IK.Gujral Punjab Technical University
Main Campus Kapurthala
Department of Journalism & Mass Communication

Ref.No: IKGPTU/JMC/

Date:

Subject: Minutes of BoS meeting.

A meeting of BoS (Journalism & Mass Communication) was held in the office of Head, at 10:30am on 26/07/2019. The following members were present in the meeting:

1. Dr. Ranbir Singh, Associate Prof.& Head I.K. Gujral Punjab Technical University, Kapurthala
2. Dr. Namarta Joshi, Associate Prof.& Head GNDU Regional Campus, Jalandhar.
3. Dr. Sarabjit Singh, AP, Head I.K. Gujral Punjab Technical University, Kapurthala
4. Dr.Ekta Mahajan, AP, Head I.K. Gujral Punjab Technical University, Kapurthala
5. Mr. Munish Devgan, Senior Producer India Today Network, Aaj Tak Channel, Noida
6. Mrs.Geeta Verma, Alumna, I.K. Gujral Punjab Technical University, Kapurthala

In the meeting, following unanimous decisions and recommendations were made:

1. The syllabus of Semester- I&II B.A (Journalism & Mass Communication) 2019-20 Onward was discussed and finalized,---Appendix II
2. The scheme and syllabus of Semester-I-II of M.A (Journalism & Mass Communication) 2019-20 onward was discussed and finalized.----Appendix I
3. The scheme and syllabus of Semester-I-II of MPhil (Journalism & Mass Communication) 2019-20 onward was discussed and finalized.----Appendix I
4. Syllabus was discussed according keeping in mind the industrial requirements of Media

The meeting ended with a vote of thanks.

(Dr. Namarta Joshi) (Mr. Munish Devgan) (Dr. Ranbir Singh)

(Dr. Sarabjit Singh) (Dr. Ekta Mahajan) (Geeta Verma)

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PROGRAM OBJECTIVES

MA Journalism and Mass Communication (MAJMC)

The Master's Course is designed for student desirous of taking up careers in the field of communication. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

The objectives of the course are:

1) To hone the Journalistic and research skills through practical work, assignments project reports, seminars, and workshops and to acquaint student with advanced journalism and media practices.

2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.

3) To offer appropriate grounding in the issues, ideas and challenges of 21st century thereby broadening the world view of the future Communication practitioners.

4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

PROGRAM OUTCOMES

- The students learn competencies and skills required by the media world.
- They will be well-integrated in the industry, being industry-ready at the outset.
- The students would have acquired great confidence by the end of the course, having had hands-on experience with media softwares, intensive training in media writing, and media exposure in journalistic writing, through informal internships.

Master of Arts in Journalism & Mass Communication (MAJMC)
It is a Post Graduate (PG) Program of 2 years duration (4 Semesters)
Eligibility for Admission: Graduation with 50% Percent in any stream from UGC recognized Universities.

Note: Students enrolling for this course may write their assignments and final examination in English or Hindi or Punjabi only. The Question papers will be set in English language only
Courses & Examination Scheme:

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MA Journalism & Mass Communication

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
UC/MAJMC101/19	Core Theory	Introduction to Communication	3	1	0	40	60	100	4
UC/MAJMC102/19	Core Theory	History of Media in India and new trends	3	1	0	40	60	100	4
UC/MAJMC103/19	Core Theory	Print Journalism	3	1	0	40	60	100	4
UC/MAJMC104/19	Core Theory	Advertising and Public Relations	3	1	0	40	60	100	4
UC/MAJMC105/19	Core Theory	Media and Society	3	1	0	40	60	100	4
UC/MAJMC106/19	Practical / Laboratory	Practical	0	0	4	60	40	100	2
	TOTAL		**15**	**5**	**4**	**260**	**340**	**600**	**22**

***A course can either have four Hrs. Lecture or Three Hrs. Lecture + One Hrs. Tutorial as per requirement.**

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
UC/MAJMC201-18	Core Theory	News Reporting & Editing	3	1	0	40	60	100	4
UC/MAJMC202-18	Core Theory	New Media (1)	3	1	0	40	60	100	4
UC/MAJMC203-18	Core Theory	Radio & TV Journalism (1)	3	1	0	40	60	100	4
UC/MAJMC204-18	Core Theory	Communication : Theory and Practice	3	1	0	40	60	100	4
UC/MAJMC205-18	Elective I	Environment Journalism	3	1	0	40	60	100	4
UC/MAJMC206-18	Elective II	Business Journalism	3	1	0	40	60	100	4
UC/MAJMC207-18	Practical / Laboratory	Practical	0	0	4	60	40	100	2
	TOTAL		**18**	**6**	**4**	**300**	**400**	**700**	**26**

***A course can either have four Hrs. Lecture or Three Hrs. Lecture + One Hrs. Tutorial as per requirement.**

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Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MAJMC301-18	Core Theory	Radio & TV Journalism (2)	3	1	0	40	60	100	4
MAJMC302-18	Core Theory	Media Research Methods	3	1	0	40	60	100	4
MAJMC303-18	Core Theory	New Media (2)	3	1	0	40	60	100	4
MAJMC304-18	Elective-III	International and Intercultural Communication	3	1	0	40	60	100	4
MAJMC305-18	Elective -IV	Environment Journalism	3	1	0	40	60	100	4
MAJMC306-18	Inter-DispensaryI	Introduction to Marketing	3	1	0	40	60	100	4
MAJMC307-18	Practical / Laboratory	Practical	0	0	4	60	40	100	2
TOTAL			**18**	**6**	**4**	**300**	**400**	**700**	**26**

***A course can either have four Hrs. Lecture or Three Hrs. Lecture + One Hrs. Tutorial as per require**

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MAJMC401-18	Core Theory	Media Management , Laws and Ethics	3	1	0	40	60	100	4
MAJMC402-18	Core Theory	Development Communication	3	1	0	40	60	100	4
MAJMC403-18	Elective-V	Film Appreciation	3	1	0	40	60	100	4
MAJMC405-18	Elective-VI	Sports Journalism	3	1	0	40	60	100	4
MAJMC406-18	Inter-Dispensary-II	Personality development and soft –skills	3	1	0	40	60	100	4
MAJMC407-18	Project / Dissertation	Research Dissertation	0	0	8	--	--	S / US	8
TOTAL			**15**	**5**	**8**	**200**	**300**	**500**	28

***A course can either have four Hours Lecture or Three Hrs. Lecture + One Hrs. Tutorial as per requirement**

Total Marks of MA Program: 2500
Total Credit of MA Program: 102

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Semester-1

Course-I

Introduction to Communication (UC/MAJMC101/19)

Objective:

Make students conversant with various models and theories of communication to help them improve the quality of their communication by making effective use of media and emphasizing the need to pay attention to all elements involved in the process for empathic conveyance of messages.

Unit-I

- Definition, concept, process and elements of communication
- Evolution of human beings and human communication
- Role, scope and need of communication in society
- Cis of communication
- Functions and objectives of communication Barriers in communication

Unit-II

- Principles of communication
- Socialization and communication
- Traditional communication forms
- Verbal communication
- Non-verbal communication

Unit-III

- Communication in ancient civilizations
- Intra-personal, interpersonal, Group, Public and mass communication. Machine to man, man to machine, machine to machine and mediated communication Spiritual communication, Press of de mass fictions

Unit-IV

- Aristotle
- Osgood
- Dance
- New comb
- Harold Lasswell
- George Gerbner
- Schramm
- Meaning theory
- Relational theory
- Transactional theory
- Two step flow theory
- Bullet theory
- Cultivation theory
- Agenda setting

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- Uses and gratification theory **Outcome:**

1. Students will be conversant with the 7 Cs of effective communication
2. Students will be able to apply various theories and models of communication
3. Assess the impact of communication on individual groups and society.
4. Students will be able to make effective use of media for communication.
5. Students will have a critical understanding of the human communication
6. Students will be able to identify communication barrios

Reference books:

- Schramm, Wilbur, The process and effects of Mass Communication, 1971
- Yadava J.S., Communication in India: Some observations and Theoretical implication, II MC Mimeo
- Kincaid, Lawrence D, Communication theory: Eastern and Western Perspectives, Academic Press, 1988
- Fiske, John, Introduction to communication studies, Rutledge London, 1982
- Berger, A.A. Essentials of Mass Communication Theory, Sage Publication, New Delhi, 1995 McQuail Denis, Mass Communication Theory, Sage Publication, New Delhi, 2000
- De Fleur, Melvin L and Everett, Understanding Mass Communication;
- Aggarwal Vir Bala and GuptaV.S. , Handbook of Journalism and Mass Communication; Sage Publications, New Delhi, 2001
- Patri V, Essentials of Effective Communication, Greenspan Publications, New Delhi
- DeFleur, Melvin L and Ball-Rokeah, Sandra,Longman, Theories of Mass Communication, New York 1975
- Klapper, Joseph T, The Effects of Mass Communication,The Free Press ,New York 1960
- Gerbner, Georgee etal (ed), The International Encyclopedia of Communication (4 Vol.). Oxford University Press, New York 1989
- Kewal J Kumar, introduction to Mass Communication in India Jaico, New Delhi

Course-II
History of Media in India and new Trends (UC/MAJMC102/19)

Objective:
This course owns to inform the student about the rich and diverse history of India from pre Independence to modern area

UNIT-I
Evolution of newspapers and Magazines in India Contribution of Raja Ram Mohan Roy, Mahatma Gandhi and his journalism, Important personalities of Journalism.(James Silk Buckhimgham, Kalinath Ray, Dyal S. Majithia,Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Surendranath Banerjee, Ghosh brothers (Amrut bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Rai, Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman),

UNIT-II
- Origin & development of Press in Punjab: Tribune, Ajit, Punjab Kesri, Jag bani, - Present status of language press in Punjab, its future problems & prospects. **UNIT-III** Radio: Characteristics, development of radio as mass communication- technology innovation; history of radio in India - radio as an instrument of propaganda during the World War II, Emergence of AIR-commercial broadcasting - FM radio - state and private initiatives/ Community Radio, Television: Characteristics, development of television as a medium of mass communication - historical perspective of television - satellite and cable television in India

Unit-IV-
Emergence of the fourth estate: Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India. Changing Indian Media scenario: Advent of electronic and online media, challenges before print media and its response; New technology in Indian media, changing media management, globalization and foreign investment; Complex social life and media.

Internal Assessment (40 marks): Individual projects on different newspapers; objective type tests, analytical essays etc.

Outcomes:
1. Students will be able to share the pride in history of journalism and be inspired to adopt a role that aids democracy, national integrity and international peace.
2. They will understand the significant role of press in national development and as leaders of public opinion in political affairs.
3. Students will have knowledge of leaders of public opinion and the role of language press
4. Students will have an insight of challenges of Indian press

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5. A learn will be able to place the current print media environment in a historical perspective the students where he/she will engage professionally in futures will develop a holistic understanding of media industry

Suggested reading:

- Parthasarthy.R,Journalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Rau, M. Chelapati, the Press
- Mehta ,D.S, Mass Communication and Journalism in India , Allied Publishers Pvt. Ltd., New Delhi
- Natrajan, J.,History of the Press in India, Asia Publishing House, Delhi
- Kumar, Kewal J.,Mass Communication In India,
- Kapoor, N.S.,Punjabi Patarkari Da Vikas (Punjabi)
- Sandhu & Johal (ed.), Punjabi Patarkari Nikas, VikasTe Samasiavan
- Kumar, J, Keval, Mass Communication in India, Jaico Books, Mumbai, 2004
- Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*,South Asia Books, New Delhi.
- Rau, Chalapthi. *The Press*. National Book Trust, New Delhi.
- Madhavrao L .R. *assessing the Trends in Journalism*. Sumit Enterprises, 2004, New Delhi

Course-III
Print Journalism (UC/MAJMC103/19)

Objective:

To make students conversant with pattern, structure and elements of news writing and editing.
To promote creative writing among students

Unit-I

News: function, definition, elements, sources. News values; Essentials of news Writing, news story structure, chronicles style, circle style and block style inverted pyramid pattern lead/intro writing and types of lead 5 W and 1H, Reporting Beats: Political crime, city, community, accident, disaster, court, election, war /conflict/tensions; follow-up sports, science & technology. **Unit-II**

Features, definitions, techniques and type of features;
Feature writing exercises;
Interviews: Purpose, techniques and types, Press conferences; Press notes; Speeches

Unit-III

Editorial and middles; Special articles, Magazine sections pull-outs;

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Supplements; Backgrounders
Column writing and letters to the Editor, Obituaries, Reviews
(Books, films, exhibitions etc)

Unit-IV

News room organization; news flow and copy management; Edition planning Purpose of copy editing; Principles of editing;
Headlines: types, functions and patterns of headline writing
Text breakers: Sub-headings; initial caps, drop letters, carry once
Paragraph, bold italics, rules and borders, blurbs; other forms of special typographical display including white space
Pictures: Sources of pictures; Selection and treatment of pictures; Caption writing

Internal Assessment (40) Outcomes

1. Student will learn patterns and structure of news writing.
2. Know the 5 Ws and 1H of effective information gathering and writing
3. Understand the concept of news value to identify newsworthy stories
4. Understand elements of feature writing and learn the formal of art news articles and photographs editing
5. Understand the roles and levels of editorial staff in a news organization.

