

NATIONAL EDUCATION POLICY-2020

**Common Minimum Syllabus for all
Uttarakhand State Universities and Colleges for
Four Years of Higher Education**

**PROPOSED STRUCTURE OF UG
JOURNALISM & MASS COMMUNICATION
SYLLABUS**

2021

Curriculum Design Committee, Uttarakhand

Sr.No.	Name & Designation
1.	Prof. N.K. Joshi Vice-Chancellor , Kumaun University Nainital Chairman
2.	Prof. O.P.S. Negi Vice-Chancellor , Uttarakhand Open University Member
3.	Prof. P. P. Dhyani Vice-Chancellor , Sri Dev Suman Uttarakhand University Member
4.	Prof. N.S. Bhandari Vice-Chancellor, Soban Singh Jeena University Almora Member
5.	Prof. Surekha Dangwal Vice-Chancellor, Doon University, Dehradun Member
6.	Prof. M.S.M. Rawat Advisor, Rashtriya Uchchatar Shiksha Abhiyan, Uttarakhand Member
7.	Prof. K. D. Purohit Advisor, Rashtriya Uchchatar Shiksha Abhiyan, Uttarakhand Member

Syllabus Expert Committee

S. N.	Name	Designation	Department	Affiliation
1.	Prof. Girish Ranjan Tiwari	Head	Department of Journalism & Mass Communication	D.S.B Campus, Kumaun University, Nainital
2.	Dr. Poonam Bisht	Assistant Professor	Department of Journalism & Mass Communication	D.S.B Campus, Kumaun University, Nainital
3.	Prof. Sanjeev Bhanawat (Retired) Online	Former Dean	Department of Journalism & Mass Communication	University of Rajasthan Rajasthan
4.	Shri Harish Jain (Online)	Hindi Adhikari	Department of Journalism & Mass Communication	Parliament, New Delhi
5.	Dr. Rakesh Rayal (Online)	Head	Department of Journalism & Mass Communication	Uttarakhand Open University, Haldwani
6.	Dr. Mukesh Bora (Online)	Communication Fellow	Department of Journalism & Mass Communication	Delhi Assembly
7.	Prof Shirish Maurya	Professor	Department Of Hindi	D.S.B Campus, Kumaun University, Nainital
8.	Sri Rajiv Pandey (Online)	Editor	Department of Journalism & Mass Communication	Hindustan
9.	Mr. Akshay Upmanya (Online)	Assistant Professor	Department of Journalism & Mass Communication	Gyanarathi Media Institute, Kashipur
10.	Mr. Satish Kandpal (Online)	Assistant Professor	Department of Journalism & Mass Communication	Gyanarathi Media Institute, Kashipur
11.	Prof. Neerja Tandon (Online)	Former Head	Department Of Hindi	D.S.B Campus, Kumaun University, Nainital
12.	Dr. Srachna Sachdera (Online)	Assistant Professor	Department of Journalism & Mass Communication	Govt. Degree College Narendra Nagar

Syllabus Preparation Committee

S.N.	Name	Designation	Department	Affiliation
1.	Prof. Girish Ranjan Tiwari	Head	Department of Journalism & Mass Communication	D.S.B Campus, Kumaun University, Nainital
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3.	Mr. Akshay Upmanya (Online)	Assistant Professor	Department of Journalism & Mass Communication	Gyanarathi Media Institute, Kashipur
4.	Sheetal Subba (Online)	Assistant Professor	Department of Journalism & Mass Communication	Gyanarathi Media Institute, Kashipur

COURSE STRUCTURE

Certificate In Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory /Practical	Marks	Credit
I	Major	I	A503101	Communication Concept and Process	Theory	100 (25+75)	6
	Major	II	A503102	Basic Introduction to Print Media	Theory	100 (25+75)	6
	Major	III	A503103	Hindi Communication and Translation	Theory	100 (25+75)	6
	Minor Elective	IV	A503104	Environmental Communication	Theory	100 (25+75)	6**
	Vocational	Voc-1	A503105	Computer Fundamentals	Practical	100 (25+75)	3
	Co-Curricular	Co-C1	A503106	Personality Development and Life Skills	Theory	100 (25+75)	2
II	Major	I	A503201	Introduction to Mass Media	Theory	100 (25+75)	6
	Major	II	A503202	Mass Media Writing	Theory	100 (25+75)	4
	Major	II	A503203	Mass Media Writing	Practical	100 (25+75)	2
	Major	III	A503204	English Communication and Translation	Theory	100 (25+75)	6
	Minor Elective	IV	A503205	Environmental Communication	Theory	100 (25+75)	6**
	Vocational	Voc-2	A503206	Camera Handling and Techniques	Theory	100 (25+75)	3
	Co-Curricular	Co-C2	A503207	Right to Information	Theory	100 (25+75)	2
				Total			52

** Elective subject can be taken either on first semester or second semester.

Diploma In Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/P Practical	Marks	Credit
III	Major	I	A503301	News writing and Reporting for Print Media	Theory	100 (25+75)	6
	Major	II	A503302	Social and Political System of India	Theory	100 (25+75)	6
	Major	III	A503303	Introduction to Photo Journalism	Theory	100 (25+75)	6
	Minor Elective	IV	A503304	Media and Human Rights	Theory	100 (25+75)	6
	Vocational	Voc-3	A503305	Computer Graphics (Adobe Photoshop)	Practical	100 (25+75)	3
	Co-Curricular	Co-C-3	A503306	News Analysis	Practical	100 (25+75)	2

IV	Major	I	A503401	Introduction to Digital Media	Theory	100 (25+75)	6
	Major	II	A503402	Basic Introduction to Television and Radio	Theory	100 (25+75)	4
	Major	II	A503403	Basic Introduction to Television and Radio	Practical	100 (25+75)	2
	Major	III	A503404	Journalism in Uttarakhand	Theory	100 (25+75)	6
	Minor Elective	IV	A503405	Media and Human Rights	Theory	100 (25+75)	6
	Vocational I	Voc-4	A503406	Service learning	Theory	100 (25+75)	3
	Co-Curricular	Co-C-4	A503407	Newspaper Designing	Practical	100 (25+75)	2
				Total			52

Bachelor In Journalism and Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
V	Major	I	A503501	Contemporary Issues and Current Affairs	Theory	100 (25+75)	4
	Major	I	A503502	Basic Introduction to Advertising and Public Relation	Theory	100 (25+75)	4
	Major	I	A503503	Basic Introduction to Advertising and Public Relation	Practical	100 (25+75)	2
	Major	II	A503504	Introduction to Convergent Journalism	Theory	100 (25+75)	5
	Major	II	A503505	Basic Introduction to New Media Technology	Theory	100 (25+75)	5
	Co-Curricular	Co-C-5	A503506	Yoga, Meditation and Stress Management	Theory	100 (25+75)	2
	Industrial Training	Ind-1	A503507	Internship		100 (25+75)	3
VI	Major	I	A503601	Parliamentary Journalism	Theory	100 (25+75)	5
	Major	I	A503602	International Communication	Theory	100 (25+75)	5
	Major	II	A503603	Reporting and Anchoring Skills	Theory	100 (25+75)	4
	Major	II	A503604	Reporting and Anchoring Skills	Practical	100 (25+75)	2
	Major	II	A503605	Representation of Women in Culture and Media	Theory	100 (25+75)	4
	Co-Curricular	Co-C-6	A503606	Human Value and Ethics	Theory	100 (25+75)	2
	Industrial Training/ Research Project	Ind-2	A503607	Podcast Production		100 (25+75)	3
				Total			50

Bachelor (Research) in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/ Practical	Marks	Credit
VII	Major	I	A503701	Communication Research	Theory	100 (25+75)	4
	Major	I	A503702	Documentary and Film Making	Theory	100 (25+75)	4
	Major	I	A503703	Documentary and Film Making	Practical	100 (25+75)	4
	Major	I	A503704	Mobile Journalism (MOJO)	Theory	100 (25+75)	4
	Major	I	A503705	Media Laws and Ethics	Theory	100 (25+75)	4
	Elective	IV	A503706	Health Communication	Theory	100 (25+75)	6
	Industrial Training/ Research Project	Ind-3	A503707	Comprehensive Viva	Viva	100 (25+75)	6
				Total			31
VIII	Major	I	A503801	Development Communication	Theory	100 (25+75)	4
	Major	I	A503802	Media Management	Theory	100 (25+75)	4
	Major	I	A503803	Integrated Marketing Communication	Theory	100 (25+75)	4
	Major	I	A503804	Introduction to Adobe Premier Pro	Practical	100 (25+75)	4
	Major	I	A503805	Web Journalism	Theory	100 (25+75)	4
	Elective	IV	A503806	Health Communication	Theory	100 (25+75)	6
	Industrial Training/ Research Project	Ind-4	A503807	Dissertation	Theory	100 (25+75)	6
				Total			31

Detailed Curriculum

CERTIFICATE IN JOURNALISM & MASS COMMUNICATION

Programme Outcomes (POs)

- Use conceptual knowledge and practical training offered by the course to become successful media professionals.
- The students will be able to understand the concept, scope and significance of Mass Communication as a holistic field of study covering multiple facets and its techniques.
- They will get familiarized with contemporary media skills.

