

**J.C. BOSE UNIVERSITY OF SCIENCE AND
TECHNOLOGY, YMCA, FARIDABAD**
**DEPARTMENT OF COMMUNICATION AND MEDIA
TECHNOLOGY**

UNDERGRADUATE PROGRAMME

**BACHELOR OF ARTS
JOURNALISM AND MASS COMMUNICATION
(Courses effective from Academic Year 2021-22)**



SCHEME AND SYLLABUS OF COURSE TO BE OFFERED

**Core Courses, Ability Enhancement Courses, Skill Enhancement
Courses, Discipline Specific Elective and Generic Elective**

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 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 an enviable research environment and state-of-the art technological exposure to its scholars.**
- ❖ **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 Mass Communication, Animation/Multimedia and Social Work. The Department which was earlier integrated with Sciences, started Master's degree in Journalism and Mass Communication in the year 2016. In 2018, the department re-established as Department of Humanities. B.A. (Journalism and Mass Communication) was introduced in the year 2019. In the year 2021, the department is renamed as Department of Communication and Media Technology (CMT) and with this achieved new millstones by introducing M.Sc. (Animation & Multimedia), BSW and Ph.D. Also, in the same year B.Sc. Animation, which was already running under the department of Computer Sciences, became a part of CMT

The department impart knowledge of both theory and practical aspects of Communication and allied fields. From time to time the department keep 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 organize various extracurricular activities like debates, photography, film making, and content creating competition etc. to encourage students. In a very short time, the department has taken an initiative in imparting quality education in the field of Journalism and Communication, Animation & Multimedia and Social Work.

ABOUT THE PROGRAM

Introduced in 2019, B.A. in Journalism and Mass Communication is a three-year undergraduate course divided in to six semesters aimed at providing holistic knowledge at theoretical as well as practical facet of Media and Communication. The extensive course is designed to offer comprehensive fundamental training in various different fields of mass communication. Print Journalism, Television and Radio Production, Advertising and Public Relations, Event Management, Social/Digital Media, Film Studies and Communication are to name some. The focus of the course is to nurture socially responsible Communication professionals, with well-trained faculty along with state of art infrastructure.

The aim of undergraduate programme in Journalism and Mass Communication is to develop and disseminate theoretical and practical knowledge and skills to make a Communication professional with ethics and values. The programme delivery is tailored to meet the needs of all the allied fields of media. It comprises a good mix of formal lectures, seminars, computer based learning, individual and group project work, guest lectures and industry training.

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 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 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

SEM	DISCIPLINE SPECIFIC ELECTIVE (DSE)	ABILITY ENHANCEMENT COMPULSORY COURSE(AECC) (4 CREDITS EACH)	SKILL ENHANCEMENT COURSE (SEC) (2 CREDITS EACH)	OPEN ELECTIVE (4 CREDITS EACH)	Total
1.	FUNDAMENTAL OF ENGLISH LANGUAGE (4)	COMMUNICATIVE HINDI (4)	COMMUNICATIVE HINDI LAB (2)		28
	INTRODUCTION AND HISTORY OF MEDIA (4)		FUNDAMENTAL OF ENGLISH LANGUAGE LAB (2)		
	INTRODUCTION TO COMMUNICATION (4)				
	ENVIRONMENTAL STUDIES (4)	CURRENT AFFAIRS AND GENERAL STUDIES (2)	BASIC OF COMPUTER LAB (2)		
2.	INTRODUCTION TO PRINT MEDIA(4)	DIGITAL PHOTOGRAPHY (4)			28
	NEWS WRITING & REPORTING (4)		NEWS REPORTING AND WRITING LAB (2)		
	CREATIVE WRITING (4)				

	BASICS OF EDITING(4)		DIGITAL PHOTOGRAPHY LAB (2)		
	HUMAN VALUES (2)	CURRENT AFFAIRS AND GENERAL STUDIES (2)			
3.	INTRODUCTION TO ELECTRONIC MEDIA (4)				30
	GLOBAL MEDIA (4)	NEW MEDIA (4)	NEW MEDIA LAB (2)		
	RADIO PRODUCTION (4)		RADIO PRODUCTION LAB (2)		
	INTRODUCTION TO PUBLIC RELATIONS (4)		PUBLIC RELATIONS LAB(2)		
			SCRIPT WRITING LAB (2)		
		CURRENT AFFAIRS AND GENERAL STUDIES (2)			
4.	TELEVISION JOURNALISM (4)	CITIZEN JOURNALISM (4) Or DIGITAL MEDIA (4)	CITIZEN JOURNALISM LAB (2) Or DIGITAL MEDIA LAB (2)		30
	INDIAN CONSTITUTION AND MEDIA				

	RELATED LAWS (4)				
	COMMUNICATIO N RESEARCH (4)		COMMUNICATIO N RESEARCH LAB (2)		
	MEDIA AND SOCIETY (4)	CURRENT AFFAIRS AND GENERAL STUDIES (2)			
	FILM APPRECIATION (4)				
5	MEDIA INDUSTRY AND MANAGEMENT (4)	HEALTH COMMUNICATION (4) Or SCIENCE COMMUNICATION (4)	HEALTH COMMUNICATIO N LAB(2) Or SCIENCE COMMUNICATIO N LAB (2)		30
	DIGITAL AUDIO PRODUCTION(4)		DIGITAL AUDIO PRODUCTION LAB (2)		
	DEVELOPMENT COMMUNICATIO N (4)		PORTFOLIO (2)		
	INTRODUCTION TO ADVERTISING (4)		INTRODUCTION TO ADVERTISING LAB (2)		
		CURRENT AFFAIRS AND GENERAL STUDIES (2)			

6	INDUSTRIAL TRAINING/INTERNSHIP				10
					156
Open Elective Courses (Generic Electives)					
1	PHOTO JOURNALISM (4)				4
2	ART OF ANCHORING (4)				
3	EVENT MANAGEMENT (4)				

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 instil 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	Prepare students to undertake further study at PG level.

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, 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.
PO5	Develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning.
PO6	Develop self-confidence and awareness of general issues prevailing in the society.
PO7	Develop an understanding of various media tools, techniques and software.

SR. NO.	COURSE NAME	COURSE CODE	CREDITS	SEMESTER
DISCIPLINE CORE COURSES				
1.	FUNDAMENTAL OF ENGLISH LANGUAGE	BJMC-101-21	4	I sem
2.	INTRODUCTION AND HISTORY OF MEDIA	BJMC-102-21	4	I sem
3.	INTRODUCTION TO COMMUNICATION	BJMC-103-21	4	I sem
4.	ENVIRONMENTAL STUDIES	BEVS-104-21	4	I sem
5.	INTRODUCTION TO PRINT MEDIA	BJMC-201-21	4	II sem
6.	NEWS WRITING AND REPORTING	BJMC-202-21	4	II sem
7.	CREATIVE WRITING	BJMC-203-21	4	II sem
8.	BASICS OF EDITING	BJMC-204-21	4	II sem
9.	HUMAN VALUES	BJMC-205-21	2	II Sem
10.	INTRODUCTION TO ELECTRONIC MEDIA	BJMC-301-21	4	III sem
11.	GLOBAL MEDIA	BJMC-302-21	4	III sem
12.	RADIO PRODUCTION	BJMC-303-21	4	III sem
13.	INTRODUCTION TO PUBLIC RELATIONS	BJMC-304-21	4	III sem
14.	TELEVISION JOURNALISM	BJMC-401-21	4	IV sem
15.	INDIAN CONSTITUTION AND MEDIA RELATED LAWS	BJMC-402-21	4	IV sem
16.	COMMUNICTAION RESEARCH	BJMC-403-21	4	IV sem
17.	MEDIA AND SOCIETY	BJMC-404-21	4	IV sem
18.	FILM APPRECIATION	BJMC-405-21	4	IV sem
19.	MEDIA INDUSTRY AND MANAGEMENT	BJMC-501-21	4	V sem

20.	DIGITAL AUDIO PRODUCTION	BJMC-502-21	4	V sem
21.	DEVELOPMENT COMMUNICATION	BJMC-503-21	4	V sem
22.	INTRODUCTION TO ADVERTISING	BJMC-504-21	4	V sem
23.	GUIDED INTERNSHIP	BJMC-601-21	10	VI sem
ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) COMPULSORY				
1.	COMMUNICATIVE HINDI	BJMC-105-21	4	I sem
2.	CURRENT AFFAIRS AND GENERAL STUDIES	BJMC-106-21	2	I sem
3.	DIGITAL PHOTOGRAPHY	BJMC-206-21	4	II sem
4.	CURRENT AFFAIRS AND GENERAL STUDIES	BJMC-207-21	2	II sem
5.	NEW MEDIA	BJMC-305-21	4	III sem
6.	CURRENT AFFAIRS AND GENERAL STUDIES	BJMC-306-21	2	III sem
7.	CITIZEN JOURNALISM	BJMC-406 (A)-21	4	IV sem
8.	DIGITAL MEDIA	BJMC-406 (B)-21	4	IV sem
9.	CURRENT AFFAIRS AND GENERAL STUDIES	BJMC-407 (C)-21	2	IV sem
10.	HEATH COMMUNICATION	BJMC-505 (A)-21	4	V sem
11.	SCIENCE COMMUNICATION	BJMC- 505(B)-21	4	V sem
12.	CURRENT AFFAIRS AND GENERAL STUDIES	BJMC-506 (C)-21	2	V sem

SKILL ENHANCEMENT COURSE				
1.	COMMUNICATIVE HINDI LAB	BJMC-107-21	2	I sem
2.	FUNDAMENTALS OF ENGLISH LANGUAGE LAB	BJMC-108-21	2	I sem
3.	BASICS OF COMPUTER LAB	BJMC-109-21	2	I sem
4.	NEWS REPORTING AND WRITING LAB	BJMC-208-21	2	II sem
5.	DIGITAL PHOTOGRAPHY LAB	BJMC-209-21	2	II sem
6.	NEW MEDIA LAB	BJMC-307-21	2	III sem
7.	RADIO PRODUCTION LAB	BJMC-308-21	2	III sem
8.	PUBLIC RELATIONS LAB	BJMC-309-21	2	III sem
9.	SCRIPT WRITING LAB	BJMC-310-21	2	III Sem
10.	CITIZEN JOURNALISM LAB	BJMC-408(A)-21	2	IV sem
11.	DIGITAL MEDIA LAB	BJMC-408 (B)-21	2	IV sem
12.	COMMUNICATION RESEARCH LAB	BJMC-409-21	2	IV sem
13.	HEALTH COMMUNICATION LAB	BJMC-507(A)-21	2	V sem
14.	SCIENCE COMMUNICATION LAB	BJMC-507(B)-21	2	V sem
15.	DIGITAL AUDIO PRODUCTION LAB	BJMC-508-21	2	V sem
16.	PORTFOLIO	BJMC-509-21	2	V sem
17.	INTRODUCTION TO ADVERTISING LAB	BJMC-510-21	2	V sem
OPEN ELECTIVE COURSES (GENERIC ELECTIVES)				
1.	PHOTOJOURNALISM	BJMC-OEC-511-21	4	V sem
2.	ART OF ANCHORING	BJMC- OEC-512-21	4	V sem

3.	EVENT MANAGEMENT	BJMC- OEC- 513-21	4	V sem
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SEMESTER-I

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline Core Course (DCC) – Compulsory										
1.	BJMC-101-21	Fundamental of English Language	4	0	0	25	75	100	4	DCC
2.	BJMC-102-21	Introduction and History of Media	4	0	0	25	75	100	4	DCC
3.	BJMC-103-21	Introduction to Communication	4	0	0	25	75	100	4	DCC
4.	BEVS-104-21	Environmental Studies	4	0	0	25	75	100	4	DCC
Ability Enhancement Compulsory Course (AECC) – Compulsory										
5.	BJMC-105-21	Communicative Hindi	4	0	0	25	75	100	4	AECC
6.	BJMC-106-21	Current Affairs and General Studies	2	0	0	50	0	50	2	AECC
Skill Enhancement Course										
7.	BJMC-107-21	Communicative Hindi Lab	0	0	4	15	35	50	2	SEC
8.	BJMC-108-21	Fundamentals of English Language Lab	0	0	4	15	35	50	2	SEC
9.	BJMC-109-21	Basics of Computer Lab	0	0	4	15	35	50	2	SEC
Total			22	0	12	210	480	700	28	SEC

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC-Skill Enhancement Courses

L – Lecture; T - Tutorial; P – Practical

The submission of project should be two weeks before the end semester exam commence.

SEMESTER-II

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline Core Course (DCC) – Compulsory										
1.	BJMC-201-21	Introduction to Print Media	4	0	0	25	75	100	4	DCC
2.	BJMC-202-21	News Writing and Reporting	4	0	0	25	75	100	4	DCC
3.	BJMC-203-21	Creative Writing	4	0	0	25	75	100	4	DCC
4.	BJMC-204-21	Basics of Editing	4	0	0	25	75	100	4	DCC
5.	BJMC-205-21	Human Values	2	0	0	50	0	50	2	DCC
Ability Enhancement Compulsory Course (AECC) – Compulsory										
6.	BJMC-206-21	Digital Photography	4	0	0	25	75	100	4	AECC
7.	BJMC-207-21	Current Affairs and General Studies	2	0	0	50	0	50	2	AECC
Skill Enhancement Course										
8.	BJMC-208-21	News Reporting and Writing Lab	0	0	4	15	35	50	2	SEC
9.	BJMC-209-21	Digital Photography Lab	0	0	4	15	35	50	2	SEC
10.	XXX	MOOC*								
	Total		24	0	8	255	445	700	28	

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC-Skill Enhancement Courses

L – Lecture; T - Tutorial; P – Practical

The submission of project should be two weeks before the end semester exam commence.