Suggested readings:

- Parthasarthy.R,J ournalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut;1970
- Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985
- Evans, Harold, William, Heinamann, Editing and Design (5 Vols.);, London (Book I: Newman's English, Book 2 : Handling Newspaper Text, Book 3: News Headlines, Book 4 Picture Editing; Book5, Newspaper Design)
- The Gentle Art of Columning; Edson, GL; Brentanos, New York, 1920
- Feature writing for Newspapers and Magazines: Friedlander, Edward J. AddisonWestley Publishing Co. 1988
- Nelson, Roy Paul, Articles and Features, Haughton Miffin Co., Boston 1978
- Drewry, John E, Book Reviewing; The Writer Inc. , Boston
- Metzler, Ken, Allyn and Bacon Inc ,Creative interviewing : The writers Guide to Gathering information by Asking Questions.; 1996
- Hinkie, L Olin and Henry, John, How to write columns, The Lowa State College Press, Lowa
- Macdougall, Curtis D, Macmillian, Principles of Editorial Writing, New York 1949
- Herbert, John, Journalism in the Digital Age, Focal Press
- Rajindra, Sanvad Aur Sanvaddata : Hindi Granth Academy, Haryana

Namrata Sood

• Narayanan, KP, Sampadan Kala;, MP Hindi Granth Academy Madhya Pradesh

Course-IV Advertising and Public Relations (UC/MAJMC104/19)

Objective:

To give an introduction to Advertising; compare the use of print, Electronic and New Media for advertising; enumerate the function of advertising; discuss advertising as a business; discuss theories of advertising; familiarize the students with the tool of PR; discuss role of PR in crisis management.

Unit-I

Concept and definition; How advertising works; Place of Advertising in the Marketing Mix; Advertising viz-a-viz Mass Communication, Public Relation, Publicity and Sales Promotion; Product life cycle and classification of advertising; relevance of Advertising; Advertising for the rural marketing; Social Marketing and Advertising **Unit-II**
Introduction to account management (AM; Scope, definition and implementation paths; Agency operations; Client related issues and the process; Agency client interface creating in advertising structure and functions agencies: Creative and media briefing process; Agency media interface; AORs and independent media buying outfits; Agency audits **Unit-III** PR Concepts, definitions and principles; PR and allied disciplines; Various theories in PR; the process of public relations; PR for internal and external public (writing and editing house journals, writing for bulletin boards); Speech writing; Ghost Writing; Writing for the media; Reporting and editing skills; Writing press release, backgrounders, rejoinders, features, Advertising comparing

Unit-IV

The need for government publicity; Basic principles of government publicity; Handling Information sources; Maintaining press relations press conference, press releases, press tours, Press briefing, interviews, talks etc.
Supporting services like backgrounders, research, reference and photo coverage,
PR set up of center and state governmental

Internal Assessment (40)

Outcomes:

1. **Students will know the survival skills needed for the world of advertising and PR.**
2. **They will have the basic knowledge on advertising start-ups 3. Understand brand image and position 4. Able to plan an ad-campaign 5. Employ PR effectively to create goodwill and convey a positive brand image 6. Employ PR for event management**

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References Books/Suggested Readings

- Schudson, Michael; Routledge Advertising: the Uneasy Persuation, , London,1993
- Jaishri,Advertising Jethwaney, Phoenix, New Delhi 1999
- Batra, Rajeevet. , Advertising Management; Al Prentice Hall, New Jersey; 1996
- Wright and Warnee. Advertising A McGraw Hill, New York
- Baldev sahai, Public Relations-A Scientific Approach; standing Conference of Public Enterprise; New Delhi
- Gregory, Ann, Kogan page, Planning and Managing a Public Relation Campaign,
- London, 1996 Hart Norman, Strategic Public Relation, Macmillian Press, London, 1950
- Jefkins, Frank Public Relation for Your Business, Excell Books New Delhi, 1995
- Jethwaney, N Jaishree Verma, AK & Sarkar, NN Public Relation: concepts Strategies and Tools;, Sterling Publications, New Delhi 1994
- Simon, Raymond et. Al, Public Relation Worldbook: Writing & Techniques; NTC Business Books 1996

Course-V Media and society (UC/MAJMC105/19)

Objective:

To discuss the concepts related to nationality, civil society, colonial rule and different models of developments. Make students conversant with social events, various systems and organizations

Unit-I

- Indian social system
- Indian political system
- Indian economic system
- Indian election system

Unit-II

- Indian educational system
- Indian judicial system
- Indian culture-diversity & unity
- Landmarks of ancient, medieval and modern history of India

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Unit-III

- Landmarks of social economic development in India
- Freedom of press & media
- Press commission of India
- Press council of India

Unit-IV

- Regulation of media content
- Accountability responsibility and credibility of media
- Present Status of media in India
- Social tensions violence terrorism in media **Internal Assessment (40)**

Outcome:

1. Student will be learn the key concepts regarding the state and nationality
2. Student understand the nature of Indian social and political systems 3. Know about colonial rule and the models of development
4. Students will learn about regulations of media.
5. Students will hone their knowledge of status of media

Suggested Books:

1. Vidya Bhushan & D. R. Sachdeva, (1997) *An Introduction to Sociology,* Newage, New Delhi.
2. Shasi Jain, (2014), Introduction to Psychology, Kalyani Publishers, 5th Edition.
3. Subash C. Kashyap, Indian Constitution, National Book Trust of India.
4. Mishra S.K. & Puri V.K., Indian economy, Himalayan Publishing House.
5. Shukla, V.N. Constitution of India, Eastern Book Company, Lucknow 2001
6. Bakshi, P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
7. D. D. Basu An introduction to the Constitution of India
8. 8. J.C. Johri: Indian Political System

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Course-VI Practical/Assignments (UC/MAJMC106/19)

Objective:

Write different kinds of stories and give headlines. To introduce Students to basics of news writing

(1) Reporting for news course-5
(2) Reporting for web-5
(3) Press release-5
(4) Print media ads.-5
(5) Articles/features-5
(6) Middles/Editorials-5

Note:

1. Each assignment carries 2 marks
2. Each Assignment has to be an innovative work of the student and not copied from Any where
3. All assignments have to be submitted in the form of a portfolio in A4 size without Spiral binding before the beginning of the theory examination of the 1st semester 4. Assignments will be evaluated out of 60 marks by faculty of the department.

Outcomes:

1. Understand the concepts of S W and 1 H of news writing
2. Each student will have to write news for newscouses and news magazines
3. Learn newspaper writing skills
4. Learn reporting for different media
5. It will enhance practical knowledge of students

Internal Assessment (40)

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MA Journalism & Mass Communication

Semester-II

Course-I

News Reporting & Editing (UC/MAJMC201-18)

Objective:

To inform about sources of news copy: improve editing skills; learning nuances and symbols of copy marking; importance of different types of reporting. To inform about sources of news copy: improve editing skills; learning nuances and symbols of copy marking simultaneously, to teach about graphic designing and Learn the vocabulary of design; application of design and principles in print layout.

Unit 1- Categorization of news coverage: On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, analytical coverage etc.; Types of stories: press conferences, personal briefs, speeches, community activities, grievances; events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories; Changing styles of News Reporting

Unit 2- News Beats: Traditional beats: Civic bodies (Corporation & Zila Parishad), Infrastructure & transport, Education:Court & crime, Literature, culture & communities, Science & technology, Entertainment, etc; New Beats: Health, Weather, Environment, Consumers, Space etc.; Coordination among beat reporters; briefing & debriefing; planning & teamwork; Changing News Values: How and Why?

Unit 3- Convergent Newsroom: Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; New role of editor, Use of other media platforms, (SMS, updates, online forums and links, e-mail, blogs, readers' participation); Study of convergent newsrooms. Creative editing, not just news- relevant information, value addition, use of additional sources (professionals, websites, news channels, etc),

Unit 4- Newspaper design: Write-Edit-Design: writing and editing copy with a view to its final display and layout, news list and dummy, placing ads, editorial sequence, text flow; Information graphics: concept and process, Use of numbers, graphs, photos and maps, teamwork of sub-editor and artist; Ethics of photojournalism: Issues of invasion of privacy, copyright, authenticity of digital photos available on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.

Internal assessment (40 marks): Writing stories covering various beats, writing followup stories, writing interview-based news stories, studying and analyzing investigative stories etc.

Outcome:

1. Learn handling of newspaper text.
2. Learn different beats

3. Knowledge of info graphics
4. Learn editing and designing of newspapers
5. Students will learn about ethics of journalism

Suggested Readings

- Rau, M. Chelapati, The Press
- Mehta, D.S, Mass Communication and Journalism in India, Allied Publishers Pvt. Ltd., New Delhi
- Natrajan, J., History of the Press in India, Asia Publishing House, Delhi
- Kumar, Kewal J.,Mass Communication in India,
- Kapoor, N.S., Punjabi Patarkari Da Vikas (Punjabi)
- Sandhu & Johal (ed.), Punjabi Patarkari Nikas, VikasTe Samasiavan
- Kumar, J, Keval, Mass Communication in India, Jaico Books, Mumbai,2004
- Parthasarthy.R, Journalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut;1970

  Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985
- Evans, Harold, William, Heinamann, Editing and Design (5 Vols.);, London
- The Gentle Art of Columning; Edson, GL; Brentanos, New York, 1920
- Feature writing for Newspapers and Magazines: Friedlander, Edward J. AddisonWestley Publishing Co. 1988
- Nelson, Roy Paul, Articles and Features, Haughton Miffin Co., Boston 1978
- Drewry, John E, Book Reviewing; The Writer Inc. Boston
- Metzler, Ken, Allyn and Bacon Inc, Creative interviewing : The writers Guide to Gathering information by Asking Questions.; 1996
- Hinkie, L Olin and Henry, John, How to write columns, The Lowa State College Press, Lowa
- Macdougall, Curtis D, Macmillian, Principles of Editorial Writing, New York 1949
- Herbert, John, Journalism in the Digital Age, Focal Press

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Course-II
New Media (1) (UC/MAJMC202-18)

Objective:
Students will learn about the functioning of cyber Journalism and use of internet as a research tool; ICT; emphasis will be on skills in exploring cyberspace.

Unit 1- Spread of Internet: What is internet? Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society;
Convergence and Multi-media: Print, radio, TV, internet and mobile

Unit 2- Online journalism: Earlier websites of newspapers, E-books and E-publishing Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity, Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online Journalism today

Unit 3- Digital storytelling: Tools of multimedia journalists;
Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast

Unit 4- Open source journalism:
Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright Exploring
Cyberspace

Internal Assessment (40 marks): Individual Blog: News stories, features, opinion pieces, pictures and video; Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites; bring out a web edition of the experimental journal

Outcomes:

1. Students will learn to use the cyberspace for journalism.
2. Use the internet to their advantage and avoid pitfalls of information gathered from unreliable internet sources.
3. Tap on opportunities offered by the boom in information communication Technologies (ICT).
4. Learn to write opinion pieces
5. Learn to operate blogs

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Suggested reading:

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004 4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press. 6.

Newspaper and magazine articles about New Media.

References:

1. Understanding Mass Communication: Defleur / Dennis, Goyalsaab Publishers, D=New Delhi Broadcasting in India: P.C. Chattergee, sage Publication, new Delhi
2. Broadcast Journalism: Boyd Andrew, Focal press London.
3. News writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
4. This is all India Radio: P.C. Chattergee, Publication Division, and New Delhi.
5. News writing: George A. Hough, Kanishka Publication, New Delhi
6. Baczkowski Pablo J (2004), Digitising the news: Innovation in online Newspapers, MIT press
7. A Journalist's Guide to the internet: The Net as a reporting tool: Callahan Christopher.
8. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web: Andrew Bonim.
9. ABC of the internet: Crumilish
10. Information Technology: Danis P. Curtin
11. Lllustrated World of Internet: Anil Madan
12. Ran Micheal, James W Tankard, (2004), writing for print and digital media withonline learning center and power web, McGraw Hill.
13. Allen Sturat, (2006), online news, McGraw Hill.
14. Cahhahan Christopher, Leslie Jean Thorton, (2009), a journalist's guide to internet, longman.
15. Wilkinson Jeffrey S, August E Grant, Douglas Fisher (2008), Principles of Convergent Journalism, Oxford

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Course-III
Radio & TV Journalism (1) (UC/MAJMC203-18)

Objective:

To discuss news reporting for radio principles of radio genres of radio, analyses and discussion of radio news bulletins. To make the students familiar with working of a TV Studio Help students learn the handling of a video camera. Understand all aspects like scripting based on the demands of the demands of the genre, lighting during camera operations and ultimately, budgeting. Introduce the debate between realism and reality in representations.

Unit 1- Understanding Radio: Invention and development; strengths and weaknesses of the medium; skills of a radio news reporter: developing sources, gathering News, giving voicecast, phonos, Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc. characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc. Writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, function of headlines in a news bulletin.

Unit 2- Compiling a Radio bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc. News updates, news reports, newsreel etc. Radio interview: types: interview for news gathering, vox-pop; structured interview programs: personality, informative, issue based;

Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.

Unit 3-Understanding the Television: invention and development; strengths and weaknesses of the medium; Production and transmission technology, Working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations

Unit 4-TV reporting: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, And video editors; Backroom researchers, reference library or archives people, graphic artists, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc. TV reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc, compilation of a bulletin, live feed,

Internal assessment (40 marks): Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

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Namaste Josa

Outcome:

1. Students will learn to write news bulletins for radio and TV
2. Students will have knowledge of different formats of radio and TV 3.
   Students will be able to handle TV/Video production.
4. Students will be able to optimally understand the skills of audio visual production and journalism
5. Students will learn news reading and news presentation

Suggested reading:

- De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books Ciignel, Hugh. *Key Concepts in Radio studies*. Sage Publications,New Delhi.
- Hyde, Stuart. *Television and Radio Announcing*. Kanishka Publications,New Delhi
- Masani, Mehra. *Broadcasting and the People*. National Book Trust,Mumbai
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.
- Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
- Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers, New Delhi.
- Frank, Lezzi. *Understanding Television Production*. Prentice-Hall, New Delhi.
- Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House, Mumbai.
- Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
- Boretsky, R. A. and Yorovsky A. *Television* Journalism. International Organisation of Journalists.
- Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
- Watching TV news channels (regional, national and international) Reading newspaper and magazine articles on current trends in TV.

Course-IV

Communication Theory and Practice (UC/MAJMC-204-2018)

Objective

Make students conversant with concepts of Mass Communication by making effective use of theories of press and reprinting on structure of media organization.

