

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.

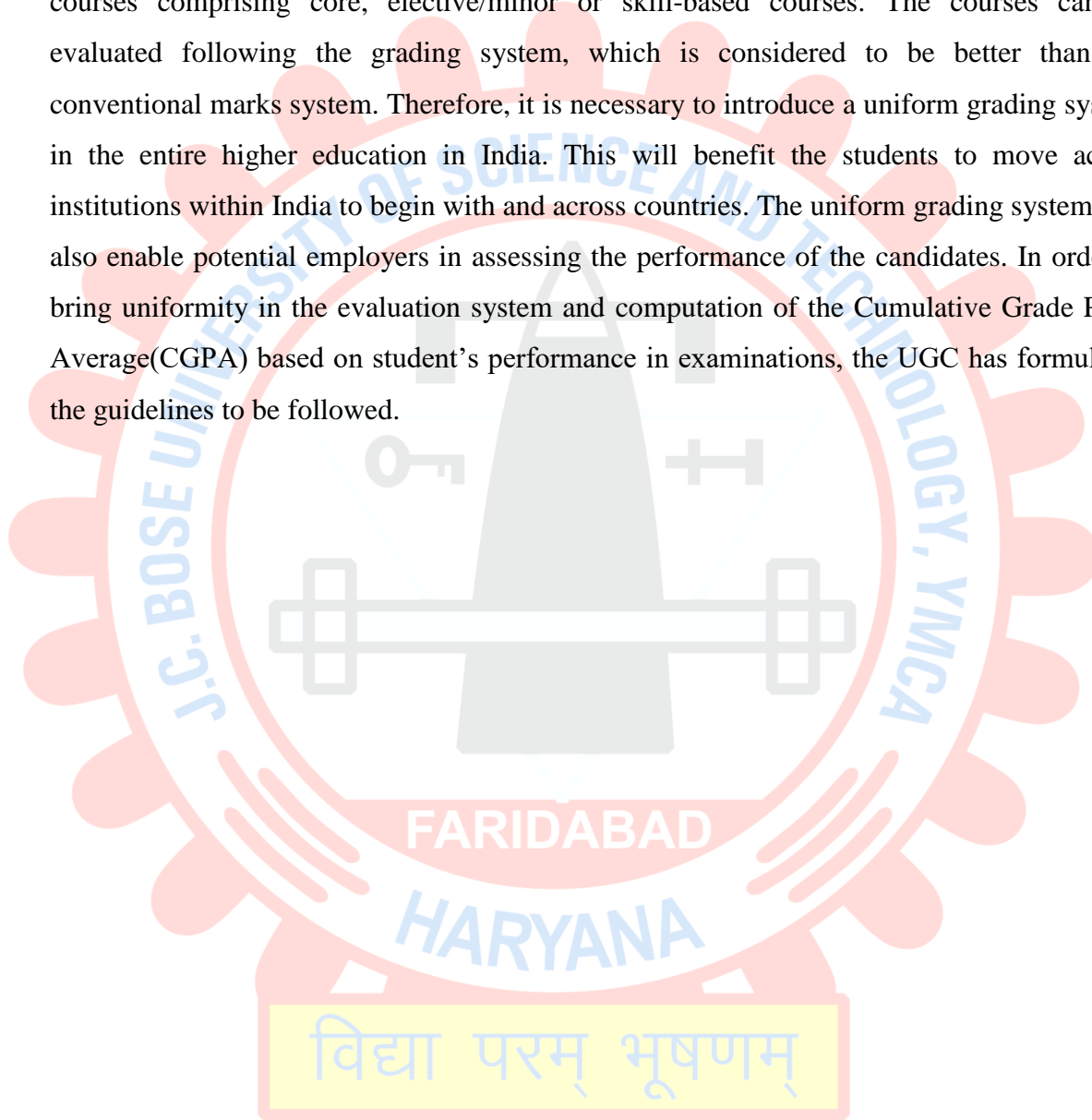
Industry Exposure: Guest lectures, workshops, internships and industry partnerships will provide students with valuable insights into the professional world, helping them bridge the gap between academia and industry.

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
Discipline-Specific Courses(DSC)			
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: Concept, Process and 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.	Digital 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
Minor Courses (MIC)			
1.	Creative Writing Skills	BA JMC 104-23	2
2.	Soft Skills	BA JMC 204-23	2
3.	Visual Communication	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
Multi-disciplinary Courses(MDC)			
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
Ability Enhancement Courses(AEC)			
1.	Communicative Hindi-I	AEC-107-N1	2
2.	English I	AEC-105-N1	2
3.	English II	AEC-106-N1	2
4.	Communication, Mediation and Resolution (CMR)	AEC-102 N1	2
Skill Enhancement Courses(SEC)/Internship/Dissertation			
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
Value-Added Courses (VAC)			
1.	Environmental Studies	VAC-101-N1	2
2.	Indian Constitution	BA JMC 208-23	2
3.	Indian Knowledge System		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	
Discipline-Specific Courses(DSC)											
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	
Minor(MIC)											
1	BA JMC 104-23	Creative writing Skills	2	0	0	15	35	50	2	MIC	
Multi-disciplinary Courses(MDC)											
1.	BA JMC 105-23	Cultural Heritage & Nation Building	3	0	0	25	50	75	3	MDC	
Ability Enhancement Courses(AEC)											
	AEC-107-N1	Communicative Hindi-I	2	0	0	15	35	50	2	AEC	
Skill Enhancement Courses(SEC)/Internship/Dissertation											
1.	BA JMC 106-23	Current Affairs & General Studies	3	0	0	25	50	75	3	SEC	
Value-Added Courses (VAC)											
1.	VAC-101-N1	Environment Studies-1	2	0	0	25	75	100	2	VAC	
								650	24		

Semester-II

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
Discipline-Specific Courses(DSC)											
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	
Minor(MIC)											
1.	BA JMC 204-23	Soft Skills	2	0	0	15	35	50	2	MIC	
Multidisciplinary Courses(MDC)											
1.	BA JMC 205-23	Current Affairs & General Studies	3	0	0	25	50	75	3	MDC	
Ability Enhancement -Courses(AEC)											
1.	AEC-105-N1	English I	2	0	0	25	50	75	2	AEC	
Skill Enhancement Courses(SEC)/Internship/Dissertation											
1.	BA JMC 206-23	Design & Graphics Lab	0	0	3	25	50	75	3	SEC	
Value-Added Courses (VAC)											
1.	BA JMC 207-23	Indian Constitution	2	0	0	15	35	50	2	VAC	
								600	24		

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)

Semester-III

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
1.	BA JMC 301-23	Radio: Concept, Process and 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
Minor(MIC)										
1.	BA JMC 304-23	Visual Communication	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
1.	BA JMC 305-23	Startups and Entrepreneurship	3	0	0	25	50	75	3	MDC
Ability Enhancement Courses(AEC)										
1.	AEC-106-N1	English II	0	0	2	15	35	50	2	AEC
Skill Enhancement Courses (SEC)/Internship/Dissertation										
1.	BA JMC 305-23	Digital Photography Lab	0	0	3	25	50	75	3	SEC
								600	24	

Semester-IV

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
Discipline-Specific Courses(DSC)											
1.	BA JMC 401-23	Television Journalism	4	0	0	25	75	100	4	DSC	
2.	BA JMC 402-23	Digital Media	4	0	0	25	75	100	4	DSC	
3.	BA JMC 403-23	Media Literacy	4	0	0	25	75	100	4	DSC	
Minor(MIC)											
1.	BA JMC 404-23	Art of Anchoring	4	0	0	25	75	100	4	MIC	
Multidisciplinary Courses(MDC)											
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Ability Enhancement Courses(AEC)											
1.	AEC- 102-N1	Communication, Mediation and Resolution (CMR)	0	0	2	15	35	50	2	AEC	
Skill Enhancement Courses(SEC)/Internship/Dissertation											
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Value-Added Courses (VAC)											
1.		Indian Knowledge System	2	0	0	15	35	50	2	VAC	
								500	20		
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)											

