
<b>Ability Enhancement Courses(AEC)</b>			
1.	Communicative Hindi-I	AEC-107-N1	2
2.	English I	AEC-105-N1	2
3.	English II	AEC-106-N1	2
4.	Television Production Lab	BA JMC 405-23	2
<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>			
1.	Current Affairs & General Studies	BA JMC 106-23	2
2.	Design & Graphics Lab	BA JMC 206-23	3
3.	Digital Photography Lab	BA JMC 307-23	3
4.	Internship	BA JMC 505-23	4
5.	Research Project/Dissertation	BA JMC 805(H)-23	12
<b>Value-Added Courses (VAC)</b>			
1.	Environmental Studies	VAC-101-N1	2
2.	Indian Constitution	BA JMC 208-23	2
3.	Social Psychology	BA JMC 406-23	2

### PROGRAMME EDUCATION OBJECTIVES

PEO1	To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.
PEO2	To instill knowledge and fundamentals of communication in the students and hone written and spoken communication skills essential for various media platforms.
PEO3	To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.
PEO4	To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.

### PROGRAMME OUTCOMES

PO1	Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
PO2	Students will develop communication skills and appreciation for creativity, critical thinking, and analytical approach.
PO3	Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.
PO4	Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.



**Semester-I**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
<b>Discipline-Specific Courses(DSC)</b>											
1.	BA JMC 101-23	Introduction to Communication	4	0	0	25	75	100	4	DSC	
2.	BA JMC 102-23	Introduction and History of Media	4	0	0	25	75	100	4	DSC	
3.	BA JMC 103-23	Introduction to Print Media	4	0	0	25	75	100	4	DSC	
<b>Minor(MIC)</b>											
1	BA JMC 104-23	Creative writing Skills	2	0	0	15	35	50	2	MIC	
<b>Multi-disciplinary Courses(MDC)</b>											
1.	BA JMC 105-23	Cultural Heritage & Nation Building	3	0	0	25	50	75	3	MDC	
<b>Ability Enhancement Courses(AEC)</b>											
	BA JMC106- 23	Communicative Hindi-I	2	0	0	15	35	50	2	AEC	
<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>											
1.	BA JMC 106-23	Current Affairs & General Studies	3	0	0	25	50	75	3	SEC	
<b>Value-Added Courses (VAC)</b>											
1.	VAC-101- N1	Environment Studies- 1	2	0	0	25	75	100	2	VAC	
								<b>650</b>	<b>24</b>		

**Semester-II**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
<b>Discipline-Specific Courses(DSC)</b>											
1.	BA JMC 201-23	News Reporting and Writing	4	0	0	25	75	100	4	DSC	
2.	BA JMC2 02-23	Basics of Editing	4	0	0	25	75	100	4	DSC	
3.	BA JMC 203-23	Basics of Graphic & Design	4	0	0	25	75	100	4	DSC	
<b>Minor(MIC)</b>											
1.	BA JMC 204-23	Soft Skills	2	0	0	15	35	50	2	MIC	
<b>Multidisciplinary Courses(MDC)</b>											
1.	BA JMC 205-23	Current Affairs & General Studies	3	0	0	25	50	75	3	MDC	
<b>Ability Enhancement -Courses(AEC)</b>											
1.	AEC-105-N1	English I	0	0	2	15	35	50	2	AEC	
<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>											
1.	BA JMC 206-23	Design & Graphics Lab				25	50	75	3	SEC	
<b>Value-Added Courses (VAC)</b>											
1.	BA JMC 207-23	Indian Constitution	2	0	0	15	35	50	2	VAC	
								<b>600</b>	<b>24</b>		
<p><b>Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship will be awarded UG certificate in the BA Journalism and Mass Communication.(48+4=52)</b></p>											

**Semester-III**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
<b>Discipline-Specific Courses(DSC)</b>										
1.	BA JMC 301-23	Radio Production	4	0	0	25	75	100	4	DSC
2.	BA JMC 302-23	Media Laws & Ethics	4	0	0	25	75	100	4	DSC
3.	BA JMC 303-23	Digital Photography	4	0	0	25	75	100	4	DSC
<b>Minor(MIC)</b>										
1.	BA JMC 304-23	Radio Programming Skills	4	0	0	25	75	100	4	MIC
<b>Multidisciplinary Courses(MDC)</b>										
1.	BA JMC 305-23	Startups and Entrepreneurship	3	0	0	25	50	75	3	MDC
<b>Ability Enhancement Courses(AEC)</b>										
1.	AEC-106-N1	English II	0	0	2	15	35	50	2	AEC
<b>Skill Enhancement Courses (SEC)/Internship/Dissertation</b>										
1.	BA JMC 305-23	Digital Photography Lab	0	0	3	25	50	75	3	SEC
								<b>600</b>	<b>24</b>	

**Semester-IV**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
<b>Discipline-Specific Courses(DSC)</b>											
1.	BA JMC 401-23	Television Journalism	4	0	0	25	75	100	4	DSC	
2.	BA JMC 402-23	New Media	4	0	0	25	75	100	4	DSC	
3.	BA JMC 403-23	Media Literacy	4	0	0	25	75	100	4	DSC	
<b>Minor(MIC)</b>											
1.	BA JMC 404-23	Art of Anchoring	4	0	0	25	75	100	4	MIC	
<b>Multidisciplinary Courses(MDC)</b>											
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<b>Ability Enhancement Courses(AEC)</b>											
1.	BA JMC 405-23	Television Production Lab	0	0	2	15	35	50	2	AEC	
<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>											
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<b>Value-Added Courses (VAC)</b>											
1.	BA JMC 406-23	Social Psychology	2	0	0	15	35	50	2	VAC	
								<b>500</b>	<b>20</b>		
<b>Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship will Be awarded UG diploma in the B.A. Journalism and Mass Communication.(48+44+4=96)</b>											

**Semester-V**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
<b>Discipline-Specific Courses(DSC)</b>										
1.	BA JMC 501-23	Development Communication	4	0	0	25	75	100	4	DSC
2.	BA JMC 502-23	Storyboarding & Scriptwriting	4	0	0	25	75	100	4	DSC
3.	BA JMC 503-23	Film Appreciation	4	0	0	25	75	100	4	DSC
<b>Minor(MIC)</b>										
1.	BA JMC 504-23	Documentary/Short Film Making	4	0	0	25	75	100	4	MIC
<b>Multidisciplinary Courses(MDC)</b>										
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<b>Ability Enhancement Courses(AEC)</b>										
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<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>										
	BA JMC 505-23	Internship	0	0	4		100	100	4	SEC
<b>Value-Added Courses (VAC)</b>										
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								<b>500</b>	<b>20</b>	

**Semester-VI**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
<b>Discipline-Specific Courses(DSC)</b>											
1.	BA JMC 601-23	Advertising: Concept & Management	4	0	0	25	75	100	4	DSC	
2.	BA JMC 602-23	Public Relations	4	0	0	25	75	100	4	DSC	
3.	BA JMC 603-23	Corporate Communication	4	0	0	25	75	100	4	DSC	
<b>Minor(MIC)</b>											
1.	BA JMC 604-23	Production Portfolio	4	0	0	25	75	100	4	MIC	
2.	BA JMC 605-23	Fashion Communication	4	0	0	25	75	100	4	MIC	
<b>Multidisciplinary Courses(MDC)</b>											
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<b>Ability Enhancement Courses(AEC)</b>											
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<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>											
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<b>Value-Added Courses (VAC)</b>											
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								<b>500</b>	<b>20</b>		
Students will be awarded 3-years UG degree in the B.A. Journalism and Mass Communication upon securing 132 credits.(48+44+40=132)											

**Semester-VII**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
<b>Discipline-Specific Courses(DSC)</b>										
1.	BA JMC 701-23	Multimedia Technologies : Culture & Society	4	0	0	25	75	100	4	DSC
2.	BA JMC 702-23	Media Industry & Management	4	0	0	25	75	100	4	DSC
3.	BA JMC 703-23	Data journalism Practices	4	0	0	25	75	100	4	DSC
4.	BA JMC 704-23	Social networking & Webcasting	4	0	0	25	75	100	4	DSC
5.	BA JMC 705-23	Event management	4	0	0	25	75	100	4	DSC
<b>Minor(MIC)</b>										
1.	B.Sc. VCMT 706-23	Mobile Journalism	4	0	0	25	75	100	4	MIC
<b>Multidisciplinary Courses(MDC)</b>										
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<b>Ability Enhancement Courses(AEC)</b>										
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<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>										
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<b>Value-Added Courses (VAC)</b>										
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								<b>600</b>	<b>24</b>	