Unit 1- The Rise of Mass Communication: Media as an important social institution, Concept of 'Mediation Development of media technologies, The concepts of 'Mass' and 'Mass Society', the process and characteristics of 'Mass Communication', Development of communication models and thoughts, Modernity and mass communication. Political communication in India: Post independence movements. International and Political

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Communication: Issues of NWICO, Multinational ownership of media, media imperialism

Unit 2- Media: Role and Functions: The functionalist and normative issues, Theories of the Press, Media Norms: Range and levels of expressions of norms, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

Unit 3- Media Structure and Organizations: Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Protection, Diversity, Public interest, economic pressures and cultural issues, Media Organization: Forms and goals, Pressure groups and dynamic interests, Relations with society, clients and audiences.

Unit 4- Media Content: Freedom and gate-keeping, Content production- cultural production, Standardization and Genres, Issues: Bias, Representation, and commercialization, Audiences and Media Effects: Centrality of audiences in communication discourse, Audience behavior, Uses and gratification, three traditions of audience studies, Media Effects, Agenda setting, Framing, Cultivation Diffusion, Spiral of silence. Media Convergence: Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions,.

Internal Assessment (40): Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

Outcome:

1. Students will identify various theories of communications 2. Students will have knowledge of different media organizations.
3. Assess the media effect and convergence
4. Students will be able to make effective use of media for communication. 5. Students will have a critical understanding of the mass communication

Suggested reading:

McQuail, Denis: *Mass Communication Theory* (2000). London: Sage.

Course-V
Environment Journalism (UC/MAJMC-205-2018)

Objective:

To conveyer understand of evolution of development journalism, communication social change and analyses of development news in the media.

Unit 1- Environment and development: What is environment? Basic concepts and perspectives, globa local issues. Environment and society, relation with development, economy and health, sustainable develop Need of environment journalism, future prospective, National Geographic to New media.

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Unit 2- National perspective: India's national environment policy, background, principles, instrument institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, sit in Maharashtra. Role of NGOs, advocacy for environment protection, people's rights and environment, traditional practices and modern ways to protect environment, public awareness

Unit 3- Climate change: Why and how of global warming, basic terminology. Impact of climate and response of the communities and governments, need for international cooperation, the IPCC, Kyoto and protocols, politics of development, developed vs. developing nations. Reporting climate change, developing sources and insight, assessing impa global warming on local level.

Unit 4- Biodiversity: What is biodiversity? Importance and impact. Wild life, endangered species, nee conservation, natural habitats and communities Reporting nature and bio-diversity, diversity of issues, Water Pollution and Waste management: Water as a vital resource, pollution of water, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and Dreams, health and safety problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

Internal Assessment: (40) Analysis of environment news in the media, quizzes on environment-related issues.

Outcome:

1. Students will be familiar with development coverage of news in media
2. Student will learn the analysis of development news in media
3. Understand the dimensions of communication
4. Asses the Indian development model
5. Students will have knowledge of development journalism in pre-Independence India

Suggested reading:

- Specialized publications about environment like Down To Earth Watching program
- Discovery, National Geographic Watching documentaries about environment etc

Course-VI
Business Journalism (UC/MAJMC-206-2018)

Objectives:

Make students conversant with an understanding of fundamentals of India economy to help them improve their knowledge of world economy, contemporary issues related to business and commerce.

Unit 1- Understanding Economy: Basic principles of economy, important economic terms. Growth and development, environment concerns, employment generation, Price rise

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and inflation. Economics of agriculture and rural economy, urban economy, manufacturing and service sector, small scale industry and micro-enterprises

Unit 2- Fundamentals of Indian Economy: Growth and progress of Indian economy. Finance system in India, role of finance and planning commissions, role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and Privatization. Information Technology, Ecommerce, Issues related to SEZ, Central and state budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, anti- corruption mechanism. Contemporary issues related to Indian economy

Unit 3- World Economy: Capitalism, communism, socialism and other perspectives. Process of globalization and liberalization. New International Economic order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in world economy, contemporary issues related to world economy. Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

Unit 4- Corporate World and Cooperative Movement: Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance. Interaction with corporate sources, Tracking CSR. Public-private partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce. Business Journalism: Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, developing business story ideas; writing stories from press releases. Investigative reporting in business sector

Internal assessment (40 marks): Visit to a news organization's business section, Stock exchange, Attending AGMs covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

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COUSE-VII

Practical Work (UC/MAJMC-207-2018)

Objective

To teach the writing of a press release, to impact practical skills to the students for preparing print journal

	Internal assessment	100 marks
1	**Experimental Journal** Students have to work in the production of at least one print journal or one news board audio/video production	60 marks

1	**External Assessment either**	
	Semester-end evaluation (Viva-voce)	**40marks**
	Internal faculty will assess each student as Per the details given below. Internship and other activities: This internship has to be done before the end of Sem. II. It is mandatory to do it in a newspaper office. The minimum requirement is 60 hours of work for 15 days @ four hours a day. A file containing a detailed report about the internship (containing details of schedule and nature of work, copies of published and unpublished material, and assessments by concerned authority); and all the written assignment for other subjects has to be submitted to the external examiner. Using the file as reference, the External Examiner will interview the student about internship as well as other activities during the semester	

Outcome:

1. Come out with a print journal
2. Come out with a news based production from either radio or TV or Internet.
3. Learn about basic skills of news writing
4. Exposure to media houses will hone practical knowledge of the field of journalism 5. Learn the design and layout of a newspaper.

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Semester-III

Course-I

Radio & TV Journalism (2) (MAJMC301-19)

Objectives:

- To train the students in recognizing various audio aesthetics.
- To understand basic audio recording techniques.
- To familiarize the fundamentals of audio and post-production techniques with more emphasis on advanced optional techniques.
- The course aims to equip the students with the relevant practical knowledge required in the field of radio and TV.
- In-depth experience how to communicate with the masses through radio and TV.

Unit-I

Radio

- Characteristics, history, development, organization structure of Radio station.
-Making of a radio station
- Acoustics
- Microphones
- Use and mixing of sound, audio, effects, music
- Importance of Voice modulation in Radio

Unit-II

- Key elements of radio writing
- Announcement, talks, features-documentaries, plays, dialogue
Writing, newsreel, discussion, interviews, news writing,
Commercial/jingles
-Importance of silence, AM, FM, music scheduling

Unit-III

Television

- Characteristics, history, development, organization structure of TV station
- Making of a television studio, crew
- Key elements of television writing
-Television news, documentary/features, discussions, interviews, dramas
Commercial Programme

Unit-IV

Kinds of cameras, camera mountings, angles, movements, shots
- Picture composition
-Logging, editing, dubbing graphics, special effects
- Lighting

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- Art direction
- Costumes, make up

Internal Assessment (40): Basic functions of camera, documentary and interview exercises, analysis and discussion of news bulletins etc.

Outcome:

1. Students will become aware about the structures of radio and TV.
2. Students will be exposed to different equipment's of radio and TV.
3. To familiarize the students with different radio programming formats.
4. To make students understand the principles of production management.
5. To get students introduced to the innovative developments in radio communication.

References Books/Suggested Readings

1. Robert Mcleish.1999. Radio Production, Focal Press, Oxford.
2. Ralph Donald & Thomas Spann. 2004. Television Production, Surjeet Publications, New Delhi.
3. Thomas A. 1998. Editing Film and Video on the Desktop. Focal Press Publications.
4. Gerald Millerson. 1999. TV Production. Focal Press Publications.
5. Steven Bernstein. 1994. Film Production Focal Press Publications.
6. Barnard Wilkie. 1996. Creating Special Effects for TV and Video. Focal Press Publications.
7. R.B. Musburger.1977. Single Camera Video Production. Focal Press Publications.
8. P. Kriwaczek.1997. Documentary for the small screen Oxford; Boston: Focal Press.
9. William Moylan. 2006. The Art of Recording. Focal Press Publications.
10. Declan McGrath.2001. Editing and Postproduction. Focal Press Publications.
11. Davis & Weller. 1990. The Grammer of Television Production
12. Gerald Millerson. 1973. TV Camera Operation. Hastings House Publications.

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Course-II

Media Research Methods (MAJMC302-19)

OBJECTIVES:

- To provide insights about communication research.
- To try out quantitative and qualitative research approaches.
- To provide students with tools to conduct situation assessments that are informed by Participatory, human-rights principles.
- To make the students able to analyze data to guide strategic decisions.
- To understand how to monitor and evaluate communication for development programmes.

Unit-I

- Research: Concept, Definition, Nature and scope
- Type of Research and importance of research
- Elements of research
- Areas of media research
- Development and growth of communication research

Unit-II

- Research Designs: Experimental design and semi experimental design, exploratory, descriptive design
- Longitudinal research: Trend analysis, cohort analysis, panel studies
- Research Methods: Qualitative and quantitative
- Observation, case study, interview
- Content Analysis, Survey method

Unit-III

- Feed forward and feedback, NRS, TRP, opinion polls
- Sampling methods: probability and non-probability
- Hypotheses: Meaning, Characteristics
- Data Collection tools
- Sources of data: Data coding, tabulation

Unit-IV

- Introduction to Statistics
- Introduction to Statistical software
- Research Ethics
- Research synopsis
- Research report writing

Internal Assessment (40)

Outcome:

- The students will familiarize themselves with the basics of research.

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- The students will develop practical knowledge on quantitative and qualitative methods of research.
- Become aware of the ethical issues in Communication research.
- Learn to design and execute independent research projects using the methods learnt in the class.
- Understanding the various research methods and tool, including their benefits and shortcomings

References Books/Suggested Readings

1. John W Best.2006. *Research in Education*. Peasson Education Publications.
2. Anderson et-al.1970. *Thesis and Assignment Writing*. New delhi: Wiley eastern limited.
3. Goode and Hatt, 1952. *Methods of Social Research*. McGraw-Hill Education
4. Wilkinson and Bhandarkar. 2010. *Methods and Techniques of Social Research*. Himalaya Publishing House New Delhi.
5. ICSSR, *Training in Research Methodology in Social Sciences in India*.
6. Robert, B. Burns.2000. Introduction to Research Methods. SAGE Publications
7. Kothari, C. R. 1990. Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.
8. Dominick and Wimmer. 2006. Mass media research. Wadsworth cengage learning.

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Course-III

NEW MEDIA (2) **(MAJMC 303-19)**

Objective:

- To impact digital media literacy among the students.
- Basic concept of new media as well as role of digital media in the society.
- Become a critical consumer of information.
- Become a better writer and more analytical thinker.
- Acquire an understanding of the historical context, current trends and future projections of digital Communication method.

Unit-I

- Introduction to new media technology
- Internet, its historical perspective
- Information and communication technology
- Basic understanding of Internet from the viewpoint of Mass Communication

Unit-II

- Understanding of basic terminology like news group, Web servers, Web Browsers, URL, Home Page, Search engine, Internet Protocols. - Basic knowledge of Multimedia. - Internet Protocols
- Web page, social media
- Search resources

Unit-III

- Web page development, inserting, linking; editing and publishing
- Cyber Journalism: on-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, online editing and publishing. -Merits and demerits of cyber journalism over traditional newspapers, socio-economic aspects of cyber journalism

Unit- IV

Use of social media in politics
Revenue model of social media
Cyber security
New media ethics

Internal Assessment (40)

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Outcomes:

1. Students will learn to use the new media technology.
2. Use the Search engine.
3. Learn to create a blog and how to use blogging to show personal thought.
4. Learn web page development
5. Learn online editing and publishing

References Books/Suggested Readings

1. Handbook of New Media, Liverow.
2. The ABC's Of Internet, Crumlish, 1998. BPB Publications, NewDelhi.
3. Callahan Christopher.1999. A Journalist's Guide to the Internet: The Net as a reporting tool.
4. Christian Crumlish.1997. ABC of the Internet. Sybex Inc; Subsequent edition

Course-IV

INTERNATIONAL&INTERCULTURAL COMMUNICATION (MAJMC 304-19)

Objective:

- Introduce to the students the concept of International Communication.
- Make them familiar with various media giants of International Media.
- Introduce students with the concept of globalization and its impact on media.
- Make them familiar with flow of media, imbalance in digital age.

Unit-I

- Definition, concept and scope
- Relationship between culture and communication
- Basic understanding of culture as a social institution - value systems
- Inter-Cultural communication
- Modern mass media as vehicles of inter- cultural communication

Unit-II

- Barriers in inter-cultural communication

(Reference to religious, political and economic pressures, inter-cultural conflicts and Communication)

- Impact of new technology on culture
- Globalization effects on culture and communication
- Mass media as a culture manufacturing industry
- Culture, communication and folk media

Unit-III

- Definitions and issues in International Communication
- Political, economic and cultural dimensions of international communication
- Communication and information as a tool of equality and exploitation
- International news flow-imbalance

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- International, regional and internal disparities in media growth
- Communication as a human right

Unit-IV

- International news agencies and syndicates, their organizational structure and functions
- Critique of western news values, Information- prompted Cultural imperialism
- Impact of new communication technology on news flow - satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations
- Effects of globalization on media systems and their functions
-NWICO, major players in international communication

Internal Assessment (40)

Outcomes:

- The course will provide the better understanding of intercultural Communication
- Have knowledge about various media giants of International media
- Become increasingly more culturally aware, sensitive and intelligent
- Explore issues related to intercultural communication.
- Students will be introduced to historical and contemporary concepts, ideas and framework.

References Books/Suggested Readings

1. Fred. E. Jandt.2004. An Introduction to intercultural Communication, Sage Pub. India Pvt., New Delhi.
2. William B. Gudykunst, 2002. Handbook of International & intercultural Communication Sage Pub. India Pvt., New Delhi.
3. Galtung, J. & R.G. Vincent (1992). Global Glasnost; Toward a New World Information and Communication Order by Cresskill, NJ; Hampton Press.
4. Harasim, Linda M. (2003). Global Networks; Computers and International Communication, New York, Longman.
6. Herman, Edward S and Robert W. McChesney, (1997), Global Media: The new Missionaries of corporate capital. London and Washington; Cassell. Kamalipour, Yahya, (2003), (ed.), Global Communication. Boulder, CO; Wdsworth.
7. Lewis, Patrica, (1993), (ed.). Alternative Media; Linking Global to the Local. Paris, UNESCO Publications.
8. Lloyd Barrett, Oliver, (1999). The Globalization of News, London; Sage.
9. Ali Mohammadi, 1997. International Communication and Globalization: A Critical Introduction, SAGE Publication,
10. Daya Thussu.2006. International Communication: Continuity and Change, Bloomsbury Academic.
11. DayaKishanThussu.2009.International Communication: A Reader, Taylor & Francis Group.