Semester-V

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
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
Minor(MIC)										
1.	BA JMC 504-23	Documentary/Short Film Making	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
	BA JMC 505-23	Internship	0	0	4		100	100	4	SEC
Value-Added Courses (VAC)										
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								500	20	

Semester-VI

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code	
Discipline-Specific Courses(DSC)											
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	
Minor(MIC)											
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	
Multidisciplinary Courses(MDC)											
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Ability Enhancement Courses(AEC)											
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Skill Enhancement Courses(SEC)/Internship/Dissertation											
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Value-Added Courses (VAC)											
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								500	20		
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
Discipline-Specific Courses(DSC)										
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
Minor(MIC)										
1.	B.Sc. VCMT 706-23	Mobile Journalism	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
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Value-Added Courses (VAC)										
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								600	24	

Semester-VIII (4 Years UG Honors Degree)

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
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
Minor(MIC)										
1.	BA JMC 806-23	Drone Journalism	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
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Value-Added Courses (VAC)										
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								600	24	

Semester-VIII UG Honors with Research

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline-Specific Courses(DSC)										
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
Minor(MIC)										
1.	BA JMC 803A-23	Data Analysis tools and Publication Ethics	4	0	0	25	75	100	4	MIC
Multidisciplinary Courses(MDC)										
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Ability Enhancement Courses(AEC)										
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Skill Enhancement Courses(SEC)/Internship/Dissertation										
1.		Research Project/ Dissertation	0	0	12	50	250	300	12	SEC
Value-Added Courses(VAC)										
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								600	24	
<p>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.</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 KevalJ . 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: PrashantiPustakBhandar.
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.

विद्या परम् भूषणम्

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 III: 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.

FARIDABAD

HARYANA

विद्या परम् भूषणम्

Introduction to Print Media (BA JMC 103-23)

L T P
4 0 0

I.A.:25Marks
Theory:75Marks

Total Credits:4
TimeAllowed:3 Hours

Max. Marks: 100

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"

FARIDABAD

HARYANA

विद्या परम् भूषणम्

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 Digital 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
8. <https://www.cgisaopaulo.gov.in/svcc.php>



कम्युनिकेटिव हिन्दी - AEC-107 N1

L T P

2 0 0

Time Allowed: 3 Hours

I.A: 15 Marks

Theory:35 Marks

Total Credits:2

Max. Marks: 50

पाठ्यक्रम के उद्देश्य

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

ईकाई 1-भाषा की संकल्पना

1.1राष्ट्रीय व अंतराष्ट्रीय 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

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

2.5 वर्तमान जनमाध्यमों में बढ़ता भाषाई संकट ,

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

.2 प्रूफ रीडिंग (इलेक्ट्रॉनिक मीडिया से उदाहरण लेकर-प्रिंट)

.3 सोशल मीडिया की भाषिक सामग्री का अध्ययन एवं उसकी प्रस्तुति

.4 किसी अंग्रेजी अखबार में प्रकाशित खबर का चुनाव और उसके हिन्दी अनुवाद की प्रस्तुति

.5 किसी एक प्रसिद्ध हिन्दी फिल्म की समीक्षा

.6 किसी एक हिन्दी उपन्यास, नाटक की समीक्षा

.7 पत्र लेखनकार्यालयी पत्राचार एवं प्रेस विज्ञप्ति ,

संदर्भ पुस्तकें

.1 द लैंग्वेज ऑफ न्यू मीडिया, लेक मैनोविच

.2 कल्चर मीडिया लैंग्वेज, स्टुअर्ट हाल

3 मीडिया की बदलती भाषा, अजय कुमार सिंह

.4 नए जनसंचार माध्यम और हिन्दी, सुधीर पचौरी, अचला शर्मा

.5 समाचार अवधारणा और लेखन प्रक्रिया :, सुभाष धूलिया, आनंद प्रधान

.6 धुनों की यात्रा, पंकज राग

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 Prabhat Prakashan
17. Columbia Journalism Review
18. Economic & Social Issues in India by Dhruv Kumar
19. Monthly Current Affairs Magazine – Pratiyogita Darpan, Civil Services Times, Niti Aayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

USEFUL GOVERNMENT WEBSITES

1. ncert.nic.in – Download NCERT Texts as PDF
2. nios.ac.in – Download NIOS Online Materials

3. egyankosh.ac.in – Download IGNOU Books
4. yojana.gov.in – Download Yojana and Kurukshetra Magazines
5. upsc.gov.in – Official Website of UPSC
6. pib.nic.in – Press Information Bureau Website, for government updates
7. prsindia.org – PRS Website for tracking bills in Parliament
8. idsa.in – IDSA website for Defense and Foreign relations
9. gatewayhouse.in – Indian Council for Global relations
10. 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)

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News Reporting & Writing (BA JMC 201-23)

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, 'Newsmen'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, NewDelhi.1980.
2. Joseph M.K., 'Outline of Editing', Anmol Publications, NewDelhi,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/ASSIGNEMENTS

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– PratiyogitaDarpan, Civil Services Times, NitiAayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

USEFUL GOVERNMENT WEBSITES

1. ncert.nic.in – Download NCERT Texts as PDF
2. nios.ac.in – Download NIOS Online Materials
3. egyankosh.ac.in – Download IGNOU Books
4. yojana.gov.in – Download Yojana and Kurukshetra Magazines
5. upsc.gov.in – Official Website of UPSC
6. pib.nic.in – Press Information Bureau Website, for government updates
7. prsindia.org – PRS Website for tracking bills in Parliament
8. idsa.in – IDSA website for Defense and Foreign relations
9. gatewayhouse.in – Indian Council for Global relations
10. 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=ygUlaW5kaWFuIGNvbnN0aXR1dGlvbiB2aWtheyBkaXZ5YWtpcnRpIA%3D%3D>
5. <https://www.youtube.com/watch?v=xiVAIcDvYew&pp=ygUlaW5kaWFuIGNvbnN0aXR1dGlvbiB2aWtheyBkaXZ5YWtpcnRpIA%3D%3D>



RADIO: CONCEPT, PROCESS AND PRODUCTION (BA JMC 301-23)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To Understand the basics of writing for Radio
2. To understand different radio programme formats and their writing style
3. To know radio program production process and related equipment
4. To familiarize students about different formats of Radio Transmission

UNIT I: UNDERSTANDING RADIO AS MEDIUM

- 1.1 Introduction to Radio
- 1.2 Understand Radio as a medium, Radio Journalism
- 1.3 Radio broadcasting: main characteristics
- 1.4 Radio as a tool for Development
- 1.5 Use of Language in Radio (Writing for the ear), Voice Modulation

UNIT II: RADIO PROGRAMME FORMATS

- 2.1 Types of Radio formats - Radio Drama
- 2.2 Radio Documentary, Radio Live Show
- 2.3 Jingles, Talk Show
- 2.4 Discussions
- 2.5 Radio Music programme, News Bulletins

UNIT III: RADIO PROGRAM PRODUCTION PROCESS

- 3.1 Technicalities of Sound generation

3.2 Basic Equipment - Microphone-Types

3.3 Different consoles - digital, analogue recording / multi-track

3.4 Editing software - types and uses

(Nuendo, Pro tools, adobe Audition, Audacity and Sony Vegas etc.)