**Semester-VIII (4 Years UG Honors Degree)**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
<b>Discipline-Specific Courses(DSC)</b>										
1.	BA JMC 801-23	Global Media Scenario	4	0	0	25	75	100	4	DSC
2.	BA JMC 802-23	Science Communication	4	0	0	25	75	100	4	DSC
3.	BA JMC 803-23	Health Communication	4	0	0	25	75	100	4	DSC
4.	BA JMC 804-23	Crisis Communication	4	0	0	25	75	100	4	DSC
5.	BA JMC 805-23	Convergent Journalism	4	0	0	25	75	100	4	DSC
<b>Minor(MIC)</b>										
1.	BA JMC 806-23	Drone Journalism	4	0	0	25	75	100	4	MIC
<b>Multidisciplinary Courses(MDC)</b>										
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<b>Ability Enhancement Courses(AEC)</b>										
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<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>										
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<b>Value-Added Courses (VAC)</b>										
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								<b>600</b>	<b>24</b>	



**Semester-VIII UG Honors with Research**

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
<b>Discipline-Specific Courses(DSC)</b>										
1.	BA JMC801A-23	Communication and Media Research	4	0	0	25	75	100	4	DSC
2.	BA JMC 802A-23	Research Methodology	4	0	0	25	75	100	4	DSC
<b>Minor(MIC)</b>										
1.	BA JMC 803A-23	Data Analysis tools and Publication Ethics	4	0	0	25	75	100	4	MIC
<b>Multidisciplinary Courses(MDC)</b>										
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<b>Ability Enhancement Courses(AEC)</b>										
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<b>Skill Enhancement Courses(SEC)/Internship/Dissertation</b>										
1.		Research Project/ Dissertation	0	0	12	50	250	300	12	SEC
<b>Value-Added Courses(VAC)</b>										
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								<b>600</b>	<b>24</b>	
<p><b>Students will be Awarded with 4 Year UG Honors with Research in B.A. Journalism and Mass Communication after choosing and securing Minimum Grade in this Scheme.</b></p>										

विद्या परम् भूषणम्

## INTRODUCTION TO COMMUNICATION (BA JMC-101-23)

L T P  
4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

Total Credits: 4

### COURSE OBJECTIVES

1. Introduce basic aspects of communication
2. To inculcate knowledge of communication types and Barriers
3. To acquaint students with knowledge of the Communication Theories
4. To orient students toward the Communication Models

### UNIT I: COMMUNICATION BASICS

- 1.1 Communication: Definitions, Meaning and Scope
- 1.2 Elements, Processes and Functions
- 1.3 Communication and Information
- 1.4 Communication and Language
- 1.5 Essentiality of Communication in Social Groups

### UNIT II: COMMUNICATION TYPES AND BARRIERS

- 2.1 Intrapersonal Communication, Interpersonal Communication
- 2.2 Group Communication, Mass Communication
- 2.3 Verbal Communication, Non-verbal Communication
- 2.4 Barriers to Communication
- 2.5 Removal of Barriers

### UNIT III: COMMUNICATION THEORIES

- 3.1 Media Theories, Four Theories of Press
- 3.2 Interactive Theory, Two-step flow (Opinion Leaders)
- 3.3 Multi-step Flow, Uses & Gratification Theory
- 3.4 Cultivation Theory
- 3.5 Agenda Setting Theory

### UNIT IV: COMMUNICATION MODELS

- 4.1 SMCR Model, Shannon & Weaver Model
- 4.2 Wilbur Schramm Model

- 4.3 Lasswell Model, Gate Keeping Model etc.
- 4.4 Sadharanikaran Model of Communication
- 4.5 Relevance of communication theories to journalism practice

### **ASSIGNMENTS**

1. Discuss basic communication processes as well as self-perception in communication
2. Write an essay/article on Communication and Social group (500-800) words.
3. Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through ppt.
4. Assignment on audience understanding

### **COURSE OUTCOMES**

1. Students would be able to introduce themselves to the nature of communication.
2. Students would be able to inculcate knowledge of Communication types and barriers.
3. Students would be able to develop knowledge of Communication theories.
4. Students would be able to develop a knowledge of Communication models.

### **SUGGESTED READINGS**

1. McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London, 2000.
2. Rogers M. Everett. A History of Communication Study, New York, Free Press, 1997.  
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3. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
4. Mass communication in India by Keval J. Kumar - A Jaico Book
5. Communication Mosaics: An Introduction to the Field of Communication, 2001 By Wood, Julia T, Wadsworth
6. Adhikary, N. M. (2007d). Hindu awadharanamagairashabdiksanchar. In N. M. Adhikary, Sanchar shodhara media paryavekshan (pp. 139-180). Kathmandu: Prashanti Pustak Bhandar.
7. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
8. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.

## INTRODUCTION AND HISTORY OF MEDIA (BA JMC 102-23)

L T P  
4 0 0

Time Allowed:3Hours

I.A./Practical:25Marks

Theory:75Marks

Max. Marks: 100

TotalCredits:4

### COURSE OBJECTIVES

1. To acquaint them with important aspects of the process of journalism.
2. To enhance understanding of the technical terms and jargon of journalism.
3. To acquaint students with the glorious journey of journalism.
4. To enhance understanding of the origin of the traditional print, electronic and web media

### UNIT I: ORIGIN AND DEVELOPMENT OF THE PRESS

- 1.1 Origin and development of the press in India
- 1.2 The press and freedom movement
- 1.3 Post-independent journalism
- 1.4 Traditional media- Evolution of Folkdances & Folk Theatre
- 1.5 Indian Folk culture

### UNIT II: HISTORY OF RADIO AND TELEVISION

- 2.1 Invention of Radio and its advent as a tool of information/entertainment
- 2.2 Evolution and development of Television, History of TV in India.
- 2.3 Growth of Doordarshan
- 2.4 Growth of private channels
- 2.5 Public service and commercial TV broadcasting

### UNIT II: CINEMA

- 3.1 Evolution of Cinema in the World
- 3.2 Silent Era of Indian Cinema Major Features and Personalities
- 3.3 The 'Talkies' Popular Cinema
- 3.4 New Wave and 'Middle' Cinema

### 3.5 Parallel Cinema

## **UNIT IV: INTRODUCTION TO PRINT JOURNALISM**

4.1 Journalism: Concept, nature, scope

4.2 Function, types and Role of Journalism in Society

4.3 Journalism and Democracy, Alternative Journalism

4.4 Concept of Fourth Estate

4.5 Journalism: Contemporary Issues in Journalism Debates in Journalism

### **ASSIGNMENTS**

1. Students will prepare a list of influential newspapers of before freedom in all the languages
2. Visit important media centers, observe their functioning and write reports thereof.
3. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross-checking, headlines writing and making intros.
4. Preparing a handwritten newspaper to understand the anatomy of the newspaper.

### **COURSE OUTCOMES**

1. Students would be able to understand the Journalism basics and its elements.
2. Students would be able to acquaint themselves with important aspects of the process of journalism.
3. Students would be able to enhance their understanding of the technical terms and jargon of journalism.
4. Students would be able to acquaint themselves with the glorious journey of journalism.

### **SUGGESTED READINGS**

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof.(Dr).Kiran, Handbook of Print Journalism, MLC University of Mass Communication & Journalism Bhopal
3. BhargavG.S. ,The Press in India: An Overview, National Book Trust New Delhi
4. News Papers and Magazines based on current affairs
5. B.D.Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.