Programme Specific Outcomes (PSOs)

- Students will learn about mass media writing, multi-media skills, effective communication etc.
- They will get familiarized with working of the media industry and its scope.
- The programme will help students realize their potentials to work in varied fields.
- Students will be acquainted with the basic knowledge computer fundamentals, different software, internet surfing and related features.

COURSE STRUCTURE

Semester	Category	Subject	Course Code	Paper Title	Theory/ Practical	Marks	Credit
I	Major	I	A503101	Communication Concept and Process	Theory	100 (25+75)	6
	Major	II	A503102	Basic Introduction to Print Media	Theory	100 (25+75)	6
	Major	III	A503103	Hindi Communication and Translation	Theory	100 (25+75)	6
	Minor Elective	IV	A503104	Environmental Communication	Theory	100 (25+75)	6**
	Vocational	Voc-1	A503105	Computer Fundamentals	Practical	100 (25+75)	3
	Co-Curricular	Co-C1	A503106	Personality Development and Life Skills	Theory	100 (25+75)	2
II	Major	I	A503201	Introduction to Mass Media	Theory	100 (25+75)	6
	Major	II	A503202	Mass Media Writing	Theory	100 (25+75)	4
	Major	II	A503203	Mass Media Writing	Practical	100 (25+75)	2
	Major	III	A503204	English Communication and Translation	Theory	100 (25+75)	6
	Minor Elective	IV	A503205	Environmental Communication	Theory	100 (25+75)	6**

	Vocational	Voc-2	A503206	Camera Handling and Techniques	Theory	100 (25+75)	3
	Co-Curricular	Co-C2	A503207	Right to Information	Theory	100 (25+75)	2
				Total			52

**** Elective subject can be taken either on first semester or second semester.**

First Semester

Programme/ Class		Year: First	Semester: First
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503101		Course Title: Communication Concept and Process	
Course Outcomes:			
At the completion of the course, the students will be able to:			
<ul style="list-style-type: none"> • Understand the concept of communication. • Become aware about process of communication, basic models and theories. 			
Credits: 6		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic		No. of Lectures
I	Introduction to Communication 1. Communication: Concept, Definitions 2. Development of Communication 3. Elements and process of Communication 4. Types of Communication 5. Visual Communication		10
II	Mass Communication 1. Concept of Mass and Mass Communication 2. Nature and Process of Mass Communication 3. Functions of Mass Communication 4. Channel of Mass Communication 5. Organization and Structure of Mass Communication		15
III	Models of Communication Aristotle's model, Laswell's Model, Berlo's SMCR Model Shanon-Weaver Mathematical Model		20
IV	Ideologies and Theories of Mass Communication 1. Normative Theories of Mass Communication: Authoritarian, Libertarian, Social Responsibility & Soviet Media Theory		25
V	Media Effects: Hypodermic Needle, Two Step / Multi Step Flow Populist theories of Media		20
Suggested Readings:			
Fiske. J.1982: Introduction to Communication Studies, London,Rouledge:			
Ravindran, R.K.1999:Media and Society, Delhi, Commonwealth Pub.,(1st ed.) Narula,			
Uma2006: Communication Models, New Delhi, Atlantic Pub.Narula,			

Uma2006: Hand book of Communication, New Delhi, Atlantic Pub.
 Kumar,Keval J.2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd edt.)
 McQuail,Denis2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th edt.)

Suggested Digital Platforms:

://www.uou.ac.in/sites/default/files/slm/BHMAECC-II.pdf

Note: This Major (course paper) is compulsory for all students of Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: 10+ 2 in any subject.

Programme/ Class		Year: First	Semester: First
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503102		Course Title: Basic Introduction to Print Media	
Course Outcomes:			
At the completion of the course, the students will be able to:			
<ul style="list-style-type: none"> • Understand the historical roots and evolution of different streams of mass media; • Students will understand the role of the Indian press in the Indian freedom struggle, and its role in tackling the post-independent social, economic, and political issues; • The course also highlights the problems faced by different media and their future prospects. 			
Credits: 6		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic		No. of Lectures
I	History of Press 1. History of Press in World Scenario 2. History of Narada Muni (Journalist of the universe) 3. History of Press in India 4. Role of Press in Indian Freedom Struggle 5. The Press since Independence		20
II	History of Regional Press in India 1. Origin and Development of Regional Language Press in India 2. Brief History of Gujarati and Marathi Language Press 3. Role of Language Press in Indian Freedom Movement		15
III	Some Eminent Journalists 1. Raja Ram Mohan Roy, Bhartendu Harish Chandra 2. Arbindo Ghosh, B.G. Tilak 3. Mahatma Gandhi, Makhan Lal Chaturvedi		20
IV	Definition of news; Elements of news, Sources of news; Structure of news: Inverted pyramid and alternative forms, , 5W's and 1H		15

V	Introduction to magazine: World and India- History and evolution of magazines-important milestones in magazine journalism. Technology and the magazine industry. A Comparative analysis of American and British magazines with Indian counterparts. Magazines in India-pre-independence, post-independence, post-liberalisation, contemporary magazines.	20
Suggested Readings:		
<ul style="list-style-type: none"> • Murthy, Nadig Krishna (1966). Indian Journalism: from Ashoka to Nehru, Mysore University, Prasaranga. • Natarajan, J. (1955). History of Indian Journalism, New Delhi, Publications Division, Government of India. • Parthasarathy, Rangaswami (1991). Journalism in India: From the Earliest Times to the Present Day, New Delhi, Sterling Publishers Pvt. Limited • Chaterjee, P.C. (1990). Broadcasting in India, New Delhi: Sage Publications. 		
Suggested Digital Platforms:		
<ul style="list-style-type: none"> • https://nios.ac.in/media/documents/srsec335new/ch5.pdf • https://egyankosh.ac.in/bitstream/123456789/7188/1/Unit-1.pdf 		
Note: This Major (course paper) is compulsory for all students of Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method:		
Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+ 2 in any subject.		

Programme/ Class	Year: First	Semester: First
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503103	Course Title: Hindi Communication and Translation	
Course Outcomes: At the completion of the course, the students will be able to:		
<ul style="list-style-type: none"> • Understand the importance of Hindi Communication in media Industry • To learn Letter Writing, Hindi Typing and Translation 		
Credits: 6	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Unit	Topic	No. of Lectures
I	भारतकासंविधानऔरराजभाषाहिंदी, भारतकीराजभाषानीति, संविधानकीधारा -343-1,2,3, हिंदीराजभाषाअधिनियम-1963(संशोधन), राजभाषानियम -1979 यथासंशोधित - 1987, राजभाषासंकल्प –1968,राजभाषाकेरूपमेंहिंदीप्रयोगकेलिएप्रोत्साहानयोजना	20
II	हिंदीभाषाकीप्रकृति, भाषाकीपरिभाषा, भाषाकेभेद, भाषाकीप्रकृति	15
III	कार्यालयपत्राचार, कार्यालयपत्रलेखकेअंगऔरपत्रलेखनकला, कार्यालयलेखनकीविशेषता	15
IV	टिप्पणीएवप्रारूपण, टिप्पणऔरटिप्पणी, टिप्पणीकेउद्देश्य, टिप्पणीकेप्रकार, टिप्पणीकीविशेषता, टिप्पणीलेखनकीविधि, प्रारूपणकाअर्थएवविशेषता, प्रारूपणकेअंग,	15

	प्रारूपणसेसंबंधितध्यानदेनेयोग्यबातें, प्रारूपणकेप्रकार	
V	कंप्यूटरमेंहिंदीकाप्रयोग, हिंदीटाइपिंग, हिंदीट्रांसलेशन, प्रेसिसराइटिंग	25
Suggested Readings: Prof. Surya Prasad Dixit संचारभाषाहिन्दी: Communication Language Hindi		
Suggested Digital Platforms: //www.studyfry.com/hindi-grammar-pdf-हिंदी-व्याकरण-नोट्स-pdf		
Note: This Major (course paper) can be opted by students from own faculty/other faculty.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+ 2 in any subject.		