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12. Bella Mody.2003. International and Development Communication: A 21st Century Perspective, SAGE Publication.

Course-V
Environment Journalism (MAJMC-305-19)

OBJECTIVES:

- To know the implications of the Environmental (Protection) Act, 1986.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of environment versus development in the media.
- To sensitize students about the intricacies concerning environmental coverage in the media.
- To discuss the challenges connected with environment.

UNIT I

NATURE OF ENVIRONMENTAL STUDIES:
Definition – Ecology, environment – Scope and importance – Different eco-systems – Interdisciplinary nature of environmental studies – Need for public awareness – The Environmental (Protection) Act, 1986 – Coastal Regulation Zone, 2011.

UNIT II

ENVIRONMENTAL POLLUTION
Definition – Causes, effects and control measures of air pollution, water pollution, soil pollution,Marine pollution, noise pollution, thermal pollution, nuclear hazards – solid waste management:causes, effects and control measures of urban and industrial wastes – Zero waste technologies –Role of an individual in prevention of pollution – Pollution case studies.

UNIT III

SOCIAL ISSUES AND ENVIRONMENT
From unsustainable to sustainable development – urban problems related to energy – water
conservation, rainwater harvesting, watershed management – Resettlement and rehabilitation of
People – Environmental ethics – climate change, global warming, acid rain, ozone layer depletion,

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Sea level rise – Nuclear accidents and holocaust – Wasteland reclamation.

UNIT IV

ROLE OF MEDIA

Science, technology and environment
Designing environmental media programmes
– Use of media for environmental, messages – Moving from peripheral environmental coverage to
Holistic coverage –Media in environmental management.

Internal Assessment (40)

OUTCOMES:

- The students will get familiarized with the interdisciplinary nature of environmental studies.
- The students will gain knowledge on various social issues and environment.
- To make students understand the role of media in communicating environmental messages.
- Learn how to write environmental at features.
- Will become more aware that how the environment can be saved.

Reference books:

1. Jay Withgott and Scott Brennan 2003. Environment: The Science Behind the Stories, Prentice-Hall, Upper Saddle River,
2. Chris Park. 2001. The Environment: Principles and Applications, Routledge, U.K.
3. Norman Lee (Ed.).2000. Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. John Wiley and Sons, U.K.
4. N. Luhmann.1989. Ecological Communication. Chicago University Press, Chicago.
5. F.I. Woodward (Ed.).1992 Ecological Consequences of Global Climate Change, Vol.22, Academic Press, London,

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Course-VI

INTRODUCTIONTO MARKETING (MAJMC 306-19)

OBJECTIVES:

- This course is designed to provide students with an understanding of the Principles of marketing.
- Focus on the management of the marketing activities and how it relates to overall organizational function.
- To know about marketing environment and product life cycle.
- To find ways to tackle Marketing Research & Marketing Information System versus development in the media.
- How to identify and analyze concise marketing opportunities and develop strategic marketing plans

UNIT I

Marketing: Meaning – Scope – Importance – Approaches to the study of Marketing – Marketing Concept – Market Segmentation: Meaning – Bases for segmentation – Uses. Marketing Mix: Four P's in marketing – Marketing Planning – Importance – Types of planning.

UNIT II

Marketing Environment – External factors – Internal factors – Consumer Behaviour – Meaning and importance – Consumer buying process – Determinants of consumer behaviour — Product Mix Management: Product planning and development – New Product development – Product Life Cycle – Meaning – Stages –Managing PLC – Product positioning – Branding – Packaging

UNIT III

Price Mix Management: Factors affecting pricing – Pricing and pricing policies – Objectives – Procedures – Methods of price fixation – Administered and regulated prices.

Promotional Mix: Personal selling Vs Impersonal selling – Personal selling process – Steps in selling – Compensation plans – Evaluation of salesmen performance

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UNIT IV

Advertising: Importance – Objectives – Media planning campaign and selection –Factors influencing selection – Advertising copy – Layout – Evaluation of advertising – Advertising budget – Sales Promotion methods – Publicity – Sales promotion tools.

Internal Assessment (40)

OUTCOMES:

- Have a working knowledge of the four stages of marketing planning cycles.
- Know how to plan and implement a media campaign.
- Understanding the importance of advertising techniques
  Learn the importance of media situation.
- To have knowledge of preparing advertising copy.

References Books/Suggested Readings

1. William Stanton: *Fundamentals of Marketing*, McGraw Hill.
2. Mamoria & Joshie: *Fundamentals of Marketing*.
3. Armstrong and Kotler: *Principles of Marketing.*
4. Kurtz & Boone, Principles of Marketing, Cengage Learning
5. Kotler & Armstrong, Principles of Marketing, Prentice Hall
6. Biplab S. Bose, Marketing Management, Himalaya Publications

Course-VII
PRACTICAL (MAJMC 306-19)

Each student should make programme on any format of both Radio & TV on the subject

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Semester-IV

Course-I

MEDIA MANAGEMENT, LAWS AND ETHICS (MAJMC401-19)

Objectives

- To make students aware about the responsibilities, structure and functioning and Responsibilities of an organization
- Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. .
- Students will have developed hands-on experience as content marketers using Journalistic and digital techniques.
- Students will gain a perspective on the evolution of media on key current trends.

Unit 1- Contemporary media scenario: Proliferation of Media in India, digital technology,

New technology, convergence and its effect on consumer behavior and potential of content. Striking a balance between business and 'mission'.

Unit 2- Media management:

Principles of management organization structure of Radio, TV and print
Function of various department Editorial, business human recourse
Development department ownerships Patterns individual partnership, Group chain, employees, trust corporation Family owned, cross – media ownership
Right to Information Act , Prasar Bharati
Press ethics and yellow journalism

Unit 3- Economics of Print and electronic media: Management, business, legal and financial
aspects of media management. Revenue generation strategy. Budgeting and finance, capital costs,
production costs, commercial policy, advertising and sales strategy, competition and survival,

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evolving a strategy; and plan of action, operations, production schedule and process, evaluation,
and PR for building and sustaining business and audience.

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Unit 4- Media Laws & Ethics: History of press laws in India- Contempt of Courts Act 1971- civil and criminal law of defamation. Relevant provisions of Indian Penal Code with reference to sedition, Press Council act 1978 , Defamation , Contempt of court , Copyright act , Press and Registration of book act 1867, crime against women and children; laws dealing with obscenity; Official Secrets Act,1923, vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867. Working

Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions)
Press council act 1978 and press commissions
, Defamation, Contempt of court
Official secret Act 1923
Crime against women and children: low dealing with obscenity;
Vis-à-vis right to information act, Press and Registration of Books Act,
Working Journalists and other Newspaper Employees

Internal Assessment (40)
Outcomes-

1. **Students will learn to apply media law when covering the news.**
2. **Students will have knowledge about all the current trends in media.**
3. **The students will get an insight into various ownership of media houses.**
4. **It will provide the knowledge about the constitution of India.**

References Books/Suggested Readings

1. Gulab Kothari, 1995. Newspaper Management, , Intercultural Open Uni. Netherland.
2. Virbala Aggarwal, 2002. Handbook of Journalism & Mass Comm. Concept Pub. Co., New Delhi.
3. Herbert Lee Williams, 1978. Newspaper Organization& Management, Surjeet Pub., New Delhi.
4. Frank M. Corrado. 1984. Media for Managers Published by Prentice Hall.
5. Henry H. Albers. 1969. Principles of Management: A Modern Approach. Publisher Wiley.
6. Dibakar Panigrahy. 1993. Media Management in India. Kanishka Pub. House, New Delhi.
7. Gulab Kothari. 1995. Newspaper Management in India. Published by Rajasthan Patrika Pvt Ltd.
8. Dennis F. Henrick.2015. Media Management in the Age of Giants.
9. Herbert Lee Williams.1955. Newspaper Organization and Management. Iowa State Pr; 5 edition.

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Course-II

DEVELOPMENT COMMUNICATION **(MAJMC-402-19)**

OBJECTIVES:

- To understand the role of traditional and modern media in development.
- To discuss various paradigms of social and behavior change communication (SBCC).
- To learn the Indian experiences in Communication for Development
- To develop an understanding of the concept of development
- To understand the concept of Development communication.

UNIT I

Development: Concept – Dynamics of Development – Development issues – Development indicators – Dysfunctions of development – Communication perspective on development – Role of Communication in Development Approaches to Development Communication.

UNIT II

Dominant paradigm of Development: Evolutionary model – Psychological variable model – Cultural factors model – Economic growth model

UNIT III

Communication approaches of Dominant paradigm: Powerful effects model of mass media – Diffusion of innovations – Mass media in modernization – The critique of above models.

UNIT IV

Alternative paradigms of Development and Development Communication: Basic needs programme – Integrated Development – Intermediate technology – Self Development – Self-reliance – Popular participation – New Communication technologies – Traditional media use – Development support communication.

.Internal Assessment (40)

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OUTCOMES:

- To familiarize the students with the communication approaches to development.
- To make students understand how to communicate science and development.
- Students will be introduced to South Asian experiences and experiments on communication for development.
- Students will learn the importance of Developments
- Students will become efficient in using media for Development Communication.

References Books/Suggested Readings

1. Wilhur Schram. 1964. "Mass Media and National Development". Stanford University Press.
2. S.C. Dube. 1958. India's Changing Vilalges: Human Factors in Community Development". Routledge.
3. Y.V. Lakshman Rao. 1966. Communication and Development. U of Minnesota Press.
4. Uma Narula, "Development communication: Theory and Practice.
5. Everett Rogers. 2010. "Diffusion of Innovations". Simon and Schuster
6. S.R. Mehta. 1992. Communication and Development, Rawat Publications.
7. J.V. Vilanilam.2009. Development Communication in Practice: Indian and the Millennium
   Development Goals (MDGs), Sage.
8. LinjeManyozo.2012. Media, Communication and Development: Three Approaches, Sage, New Delhi.
9. Gopal Bhargava. 2011. Mass Media and Public Issues, Isha.
10. K.P. Yadav. 2007. Encyclopedia of Mass Media and Development, Sarup& Sons.

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Course-III
FILM APPRECIATION (MAJMC 403-19)

OBJECTIVES:

- To understand the functions of films as an institution for production and distribution of social knowledge and entertainment.
- To expose students to a variety of film styles, genres and analyze the dominant forms of
  Popular cinema.
- To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative.
- Develop visual literacy and analysis skills to study any film.
- Knowledge of the diverse artistic and practical elements that are useful in making of films.

Unit 1- What is cinema? Definition of cinema. The concept of persistence of vision. Films
relationship to each of the arts: music, dance, literature, theatre, architecture, photography and
painting.

.

Unit 2- Film styles and Genres: Image and editing. To what extent does film manipulate reality?
Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure,
comedy, drama, epic/historical, horror,
Sci-fi, war etc. Other formats i.e. short films: fiction & non-fiction, promotional, propaganda,

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corporate, educational, advertising films.

Unit 3- Film history: Development of film in Europe, US and India. Important directors and their
contribution to world cinema, film companies and films.
World cinema: D. W. Griffith, Sergie Enstinc, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles
Chaplin, Franscois
Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred
Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, YashizoroOzu, Steven
Speilberg, Majid Majidi, etc.
Indian cinema: V. Shantaram, Satyajit Ray, ShyamBenegal, RitwikGhatak,GirishKarnad, Rajkapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

Unit 4- Film Studies: Film appreciation, analysis, criticism etc. Reviewing films for various media.
Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts.
relevance, Censor Board. Influence of cinema on society, culture, arts.
Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film
Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media.

Internal Assessment (40)

OUTCOMES:

- At the end of the course, students will be able to critically appreciate films from an historical perspective.
- Students will be able to identify various genres in films.
- Students will learn how to write a movie review
- Use understanding of film technique and film as an art medium as tools to analyze film.

References Books/Suggested Readings

1. Susan Hayward. 2004. Key Concepts in Cinema Studies, Routledge, London.
2. GeofferyNowell-Smith (Ed.). 2009. The Oxford History of World Cinema, Oxford University Press, 2005 3. Mihir Bose, Bollywood A History, 1st Edition, Roli Books Pvt. Ltd., New Delhi, 2006 4. Ashish Rajadhyaksha, Encyclopaedia of Indian Cinema, 2nd Ed., British Film Institute, 1999. 5. James Monaco, How to Read Films, 30thEd.,Oxford University Press.

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6. Bordwell, David & Thompson, Kristin (2004) (7th end) Film Art: An Introduction, Mc Graw Hill: Boston
7. Monaco, James (2000) (3rdedn) How to Read a Film: Movies, Media, and Mutimedia, Oxford University Press: Oxford
8. Corrigan, Timothy and White, Patricia (2004) The Film Experience: An Introduction, Bedford/St Martin's: Boston
9. Nelmes, Jil (2ndedn) (1999) Introduction to Film Studies, Routledge: New York
10. Phillips, William (1999) Film: An Introduction, H. Bedford/St Martin's: Boston
11. Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
12. Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.

13. Chopra, A. (2011) First Day First Show: Writings from the Bollywood Trenches, New Delhi, Penguin Books
14. [illegible] कान, 2007

Web Resources:

1. Film|Cinema|Movies–Telegraph; http://www.telegraph.co.uk/culture/film/.
2. Film - The Guardian; http://www.theguardian.com/film.
3. Film and Television Institute of India; www.ftiindia.com/.
4. British Film Institute; www.bfi.org.uk/.
5. http://www.arthousecinema.in/2013/04/uski-roti-1970/

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Course-IV
SPORTS JOURNALISM (MAJMC 405-19)

Objective

(1) Develop to distinguish among the various sports Communications professions
(2) Provide basic knowledge of the responsibilities and skills necessary for sports Journalists and sports communications professionals
(3) Understand basic issues related to ethical practices in sports media professions
(4) Establish introductory knowledge of the business of sports and media
5 To shape future sports Journalists for Print, Electronic and Web Media.