**Introduction to Print Media (BA JMC 103-23)**

L T P  
4 0 0

I.A.:25Marks

Theory:75Marks

Total Credits:4

Max. Marks: 100

Time Allowed:3 Hours

**COURSE OBJECTIVE**

- 1.1 To Understand the Historical significance development and evolution of print media.
- 1.2 To build students' writing proficiency and design content for print media platforms.
- 1.3 To understand various forms of print media & writing styles
- 1.4 To understand the printing process and production on Print media

**UNIT-I OVERVIEW OF PRINT MEDIA**

- 1.1 Different forms of print media – an overview
- 1.2 Penny press; Tabloid press and Broadsheet
- 1.3 Robert Guning – Principle of Clear writing, Rudolf flesch formula – Skills to writing
- 1.4 Element of a News & News Values
- 1.5 The role and relevance of print media in the digital age

**UNIT-II PRINTING PROCESS & PRINT MEDIA**

- 2.1 History of the printing press
- 2.2 Newspaper printing in India, Digital technology in Print Media
- 2.3 E papers and web editions – importance & differences

2.4 Printing in Digital Age

2.5 Circulation & Readership of a newspaper

### **UNIT-III PRINT MEDIA PRODUCTION**

3.1 Newspapers: Structure, content, and journalism principles

3.2 Style sheet of a newspaper, pagination & Characteristics

3.3 Writing for print: News articles, editorials, columns, Features, headlines, and captions

3.4 Editing and proofreading techniques

3.5 Layout and design principles

### **UNIT-IV NEWS AGENCIES & PRINT MEDIA**

4.1 News Services Organizations

4.2 Indian news agencies- Hindi, English and others

4.3 Foreign News agencies, Difference between News agency reporting and newspaper reporting

4.4 Print Media Regulatory Authorities in India

4.5 RNI, ABC etc

### **ASSIGNMENTS**

1. Students will prepare a list of influential newspapers of before freedom in all the languages
2. Visit important media centers, observe their functioning and write reports thereof.
3. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross-checking, headlines writing and making intros.
4. Preparing a handwritten newspaper to understand the anatomy of the newspaper.

### **COURSE OUTCOMES**

1. Students will demonstrate an in-depth understanding of the historical evolution of print media
2. Students will showcase enhanced writing skills by crafting well-structured and engaging content suitable for print media platforms
3. Students will gain insight into the printing process used in producing print media materials, including the steps involved, printing technologies
4. Students will learn about different news agencies & their workflow

### **SUGGESTED READING**

1. "The Gutenberg Revolution: The Story of a Genius and an Invention that Changed the World" by John Man
2. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
3. "Flat Earth News: An Award-Winning Reporter Exposes Falsehood, Distortion, and Propaganda in the Global Media" by Nick Davies
4. The Newspaper: An International History" by Helen Hughes

5. "Magazine Editing: In Print and Online" by John Morrish and Paul Bradshaw
6. "The Associated Press Stylebook"



**CREATIVE WRITING SKILLS (BA JMC 104-23)**

**L T P**  
2 0 0

Time Allowed: 3 Hrs.

I.A/Practical: 15 Marks

Lab: Marks -35

Max. Marks: 50

Total Credit: 2

**COURSE OBJECTIVES**

1. To develop and enhance students creative writing skills.
2. To develop students to demonstrate effective written communication, critical thinking, and creativity through various forms of creative writing.

**UNIT: I Creative Writing Techniques and Styles**

1.1 Importance and relevance of creative writing skills

1.2 Different genres of creative writing: short stories poetry, fiction, non-fiction, drama and other forms



- 1.3 Different writing techniques
- 1.4 The Art and Craft of writing
- 1.5 Research for Creative Writing

## **UNIT: II Writing for Media**

- 2.1 Writing for Print Media
- 2.2 Writing for Radio
- 2.3 Writing for Television
- 2.4 Writing for New Media & Social Media
- 2.5 New Trends in Media Writing

### **COURSE OUTCOMES**

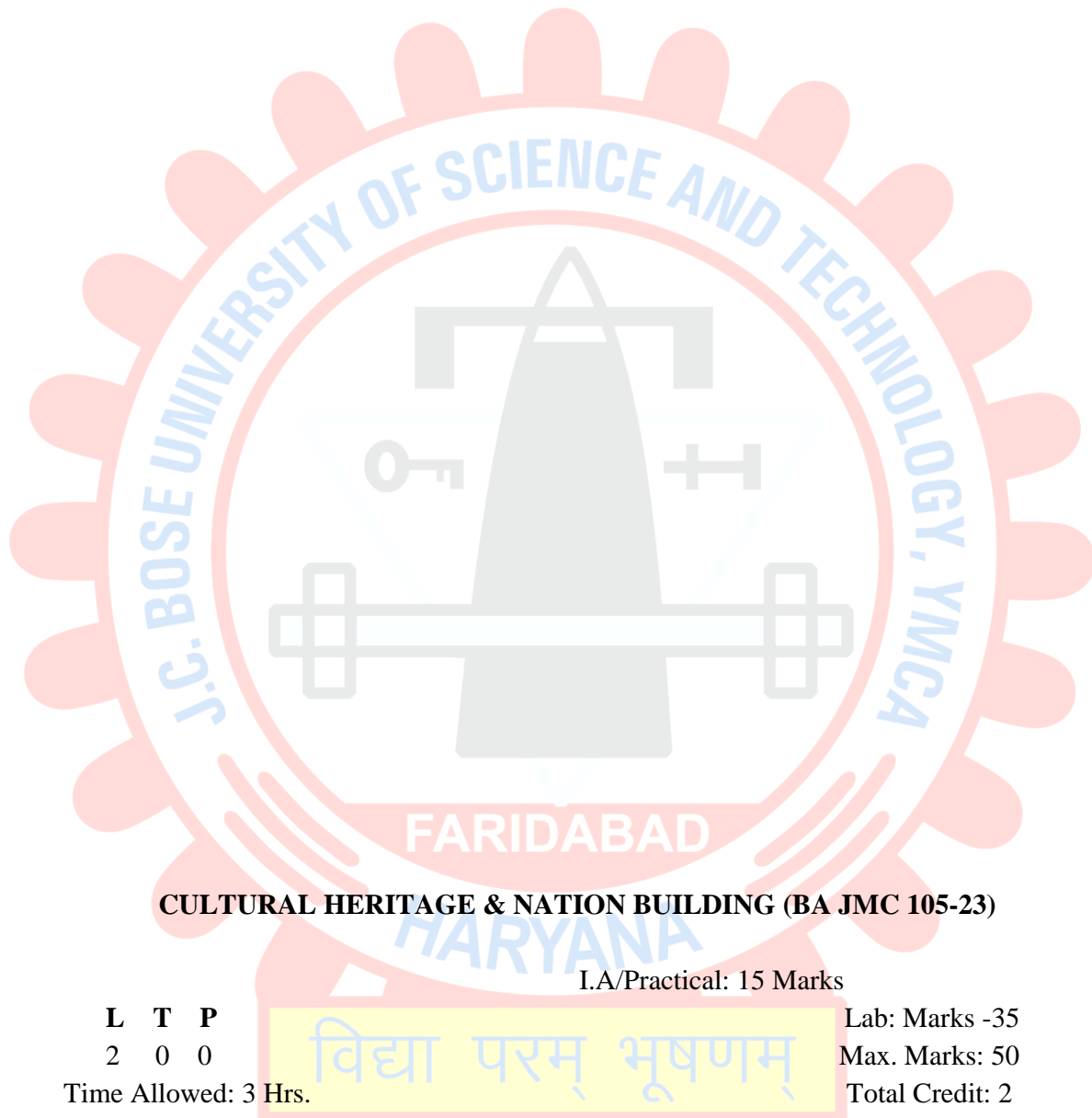
1. Develop the ability to express ideas and thoughts effectively through written communication.
2. Cultivate critical thinking skills by analyzing and evaluating different forms of creative writing.

### **PRACTICAL/ASSIGNMENTS**

1. Written assignments: Assess students creative writing pieces based on originality, creativity, structure, and style.
2. Peer feedback: Evaluate student's ability to provide constructive criticism and incorporate feedback into their revisions.
3. Class participation: Assess student's engagement in class discussions, writing exercises, and presentation.

### **SUGGESTED READING/WEB LINKS**

1. "On Writing: A Memoir of the Craft" by Stephen King
2. "Bird by Bird: Some Instructions on Writing and Life" by Anne Lamott
3. "The Elements of Style" by William Strunk Jr. and E.B. White
4. "The Artist's Way: A Spiritual Path to Higher Creativity" by Julia Cameron
5. "Writing Down the Bones: Freeing the Writer Within" by Natalie Goldberg
6. "The Anatomy of Story: 22 Steps to Becoming a Master Storyteller" by John Truby
7. "Big Magic: Creative Living Beyond Fear" by Elizabeth Gilbert
8. <https://oxfordsummercourses.com/articles/what-is-creative-writing/>
9. <https://self-publishingschool.com/creative-writing/>
10. <https://www.masterclass.com/articles/tips-for-getting-started-with-creative-writing>



**CULTURAL HERITAGE & NATION BUILDING (BA JMC 105-23)**

I.A/Practical: 15 Marks

**L T P**  
2 0 0

Time Allowed: 3 Hrs.