UNIT IV: RADIO TRANSMISSION

4.1 AM, MW, FM, Shortwave, Digital Mode

4.2 Future of Radio, Satellite Radio, Challenges in contemporary Society

4.3 Community Radio & Internet Radio

4.4 Introduction to Podcasting and Different platforms for podcasting

4.5 Ham Radio and Pandora

ASSIGNMENTS

1. Prepare an assignment of Podcasting
2. Difference between Community radio and Community Radio
3. Present a Case study on success of Community Radio (Any two Stations)
4. PPT on the present Scenario of Satellite Radio in India and the world

COURSE OUTCOMES

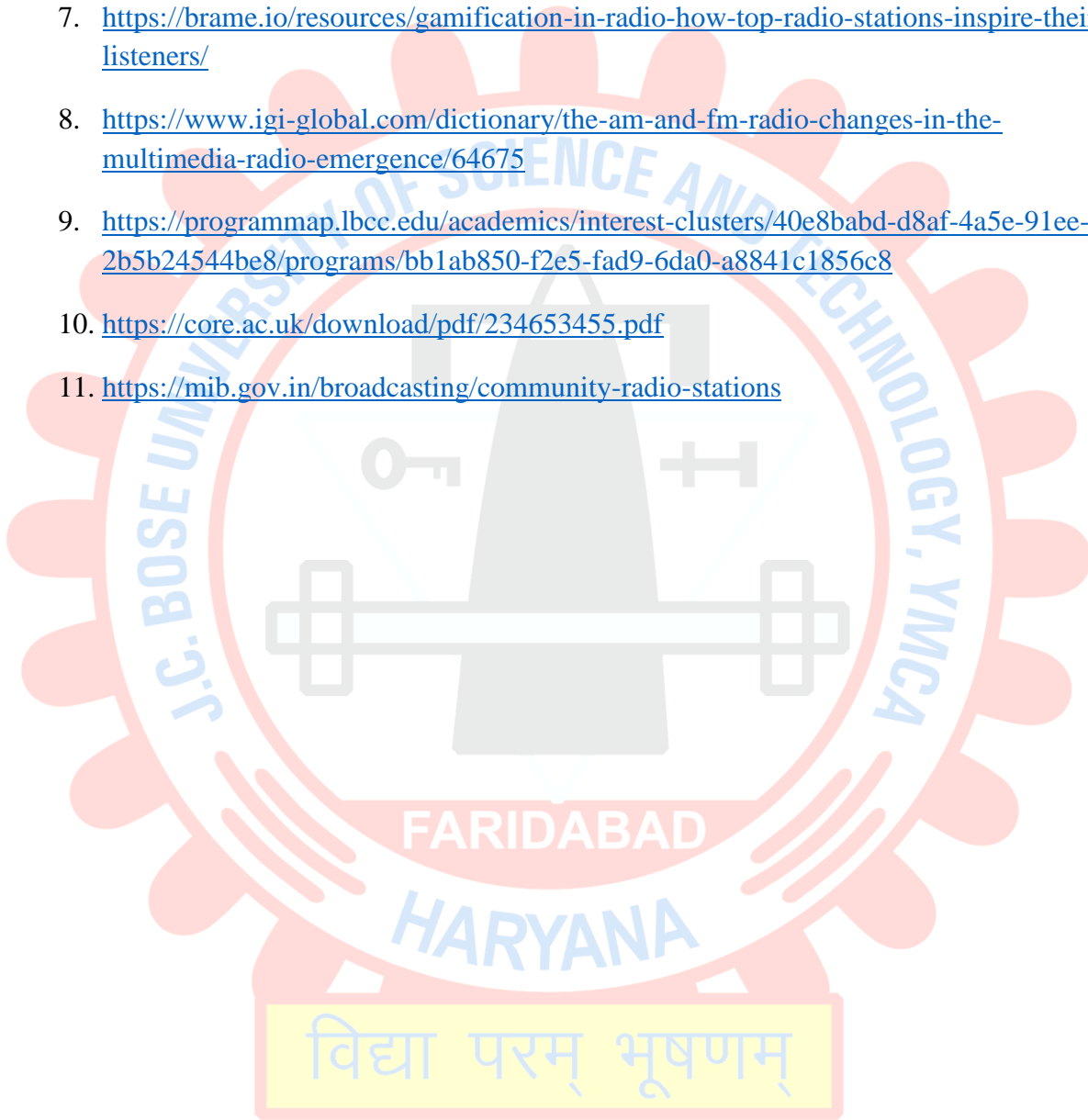
1. The students will be able to develop a practical knowledge of basics of writing for Radio
2. The students will also be able to work in the radio industry after having a clearview of various radio programme formats and writing for the same.
3. Students will be able to record radio programme
4. Students will be able to undertake radio programme production in different formats

SUGGESTED READINGS AND WEBLINKS:

1. McLeish, R. (2012). Radio Production. CRC Press.
2. Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&CBlack.
3. McInerney, V. (2001). Writing For Radio. Manchester University Press.
4. McLeish, Robert. 1988. The Technique of Radio Production: A

Manual for Broadcasters. Focal Press.

5. <https://www.youtube.com/watch?v=SYuUWU3D75o&pp=ygUYUkFESU8gUFJPR1JBTSBQUk9EVUNUSU9O>
6. <https://www.youtube.com/watch?v=Bd0O6OuI6jQ&pp=ygUYUkFESU8gUFJPR1JBTSBQUk9EVUNUSU9O>
7. <https://brame.io/resources/gamification-in-radio-how-top-radio-stations-inspire-their-listeners/>
8. <https://www.igi-global.com/dictionary/the-am-and-fm-radio-changes-in-the-multimedia-radio-emergence/64675>
9. <https://programmap.lbcc.edu/academics/interest-clusters/40e8babd-d8af-4a5e-91ee-2b5b24544be8/programs/bb1ab850-f2e5-fad9-6da0-a8841c1856c8>
10. <https://core.ac.uk/download/pdf/234653455.pdf>
11. <https://mib.gov.in/broadcasting/community-radio-stations>



Media Laws and Ethics (BA JMC 302-23)

IA/Practical Marks-25

L T P

Theory -75 Marks

4 0 0

Max. Marks-100

Time Allowed- 3 Hours

Credit-4

COURSE OBJECTIVES

1. To enhance the knowledge of the students regarding press laws vis-à-vis media.
2. To develop knowledge and understanding of the principle and concepts of media ethics.
3. To apply relevant ethical frameworks to case studies from the media.
4. To enhance the knowledge of the students regarding press commissions, committees and freedom of the press

UNIT-1 Indian Constitution

- 1.1 Introduction of the Constitution,
- 1.2 Preamble of the constitution
- 1.3 Salient features of Constitution
- 1.4 Amendments in Constitution
- 1.5 Indian constitution and freedom of the media

UNIT-2 Basic Acts for Media

- 2.1 Freedom of expression (Article 19(1) (a) and Article 19(1)
- 2.2 Freedom of expression and defamation- Libel and slander; In decent representation of Women (Prohibition) Act, 1986 and rules 1987,
- 2.3 Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC.
- 2.4 Copyright Act, Press & Registration of book Act, Official secret Act,

2.5 Contempt of court, cinematography Act, RTI, and Intellectual Property Rights Social Responsibility of the Press.

UNIT-3 Media Trail & Famous Cases in Media

3.1 Legality and Ethicality of Sting Operations

3.2 Discussion of Important cases-eg- Operation Westend- Tehelka's Westend .

School Teacher Uma Khurana case

3.3 Trial by Media,

3.4 Media trial v. Right to be Represented

3.5 Media Trial vs. Fair Trial

UNIT-4 Ethics in Journalism

4.1 Importance of ethics in journalism, Key Components- Truth, Objectivity, Accuracy

4.2 Fairness; Code of ethics-PCI, AINEC Code of Ethics, NBA Guidelines, Broadcasting Code for Media. Censorship in media

4.3 Commission and Committee for Press, Press Commission: Formation and Recommendations; Mc Bride Commission; Press Council of India (Working, Composition and Powers);

4.4 Press Committees: Sen gupta Committee, Verghese Committee, Joshi Committee , Chanda Committee;

4.5 Prasar Bharti Act: Constitution of Prasar Bharti Board and its constitution, Wage board for the working Journalist, Digital Media Ethics Code 2021