SEMESTER III

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline Core Course (DCC)										
1.	BJMC-301-21	Introduction to Electronic Media	4	0	0	25	75	100	4	DCC
2.	BJMC-302-21	Global Media	4	0	0	25	75	100	4	DCC
3.	BJMC-303-21	Radio Production	4	0	0	25	75	100	4	DCC
4.	BJMC-304-21	Introduction to Public Relations	4	0	0	25	75	100	4	DCC
Ability Enhancement Compulsory Course										
5.	BJMC-305-21	New Media	4	0	0	25	75	100	4	AEC C
6.	BJMC-306-21	Current Affairs and General Studies	2	0	0	50	0	50	2	AECC
Skill Enhancement Course (SEC)										
7.	BJMC-307-21	New Media Lab	0	0	4	15	35	50	2	SEC
8.	BJMC-308-21	Radio Production Lab	0	0	4	15	35	50	2	SEC
9.	BJMC-309-21	Public Relations Lab	0	0	4	15	35	50	2	SEC
10.	BJMC-310-21	Script Writing Lab	0	0	4	15	35	50	2	SEC
	Total		22	0	16	235	515	750	30	

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC-Skill Enhancement Courses

L – Lecture; T - Tutorial; P – Practical

The submission of project should be two weeks before the end semester exam commence

SEMESTER IV

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline Core Course (DCC)										
1.	BJMC-401-21	Television Journalism	4	0	0	25	75	100	4	DCC
2.	BJMC-402-21	Indian Constitution and Media related Laws	4	0	0	25	75	100	4	DCC
3.	BJMC-403-21	Communication Research	4	0	0	25	75	100	4	DCC
4.	BJMC-404-21	Media and Society	4	0	0	25	75	100	4	DCC
5.	BJMC-405-21	Film Appreciation	4	0	0	25	75	100	4	DCC
Ability Enhancement Compulsory Course (Select any one course each from the following with respective lab)										
6(a)	BJMC-406(A)-21	Citizen Journalism	4	0	0	25	75	100	4	AECC
6(b)	BJMC-406(B)-21	Digital Media	4	0	0	25	75	100	4	AECC
7	BJMC-407-21	Current Affairs and General Studies	2	0	0	50	0	50	2	AECC
Skill Enhancement Course										
8(a)	BJMC-408(A)-21	Citizen Journalism Lab	0	0	4	15	35	50	2	SEC
8(b)	BJMC-408 (B)-21	Digital Media Lab	0	0	4	15	35	50	2	SEC
9.	BJMC-409-21	Communication Research Lab	0	0	4	15	35	50	2	SEC
			26	0	8	230	520	750	30	

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC-Skill Enhancement Courses

L – Lecture; T - Tutorial; P – Practical

The submission of project should be two weeks before the end semester exam commence

SEMESTER V

S. No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
Discipline Core Course (DCC)										
1.	BJMC-501-21	Media Industry and Management	4	0	0	25	75	100	4	DCC
2.	BJMC-502-21	Digital Audio Production	4	0	0	25	75	100	4	DCC
3.	BJMC-503-21	Development Communication	4	0	0	25	75	100	4	DCC
4.	BJMC-504-21	Introduction to Advertising	4	0	0	25	75	100	4	DCC
Ability Enhancement Compulsory Course (AECC) (Select any one course each from the following with respective lab)										
5(a)	BJMC-505(A)-21	Health Communication	4	0	0	25	75	100	4	AECC
5(b)	BJMC-505(B)-21	Science Communication	4	0	0	25	75	100	4	AECC
6.	BJMC-506-21	Current Affairs and General Studies	2	0	0	50	0	50	2	AECC
Skill Enhancement Course (SEC)										
7(a)	BJMC-507(A)-21	Health Communication Lab	0	0	4	15	35	50	2	SEC
7(b)	BJMC – 507(B)-21	Science Communication Lab	0	0	4	15	35	50	2	SEC
8.	BJMC – 508-21	Digital Audio Production Lab	0	0	4	15	35	50	2	SEC
9.	BJMC-509-21	Portfolio*	0	0	4	15	35	50	2	SEC
10.	BJMC-510-21	Introduction to Advertising lab	0	0	4	15	35	50	2	SEC
Total			22	0	16	235	515	750	30	
Open Elective Course (Generic Elective)#OEC										
1.	BJMC-OEC-511-21	Photojournalism	4	0	0	25	75	100	4	OEC
2.	BJMC-OEC-512-21	Art of Anchoring	4	0	0	25	75	100	4	OEC

3.	BJMC- OEC- 513- 21	Event Management	4	0	0	25	75	100	4	OEC
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DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC-Skill Enhancement Courses

- In portfolio students have to prepare for an exhibition of their work by the end of the semester. It is a compulsory exercise

L – Lecture; T – Tutorial; P – Practical

The submission of project should be two weeks before the end semester exam commence

SEMESTER VI

GUIDED INTERNSHIP (BJMC-601-21)

Subject Code	Course	University Exam	Internal Assessment	Total	Category Code	Credits
(BJMC-601-21)	Guided Internship /Media industry internship	400*	200*	600	DCC	10
	Total	400	200	600		

Major Project: Procedure for annual examination and continuous assessment of:

(A)Internal Assessment

- | | |
|---|-----------|
| 1. Project Evaluation | 100 Marks |
| 2. Project Seminar | 50 Marks |
| 3. Assessment by University Faculty (two visit/Sem) | 50 Marks |

(B)University Assessment Marks

- | | |
|--------------------------------------|-----------|
| 1. Assessment by Industrial Guide | 100 Marks |
| 2. Project Viva by external examiner | 300 Marks |

*Every student required to pass both internal and external assessment separately by scoring at least 40% both in internal and University Exam.

FUNDAMENTAL OF ENGLISH LANGUAGE (BJMC-101-21)

Credit Course

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. To enhance the linguistic skills.
2. To impart knowledge about advanced vocabulary for effective communication.
3. To understand the societal cultural perspectives.
4. To inculcate the knowledge of compositional and comprehension skills.
5. To develop the knowledge of various forms of English literature.

UNIT I: VOCABULARY BUILDING

- 1.1 The concept of Word Formation
- 1.2 Antonyms, Synonyms, Homonyms, Acronyms
- 1.3 One-Word Substitutes
- 1.4 Idioms and Proverbs
- 1.5 Technical terminology in the field of Sports, Finance, Economics, IT, Science, Agriculture, Politics, Law and Culture

UNIT II: COMMON ERRORS IN ENGLISH

- 2.1 Subject-Verb Agreement
- 2.2 Noun-Pronoun Agreement
- 2.3 Misplaced Modifiers
- 2.4 Preposition, Conjunctions
- 2.5 Sentence Structure

UNIT III: READING SKILLS

- 3.1 Close Reading, Comprehension
- 3.2 Summary, Paraphrase
- 3.3 Analysis, Interpretation
- 3.4 Translation – From Hindi to English and vice-versa
- 3.5 Figures of Speech

UNIT IV: WRITING PRACTICES

- 4.1 Note making
- 4.2 Essay Writing

- 4.3 Report Writing
- 4.4 Letter Writing
- 4.5 Direct and Reported Speech

UNIT V: LANGUAGE SKILLS

- 5.1 Introduction to English Literature
- 5.2 Definition and types of Prose, Poetry, Drama and Fiction
- 5.3 Short Stories of eminent Indian authors
- 5.4 Presentation: Presentation Design and Delivery
- 5.5 Dialogue, Group Discussion

ASSIGNMENTS

1. Read an article from editorial in newspaper and list difficult words, their meaning, synonyms, antonyms and homonyms
2. Write summary of any article. Also analyze and interpret it.
3. Write a report on any current topic
4. Make a PowerPoint presentation on a short story by an Indian writer and present it in class.

COURSE OUTCOMES

1. Students will have enhanced vocabulary and improved comprehension skills.
2. Student will acquire basic proficiency in English grammar and reading.
3. Students will have enhanced writing skills and ability to compose independently.
4. Students will be better skilled and more confident during everyday conversations in English.
5. Students would have awareness of genres of English literature.

SUGGESTED READINGS

1. A Foundation English Course for Undergraduates: Reader I. Oxford University Press, Delhi, 1991.
2. A Foundation English Course for Undergraduates: Reader II. Oxford University Press, Delhi, 1991.
3. A Foundation English Course for Undergraduates: Workbook I. Oxford University Press, Delhi, 1991.
4. Raman, Meenakshi and Sharma, Sangeeta. Technical Communication: Principles and Practice. Oxford University Press, Delhi, 2011.
5. Sood, S. C. Developing Language Skills 1: Oral Communication and Reading Comprehension, Writing Skills, and Workbook. Manohar Publishers and Distributors, Delhi, 2003.

INTRODUCTION AND HISTORY OF MEDIA (BJMC-102-21)

Credit Course

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. To introduce students to the Journalism basics and its elements.
2. To acquaint them with important aspects of the process of Journalism.
3. To enhance understanding of the technical terms and jargons of Journalism.
4. To acquaint students with the glorious journey of journalism.
5. 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-independence journalism
- 1.4 Traditional media - Folk dances , Folk theatre ,Puppetry, Reviving traditional media
- 1.5 Contemporary Media practices

UNIT II: HISTORY OF RADIO AND DOORDARSHAN

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

UNIT III: CINEMA

- 3.1 Evolution of Cinema
- 3.2 Introduction to major Film Genres
- 3.3 Silent Era of Indian Cinema Major Features and Personalities
- 3.4 The 'Talkies' Popular Cinema
- 3.5 New Wave and 'Middle' Cinema

UNIT IV: INTRODUCTION TO JOURNALISM

- 4.1 Journalism: Concept, nature, scope,
- 4.2 function, types and Role of Journalism in Society
- 4.3 Journalism and Democracy
- 4.4 Concept of Fourth Estate. Journalism: Contemporary Issues in Journalism Debates in Journalism
- 4.5 Alternative Journalism

UNIT V: TYPES OF JOURNALISM

- 5.1 Citizen Journalism an introduction/ case study
- 5.2 Yellow Journalism an introduction/ case study
- 5.3 Investigative Journalism an introduction/ case study
- 5.4 Advocacy Journalism an introduction/ case study
- 5.5 New trends in journalism

ASSIGNMENTS

1. Students will have to design a News package (text, video, graphics, vox-Populi, PTC)
2. Students will prepare a profile of newspaper writings (types and style).
3. Visit to important media centres observing their functioning and writing reports thereof.
4. Prepare a series of Essay (05), choosing two from each units.(Word limit-500)
5. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross checking, headlines writing and making intros.

COURSE OUTCOMES

1. Students would be able to understand the Journalism basics and its elements.
2. Students would be able to acquaint them with important aspects of the process of journalism.
3. Students would be able to enhance understanding of the technical terms and jargons of journalism.
4. Students would be able to acquaint themselves with the glorious journey of journalism.
5. Students would be able to enhance understanding of the origin and of the print, electronic and web media.

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. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi

4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs
6. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
7. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
8. Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
9. Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
10. M. Chalapathi Rau, The Press 12. NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
11. Chatterjee, P.C., Broadcasting in India, New Delhi
12. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
13. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
14. Jeffrey, Robin, India's Newspaper REvolution, Oxford University Press, Delhi.
15. Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmilan India Ltd. Delhi
16. Singh, Devvrat, Indian Television: Content, Issues and Challenges, HarAnand Publications Delhi,
17. Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi

INTRODUCTION TO COMMUNICATION (BJMC-103-21)

Credit Course

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 towards the Communication Models
5. Correlate the practical aspects of communication theories

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: One step flow
- 3.3 Two step flow (Opinion Leaders)
- 3.4 Multi step flow, Uses & Gratification Theory
- 3.5 Cultivation Theory, Agenda Setting Theory

UNIT IV: COMMUNICATION MODELS

- 4.1 SMCR Model, Shannon & Weaver Model
- 4.2 Wilbur Schramm Model
- 4.3 Lasswell Model
- 4.4 Gate Keeping Model
- 4.5 Sadharanikaran Model of Communication

UNIT V: RELEVANCE OF COMMUNICATION THEORIES TO PRACTICE

- 5.1 Persuasion
- 5.2 Perception
- 5.3 Diffusion of Innovations
- 5.4 Social Learning
- 5.5 Participatory Communication

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 basis of survey and interaction, and present the result through ppt.
4. Assignment on audience understanding
5. Discuss effective communication in organization
6. Other assignment given by the concerned faculty

COURSE OUTCOMES

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

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.

3. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
4. Mass communication in India by Keval J . Kumar - A Jaico Book
5. Communication Mosaics: An Introduction to the Field of Communication, 2001 By Wood, Julia T, Wadsworth
6. Adhikary, N. M. (2007d). Hindu awadharanama gairashabdik sanchar. In N. M. Adhikary, Sanchar shodha ra media paryavekshan (pp. 139-180). Kathmandu: Prashanti Pustak Bhandar.
7. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
8. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
9. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

ENVIRONMENTEL STUDIES (BEVS-104-21)

Credit Course

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. To build conceptual understanding of students by exposing them to the basic principles behind various environmental processes.
2. To identify the major challenges in environmental issues and evaluate possible solutions.
3. To Develop analytical skills, critical thinking and demonstrate socio-economic skills for sustainable development.
4. To analyze an overall impact of specific issues and develop environmental management plan

UNIT 1: INTRODUCTION TO ENVIRONMENTAL STUDIES:

Multi-disciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development

UNIT 2: ECOSYSTEMS:

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT 3: NATURAL RESOURCES: RENEWABLE AND NON-RENEWABLE RESOURCES:

Land resources and land use change; Land degradation, soil erosion and desertification, Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations, Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state), Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT 4: BIODIVERSITY AND CONSERVATION:

Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hotspots, India as a mega-biodiversity nation; Endangered and endemic species of India, Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity, Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT 5: ENVIRONMENTAL POLLUTION:

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution; Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste, Pollution case studies.

UNIT 6: ENVIRONMENTAL POLICIES AND PRACTICES:

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD), Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT 7: HUMAN COMMUNITIES AND THE ENVIRONMENT:

Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons; case studies, Disaster management: floods, earthquake, cyclones and landslides, Environmental movements :Chipko, Silent valley, Bishnois of Rajasthan, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

UNIT 8: FIELD WORK:

Visit to an area to document environmental assets: river/ forest/ flora/fauna,etc, Visit to a local polluted site- Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Suggested Assignments:-

- 1) Effects of Covid-19 pandemic on Environment.
- 2) Role of religion and culture in environment conservation.
- 3) Environment Communication and public awareness.
- 4) Making an eco-brick using waste polythene.
- 5) Rehabilitation and Resettlement of people- Problems and concerns.

COURSE OUTCOME

1. Understand the principles of ecology and environmental issues that apply to air, land, and water issues on a global scale,
2. Develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment,
3. Demonstrate ecology knowledge of a complex relationship between biotic and abiotic components
4. Apply their ecological knowledge to illustrate and graph a problem and describe the realities that managers face when dealing with complex issues

SUGGESTED READING

1. Carson, R. 2002. *Silent Spring*. Houghton MifflinHarcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer

- Associates,2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
 7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). ZedBooks.
 8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
 9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia:Saunders.
 10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.

 11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt.Ltd.
 12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
 13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India. Tripathi 1992*.
 14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
 15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*.
S. Chand Publishing, New Delhi.
 16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.

COMMUNICATIVE HINDI LAB (BJMC- 107-21)

L T P
4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25 Marks

Theory: 75 Marks

Max. Marks: 100

पाठ्यक्रम के उद्देश्य

1. हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत करना
2. हिन्दी/क्षेत्रीय भाषा में लिखित ज्ञान का विकास करना
3. हिंदी/क्षेत्रीय भाषा में शब्दावली में सुधार करना
4. समानार्थी, विलोम, मुहावरों और वाक्यांशों के ज्ञान को समृद्ध करना
5. हिन्दी/क्षेत्रीय भाषा में व्याकरण के ज्ञान को विकसित करना

यूनिट-1 हिंदी भाषा

- 1.1 भाषा की संकल्पना
- 1.2 भाषा तथा समाज का पारस्परिक अन्तर्संबन्ध
- 1.3 राष्ट्रीय एवं अंतर राष्ट्रीय परिप्रेक्ष्य में हिंदी का महत्व
- 1.4 प्रयोजन मूलक हिन्दी का अभिप्राय एवं आवश्यकता
- 1.5 क्षेत्रीय भाषाई प्रयोग

यूनिट-2 जनसंचार एवं हिंदी

- 2.1 जनसंचार माध्यम और हिन्दी भाषा
- 2.2 समाचार लेखन
- 2.3 स्तम्भ व सम्पादकीय लेखन
- 2.4 पत्रिकाओं हेतु लेखन
- 2.5 आकाशवाणी व दूरदर्शन में वार्ता

यूनिट -3 व्यावहारिक लेखन

- 3.1 पत्र लेखन, कार्यालयी पत्राचार एवं प्रेस विज्ञप्ति
- 3.2 ज्ञापन तथा प्रतिवेदन लेखन
- 3.3 साक्षात्कार एवं परिचर्चा
- 3.4 हिन्दी की प्रयोगात्मक नृतियाँ
- 3.5 सम्पादन

यूनिट -4 हिन्दी व जनसंचार की आधुनिक प्रवृत्तियाँ

- 4.1 ई मेल लेखन

4.2 ई मीडिया पोर्टल लेखन

4.3 ब्लाग लेखन

4.4 सामाजिक मीडिया लेखन – फेसबुक एवं ट्विटर

4.5 साहित्यिक चोरी

यूनिट-5 हिन्दी की साहित्यिक विधाएं

5.1 कविता

5.2 कहानी

5.3 नाटक तथा एकांकी

5.4 निबंध

5.5 यात्रावृत्त व रिपोर्ताज

असाइनमेन्ट/ कार्य

1. एक सप्ताह के समाचार पत्र का अध्ययन करें और पाठ और सुर्खियों में इसकी एक सूची तैयार करके गलतियों को इंगित करें
2. अंग्रेजी के किन्ही 2 सम्पादकियों का हिंदी में अनुवाद करें
3. कक्षा में किसी विषय पर कहानी पर चर्चा करें
4. किसी विषय पर प्रतिवेदन लिखें