Programme/ Class Certificate in Journalism and Mass Communication		Year: First	Semester: First
Subject: Journalism and Mass Communication			
Course Code: A503104		Course Title: Environmental Communication	
Course outcomes:			
<ul style="list-style-type: none"> • To understand the basics of environmental journalism • To learn the tenets of environmental reporting • To develop a nose for identifying environmental news around • To foster constructive discussion about environmental issues and their coverage in the media 			
Credits: 6		Elective	
Max. Marks: 25+75		Min. Passing marks:33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topics	No. of Lectures	
I	Environment 1. Environment: Concept and Perspectives 2. Environment and society 3. Environment Pollution 4. Relation of Environment with Development, Economy and Health –Brudtland Report 5. Need of Environmental Communication	15	
II	Protection of Environment 1. India’s National Environmental Policy 2. Ministry of Environment and Forest Govt. of India 3. Department of Environment Uttar Pradesh 4. Environmental Laws 5. Traditional Practice and Modern ways to Protect Environment, Public Awareness	20	
III	International Issues of Environment	20	

	<ol style="list-style-type: none"> 1. Global Warming 2. Green House Gas Emissions 3. Earth Summits 4. Developed vs. Developing Nations 5. Role of United Nations Organizations in Environment Protection 	
IV	Clean River Campaign and Waste Management <ol style="list-style-type: none"> 1. National Mission for Clean Ganga 2. Yamuna Action Plan 3. Waste Management: Problems and Solutions 4. Hazardous Waste: Scale and Problems 5. World Water Situation and conflict 	15
V	Environmental Movements in India <ol style="list-style-type: none"> 1. Chipko Movement 2. The Silent Valley Project 3. Appiko Movement, Jungle BachaoAndolan 4. Narmada BachaoAndolan, Tehri Dam Project 5. Bhopal Gas Tragedy 	20

Suggested Readings:

R. Rajagopalan, 2005: Environmental Studies “From Crisis to Cure”, New Delhi, Oxford Press
Abraham, Raimola, 2010: Journalism and Environment News, New Delhi, Kanishka Publication

Suggested Digital Platform:

<https://ayomenulisfisip.files.wordpress.com/2012/02/materi-1-robert-cox-environmental-communication-and-the-public-sphere.pdf>

Note: This Minor elective paper can be opted by student from own faculty/other faculty (in Semester I or II).

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: No Pre Requisites

Programme/ Class Certificate in Journalism and Mass Communication	Year: First	Semester: First
Journalism and Mass Communication		
Course Code: A503105	Course Title: Computer Fundamental	
Course Outcomes: To learn the basics of Computer and Microsoft so students can learn the basic of computer science which is necessary in Journalism.		
Credits: 3	Vocational-1	
Max. Marks: 25+75	Min. Passing Marks: 33	

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-3		
Unit	Topic	No. of Lectures
I	Computer and its Architecture Anatomy of computers, Hardware and its types- Input Devices, Output devices and storage devices, CPU, Types of memory, Security issues in Computing.	10
II	Computer Software: Software, Types of software's. PRACTICAL	5
III	MS Office (practical use for industry), Ms Word – Creating a document editing, formatting, saving opening, creating tables .	10
IV	Ms Excel- Creating sheets, function in Ms Excel, MS PowerPoint – Creating presentations, Spreadsheets, word processors.	10
V	Communication with a computer: (practical use) What is Internet? Its advantages and disadvantages, Email, E-commerce, Role of internet in Fashion Industry.	10
Suggested Readings: 1. Basandra , S.K computer Today, New Delhi : Galgotia Publications 2. Clark, A Small Business Computer Systems, Hodder and Stoughton 3. P K Sinha, Fundamental of computer Suggested Digital Platforms: https://nios.ac.in/media/documents/vocational/CLS/Certificate Course in Library Science english/M4_PDF/M4L1.pdf		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: No Pre Requisites		

Programme/Class:		Year: First	Semester: First
Certificate in Journalism and Mass Communication			
Subject: Journalism and Mass Communication			
Course Code: A503106		Course Title: Personality Development and Life Skills	
Course outcomes: <ul style="list-style-type: none"> Overall personality development and confidence building of student. Prepare student to face job interviews with confidence. 			
Credits: 2		Co- Curricular (Co-C-1)	
Max. Marks: 25+75		Min. Passing marks:	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures	
I	Introduction to Personality Development The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.	10	
II	Attitude & Motivation Attitude - Concept - Significance - Factors affecting	5	

	attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude -	
III	Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem.	5
IV	Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: Self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion.	5
V	Life skills for professionals: positive thinking, right attitude, attention to detail, having the big picture, learning skills, research skills, perseverance, setting goals and achieving them, helping others, IQ, EQ, and SQ	5
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.		
Suggested Digital Platform:		
https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf		
Suggested Continuous Evaluation Method:		
Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: No Pre Requisites		

Second Semester

Programme/ Class	Year: First	Semester: Second
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503201	Course Title: Introduction to Mass Media	
Course Outcomes:		
<ul style="list-style-type: none"> • To make students about the role and importance of mass media and mass communication. • To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people communication, culture, and those who live in the culture. 		
Credits: 6	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Unit	Topic	No. of Lectures
I	Mass Communication 1. Concept of Mass and Mass Communication 2. Nature and Process of Mass Communication	15

	3. Functions of Mass Communication 4. Characteristics of Mass Communication 5. Scope of Mass Communication	
II	Mass media Meaning, definition, characteristics, functions and Scope	15
III	Types of mass media TV (Characteristics, functions and Scope) Radio (Characteristics, functions and Scope) Newspaper (Characteristics, functions and Scope)	20
IV	Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.	20
V	Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups.	20

Suggested Readings:

1. Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai.
2. Media and culture an introduction to mass communication - Richard Campbell
3. Mass media issues analysis and debate – JeorgeOddman

Suggested Digital Platforms:

<https://egyankosh.ac.in/bitstream/123456789/57200/1/Unit1.pdf>

http://www.nraismc.com/wp-content/uploads/2017/03/102_-_Introduction_to_Mass_communication_1_.pdf

Note: This Major Course Paper is compulsory for all students of Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Students will have to clear first semester of Certificate Course.

Programme/ Class	Year: First	Semester: Second
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503202	Course Title: Mass Media Writing	
Course Outcomes:		
<ul style="list-style-type: none"> • Develop proper understanding about the news and news media. • Understand the formats and style of news writing. • Develop better understanding about articles, features and editorials that are published in media. • Understand the art of writing for broadcast media and Web platforms. 		
Credits: 4	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Print Media: Introduction to Writing for Print Media, Principles & Techniques of Writing for Print Media. – Clarity, Brevity, Simplicity, Readability and Accuracy. Forms of Journalistic Writing - News Writing – Inverted Pyramid, Writing Columns, Articles, Features, Editorials, Letters to the Editor, Preparing Press Releases.	20

II	Electronic Media: Radio: Writing for Radio, Language and Grammar, Writing News Scripts, Preparing Ad Scripts, Radio Jockey Skills. Television: Basic Principles and Techniques of TV Writing, Elements of TV Scripting, Language and Grammar, Writing News Scripts.	20
III	New Media: Writing Techniques for New Media, Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram), Introduction to Blogging and Vlogging, Current Trends in Web Journalism	20
Suggested Readings:		
<ol style="list-style-type: none"> History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust. Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press 		
Suggested Digital Platforms:		
https://egyankosh.ac.in/bitstream/123456789/75385/1/Unit-4.pdf		
Note: This Major Course Paper is compulsory for all students of Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method: Evaluation will be done on basis of class performance, practical exam, submission, viva, attendance.		
Course pre requisites: Students will have to clear first semester of Certificate Course.		