ASSIGNMENTS

1. Moot Court

2. Discuss about different wage board of journalist in class room.

3. Discussion on IPR issues and case studies

4. Make a presentation on working of the PCI

COURSE OUTCOMES

1. Students will gain knowledge of Laws and Ethics related to media.

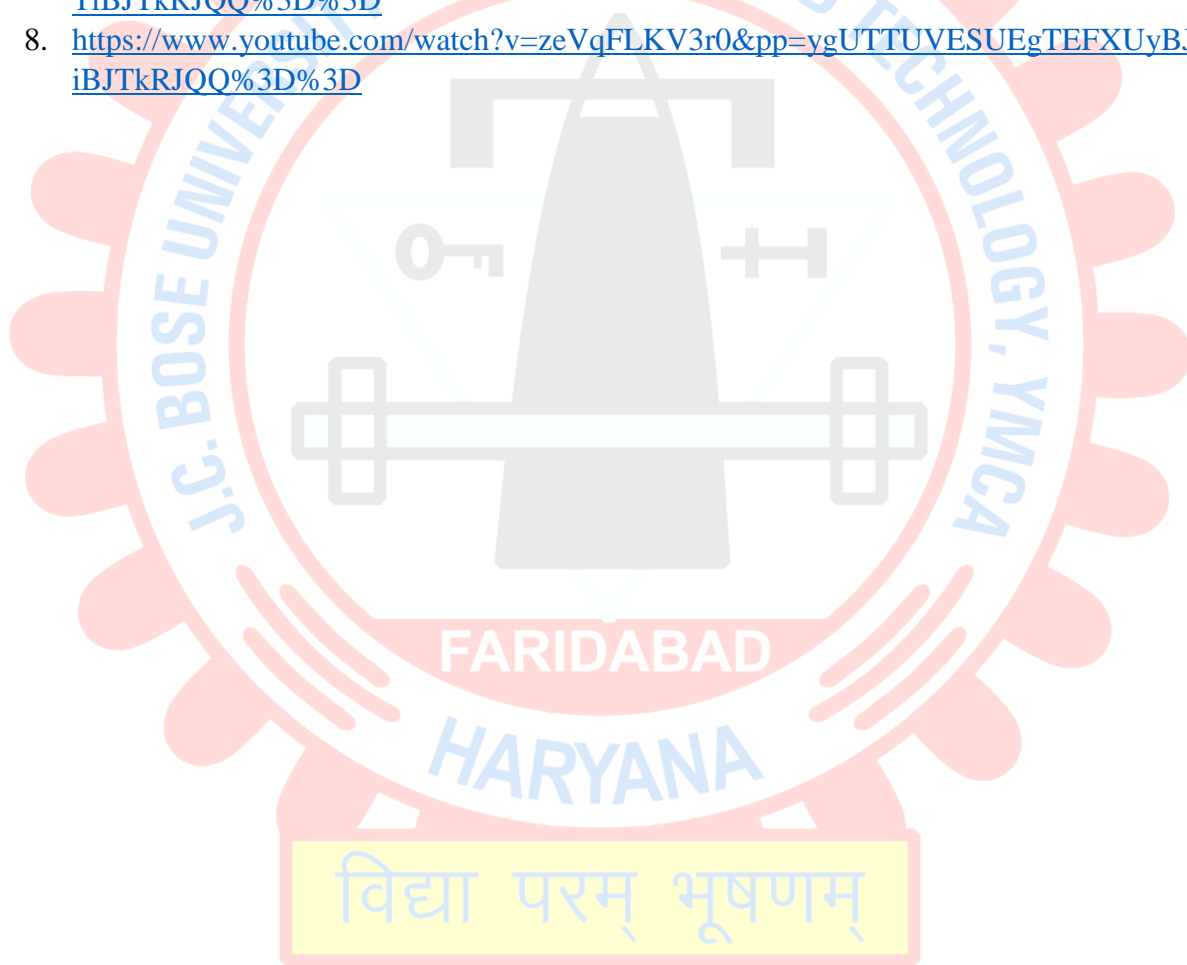
2. Ability to solve problems of competing values, both news values and social values, when making writing and publishing decisions.

3. Ability to collect and analyze news, information and documents in a way that complies with law, But also maintains the boundaries of press freedom and responsibility.

4. Students will be familiar with different – different press committee, wage board and Acts for Media.

SUGGESTED READING AND WEBLINKS:

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
4. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
5. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
6. <https://www.youtube.com/watch?v=p-L0i4oCIYA&pp=ygUTTUVESUEgTEFXUyBJTiBJTkRjQQ%3D%3D>
7. <https://www.youtube.com/watch?v=dTUQOb95TOw&pp=ygUTTUVESUEgTEFXUyBJTiBJTkRjQQ%3D%3D>
8. <https://www.youtube.com/watch?v=zeVqFLKV3r0&pp=ygUTTUVESUEgTEFXUyBJTiBJTkRjQQ%3D%3D>



DIGITAL PHOTOGRAPHY (BA JMC 303-23)

L T P
4 0 0

Time Allowed: 3 Hours

IA: 25 Marks
Theory: 75 Marks
Total Credits: 4
Max. Marks: 100

COUSRE OBJECTIVES

1. To teach students the fundamental principles of photography, including composition, exposure, and lighting.
2. To provide students with hands-on experience using different types of cameras and lenses, as well as editing software.
3. To help students develop their own personal style and vision in photography.
4. To introduce students to different genres of photography, such as portrait, landscape, Wild Life & Nature etc.

Unit -I INTRODUCTION TO PHOTOGRAPHY

- 1.1 Meaning of Photography, History & Evolution of Photography
- 1.2 Film photography & Digital Photography, VGA vs. Megapixel
- 1.3 Different Types of Cameras- SLR, DSLR, Mirror Less, Pinhole Camera, Full Frame & Crop Sensor, Action Camera etc.
- 1.4 Camera Accessories – Tripod, Additional Lens, Gimble, Flash Light & Camera Bag, Memory unit etc.
- 1.5 Image Formats – RAW, JPEG, PNG, TIFF, GIF, PSD etc.

Unit-II CAMERA FUNCTIONS AND SETTINGS

- 2.1 Understand the Exposure Triangle- aperture, shutter speed, and ISO, Zoom, Optical Zoom vs. Digital Zoom

- 2.2 Depth of field and focus, Composition and framing
- 2.3 Focal Length, F stop & T stop, Image sensor
- 2.4 Angle of View, Program Mode & Auto Mode, Histogram
- 2.5 Function of White Balance & Rule of Third, Gamma

Unit-III CAMERA LENSES AND TYPES OF SHOTS, ANGLE & MOVEMENTS

- 3.1 Different types of Lenses- Standard, Wide/Ultra Angle, Macro, Telephoto, Fisheye Lens, Zoom lens vs. Prime Lens etc.
- 3.2 Camera Lens on the Basis of Mount-EF Lenses, EFS Lenses, DX & FX Mount Lenses, A Mount lens & A Mount DT etc.
- 3.3 Different types of Shots.
- 3.4 Different Camera Angles.
- 3.5 Different Camera Movements.

Unit-IV LIGHTS & FLASH UNIT

- 4.1 Lighting & types of Light in photography
- 4.2 Three Point Lightning System, Ring Light & Spot Light
- 4.3 Light meter in photography, Spot Metering, Center weighted metering mode.
- 4.4 Flash accessories including diffusers, reflectors, and gels, Soft Boxes, Umbrella lights.
- 4.5 Creative lighting techniques, including high-speed flash and light painting.

COURSE OUTCOMES

1. Students will demonstrate an understanding of the technical aspects of photography, including camera operation, lighting, exposure, and post-processing.
2. Students will be learn the importance of light in Photography.
3. Students will demonstrate an ability to use photography as a means of creative expression, conveying emotion, mood, and message through their images.

4. They will apply various shooting techniques for different subjects and contexts, including portraiture, landscape, macro and street photography.