Lab: Marks -35

Max. Marks: 50

Total Credit: 2

**COURSE OBJECTIVES**

1. To develop an understanding of the importance of cultural heritage in promoting national identity and unity.
2. To explore the historical, social, and cultural significance of different aspects of cultural

heritage.

### **UNIT: I Different Perspectives to Cultural Heritage and Nation Building**

- 1.1 Definition and components of cultural heritage
- 1.2. Significance of cultural heritage in nation-building
- 1.3 Evolution of cultural heritage
- 1.4 Historical events and movements influencing cultural heritage
- 1.5 Career opportunities in Cultural Heritage

### **UNIT: II Cultural Heritage in the Contemporary Context**

- 2.1 Cultural heritage and social cohesion
- 2.2 Tourism and cultural heritage
- 2.3 Challenges in preserving cultural heritage
- 2.4 Govt. initiatives in preserving cultural heritage
- 2.5 Role of mass media in promoting cultural preservation

### **COURSE OUTCOMES**

1. Students will be able to define cultural heritage and discuss its importance in promoting national identity.
2. Students will be able to analyze the historical factors that have shaped cultural heritage and also able to discuss the challenges and opportunities of utilizing cultural heritage for nation-building.

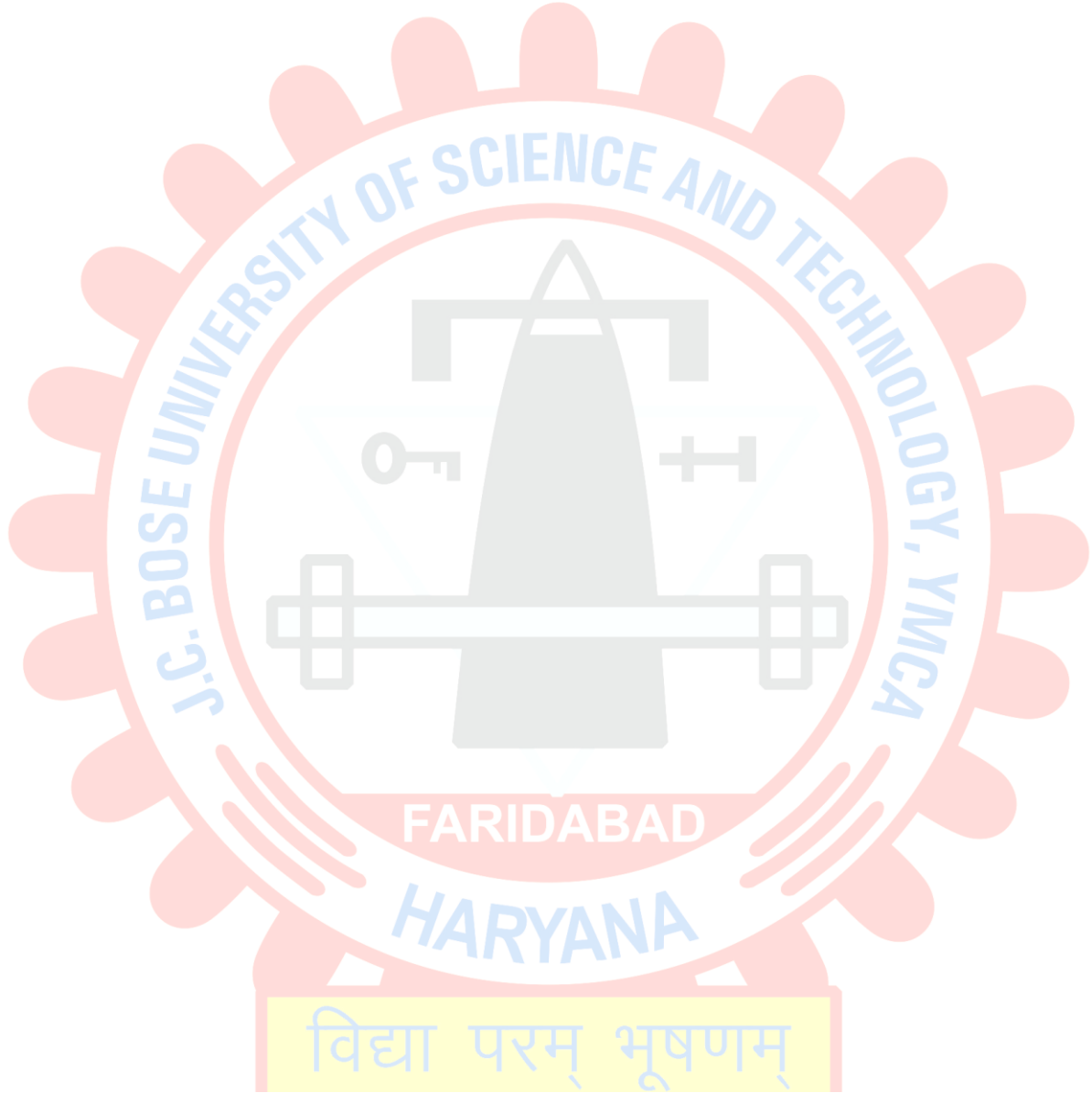
### **PRACTICAL/ASSIGNMENTS**

1. Short quiz to assess understanding of key concepts.
2. Group presentation on the impact of a historical event on cultural heritage.
3. Group project on proposing a preservation plan for a specific cultural heritage site.
4. Class debate on the repatriation of cultural artifacts.
5. Organised Visits/Exhibitions for students.

### **SUGGESTED READING/WEB LINKS**

1. UNESCO World Heritage Sites: A Complete Guide by UNESCO
2. Cultural Heritage and Nation Building: Modern India and its Ancient Past by Romila Thapar
3. Cultural Heritage Management: A Global Perspective by Anna Leask and Conal McCarthy
4. Intangible Cultural Heritage: A Global Perspective by Laurajane Smith and Natsuko Akagawa
5. Cultural Heritage and Tourism: An Introduction by Dallen J. Timothy

6. <https://asi.nic.in/national-cultural-heritage-sites-list/>
7. [https://www.nmcg.nic.in/writereaddata/fileupload/47\\_River%20Basin%20Guide%20for%20Medium%20and%20Minor%20Rivers.pdf](https://www.nmcg.nic.in/writereaddata/fileupload/47_River%20Basin%20Guide%20for%20Medium%20and%20Minor%20Rivers.pdf)
8. <https://www.cgisaopaulo.gov.in/svcc.php>



कम्युनिकेटिव हिन्दी - AEC-107 N1

L T P  
2 0 0

I.A: 15 Marks

Theory:35 Marks

Time Allowed: 3 Hours

Total Credits:2

Max. Marks: 50

पाठ्यक्रम के उद्देश्य

- .1हिंदी क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत करना
- .2हिंदी क्षेत्रीय भाषा में लिखित ज्ञान का विकास करना

### **ईकाई 1-भाषा की संकल्पना**

1.1राष्ट्रीय व अंतरराष्ट्रीय परिप्रेक्ष्य में हिंदी का महत्व ,स्वतंत्रता पूर्व हिन्दी समाचारपत्र एवं पत्रिकाओं का - भाषाई स्वरूप

स्वतंत्रता पश्चात से लेकर आज तक की भाषाई स्थिति 1.2

,कार्यालयी पत्राचार एवं प्रेस विज्ञप्ति ,पत्र लेखन 1.3 ज्ञापन तथा प्रतिवेदन लेखन ,साक्षात्कार एवं परिचर्चा , कहानी और उपन्यास लेखन की शैलीसम्पादन ,

1.4हिन्दी मीडिया की प्रचलित शब्दावली , हिन्दी और रोजगार-बाजार

1.5 हिन्दी की प्रयोगात्मक त्रुटियांहिन्दी में प्रयुक्त विभिन्न चिन्ह ,

### **.2जनसंचार माध्यमों में हिन्दी का वर्चस्व, भाषा तथा अनुवाद**

,प्रिंट माध्यम और हिन्दी भाषा 2.1रेडियो, टेलीविजन, विज्ञापन, फिल्म एवं प्रचलित गीतों की भाषा

2.2नए जनसंचार माध्यमसोशल मीडिया और हिन्दी ,

2.3हिन्दी समाचार पत्रविभिन्न हिन्दी चैनलों के कार्यक्रमों एवं समाचारों की प्रस्तुति में हिन्दी भाषा का / अध्ययनविश्लेषण