Programme/ Class		Year: First	Semester: Second
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503203		Course Title: Mass Media Writing (Practical)	
Course Outcomes:			
<ul style="list-style-type: none"> Develop proper understanding about the news and news media; Understand the formats and style of news writing; Develop better understanding about articles, features, and editorials that are published in the media; understand the art of writing for broadcast media and Web platforms. 			
Credits: 2		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2			
Unit	Topic		No. of Lectures
I	<ol style="list-style-type: none"> Two Letters to the Editor to be published in any registered newspaper. Present a two-minute-long radio segment on a topic of your choice. Prepare a news script of three-minute duration. 		15
II	<ol style="list-style-type: none"> Create a blog/vlog on any two topics of your choice. (Eg: Health, Cooking, Travel, Fashion) Write a travel or a personality feature 		15
Suggested Readings:			
<ol style="list-style-type: none"> History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust. 			

3. Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
5. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press

Suggested Digital Platforms:

<https://egyankosh.ac.in/bitstream/123456789/75385/1/Unit-4.pdf>

Note: This Major Course Paper is compulsory for all students of Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method: Evaluation will be done on basis of class performance, practical exam, submission, viva, attendance.

Course pre requisites: Students will have to clear first semester of Certificate Course.

Programme/ Class		Year: First	Semester: First
Certificate in Journalism and Mass Communication			
Subject: Journalism and Mass Communication			
Course Code: A503204		Course Title: English Communication and Translation	
Course outcomes:			
<ul style="list-style-type: none"> ➤ Develop good communication (both oral and written) skills, listening skills. ➤ Gain confidence in conversing in English. ➤ Capable of reading English and comprehending the read matter. ➤ Handling presentations with confidence. 			
Credits: 6		Core Compulsory	
Max. Marks: 25+75		Min. Passing marks:33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topics		No. of Lectures
I	LISTENING SKILL: Listening to short and extended dialogues, telephone conversations, discussion Listening to prose & poetry reading Listening to video clips, documentaries, feature films, presentations.		20
II	SPEAKING SKILL: Introducing oneself or expressing personal opinion -- Simple oral or casual interaction – Dialogue -- Conversation – Participating in group discussions, role plays and interviews, Addressing a small group or a large formal gathering.		15
III	READING SKILL: Basic Reading Comprehension and interpretation, Reading for the gist of a text, for information transfer and interpretation. Reading for specific information, instructions, recommendations, functional checklists.		20
IV	WRITING SKILL: Writing emails, messages, notices, agendas, leaflets, brochures, minutes of a meeting Writing formal business and official Letters inviting, accepting, declining the invitation, Requesting permission for industrial visits or implant training,		20
V	OVERALL COMMUNICATION SKILL: Development of oratory skills through practice of speaking on various topics. Conversation skills by engaging in discussion on topical issues, Translation skill, Precis Writing.		15
Suggested Readings:			
1. Oxford Guide to Effective Writing & Speaking skills,			

2. John Seely, Oxford Publishing, 2013 2.
3. Wren & Martin, High School English Grammar and Composition,
4. D.V. Prasada Rao N, N.D.V. Prasada Rao, 2017

Suggested Digital Platform:

<http://www.tndte.gov.in/site/wp-content/uploads/2016/08/Communication-English.pdf>

Note: This Major (course paper) can be opted by students from own faculty/other faculty.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Students will have to clear first semester of Certificate Course.

Programme/ Class		Year: First	Semester: Second
Certificate in Journalism and Mass Communication			
Subject: Journalism and Mass Communication			
Course Code: A503205		Course Title: Environmental Communication	
Course outcomes:			
<ul style="list-style-type: none"> • To understand the basics of environmental journalism. • To learn the tenets of environmental reporting. • To develop a nose for identifying environmental news around. • To foster constructive discussion about environmental issues and their coverage in the media. 			
Credits: 6		Elective	
Max. Marks: 25+75		Min. Passing marks:33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topics	No. of Lectures	
I	Environment 1. Environment: Concept and Perspectives 2. Environment and society 3. Environment Pollution 4. Relation of Environment with Development, Economy and Health –Brudtland Report 5. Need of Environmental Communication	15	
II	Protection of Environment 1. India’s National Environmental Policy 2. Ministry of Environment and Forest Govt. of India 3. Department of Environment Uttar Pradesh 4. Environmental Laws 5. Traditional Practice and Modern ways to Protect Environment, Public Awareness	20	
III	International Issues of Environment 1. Global Warming	20	

	2. Green House Gas Emissions 3. Earth Summits 4. Developed vs. Developing Nations 5. Role of United Nations Organizations in Environment Protection	
IV	Clean River Campaign and Waste Management 1. National Mission for Clean Ganga 2. Yamuna Action Plan 3. Waste Management: Problems and Solutions 4. Hazardous Waste: Scale and Problems 5. World Water Situation and conflict	15
V	Environmental Movements in India 1. Chipko Movement 2. The Silent Valley Project 3. Appiko Movement, Jungle BachaoAndolan 4. Narmada BachaoAndolan, Tehri Dam Project 5. Bhopal Gas Tragedy	20
Suggested Readings: R. Rajagopalan 2005: Environmental Studies “From Crisis to Cure”, New Delhi, Oxford Press Abraham, Raimola 2010: Journalism and Environment News, New Delhi, Kanishka Publication Suggested Digital Platform: https://ayomenulisfisip.files.wordpress.com/2012/02/materi-1-robert-cox-environmental-communication-and-the-public-sphere.pdf		
Note: This Minor elective paper can be opted from own faculty/other faculty (in Semester I or II).		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: No Pre Requisites		

Programme/ Class	Year: First	Semester: Second
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503206	Course Title: Camera Handling and Techniques	
Course Outcomes: <ul style="list-style-type: none"> • Explains the working mechanism and production of the camera at the basic level. • Identifies cameras according to formats and view finder systems. • States what type of camera to be used for different photographic purposes. • Names the main parts of the photographic camera. • Lists the types of lenses and states what type of lenses to be used for different purposes. 		
Credits: 3	Vocational-2	

Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topic	No. of Lectures
I	Camera: meaning, types of camera, parts of camera (Camera Head, Viewfinder, Camera Lens, Recorder, Lenses)	15
II	Exposure, Composition, Shot, Angle, Camera Movement, Light	15
III	Lighting Equipment, Filters, Camera Operation	15
Suggested Readings: 1. Bordwell and Thompson, Film art: An introduction 2. Bill Nichols, Movies & Methods: 3. J. J. Langford, Basic Photography 4. Joseph V. Mascelli, Five Cs of Cinematography Suggested Digital Platforms: https://jagiroadcollegelive.co.in/attendance/classnotes/files/1587053618.pdf		
Note: This is mandatory vocational Course which students will opt in Semester-II		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: No Pre Requisites		

Programme/ Class		Year: First	Semester: Second
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503207		Course Title: Right to Information	
Course Outcomes: <ul style="list-style-type: none"> Gain knowledge about RTI Act, its scope and significance. Learn about main provisions under RTI Act. Knowledge about areas exempted from RTI, media and RTI. 			
Credits: 2		Co- Curricular	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic	No. of Lectures	
I	Meaning, origin, main provisions under Right to Information Act 2005.	5	
II	Scope, significance and role of RTI Act.	5	
III	Misuse of RTI Act: Case studies.	10	
IV	Areas exempted from RTI; Official Secrets Act. 1923. vis-a-vis RTI, RTI and Mass Media.	10	
Suggested Readings: <ul style="list-style-type: none"> Right to Information Law & Practice With Case Book On Right To Information. The Right to Information in India, Book by Sudhir Naib 			
Suggested Digital Platforms: https://www.drishtiias.com/to-the-points/paper4/right-to-information-1			
Note: This is mandatory Co-Curricular Course which students will opt in Semester-II.			

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: No Pre Requisites

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

Program Outcomes (POs)

- Use conceptual knowledge and practical training offered by the course to become successful media professionals.
- The students will be able to understand the concept, scope and significance of Journalism and Mass Communication as a holistic field of study covering multiple facets and its techniques.
- They will get familiarized with contemporary media skills.
- This programme will broaden their horizon of knowledge about relevant fields.