पाठ्यक्रम के परिणाम

1. छात्र हिंदी / क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत करने में सक्षम होंगे
2. विद्यार्थी हिन्दी/क्षेत्रीय भाषा में लेखन के ज्ञान को विकसित करने में सक्षम होंगे।
3. छात्र हिंदी/क्षेत्रीय भाषा में शब्दावली में सुधार करने में सक्षम होंगे।
4. छात्र समानार्थी, विलोम, मुहावरों और वाक्यांशों के ज्ञान को समृद्ध करने में सक्षम होंगे
5. छात्र मिलनसार हिंदी और प्रयोजनमूलक हिंदी के प्रयोग को समझेंगे

पठन के लिए सुझाव

1. भाटिया, डॉ. कैलाशचन्द्र, अनुवादकला: सिद्धांत और प्रयोग, तक्षशिला प्रकाशन, नयी दिल्ली।
2. शर्मा, रघुनन्दन प्रसाद, प्रयोजन मूलक हिन्दी: सिद्धांत और व्यवहार, विश्वविद्यालय प्रकाशन, वाराणसी।
3. अय्यर, विश्वनाथ, अनुवादकला, प्रभात प्रकाशन, दिल्ली।
4. तिवारी, भोलानाथ, हिन्दी भाषा की सामाजिक भूमिका, दक्षिण भारत हिन्दी प्रचार समिति, मद्रास।
5. झाल्टे, डॉ. दंगल, प्रयोजन मूलक हिन्दी: सिद्धांत और प्रयोग, वाणी प्रकाशन, नयी दिल्ली ।
6. गोदरे, डॉ. विनोद, प्रयोजन मूलक हिन्दी, वाणी प्रकाशन, नयी दिल्ली ।
7. राणा, महेन्द्र सिंह, प्रयोजन मूलक हिन्दी के आधुनिक आयाम, हर्षा प्रकाशन, आगरा।
8. कुमार चंद, जनसंचार माध्यमों में हिन्दी, क्लासिकल पब्लिशिंग कम्पनी, दिल्ली ।

CURRENT AFFAIRS & GENERAL STUDIES (BJMC-106-21)

Type: Credit Course

L	T	P
2	0	0

I.A./Practical: 50 Marks

Max. Marks: 50

Total Credits: 2

Time Allowed: 3 Hours

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.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

COURSE CONTENT

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Article and Feature Writing
- Blog Writing/Vlog Writing
- Group Discussion on Grassroots topics
- Debates, Situation-based questions
- Indian Constitution
- Cabinet and Parliament of India
- Human Rights, Concept of Human Rights
- Fundamental Rights

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.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

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

SUGGESTED READINGS

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey

COMMUNICATIVE HINDI LAB (BJMC- 107-21)

Type: Credit Course

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

1 समसामयिक विषय पर निबन्ध लेखन

2 यात्रा वृतांत

3 संस्मरण

4 किसी प्रतिष्ठित व्यक्ति से साक्षात्कार

5 मोहन राकेश की कहानी उसकी रोटी पर आधारित फ़िल्म उसकी रोटी की विवेचना करें। बताएं कि किस तरह से एक कहानी से फ़िल्म भिन्न है।

FUNDAMENTAL OF ENGLISH LANGUAGE LAB (BJMC-108-21)

Type: Credit Course

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

S. No.	Practical Topics
1	Listening Comprehension
2	Conversation and Dialogue: Common everyday situations
3	Translation
4	Interviews
5	Formal Presentation
6	Group Discussion
7	Extempore

BASICS OF COMPUTER LAB (BJMC-109-21)

Type: Credit Course

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

1. Explain the different component of a Computer and its uses:

- Central Processing Unit (CPU), Keyboard and Mouse, Other input/output Devices and Computer Memory
- Data and file Information
- Connecting keyboard, mouse, monitor and printer to CPU and checking power supply

- Briefly describe the computer user interface and utility of operating system:
 - Task Bar, Icons, Menu, Running an application
 - Changing System Date and Time, Changing Display Properties, Add or Remove a Windows Component
 - Changing display pictures, Mouse Properties, Adding and removing Printers, Properties of Printing/Printers
 - Creating and renaming of files & directories

2. Create a word document using MS Office and explain:

- Opening Word Processing Package, Menu Bar, Using the Icons Below Menu Bar
- Opening and closing Documents - Opening Documents, Save and Save as, change to PDF, Page Setup, Print Preview, Printing of Documents
- Text Creation and manipulation - Document Creation, Editing Text, Text Selection, Cut, Copy and Paste, Spell check, Thesaurus
- Formatting the Text - Font and Size selection, Alignment of Text, Paragraph Indenting, Bullets and Numbering, Insert Page Number, header and footer
- Table Manipulation - Draw Table, Changing cell width and height, Alignment of Text in cell, Deletion/Insertion of row and column, Border and shading

3. Create a spreadsheet using MS Excel and explain:

- Opening of Spread Sheet, Addressing of Cells, Printing of Spread Sheet, Saving Workbooks
- Manipulation of Cells - Entering Text, Numbers and Dates, Creating Text, Number and Date Series

- Editing Worksheet Data - Inserting and Deleting Rows/Columns, Changing Cell Height and Width
- Formulas and Function - Using Formulas, Function
- Creation and insertion of graphs – Types of graphs, Color coding, Shades, Border, Chart tables in a graph
- Explain the basic communication and presentation utility using computer:
- Basics of electronic mail – Creating an email account
- Drafting a mail, Accessing sent emails, Attachment of document/files in mails, Spam and unsent mails
- Basics of Presentation software, Creating Presentation
- Preparation and Presentation of Slides - Slide Show, Slide editing, Taking printouts of presentation/handouts
- Social-Media and Blogging: Creation of Accounts, Using Instant Messaging, Linking two Accounts

SEMESTER –II

Introduction to Print Media (BJMC-201-21)

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

Time Allowed: 3 Hours

I.A./Practical:25 Marks

Theory: 75 Marks

Total Credit: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To familiarize the students with the basics of print media
2. To familiarize the students with the basics of News writing
3. To develop understanding of various aspects of print media
4. To understand the writing pattern of different print media platforms
5. To inculcate the knowledge of Page layout designing among students

UNIT I: BASICS OF PRINT MEDIA

1.1 What is News? Types of News and Elements of News

1.2 News values

1.3 Inverted Pyramid style of news writing

1.4 5Ws and 1H of news writing

1.5 News Sources: types; credibility and protection

UNIT II: BASICS OF NEWS WRITING

2.1 Writing a News for various periodical Newspapers

2.2 Headline – functions, importance and types

2.3 Writing style for different items: hard news story, soft News story, anchor story, writing a Photo caption for a News paper

2.4 Writing news stories for different beats

2.5 Trends in Print Media

UNIT III: NEWSPAPER- WRITING AND STYLE

3.1 Style sheet and Pagination of a Newspaper

3.2 Basic rules and style of writing Opinion Pieces

3.3 Editorial writing and its policy, Column writing, Reviews– cinema and book etc.

3.4 Interview- importance and its types. Do's and don'ts for an interview

3.5 Vocabulary for News papers

UNIT IV: WRITING MANTRAS FOR DIFFERENT MEDIA

4.1 Writing for Newspapers

4.2 Writing for a Magazine

4.3 Writing for Tabloids

4.4 Writing for News agencies, role and importance

4.5 Writing for news websites

UNIT V: PAGE MAKE UP FOR PRINT

5.1 Page Layout- types and principles

5.2 In design software for layout designing

5.3 Aesthetics for layout designing

5.4 Importance of info graphs and typography

5.5 Changing trends of layout designing

ASSIGNMENTS

1. Write at least 10 news stories
2. Write 5 articles, letters to the editor, feature etc.
3. Cover 2 interviews and make a story based on these.
4. Preparing dummies for newspapers and magazine

COURSE OUTCOMES

1. Students would be able to understand with the basics of print media
2. Students would be able to inculcate the knowledge for News writing
3. Students would be able to create understanding of various aspects of print media
4. Students would be able to develop the knowledge of the writing pattern for different print media platforms
5. Students would inculcate the knowledge of Page layout designing

SUGGESTED READINGS

1. Press - M. Chalapati Rao
2. Press Commission Report - Publication Division Govt. of India
3. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
4. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
5. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
6. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000

7. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
8. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
9. Feature Writing for Journalists, Sharon Wheeler, Rout ledge, New York.
10. History of Journalism in India - J. Natrajan

NEWS WRITING & REPORTING (BJMC-202-21)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical:25 Marks

Theory: 75 Marks

Total Credit: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To understand 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 web writing.
5. To inculcate the knowledge of news and backgrounder

UNIT I: INTRODUCTION TO REPORTING

- 1.1 Concept & Definitions of News
- 1.2 Elements of News, News values and dynamics of news values
- 1.3 Truth, Objectivity, Diversity, Plurality, Social welfare and relevance of facts
- 1.4 Concept, definitions and elements of Reporting, News gathering, Verification and Validation of source, Ethics and laws related to Reporting.
- 1.5 Differences in reporting for Newspapers / News agencies, TV, Radio, Web

UNIT II: INTRODUCTION TO NEWS

- 2.1 News: structure and content,
- 2.2 Differences between news writing and other forms of media writing
- 2.3 Various types of writing style
- 2.4 Headlines: Types, Function and Importance
- 2.5 Various techniques of writing headlines

Unit III: SOURCES OF NEWS

- 3.1 Source of News, cultivation and protection
- 3.2 Verification and validation of facts
- 3.3 Types of News stories
- 3.4 Introduction to writing news
- 3.5 Article, Features

Unit IV: ELEMENTS OF NEWS

- 4.1 Concept of News
- 4.2 Elements and structure of news reports
- 4.3 Types of news: Hard and Soft
- 4.4 News Leads and their types
- 4.5 Inverted pyramid style, feature style, sand clock style, Reporting Techniques and skills, Press conferences, Press briefing and Meet the press, Human interest stories

Unit V: POLITICAL TRENDS AND POLITICAL PARTIES

- 5.1 Understanding of Political Trends and Political Parties, Legislative Reporting (Parliament, Assembly and Local Bodies), Court Reporting, Rural Reporting, Reporting of Autonomous bodies, Basics of Investigative Reporting
- 5.2 How to Cover a Crime Incident, Analytical Coverage of Crime, Complete Understanding of Rural-Urban Crime Pattern, Qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, And Foreign Correspondent, Columnist
- 5.3 How to Report Cultural Events (Drama, Music, Dance etc.), General Introduction of Sports Journalism, How to Report Cricket, Football, Hockey, Athletics and Tennis Events, Public Affairs Reporting, Human Rights Reporting, Corporate, Economic, Financial and Business Journalism
- 5.4 Page-3 Fashion and Entertainment Reporting, Photo Journalist, Opinion writing: Editorial, Op-ed page and Middle, Special articles
- 5.5 Weekend pull-outs, Supplements, Backgrounders, Reviews (Books/Films/Documentaries), Review of Performing Arts, Magazine Reporting: Current trends, style and future

ASSIGNMENTS

1. Write any five news report for print medium
2. Write any five news report for Television
3. Write any five news report for web
4. Write any five articles for print media
5. Write any five features on current affairs

COURSE OUTCOMES

1. Students would understand 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.
5. To inculcate the knowledge of news and backgrounder

SUGGESTED READINGS

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. M.L. Stein. and Susan F Paterno., 'The News Writer's Handbook,' Surjeet Publications, New Delhi, 2003.
6. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
7. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and

Reporting for Today'sMedia', McGraw Hill, New Delhi, 2003.

8. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', MacmillanPublishing Co, New York

CREATIVE WRITING (BJMC-203-21)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical:25 Marks

Theory: 75 Marks

Total Credit: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To understand the basic principles of script writing.
2. To develop an understanding on the script writing for radio.
3. To develop an understanding on the writing for television.
4. To develop an understanding on the script writing for web.
5. To understand the nuances for professional script writing.

UNIT I: WRITING FOR MEDIA

1.1 Media writing as communication, the language of journalism

1.2 Introduction to narrative, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.

1.3 Principles of good writing

1.4 Characteristics of media writings with suggested reading to grammar, syntax and style. Drafting and revising

1.5 Explaining ideas and processes. Engaging the reader: what makes a good Introduction

UNIT II: EFFECTIVE WRITING

2.1 Principles and methods – Rules and grammar – paragraphs – Narration – description – sentences – Nouns & Pronouns

2.2 Verbs – adjectives – sequences of tenses – punctuation marks

2.3 Idioms and phrases.

2.4 Human Interest and writing

2.5 Techniques of translation

UNIT III: WRITING FOR RADIO

3.1 Nature and characteristics of Radio – Radio for information, education and entertainment

3.2 Time and deadline factor – News headlines and highlights

3.3 News features – talk shows – interviews

3.4 language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style

3.5 Technological factors in writing for radio

UNIT IV: WRITING FOR TELEVISION

4.1 Nature and characteristics of television – audio and visual elements

- 4.2 Writing television news – time factor
- 4.3 General and special audience programmes
- 4.4 Language and style of presentation – Video jockeying – entertainment programmes
- 4.5 Informational and educational programmes and other programmes.

UNIT V: WRITING FOR NEW MEDIA

- 5.1 Blog/Vlog writing
- 5.2 Reviews Blog- Book, Film
- 5.3 Blog -Travel Reportage
- 5.4 Blog/Vlog - Life Style Writing - Fashion, Food, New Trends.
- 5.5 Writing for social media platforms

ASSIGNMENTS

1. Prepare one script on 5 minutes Radio programme.
2. Prepare one script on 5 minutes TV programme.
3. Prepare chart/poster on story boarding for television or radio script.
4. Prepare a brief report on famous TV Script Writers of India and their Writing Style.
5. Any other assignment given by the concerned faculty.

COURSE OUTCOMES

1. Students would get to basics of script writing.
2. Students would learn how to write script for the Radio and how they would be able to make a career in this field.
3. Knowing script writing for the Television would better prepare them for career as a Script writer.
4. Web Journalism is a lucrative field and changes in this field very fast so understand of writing and changes happening in this area would place them well ahead.
5. Understanding the nuances of professional script writing would provide them job avenues in Film and TV industry.

SUGGESTED READINGS

1. Singh, Dr. Deenakar. (2010). आधुनिक मीडिया लेखन. New Delhi: Mohit Publications.
2. Gour, Sanjay. (2006). इलेक्ट्रॉनिक मीडिया. Jaipur: Book Enclave.
3. Arora, Dr. Harish. (2009). इलेक्ट्रॉनिक मीडिया लेखन. New Delhi: KK Publications.
4. David, J. (2007). Radio Broadcasting Journalism in India. New Delhi: Cyber Tech Publications.
5. Gandhi, Prakash, Ved. (2009). Handbook of Television and Radio Broadcast. New Delhi: Kanishka Publishers, Distributors.

6. Singh, Dr. Ajay Kumar. (2012). मीडिया की बदलती भाषा. Allahabad: Lokbharti Prakashan.
7. Bhanavat, Sanjeev. (2005). इलेक्ट्रॉनिक मीडिया. Jaipur: Jansanchar Kendra, Rajasthan University.