2.4रेडियो, टेलीविजन, सिनेमा, इंटरनेट तथा न्यू मीडिया में हिन्दी अनुवाद की आवश्यकता एवं प्रासंगिकता

2.5 वर्तमान जनमाध्यमों में बढ़ता भाषाई संकट ,

**व्यावहारिक कार्य:** .1हिन्दी समाचार पत्रविभिन्न हिन्दी चैनलों के कार्यक्रमों एवं समाचारों की प्रस्तुति / विश्लेषण-में से किसी एक का भाषिक अध्ययन

- .2प्रूफ रीडिंग (इलेक्ट्रॉनिक मीडिया से उदाहरण लेकर-प्रिंट)
- .3सोशल मीडिया की भाषिक सामग्री का अध्ययन एवं उसकी प्रस्तुति
- .4किसी अंग्रेजी अखबार में प्रकाशित खबर का चुनाव और उसके हिन्दी अनुवाद की प्रस्तुति
- .5 किसी एक प्रसिद्ध हिंदी फिल्म की समीक्षा
- .6किसी एक हिन्दी उपन्यास, नाटक की समीक्षा
- .7पत्र लेखनकार्यालयी पत्राचार एवं प्रेस विज्ञप्ति ,

### संदर्भ पुस्तकें

- .1द लैंग्वेज़ ऑफ न्यू मीडिया, लेक मैनोविच
- .2कल्चर मीडिया लैंग्वेज, स्टुअर्ट हाल
- 3 मीडिया की बदलती भाषा,अजय कुमार सिंह
- .4नए जनसंचार माध्यम और हिन्दी, सुधीर पचौरी, अचला शर्मा
- .5समाचारअवधारणा और लेखन प्रक्रिया :, सुभाष धूलिया, आनंद प्रधान
- .6धुनों की यात्रा, पंकज राग

विद्या परम् भूषणम्

## CURRENT AFFAIRS & GENERAL STUDIES I (BA JMC 106-23)

**L T P**  
3 0 0

Time Allowed: 3 Hrs.

I.A/Practical: 25 Marks

Lab: Marks -50

Max. Marks: 75

Total Credit: 3

### COURSE OBJECTIVES

1. Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
2. Raise awareness level and develops an opinion or a perspective on worldly affairs and ability to express effectively. Providing an engaging, active, learner-centered activity.

### UNIT: I Indian Constitution, Economy, History and Geography

- 1.1 Indian Constitution: Features
- 1.2 Fundamental Rights, Directive principles, Fundamental Duties
- 1.3 Citizenship, Constitutional Amendments
- 1.4 Population, Poverty, Unemployment; Planning and Development
- 1.5 Salient features of Indian Society, Diversity of India

### UNIT: II Current Affairs

- 2.1. Major Events & Current Affairs: Local/ Regional/National/International
- 2.2. Personalities in News
- 2.3. Govt. Policies and Schemes
- 2.4. International News
- 2.5. Group Discussion on Grassroots topics

### COURSE OUTCOMES

1. Students would be able an opportunity to explore broad and ever-changing arrays of social concerns and issues.
2. Students will be expected to do research on various topics and thoroughly explore all sides of the issues.

### **PRACTICAL/ASSIGNMENTS**

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions
6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability
9. Focus Group Discussions
10. Development of Personality and Critical Thinking
11. Develop the ability for social cohesion and leadership among students
12. Developing intellectual and moral integrity

### **SUGGESTED READINGS /WEB LINKS**

1. Principles of Political Science, A C Kapoor.
2. Principles of Political Science, Piersons.
3. Sociology - T.B. Bottomore.
4. Sociology Themes & Perspectives - Moralambose& R.M. Heald
5. Constitution of India by DD Basu
6. Indian Administration - Ramesh K. Arora & Rajni Goyal.
7. Indian Administration - S.R. Maheswari.
8. Local Government - S.R. Maheswari.
9. Development as Freedom, Amartya Sen
10. Indian Economy by Omkarnath
11. Indian Economy Dutt and Sundaram
12. Indian Govt. and Politics – Johan
13. General Studies by Disha
14. General Knowledge Manual by Pearson
15. General Knowledge by Lucent
16. General Knowledge by PrabhatPrakashan
17. Columbia Journalism Review
18. Economic & Social Issues in India by Dhruv Kumar
19. Monthly Current Affairs Magazine– Pratiyogita Darpan, Civil Services Times, NitiAayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

### **USEFUL GOVERNMENT WEBSITES**



1. [ncert.nic.in](http://ncert.nic.in) – Download NCERT Texts as PDF
2. [nios.ac.in](http://nios.ac.in) – Download NIOS Online Materials
3. [egyankosh.ac.in](http://egyankosh.ac.in) – Download IGNOU Books
4. [yojana.gov.in](http://yojana.gov.in) – Download Yojana and Kurukshetra Magazines
5. [upsc.gov.in](http://upsc.gov.in) – Official Website of UPSC
6. [pib.nic.in](http://pib.nic.in) – Press Information Bureau Website, for government updates
7. [prsindia.org](http://prsindia.org) – PRS Website for tracking bills in Parliament
8. [idsa.in](http://idsa.in) – IDSA website for Defense and Foreign relations
9. [gatewayhouse.in](http://gatewayhouse.in) – Indian Council for Global relations
10. [envfor.nic.in](http://envfor.nic.in) – Ministry of Environment and Forests



**ENVIRONMENTAL SCIENCE-I**  
**SUBJECT CODE: VAC-101-N1**

L T P Credits  
2 0 0 2

SESSIONAL : 25  
FINAL EXAM : 75  
TOTAL : 100

**NOTE: Question paper will have two parts. Part-1 will be compulsory and have 10 questions of equal marks covering the entire syllabus. Attempt any four questions out of six from Part-2.**

**COURSE OUTCOMES:**

At the completion of this course, the learner will be able to:

CO1: Understand human interaction with the environment and efforts taken for emergence of environmentalism at international level.

CO2: Understand concept of natural resources, their distribution, conservation, management and sustainable utilization.

CO3: Develop critical thinking towards local, regional and global environmental issue.

CO4: Describe the concept of ecosystem, biodiversity and their conservation at national and international levels.

**Unit I: Humans and the Environment (4 hrs)**

The man-environment interaction: Humans as hunter-gatherers; Mastery of fire; Origin of agriculture;

Emergence of city-states; Great ancient civilizations and the environment, Indic Knowledge and Culture

of sustainability; Middle Ages and Renaissance; Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global environmental change.

Environmental Ethics and emergence of environmentalism: Anthropocentric and eco-centric

perspectives (Major thinkers); The Club of Rome- Limits to Growth; UN Conference on Human Environment 1972; World Commission on Environment and Development and the concept of sustainable development; Rio Summit and subsequent international efforts.

### **Unit II: Natural Resources and Sustainable Development (6 hrs)**

Overview of natural resources: Definition of resource; Classification of natural resources- biotic and

abiotic, renewable and non-renewable.

Biotic resources: Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges.

Water resources: Types of water resources- fresh water and marine resources; Availability and use of

water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.

Soil and mineral resources: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation.

Energy resources: Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy; non-conventional energy

sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment.

Introduction to sustainable development: Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

### **Unit III: Environmental Issues: Local, Regional and Global (6 hrs)**

Environmental issues and scales: Concepts of micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena.

Pollution: Impact of sectoral processes on Environment; Types of Pollution- air, noise, water, soil, thermal, radioactive; municipal solid waste, hazardous waste; transboundary air pollution; acid rain; smog.

Land use and Land cover change: land degradation, deforestation, desertification, urbanization.

Biodiversity loss: past and current trends, impact.

Global change: Ozone layer depletion; Climate change. Disasters – Natural and Man-made (Anthropogenic)

### **Unit IV: Conservation of Biodiversity and Ecosystems (8 hrs)**

Biodiversity and its distribution: Biodiversity as a natural resource; Levels and types; Biodiversity in India and the world; Biodiversity hotspots.

Ecosystems and ecosystem services: Major ecosystem types in India and their basic characteristics-

forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and significance.

Threats to biodiversity and ecosystems: Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change.

Major conservation policies: in-situ and ex-situ conservation; Major protected areas; Biosphere reserves; Ecologically Sensitive Areas; Coastal Regulation Zone; the role of traditional knowledge for biodiversity conservation, community-based conservation; Gender and conservation.