Programme Specific Outcomes (PSOs)

- Develop thorough understanding about the concept of news, cultivate necessary skills relevant to finding, choosing, gathering and presenting news.
- Develop an understanding about different beats reporting and feature writing, develop analytical and critical thinking ability, acquaint with newspaper page make up.
- It is aimed to make students aware about the role of media in human rights promotion, tools and techniques of human rights reporting and nuances of human rights journalism.
- Explain various types of cameras, its components and accessories, camera handling techniques.
- Acquaint the learners with concepts of digital media, develop the ability and understanding of data journalism.

COURSE STRUCTURE

Diploma in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
III	Major	I	A503301	News writing and Reporting for Print Media	Theory	100 (25+75)	6
	Major	II	A503302	Social and Political System of	Theory	100 (25+75)	6

				India			
	Major	III	A503303	Introduction to Photo Journalism	Theory	100 (25+75)	6
	Minor Elective	IV	A503304	Media and Human Rights	Theory	100 (25+75)	6
	Vocational I	Voc-3	A503305	Computer Graphics (Adobe Photoshop)	Practical	100 (25+75)	3
	Co-Curricular	Co-C-3	A503306	News Analysis	Practical	100 (25+75)	2
IV	Major	I	A503401	Introduction to Digital Media	Theory	100 (25+75)	6
	Major	II	A503402	Basic Introduction to Television and Radio	Theory	100 (25+75)	4
	Major	II	A503403	Basic Introduction to Television and Radio	Practical	100 (25+75)	2
	Major	III	A503404	Journalism in Uttarakhand	Theory	100 (25+75)	6
	Minor Elective	IV	A503405	Media and Human Rights	Theory	100 (25+75)	6
	Vocational I	Voc-4	A503406	Service learning	Theory	100 (25+75)	3
	Co-Curricular	Co-C-4	A503407	Newspaper Designing	Practical	100 (25+75)	2
				Total			52

Third Semester

Programme/ Class		Year: Second	Semester: Third
Diploma in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503301		Course Title: News Writing and Reporting for Print Media	
Course Outcomes:			
<ul style="list-style-type: none"> • Develop thorough understanding about the concept of news; • Cultivate necessary skills relevant to finding, choosing, gathering and presenting news; • Develop an understanding about different beats reporting and feature writing; • Develop analytical and critical thinking ability through classroom interactions, reading, writing, and field assignments. • Explain and acquaint the learners with newspaper page make up. 			
Credits: 6		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic		No. of Lectures
I	Definition of news; Elements of news, Sources of news; Structure of news: Inverted pyramid and alternative forms; Writing leads; Different types of leads; Newsgathering methods. Headlines – Technique, style, kinds of headlines.		20

II	News Source, Selection Process of the News, Kinds of reporting: Objective, Interpretative, Investigative, Development and In-depth; covering different beats: crime, weather, speech, accident, disaster, conflicts, and obituary.	20
III	Different types of News, News Collection: Process and Structure- Feature and Column writing; Kinds of features; Specialized reporting – Science, Sports, Education, Politics, Economic, Legislature, Court, Elections, Gender and allied areas	20
IV	Editing: Meaning, symbols, tools, lead, body, paragraphing. Stand first. Dummy page make-up, layout. Principles of photo editing.	15
V	Magazine editing, layout, graphics. Editorial, feature and article writing for Magazine Or Print	15

Suggested Readings:

1. Burns, L.S (2002) Understanding Journalism, Vistaar, New Delhi
2. Contractor, H. (2004) The Art of Feature Writing, Icon Publishing, New Delhi
3. Friedlander, E.J& John Lee (3011) Feature Writing: The Pursuit of Excellence. PHI Learning Pvt. Ltd, New Delhi
4. Stein, M.L& S.F. Paterno (2003) The News writer's Handbook, Surjeet Publications, New Delhi
5. News Editing by Fried Fedddlar
6. News Writing by Lyle Spencer

Suggested Digital Platforms:

[https://kkhsou.ac.in/eslm/E-SLM-for-](https://kkhsou.ac.in/eslm/E-SLM-for-Learner/1st%20Sem/Post%20Graduate%20Diploma/PGDBJ/PGDBJ%20-%20Mass%20Communication%20and%20Journalism/unit%205.pdf)

[Learner/1st%20Sem/Post%20Graduate%20Diploma/PGDBJ/PGDBJ%20-%20Mass%20Communication%20and%20Journalism/unit%205.pdf](https://kkhsou.ac.in/eslm/E-SLM-for-Learner/1st%20Sem/Post%20Graduate%20Diploma/PGDBJ/PGDBJ%20-%20Mass%20Communication%20and%20Journalism/unit%205.pdf)

<https://ia800307.us.archive.org/8/items/IntroductionToMassCommunicationMCM101Handouts/Reporting%20and%20Sub-Editing%20-%20MCM311%20Handouts.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class Diploma in Journalism and Mass Communication	Year: Second	Semester: Third
Journalism and Mass Communication		
Course Code: A503302	Course Title: Social and Political System of India	
Course Outcomes: Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. The study of this course will help the students to understand the relationship of groups their attitudes, basic features of Indian political system and economy also.		
Credits: 6	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Unit	Topic	No. of Lectures

I	Society 1. Society: Concept and Definition 2. Social Institutions, Family, Community, Social Groups, 3. Social change: Concept, Process, types and agents/factors 4. Types of Society and Communication: Ancient, Recent Past & Present 5. Social Issues and Mass Media : Human Rights, Consumerism, women Empowerment	20
II	Culture 1. Culture: Concept and Definition 2. Culture, Tradition and Values 3. Various aspects of Indian Culture 4. Individualism and Collectivism 5. Intercultural Communication	15
III	Media and Society 1. Media Audiences 2. Media Reach 3. Media Access 4. Community Participation 5. Media Impact on Indian Society	15
IV	Indian Constitution 1. Indian Constitution: salient features, Fundamental Rights, Directive Principles of States 2. Central-State Relations 3. Parliamentary and Legislative System of India 4. Indian Judiciary System 5. Specific features of Indian Political System	20
V	Indian Economy 1. Basic Features of Indian Economy 2. Basic Economic terms: Per Capita Income, GDP, Budget, Inflation, 3. Economic Planning In India 4. Liberalization, Privatization and Globalization 5. Stock Market, Devaluation FDI Etc	20

Suggested Readings:

Ravindran, R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1stedt.)
Campbell, Richard 2000: Media And Culture, New York, Bedford Publication, (1stedt.)
Singh, J.K. 2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1stedt.)
Sharma, R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1stedt.)
Dutt and Sundram, 2004, Indian Economy, New Delhi, S.Chand Publication Prabhakar,
Manohar/Bhanawat Sanjeev 2004: Human Right and Media ,Jaipur, University Book House (P) Ltd
Kumar, Kavel J. 2007: Mass Communication in India ,Delhi, Jaico Publication House (1stedt.)
Basu, D.D. 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India

Suggested Digital Platforms:

<http://www.hkrdb.kar.nic.in/documents/Downloads/Good%20Reads/Indian%20Politics%20and%20Society%20Since%20Independence%20-%20Bidyut%20Chakrabarty.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class	Year: Second	Semester: Third
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503303	Course Title: Introduction to Photo Journalism	
Course Outcomes:		
<ul style="list-style-type: none"> • Discuss the history of Photography, moving images and Photo Journalism • Explain various types of cameras, its components and accessories • Assess the importance of digital technology in photography • Critically analyse and appreciate photographs • Compose a photograph with the knowledge of aesthetic principles 		
Credits: 6	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Unit	Topic	No. of Lectures
I	History of Photography, Definition and origin of Photography. The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media. Invention of Digital Photography.	20
II	Equipment's of Photography Cameras Lenses Tripods Monopods Camera bags Digital storage.	15
III	Lighting the different types of lighting-Natural lighting--and Artificial Lighting The reflection of light recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing.	15
IV	Types of Photography and Photojournalism News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography The basics of photojournalism and importance of context in photojournalism.	20
V	Editing Photo editing software: Microsoft Office Picture anagers, CorelDraw, Adobe Illustrator	20
Suggested Readings:		
<ul style="list-style-type: none"> • Photojournalism, Kenneth Koper, 1996, Focal Press, Boston. • Photography, Barbara Upton, 1981, Little Brown & Co., Boston. • Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai. 		
Suggested Digital Platforms:		
https://egyankosh.ac.in/bitstream/123456789/57122/1/Unit%2011.pdf		
Note: This Major (course paper) can be opted by students from own faculty/other faculty.		