Unit 1- History and Traditions: Beginning and development of various sports. Brief history of
International Games: Olympic, Commonwealth, Asian. History of National Games and other major
Tournaments related to various sports. National and state sports awards like Arjun, Dronacharya, and Shiv
Chatrapati Purskar, etc. Sports and Society

Unit 2- Sports Journalism: Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators
Commercial relationship between media coverage and sports events, marketing,
Future of sports journalism, career opportunities. Radio commentaries;

Unit 3- Sports Reporting and Writing: Differences and similarities with other reporting; Explain,

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Interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late
night events.; Developing sources- advances, match reports, reviews and follow up; Sports features;
Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media;
Radio commentaries; live telecast, Sportscast, Web commentaries,

Unit 4- Sports Editing: Editing sports stories, Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of photo: action photos, cutouts profile photos, photo editing and writing captions Ghost writing for sports columns. Designing sports pages; planning and coverage of major games, tournaments.

Internal assessment (40 marks): Covering live sports events in the city. Match reports of
local sports tournaments, writing sports features, interview of sports persons and sports officials,
Analysis of sports sections/pages of newspapers, Analysis of sports bulletins/commentaries, etc.

Outcomes:

1. The students will learn how to write sports stories in short form and long form.
2. The course will equip them with the essential values required for sports journalism.
3. It will provide the knowledge about all the rules and regulation of the sports.
4. The Students will also become aware how sports is used for maintain International Relations.
5. It will provide the knowledge about the History and Tradition of Sports.

References Books/Suggested Readings

1. Abraham Aamidor. 2003. Real Sports Reporting. Diana University Press - Indiana University Press
2. Tania G. Cassidy. 2003. Sports Coaching; Routledge.
3. K. C. Thakur. 2010. Sports Journalism. Cyber Tech Pub, New Delhi
4. Kathryn T Stofe. 2009. Sports Journalism: An Introduction to Reporting and Writing. Rowman & Littlefield Publishers
5. L Jones Robyn, Robyn L Jones. 2007. Mike Hughes: An Introduction to Sports. Routledge.
6. Phil Andrews. 2013. Sports Journalism: A Practical Introduction; Sage Publications. Sheffield Hallam University, UK.

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7. Prasidh Kumar Mishra: Sports Journalism. Amazon Asia-Pacific Holdings Private Limited.

Course-V

PRESONALITY DEVELOPMENT & SOFT- SKILLS (MAJMC 406-19)

Objective

- Improve Presentation and Communication Skills
- Focused on Persona management, grooming and soft skills.
- To impart knowledge, sharpen skills so that they are capable of performing better in their roles.
- To familiarize the students with blogging.
- Grooming of Over-all Personality

Unit-I

Soft Skills

- Understanding self
- Interpersonal Skills and Face to face communication
- Telephonic communication
- Kinesics and paralanguage
- Etiquettes and manners
- Dress Code
- Time Management
- Organizational Communication

Unit-II

Writing, Reading & Spoken skills

- Elements of good writing
- 7 Cs of Communication
- Writing CV's & Covering Letter

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- Letters, Minutes
- Intensive & Extensive reading
- Blogging

Unit-III

Computer Awareness

- Origin and growth of computer
- Devices of computer system
- Computer memory and its types
- Operating system and its types

Unit-IV

Visual presentation & ICT Skills

- Use of PPT
- Word, Excel, Power point,
- Social Networks Use : Face book, Twitter, You Tube, Whatsapp & other social platforms

OUTCOMES:

- **Self-awareness**
- **Personality Development**
- **Leadership, Personal and Professional development**
- **Social justice and Responsibility**
- **Learn how to create blog for exchanging their ideas.**

References Books/Suggested Readings

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.3. Andrews, Sudhir. 1988 How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill.
4. Heller, Rober. 2002. Effective leadership. Essential Manager series. Dk Publishing.
5. Hindle, Tim. 2003. Reducing Stress. Essential Manager Series. Dk Publishing.
6. Lucas, Stephen. 2001. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
7. Mile. 2004. D.J Power of positive thinking. Delhi. Rohan Book Company.
8. Pravesh Kumar. 2005. All about Self- Motivation. New Delhi. Goodwill Publishing House.
9. Smith, B. 2004. Body Language. Delhi: Rohan Book Company.

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Course-IV
RESEARCH DISSERTATION (MAJM- 405-19)

OBJECTIVES

1. This course offers students the opportunity to develop media expertise by working with the professionals in the field.
2. Encourage the students to choose the research topic relevant to today's times.
3. Develop student's critical reading and writing skills.
4. Train students to collect, analyze .interpret and present data.
5. Explore the role of data in formation of research report.

Since Masters of Arts in in Journalism, Advertising and Mass Communication is an integrated course, the students are required to register themselves for a dissertation topic and start initial work on the dissertation latest by second semester. The topic must be finalized by the end of the first month of the second semester in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the second semester. By the end of the fourth and last semester, each student is expected to submit four copies of the dissertation and a soft copy of their thesis Each student with his/her dissertation will be subjected to a viva voce by an external examiner approved by the Punjab Technical University upon completion

OUTCOMES

1. This course will develop the confidence and communication skills among the students.
2. The students will learn how to prepare the synopsis and writing a research report.
3. The importance of library and internet in the research will become clear through tis course.

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4. The students will develop the skills of giving presentation.
5. Level of patience will be increased.

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Main Campus Kapurthala
Department of Journalism & Mass Communication

Ref.No: IKGPTU/JMC/ Date:

Subject: Minutes of BoS meeting.

A meeting of BoS (Journalism & Mass Communication) was held in the office of Head. at 10:30am on 26/07/2019. The following members were present in the meeting:

1. Dr. Ranbir Singh, Associate Prof.& Head I.K. Gujral Punjab Technical University, Kapurthala
2. Dr. Namarta Joshi, Associate Prof.& Head GNDU Regional Campus, Jalandhar.
3. Dr. Sarabjit Singh, AP, Head I.K. Gujral Punjab Technical University, Kapurthala
4. Dr.Ekta Mahajan, AP, Head I.K. Gujral Punjab Technical University, Kapurthala
5. Mr. Munish Devgan, Senior Producer India Today Network, Aaj Tak Channel, Noida
6. Mrs.Geeta Verma, Alumna, I.K. Gujral Punjab Technical University, Kapurthala

In the meeting, following unanimous decisions and recommendations were made:

1. The syllabus of Semester- I&II B.A (Journalism & Mass Communication) 2019-20 Onward was discussed and finalized,---Appendix II
2. The scheme and syllabus of Semester-I-II of M.A (Journalism & Mass Communication) 2019-20 onward was discussed and finalized.----Appendix I
3. The scheme and syllabus of Semester-I-II of MPhil (Journalism & Mass Communication) 2019-20 onward was discussed and finalized.----Appendix I
4. Syllabus was discussed according keeping in mind the industrial requirements of Media

The meeting ended with a vote of thanks.

(Dr. Namarta Joshi) (Mr. Munish Devgan) (Dr. Ranbir Singh)

(Dr. Sarabjit Singh) (Dr. Ekta Mahajan) (Geeta Verma)

12/

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Scheme & Syllabus of

Bachelor of Arts

(B.A. Journalism & Mass Communication) Batc 2019-20 Onward

By

Board of Studies (Journalism & Mass Communication)

Department of Academics

IK Gujral Punjab Technical University

Head
Department of
IKG Punjab Technical University
Kapurthala (PB.)

Namrata Joshi

Vision & Mission of the Department

VISION

The Department of Journalism and Mass Communication of I.K. Gujral Punjab Technical University, aspires to be a nationally and internationally acclaimed leader in professional and higher education in all spheres, which transforms the life of students through integration of teaching, research and character building.

MISSION

A Department that can effectively harness its multidisciplinary strengths to create an academically stimulating atmosphere; evolving into a well-integrated system that synergizes the efforts of its competent faculty towards imparting intellectual confidence that aids comprehension and complements the spirit of enquiry. To orient the students to the university ethos that aspires to put budding journalists to the service of society.

Namarta Joshi

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Namarta Joshi

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Department of Journalism & Mass Communication
I.K.G. Punjab Technical University
Kapurthala (PB.)

Programme Educational Objectives (PEO)

BA program in Journalism and Mass Communication program will be

PEO1: Utilizing strong professional aptitude and domain knowledge to develop smart media communication for the upliftment of society.

PEO2: Applying research and entrepreneurial skills augmented with a rich set of Communication, teamwork and leadership skills to excel in their profession.

PEO3: Showing continuous improvement in their professional career through life-long learning, appreciating human values and ethics.

PROGRAM OBJECTIVES

The Bachelor programm designed for student desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media industry. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

The objectives of the course are:

1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, and workshops and to acquaint student with advanced journalism and media practices.
2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.
3) To offer appropriate grounding in the issues, ideas and challenges of 21st century. Thereby, broadening the world view of the future media practitioners.
4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

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PROGRAM OUTCOMES

- The students learn competencies and skills required by the media world.
- They will be well-integrated in the industry, being industry-ready at the outset.
- The students would have acquired great confidence by the end of the course, having had hands-on experience with media software, intensive training in media writing, and media exposure in journalistic writing, through informal internships.

Bachelors of Arts in Journalism and Mass Communication (BAJMC)

It is an Under Graduate (UG) Programme of 3 years duration (6 semesters)

Eligibility for Admission: 10+2 in any stream or equivalent from any recognized Board/Institution.

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
UC/BAJMC101/19	Core Theory	Introduction to Journalism	3	1	0	40	60	100	4
UC/BAJMC102/19	Core Theory	Introduction to Media and Communication	3	1	0	40	60	100	4
UC/BAJMC103/19	Core Theory	Indian Political & Social System	3	1	0	40	60	100	4
UC/BAJMC104/19	Practical/laboratory	Communication Lab	-	-	2	-	25	25	1
UC/BTHU103/19	Ability Enhancement Compulsory Course (AECC)-I	English	1	0	0	40	60	100	1
UC/BTHU104/19	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
UC/HVPE101/19	Ability Enhancement Compulsory Course (AECC)	Human Values, Deaddiction and Traffic Rules	3	0	0	40	60	100	3
UC/HVPE102/19	Ability Enhancement Compulsory Course (AECC)	Human Values, Deaddiction and Traffic Rules (Lab/ Seminar)	0	0	1	25	--**	25	1

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UC/BMPD102/19		Mentoring and Professional Development	0	0	1	25	--**	25	1
	TOTAL		**13**	**3**	**6**	**280**	**345**	**625**	**20**

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement **The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
UC/BAJMC201-18	Core Theory	Reporting and Editing for Print	2	1	2	40	60	100	4
UC/BAJMC202-18	Core Theory	Media and Cultural Studies	3	1	0	40	60	100	4
UC/BAJMC203-18	Core Theory	Global Media and Politics	3	1	0	40	60	100	4
UC/BAJMC204-18	Core Theory	Media Ethics and Laws	3	1	0	40	60	100	4
UC/BAJMC205-18	Practical/Laboratory	Media Lab	-	-	2	-	25	25	1
UC/EVS102-18	Ability Enhancement Compulsory Course (AECC) –III	Environmental Science	2	0	0	40	60	100	4
UC/BMPD202-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		**13**	**04**	**5**	**225**	**325**	**550**	20

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC301-18	Core Theory	Introduction to Broadcast Media	3	1	0	40	60	100	4
BAJMC302-18	Core Theory	History of Media	3	1	0	40	60	100	4
BAJMC303-18	Core Theory	Advertising	3	1	0	40	60	100	4
BAJMC304-18	Core Theory	Public Relations	3	1	0	40	60	100	4

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BAJMC305-18	Skill Enhancement Course-I	Interpersonal Communication Skills	3	0	2	40	60	100	4
BMPD302-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		**15**	**05**	**3**	**225**	**300**	**525**	21

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	
			L*	T*	P	Internal	External		
BAJMC401-18	Core Theory	Advanced New Media	2	1	2	40	60	100	4
BAJMC402-18	Core Theory	Development Communication	3	1	0	40	60	100	4
BAJMC403-18	Core Theory	Communication Research and Methods	3	1	0	40	60	100	4
BAJMC404-18	Core Theory	Advanced Broadcast Media	3	1	0	40	60	100	4
BAJMC405-18	Skill Enhancement Course-II	New Media Writing and Publishing	2	1	2	40	60	100	4
BMPD402-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		**13**	**05**	**5**	**225**	**300**	**525**	21

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC501-18	Skill Enhancement Course-III	Computer Application in Mass Media	2	1	2	40	60	100	4
BAJMC502-18	Open Elective-I	Global Media	3	1	0	40	60	100	4
BAJMC503-18	Elective-I	Introduction to Community Media	3	1	0	40	60	100	4
BAJMC504-18	Elective-II	Newspaper Organization and Functioning	3	1	0	40	60	100	4

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BAJMC505-18	Project/ Seminar	Minor Project	0	0	2	Satisfactory / Un Satisfactory			2
BMPD502-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		**12**	**04**	**05**	**185**	**240**	**425**	19

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credit
			L*	T*	P	Internal	External		
BAJMC601-18	Skill Enhancement Course-IV	Marketing Communication	3	1	0	40	60	100	4
BAJMC602-18	Open Elective-II	Basic principles of Communication	3	1	0	40	60	100	4
BAJMC603-18	Elective-III	Visual Communication Basics	3	1	0	40	60	100	4
BAJMC604-18	Elective-IV	Photo Journalism	3	1	0	40	60	100	4
BAJMC605-18	Internship	Media Internship	-	-	-	Satisfactory / Un Satisfactory			1
BAJMC606-18	Project	Major Project	0	0	6	Satisfactory / Un Satisfactory			6
BMPD602-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		**12**	**04**	**07**	**185**	**240**	**425**	24

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Total Marks of BA Program: 3075
Total Credit of BA Program: 125

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SEMESTER-1st

UC/BAJMC101/19 Introduction to Journalism

Course Code	UC/MAJMC101/19			
Course Title	Introduction to Journalism			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	75	15	0	90
Course objective	1. This course builds the basic foundation of a budding journalist, helping her understand what News is. Through a journey into various facets of 2. And approaches to news, it prepares the learner to be a responsible journalist.			