Overview of the following conventions and protocols- Convention on Biological Diversity (CBD); Cartagena Protocol on Biosafety; Nagoya Protocol on Access and Benefit-sharing; Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); Ramsar Convention on Wetlands of International Importance; Ramsar sites; United Nations Convention to Combat Desertification (UNCCD).

#### **Unit V: Case studies/ Field Work (6 hrs)**

The students are expected to be engaged in some of the following or similar identified activities:

- a) Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
- b) Discussion on one national and one international case study related to the environment and sustainable development.
- c) Participation in plantation drive and nature camps.
- d) Documentation of campus flora and fauna.

#### **Suggested Readings:**

1. Baskar, R & Baskar, S. (2010). Natural Disasters: Earth's Processes & Geological Hazards, Unicorn Books
2. Bawa, K.S., Oomen, M.A. and Primack, R. (2011) Conservation Biology: A Primer for South Asia. Universities Press.
3. Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.
4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future. 10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.
5. De Anil, K. (2003). Environmental chemistry. New Age International.
6. Fisher, Michael H. (2018) An Environmental History of India- From Earliest Times to the Twenty-First Century, Cambridge University Press.
7. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson)
8. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental

Issues 6th Edition. Routledge.

9. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley- Blackwell.

10. Headrick, Daniel R. (2020) Humans versus Nature- A Global Environmental History, Oxford University Press.

11. Hughes, J. Donald (2009) An Environmental History of the World- Humankind's Changing Role in the Community of Life, 2nd Edition. Routledge.

12. John W. Twidell and Anthony D. (2015). Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS)

13. Kaushik, A., & Kaushik, C. P. (2006). Perspectives in environmental studies. New Age International.

14. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK

15. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press.

<https://doi.org/10.1201/9781003096238>

16. Perman, R., Ma, Y., McGilvray, J., and Common, M. (2003) Natural Resource and Environmental Economics. Pearson Education.

17. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University

Press.

18. Sharma, P. D., & Sharma, P. D. (2012). Ecology and environment. Rastogi Publications.

19. Simmons, I. G. (2008). Global Environmental History: 10,000 BC to AD 2000. Edinburgh University Press

20. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation. Anamaya Publications <https://sdgs.un.org/goals>

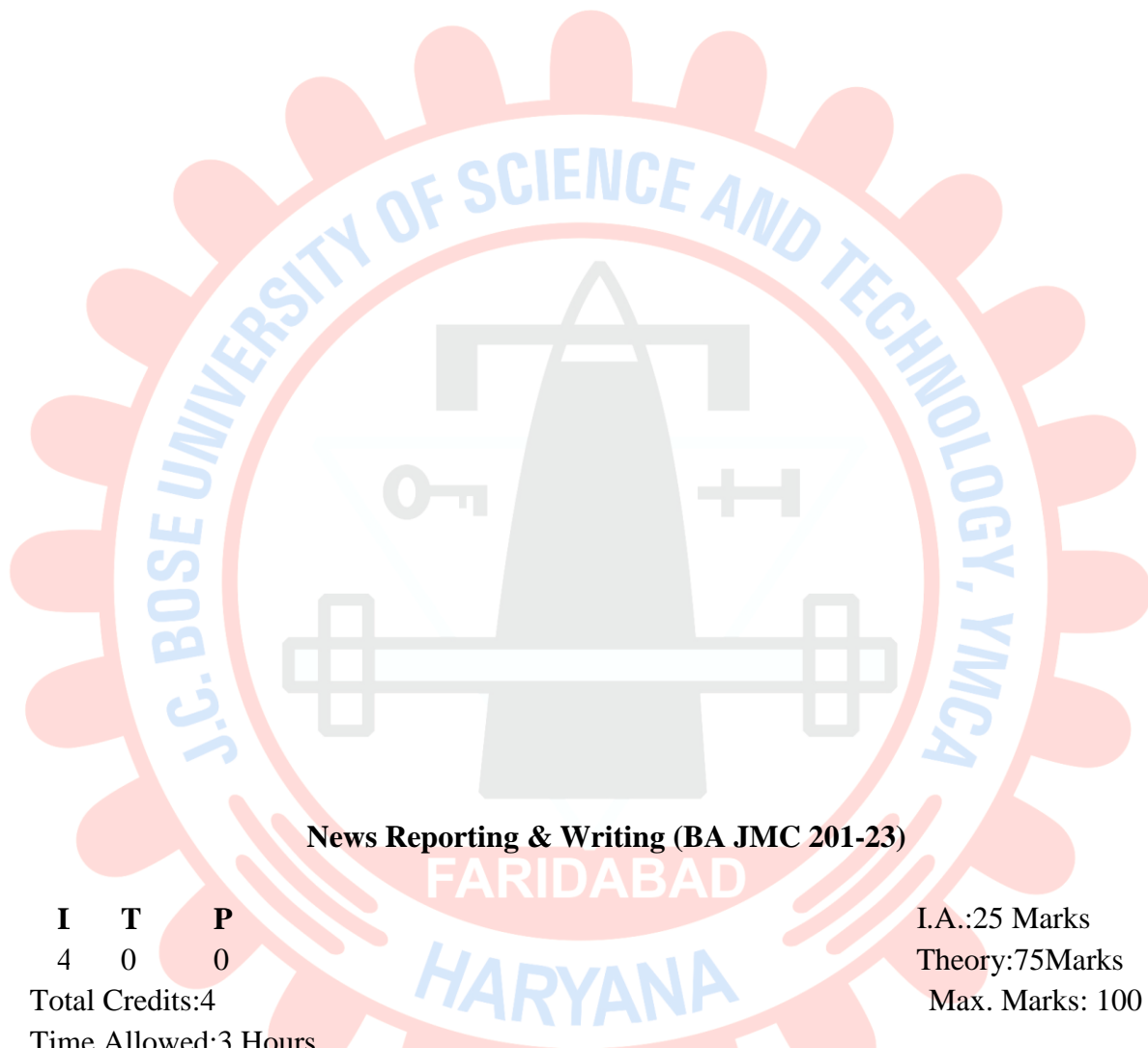
21. Sinha, N. (2020) Wild and Wilful. Harper Collins, India.

22. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022)

Conservation through Sustainable Use: Lessons from India. Routledge.

23. William P. Cunningham and Mary A. (2015). Cunningham Environmental Science: A global concern, Publisher (Mc-Graw Hill, USA)

विद्या परम् भूषणम्



**I T P**  
4 0 0

Total Credits:4

Time Allowed:3 Hours

I.A.:25 Marks

Theory:75Marks

Max. Marks: 100

### **COURSE OBJECTIVES**

1. To understand the basics of news writing
2. To understand the theory, methods, and practice of gathering information and writing news
3. To understand different writing techniques
4. To develop the knowledge of Reporting

## **UNIT I: Introduction to News & News Writing**

- 1.1 Concept & Definitions of News, Elements of News, News values, Social welfare and relevance of facts
- 1.2 Differences between news writing and other forms of media writing
- 1.3 Headlines: Types, Function and Importance & Various techniques of writing headlines
- 1.4 Types of News stories, Introduction to writing news, Article & Features
- 1.5 Elements and structure of news reports, Types of news: Hard and Soft

## **UNIT-II News Gathering & Structure of News Stories**

- 2.1 Methods and techniques of News gathering, structure of a News Report
- 2.2 Techniques of News Writing: straight, quoting, paraphrasing, Interpretation, comment, analysis
- 2.3 Source of News, validation of news source
- 2.4 Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicial Disaster, Accident, Travelogue, Obituary, Conference, Seminar, human Interest, Environmental Health, Investigative, Interpretative, Follow Up
- 2.5 News Agency Reporting, Beat Reporting

## **UNIT-III Reporter & Reporting**

- 3.1 Reporter: Skills, Duties, and Responsibilities of a Reporter.
- 3.2 Kinds of reporting: investigative, interpretative, in-depth, etc.
- 3.3 Photo journalism and photo-editing; photo and illustration; scaling a picture.
- 3.4 Interview; techniques for interviewing for gathering News,
- 3.5 Ethics of Reporting and Professional hazards

## **UNIT-IV Professional Ethics in Reporting**

- 4.1 Code of conduct of Journalism
- 4.2 Yellow journalism vs. Fair Journalism
- 4.3 Media Trial and right to privacy
- 4.4 Sensationalism, Framing & one sided News
- 4.5 Fabrication VS Interpretative Reporting

## **ASSIGNMENTS**

1. Write any five news reports for print medium
2. Write any five news reports for Television

3. Write any five news reports for web
4. Report changing trends of print media

### **COURSE OUTCOMES**

1. Students would understand the basics of news writing.
2. Students would understand the theory, methods, and practice of gathering information and writing news.
3. Students would understand different writing techniques.
4. To enhance the knowledge of web writing.