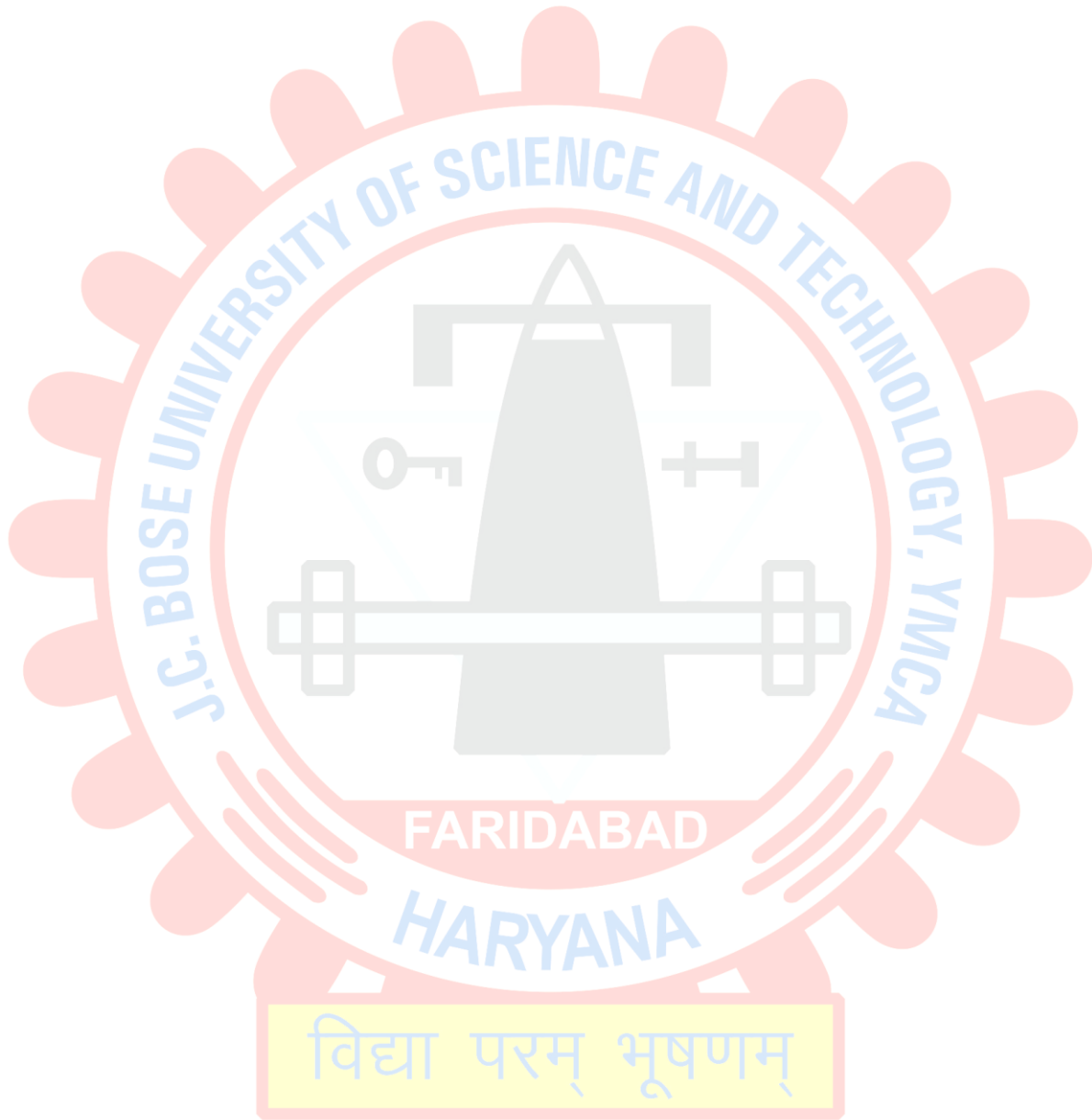
PRACTICAL/ASSIGNMENTS

1. Handling Camera
2. Experiment with aperture and shutter speed to achieve different effects in photographs. Take photos of the same subject using different apertures and shutter speeds, and compare the results.
3. Set up a still life or portrait scene in a studio and experiment with different types of lighting, modifiers, and techniques to create different moods and effects.
4. Choose a subject and explore different composition techniques, including the rule of thirds, leading lines, symmetry, and depth of field.
5. Analyze the resulting images and discuss how the different compositions affect the overall impact of the photograph.

SUGGESTED READINGS AND WEBLINKS:

1. Hochrein, Michael. (2019). Section: Photography Bibliography. 10.13140/RG.2.2.30918.52800.
2. <https://www.youtube.com/watch?v=WXdAX0No2hM&pp=ygUkTEVDVFVSRBSBESUdJVEFMIFBIT1RQUkFHWSBURUNITkIRVUVT>
3. https://www.youtube.com/watch?v=y7HrM-fk_Rc&pp=ygUkTEVDVFVSRBSBESUdJVEFMIFBIT1RQUkFHWSBURUNITkIRVUVT
4. <https://www.youtube.com/watch?v=0quZiykJmqM&pp=ygUkTEVDVFVSRBSBESUdJVEFMIFBIT1RQUkFHWSBURUNITkIRVUVT>
5. <https://www.youtube.com/watch?v=2Ti0ha5Sic4&pp=ygUkTEVDVFVSRBSBESUdJVEFMIFBIT1RQUkFHWSBURUNITkIRVUVT>

6. <https://www.youtube.com/watch?v=LxO-6rlihSg&pp=ygUkTEVDVFVSRSEBESUdJVEFMIFBIT1RQUkFHWSBURUNITkIRVUVT>



FUNDAMENTALS OF VISUAL COMMUNICATION (BA JMC 304-23)

L T P

4 0 0

Time Allowed: 3 Hours

I.A.: 25 Marks

Theory: 75 Marks

Max. Marks: 100

Total Credits: 4

COURSE OBJECTIVES

1. Introducing the concept of Visual Communication.
2. To inculcate knowledge of Visual communication culture.
3. To acquaint students with knowledge of Design.
4. To orient students toward visual composition.

UNIT-I: INTRODUCTION TO VISUAL COMMUNICATION

- 1.1 Communication: Definition, types of Communication nature of communication
- 1.2 Understanding Visual Communication and its importance
- 1.3 Visual Communication as expression and skill
- 1.4 Visual Communication –Encoding and Decoding
- 1.5 Scope of Visual Communication

UNIT-II: DEVELOPING VISUALS & COMPOSITION

- 2.1 Ideating Design, Journey of an idea to visual
- 2.2 Contemporary practices in visual development
- 2.3 Principles of Visual and Other Sensory Perceptions

2.4 Color psychology

2.5 Color wheel.

UNIT-III: UNDERSTANDING VISUAL CULTURE

3.1 Visual Universe, Visual Thinking

3.2 Visual Culture and Visual Grammar

3.3 Art and Aesthetics of visual communication

3.4 Narrative representation through Visuals

3.5 Case studies of the visual culture of India

UNIT-IV: VISUAL AND MARKET

4.1 Optical / Visual Illusions

4.2 Visual market and research

4.3 Process of developing ideas-verbal, visual, combination & thematic, visual thinking

4.4 Associative techniques, materials, tools

4.5 Design execution and presentation.

ASSIGNMENTS

1. Discuss basic visual communication processes as well as self-perception of visual communication
2. Write an essay/article on contemporary visual Communication practices (500-800) words.
3. Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
4. Assignment on audience understanding
5. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students would be able to introduce themselves to concept of Visual Communication.
2. Students would be able to inculcate knowledge of Visual communication culture.
3. Students would be able to develop their knowledge of visual composition.