Type of the courses	Core	DSE	Project	GE	AECC	CSE
		-				

Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentation assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	UNDERSTANDING NEWS: Ingredients of news; News: meaning, definition, nature; The news process: from the event to the reader (how news is carried from event to reader); Hard news vs. Soft news; Basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.	19	4	0
II	DIFFERENT FORMS OF PRINT – A HISTORICAL PERSPECTIVE: Yellow journalism; Penny press; Tabloid press; Language of news: Robert Gunning – Principles of clear writing; Rudolf Flesch formula – skills to write news.	19	4	0
III	UNDERSTANDING THE STRUCTURE AND CONSTRUCTION OF NEWS: Organizing a news story, 5W"s and 1H, Inverted pyramid ; Criteria for news worthiness; Principles of news selection; Use of archives, sources of news, use of internet.	18	3	0
IV	DIFFERENT MEDIA – A COMPARISON: Language and principles of writing: Basic differences between the print, electronic and online journalism; Citizen journalism; Contemporary debates and issues relating to media; Ethics in journalism.	19	4	0

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Outcomes:

1. **It will provide a better understanding of the concept as well as formation of news.**
2. **The students will get a thorough knowledge of print media from a historical point of view also.**
3. **It will give an overview of various forms of journalism to the students.**
4. **It will also provide an insight into the present issues related to media.**
5. **The students will get knowledge about the different traditional and modern sources of news.**

Texts and References:

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today"s media; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer"s Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.
- Richard Keeble. The Newspaper"s Handbook; Routledge Publication, 2006.

Introduction to Media and Communication-UC/BAJMC102/19

Course Code	UC/BAJMC102/19			
Course Title	Introduction to Media and Communication			
Course Credits	**Lecture**	**Tutorial**	**Practice**	**Total**
	3	1	0	4
Contact hours	75	15	0	90
Course objective	1. This course aims to steer a student towards understanding the role and Importance of communication in society. The course also builds a 2. Theoretical background for understanding how communication works. 3. This course lays the theoretical base for applied communication courses.			

	Core	**DSE**	**Project**	**GE**	**AECC**	**SEC**
Type of the course						

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Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentation/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

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Rajasthan (U.P.)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	MEDIA AND EVERYDAY LIFE Mobile phones, television, ring tones, Twitter; The Internet: Media and everyday life; Mediated and non-mediated communication; Forms of Communication; Levels of Communication: Mass Communication and its process;	19	4	0
II	COMMUNICATION AND MASS COMMUNICATION Normative Theories of the Press; Media and the Public Sphere. Four models of communication: Transmission models; Ritual or Expressive models; Publicity Model; Reception Model.	19	4	0
III	MASS COMMUNICATION AND EFFECTS PARADIGM Direct Effects; Mass Society Theory; Propaganda; Limited Effects; Individual Difference Theory; Personal Influence Theory.	18	3	0
IV	CULTURAL EFFECTS AND THE EMERGENCE OF AN ALTERNATIVE PARADIGM CULTURAL EFFECTS Agenda Setting; Spiral of Silence; Cultivation Analysis; Critique of the effects paradigm and emergence of alternative paradigm.	19	4	0

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Outcomes:

1. **It will provide an overview of the various types of media around us.**
2. **The students will get an insight into the various models and theories applicable to press.**
3. **It will also give knowledge about the various paradigms applicable to mass communication. 4. The effects of mass media on society can be well understood after the study of various theories.**
5. **The concept of mass communication in context of society will be interpreted in a coherent way.**

Texts and References:

- Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21 34; 59 72
- John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1 38
- Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1 11; 41 54;
- 121 13 (fourth Edition)
- Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006) pages 42 64; 71 84; 148 153; 298 236
- Kevin Williams, Understanding Media Theory, (2003), pp.168 188
- Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)

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- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence **[4]**

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in allpervasive space
22. Holistic perception of harmony at all levels of existence

- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics **[6]**

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:

a) Ability to utilize the professional competence for augmenting universal human order,
b) (b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
c) Ability to identify and develop appropriate technologies and management patterns for above production syst

27. Case studies of typical holistic technologies, management models and production systems 28. Strategy for transition from the present state to Universal Human Order:

a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers.
b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education.*

Reference Books

1. Ivan Illich, 1974, *Energy & Equity,* The Trinity Press, Worcester, and HarperCollins, USA 2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay,* Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies,* Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming,* Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome's report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers* , Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.

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11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, *http://uhv.ac.in*
2. Story of Stuff, *http://www.storyofstuff.com*
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

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UC/HVPE102/19	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

UC/BMPD102/18 (1st-SEMESTER) Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B
Mentors/Faculty in charges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

Navanita Joshi

BA (Journalism & Mass Communication)

SEMESTER-II

Reporting and Editing for Print UC/BAJMC201-18

Course Code	UC/BAJMC201-18							
Course Title	Reporting and Editing for Print							
Course Credits	Lecture		Tutorial		Practice		Total	
	2		1		2		4	
Contact hours	60		0		60		120	
Course objective	1. The students will learn the basics arts of journalism: reporting and Editing. Basic skills and concepts of reporting and copy editing dealt with 2.I n this course intend prepare a student for entry level positions in a newspaper organisation.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	-	-	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination#	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	-	60	100

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	COVERING NEWS Reporter; role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting; Covering Speeches, meetings and press conferences; Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports.	15	0	15
II	INTERVIEWING/TYPES OF NEWS LEADS Interviewing: doing the research, setting up the interview, conducting the interview; Structure of the News Story: Inverted Pyramid style; Lead: importance, types of lead; Body of the story, intro; Attribution and verification; Features: Types of features and human interest stories, leads for features; Difference between articles and features.	15	0	15
III	THE NEWSPAPER NEWSROOM Newsroom, organizational setup of a newspaper; Editorial department; Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents; Introduction to editing: Principles of editing, Style sheet; Headlines: importance, functions of headlines, typography and style, language, types of headline; Pictures: Importance of pictures, selection of news pictures.	15	0	15

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IV	TRENDS IN SECTIONAL NEWS Week-end pullouts, supplements, backgrounders; Columns/columnists; Editorial page: structure, purpose, edits, middles, letters to the editor, Special articles, light leader, opinion pieces; Op. Ed. page. Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers; Objectivity and politics of news; Neutrality and bias in news.	15	0	15

Outcomes:

1.

2. **The course will provide students with the concept of beat and basics of different types of reporting.**
3. **The students will be in a position to write stories in proper format as required in newspaper organizations.**
4. **It will also help students in editing the news according to different criteria.**
5. **The students will also become aware of the latest trends followed in news.**
6. **Photojournalism and its usage will also increase among the future journalists.**

Text and References:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications □ News Writing and Reporting for Today"s Media, Bruce Itule and Douglas Anderson,
- McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper"s Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill. NY. 2003 □ Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media,.. (2nd ed.); Fedler, Fred. Harcout, Bruce Jovanovich Inc., NY. 1979

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Media and Cultural Studies UC/BAJMC-202-18

Course Code	**UC/BAJMC202-18**					
Course Title	Media and Cultural Studies					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	75	15	0	90		
Course objective	1. The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. 2. This course is Designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.					
Type of the course	Core	DSE	Project	GE	AECC	SEC

Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations Assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classrooms Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	UNDERSTANDING CULTURE: Mass Culture; Popular Culture; Folk Culture; Sub Cultures; Media and Culture; Media and technologies: Folk Media as a form of mass culture; Live performance, Audience in live performance; Media technologies; Medium is the message; Technological Determinism; New Media and cultural forms.	19	4	0
II	CRITICAL THEORIES: Frankfurt School; Media as cultural industries; Political economy; Ideology and hegemony.	19	4	0
III	REPRESENTATION MEDIA AS TEXTS: Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in media.	18	3	0
IV	AUDIENCES: Uses and Gratification Approach; Reception studies; Active Audiences; Women as audiences; Music and the popular; Fandom.	19	4	0

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Outcomes:

1. **The course will make the students aware of the concept of mass culture and its various forms.**
2. **Various School of thoughts will also become popular amongst the students.**
3. **It will equip students with the applicability of various theories of mass media.**
4. **The students will know the representation of various issues in media.**
5. **The importance of different types of audience will become more clear through this course.**

Texts and References:

- Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
- John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)
- Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE Publication
- James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, Mcluhan Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

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Kapurthala-144603 (Pb.)

Global Media and Politics UC/BAJMC-203-18

Course Code	**UC/BAJMC203-18**							
Course Title	**Global Media and Politics**							
Course Credits	Lecture		Tutorial		Practical		Total	
	3		1		0		4	
Contact hours	75		15		0			
Course objective								
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE	Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentation/ Assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

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Department of Journalism & Mass Communication
University

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	00	60	100

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	MEDIA AND INTERNATIONAL COMMUNICATION The advent of popular media – a brief overview; Propaganda in the inter-war years: Nazi Propaganda; Radio and international communication; Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood;	19	4	0
II	MEDIA AND SUPER POWER RIVALRY Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America; Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich-Poor	18	3	0
III	GLOBAL CONFLICT AND GLOBAL MEDIA World Wars and media coverage post 1990: Rise of *Al Jazeera*; The Gulf Wars: CNN"s satellite transmission, embedded journalism; 9/11 and implications for the media; Discourses of Globalisation: barrier–free economy, multinationals, technological developments, digital divide.	19	4	0
	MEDIA AND CULTURAL GLOBALIZATION Cultural politics: Cultural imperialism, media hegemony and global			

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IV	cultures, Homogenization, the English language, Local/Global, Local/Hybrid; Entertainment: Local adaptations of global programmes (KBC/Big Boss/Others).	19	4

Outcomes:

1. The course will provide an overview of media industry at international level.
2. The students will better understand the global issues after getting aware of its historical perspective
3. It will provide them knowledge about the global media channels
4. A better understanding of different concepts related to global media will be gained
5. Relationship between world war and media will become more clear to the students

Texts and References:

- Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow "Many Voices One World" Unesco Publication Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
- DayaKishanThussu. War and the media: Reporting conflict 24x7, Sage Publications,2003.
- Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.
- Yadava, J.S, Politics of news, Concept Publishing and Co.1984.

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Media Ethics and the Law UC/BAJMC-204-18

Course Code	UC/BAJMC204-18					
Course Title	Media Ethics and Law					
Course Credits	**Lecture**	**Tutorial**	**Practice**	**Total**		
	3	1	0	1		
Contact hours	75	15	0	90		
Course Objective	This course aims to inspire ethical journalistic conduct in budding Journalists by making them conversant with the meaning of journalism, its power to make a difference in the world and the common pitfalls.					
Type of the course	Core	DSE	Project	GE	AECC	SEC
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ Assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

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Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICAL FRAMEWORK AND MEDIA PRACTICE: Freedom of expression (Article 19(1)(a) and Article 19(1)2); Freedom of expression and defamation: Libel and slander; Issues of privacy and surveillance in society; Right to Information; Idea of fair trial vs. trial by media; Intellectual Property Rights; Media ethics and cultural dependence.	19	4	0
II	MEDIA TECHNOLOGY AND ETHICAL PARAMETERS: Live reporting and ethics; Legality and ethicality of sting operations, phone tapping etc.; Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of the Supreme Court); Discussion of Important cases – e.g. Operation Westend; Relevant sections of Broadcast Bill; NBA guidelines.	19	4	0
III	REPRESENTATION AND ETHICS: Media reportage of marginalized sections: Children, dalits, tribals, gender; Related laws and case studies: Indecent representation of Women (Prohibition) Act, 1986 and rules 1987; Protection of Women against Sexual Harassment Bill, 2007; Sec 67 of IT Act 2000; and 292 IPC etc.	18	3	0

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IV	MEDIA AND REGULATION: Advertisement and women; Pornography; Regulatory bodies, codes and ethical guidelines; Self-Regulation; Media Content: Debates on morality and accountability – Taste, Culture and Taboo; Censorship and media debates.	19	4	0

Outcomes:

1. The course will provide a better understanding of the ethical issues related to media
2. A broader view to ethical issues related to media technology will be gained.
3. The students will be in a better position to work with social media after knowing its ethical concerns.
4. Information on Laws related to media will help them in avoiding case of defamation while working.
5. Coverage on sensitive issues will be done in a more responsible manner.

Texts and References:

- Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009.
- Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998.
- Austin Sarat, Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011.
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007.
- Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
- Ramindcr Kaur and William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible".

UC/BAJMC 205-18: Media Lab

Objectives: The aim of this paper isto provide a better position to write creative piece of writing.

Unit-I

PR Report Writing

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Public Speaking/ Develop spoken language skills

Unit-II

Making of Print & Electronic Advertisements

Unit-III

Conducting Surveys and other media research assignments

Unit-IV

News Writing, Feature Writing and Creative writing Exercises.
Reporting Skills and Assignments

Outcomes:

1. It will become easy to work as PRO with any organization.
2. The basics of ad making will become more clear after practically making them in lab.
3. The students will have an option to work as researcher with any media organization.
4. The art of reporting will prepare them for actual field work assignments.
5. They will be in a better position to write creative piece of writings.

Ability Enhancement Compulsory Course

UC/ EVS102-18 Environmental Studies

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
						Internal	External		
UC/EVS 102-18	Ability Enhancement Compulsory Course (AECC)-III	Environmental Studies	2	0	0	40	60	100	2

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key Environmental issues and critically analyze them to explore the possibilities to Mitigate these problems.

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4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

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Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest Visit to a local polluted site: Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village **Suggested Readings:**

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p

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17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.