BASICS OF EDITING (BJMC-204-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical:25 Marks

Theory: 75 Marks

Total Credit: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To familiarize the students with the basics of editing
2. To create understanding about working of news desk
3. To inculcate the knowledge of dummy and Layout
4. To understand the process of editing for various platforms
5. 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 Difference Between Editing of Newspaper and Magazine
- 1.5 Editing of Articles, Features and other Stories

UNIT II: WRITING

- 2.1 Caption Writing
- 2.2 Selection Method of Photographs
- 2.3 Difference between Print Editing and Web
- 2.4 News Selection: News Value and Other Parameters
- 2.5 Handling a News Copy, Planning and Visualizing of News Rewriting News Stories

UNIT III: NEWSPAPER LAYOUT

- 3.1 Utility of Dummy
- 3.2 Dummy Newspaper, Magazines and Journalist
- 3.3 Web Journalism and Dummy, Translation and Tran creation
- 3.4 Modern Layout (Specialized designing), Designing tools, Style Book, Style Sheet
- 3.5 Proof reading symbols and their significance

UNIT IV: EDITING NEWSPAPER/MAGAZINES

- 4.1 Editing for On-line Newspaper
- 4.2 Editing for Magazines
- 4.3 Editorial structure of newspaper/magazines
- 4.4 Editorial hierarchy and job of various functionaries
- 4.5 Sources of News

UNIT V: STAGES OF MAKING NEWSPAPER

- 5.1 Types and methods of Printing
- 5.2 Stages of Making a Newspaper
- 5.3 Page Designing, Principle, Forms and Utility
- 5.4 Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs
- 5.5 Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper

ASSIGNMENTS

- 1. Copy editing assignment
- 2. Writing headlines for different, types of news.
- 3. Intro/lead writing assignment.
- 4. Creating 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 in the campus or outside
- 7. Shooting and preparing Photo Feature 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 about the dummy and Layout.
- 5. Students would be able to develop the knowledge of printing.

SUGGESTED READINGS

- 1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
- 2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
- 3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
- 4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
- 5. Darkroom basics and beyond, Roger hicks &Francis schultz, Patterson, 2000
- 6. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016
- Rogers, G.(1993). Editing for Print, Mocdonald Book. • Prasad, S.(1993). Editors on Editing/HY, National Book Trust.
- 7. Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.

8. Click & Baird(1994). Magazine Editing &Production, WCB Brown & Benchmark.
9. Hicks& Homes,(2001). Sub-editing for Journalists, Routledge.
10. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi

BASICS OF EDITING (BJMC-205-21)**Type: Credit Course**

L	T	P
2	0	0

I.A./Practical: 50 Marks

Max. Marks: 50

Total Credits: 2

Time Allowed: 3 Hours

VAC 01: Human Values and Professional Ethics

The value added course is compulsory for students. It may be taught through digital aided learning / class room teaching. Its duration is 35 hours. Minimum 75% attendance is compulsory for students and its evaluation will be done by the Dept. through Viva-Voce examination.

PROFESSIONAL ETHICS OBJECTIVES:

To enable the students to create an awareness on Ethics and Human Values, to instill Moral and Social Values and Loyalty and to appreciate the rights of others.

UNIT I HUMAN VALUES

Morals, values and Ethics – Integrity – Work ethic – Service learning – Civic virtue – Respect for others – Living peacefully – Caring – Sharing – Honesty – Courage – Valuing time – Cooperation – Commitment – Empathy – Self confidence – Character – Spirituality – Introduction to Yoga and meditation for professional excellence and stressmanagement.

UNIT II ETHICS

Senses of Ethics – Variety of moral issues – Types of inquiry – Moral dilemmas – Moral Autonomy –Consensus and Controversy – Models of professional roles – Theories about right action – Self-interest – Customs and Religion.

UNIT III PROFESSIONALS AS SOCIAL EXPERIMENTATION

Social Experimentation – Professionals as responsible Experimenters – Codes of Ethics – A Balanced Outlook on Law.

UNIT IV SAFETY, RESPONSIBILITIES AND RIGHTS

Safety and Risk – Assessment of Safety and Risk – Risk Benefit Analysis and

Reducing Risk - Respect for Authority – Collective Bargaining – Confidentiality – Conflicts of Interest – Occupational Crime – Professional Rights – Employee Rights – Intellectual Property Rights (IPR)

Gender inequality, causes and consequences. Discrimination, Social understandings, Women and Men in the Organization, Consequences of sexual harassment

UNIT V GLOBAL ISSUES

Multinational Corporations – Environmental Ethics – Computer Ethics – Weapons Development

– Professionals as Managers–Consulting Engineers– Professionals as Expert Witnesses and Advisors Moral Leadership – Code of Conduct – Corporate Social Responsibility.

COURSE OUTCOMES :

Upon completion of the course, the student should be able to apply ethics in society, □ discuss the ethical issues related to engineering and realize the responsibilities and rights in the society

TEXTBOOKS:

1. Mike W. Martin and Roland Schinzinger, “Ethics in Engineering”, Tata McGraw Hill, New Delhi, 2003.
2. Govindarajan M, Natarajan S, Senthil Kumar V. S, “Engineering Ethics”, Prentice Hall of India, New Delhi, 2004.

REFERENCES:

1. Charles B. Fleddermann, “Engineering Ethics”, Pearson Prentice Hall, New Jersey, 2004.
2. Charles E. Harris, Michael S. Pritchard and Michael J. Rabins, “Engineering Ethics – Concepts and Cases”, Cengage Learning, 2009
3. John R Boatright, “Ethics and the Conduct of Business”, Pearson Education, New Delhi, 2003
4. Edmund G Seebauer and Robert L Barry, “Fundamentals of Ethics for Scientists and Engineers”, Oxford University Press, Oxford, 2001
5. Laura P. Hartman and Joe Desjardins, “Business Ethics: Decision Making for Personal Integrity and Social Responsibility” Mc Graw Hill education, India Pvt. Ltd., New Delhi 2013.

WEB SOURCES:

1. www.onlineethics.org
2. www.globalethics.org
3. www.ethics.org

DIGITAL PHOTOGRAPHY (BJMC-206-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical:25 Marks

Theory: 75 Marks

Total Credit: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To understand the basics of photography and role of visuals in making a story more impactful.
2. To understand the role of exposure and lenses in Photography
3. To understand the importance of different types of light in photography
4. To make the students conversant with Digital Editing and Photography Laws
5. To know different branches of photography and learn about photojournalism

UNIT I: UNDERSTANDING THE MECHANISMS OF PHOTOGRAPHY

1.1 Define Photography

1.2 Facets of Photography, The role photographs play

1.3 Types of photographic cameras (Pinhole, SLR, D-SLR, Bridge Camera), Anatomy of DSLR

1.4 Accessories of the camera (Anatomy of Tripod, Additional Lens, Flash anatomy Bags and cases)

1.5 Image Format (Raw & JPEG) and Memory Storage cards

UNIT II: INTRODUCTION TO EXPOSURE AND LENS

1.1 Exposure Value, Aperture and F numbers

1.2 Understanding Shutter speed and ISO

1.3 Scene Modes, Aperture Priority Mode, Shutter speed Mode, Programme Mode and Auto Mode, Photographic Lenses, Types of lenses, focal Length and angle of View, Depth field, qualities of different lenses

1.4 Sensor sizes and Crop factor, Image stabilization

1.5 Lens care

UNIT III: INTRODUCING LIGHT

3.1 Concept of three-point lightning - Visible Spectrum, back light, how light from images

3.2 Available light (Hard light, Soft Light and direction of light)

3.3 Natural light and Artificial Light

3.4 Direct Light and Indirect Light

3.5 Use of reflector and diffuser

UNIT IV: DIGITAL EDITING AND PHOTOGRAPHY LAWS

4.1 Introduction to Editing and Digital Manipulation

4.2 Brightness, Contrast, Mid tones, Highlights, Colour tones

4.3 Photo editing software: Photoshop CC (Creative Cloud), Basics of Photoshop

4.4 Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)

4.5 Discuss case studies

UNIT V: SPECIALIZED PHOTOGRAPHY

5.1 Portraits, Nature and Wildlife, Aerial, Fashion, Press, Sports

5.2 Photography for specialized niche publications

5.3 what editors are looking for-Developing the portfolio site

5.4 'The look', Presentation tools

5.5 Selling your work-Agencies, Photo Shelter.

COURSE OUTCOMES:

1. The students will be able to understand the basics and techniques of Camera operation, and photography.
2. Student would learn the importance of light in photography
3. Beginners will be able to understand Exposure and Lens
4. Learner would be able to use photo editing software and understand laws against unethical photography
5. Students will know about different branches of Photography and understand skill requirement.

PRACTICAL/ASSIGNMENTS

1. Handling DSLR
2. Holding DLSR with Different Postures like How to hold Camera in Standing Position, Sitting on the ground etc
3. Learning to use different modes of Photography
4. Understanding light
5. Other assignment given by the concerned faculty

SUGGESTED READINGS

1. Berger, John. Ways of seeing: Based on the BBC television series with John Berger. Chapter 1
2. Pinney, Christopher. Photos of the Gods: The Printed Image and Political Struggle in India. Sections of Chapter 6. Reaktion Books. 2004.
3. Peirce, Charles Sanders. What Is a Sign? 1984.
4. Mitchell, WJ Thomas. What do Pictures Want? The Lives and Loves of Images. University of Chicago Press, 2005.
5. Langford, M. J. Basic Photography. Taylor & Francis, 2000
6. Langford, M. J., and Smallwood, J. The Step-by-step Guide to Photography. Ebury Press. 1978.
7. Long, B. Complete Digital Photography. Cengage Learning. 2012.
8. Chris Gatum, The Beginners Photography Guide, Latest Edition, Panguin Random House

CURRENT AFFAIRS & GENERAL STUDIES (BJMC-207-21)**Type: Credit Course**

L	T	P
2	0	0

I.A./Practical: 50 Marks

Max. Marks: 50

Total Credits: 2

Time Allowed: 3 Hours

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.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

COURSE CONTENT

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Editorial, Article Writing
- Opinion, Column Writing
- Group Discussion on Grassroots topics
- Indian political thoughts
- Cabinet and Parliament of India, Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization
- Features of Indian Economy
- Population
- National Income

- Agriculture
- Industry
- Human Rights

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.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

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

SUGGESTED READINGS

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. General Knowledge by Arihant publications
7. General Studies by Disha
8. General Knowledge Manual by Pearson

9. General Knowledge by Lucent
10. General Knowledge by Prabhat Prakashan
11. Columbia Journalism Review
12. Economic & Social Issues in India by Dhrub Kumar

NEWS REPORTING & WRITING LAB (BJMC-208-21)

L T P

I.A./Practical: 15

0 0 4

Lab: 35 Marks

Time Allowed: 3 Hours

Total Credits: 2

Max. Marks: 50

PRACTICAL ASSIGNMENTS

1. Learning's of Basic News gatherings techniques
2. Effective Interviewing
3. Source building
4. News writing under deadlines
5. Editing News for Print Media
6. Writing of News articles and features
7. Covering at least ten university events and filing of stories
8. Translation of News copy in Hindi /English/any Regional Language

DIGITAL PHOTOGRAPHY LAB (BJMC-209-21)

L T P

I.A./Practical: 15

0 0 4

Lab: 35 Marks

Time Allowed: 3 Hours

Total Credits: 2

Max. Marks: 50

PRACTICAL ASSIGNMENTS

1. Preparing a portfolio of news Photography
2. Workshop on understanding of light
3. Street Photography
4. Take at least 10 photos of each scene
5. Shoot everyday for a month

SEMESTER III**INTRODUCTION TO ELECTRONIC MEDIA (BJMC-301-21)****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 working pattern of electronic media platform.
2. To familiarize the students with the basic techniques of broadcasting.
3. To create understanding of electronic media content creation.
4. To inculcate the knowledge of script writing.
5. To develop the knowledge of online journalism.

UNIT I: TV CHANNEL:

- 1.1 Structure and working , Working of a TV studio
- 1.2 Working of video camera, parts of a video camera
- 1.3 Camera Features and Effects: Optical Zoom, Digital Zoom, Focal Length, Focus, Depth of Field
- 1.4 Aperture, Neutral Density Filter, Shutter Speed
- 1.5 White Balance, Image Distortion, Shooting Frame Rate, Aspect Ratio, Basic and Advanced Video Cameras

UNIT II: PRODUCTION PERSONNEL:

- 2.1 Role and Responsibilities of personnel for Video Production
- 2.2 Role and Responsibilities of personnel for news
- 2.3 Production Process
- 2.4 Pre-Production, Production
- 2.5 Post-Production

UNIT III: ELEMENTS OF VIDEO PRODUCTION: SCRIPTWRITING:

- 3.1 Various genres of TV programmes, TV News Copy, scripting documentaries
- 3.2 Elements of documentary, writing documentary proposal, scripting fiction

- 3.3 Basic Concept, Developing plot, character development and dialogue;
- 3.4 Lighting: properties of light: intensity, colour quality, dispersion, direction; factors that influence light
- 3.5 Lighting surface, lighting objects, lighting different situations, lighting ratio

UNIT IV: ELEMENTS OF VIDEO PRODUCTION: SOUND:

- 4.1 Properties of sound, types of programme sounds, Concepts of sound, functions of sound effect
- 4.2 Types of Microphones
- 4.3 Terms used in audio recording
- 4.4 Fade-in, Fade-out, fade under, sweetening, phase cancellation
- 4.5 Audio Faders and Mixers, Audio Formats

UNIT V: EDITING

- 5.1 Editing: Introduction, Elements: Motivation, Information
- 5.2 Composition, Sound, Camera angle, Continuity; Transitions
- 5.3 Cut Dissolve, Fade, Wipe, Editing Modes
- 5.4 Linear Editing
- 5.5 Non-Linear Editing.

ASSIGNMENTS

1. Radio news - Reporting of events and recordings.
2. Writing and editing of news reports.
3. TV news - Writing, presenting and recording of PTCs.
4. Copy editing and video editing of news.
5. Online content editing assignment.

COURSE OUTCOMES

1. Students understand the working pattern of electronic media platform.
2. Students with the basic techniques of broadcasting
3. Students understanding of electronic media content creation
4. Students will understand the concept of script writing
5. Students will develop the knowledge of online journalism

SUGGESTED READINGS

1. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by FocalPress, Boston, London.
2. Chatterji, P.C. (1993) — “ Indian Broadcasting”.
3. “Television Journalism and Broadcasting”-Bhatt.
4. “Writing for Television, Radio and New Media” by Robert L Hilliard.

5. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Routledge
6. Walter M cDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.
7. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
8. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.
9. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications

GLOBAL MEDIA (BJMC-302-21)

L T P

I.A./Practical: 25Marks

4 0 0

Theory: 75 Marks

Time Allowed: 3 Hours

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. Introduce basic aspects of global media
2. To inculcate knowledge of new world communication
3. To acquaint students with knowledge of the global media coverage & challenges
4. To orient students towards the global media news perspective
5. Correlate the practical aspects of global media impact

UNIT I: INTRODUCTION TO GLOBAL MEDIA

- 1.1 Evolution of global news dissemination
- 1.2 Origin and development of technology
- 1.3 Advent of satellites – ISDN, DBS
- 1.4 Emergence of internet as a global medium
- 1.5 Global media's coverage of Third World countries -Quantitative bias, Qualitative bias

UNIT II: NEW WORLD COMMUNICATION

- 2.1 Emergence of the New World Communication
- 2.2 Information Order (NWICO)
- 2.3 Role of the NAM
- 2.4 MacBride Report. Its recommendations and impact
- 2.5 Non-Aligned News Network (NNN)

UNIT III: GLOBAL MEDIA COVERAGE & CHALLENGES

- 3.1 Challenges in reporting from conflict zones
- 3.2 Changing role of war/foreign correspondents
- 3.3 Global media's coverage of natural disasters
- 3.4 Comparison between coverage of First World and Third World Countries

3.5 Differences in focus between global and regional media

UNIT IV: GLOBAL MEDIA NEWS PERSPECTIVE

4.1 Global media conglomerates and their impact on global news

4.2 Development of new media and social media as channels of global journalism

4.3 Role of Citizen Journalists

4.4 Leading news agencies and channels - BBC, CNN – the rivalry in South Asia - AP, AFP

4.5 Reuters - Emergence of Al Jazeera as an alternate voice

UNIT V: GLOBAL MEDIA IMPACT

5.1 Global media Impact on national and regional media

5.2 Global media Impact on national and regional market

5.3 Global media Impact on national and regional politics

5.4 State of the media indifferent countries: China, Japan, USA, North Korea etc.

5.5 Global media's coverage of specific issues in India and the world

ASSIGNMENTS

1. Write an article on global media origin and development
2. Discuss global media coverage & challenges
3. Assignment on global media impact
4. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students would be able to introduce themselves to the nature of global media
2. Students would be able to inculcate the knowledge of new world communication
3. Students would be able to develop the knowledge of global media coverage & challenges
4. Students would be able to develop the knowledge of global media news perspective
5. Students would be able to inculcate the knowledge of global media impact

SUGGESTED READINGS

1. Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University, Press, 2003.
2. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda- A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
3. Communication and Society, Today and Tomorrow “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.

4. Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
5. Daya KishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
6. Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
7. Why NWICO Never had a Chance – Joseph Mehan, Columbia University.
8. Global Media journal – spring 2013.

RADIO PRODUCTION (BJMC-303-21)**L T P**

I.A./Practical: 25 Marks

4 0 0

Theory: 75 Marks

Time Allowed: 3 Hours

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
5. To familiarize students with recent trends in Broadcasting

UNIT I: UNDERSTANDING RADIO AS MEDIUM

- 1.1 Introduction to radio
- 1.2 Understand Radio as a medium
- 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 Basic Equipment - Microphone-Types
- 3.2 Console - meaning and uses,
- 3.3 Different consoles - digital, analogue recording / multi-track
- 3.4 Editing software - types and uses
- 3.5 (Nuendo, Audacity and Sony Vegas)

UNIT IV: RADIO TRANSMISSION

- 4.1 AM, MW, FM, Shortwave, Digital Mode

- 4.2 Future of Radio, Satellite Radio, Community Radio
- 4.3 Challenges in Community Radio
- 4.4 Internet Radio, App Radio, Web Radio
- 4.5 Cloud Radio

UNIT V: DIGITAL RADIO

- 5.1 Radio convergence
- 5.2 Podcasting
- 5.3 How Podcasting work
- 5.4 Starting podcast
- 5.5 Different platforms for podcasting

ASSIGNMENTS

1. Prepare an assignment of Podcasting
2. Difference between Could radio and Community Radio
3. Present a Case study on success of Community Radio (Anytwo 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 clear view 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
5. Students will be able to understand the concept of Podcasting

SUGGESTED READINGS

1. McLeish, R. (2012). Radio Production. CRC Press.
2. Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&C Black.
3. Fleming, C. (2009). The Radio Handbook. Rutledge.
4. Harris, M. (2007). Writing for Radio. Creative Writing THE HANDBOOK OF, 273.
5. McInerney, V. (2001). Writing For Radio. Manchester University Press.
6. McLeish, Robert. 1988. The Technique of Radio Production: A Manual for Broadcasters. Focal Press.
7. Siegel, E H.1992. Creative Radio Production, Focal Press
8. Keith, Michael.1990. Radio Production, Art and Science. Focal Press
9. Shrivastava, K. M. 1989. Radio and TV Journalism. Sterling Publishers.

10. Keith, Michael.1990. Radio Production, Art and Science. Focal Press
11. RADIO:thebook,SteveWarren,ElsevierFocalPress,2005=
12. ModernRadioProduction:Programming,Performance,CarlHausmannetal,WadsworthPublishingCompany,2006
13. RadioProduction,RobertMcLeish,FocalPress,2005
14. RadioProductionWorktext,DavidE.Reeseetal,ElsevierFocalPress,2006
15. CreatingPowerfulRadio,ValerieGeller,ElsevierFocalPress,2007

INTRODUCTION TO PUBLIC RELATIONS (BJMC- 304-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To provide knowledge about the definitions and concepts of public relations, Functions, Types and concept of e-PR with the understanding of code of ethics
2. To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity ,propaganda and publicity.
3. To understand the basic tools and techniques of public relations.
4. To impart the fundamentals of public relations writings.
5. To learn the basic of PR campaign and crisis Communication

UNIT-I: CONCEPTS: PUBLIC RELATIONS

1.1 Definitions and concept of Public Relations

1.2 Functions of PR

1.3 Types of Publics

1.4 Definitions and concept of e-PR

1.5 Code of ethics by professional bodies

UNIT-II: RELATED FIELDS

2.1 Corporate Communications

2.2 Advertising

2.3 Propaganda

2.4 Publicity

2.5 Difference and Similarity between above stated terms

UNIT-III: TOOLS AND TECHNIQUE OF PR

3.1 Tools of Public Relations -

3.2 Print Media

3.3 Audio Video media

3.4 New media and social media

3.5 Alternate media and traditional media

UNIT-IV: PR WRITING

4.1 Fundamentals of Public Relations writings

4.2 Media Relations

4.3 Writing for External publics

4.4 Writing for internal publics

4.5 Pitch Notes and Speech writing

UNIT-V: PR CAMPAIGN AND CRISIS COMMUNICATION

5.1 Finding a problem

5.2 PR campaign - programme planning, evaluation

5.3 Research in PR

5.4 Crisis Communication

5.5 Case Studies

ASSIGNMENTS

1. Prepare a List of top Five PR agency of India
2. Prepare a List of top Five Global
3. Explore the website of any one top PR agency in India and make presentation about their work, Clients and area of expert services etc.
4. Explain the role Crisis Communication with a case study

COURSE OUTCOMES

1. Students would learn about the definitions and concepts of public relations, Functions, Types and concept of e-PR with the understanding of code of ethics
2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. Students would gain knowledge about the tools and techniques of public relations.
4. Students would learn the basics of public relations writings.
5. Students would gain knowledge about the basic of PR campaign and crisis Communication

SUGGESTED READINGS

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W.Otis, Aronoff E.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapanaurjansampark' By JaishriJethwaney, RaviShanker and NarendraNath Sarkar. New Delhi: Sagar Publications

NEW MEDIA (BJMC- 305-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To understand the concept new media.
2. To apply idea, rule and concept of new media in modern communication
3. To analyze different kind new media trends.
4. To evaluate contemporary new media applications.
5. To be able to communicate using the best practices of new media.

UNIT I: UNDERSTANDING NEW MEDIA

- 1.1 Introduction to New Media and Integration of New media
- 1.2 Media Convergence
- 1.3 New media, cyber space and cyber culture
- 1.4 Development communication through New Media
- 1.5 New Media for self-demonstration

UNIT II: NEW MEDIA FOR SOCIAL CHANGE

- 2.1 Digital democracy and people's participation
- 2.2 Media in motion and location based service
- 2.3 Digital society and digital divide
- 2.4 Influence of social media; Thinking, Buying, Behavioral pattern and culture.
- 2.5 Online communities and channels, social media activism

UNIT III: TRENDS IN NEW MEDIA APPLICATIONS-1

- 3.1 Social networking and messaging apps
- 3.2 Blogs, Micro blogs, wikis and chatbots
- 3.3 Webcasting, video sharing platforms, cloud technologies and cloud media
- 3.4 E books, E pub and online education platforms, learning management systems
- 3.5 Crowd sourcing, crowd funding

UNIT: IV TRENDS IN NEW MEDIA TECHNOLOGIES-2

- 4.1 Radio over internet protocol, Internet protocol Television, 3G, 4G and 5G
- 4.2 MOOCs and CMS
- 4.3 Augmented Reality, Virtual Reality and online gaming
- 4.4 Artificial intelligence Goals and types
- 4.5 AI in media and Education: Advance search, specific segment Retrieval, Quicker and easier, Content creation, curation and automatic captioning

UNIT: V INTERNET OF THINGS (IoT)

- 5.1 Internet of Things (IoT)-Introduction
- 5.2 Iot Hardware and software
- 5.3 Key issues in IoT: security, privacy, interpretability and standards, Legal and regulatory rights
- 5.4 IoT application in Media: personalization and smart authentication
- 5.5 IoT application in Media: Effective Advertising, New user acquisition, channel, data security and validation

ASSIGNMENTS

1. Prepare a detailed report on social media activism.
2. Explain the role of new media in education delivery.
3. Explain the growth of video streaming and sharing platforms.
4. Explain the role of AI, AR, VR and IoT in growth of media.
5. The menace of fake news is a threat to the credibility of new media. Analyze the statement with case studies.

COURSE OUTCOMES

1. Students will learn about new media practices.
2. Students will be able to use new media for more effective communication.

3. Understanding of latest technologies will enable students to make better content.
4. Students will be able to understand the impact of new media in society.
5. Know about the latest technology that is changing landscape of digital media.

CURRENT AFFAIRS & GENERAL STUDIES (BJMC- 306-21)**Type: Credit Course**

L	T	P
2	0	0

I.A./Practical: 50 Marks

Max. Marks: 50

Total Credits: 2

Time Allowed: 3 Hours

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.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

COURSE CONTENT

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Editorial, Article and Feature Writing
- Opinion, Column Writing
- Group Discussion on Grassroots topics

- Social Media Campaign
- Indian Constitution
- Indian political and administration system
- Election process
- Indian political thoughts
- Cabinet and Parliament of India,
- Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization
- Features of Indian Economy, Population, National Income
- Agriculture
- Industry
- Money and Banking
- Foreign Trade
- UN, UNESCO, UNICEF, WHO, NATO, SAARC, ASEAN, NAM

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.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

PRACTICAL ASSIGNMENTS:

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

SUGGESTED READINGS

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. Indian Budget
7. Defense and Foreign relations (IDSA)
8. The Hindu
9. The Indian Express
10. Business Standard
11. General Knowledge by Arihant publications

12. General Studies by Disha
13. General Knowledge Manual by Pearson
14. General Knowledge by Lucent
15. General Knowledge by Prabhat Prakashan
16. Columbia Journalism Review
17. Economic & Social Issues in India by Dhruv Kumar
18. Monthly Current Affairs Magazine– Pratiyogita Darpan, Civil Services Times, Niti Aayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

SUGGESTED BOOKLIST

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.

New Media Lab (BJMC-307-21)

L T P

I.A./Practical: 15

0 0 4

Lab: 35 Marks

Time Allowed: 3 Hours

Total Credits: 2

Max. Marks: 50

PRACTICAL ASSIGNMENTS

1. Create a Facebook page and prepare a Facebook analytic report.
2. Prepare a detailed report on social media activism.
3. Prepare a report on a video streaming application's user interface.
4. Explain the role of new media in education delivery.
5. Explain the growth of video streaming and sharing platforms.
6. Explain the role of AI, AR, VR and IoT in growth of media.
7. The menace of fake news is a threat to the credibility of new media. Analyze the statement with case studies and fake news detection software.

RADIO PRODUCTION LAB (BJMC- 308-21)**L T P**

I.A./Practical: 15

0 0 4

Lab: 35 Marks

Time Allowed: 3 Hours

Total Credits: 2

Max. Marks: 50

PRACTICAL ASSIGNMENTS

1. Individual social message of 30 second each
2. Cover Events or do spot commentaries and Interview celebrities, experts and ordinary people
3. Final radio production in groups (Documentary/ feature/Play/spoken word programme)
4. Prepare a radio news bulletin
5. Prepare a radio documentary, radio talk

PUBLIC RELATIONS LAB (BJMC- 309-21)**L T P**

I.A./Practical: 15

0 0 4

Lab: 35 Marks

Time Allowed: 3 Hours

Total Credits: 2

Max. Marks: 50

PRACTICAL ASSIGNMENTS

1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each)
3. Write press release and prepare a media kit
4. PR campaign planning and evaluation
5. Organise press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of a PR event

SCRIPT WRITING LAB (BJMC- 310-21)**L T P**

I.A./Practical: 15

0 0 4

Lab: 35 Marks

Time Allowed: 3 Hours

Total Credits: 2

Max. Marks: 50

PRACTICAL ASSIGNMENTS

1. The Craft of Scriptwriting
2. Technique of Scriptwriting
3. Creativity in Script and screenplay writing
4. Genre
5. Idea generation
6. Setting the scene
7. Plotting and technicalities in script writing
8. Software assistance in script writing

SEMESTER IV**TELEVISION JOURNALISM (BJMC-401-21)****L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
2. Students will understand new trends in television journalism.
3. To introduce student's techniques and skills for presentation, anchoring for television programme production.
4. Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
5. Students will acquire skills and learn to use different softwares for editing television programmes.

UNIT I: TELEVISION PRODUCTION

- 1.1 Introduction to Television Journalism
- 1.2 Pre-production, Production, Post Production
- 1.3 Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera
- 1.4 Video Formats
- 1.5 Camera Shots, Camera Movements, Camera Angle

Unit-II: NEWSROOM STRUCTURE

- 2.1 Television newsroom, Newsroom structure
- 2.2 Types of television studios.
- 2.3 Television Debates
- 2.4 Interviews; Types of interviews
- 2.5 Story structures: inverted pyramid, diamond, hourglass, narrative

Unit- III: ONLINE TELEVISION

- 3.1 Online television, TV Online and Online Demand, TV shows convergence
- 3.2 New trends in television journalism, TV channels on mobile phones
- 3.3 Line Models of news, news worthiness, values and elements. News criteria
- 3.4 Types of sources. Broadcasting Terms; Cue, Basic Shots
- 3.5 Outtakes Segue, Fade in, fade out, Editing; offline, Online editing, linear editing, non-linear editing. SFX

Unit- IV: NEWS AGENCY

- 4.1 News Agencies: Press Agency, Wire Agencies
- 4.2 Role of News Agencies in Journalism, Hoaxes
- 4.3 Alternative news media: Netflix, Apple TV etc. News Bureau
- 4.4 Types of Television Programs. Television Formats
- 4.5 Satellite Communication

UNIT- V: ANCHORING SKILLS

- 5.1 Broadcast Story forms; tell, reader, v/o, package,
- 5.2 V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in etc Television news script
- 5.3 News anchor, presenters, reporter's roles, and responsibilities
- 5.4 Chroma, Tele-prompter, multi-prompter Television production and shooting program crew.
- 5.5 Television Lighting techniques, Fill, Main, and back lights

ASSIGNMENTS

1. TV writing for different types of visuals
2. Reporting TV news stories for any five events of your city
3. Different types of PTC
4. Studio anchoring and Use of Teleprompter
5. Voice over, sound track for features.

6. Moderating studio news programmes

COURSE OUTCOMES

1. Students would understand Television journalism while practicing in the studios how to handle and use various television gadgets
2. Students would understand new trends in television journalism
3. Student's techniques and skills for presentation
4. Students would learn the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
5. Students would acquire skills and learn to use different software's for editing television Programmes.

SUGGESTED READINGS

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing, William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.C Chatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla,Global, Television
- 10.Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

INDIAN CONSTITUTION AND MEDIA RELATED LAWS (BJMC-402-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

Course Objectives

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties.
3. Students will know Press laws and understand the importance of media related laws
4. Students will know the Codes of ethics of news papers, television and Press Council of India.
5. To understand the correlation between Indian constitution, democracy and media.

UNIT I: 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 Special provisions

UNIT II: FUNDAMENTAL RIGHTS

- 2.1 Fundamental rights
- 2.2 Directive principles of state policies
- 2.3 Fundamental duties
- 2.4 Emergency powers
- 2.5 Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)

Unit III: PRESS IN INDIA

- 3.1 Press in India
- 3.2 Media laws: Introduction
- 3.3 Significance of media laws
- 3.4 Freedom of expression in context of media
- 3.5 Role of media laws and their application

UNIT IV: PRESS ACTS

- 4.1 Working Journalist Act
- 4.2 Copyright Act
- 4.3 Contempt of court
- 4.4 IT Act
- 4.5 Right to Information Act, OTT Guidelines

UNIT V: INDIAN PANEL CODE

- 5.1 Main Provisions of IPC and CRPC
- 5.2 Official secret Act, Press Council Act
- 5.3 Press and Registration of Book Act
- 5.4 Prasar Bharti Act
- 5.5 Code of Ethics

Assignments

1. Case studies of any five recent cases related to various media laws.
2. Write an essay on fundamental rights.
3. Write an article on role of press in society.
4. Write a brief note on OTT guidelines.
5. Write about code of ethics in media.