4. Students would be able to apply of knowledge of the market and visual communication.

SUGGESTED READINGS AND WEBLINKS:

1. Barnes, S. B. (2011). *An introduction to visual communication: From cave art to second life*. Peter Lang, International Academic Publishers.
2. Hollis, R. (2001). *Graphic design: A concise history*.
3. Samara, T. (2020). *Design elements: Understanding the rules and knowing when to break them - A visual communication manual* (3rd ed.). Rockport Publishers.
4. Cheng, K. (2020). *Designing type* (2nd ed.). Yale University Press.
5. <https://www.youtube.com/watch?v=fHqEbvxlug&pp=ygUfTEVDVFVSRBPTiBWSVNVQUwgQ09NTVVOSUNBVEIPTg%3D%3D>
6. Davis, M., & Hunt, J. (2017). *Visual communication design: An introduction to design concepts in everyday experience*. Bloomsbury Publishing
7. <https://www.youtube.com/watch?v=jvnTW8bvqmE&pp=ygUfTEVDVFVSRBPTiBWSVNVQUwgQ09NTVVOSUNBVEIPTg%3D%3D>

START-UPS & ENTREPRENEURSHIP (BA JMC 305-23)

L T P
3 0 0

Time Allowed: 3 Hours

I.A. :25 Marks
Theory: 50 Marks
Total Credits: 3
Max. Marks: 75

COURSE OBJECTIVES

1. To understand the concept of entrepreneurship and identify the dimensions and resources required to establish a start-up
2. To identify the entrepreneurial strategies and various business models, and develop the entrepreneurial competencies
3. To analyze the schematic of the new venture's environment and understand the elements of business plan. To identify the various sources of finance for a new venture and role of central and state government in promoting entrepreneurship

UNIT-I: FOUNDATIONS OF START-UP

- 1.1 Concept of Entrepreneur - Features
- 1.2 Types & Functions of Entrepreneur
- 1.3 Attributes of Strategic Resources – Approaches, Women Entrepreneur
- 1.4 Entrepreneur Process & Role of Entrepreneurship in Economic Development
- 1.5 Sources for Idea Generation

UNIT-II: ENTREPRENEURIAL STRATEGIES AND COMPETENCIES

- 2.1 Crafting and Evaluating Strategy
- 2.2 Different types of New Venture expansion strategies
- 2.3 Entrepreneurship competencies - qualities of a successful entrepreneur - Entrepreneurial

traits

2.4 Developing competencies - Tools of assessment, Organizational structures

2.5 Role of public Sector & financial institution in the growth of entrepreneur

UNIT-III: START-UP ENVIRONMENT

3.1 Sources of new ventures capital, importance & benefits

3.2 Processes of Business Environment Analysis

3.3 Elements of Business plan, Formalities and procedures in registration of a business

3.4 Regulatory norms and legal aspects

3.5 Introduction to various incentives, subsidies and grants

ASSIGNMENTS

1. Design Thinking & Customer Validation

2. Generating Market Traction

3. Positioning and Packaging

4. Start-up Models fade-in fade-out effect

5. Design a business plan as start-up

COURSE OUTCOMES

1. Students will have the knowledge of entrepreneur and entrepreneurship

2. Students will be able to have the understanding about different business models and strategies

3. Students would be able to develop a start-up business plan and examine the elements & students would be able to understand the process of new venture launch or expansion

SUGGESTED READINGS

1. Vasant Desai, Small-Scale Enterprises and Entrepreneurship Ecosystem, 6th Edition, Himalaya Publishing House, 2016.

2. Robert Hisrich, Michael Peters, and Dean Shepherd, Entrepreneurship, 11th Edition, McGraw Hill Education, 2019.
3. Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson Education, 2018.
4. Andrew Zacharakis, WiliiamBygrave, and Andrew Corbett, Entrepreneurship, 4th Edition, Wiley, 2016.
5. Marc J. Dollinger, Entrepreneurship: Strategies and Resources, 4th Edition, Marsh Publications, USA, 2008.
6. Rajeev Roy, Entrepreneurship, 2nd Edition, Oxford University Press, 2011.
7. C.V. Bakshi, Entrepreneurship Development, 2nd Edition, Excel Publications, 2010.



ENGLISH - II
PAPER CODE: AEC-106-N1

Total credits: 2

External marks: 75

Internal marks: 25

COURSE OBJECTIVES:

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

1. Understand basics of narration and writing for effective communication.
2. Learn techniques of effective public speaking.
3. Write various kinds of letters, essays, and articles.
4. Practically perform reading and speaking through drills.

UNIT I. NARRATION AND WRITING

- 1.1 Define, Describe, Narrate and Argue
- 1.2 Reading Comprehension
- 1.3 Precise Writing
- 1.4 Letter Writing - Job Application Letter
- 1.5 Resume writing, Report Writing

UNIT II INTRODUCTION TO ORATORY

- 2.1 Techniques for effective public speaking,
- 2.2 Scripted public speaking
- 2.3 Extemporaneous speaking
- 2.4 Brainstorm ideas for your own short speech
- 2.5 Practicing effective Oratory

UNIT III WRITTEN ENGLISH COMMUNICATION

- 3.1 Progression of Thought/ideas
- 3.2 Idea into writing

3.3 Structure of Paragraph,

3.4 Structure of Essays

3.5 Essay Writing

UNIT IV WRITING FEATURES AND ARTICLES

4.1 Op-Eds (Editorials, Opinions)

4.2 Features; Articles

4.3 Performance and Drills

4.4 Reading Drills, Speaking Drills

4.5 Team-Performance Drills, Solo Performance Drills

COURSE OUTCOMES:

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

1. Understand basics of narration and writing for effective communication.
2. Learn techniques of effective public speaking.
3. Write various kinds of letters, essays, and articles.
4. Practically perform reading and speaking through drills.

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
5. Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

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

DIGITAL PHOTOGRAPHY LAB (BA JMC 306-23)

I.A/Practical: 15 Marks

L T P

Lab: Marks -35

2 0 0

Max. Marks: 50

Time Allowed: 3 Hrs.

Total Credit: 2

1. **Camera Operation:** Hands-on practice with camera controls and settings, including aperture, shutter speed, and ISO, focusing, and using different types of lenses. Students will practice shooting in different lighting conditions and learn how to adjust the camera settings accordingly to achieve proper exposure.
2. **Lighting:** Practice with different types of lighting equipment, such as strobes, continuous lighting, and modifiers, to create different lighting effects in studio and on-location shoots.
3. **Composition techniques:** Experiment with different composition techniques, including rule of thirds, leading lines, and framing.
4. **Critique and Feedback:** Participate in group critiques and receive feedback on photographs to improve technical and artistic skills.
5. **Experimenting Photos and videos through Drone.**
6. **Enhancing the photographs with software- Photoshop and Light room**
7. **Create a production Portfolio & Exhibition of different genre of Photography.**

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TELEVISION JOURNALISM (BA JMC 401-23)

L **T** **P**
4 0 0

Time Allowed: 3 Hours

I.A. :25Marks

Theory: 75Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. The paper aims will introduce the students to the basics of TV journalism, and advanced electronic news gathering techniques.
2. The paper aims at teaching the students for writing for Television.
3. To develop students understanding the news production technology behind it, in producing products for television.
4. To develop students' understanding of the importance of newsroom technology.

UNIT: I UNDERSTANDING TV JOURNALISM

- 1.1 Background of TV Journalism
- 1.2 Organizational structure of TV news channels
- 1.3 Modern TV newsroom: Input/output and Assignment Desks
- 1.4 Visual sources for TV: servers, graphics, archives, MSR and OB
- 1.5 TV Reporters Tools and techniques

UNIT: II WRITING FOR TV

- 2.1 The writing process- Thinking audio -video
- 2.2 Planning and structuring the copy for various audio visual inputs
- 2.3 Editing bytes, procuring & editing visuals – archives, graphics & other sources
- 2.4 Broadcast styles and techniques of writing
- 2.5 Outside Broadcast (OB) copy

UNIT: III TV NEWS PRODUCTION

- 3.1 The production team and the process: Line producers, field producers and their role
- 3.2 The production process and Gate keeping Back timing and going on air, News analysis and experts

- 3.3 Use of AI in TV News production
- 3.4 Commercials and promo breaks, Headlines and Challenges, Discussion and talk shows& organizing studio for TV news programs
- 3.5 Editing Software- Premiere Pro and FCP etc.