18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut

19. Survey of the Environment, The Hindu (M)

20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)

21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)

22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

UC/ BMPD202-18 (2nd -SEMESTER) Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

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Part – B
(Outdoor Activities)

3. Sports/NSS/NCC
4. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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Indian Political and Social System UC/BAJMC103/19

Course Code	**UC/BAJMC103/19**			
Course Title	**Indian Political and Social System**			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	75	15	0	90
Course objective	1. This course aims to steer a student towards understanding the role and Importance of political system in society. The course also builds a 2. Theoretical background for understanding how social system works. 3. This course lays the theoretical base for applied polity and socio system courses.			

Type of the course	**Core**	**DSE**	**Project**	**GE**	**AECC**	**SEC**

Marks distribution	**CCA**		**Practical**		**ESE**		**Total**	
	Max	**Pass**	**Max**	**Pass**	**Max**	**Pass**	**Max**	**Pass**
	40%	40%	0	0		40%	100%	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	Concept, definitions and importance of Political Science State and its institutions : Legislature, Executive and Judiciary How Indian democracy functions: parliament to panchayats? Brief Introduction about Indian political parties	19	4	0
II	Concepts of Basic elements of Indian constitution Preamble, Fundamental rights, Duties, Directive principles Center- State relationship Emergency power, Amendment	19	4	0
	Concept, definitions of sociology Importance of Sociology Relation of Sociology with other social sciences			
III	Importance of studying Sociology for media students Understanding current Socio-Cultural issues Polities and Society, Economy and Society	8	3	0
IV	Social Movements and Indian Economy Inequality in Indian Society	19	4	0

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Indian Political and Social System UC/BAJMC103/19

Course Code	**UC/BAJMC103/19**										
Course Title	**Indian Political and Social System**										
Course Credits	Lecture		Tutorial		Practice		Total				
	3		1		0		4				
Contact hours	75		15		0		90				
Course objective	1. This course aims to steer a student towards understanding the role and Importance of political system in society. The course also builds a 2. Theoretical background for understanding how social system works. 3. This course lays the theoretical base for applied polity and socio system courses.										
Type of the course	**Core**		**DSE**		**Project**		**GE**		**AECC**		**SEC**
Marks distribution	**CCA**		**Practical**				**ESE**				**Total**
	Max	**Pass**	**Max**	**Pass**			**Max**	**Pass**			**Max**	**Pass**
	40%	40%	0	0				40%			100%	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

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Outcomes:

1. **The course will help the students in understanding the working of Indian political system.**
2. **It will provide knowledge about the different concepts related to constitution.**
3. **A deep insight into the interrelationship of various social sciences can also be gained through this course.**
4. **An overview of the Indian economy can also be understood through the study of this paper.**
5. **The students will get all the basic skills required for covering different types of news.**

Texts and References:

1. Vidya Bhushan & D. R. Sachdeva, (1997) *An Introduction to Sociology*, Newage, New Delhi.
2. Shasi Jain, (2014), Introduction to Psychology, Kalyani Publishers, 5th Edition.
3. Subash C. Kashyap, Indian Constitution, National Book Trust of India.
4. Mishra S.K. & Puri V.K., Indian economy, Himalayan Publishing House.
5. Shukla, V.N. Constitution of India, Eastern Book Company, Lucknow 2001
6. Bakshi, P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
7. D. D. Basu An introduction to the Constitution of India
8. J.C. Johri: Indian Political System

UC/BAJMC104/19 Communication Lab

Objectives: The students will be in a better position to write different types of journalistic pieces and the basics of computer and its applicability and usage in media world will be understood in a better way

Unit-I:

Exercise in news writing & reporting- Crime, Politics, Life Styles, Sports, Environment etc.

Unit-II

Exercise in writing features and Photo Features.

Unit-III

Exercise in Article and Editorial Writing

Unit-IV

Introduction to Computer & MS Office, Surfing Internet & Editing

Outcomes:

1. **The students will be in a better position to write different types of journalistic pieces.**
2. **The writing skills of the students will be improved and polished through this course.**
3. **It will provide a strong base to the future journalists of the country.**
4. **They will learn to form their own view point on various current and significant issues.**
5. **The basics of computer and its applicability and usage in media world will be understood in a better way.**

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AECC (For UGC courses) UC/BTHU103/19
English:

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books. **Detailed Contents:**

Unit - 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

  OR

  Precis writing /Paraphrasing (for International Students)
- Literary/Knowledge Texts

Unit-4 (Writing Skills)

- Documenting
- Report Writing
- Making notes
- Letter writing

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.

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4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasly. Cambridge University Press. 2006.

AECC UC/BTHU104/19 English Practical/Laboratory
: 0L 0T 2P 1 Credit Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self-Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. Practical English Usage. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and Pushp Lata. Oxford University Press. 2011
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

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UC/HVPE101/19	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules

Total no. of Lectures: 28,[L-T-P: 3-0-0]

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education **[6]**

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! **[6]**

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
    - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfilment to ensure *Ubhay-tripti*;
    Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!

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Semester 3rd

UC/BAJMC-301/19 Introduction to Broadcast Media

Course Code	**UC/BAJMC-301/19**			
Course Title	**Introduction to Broadcast Media**			
Course Credits	**Lecture**	**Tutorial**	**Practical**	**Total**
	3	1	0	4
Content Hours	75	15	0	90
Course Objective	1. To introduce the students with the concept of sound. 2. Students will understand the power of audio-visual media in Communication. 3. They will understand how radio and television use sound and images for Programming and communication. 4. To enhance basic skills of writing and editing Describe the process of radio And television Programming.			

Type of the Courses	**Core**	**DSE**	**Project**	**GE**	**AECC**	**CSE**

Marks Distribution	**CCA**		**Practical**		**ESE**		**TOTAL**	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	**Continuous Comprehensive Assessment**			**Practical Examination**	**End Semester Examination**	Total
	Attendance	Classroom Activity	Mid-Term Exam			
Marks	5	10	25	00	60	100

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Unit	Topics	Content Hours		
		L	T	P
I	BASICS OF SOUND: Concepts of sound: scope, sound culture; Types of sound: Sync, non-sync, natural sound, ambience sound; introductions to microphones; Characteristics of radio as a medium.	19	4	0
II	BASICS OF VISUAL: What is an image, electronic image, television image, Digital image, What is a visual? (still to moving); Visual Culture; Characteristics of television as a medium.	19	4	0
III	WRITING AND EDITING RADIO NEWS: Elements of a radio news story: Gathering, writing/reporting; Elements of a radio news bulletins; Working in a radio news room; WRITING AND EDITING TELEVISION NEWS: Basics of a camera (Lens & accessories); Electronic News Gathering (ENG) & Electronic Field Production (EFP) (Concept); Visual Grammar: Camera movement, types of shots, visual	18	3	0
IV	Elements of a television news story: Gathering, writing/ reporting; Elements of a Television News Bulletins;	19	4	0

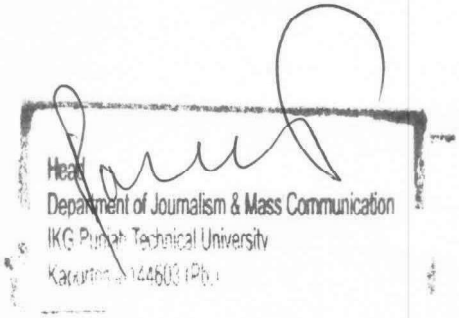
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Department of Journalism & Mass Communication
IKG Punjab Technical University

Outcomes:

1. **The students will provide students with the concept of sound and types of sound.**
2. **The students will get the basic skills of writing radio news.**
3. **The students will be in position to write stories and news for television.**
4. **It will equip the students with the basics of camera and its Various parts of television**
5. **It will provide the nowedge of various elements of news story**

Texts and References:

- Zettl Herbert. Television Production Handbook.
- Robert c Allen and Annette Hill (Eds.) (2004). The Television Reader, Routledge.
- P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987.
- Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge



UC/BAJMC-302/19 History of the Media

Course Code	BAJMC-302							
Course Title	History of the Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	1. This Course help students understand the traditional media of mass communication. 2. Discuss the early history of print media. 3. Differentiate between print and electronic journalism. 4. Discuss the history of All India Radio and Private Channels. 5. To understand how print, audio and visuals communications come together to form the mass media today.							
Type of Course	Core		DSE		Project	GE	AECC	SEC
	✓							
	CCA		Practical		ESE		Total	
PASS MARKS	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	**Continuous Comprehensive Assessment**			**Practical Examination**	**End Semester Examination**	**Total**
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

Head

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	HISTORY OF PRINT MEDIA: History of printing press Yellow Journalism.	19	4	0
II	HISTORY OF THE PRESS IN INDIA: Press during Colonial period, national freedom movement; Gandhi and Ambedkar as journalists and communicators; Media in the post-independence era: Emergency and Post emergency Era; Changing readership, print cultures, language press.	18	4	0
III	SOUND MEDIA: Emergence of radio technology, the coming of gramophone, early history of radio in India; History of AIR: Evolution of AIR programming; Penetration of radio in rural India: Case studies; Patterns of State control; the demand for autonomy; FM: Radio Privatization Music: Cassettes to the Internet.	19	4	0
VI	VISUAL MEDIA : The early years of photography, lithography and cinema; From silent era to the talkies; Cinema in later decades Indian television the coming of television Commercialization of Programming (1980s); The coming of transnational Television (1990s); Formation of Prasar Bharti.	19	4	0

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Outcomes:

1. **The course will help the students in understanding the traditional media of mass communication.**
2. **It will provide the knowledge about the history of print media.**
3. **An overview of sound media can also be understood through this study of this paper.**
4. **The students will understand the importance of sound and images for programming and communication.**
5. **The students will also become aware how television sets their agenda.**

Texts and References:

- Briggs, and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010).
- Parthasarthy Rang swami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)
- Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993).
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991).
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3
- David Page and William Crawley, Satellites over South Asia, (Sage, 2001).
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
- Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower,
- G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press, (Bombay, Press Trust of India, (1987).
- Melissa Butcher Transnational Television, Cultural Identity and Change, (New Delhi, Sage, 2003)

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Department of Journalism & Mass Communication

UC/BAJMC-303/19 Advertising

Course Code	UC/BAJMC-303			
Course Title	Advertising			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	75	15	0	90
Course Objective	1. This course will help students build a basic understanding about advertising. 2. Exposure to the evolution of advertising along with application in the current times. 3. To introduce with ethics and laws related to advertising. 4. The course will introduce to various advertising models and theories. 5. How to make effective advertising plan for clients.			

Type of the Course	Core	DSE	Project	GE	AECC	SEC
	✓					

Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO ADVERTISING: Meaning and history of advertising, importance and functions; Advertising as a tool of communication; Advertising theories and models: AIDA model, DAGMAR Model, Maslow's Hierarchy Model; Types of advertising and new trends.	15	0	15
II	ADVERTISING MEDIA: Advertising through print, electronic and online media; Types of media for advertising; Advertising objectives, segmentation, positioning and targeting – media selection, planning, scheduling; Advertising department vs. agency-structure, and functions; Advertising budget; Campaign planning, creation and production.	15	0	15
III	Marketing Mix; Marketing Mix; Meaning and components, Factors Determining Marketing Mix, Advertising as Tool of Marketing: Social Marketing and Advertising Difference between Advertising, Publicity and Propaganda	15	0	15
IV	Ethics Economic, cultural, psychological and social aspects of advertising; Ethical and regulatory aspects of advertising: Apex bodies in Advertising-AAI,ASCI and their codes	15	0	15

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Outcomes:

1. How to Design an ad copy for a product
2. Students will learn Script writing for electronic media (Radio jingle, TV Commercial)
3. Planning and designing advertising campaigns
4. Critical evaluation of advertisements
5. The students will also become aware about the ethics while preparing the Advertisement

Texts and References:

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books Frank Jefkins, and Advertising Made Simple, Rupa & Co.
- Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- C L Tyagi and Arun Kumar (2004). Advertising Management, New Delhi: Atlantic Publishers.
- Mukesh Trehan and Ranju Trehan (2007). Advertising and Sales Management, New Delhi: VK India.
- SA Chunawalla and KC Sethia (2002). Foundation of Advertising, New Delhi: Himalaya Publishing House.
- Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose and Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall Kaul J.M. and Noya Prakash, Public Relation in India, Calcutta.

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UC/BAJMC-304/19 Public Relations

Course Code	UC/BAJMC-304			
Course Title	Public Relations			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	75	15	0	90
Course Objective	1. This course will be help students build a basic understanding about PR and its various publics. 2. The student will learn their importance and role in various sectors, along with the ethical practices in the field. 3. To students will learn the difference between advertising and public relations. 4. To enhance their PR skills especially at the time of crisis. 5. To students will introduce about the role of PR in various sectors.			

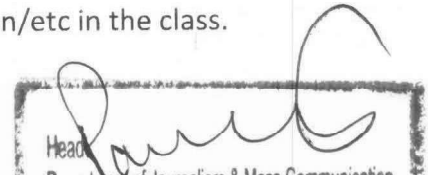
Type of the Course	Core	DSE	Project	GE	AECC	SEC
	✓					

	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.



Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	PR-BASICS CONCEPTS- Public Relation: meaning, definition and objectives Importance and functions of Public Relations, Process of Public Relations, Principles of Public Relations:	19	4	0
II	Types of PR: Internal/externals, Publics of PR Qualities and skills required for PR, Responsibilities of PR Professionals	18	4	0
III	ROLE OF PR IN DIFFERENT SECTORS: Government, educational institutions, hospital, defense, corporate, political parties, individuals etc. Role of PR in crisis management Media Relation as PR Function	19	4	0
VI	ESSENTIALS OF PR: Organizing press conference ,Press Tours Writing Press release ,rejoinders ,backgrounders, features Ethical issues in PR: Apex bodies in PR-IPRA, PRSI and their codes	18	3	0

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Outcomes-

1. **Employ PR for event management.**
2. **Students will learn how to write Press release**
3. **Develop the skills of handling situation in crisis.**
4. **It will also help students how to organize press conference.**
5. **Employ PR effectively to create goodwill and convey a positive brand image.**

Texts and References:

- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). Public Relations, New Delhi: Sterling Publishers Private Limited.
- Robert L. Heath (2005). Encyclopaedia of Public Relations, Londin, Thousand Oaks,New
  New Delhi: Sage Publications.
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heat Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose and glen T, Publications Relations, Person
- Utlip S.M and Center A.H, Effective Publications, Prentice Hall
- Kaul J. M. and Nova Prakash, Public Relation in India, Calcutta
- Alison Theaker (2001). The Public Relations handbook, London and New York: Routledge.
- Deepak Gupta (2005). Handbook of Advertising media and public Relations, New Delhi: Mittal Publications,
- Virbala Aggarwal and VS Gupta (2002). Handbook of Journalism & Mass Communication, New Delhi: Concept Publication Company

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UC/BAJMC-305/19 Interpersonal Communication Skills

Course Code	BAJMC-305							
Course Title	Inter Personal Communication Skills							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	1. This course aims to build leadership and interpersonal skills of students 2. The skills learnt in this course will help a student in professional and Personal life besides adding to their skills as a mass communication practitioner. 3. Improve presentation and communication skills 4. Focus on persona management, grooming and soft skills. 5. To sharpen listening and writing skills.							
Type of the Course	Core		DSE		Project	GE	AECC	SEC
	✓							
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	**Continuous Comprehensive Assessment**			**Practical Examination**	**End Semester Examination**	**Total**
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

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Unit	Topic	Contact Hours		
		L	T	P
I	SELF ESTIMATE: **Subunit I(a):** Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think. **Subunit I(b):** Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), *Listen to me listen to you: A step-by-step guide to communication skills training,*	19	0	4
II	LISTENING: **Subunit II(a):** Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting; **Subunit II(b):** Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), *Listen to me listen to you: A step-by-step guide to communication skills training*	19	0	4
III	SELF-ASSERTION: **Subunit III(a):** Self-assertion: concept and need; Assertive Behaviour and Sell-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non- verbal skills – facial expression, gestures, voice (timing, tone, volume, **Subunit III(b):** Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), *Listen to me listen to you: A step-by-step guide to communication skills training*	19	0	4
IV	OFFICIAL COMMUNICATIONS: **Subunit IV(a):** Writing process: designing the document, writing a first draft, editing the draft. Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline; Readership analysis – Managing readership expectations; Identifying the key persuasive factors;	19	0	4

	Creating a message – A sentence, single idea, word limit, selfexplanatory, action-centered; Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail; Writing first draft – summaries, introductions, headings, bullet points; Effective editing – paragraphs, sentences, words. **Subunit IV(b):** Practice exercises on writing emails, letters, memos, resume assigned by the course teacher			

Outcomes

1. **Self-Awareness**
2. **Personality development**
3. **How to handle stress and anxiety**
4. **The students will learns the importance of listening**
5. **Learn how to write email's letters, memos and resume**

Texts and References:

- Mandy Kotzman and Anne Kotzman (2008), *Listen to me, listen to you: A step-bystep guide to* *Communication skills training,* Victoria: Acer.
- Anne Kotzman (1989), *Listen to me, listen to you,* Penguin.
- Alan Barker (2010). *Improve your communication skills* (2nd end), London, Philadelphia, New Delhi: Kogan Page Limited.
- Richard Ellis (2002). *Communication Skills: Stepladders to success for the professional,* Bristol, Portland: Intellect.
- Randy Fujishin (2009). *Creating communication: Exploring and expanding your fundamental communication skills* (2nd edn), Rowman & Littlefield Publishers, Inc.
- John O. Greene and Brant R. Burleson (2003). *Handbook of Communication and Social Interaction Skills*, Mahwah, New Jersey and London: Lawrence Erlbaum Associates, Publishers

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BMPD302-18 (4th-SEMESTER)

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercise

Part – B
(Outdoor Activities)

5. Sports/NSS/NCC
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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BAJMC-Semester 4th

UC/BAJMC-401/19 Advanced New Media

Course Code	BAJMC-401							
Course Title	Advanced New Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	2		1		2		4	
Contact hours	60		0		60		120	
Course Objective	1. This course introduces a student to the basic concepts involved in the use of new media technologies. 2. An overview of internet-based content production and publishing. 3. To enhance their blogging skills. 4. To introduce them about new media and ethics. 5. To help to develop the students their creative kills required in new media.							
Type of the Course	Core		DSE		Project	GE	AECC	SEC
	✓							
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	KEY CONCEPTS AND THEORY: Defining new media, terminologies and their meanings – Digital media, New media, online media et. al.; Information society and new media; Information society and new media; Computer-mediated-communication (CMC), Networked Society.	19	4	0
II	UNDERSTANDING VIRTUAL CULTURES AND DIGITAL JOURNALISM: Internet and its beginnings; Online communities; User generated content and Web 2.0; Networked Journalism; Alternative Journalism.	18	4	0
III	DIGITIZATION OF JOURNALISM: Digital archives; New media and ethics; Activism and New Media; Social media in the above context.	19	4	0
VI	OVERVIEW OF WEB WRITING AND DESIGN: Linear and Non-linear writing; Writing Techniques: Linking, using multimedia, storytelling structures. Content strategy and audience analysis; Brief history of Blogging; Creating and promoting a blog.	18	3	0

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Outcomes-

1. **The course will provide a better understanding of new media technologies.**
2. **A broader view to ethical issues related to new media technology will be gained.**
3. **The students will be in a better position to work with new media after knowing its ethical concerns.**
4. **The students will learn how to create a blog and importance of blogging.**
5. **The students will learn the concept of web writing.**

Texts and References:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). what is web 2.0: Design patterns and business models for the next generation's software. Oreilly.com, retrieved from http://oreilly.com/web2/archive/whatis web-20.html
- Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006.
- Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

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UCBAJMC/402/19 Development Communication

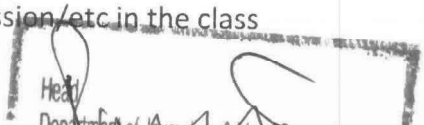
Course Code	UC/BAJMC-402			
Course Title	Development Communication			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	75	15	0	90
Course Objective	1. This course familiarizes a student with role of communication in Development. 2. Introduce major development thoughts and programs, the course builds an 3. Understanding of the evaluation of approaches to development communication. 4. Illustrates the use of development communication through examples. 5. To introduce them with the various government schemes of development communication.			

Type of the Course	Core		DSE		Project	GE	AECC	SEC
	✓							
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	**Continuous Assessment**		**Comprehensive**	**Practical Examination**	**End Semester Examination**	**Total**
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class



Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	DEVELOPMENT: Concept, concerns, paradigms of development; Concepts in development: versus growth, Human development, Development as freedom; Models of development: Basic needs model, Nehruvian model, Gandhian model, Panchayati Raj; Developing countries versus developed countries;	19	4	0
II	DEVELOPMENT COMMUNICATION: Concept and approaches; Alternative Development Communication approaches: Sustainable development, Participatory Development, Inclusive development, gender and development;	19	4	0
III	ROLE OF MEDIA IN DEVELOPMENT: Mass media as a tool for development; Development support communication in India in the areas of agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI);	19	4	0
IV	DEVELOPMENT COMMUNICATION AND MEDIA: Strategies for designing messages for print; Role, performance record of each medium – print, radio, TV, video, Traditional media. Community radio communication and development; Television programmes for rural india (*Krishi Darshan*); Using new media technologies for development; Critical appraisal of development communication programmes and govt. Schemes: SITE, Krishi Darshan, Kheda, MNREGA.	19	4	0

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Outcomes:

1. **The course will make the students aware of the concept of various model of mass communication**
2. **It will also help the students to know the role of media in development.**
3. **The students will know the role of new media in development.**
4. **The students will also become aware about all the communication programme run by the government.**
5. **It will provide them knowledge about the RTI**

Texts and References:

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi,
- Srinivas R. Melkote and H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.
- Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar: Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
- UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- AmartyaSen: Development as freedom, Alfred A Knopf, New York, 1999.
- DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh and Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- Modern Media in Social Development: Harish Khanna.

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UCBAJMC-403/19 Communication Research and Methods

Course Code	BAJMC-403			
Course Title	Communication Research and Methods			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	75	15	0	90
Course Objective	1. This course serves the training young minds for scientific inquiry, and exploring the realms of enquiry in communications. 2. The students will learn to identify problems and learn methods to finding answers to those problems. To introduce the students with the various types of research. 3. To make them aware how to write a research report. 4. To make them equip with the importance of data in the research.			

Type of the Course	Core	DSE	Project	GE	AECC	SEC
	✓					

	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	**Continuous Comprehensive Assessment**			**Practical Examination**	**End Semester Examination**	**Total**
	Attendance	Classroom Activity	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO RESEARCH Definition, importance and function; Basic and applied research; Role of theory in research; Steps of conducting research.	19	4	0
II	METHODS OF MEDIA RESEARCH Qualitative and Quantitative Techniques; Content analysis; Survey method; Observation methods; Experimental studies, Case studies, Historical research; Readership and audience surveys; Textual analysis; Discourse analysis; Ethical perspectives of mass media research	19	4	0
III	SAMPLING AND DATA COLLECTION Sampling: Need for sampling, sampling methods, Tools of data collection: Primary and Secondary data Questionnaire, Focus Groups, Surveys, Online Polls.	19	4	0
VI	METHODS OF ANALYSIS AND REPORT WRITING Data analysis techniques, coding and tabulation, Non-Statistical methods: Descriptive and historical, Working with Archives; Library Research; Working with Internet as a source; Writing citations, bibliography; Writing the research report.	19	4	0

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Outcomes-

1. **This course will provide the students with the concept of research and various types of research.**
2. **The students will also learn various types of research.**
3. **The importance of library and internet in the research will become clear through this course**
4. **The students will get an insight into the various tools of data collection. 5. It will provide knowledge how to write a research report**

Texts and References:

- Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research,* Thomson Wadsworth, 2006,
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications,1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon,2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004,
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

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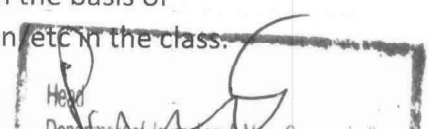
UC/BAJMC-404/19 Advanced Broadcast Media

Course Code	UC/BAJMC-404							
Course Title	Advance Broadcast Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	1 To make them understand how and why commercial broadcasting is different from public service broadcasting, 2. To introduce the students about various formats of radio and TV programming and their production. 3. Scope and Challenges of campus radio. 4. Introduce the students with various laws of broadcasting. 5. How to write script for radio.							
Type of the Course	Core		DSE		Project	GE	AECC	SEC
	✓							
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion etc in the class.



Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	PUBLIC SERVICE BROADCASTING Public Service Model in India (Policy and laws); Global Overview of Public Service Broadcasting; Community Radio; Community Video; Participatory Communication; Campus Radio.	19	4	0
II	PRIVATE BROADCASTING Private broadcasting model in India; Private broadcasting policy and laws; Structure, Functions and Working of a Broadcast Channel; Public and Private partnership in television and radio programming.	18	4	0
III	BROADCAST GENRES Debates, Issues and Concerns of Television Genre; Various evolving contemporary television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time And day time.	19	4	0
VI	ADVANCED BROADCAST PRODUCTION I Writing and Producing for Radio; Public Service Advertisements; Jingles; Radio Magazine shows Mixing Genres in Television Production; Music Video for social comment/as documentary;	18	3	0

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Outcomes-

1. **It will provide an overview of the community radio.**
2. **The students will get an insight into the various laws and policy of private broadcasting.**
3. **The will learn the various broadcast genres.**
4. **The students will be in a better position to write for radio.**
5. **The students will learn the basic of documentary**

Texts and References:

- Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)
- Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka)
- Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012)
- Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007)
- Vinod Pavarala, Kanchan K Malik, Facilitating Community Radio in India: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)

G. Mc Leash, Robert, and Radio Production (US: Taylor & Francis)

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UC/BAJMC-405/19 New Media Writing and Publishing

Course Code	BAJMC-405			
Course Title	New Media Writing and Publishing			
Course Credits	Lecture	Tutorial	Practice	Total
	2	1	2	4
Contact hours	60	0	60	120
Course objective	1 This course will prepare a student to write and publish in the new media Environment. 2 The course components will progressively prepare a Student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools. 3 It prepares a learns to be a responsible journalist. 4 This course is design to make a student's aware about the importance blog. 5 To enhance a basic skills of online writings			

Type of the Course	Core	DSE	Project	GE	AECC	SEC
	✓					

Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	**Continuous Comprehensive Assessment**			**Practical Examination**	**End Semester Examination**	**Total**
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.



Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	Internet What is Internet? Silent features and advantages over traditional media. History and Spread of Internet in India, reach and problem of access: Internet and knowledge society	18	4	0
II	ONLINE NEWS GATHERING: What is online journalism? News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Status of online Journalism today	19	4	0
III	ONLINE NEWS WRITING: Storytelling: Non-liner storytelling, using chunks in a story, using Multiple media tools. Story idea, development and news updates Podcast and Webcast	19	4	0
IV	BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Citizen Journalists	19	4	0

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OUTCOMES;

1 Students will learn to use the cyberspace for journalism.

2 Use the internet to their advantage and avoid pitfall of information gathered from the unreliable source.

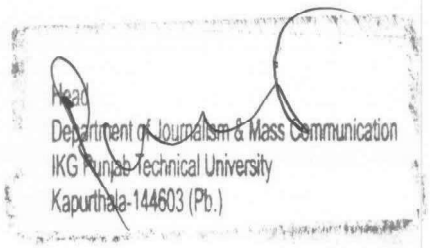
3. Learn to write for online media.

4.Learn to operate blog.

5 .Students will have the knowledge of all the new media tools.

Texts and References:

- Stephen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction,* Focal Press.
- Mike Ward (2002). *Journalism Online,* Focal Press.
- John V. Pavlik (2001). Journalism and New Media, New York: Columbia University Press.
- Mark Briggs (2007). *Journalism 2.0: How to survive and thrive,* J-Lab (Available online: http://www.kcnn.org/images/uploads/Journalism_20.pdf).



BMPD402-18 (4th-SEMESTER)

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercise

Part – B
(Outdoor Activities)

7. Sports/NSS/NCC
8. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

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Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department

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