### **SUGGESTED READINGS**

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
3. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
4. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
5. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Department of Communication and Media Technology Page 47 Reporting for Today's Media', McGraw Hill, New Delhi, 2003.

### **BASICS OF EDITING (BA JMC 202-23)**

**I T P**  
4 0 0

Total Credit:4

Time Allowed:3 Hours

I.A./Practical:25Marks

Theory:75Marks

Max. Marks: 100



## **COURSE OBJECTIVES**

1. To familiarize the students with the basics of editing
2. To create understanding about the working of the news desk
3. To inculcate the knowledge of dummy and Layout
4. To develop the knowledge of printing

### **UNIT I: EDITING CONCEPT AND PROCESS**

- 1.1 Editing Concept, process and its Significance in Journalism
- 1.2 Editorial values: objectivity, facts, impartiality and balance
- 1.3 Role of News Editor, Chief Sub Editor and Copy Editor,
- 1.4 Editing of Newspaper & Magazine
- 1.5 Editing of web content

### **UNIT II: NEWSPAPER LAYOUT**

- 2.1 News Selection: News Value and Other Parameters
- 2.2 Handling a News Copy, Planning and Visualizing of News Rewriting News Stories
- 2.3 Page Designing, Principle, Forms and Utility of Dummy
- 2.4 Web Journalism,
- 2.5 Translation and Tran-creation

### **UNIT III: EDITING NEWSPAPER/MAGAZINES**

- 3.1 Editing for On-line newspaper
- 3.2 Editing for Magazines
- 3.3 Editorial structure of newspaper/magazines
- 3.4 Editorial hierarchy
- 3.5 Responsibilities of various functionaries

### **UNIT IV: STAGES OF MAKING NEWSPAPER**

- 4.1 Stages of Making a Newspaper
- 4.2 Page Designing, Principle, Forms and Utility
- 4.3 Layout, Changing Trends of Lay-out, Use of Written Matter and Graphs
- 4.4 lay-out Preparing for Newspaper, Magazines and On Line Paper
- 4.5 Problems of Lay-Out

## **ASSIGNMENTS:**

1. Copy editing assignment
2. Writing headlines for different, types of news.
3. Intro/lead writing assignment.
4. Creating a dummy.
5. Layout: Preparing the layout of the front, back and other pages of a newspaper and a magazine
6. Photo coverage of news events on campus or outside
7. Shooting and preparing Photo features along with write-up.

### **COURSE OUTCOMES**

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process and working of News Desk
3. Students would be able to enhance their knowledge about editing for various platforms
4. Students would be able to understand the dummy and layout.

### **SUGGESTED READINGS**

1. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi. 1980.
2. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
3. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
4. Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
5. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi

## Basics of Graphics & Design (BA JMC 203-23)

L T P  
4 0 0

Total Credits:4

TimeAllowed:3 Hours

I.A. :25Marks

Theory:75Marks

Max. Marks: 100

### COURSE OBJECTIVES

1. To understand the fundamentals of design principles and elements.
2. To acquire proficiency in using graphic design software and tools.
3. To learn typography techniques for effective visual communication.
4. To learn vector graphics and illustration techniques.

### Unit 1: Introduction to Graphics Design

- 1.1 Understanding the fundamentals of graphics design
- 1.2 Evolution and history of graphics design
- 1.3 Role of graphics design in various industries
- 1.4 significance of graphics in the contemporary market
- 1.5 Introduction to popular graphics design software (e.g., Adobe Illustrator, Adobe Photoshop)

### Unit 2: Design Principles and Elements

- 2.1 Understanding design elements
- 2.2 Exploring design principles (balance, contrast, emphasis, movement, pattern, rhythm, unity)
- 2.3 Applying design principles and elements in practical exercises
- 2.4 Composition and layout, Web design layout
- 2.5 User interface (UI) principles

### Unit 3: Typography and Digital Imaging

- 3.1 Introduction to typography and its importance in design
- 3.2 Understanding font families, styles, and classifications
- 3.3 Typography in logo design, posters, and Brands
- 3.4 Basics of digital image editing and manipulation,
- 3.5 Retouching photos and enhancing images, Creating photo compositions and collages

### Unit -4 Vector Graphics and Illustrations

- 4.1 Introduction to vector graphics and their advantages
- 4.2 Creating vector illustrations and artwork, Logo Design and Branding
- 4.3 Using vector graphics in logo Design and info Graphics
- 4.4 Preparing illustrations for different media and formats
- 4.5 Working with layers, masks, and filters

#### Assignments

1. Create a poster for a fictional event, using design principles like contrast and balance to make it visually engaging.
2. Design a logo for a start-up company, focusing on simplicity and symbolism to represent their brand identity.
3. Use graphic design software to digitally enhance a photograph, demonstrating image manipulation skills.
4. Design a magazine cover layout, considering typography hierarchy and grid systems for a professional look.
5. Create a vector illustration of a nature scene, showcasing mastery in using vector graphics tools.

#### Course Outcomes:

1. Students will demonstrate a strong understanding of design principles and elements, enabling them to create visually appealing and balanced designs.
2. Students will gain proficiency in using graphic design software and tools, empowering them to create digital artwork and manipulate images effectively.
3. Students will master typography techniques, allowing them to communicate messages effectively through well-crafted typefaces and layouts.
4. Students will develop expertise in creating vector graphics and illustrations, enabling them to design scalable and high-quality artwork for various applications

#### SUGGESTED READING

1. "The Non-Designer's Design Book" by Robin Williams - A beginner-friendly guide to design principles and techniques for non-designers.
2. "Thinking with Type" by Ellen Lupton - An essential read for understanding typography and its role in effective design.
3. "The Elements of Graphic Design" by Alex W. White - Covers the basic elements of graphic design, such as line, shape, color, and more.
4. "The Design of Everyday Things" by Don Norman - Explores the principles of user-centered design and usability.
5. "Grid Systems in Graphic Design" by Josef Müller-Brockmann - A classic book on grid systems and their importance in design layout.

## Soft Skills (BA JMC 204-23)

I T P  
2 0 0

Time Allowed:3 Hours

Max. Marks: 50

I.A.:15Marks

Theory:35Marks

Total Credits:2

### Course Objectives

1. To acquire interpersonal & professional skills to be an effective goal-oriented team player
2. To acquire communication, problem-solving skills & to reengineer their attitude & understand its influence on behavior

### UNIT-1 Attitude & Communication

- 1.1 Who am I? SWOT analysis
- 1.2 Importance of self-confidence & self-esteem, Self-Awareness, factors influencing attitude
- 1.3 challenges & lessons from the attitude
- 1.4 Practice activities (JAM, SPIN a story, diagram description etc.) Activities for evaluation (Extempore, speaking news & Book review)
- 1.5 Resume with Objective and Project description, Body language for Interview, Interview handling, High-Frequency words in resume and interviews

### UNIT-2 Goal Setting, Public Speaking & Creativity

- 2.1 SMART goals, Blueprint for success, Short term, Long term, Lifetime goals
- 2.2 Value of time, Diagnosing time management & Prioritizing work
- 2.3 Activities for evaluation (Surveying & Reporting, Debate, Group discussion)
- 2.4 Out of box thinking, lateral thinking, Handling crisis
- 2.5 Personal Development, Etiquette and Manners, Persuasion Skills, Group Discussion & Storytelling

### Assignments

1. Class presentation,

2. Group discussion,
3. Script writing Practices,
4. Mock interviews,
5. Resume preparation

### **Course Outcome**

- 1 Students would learn about how to do self-assessments, and etiquette in their social and work life.
- 2 Students will understand the difference between Soft skills and technical skills and also how to work on and master important Soft skills.