COURSE OUTCOMES

1. Shall have understanding of our Indian Constitution.
2. Shall get aware to legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.
5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

SUGGESTED READINGS

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
3. Mass media Law and Regulation in India AMIC publication.
4. Bharat mein Pravesavidhi by Surendra Kumar & Manas Prabhakar.
5. Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
6. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC

COMMUNICATION RESEARCH (BJMC-403-21)**L T P**

I.A./Practical: 25Marks

4 0 0

Theory: 75 Marks

Time Allowed: 3 Hours

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To train young minds for scientific inquiry.
2. Discuss sampling, scaling techniques and data collection tools.
3. To acquainting the students with various methods used for conducting scientific research in media and communication studies.
4. To understand the different ways of data Presentation.
5. To understand descriptive Statistics in research.

UNIT I: UNDERSTANDING RESEARCH

- 1.1 Meaning of Research, Objectives of Research
- 1.2 Types of Research ,Significance of Research
- 1.3 Definition of Research Problem, Technique involved in Defining a problem
- 1.4 Features of a Good Design
- 1.5 Definition of Hypothesis, Basic concepts concerning testing of hypothesis, limitations

UNIT II: TYPES OF DATA AND DATA COLLECTION

- 2.1 Types of data: primary and secondary & tertiary
- 2.2 Definition and importance of sampling.
- 2.3 Types of probability (simple, systematic, stratified random sampling, cluster sampling, multistage sampling)
- 2.4 Non-probability (convenience, purposive, volunteer, quota, snowballing) sampling methods
- 2.5 Bias in sampling

UNIT III: DATA COLLECTION STRATEGIES

- 3.1 Observation,
- 3.2 Interview, Questionnaire, Schedule
- 3.3 Projective Techniques

- 3.4 Case Study
- 3.5 Content Analysis

UNIT IV: Data Presentation

- 4.1 Questionnaire checking
- 4.2 Editing, Coding, Classification, Tabulations
- 4.3 Graphical Representations
- 4.4 Data Cleaning
- 4.5 Data Adjusting

UNIT V: Descriptive Statistics

- 5.1 Role of statistics in research
- 5.2 Measures of Central Tendency
- 5.3 Measures of Dispersion
- 5.4 Measures of Skewness
- 5.5 Steps in Report writing

ASSIGNMENTS

1. PPT on the topic -Compare and contrast between Tenacity and Authority
2. Explain about BARC
3. Prepare Assignment on SITE
4. Explain the main features of independent and dependent variables.
5. Any other assignment suggested by the faculty

COURSE OUTCOMES

1. Students will be equipped to conduct projects and dissertation studies.
2. Students will be able to devise a cogent and coherent research plan.
3. Students will be able to understand Data Collection strategies
4. They will be equipped with known techniques of data interpretation and analysis.
5. They will be able to understand the importance of statistics in Research

SUGGESTED READINGS

1. Berger, A.A. (2000) Media and Communication Research Methods, Sage Publications, N.D.
2. Brennen, B.S. (2013) Qualitative Research Methods for Media Studies. Oxon and New York: Ro

utledge.

3. Media and Communication research Methods Palgrave Macmillan
4. Keyton, J.(2001)Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield
5. Merrigan,G.7Huston,C.L.(2014)CommunicationResearchMethods.OxfordUniversityPress
6. Neuman, L,W. (2007)SocialResearchMethods,PearsonEducation. N.D.
7. Wimmer, R.D & Dominick, J.R. (1987) Mass Media Research: An Introduction. London: Thomson/ WadsworthPublishers. Yadava, K.N.S and Yadava, Surender S., (1995) Statistical Analysis for Social Scientists, ManakPublishers,N.D

MEDIA AND SOCIETY (BJMC- 404-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To understand Society and Media
2. To learn the role of media in society
3. To understand Social Structure and socialization
4. To learn about Social Movements, Race, Gender Class and Gender Sensitization
5. To orient students about Ownership of media, Globalization and other Contemporary issues

UNIT I: MEDIA AND SOCIETY

- 1.1 Mass media and society
- 1.2 Importance of media
- 1.3 Critical analysis of the role of media
- 1.4 Media impact on society
- 1.5 Social responsibilities of media

UNIT II: MEDIA AND DEMOCRACY

- 2.1 Media and democracy
- 2.2 Public sphere
- 2.3 Freedom of speech and expression
- 2.4 Right to information
- 2.5 Right to privacy, Media as a watchdog

UNIT III: MEDIA AND SOCIALIZATION

- 3.1 Social Structure
- 3.2 Sociology of Mass Media
- 3.3 Mass Media in Socialization
- 3.4 Social Relations

3.5 Model of Media & Social World

UNIT IV: MEDIA AND CITIZEN

4.1 Media & Its Audiences – Media & Individual Citizens

4.2 Media & Social Movements

4.3 Media & Content – Race, Gender and Class

4.4 Gender Sensitization

4.5 Politics & Media

UNIT V: MEDIA AND ITS OWNERSHIP

5.1 Ownership of media, content – control, Internal and external threats

5.2 Pressures on media

5.3 Media credibility: factors affecting media credibility,

5.4 Contemporary issues

5.5 Media & Globalization

ASSIGNMENTS

1. Discuss basic of advertising and global scenario
2. Discuss various ad agency department
3. Discuss case studies
4. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Student would understand Society and Media
2. Student would learn the role of media in society
3. Student would understand Social Structure and socialization
4. Student would learn about Social Movements, Race, Gender Class and Gender Sensitization
5. Student would learn about Ownership of media, Globalization and other Contemporary issues

SUGGESTED READINGS

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – Jeorge Oddman

3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University ,Newyork, 1953

FILM APPRECIATION (BJMC- 405-21)**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVE

1. Students will be introduced components of films
2. Students will be introduced to film language and evolution
3. The students will also gain information and knowledge about the film theories and criticism.
4. To study the development of cinema in the world
5. To understand the evolution of Indian film industry

UNIT I: THE COMPONENT OF FILM

- 1.1 The raw material and equipment
- 1.2 The story, screenplay and script
- 1.3 The actors
- 1.4 Crew members, and the director
- 1.5 The process of film making

UNIT II: FILM LANGUAGE AND EVOLUTION

- 2.1 Film language, form, movement etc.
- 2.2 Early cinema,
- 2.3 Birth of a Nation and important films of the silent era
- 2.4 The Talkies
- 2.5 Early talkies

UNIT III: FILM THEORIES AND CRITICISM

- 3.1 Realist theory; Auteursists
- 3.2 Psychoanalytic, Ideological, Feminists
- 3.3 How to read films?

3.4 Film Criticism

3.5 Appreciation

UNIT IV: DEVELOPMENT OF CINEMA IN THE WORLD

4.1 Sergei Eisenstein and Soviet films

4.2 Akira Kurosawa

4.3 Japanese films

4.4 De Sica

4.5 Italian films, French film

UNIT V: INDIAN FILMS INDUSTRY

5.1 The early era

5.2 The important films made by the directors

5.3 The regional films

5.4 Introduction to Documentary

5.5 The documentaries in India

ASSIGNMENTS

1. Watch any film of your choice and write an review
2. Outline the development of cinema in the world
3. Write a film review of your favourite movie.
4. Film analysis on Akira Kurosova
5. Write a brief on Oscars winning documentary

COURSE OUTCOMES

1. Students would learn the components of film
2. Students would learn about film language and evolution
3. Students would learn about film theories and criticism
4. Students would be able to understand development of cinema of world
5. Students would be able to understand the evolution of Indian film industry

SUGGESTED READING

1. Kholi Vanita, The Indian Media Business, Response Books, New Delhi, 2003.
2. Lumet Sidney, Making Movies, Vintage Books, New York, 1996.
3. Thoraval Yues, The Cinemas of India, Macmillan, Delhi, 2000.
4. Eisestein Sergei, Methods of Montage in Film Form.

CITIZEN JOURNALISM (BJMC-406(A)-21**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. Introduce basic aspects of Citizen Journalism
2. To inculcate knowledge of different perspective
3. To acquaint students with knowledge of the Citizen Journalism Practices
4. To orient students towards the Citizen Journalism in Indian Perspective
5. Correlate the practical aspects of Platforms and Skills

UNIT-I BASICS CONCEPT OF CITIZEN JOURNALISM

- 1.1 Citizen Journalism- concept and definitions.
- 1.2 Parameters of citizen journalism.
- 1.3 Noted citizen journalism organizations.
- 1.4 Types of citizen journalism.
- 1.5 Activism and citizen journalism

UNIT-II DIFFERENT PERSPECTIVE OF CITIZEN JOURNALISM

- 2.1 Evolution of citizen journalism, Where did the term 'citizen journalism' come from?
- 2.2 Old citizen journalism
- 2.3 Modern citizen journalism
- 2.4 Role of information and communication technologies in proliferating citizen journalism.
- 2.5 Best Practices of citizen journalism

UNIT-III CITIZEN JOURNALISM PRACTICES

- 3.1 Significance and demerits of citizen journalism.
- 3.2 Citizen journalism vs. mainstream journalism.
- 3.3 Prominent cases of citizen journalism.
- 3.4 Citizen journalism ethics
- 3.5 Citizen journalism and data verification

UNIT-IV CITIZEN JOURNALISM IN INDIAN PERSPECTIVE

- 4.1 Citizen journalism in India
- 4.2 Television citizen journalism
- 4.3 CNN-IBN's 'The Citizen Journalist Show' Online citizen journalism in India
- 4.4 Prominent cases of Citizen Journalism in India
- 4.5 Citizen Journalism and Various Media

UNIT-V PLATFORMS AND SKILLS

- 5.1 Citizen journalism: platforms and crowd sourcing
- 5.2 Citizens as journalists: skills and roles
- 5.3 Blogging and bloggers as journalists
- 5.4 Citizen journalism and gate keeping
- 5.5 Citizen journalism vs. mainstream journalism

ASSIGNMENTS

1. Discuss basic Basics Concept of Citizen Journalism
2. Write an article on Different Perspective of Citizen Journalism
3. Case study on Citizen Journalism Practices
4. Assignment on Platforms and Skills of citizen journalism
5. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students would be able to introduce themselves to the Citizen Journalism
2. Students would be able to inculcate the knowledge of different perspective of citizen journalism

3. Students would be able to develop the knowledge of the Citizen Journalism Practices

4. Students would be able to develop the knowledge of Citizen Journalism in Indian Perspective

5. Students would be able to apply Platforms and Skills of citizen journalism

SUGGESTED READINGS

1. Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen Journalism: Global Perspectives*. New York: Peter Lang Publishing, Inc.
2. Malik, S., Pawan (2019). *Citizen Journalism*. Yash Publication. India. New Delhi
3. Tremayne, M. (Ed.). (2007). *Blogging, Citizenship, and the Future of Media*. London, New York: Routledge.
4. Prasad, K. (Ed.). (2009). *e-Journalism: New Media and News Media*. Delhi: BR Publishing.
5. Campbell, W. J. (2001). *Yellow Journalism: Puncturing the Myths, Defining the Legacies*. USA: Praeger Publishers.
6. Axford, B., & Huggins, R. (Eds.). (2001). *New Media and Politics*. London: SAGE Publications.
7. Coyer, K., DOWMUNT, T., & Fountain, A. (2007). *The Alternative Media Handbook*. London and New York: Routledge Taylor and Francis Group.
8. Criado, C. A., & Kraeplin, C. (2003). *Convergence Journalism*. Texas: Southern Methodist University.
9. Dewdney, A., & Ride, P. (2006). *The New Media Handbook*. London and New York: Routledge- Taylor and Francis Group.
10. Flew, T. (2002). *New Media: An Introduction*. UK: Oxford University Press.
11. Ganesh, T. K. (2006). *Digital Media: Building the Global Audience*. Delhi: GNOSIS Publishers of Educational Books.

DIGITAL MEDIA (BJMC- 406(B)-21**L T P**

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. Understand the core concepts of digital media
2. To inculcate knowledge of digital Multimedia
3. To acquaint students with knowledge of the behaviour of digital media organization
4. To orient students towards the digital media team
5. Correlate the practical aspects of digital content

UNIT I DIGITAL MEDIA

- 1.1 Introduction to Digital Media, Definition, Area of use
- 1.2 Understanding Credibility of Digital Media
- 1.3 Credibility Assessment and Contemporary forms of Credibility
- 1.4 Building Credibility Online, Using Participatory Media and Public Voice Online
- 1.5 Internet Users and Political Interests: Growth curves, reinforcing spirals

UNIT-II INTRODUCTION TO DIGITAL MULTIMEDIA

- 2.1 Concepts and Definition of Digital Multimedia
- 2.2 Elements of Digital Multimedia
- 2.3 Basics of Visuals - Elements, Composition and Principles
- 2.4 Compression techniques for Audio and Video
- 2.5 Multimedia Story Design & Planning

UNIT-III BEHAVIOUR OF DIGITAL MEDIA ORGANIZATION

- 3.1 Behaviour in Digital Media Organization and Organizational behaviour
- 3.2 Employment Opportunities in Digital Media Industry.

- 3.3 Group Behaviour, Innovation and Creativity
- 3.4 Culture and Digital Organizations
- 3.5 Economics Of Digital Media: Cost Factor, Revenue Models and Market Factor

UNIT- IV DIGITAL MEDIA TEAM

- 4.1 Content Strategists
- 4.2 Content Developer and Writer
- 4.3 Content Editors, Copywriters / Translators
- 4.4 Reporters – Feature Writing and News Writing
- 4.5 Multi-Dimensional CAR and Content Generation

UNIT- V INTRODUCTION TO DIGITAL CONTENT

- 5.1 Significance of Digital Content Management
- 5.2 Digital Media Content & Security
- 5.3 Various forms of Digital Contents – Text, Audio, Videos, Animations Images & Graphics.
- 5.4 Digital Data Communication – Advantages & Disadvantages
- 5.5 Digital Library and E-books

ASSIGNMENTS

1. Write an article on internet use and political interests.
 2. Prepare a package containing 5 digital news content covering multimedia contents.
 3. Visit to any media organization's digital wing and prepare reports on their job positions.
 4. Write an article on "digital media content and security"
- Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students would be able to introduce themselves to the nature of digital media
2. Students would be able to inculcate the knowledge of digital multimedia
3. Students would be able to develop the knowledge of behaviour of digital media organization

4. Students would be able to develop the knowledge of digital media team
5. Students would be able to inculcate the knowledge of digital content

SUGGESTED READINGS

1. Digital Content Management: Author- Matthew k. ATkNS, Publisher- Line Profile Ed.
2. The Strategic digital Media Entrepreneur.
3. Davisson Amber, Controversies in Digital ethics, Bloomsbury
4. Bonime, Andrew, and Ken C Pohlmann. Writing for New Media. New York: John Wiley, 1998.
5. Brain R Holloway. Technical Writing Basics: A Guide to Style and Form (2nd Edition).
6. Bruce Ross-Larson, Writing For The Information Age, London W.W. Norton & Company.
7. David Ingre. Survivor's Guide To Technical Writing, London. South – Western Educational Publishing.

CURRENT AFFAIRS & GENERAL STUDIES (BJMC- 407)-21**Type: Credit Course**

L	T	P
2	0	0

I.A./Practical: 50 Marks

Max. Marks: 50

Total Credits: 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.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

COURSE CONTENT

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Essay Writing, Editorial, Article and Feature Writing
- Opinion, Column and Blog Writing
- Group Discussion on Grassroots topics

- Fundraising
- Cabinet and Parliament of India,
- Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization
- Features of Indian Economy, Population, National Income
- Agriculture
- Indian Constitution
- Indian political and administration system
- Election process
- Indian political thoughts
- Indian Industrial Institutions, SEBI, RBI, FICI, CII
- International Industrial Institutions, IMF, World Bank, EEC
- Human Rights, Concept of Human Rights
- Fundamental Rights

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.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

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

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. Indian Budget
7. Defense and Foreign relations (IDSA)
8. The Hindu
9. The Indian Express
10. Business Standard
11. General Knowledge by Arihant publications

12. General Studies by Disha
13. General Knowledge Manual by Pearson
14. General Knowledge by Lucent
15. General Knowledge by Prabhat Prakashan
16. Columbia Journalism Review
17. Economic & Social Issues in India by Dhruv Kumar
18. Monthly Current Affairs Magazine– Pratiyogita Darpan, Civil Services Times, Niti Aayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

SUGGESTED BOOKLIST

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

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.