UNIT: IV THE CHANGING NEWSROOM

- 4.1 Live reporting: organizing thoughts and adlibbing
- 4.2 Satellite link for News reporting: Satellite bookings & co-ordination with local TV channels
- 4.3 Editing facilities
- 4.4 Planning news stories
- 4.5 Cultural and Social interest stories

COURSE OUTCOMES

By the end of this course, students will be able to:

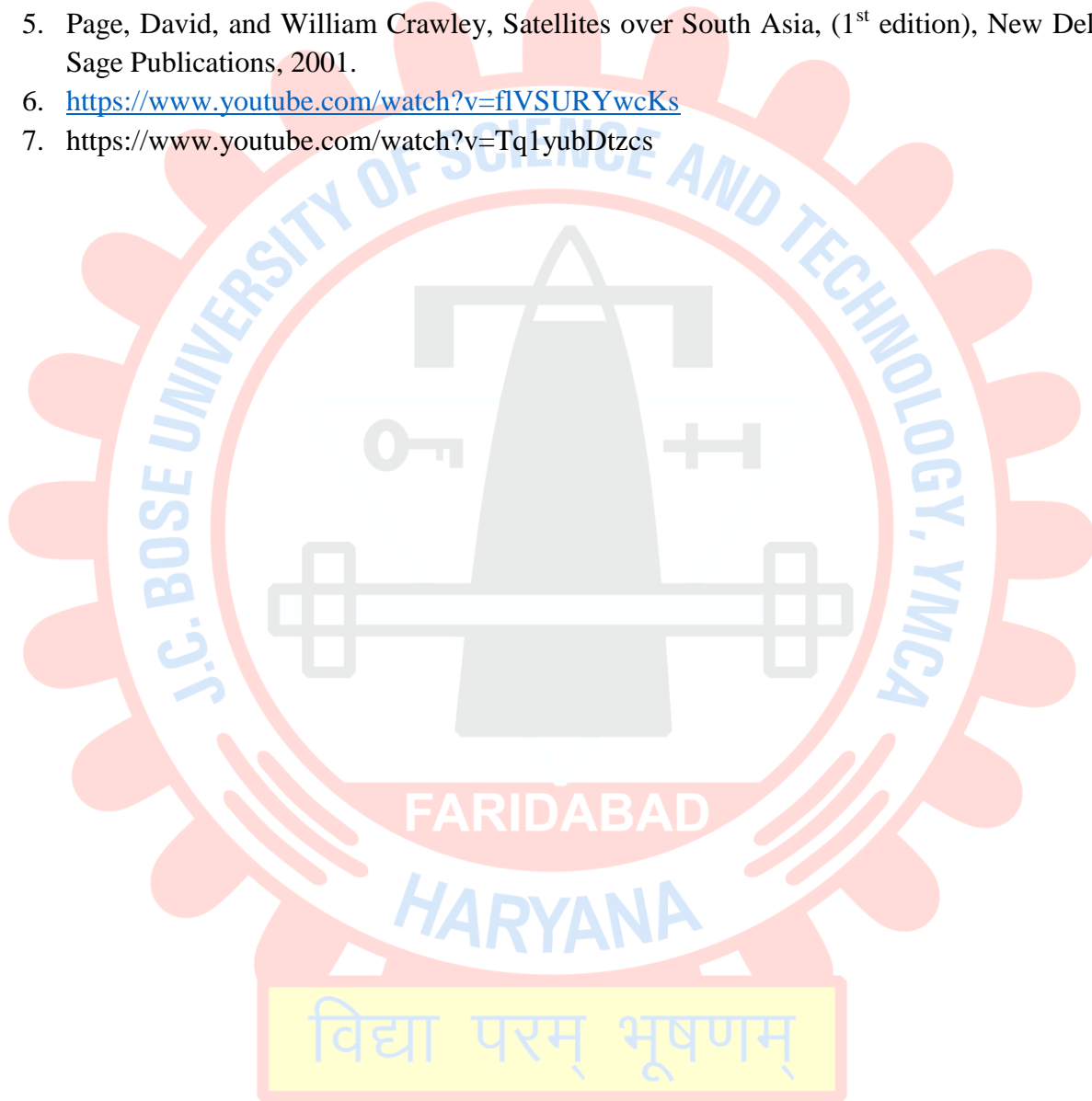
1. The students will become capable of making TV News bulletins, documentaries and other programs.
2. Comprehend the fundamentals of TV production, including the purpose, elements, and techniques involved.
3. Analyze the structure and characteristics of Television Journalism and other multimedia productions.
4. Apply the principles of television to effectively convey narratives through storyboards.

PRACTICAL/ASSIGNMENTS

1. TV writing for different types of visuals
2. Structuring TV news reports
3. Reporting TV news stories
4. Different types of PTC
5. Interactive OB exercises
6. Facing the camera and voice training
7. Studio anchoring and Use of Teleprompter
8. Voice over Moderating studio news programs

SUGGESTED READINGS AND WEBLINKS:

1. Bignell, Jonathan, Jeremy, Orlebar, and Patrica Holland, The Television Handbook, London: Routledge, 2005.
2. Chatterji, P.C., Broadcasting in India. New Delhi: Sage, 1987.
3. Fleming, Carole, and Pete Wilby, The Radio Handbook, London: Routledge, 2002.
4. Orlebar, Jeremy, The Practical Media Dictionary, London: Arnold, 2003.
5. Page, David, and William Crawley, Satellites over South Asia, (1st edition), New Delhi: Sage Publications, 2001.
6. <https://www.youtube.com/watch?v=fIVSURYwcKs>
7. <https://www.youtube.com/watch?v=Tq1yubDtzcs>



Digital Media (BA JMC 402-23)

L T P

4 0 0

Time Allowed: 3 Hours

I.A. : 25Marks

Theory : 75Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To understand the concept of Digital Media.
2. To apply idea, rule and concept of Digital Media in modern communication
3. To analyze different kind of Digital Media trends.
4. To be able to communicate using the best practices of Digital Media.

UNIT I: UNDERSTANDING DIGITAL MEDIA

- 1.1 Salient features and advantage of Digital Media over traditional media
- 1.2 Media Convergence, Online communities and channels, Social Media Activism
- 1.3 Digital Media, cyber space and cyber culture, Digital society and digital divide
- 1.4 Influence of social media; Thinking, Buying, Behavioral pattern and culture
- 1.5 History and evolution of Digital Media and problems of access

UNIT II: TRENDS IN DIGITAL MEDIA APPLICATIONS

- 2.1 Social networking and messaging apps, Internet and knowledge society
- 2.2 Blogs, Micro blogs, Vlogs Crowd sourcing, crowd funding, Tweets for story generation and development
- 2.3 Webcasting, video sharing platforms, cloud technologies and cloud media
- 2.4 E books, E pub and online education platforms, LMS and CMS
- 2.5 Digital Media for self-demonstration, Media in motion and location based service

UNIT: III TRENDS IN DIGITAL MEDIA TECHNOLOGIES

- 3.1 Basics of URLs, HTML, hyperlinks, SEO, Search engines and power searching, Web databases, search and retrieval
- 3.2 Augmented Reality, Virtual Reality and online gaming, IoT, ML and HCI
- 3.3 Artificial intelligence- concept and applications
- 3.4 Immersive learning
- 3.5 Content creation for different media platforms, curation and automatic captioning

UNIT:IV DYNAMICS OF SOCIAL MEDIA NETWORKS

- 4.1 Viral content platform and medium: Video, Audio, Image, Meme & Troll etc.
- 4.2 Fake News & cyber propaganda, misinformation & disinformation in social media
- 4.3 Professional community on social media through LinkedIn, Interface, effective use of LinkedIn, how to develop a profile & professional networks as a journalist
- 4.4 Social Media impact on News organizations, Social Media as a source & resource
- 4.5 Novelty, strength and weakness of Digital Media, case study on best & worst social media practices

ASSIGNMENTS

- 1. Explain the role of Digital Media in education delivery.
- 2. Explain the growth of video streaming and sharing platforms.
- 3. Explain the role of AI, AR, VR and IoT in growth of media.
- 4. The menace of fake news is a threat to the credibility of Digital Media. Analyze the statement with case studies.

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COURSE OUTCOMES

- 1. Students will be able to use Digital Media for more effective communication.
- 2. Understanding of latest technologies will enable students to make better content.