### **Suggested Reading/ Web links**

1. English for Job Seekers (Language and Soft Skills for the Aspiring) by GeethaRajeevan, C.L.N. Prakash ) Cambridge University Press pvt,Ltd.
2. New International Business English by Leo Jones and Richard Alexander. Cambridge University Press pvt,Ltd
3. Business Benchmark by Norman Whitby.
4. Cambridge University Press pvt,Ltd Grammar practice Activities (practical guide for teachers) Cambridge University Press pvt,Ltd
5. <https://www.youtube.com/watch?v=ZojM8Q8P8OY>
6. <https://www.youtube.com/watch?v=hZSARM4VaVs>



**CURRENT AFFAIRS & GENERAL STUDIES II (BA JMC 205-23)**

**L T P**  
2 0 0

Time Allowed: 3 Hrs.

I.A/Practical: 15 Marks

Lab: Marks -35

Max. Marks: 50

Total Credit: 2

**COURSE OBJECTIVES**

1. Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
2. Raise awareness level and develops an opinion or a perspective on worldly affairs and ability to express effectively. Providing an engaging, active, learner-centered activity.

**UNIT: I Contemporary India**

- 1.1 Indian Cabinet Constitution
- 1.2 Indian organizations- ISRO, RBI, DRDO, BARC, SEBI, NITI AAYOG, FICCI, NABARD, CBFC etc.
- 1.3 UN and India
- 1.4 NATO, SAARC, ASEAN, BIMSTEC, BRICS, G-15, G-20, G-77, IAEA, SCO etc
- 1.5 India and its foreign policy

## **UNIT: II Current Affairs**

- 2.1 Major Events & Current Affairs: Local/ Regional/National/International
- 2.2 Personalities in News
- 2.3 Sports, Health and Science News
- 2.4 Current Research in the field of Journalism and Mass Communication
- 2.5 Group Discussion on Grassroots topics

## **COURSE OUTCOMES**

1. Students would be able an opportunity to explore broad and ever-changing arrays of social concerns and issues.
2. Students will be expected to do research on various topics and thoroughly explore all sides of the issues.

## **PRACTICAL/ASSIGNMENTS**

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions
6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability
9. Focus Group Discussions
10. Development of Personality and Critical Thinking
11. Develop the ability for social cohesion and leadership among students
12. Developing intellectual and moral integrity

## **SUGGESTED READINGS/WEB LINKS**

1. Principles of Political Science, A C Kapoor.
2. Principles of Political Science, Piersons.
3. Sociology - T.B. Bottomore.
4. Sociology Themes & Perspectives - Moralambose& R.M. Heald
5. Constitution of India by DD Basu
6. Indian Administration - Ramesh K. Arora & RajniGoyal.
7. Indian Administration - S.R. Maheswari.



8. Local Government - S.R. Maheswari.
9. Development as Freedom, Amartya Sen
10. Indian Economy by Omkarnath
11. Indian Economy Dutt and Sundaram
12. Indian Govt. and Politics – Johan
13. General Studies by Disha
14. General Knowledge Manual by Pearson
15. General Knowledge by Lucent
16. General Knowledge by PrabhatPrakashan
17. Columbia Journalism Review
18. Economic & Social Issues in India by Dhruv Kumar
19. Monthly Current Affairs Magazine– PratiyogitaDarpan, Civil Services Times, NitiAayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

#### **USEFUL GOVERNMENT WEBSITES**

1. [ncert.nic.in](http://ncert.nic.in) – Download NCERT Texts as PDF
2. [nios.ac.in](http://nios.ac.in) – Download NIOS Online Materials
3. [egyankosh.ac.in](http://egyankosh.ac.in) – Download IGNOU Books
4. [yojana.gov.in](http://yojana.gov.in) – Download Yojana and Kurukshetra Magazines
5. [upsc.gov.in](http://upsc.gov.in) – Official Website of UPSC
6. [pib.nic.in](http://pib.nic.in) – Press Information Bureau Website, for government updates
7. [prsindia.org](http://prsindia.org) – PRS Website for tracking bills in Parliament
8. [idsa.in](http://idsa.in) – IDSA website for Defense and Foreign relations
9. [gatewayhouse.in](http://gatewayhouse.in) – Indian Council for Global relations
10. [envfor.nic.in](http://envfor.nic.in) – Ministry of Environment and Forests

**ENGLISH - I      PAPER CODE: AEC-105-N1**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Objectives of the Course**

After the successful completion of this course, students will be able to:

1. Learn about the foundation of English language.
2. Familiarize with essentials of grammar of English language.
3. Inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation, and analysis of the prescribed literary texts.
4. Understand proper pronunciation and accent of English language.

**Unit I**

Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions. Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms,

**Unit II**

Essentials of Grammar-I: Articles, Subject -Verb agreement, Parts of Speech, Tenses

**Unit III**

Essentials of Grammar – II: Vowels, Consonants, Diphthongs, Clusters and Syllable, Direct and Indirect Speech.

**Unit IV**

Spoken English Communication: Speech Drills, Pronunciation, Accent Stress and Intonation

**SUGGESTED READINGS:**

1. Madhulika Jha, Echoes, Orient Long Man
2. Ramon & Prakash, Business Communication, Oxford.
3. Sydney Greenbaum Oxford English Grammar, Oxford.
4. M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill

**Note: Only the latest editions of the above books are recommended.**

## DESIGN & GRAPHICS LAB (BA JMC 206-23)

L T P

0 0 3

Total Credits: 3

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 50 Marks

Max. Marks: 100

### Objectives of the Course

- 1 To inculcate basic design concepts among students
- 2 To apply knowledge gained of photo editing software in design and layout.
- 3 Demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

### Unit 1- Adobe Photoshop -Exercises/Assignments

- 1.1 Design a Poster
- 1.2 Design a set of Flash Cards (8)
- 1.3 Design a Web Banner
- 1.4 Add Effects to Photographs (Minimum-5)

### Unit 2 Quark Xpress -Exercises/Assignments

- 2.1 Design a Brochure
- 2.2 Design a Tabloid/Broadsheet (4 Pages)

### Unit 3 Adobe InDesign

- 3.1 Design a dummy
- 3.2 Practice on tabloid and broadsheet

### Assignments

1. Visit a printing press and write a report on the visit
2. Practice retouching the photographs
3. Design Brochure
4. Prepare a newspaper

### Course Outcomes

- 1 Students will inculcate basic design concepts.
- 2 Students will apply knowledge gained of photo editing software in design and layout.
- 3 Students will demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

## INDIAN CONSTITUTION (BA JMC 207-23)

L T P

2 0 0

Total Credits: 2

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Max. Marks: 50

### Course Objectives

1. To provide an understanding of knowledge of the Indian constitution.
2. To understand the correlation between Indian constitution, democracy and media.

### UNIT I: Understanding Constitution power structure

- 1.1 Meaning and importance of the Constitution, salient features of the Indian Constitution.
- 1.2 The Preamble of the Constitution.
- 1.3 Fundamental rights- meaning and limitations. Directive principles of state policy and Fundamental duties -their enforcement and their relevance.
- 1.4 Parliamentary democracy, Union Executive- President, Vice-president, Prime Minister, Council of Ministers. Union Legislature- Parliament and Parliamentary proceedings. Union Judiciary-Supreme Court of India – composition and powers and functions,
- 1.5 State legislative assemblies and legislative council, State Executive

### UNIT II: Constitution and Democracy

- 2.1 Constitutional bodies,
- 2.2 4 pillars of Democracy,
- 2.3 Election Commission of India-composition, powers and functions and electoral process.
- 2.4 Types of emergency grounds, procedure, duration and effects.
- 2.5 Amendment of the constitution- meaning, procedure and limitations and special provisions.

### COURSE OUTCOMES

1. Shall have an understanding of our Indian Constitution.
2. Students will understand the correlation between the Indian constitution, democracy and media.

### SUGGESTED READINGS/WEBLINKS

1. M.V.Pylee, “Introduction to the Constitution of India”,4th Edition, Vikas publication,2005.
2. Durga Das Basu( DDBasu) , “Introduction to the constitution of India”,(Student Edition),19th edition,Prentice-Hall EEE, 2008.

3. <https://www.youtube.com/watch?v=7ay59AGjp1Y&pp=ygUSaW5kaWFuIGNvbnN0dXRpb24g>
4. <https://www.youtube.com/watch?v=uIZik791zRA&pp=ygUlaW5kaWFuIGNvbnN0aXRldGlvbiB2aWtheyBkaXZ5YWtpcnRpIA%3D%3D>
5. <https://www.youtube.com/watch?v=xiVAIcDvYew&pp=ygUlaW5kaWFuIGNvbnN0aXRldGlvbiB2aWtheyBkaXZ5YWtpcnRpIA%3D%3D>