CITIZEN JOURNALISM LAB (BJMC- 408 A)-21**Type: Credit Course****L T P**
0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ACTIVITIES

1. Write letters to the editor of at least five newspapers/magazines.
2. Create your own twitter handle & vlog also.
3. Sharing at least five news stories written by you on social media platforms like Facebook, Twitter etc.
4. Capturing at least ten news value based pictures from your mobile and also writing their captions
5. Learn to create at least two news stories with a smartphone
6. Attend at least one workshop related to social media
7. Prepare case studies of at least two names related to citizen journalism in India.
8. Write an article on Mobile Journalism.

DIGITAL MEDIA LAB (BJMC- 408 B)-21**Type: Credit Course****L T P**
0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ACTIVITIES

1. Discuss the importance of hashtags and list at least five famous hashtag stories.
2. Explain how Twitter is trending, step by step. Also make a list of the top ten Twitter trends of that day.
3. Write an article on the methods of analysis of Facebook page and explain those methods in detail.
4. Discussion on how revenue is generated in digital media
5. Explain step by step how the monetization process happens in YouTube channel.
6. Attend at least one workshop related to digital media
7. Get information about all the digital media platforms of any two media houses and make a presentation on it.
8. Write an article on future of digital media.

COMMUNICATION RESEARCH LAB (BJMC - 409)-21**Type: Credit Course**

L	T	P
0	0	4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ACTIVITIES

Using any of the research technique students will conduct Communication research culminating into hard and soft copies of the report.

One research project will have to be conducted by the students who will prepare the reports based on the study:

1. Preparing the research design
2. Conducting a Research project by using any method studied in the subject.
3. Analysis of any media context Measuring media/Communication effects and agenda
4. Pre-testing/evaluation tools for audio-video, print, publicity material
5. Writing the report

SEMESTER –V**MEDIA INDUSTRY AND MANAGEMENT (501)-21****Type: Credit Course**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. To orient students with principles, need and functions of management
2. To introduce the structure and functions of print publishing
3. To introduce the structure and functions of Broadcast media
4. To Explain the media ownership
5. To inculcate students with Industrial laws

UNIT-I MANAGEMENT OF MEDIA ORGANIZATIONS

- 1.1 Management Definition & Nature
- 1.2 Principles and Need for Management
- 1.3 Media Management Functions
- 1.4 Explain the economics of media organization
- 1.5 Media Management case studies

UNIT II- PRINT PUBLISHING OVERVIEW

- 2.1 Organizational Patterns of government, Pvt and public sector in Print Media
- 2.2. Types of newspaper ownership pattern in India
- 2.3. Functions of the marketing, Circulation & Printing departments
- 2.4. Newspaper economics: Circulation & Advertising as source of revenue.
- 2.5 New trends in print media industry

UNIT III: BROADCAST MEDIA OVERVIEW

- 3.1 Structure television news channel
- 3.2 News Agencies of India - Structure and Functioning;

- 3.3 Structure and Function of Ad Agencies and Ad Departments;
- 3.4 Structure and Function of PR Departments and Consultancies

UNIT IV: MEDIA OWNERSHIP

- 4.1 Ownership patterns- Individual ownership- partnership, corporation, group or chain ownership, Employee ownership, Vertical ownership, Joint ownership, Cross Media ownership,
- 4.2 Foreign equity in Indian Media
- 4.3 Important Media Organizations of the World: BBC, VOA, ABC, CNN NBC, AP, AFP, Reuters etc
- 4.5 India's major media houses and their holdings.

UNIT V: BUSINESS AND INDUSTRIAL LAWS

- 5.1 Law of Intellectual Property:- Patent, copyright, trade mark
- 5.2 Minimum wages Act 1948, Payment of wages Act 1948
- 5.3 FDI in media industry
- 5.4 Corporate law related to Media
- 5.5 Issue and concerns of media management

ASSIGNMENTS

1. Discuss the various aspects of Management
2. Discuss leading publishing/media houses ownership pattern
3. Discuss case studies
4. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Student would learn principles, need and functions of management
2. Student would be introduced with the structure and functions of print publishing
3. Student would be introduced with the structure and functions of Broadcast media
4. Student would understand the media ownership
5. Student would understand the Industrial laws

SUGGESTED READINGS

1. KohliVanita , (2003), The Indian Media Business, Sage.
2. Bagdikian Ben H, (2004), The New Media Monopoly, .Beacon Press.
3. Redmond James and Trager Robert, (2004), Balancing on the Wire: The Art of Managing Media Organizations, 2nd ed., Atomic Dog.
4. Croteau David and Hoynes, William (2001) The Business of Media, Pine Forge Press.
5. Compaine Benjamin M (2001), Who Owns the Media?., et. al., (3rd ed., KnowledgeIndustry).
6. Chomsky, Noam (2004) Media Control: The Spectacular Achievements of Propaganda; Vanguard Books, Lahore.Chapters 1& 2.
7. Cleveland, Harlan (1986) Government is Information (But Not Vice Versa) Public Administration Review, Vol.46, pp. 605-607.
8. Curran, James (2011) Media and Democracy, Routledge: London, Chapters 4 and 11.
9. Graber, Doris A., Ed, (1990) Media Power in Politics, Macmillan: New Delhi, Chapters 2:4, 3:1 and 3:3.
10. Price, Monroe (2002) Media and Sovereignty; MIT Press, London. Chapter 1& 3

DIGITAL AUDIO PRODUCTION (502)-21**Type: Credit Course**

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. Demonstrate an understanding of the basic technique, principle and practical skills required to undertake recording of a variety of instruments.
2. To enhance the ability to identify different audio formats.
3. Develop the knowledge for Basics of sound wave propagation.
4. Understand usage of different types of tool for Recording and editing audio.
5. Discuss and Perform the Components of Audio Productions fields including pre-production, production and post – production

UNIT-1 BASIC OF AUDIO RECORDINGS

- 1.1 Introduction to Audio and its digital representation
- 1.2 Digital Audio recording, Editing and Reproduction
- 1.3 Difference Between digital and analog recording
- 1.4 Acoustic Recordings, Electronic Recordings, In the Box Recordings
- 1.5 Modulation, Echo, Tone and pitch in the Recording

UNIT-2 MEASUREMENTS OF AUDIO FORMAT

- 2.1 Basics of sound wave propagation
- 2.2 Frequency – unit of measurement
- 2.3 Characteristics of Frequency bands

2.4 Simple and complex waveforms

2.5 Wavelength calculation

UNIT-3 MICROPHONES AND ACCESSORIES

3.1 Introduction to Microphones.

3.2 Different types of Microphones.

3.3 Microphone Specifications, Microphone Accessories – Shock Mount – Stands Air Velocity, Filters Pop Filter

3.4 Microphones Directional Response basic.

3.5 Microphone Conductor

UNIT-4 RECORDING FORMATS AND EQUALIZER IN AUDIO

4.1 Digital Recording Formats ; CD ; DVD ; DAT ; Blue-Ray Disc ; Digital Audio Tape; MP3, WAV and AAC format

4.2 Mini Disc Specifications.

4.3 Uncompressed Audio Format and Compressed Audio Format.

4.4 What's an Equalizer (EQ)

4.5 Different settings of Equalizer in audio program

UNIT-5 BASIC OF AUDIO EDITING AND MIXING

5.1 Difference between audio editing and audio mixing

5.2 Audio editing technique – Amplification, Compression, Limiting, Panning.

5.3 Transition in Audio Editing

5.4 Tool for Audio Editing- Computers, Audio interfaces, Microphones, Studio monitors, Console

5.5 Linear and non linear editing.

ASSIGNMENTS

1. Students will Record their own Voice
2. Students will edit their recorded voice.
3. Students will work with different types of Microphone
4. Students will convert the audio in different – different audio formats

COURSE OUTCOMES

1. Students will be able to develop understanding of different Recording Technique
2. Students will learn the use of equipment for Digital Audio Production
3. Students will be able to understand and make use of different kinds of Audio Programme
4. Students will be able to apply the basics of audio editing.
5. Students will be able to understand the different format of the audio.

SUGGESTED READINGS

1. Mike Senior: *Mixing Secrets for the Small Studio* (Sound On Sound Presents 2018)
2. Glen Ballou (ed.) *Handbook for Sound Engineers* (2015)
3. Modern Recording Techniques David Miles Huber, Robert E. Runstein
4. The Word of Promise. Complete Audio Bible MP3-CD by Thomas Nelson [Audiobook, MP3 CD]
5. Audio Production Worktext Concepts, Techniques, and Equipment Samuel J. Sauls, Craig A. Stark

DEVELOPMENT COMMUNICATION (BJMC- 503)-21**Type: Credit Course**

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. To impart basic concepts meaning and models of development
2. To make students aware about problems and issues of the development.
3. Inculcate knowledge of development communication and relations with media and society.
4. Know the functioning of media in development coverage.
5. Understanding the rural India and its problems.

UNIT I: INTRODUCTION TO DEVELOPMENT

- 1.1 Development communication: concept, evolution, historical perspective debates
- 1.2 Models of development: capitalist model, neo-liberal model, socialist model
- 1.3 Alternative models of development
- 1.4 Development and marginal communication
- 1.5 Areas of development

UNIT II: DEVELOPMENT THEORIES

- 2.1 Use of media in development communication
- 2.2 Mass media and modernization
- 2.3 Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wibur Schramm
- 2.4 Media and national development
- 2.5 Experiences from developing countries with special emphasis on India

UNIT III: DEVELOPMENT & GOVERNMENT

- 3.1 Development coverage in India: Print, TV and Radio
- 3.2 Development coverage in India: New Media
- 3.3 Other agencies in development communication
- 3.4 Role of Government
- 3.5 Agencies in development communication

UNIT IV: DEVELOPMENT INDICATORS

- 4.1 Developing countries: Goals, characteristics
- 4.2 Concept of Participatory Development Communication
- 4.3 Indicators of Developments
- 4.4 MDG's and SDG's
- 4.5 Hurdles and prospects in development communication

UNIT V: DEVELOPMENT & COMMUNICATION

- 5.1 Rural Communication, concepts and meaning
- 5.2 Media and rural communication
- 5.3 Women, child, health & family structure and problems in India
- 5.4 Writing for development communication
- 5.5 Use of Traditional media and new media in development communication

ASSIGNMENTS

1. Each student must select any village of his choice and study the development programmes.
2. Writing at least five reports on development issues
3. Preparing content analysis of five New paper about the coverage of development issues
4. Prepare five reports on the communication and development hurdles
5. Finding out the role of international agencies about development programmes like UN UNESCO, WHO etc.
6. Survey the development programmes and its implications

COURSE OUTCOMES

1. Students would learn the concepts meaning and model shop the development
2. Students would be able to understand the problems and hurdles in development communication.
3. Learner would understand the working of government and administration in development.
4. Students would know different programmes and policies of the development.
5. Learner would know the rural India and its problems he also will understands the communication gap.

SUGGESTED READINGS

1. Arvind Singhal and E.M. Rogers (1989). India's Information Revolution, Sage Publications, USA.
2. Bella Mody (1991). Designing Message for Development, Sage Publications, USA.
3. N. Jayaveera and Amunugama (1989). Rethinking Development Communication, Asian Mass Communications Research and Information Centre, Singapore.

4. Subhash C. Bhatnagar and Robert Schware (2002). Information and Communication Technology in development, Sage Publication, New Delhi.
5. Jess K. Alberts, Judith N. Martin & Thomas K. Nakayama (2010). Communication in Society, Pearson, United Kingdom.
6. Jan Servaes, Thomas, L Jacobson & Shirley A White (1996). Participatory Communication for social change, Sage Publication, USA.
7. Kirk A. Johnson (1999). Television and Social Change in Rural India, Sage Publication, New York.
8. Sachar Avomvikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
9. Mass Communication In India, Kewal J. Kumar. Jaico Publication.
10. Learner D, Passing Of Traditional Society
11. Vikas Patrakarita, Radhe Shyam Sharma

INTRODUCTION TO ADVERTISING (BJMC- 504)-21**Type: Credit Course**

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. To Impart basic concepts of Advertising and its development.
2. To understand the types of Advertising
3. To learn about the ad agencies and its functions
4. To Inculcate knowledge of Consumer Behaviour, Market Segmentation and Planning Advertising Campaign
5. To gain Knowledge of the Advertising Research and Copy Writing

UNIT I: CONCEPTS AND HISTORY

- 1.1 Introduction: Advertising: concepts, definitions, needs
- 1.2 Need and function of advertising
- 1.3 Evolution of Advertising
- 1.4 History on India Advertising
- 1.5 Global Scenario of Advertising

UNIT II: TYPES, MODELS AND BRAND

- 2.1. Types of advertising
- 2.3 Appeals in Advertising
- 2.3 Models of Advertising Communication
 - a) DAGMAR model
 - b) Maslow's Hierarchy Model
 - c) AIDCA model
- 2.4 Brand and Brand Building
- 2.5 Positioning & Packaging

UNIT III: ADVERTISING AGENCIES AND ITS FUNCTIONS

- 3.1 Advertising Agencies, growth and development

- 3.2 INS and advertising world
- 3.3 Structure and functions of Advertising Agencies
- 3.4 Criteria to select an Advertising agency
- 3.5 How Advertising Agency Earn Revenue

UNIT IV: CONSUMER BEHAVIOR AND ADVERTISING CAMPAIGN

- 4.1 Defining Strategies
- 4.2 Consumer Behaviour
- 4.3 Market Segmentation
- 4.4 Planning Advertising Campaign
- 4.5 Advertising Appropriation and Budgeting

UNIT V: ADVERTISING RESEARCH

- 5.1 Marketing Research and Advertising Research
- 5.2 Pre- Test & Post Test message Research
- 5.3 Idea Generation, Creative brief
- 5.4 Copy Writing – Elements of Ad Copy
- 5.5 Digital Media and Advertising

ASSIGNMENTS

1. Discuss basic of advertising and global scenario
2. Discuss various ad agency department
3. .Discuss case studies
4. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students would learn basic concepts of Advertising and its development
2. Students would be able to know about types of Advertising
3. Learner will have the knowledge of ad agencies and its functions.
4. Students would know about Consumer Behavior, Market Segmentation and Planning Advertising Campaign
5. Learner would know about the Advertising Research and Copy Writing

SUGGESTED READINGS

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.
4. Jaishri Jethwaney & Shruti Jain, Advertising Management (Second Edition), Publisher- Oxford University Press

HEALTH COMMUNICATION (BJMC-505 A)-21**Type: Credit Course**

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 health communication
2. To acquaint students with the concept of Health behaviours
3. To orient students towards the human behaviour, Health and Culture
4. To know about the health communication Modes
5. To understand the concepts of media Strategies

UNIT I: HEALTH COMMUNICATIONAN INTRODUCTION

- 1.1 Communication-An overview
- 1.2 Fundamentals of Communication
- 1.3 Growth of Communication&&Health and its determinants
- 1.4 Health behaviours &Need and importance of health Communication
- 1.5 Challenges and opportunities of health communication

UNIT II: NATIONAL HEALTH PROGRAMME

- 2.1National Rural Health Mission (NRHM) &Reproductive Child Health (RCH)
- 2.2 Communicable diseases
- 2.3 Non-communicable disease
- 2.4 School Health Programs
- 2.5 National Health Related Polices

UNIT III: HUMAN BEHAVIOUR, HEALTH AND CULTURE

- 3.1 Understanding health communication needs

- 3.2 Understanding human Behaviour
- 3.3 Health and Culture
- 3.4 Need assessment and situation analysis
- 3.5 Analysis of stakeholders and target audience

UNIT IV: HEALTH COMMUNICATION MODES:

- 4.1 Median Health Sector
- 4.2 Interpersonal communication
- 4.3 Group communication
- 4.4 Folk media
- 4.5 Mass communication & New Media