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class Diploma in Journalism and Mass Communication		Year: Second	Semester: Third
Journalism and Mass Communication			
Course Code: A503304		Course Title: Human Rights and Media	
Course Outcomes:			
<ul style="list-style-type: none"> ● The course intends to educate the learner about the history and philosophy of human rights. ● It is aimed to make the student aware about the role of media in human rights promotion. ● The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism. ● The student will learn the intricacies of web based and social media based human rights journalism. ● The course will also highlight the contemporary human rights issues and their relation to media. 			
Credits: 6		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic	No. of Lectures	
I	Concept, Scope and need of Human Rights, Human rights in early ages, Law terms and phrases and their uses in Human Rights	15	
II	Human Rights and Media, Human Rights and Democracy, Human Rights & Education, Human Rights and environmental air and water pollution, Human Rights and Communal Riots, Human Rights in the terrorized areas	20	
III	Human Rights and Crimes against women, Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups	20	
IV	State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression	15	
V	Contemporary human rights issues; national and global, Media activism. Social media and Human rights. Fake News, propaganda, and its effects on human rights reporting. Open-source investigation in journalism: tools and applications.	20	

Suggested Readings:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.

Suggested Digital Platforms:

<https://egyankosh.ac.in/bitstream/123456789/7421/1/Unit-4.pdf>

Note: This Minor elective paper can be opted from own faculty/other faculty (in Semester III or IV).

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: No Pre Requisites

Programme/ Class	Year: Second	Semester: Third
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503305	Course Title: Computer Graphics (Adobe Photoshop) (P)	
Course Outcomes:		
The student at the completion of the course will be able to:		
<ul style="list-style-type: none">• To make students understand the usage of Photoshop the media industry.• To make students aware of various tools of Photoshop.		
Credits: 3	Vocational-3	
Max. Marks:25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-3		
Unit	Topic	No. of Lectures
I	Introduction to Photoshop: Vector and Raster Images, Learning Basic Interface, Introduction to layer based approach	4
II	Basic Designing: Introduction to Selection Tools- Creating Basic Shapes; Saving Selection; Selection & Designing with Pen Tool	6
III	Layers Basics and Transform: Layers basics; Selecting grouping and linking layers; Layer Opacity and style, Move, Crop, Hide selection, Adjust the selection area, Copy and deleting the selection, Free transformation of images, Creative Layer Composition	6
IV	Image Manipulation & Colour Correction: Import, Selection & Cutting, Manipulation with Designs, Colour Basics (RGB), Colour Correction (Adjustment Tool), Retouching (Healing, Cloning, Spot healing, Patching, etc.)	8
V	Basics of Graphic Design: Text Layer, Managing Text (Alignment, Justification, Font, Style), Basics of Print Media Design (Design Theory & Case Study), Designing of Magazine Cover and Print Material	8
VI	Designing with Filters : Use of Filters, Pattern Designs, Use of Filters in Garment Construction, Introduction of CAD	6
VII	Masking: Selections in depth, Saving/loading selection, Combining selections, converting selections into layer mask, Introduction to basic Layer Masks, Using an Adjustment Layer to affect only a portion of the image with Layer Mask	7
Suggested Readings:		
1. Adobe Creative Team, Adobe Photoshop 7.0 Classroom in a Book, 25 June 2002, 592 pages		
2. KatrinEismann, Photoshop Restoration Retouching, New Riders Publisher, 472 pages		
3. Scott Kelby, The Adobe Photoshop CC Book for Digital Photographers, New Riders; 2017 ed. edition (8 December 2016), 360 pages		
4. Glyn Dewis, Photoshop Workbook, The: Professional Retouching and Compositing Tips, Tricks, and		

Techniques, 2015, Peachpit Press, 258 Pages

Suggested Digital Platforms:

<https://youtu.be/ZByhs9mDtDg>

This is mandatory Course (Vocational Course) which students have to opt in Semester III.

Suggested Continuous Evaluation Method:

Seminar/ Presentation/Practical/Demonstration/Project on any topic of the above syllabus.

Course pre requisite: No Pre Requisites

Programme/ Class Diploma in Journalism and Mass Communication		Year: Second	Semester: Third
Journalism and Mass Communication			
Course Code: A503306		Course Title: News Analysis (Practical)	
Course Outcomes:			
<ul style="list-style-type: none"> • Inculcate the habit of daily newspaper reading. • Stay updated with current issues 			
Credits: 2		Co- Curriculum (Co-C-3)	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2			
Unit	Topic	No. of Lectures	
I	Everyday Newspaper reading class and discussion on current issues	5	
II	Everyday student will maintain News dairy and the dairy will be regularly checked and evaluated by class teacher	10	
III	At the end of the semester students will give presentation on current issues	5	
IV	Students will be encouraged for listening daily radio news bulletins on Dehradun Akashvaani and for watching T.V news. During the class students will listen radio news bulletins on AIR website	10	
Suggested Readings:			
<ul style="list-style-type: none"> • News analysis, Book by Teun A. van Dijk • News Narratives and News Framing Book by Karen S. Johnson-Cartee 			
Suggested Digital Platforms: https://newsonair.gov.in/			
Note: This is mandatory Co-Curricular Course which students will opt in Semester-III.			
Suggested Continuous Evaluation Method: Seminar/ Presentation/Practical on any topic of above syllabus, test with MCQs, attendance and participation in class.			
Course pre requisite: No Pre Requisites			

Fourth Semester

Programme/ Class Diploma in Journalism and Mass Communication	Year: Second	Semester: Four
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Journalism and Mass Communication		
Course Code: A503401		Course Title: Introduction to Digital Media
Course Outcomes:		
<ul style="list-style-type: none"> • The course intends to acquaint the learners with the concepts of Digital Media as a new generation of media that emerged through progressive convergence of Computer and telecommunication; • It will familiarise the learners with the evolution of Information & communication technologies, and the technology milestones behind the advent of Digital Media; • To develop the ability and understanding of data journalism among students. • To make students skilful for data collection. • To inculcate skills for app different techniques of data collection 		
Credits: 6		Co- Curriculum
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Unit	Topic	No. of Lectures
I	Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components	20
II	Role of Browsers and Plug-Ins, Searching: Tips & Tools for Better Search in Digital Era for Journalists. Using Online Reporting Sources, The Internet as a Reporting Source, E-Mail Related Sources - Using E-Mail, Newsgroups, Web Page Based Sources - General Reference Sources, Wikis, Specialized Sources for Journalists. Search Engines - Basic Search Engines, Searching The Deep Web, Directories, Online Journalism Sites, Databases	20
III	Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism. Social Networking & Collaboration Through WhatsApp, Snap Chat, Skype etc. Profiling and Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flicker etc.	15
IV	Video and Audio Social Sharing: YouTube, Sound Cloud. Online Advertisement&Revenue Generation Basics from Online Journalism. Approach to Digital Journalism. Approach to Digital Journalism, Using Multimedia Components-Text, Graphics, Audio, Video & Animation Together into News.	15
V	Definition and basics of data journalism, Types of data and key tools, Data team and ways to get a storyconcept, Genealogies and origin of data journalism, Issues with data.	20
Suggested Readings:		
<ul style="list-style-type: none"> • Itule& Anderson (2002). News Writing and reporting for today’s media, McGraw Hill Publication • Saxena Sunil (2006), Headline Writing, Sage • Kim Jihoon: Between film, video and the digital, Bloomsbury • Davisson Amber, Controversies in Digital ethics, Bloomsbury • Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S • Data Journalism: Mapping the Future, Editor: John Mair and Richard Lance Keeble. 		
Suggested Digital Platforms:		
http://www.tezu.ernet.in/tu_codl/Uploads/NEW%20MEDIA%20MODULE%20II%20SLM.pdf		

<https://institute.aljazeera.net/sites/default/files/2019/Data%20Journalism%20En%20-%20Web.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class Diploma in Journalism and Mass Communication		Year: Second	Semester: Four
Journalism and Mass Communication			
Course Code: A503402		Course Title: Basic Introduction to Television and Radio	
Course Outcomes:			
<ul style="list-style-type: none"> • To guide the students learn nuances of television and radio. • To help them learn the fundamentals of storytelling through Television and Radio. • To develop employable skills on a par with industry standard. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	
I	Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations, Prasar Bharti.	10	
II	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media breaking news: definition and practice	10	
III	Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	10	
IV	Understanding the Radio: Invention and development of Radio in India; strengths and weaknesses of the medium; sound recording and editing, types of microphones, Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills	15	
V	Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.	15	
Suggested Readings:			
1. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.			
2. PatiM.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.			
3. Frank, Lezzi. Understanding Television Production. Prentice-Hall.			
4. ShrivastavaH.O. Broadcasting Technology: A Review. Gyan Publication House.			

5. Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
6. Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.
7. Lewis, Bruce. Technique of Television Announcing. Focal Press.
8. Hyde, Stuart. Television and Radio Announcing. Kanishka.
9. Masani, Mehra. Broadcasting and the People. National Book Trust

Suggested Digital Platforms:

<https://nios.ac.in/media/documents/srsec335new/ch13.pdf>

<https://www.egyankosh.ac.in/bitstream/123456789/34791/1/Unit-1.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class		Year: Second	Semester: Four
Diploma in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503403		Course Title: Basic Introduction to Television and Radio (Practical)	
Course Outcomes:			
<ul style="list-style-type: none"> • To guide the students learn nuances of television and radio. • Hands-on training to students. • To help them learn the fundamentals of Television and Radio production. • To develop employable skills on a par with industry standard. 			
Credits: 2		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2			
Unit	Topic	No. of Lectures	
I	Students have to work for News Package for Television	15	
II	Radio Interviews, VOX- POP, Radio Documentary	15	
Suggested Readings:			
<ol style="list-style-type: none"> 1. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited. 2. PatiM.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers. 3. Frank, Lezzi. Understanding Television Production. Prentice-Hall. 4. ShrivastavaH.O. Broadcasting Technology: A Review. Gyan Publication House. 5. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. 6. Ciignel, Hugh. Key Concepts in Radio studies. Sage. 7. Hyde, Stuart. Television and Radio Announcing. Kanishka. 8. Masani, Mehra. Broadcasting and the People. National Book Trust 			
Suggested Digital Platforms:			
https://nios.ac.in/media/documents/srsec335new/ch13.pdf			
https://www.egyankosh.ac.in/bitstream/123456789/34791/1/Unit-1.pdf			
https://dvspascentr.ru/wp-content/uploads/2019/12/IntroductiontoRadio-1.pdf			

Suggested Continuous Evaluation Method: Seminar/ Presentation/Practical/Project on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.
Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.
Course pre requisites: Student must have qualified Certificate Course.

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: Four
Subject: Journalism and Mass Communication			
Course Code: A503404		Course Title: Journalism in Uttarakhand	
Course outcomes:			
1. Understand the development of Journalism in Uttarakhand.			
2. Learn about prominent personalities linked to journalism in Uttarakhand.			
Credits: 3		Major Compulsory	
Max. Marks: 25+75		Min. Passing marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures	
I	उत्तराखंड भौगोलिक, ऐतिहासिक तथा सांस्कृतिक उत्तराखंड में औपनिवेशिक शासन का आगमन तथा पत्रकारिता के उदय की पृष्ठभूमि, उत्तराखंड में पत्रकारिता का उदय, उत्तराखंड में पत्रकारिता का प्रथम चरण, उदारवादी पत्रकारिता, क्षेत्रीय समस्याएं एवं पत्रकारिता, राष्ट्रीय आंदोलन का प्रथम चरण एवं पत्रकारिता	15	
II	उत्तराखंड में पत्रकारिता का द्वितीय चरण, आक्रामक पत्रकारिता, क्षेत्रीय समस्याओं एवं पत्रकारिता, राष्ट्रीय आंदोलन	5	
III	सामाजिक आंदोलन एवं उत्तराखंड पत्रकारिता, दलितोद्धार में पत्रकारिता की भूमिका, स्थानीय साहित्य, संस्कृति अर्थव्यवस्था एवं पत्रकारिता	10	
IV	उत्तराखंड में स्वातंत्रोत्तर पत्रकारिता, प्रिंट पत्रकारिता, इलेक्ट्रॉनिक पत्रकारिता	5	
V	उत्तराखंड में पत्रकारिता के प्रमुख स्तंभ (गिरिजा दत्त नैथानी, बद्री दत्त पांडे, विश्वम्भर दत्त चंदोला इत्यादि), वर्तमान परिपेक्ष में प्रिंट एवं इलेक्ट्रॉनिक पत्रकारिता की भूमिका, चुनौतियां एवं संभावनाएं	10	
Recommended Readings: Uttarakhand Ringside view of a Journalist by Prakash Thapliyal.			
Suggested Digital Platform: https://www.jardhariclasses.com/2020/07/history-of-journalism-in-uttarakhand.html			
Note: This Major (course paper) can be opted by students from own faculty/other faculty.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.			
Course pre requisites: Student must have qualified Certificate Course.			

Programme/ Class Diploma in Journalism and Mass Communication		Year: Second	Semester: Four
Journalism and Mass Communication			
Course Code: A503405		Course Title: Human Rights and Media	
Course Outcomes:			
<ul style="list-style-type: none"> ● The course intends to educate the learner about the history and philosophy of human rights. ● It is aimed to make the student aware about the role of media in human rights promotion. ● The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism. ● The student will learn the intricacies of web based and social media based human rights journalism. ● The course will also highlight the contemporary human rights issues and their relation to media. 			
Credits: 6		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic	No. of Lectures	
I	Concept, Scope and need of Human Rights, Human rights in early ages, Law terms and phrases and their uses in Human Rights	15	
II	Human Rights and Media, Human Rights and Democracy, Human Rights & Education, Human Rights and environmental air and water pollution, Human Rights and Communal Riots, Human Rights in the terrorized areas	20	
III	Human Rights and Crimes against women, Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups	20	
IV	State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression	15	
V	Contemporary human rights issues; national and global, Media activism. Social media and Human rights. Fake News, propaganda, and its effects on human rights reporting. Open-source investigation in journalism: tools and applications.	20	
Suggested Readings:			
1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.			
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.			
Suggested Digital Platforms:			
https://egyankosh.ac.in/bitstream/123456789/7421/1/Unit-4.pdf			
Note: This Minor elective paper can be opted from own faculty/other faculty (in Semester III or IV).			
Suggested Continuous Evaluation Method:			
Seminar/ Presentation on any topic related to syllabus, test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisite: No Pre Requisites			

Programme/Class:	Year: Second	Semester: Four
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503406	Course Title: Service Learning (Theory)	
Course Outcomes:		
The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> ➤ Understand the factors of service learning. ➤ Get aware of role of education in democracy. ➤ Know outcomes of service learning. 		
Credits: 3	Vocational-4	
Max. Marks:	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topic	No. of Lectures
I	Understanding the learning through service, Service-Learning,	6
II	The Role of Education in a Democracy, Becoming Community	9
III	Learning landscape, Communication in groups, Group Cohesion, Creating cultural connection	10
IV	Facilitating the group through digital tools, Use of Camera and Types of camera, Developing the concept, Shoot, edit and final output	10
V	Reflections and outcome, Transformational Learning, Ways of Knowing, Critical Inquiry	10
Suggested Readings:		
<ul style="list-style-type: none"> • Learning through service by (Christine_M._Cress,_Peter_J._Collier,_Vicki_L.) • Unheard voices edited by (Randy_Stoecker,_Elizabeth_A._Tryon]_The_Unheard_V) 		
Suggested Digital Platforms:		
https://www.freespirit.com/files/original/Complete-Guide-Service-Learning-preview-1.pdf		
Suggested Continuous Evaluation Method:		
Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance		
Note: This is mandatory Course (Vocational Course) in Semester IV.		
Course pre requisite: No Pre Requisites		

Programme/ Class	Year: Second	Semester: Four
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503407	Course Title: Newspaper Designing (In Design)	

Course Outcomes:

The student at the completion of the course will be able to:

- To make students understand working of the media industry.
- To make students aware of various scopes in media industry.
- To make them enable to know their potentials to work in varied fields of Print and Electronic Media.