3. Students will be able to understand the impact of Digital Media in society.
4. Know about the latest technology that is changing landscape of digital media.

SUGGESTED READINGS AND WEBLINKS:

- Lev Manovich. 2001. "What is Digital Media?" In *The Language of Digital Media*. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. *Understanding Digital Media*. Sage, 2011. Introduction.
- Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US.
- O'Reilly, Tim. (2005). *What is web 2.0: Design patterns and business models for the next generations software*. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis web-20.html>
- *The New Yorker*, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Grossman, "Iran Protests: Twitter, the Medium of the Movement"
- Lemann, Nicholas. 2006. *Amateur Hour: Journalism without Journalists*.
- Xiang, Biao. 2005. *Gender, Dowry and the Migration System of Indian Information Technology Professionals*. *Indian Journal of Gender Studies* 12: 357-380.
- *Net, Media and the Mass Communication*. - Chakravarthy, Jagdish. Authors press, New Delhi, 2004
- *Mass Media and Information Revolution*. - Bhargava, Gopal. - Isha Books, New Delhi, 2004
- *The Communication Revolution*. - Menon, Narayana. - National Book Trust.
- *Media in the Digital Age*. - Pavlik J.V. - Columbia University Press.

MEDIA LITERACY (BA JMC 403-23)

L **T** **P**
4 0 0

Time Allowed: 3 Hours

I.A. :25Marks

Theory: 75Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. The paper aims will be understanding media literacy & media institutions
2. Students will develop a deeper understanding of media – culture & analyzing messages
3. To develop students understanding the media - consumption patterns & production
4. To develop students understanding of digital media literacy, social change & future trends of media literacy

UNIT: I Understanding Media Literacy & Media Institutions

- 1.1 Defining Media Literacy
- 1.2 Media Literacy: Nature, Scope and Importance
- 1.3 Conceptualizing Media Literacy
- 1.4 Media Literacy- Understanding the Information flow.
- 1.5 UNESCO on Media Literacy

UNIT: II Media – Culture & Analyzing Messages

- 2.1 Media's Influence on Cultural Norms, Mass Media and Society
- 2.2 Globalization and Cultural Imperialism
- 2.3 Challenges and Opportunities in Media Literacy
- 2.4 Framing and Narrative Construction
- 2.5 Representation and Stereotypes

UNIT: III Media - Consumption Patterns & Production

- 3.1 Audience: National and Global Contexts
- 3.2 Media Consumption Habits
- 3.3 Media Engagement and Participation
- 3.4 GNI for Fake News Detection and software

3.5 Freedom, Ethics and Social Accountability

UNIT: IV Digital Media Literacy, Social Change & future trends

- 4.1 Social Media and Online Communities
- 4.2 Fake News and Misinformation
- 4.3 Digital Citizenship and Online Safety
- 4.4 Emerging Media Technologies
- 4.5 Building Media Literacy Skills for the Future

COURSE OUTCOMES

By the end of this course, students will be able to:

1. The students will become capable of understanding media literacy & media institutions
2. The students will become capable of understanding media – culture & analyzing messages
3. Analyze the structure and characteristics of media - consumption patterns & production
4. The students will become capable of understanding of digital media literacy, social change & future trends of media literacy

PRACTICAL/ASSIGNMENTS

1. Workshop on GNI fact Check
2. Assign students to choose a specific media artifact (e.g., a news article, advertisement, film, social media post) and analyze it using media literacy concepts learned in class.
3. Require students to present their media project to the class and explain the media literacy concepts applied.
4. Provide students with a list of news articles or social media posts, some of which contain misinformation or fake news. (Discuss with students)
5. Students can create posters, social media posts, videos, or other materials to communicate key messages about media literacy.
6. Require students to write a reflective essay discussing their findings and proposing strategies for developing healthier media habits.
7. Assign students to design and conduct a media literacy workshop for their peers or a target audience (e.g., high school students, community members).
8. Students can create interactive activities, presentations, and discussion topics to engage participants in learning about media literacy.

SUGGESTED READINGS AND WEB LINKS:

1. Upadhyay, U. Western Media Narratives on India from Gandhi To Mod (Rupa Publications 2024)
2. Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
3. Hodkinson,P. Media, Culture and Society: An Introduction (Sage, 2010)
4. John.V. The Media of Mass Communication (PHI, 2012)
5. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
6. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass
7. Messages (IDEA, 2013)
8. Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
9. W.J. Potter, Media Literacy, 7th ed. (Sage,2013)

<https://www.youtube.com/watch?v=sPwJ0obJya0&list=PL8dPuuaLjXtM6jSpzb5gMNsx9kdmqBfmY>

<https://www.youtube.com/watch?v=VmpoPoUgsAc>

<https://www.youtube.com/watch?v=WwDI0SLwKmM>

<https://www.youtube.com/watch?v=A3PrGTsJhuM>

Art of Anchoring (BA JMC 404-23)

L T P
4 0 0

Time Allowed: 3 Hours

I.A. : 25Marks

Theory : 75Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To develop the practical skills of Presentation in Television
2. To understand the importance of voice modulation in TV Anchoring
3. To develop knowledge and understanding of Techniques of TV
4. To learn all the skills required for T.V. Anchoring

UNIT-I: ESSENTIALS SKILLS FOR AN ANCHOR

- 1.1 Importance of Anchoring in a program
- 1.2 Role of digitization in Anchoring
- 1.3 Difference between News Reader and News Anchor ; Duties and Responsibilities of an Anchor
- 1.4 Duties and responsibilities while news reading, Understanding the news scripts and news agenda, Anchoring for different formats.
- 1.5 Importance of dressing and Makeup in Anchoring

UNIT-II ANCHOR AND VOICE

- 2.1 Voice over for different programming formats
- 2.2 Art of public speaking, gestures, voice and its functions, body language, Voice modulation diction, breathing, Clarity, humming and pitch, AI in anchoring
- 2.3 Voice exercise, improvements and attention holding
- 2.4 On-air Essentials, Studio autocue reading & Recording the voice
- 2.5 Using of Microphone/lapel, prompter

UNIT-III: PRESENTATION TECHNIQUES

- 3.1 How to grab audience attention, how to conduct Live debate shows
- 3.2 Do's & Don'ts for an anchoring
- 3.3 Outdoor anchoring Reporting Techniques-Reporting a news & Interviewing
- 3.4 Recording the byte, transcription & scripting Stages of a multimedia project
- 3.5 Hands on experience of Production Control Room (PCR)

UNIT-IV: ANCHOR AND GLAMOUR

- 4.1 Host /Moderate a Show / Event/Interview /commercials/ TV Documentaries etc.
- 4.2 Theory of controlling Emotion & Feeling
- 4.3 Legal pitfalls (what NOT to say)
- 4.4 Making & adding effective promo and jingles while anchoring
- 4.5 Examples of anchors work and detailed analysis of their styles

ASSIGNMENTS

1. To Modify the document (changing background color etc.) using the various tool
2. Create a scene to show the sunrise (using multiple layers and motion twining)
3. Create a short in which text Hello gets converted into Good Bye
4. Create a short video having five images having fade-in fade-out effect

COURSE OUTCOMES

1. Students would be able to have knowledge about various techniques of anchor
2. Students would be able to have the understanding knowledge and understanding of Techniques of TV
3. Students learn voice modulation for anchoring
4. Students would be able to develop an approach towards effective presentation

SUGGESTED READINGS AND WEBLINKS:

- Bhatt S.C. broadcast journalism- basic principles. Har Anand Publication
- Dutt Bindiya (2013). Anchoring TV & live events. Pustak Mahal
- Kalra Richa Jain The ABC of News Anchoring. Pearson
- Shrivastava K.M. (2013). News reporting & Editing. New Delhi: Sterling
- Trikha N.K.(2013) Reporting. MCU Publications, Bhopal
- <http://genwis.com/career/steps-to-becoming-a-successful-tv-anchor-in-India/>
- <http://www.cutm.ac.in/pdf/TV%20Anchoring%20and%20broadcast%20journalism.pdf>