UNIT V: MEDIA STRATEGIES: CONCEPT AND DESIGN

- 5.1 Media Strategies – An Introduction
- 5.2 Steps of media strategy design
- 5.3 Media Planning
- 5.4 Action plan
- 5.5 Media Tracking and Evaluation & Documentation and dissemination of health Communication

ASSIGNMENTS

1. Discuss basic health communication processes and health behaviours patterns
2. Write an essay/article on National Rural Health Mission (NRHM) & Reproductive Child Health (RCH) in (500-800) words
3. Discuss the effectiveness of different communication modes in health communication
4. Prepare a health communication action plan by targeting a particular community
5. Any other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students will be able to understand the basics of health Communication
Students would be able to understand the importance of National Health Programme
2. Students would be able to develop the knowledge of Human Behaviour, Health and Culture
3. Students would be able to understand the usage of Health Communication Modes

- Students would be able to apply concepts of Media Strategies

SCIENCE COMMUNICATION (BJMC-505 B-21)

Type: Credit Course

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

- Introduce basic aspects of science communication
- To inculcate knowledge of institutional efforts in science communication
- Introduce basic public understanding of sciences
- To acquaint students with knowledge of media for science communication
- To orient students towards science and technology communication

UNIT I: SCIENCE COMMUNICATION

- 1.1 Meaning, Concept & Scope
- 1.2 Importance of science communication
- 1.3 Evolution of science communication in India
- 1.4 General communication versus science communication
- 1.5 Science reporting and writing

UNIT II: INSTITUTIONAL EFFORTS IN SCIENCE COMMUNICATION

- 2.1 ISRO and DRDO
- 2.2 SITE and Kheda experiment
- 2.3 NCSTC, Vigyan Prasar, National Science Communication Congress
- 2.4 Science communication – a bridge between research institutions and masses
- 2.5 Science Communication on Wheels experiment of Government of India

UNIT III: PUBLIC UNDERSTANDING OF SCIENCES

- 3.1 What is meant by Public Understanding of sciences

- 3.2 How to promote the PUS. Scientific literacy
- 3.3 Scientific culture. Scientific thinking and attitude
- 3.4 Globalization and changing attitudes towards science
- 3.5 Role of S & T in the modern society

UNIT IV: MEDIA FOR SCIENCE COMMUNICATION

- 4.1 Conventional mass media for science communication
- 4.2 community media for science communication
- 4.3 comparison among various media
- 4.4 new media for science communication
- 4.5 Barriers in science communication

UNIT V: SCIENCE AND TECHNOLOGY COMMUNICATION

- 5.1 Researching and writing science news stories
- 5.2 Important media for communicating science
- 5.3 Major science based programmes on radio, television and Internet
- 5.4 Writing features on science,
- 5.5 Writing science for the masses

ASSIGNMENTS

1. Discuss general communication versus science communication
2. Write an essay/article on SITE and Kheda experiment (500-800) words
3. Assignment on public understanding of sciences
4. Discuss various effective media for science communication
5. Other assignment given by the concerned faculty

COURSE OUTCOMES

1. Students would be able to introduce themselves to the science communication
2. Students would be able to inculcate the knowledge of institutional efforts in science communication
3. Students would be able to introduce themselves to the public

understanding of sciences

4. Students would be able to develop the knowledge of media for science communication
5. Students would be able to develop the knowledge of science and technology communication

SUGGESTED READINGS

1. Haldane, JBS. Science and Everyday Life (Pelican, Harmondsworth, 1939, reprinted 1943).
2. Nelkin, D. Selling science : How the Press covers science and Technology, 2nd revised edition (W.H. Freeman, New York, 1995).
3. Leach, M and Scoones, I. The Slow Race – Making Technology Work for the poor (Demos, London, 2007).
4. Royal Society. The Public Understanding of Science (Royal Society, London, 1985)

CURRENT AFFAIRS & GENERAL STUDIES (BJMC- 506-21)**Type: Credit Course**

L	T	P
2	0	0

I.A./Practical: 50 Marks

Max. Marks: 50

Total Credits: 2

Time Allowed: 3 Hours

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.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

COURSE CONTENT

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Editorial, Article and Feature Writing
- Opinion, Column and Blog Writing
- Writing for Social Media

- Individual and cooperative group research and presentations
- Mock Interviews, Debates, Situation-based questions
- Fundraising
- Features of Indian Economy, Population, National Income
- Agriculture, Industry
- Money and Banking, Foreign Trade
- Planning, Planning Commission
- Public Finance
- UN, UNESCO, UNICEF, WHO, NATO, SAARC, ASEAN, NAM
- Indian Industrial Institutions, SEBI, RBI, FICI, CII
- International Industrial Institutions, IMF, World Bank, EEC

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.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

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

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. Indian Budget
7. Defense and Foreign relations (IDSA)
8. The Hindu
9. The Indian Express
10. Business Standard
11. General Knowledge by Arihant publications
12. General Studies by Disha
13. General Knowledge Manual by Pearson
14. General Knowledge by Lucent

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

SUGGESTED BOOKLIST

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

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.

HEALTH COMMUNICATION LAB (BJMC-507 A-21)**Type: Credit Course****L T P**

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENT

Students will have to Developing media strategies to convey health messages include the following components:

- Radio
- Television
- Newspaper
- Flyers
- Brochures
- Internet
- Social media tools (i.e., Twitter, Facebook, and YouTube)

Messages strategies may be aim to change people's knowledge, attitudes, and/or behaviours; for example:

- Increase risk perception
- Reinforce positive behaviours
- Influence social norms
- Increase availability of support and needed services
- Empower individuals to change or improve their health conditions

Examples of Health Communication Interventions

- Tobacco prevention and cessation programs often use health communication to reach a broader audience. Examples of mass-reach health communication interventions are available in the Rural Tobacco Control and Prevention Toolkit.
- Examples of communication and social marketing interventions related to HIV prevention and treatment are available in the Rural HIV/AIDS Prevention and Treatment Toolkit.

- The Northeast Louisiana Regional Pre-Diabetes Prevention Project (RPDP) promoted prediabetes screening and diabetes prevention information to communities using multiple media outlets.

SCIENCE COMMUNICATION LAB (BJMC- 507 B-21)**CREDIT COURSE**

L T P
0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

1. Collect at least five press clippings of science communication related news from any newspaper.
2. Write two feature story on any science related topic.
3. Collect information and prepare a structure & activities chart of NCSTC, Vigyan Prasar, National Science Communication Congress & Vigyan Bharati
4. Organise one interview of any scientist.
5. Watch any science related documentary/movie and prepare an article.
6. Scientific storytelling (Minimum 3 minute)
7. Prepare a list (at least 15 words) related to science communication, which use in media.

DIGITAL AUDIO PRODUCTION LAB (BJMC-508-21)**Type: Credit Course**

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

1. Record a speech of 5 minutes
2. Record a programme with different modulation of voice.
3. Edit the audio in the format of linear editing.
4. Edit the audio in the format of non linear editing
5. Inserts transition in audio and convert it in Different formats of Audio.
6. Mixing the audio with backgrounds tone or music.
7. Record a 15 minutes programme / interviews.

PORTFOLIO (BJMC-509-21)**Type: Credit Course**

L	T	P
0	0	4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

Students need to organize an exhibition where they will showcase their practical work for display.

INTRODUCTION TO ADVERTISING LAB (BJMC-510)-21**Type: Credit Course**

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15 Marks

Theory: 35 Marks

Max. Marks: 50

Total Credits: 2

PRACTICAL ASSIGNMENTS

1. Prime time advertisement study and report writing
2. Preparing a list of National and International advertising Agencies.
3. Analyse 5 Print Advertisements
4. Critically evaluate print ads of competing brands two each from FMCG
5. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme. It should include
6. Print advertisement preparation
7. Writing radio spots and jingles
8. Writing TV commercials, developing script
9. Poster/Pamphlet
10. Social Media page to publicize the campaign
11. Social media posts (at least 5) to engage audience

OPEN ELECTIVE COURSES**Photojournalism (BJMC-OEC 511-21)****Type: Credit Course**

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. To know different branches of photography and learn about photojournalism
2. To understand the role of Photojournalist in Newsroom
3. To understand the law and ethics related to Photojournalism
4. To make the students conversant with digital photography and editing

Unit I: Emergence of Photojournalism

1.1 Elements of Visual news story telling

1.2 History of photojournalism

1.3 Fields of Photojournalism

1.4 Spot News, general news, Street Photography, off-beat photography

1.5 Documentary photography, war, terror, and crime.

Unit II: Basics of Camera

2.1 What is camera, its functions

2.2 Introduction to different types of camera,

2.3 Mechanics of photography: apertures, shutter speeds, focus, and focal lengths

2.4 Introduction to different types of lenses

2.5 Different types of lighting & Composition

Unit III: Photojournalist and Newsroom

3.1 Organization of a newspaper

3.2 Structure of newsroom

3.3 Role of photojournalists in a newsroom

3.4 Communicating with the desk, briefing and debriefing

3.5 Opportunities for young photojournalists outside newspaper journalism.

Unit IV: Law and Ethics in Photojournalism

4.1 Principles and Ethics of photojournalism

4.2 Media laws

4.3 Intellectual Property Rights

4.4 Copyright

4.5 Fair use of photographs.

Unit V: Photo-editing

5.1 Need for Editing

5.2 Ways to Edit

5.3 Reading the mistakes in photos (noise in photographs, over exposure etc.)

5.4 Caption Writing

5.5 Management of photographs and Digital archives and Introduction to photo-editing software such as Adobe Photoshop Elements

Suggested Assignments

1. Prepare assignment on the future of photojournalism
2. Emerging tools in photography
3. The future of photojournalism :
4. Experimental photo projects
5. Mobile photography

COURSE OUTCOMES:

- 1.The students will be able to understand the different fields of Photojournalism
- 2.Student would learn the importance of light in photography
- 3.Learner would be able to use photo editing software
4. They will be able to understand the usefulness of photojournalism in the various platforms of media and communication.
- 5.They will be able to understand the usefulness of Management of photographs and Digital archives

Suggested Readings -

1. Barthes, Roland. Image-music-text. Macmillan, 1978.
2. Berger, John. Ways of seeing: Based on the BBC television series with John Berger. Chapter 1
3. Pinney, Christopher. Photos of the Gods: The Printed Image and Political Struggle in India. Sections of Chapter 6. Reaktion Books. 2004.
4. Peirce, Charles Sanders. What Is a Sign? 1984.
5. Mitchell, WJ Thomas. What do Pictures Want? The Lives and Loves of Images. University of Chicago Press, 2005.
6. Langford, M. J. Basic Photography. Taylor & Francis, 2000
7. Langford, M. J., and Smallwood, J. The Step-by-step Guide to Photography. Ebury Press. 1978.
8. Long, B. Complete Digital Photography. Cengage Learning. 2012.
9. Chris Gatcum, The Beginners Photography Guide, Latest Edition, Panguin Random House

Art of Anchoring (BJMC-OEC 512-21)**Type: Credit Course**

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 OBJECTIVE

1. To introduce students with the basics of Anchoring
2. To acquaint them with scripts and On-air essentials
3. To enhance understanding of the body language and Voice grooming
4. To develop the knowledge of Anchor styling
5. To inculcate how to anchor as an event

UNIT I: CONCEPT OF ANCHORING

- 1.1 Introduction of Anchoring Basics
- 1.2 Tips and techniques for Anchoring
- 1.3 Anchor links
- 1.4 Art of Public Speaking
- 1.5 Conversational skills

UNIT II: SCRIPTS AND ON-AIR ESSENTIALS

- 2.1 Understanding the scripts
- 2.2 Autocue reading, Body language, Facial Expression
- 2.3 Types of microphones and understanding studio lights.
- 2.4 Anchors role in debates and panel discussions
- 2.5 Art of listening/Reading

UNIT III: BODY LANGUAGE AND VOICE GROOMING

- 3.1 Clear voice, Pitch and Tone
- 3.2 Pronunciation
- 3.3 Breathing and articulation
- 3.4 Body language

3.5 Harmony between body language and voice

UNIT IV: ANCHOR STYLING

4.1 Style and general presentation.

4.2 Dress code for male and female

4.3 Make- up for studio and outdoors

4.4 Anchor Tips: the who's who of TV anchoring share their secret mantras

4.5 Various anchoring styles

UNIT V: ANCHOR AS HOST

5.1 Anchoring an interview

5.2 Talk Show Host and moderating an event

5.3 How to better your anchoring skills.

5.4 Legal pitfalls

5.5 New Trends in Anchoring

ASSIGNMENTS

1. Mock interviews
2. Presentation on topics related to Anchoring
3. Role play activities
4. Situational activities

COURSE OUTCOME

1. Students would be able to understand basics of Anchoring
2. Students would be able to inculcate scripts and On-air essentials
3. Students would be able to acquaint with body language and Voice grooming
4. Students would be able to develop the knowledge Anchor styling
5. Students would be able to enhance their knowledge about anchor as an event

SUGGESTED READINGS

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.

5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press.

EVENT MANAGEMENT (BJMC-OEC 513-21)**Type: Credit Course**

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 OBJECTIVE

1. To enhance the basic understanding of Events and Event Management.
2. To inculcate the knowledge of Event planning and execution.
3. To make them aware about finance and Research.
4. To acquaint them about Event marketing Advertising & PR.
5. To acquaint students with laws and ethics related to event.

UNIT I: PRINCIPLES OF EVENT MANAGEMENT:

- 1.1 Event Management- an introduction
- 1.2 Aim and Need of an event
- 1.3 Importance of Events
- 1.4 Elements of Event Management
- 1.5 Types of Events

UNIT II: EXECUTION OF AN EVENT

- 2.1 Planning an event
- 2.2 Preparing event proposal
- 2.3 Budgeting and sponsorship
- 2.4 Skills required for Event manager
- 2.5 SWOT analysis

UNIT III: FINANCE AND RESEARCH

- 3.1 Generating Revenue
- 3.2 Finance and Risk Management
- 3.3 Budget and Cost Revenue Management
- 3.4 Market Research
- 3.5 Visitors survey

UNIT IV: ADVERTISING & PR FOR AN EVENT

- 4.1 Nature of Event Marketing

- 4.2 Process of Marketing
- 4.3 Image Branding and Advertising
- 4.4 Publicity
- 4.5 Public Relations

UNIT V: LAWS AND ETHICS FOR AN EVENT

- 5.1 Event security
- 5.2 Ethics for an event
- 5.3 licensing
- 5.4 Relevant Legislations and trade acts
- 5.5 Major risks and emergency planning

ASSIGNMENTS

1. Follow a program of your choice and write a report on the same.
2. Make a Proposal for an event following all the steps of the same.
3. Important aspects event management elaborate with examples.
4. Make a Strategic plan and proposal to attract sponsors for an event.

COURSE OUTCOMES

1. Students will be able to understand the essentials of an event.
2. Students will be able to plan and execute an event.
3. Students will be able to understand about finance and research process.
4. Students will be able to understand Event Marketing Advertising & PR.
5. Students will know about Event security, Laws and ethics.

SUGGESTED READINGS

1. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
2. Successful Event Management By Anton Shone & Bryn Parry
3. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
4. Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning 2002.
5. Advertising and Sales Promotion- C.N. Sontak

SEMESTER VI

Subject Code	Course	University Exam	Internal Assessment	Total	Category Code	Credits
(BJMC-601-21)	Guided Internship /Media industry internship	400*	200*	600	DCC	10
	Total	400	200	600		

GUIDED INTERNSHIP (BJMC-601-21)

Major Project: Procedure for annual examination and continuous assessment of:

(A) Internal Assessment

- | | |
|---|-----------|
| 4. Project Evaluation | 100 Marks |
| 5. Project Seminar | 50 Marks |
| 6. Assessment by University Faculty (two visit/Sem) | 50 Marks |

(B) University Assessment Marks

- | | |
|--------------------------------------|-----------|
| 3. Assessment by Industrial Guide | 100 Marks |
| 4. Project Viva by external examiner | 300 Marks |

*Every student required to pass both internal and external assessment separately by scoring at least 40% both in internal and University Exam.