Credits: 2

Co-Curriculum-4

Max. Marks:25+75

Min. Passing Marks: 33

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2

Unit	Topic	No. of Lectures
I	Introduction to Adobe InDesign, Page Layout Letter Creation, Setting preferences, The Control panel, Text frames, Basic text attributes, Basic keyboard shortcuts, Large Type Letter, More text attributes, More Text Styling, Baseline shift, Small caps, The Line tool, Making proper fractions, Magazine Ad, Setting up a document bleed, Placing images, Combining text & images, White type on a black background, Advanced Word Processing/Formatting, Paragraph spacing.	15
II	Professional Typesetting Techniques, Bulleted lists, Hanging bullets, Hyphenation, Discretionary hyphens, Special break characters, Drawing Bezier Curves, The Pen tool, Segments, anchor points, & curves, Multiple Column Ad with Text Wrap, Multiple text columns, Drop caps, The baseline grid, Text wrap, Magazine Cover, Placing transparent art, Defining & using color, swatches, Type on a path.	15

Suggested Readings:**Suggested Digital Platforms:**

http://files.quark.com/download/documentation/QuarkXPress/10/English/QXP_10_User_Guide_en-us.pdf

Note: This is mandatory Co-Curricular Course in IV Semester.

Suggested Continuous Evaluation Method:

Seminar/ Presentation/Project/Practical Exam on any topic of the above syllabus.

Course pre requisite: No Pre Requisites

BACHELOR IN JOURNALISM & MASS COMMUNICATION

Program Outcomes (POs)

- Provide students with strong foundational base and increase their familiarity with advanced techniques and mass media tools.
- Enable students to pursue a successful career as mass media professionals.
- To prepare students to choose their area of specialization.

Programme Specific Outcomes (PSOs)

- Use conceptual knowledge and practical training offered by the course to become successful media professionals.
- To prepare students to choose their area of specialization.
- Gain first hand exposure of training in the real world in the form of internship.

COURSE STRUCTURE

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
V	Major	I	A503501	Contemporary Issues and Current Affairs	Theory	100 (25+75)	4
	Major	I	A503502	Basic Introduction to Advertising and Public Relation	Theory	100 (25+75)	4
	Major	I	A503503	Basic Introduction to Advertising and Public Relation	Practical	100 (25+75)	2
	Major	II	A503504	Introduction to Convergent Journalism	Theory	100 (25+75)	5
	Major	II	A503505	Basic Introduction to New Media Technology	Theory	100 (25+75)	5
	Co-Curricular	Co-C-5	A503506	Yoga, Meditation and Stress Management	Theory	100 (25+75)	2
	Industrial Training	Ind-1	A503507	Internship		100 (25+75)	3
VI	Major	I	A503601	Parliamentary Journalism	Theory	100 (25+75)	5
	Major	I	A503602	International Communication	Theory	100 (25+75)	5
	Major	II	A503603	Reporting and Anchoring Skills	Theory	100 (25+75)	4
	Major	II	A503604	Reporting and Anchoring Skills	Practical	100 (25+75)	2
	Major	II	A503605	Representation of Women in Culture and Media	Theory	100 (25+75)	4
	Co-Curricular	Co-C-6	A503606	Human Value and Ethics	Theory	100 (25+75)	2
	Industrial	Ind-2	A503607	Podcast Production		100	3

	Training/ Research Project					(25+75)	
				Total			50

Fifth Semester

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Fifth
Journalism and Mass Communication			
Course Code: A503501		Course Title: Contemporary Issues & Current Affairs	
Course Outcomes:			
<ul style="list-style-type: none"> • Help students remain updated with current issues. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic		No. of Lectures
I	World War 1, World War 2, Impact of War at Global level, World Bank, ASEAN, SAARC, IMF, ILO		10
II	India and SAARC, India and UN, Role of UN & UNESCO in bridging the gap between north and south		10
III	India and Major Concerns-Rapid Urbanization, Food Self-Sufficiency, Criminalization of Politics, Naxalism, India and Kashmir, North- East Insurgency.		15
IV	Global Issues- Terrorism and anti-terror measures- Human Rights Issues, Gender Issues, Operation Neptune Spear		10
V	Different operations- Operation Blue Star, Operation Polo, Operation SankatMochan, Operation Trident, Operation Black Tornado		15
Suggested Readings:			
<ol style="list-style-type: none"> 1. TapanBiswal Human Rights Gender and Environment, Vina Books, 2. Prof. S.D. Muni Indian and Nepal, Konark+ Publisher, 3. Madan Gopal India through the Ages, Publication Division, 4. Muchkund Dubey Political Issues, 			
Suggested Digital Platforms:			
ABP News 'Pradhanmantri' Series https://youtu.be/nSv3EEY_f9A			
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method:			
Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.			
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.			

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Fifth
Journalism and Mass Communication			
Course Code: A503502		Course Title: Basic Introduction to Advertising and Public Relation	
Course Outcomes:			
<ul style="list-style-type: none"> • To provide knowledge about creating advertising content and to provide a detailed understanding of the working of an advertising agency. • The course intends to acquaint learners with the concepts of Public Relations, its historical origins and evolutionary role; • It will instill in the learners essential journalism and communication skills to enable them to develop quality communication support material, and build unique identity 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic		No. of Lectures
1	Advertising: An Introduction 1. Advertising: Concept, Principles, Definitions 2. Objectives and Classification of Advertising 3. Media Planning, Media Selection, Media Campaign 4. Budgeting, Rural Advertising 5. Social and Economic impact of advertising		15
II	Production Techniques 1. Copy writing 2. Visualizing 3. Layout 4. Ethics in Advertising 5. Advertising Agency System in India		15
III	Public Relations: An Introduction 1. PR: Concepts, Definition 2. Objectives and Functions of PR 3. PR Communication and Process 4. PR Tools and strategies 5. Ethical and Legal Issues: Paid News, media-net, Special Supplement etc.		15
IV	Public Relations in Different Sectors 1. PR in Government sector 2. PR in Public, Private and NGO Sectors 3. PR codes and Professional Bodies		15
Suggested Readings:			
<ol style="list-style-type: none"> 1. Introduction to Mass Communication Research, Ralph. O. Nafziger and David M. Greenwood Press New York. 2. Media Research: Cross Sectional Analysis, Author Press, New Delhi. 3. Media Research Methods: Measuring audience reactions and impact, Barrie Gunter, Sage Publication – New Delhi. 			

Suggested Digital Platforms: YouTube Channel Udemy
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Third	Semester: Fifth
Journalism and Mass Communication		
Course Code: A503503	Course Title: Basic Introduction to Advertising and Public Relation (Practical)	
Course Outcomes:		
<ul style="list-style-type: none"> • To provide hands on training in creating advertising content and to provide a detailed understanding of the working of an advertising agency. • The course intends to acquaint learners with the concepts of Public Relations, its historical origins and evolutionary role; • It will instill in the learners essential journalism and communication skills to enable them to develop quality communication support material, and build unique identity 		
Credits: 2	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2		
Unit	Topic	No. of Lectures
1	Designing of Ad Campaign: Print and Magazine	15
II	Designing of Ad Campaign: TV and Radio	15
Suggested Readings:		
<ul style="list-style-type: none"> • Introduction to Mass Communication Research, Ralph. O. Nafziger and David M. Greenwood Press New York. • Media Research: Cross Sectional Analysis, Author Press, New Delhi. • Media Research Methods: Measuring audience reactions and impact, Barrie Gunter, Sage Publication – New Delhi. 		
Suggested Digital Platforms: YouTube Channel Udemy		
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method Evaluation will be done on the basis of Viva and Project which will be assigned to a student. External Examiner will conduct viva in presence of faculty member. Attendance		
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.		

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Sixth
Journalism and Mass Communication			
Course Code: A503504		Course Title: Introduction to Convergent Journalism	
Course Outcomes:			
<ul style="list-style-type: none"> • The course aims to develop in the learners advanced skills for the converged multimedia news platforms. • It will familiarise the learners with the unique nature of the Web Platforms, specialized skills needed for their content development. • The students will also learn the essential software used in the development of various forms of media content, i.e., text, audio, video, graphics. • The course will acquaint the learners with the authoring tools used in multimedia content development. 			
Credits: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
1	Introduction to Journalism, Types of Journalism: Immersive, Investigative, Embedded, Advocacy, Gonzo etc.		10
2	Concept and significance of Convergence, Process and effects of Convergence, Models of media convergence—Convergence Continuum, Lawson Borders model, Flynn & Gordon model Case studies of convergence—Tampa news centre, Vinnova model, Global and Indian scenario		15
3	Network Society, Understanding New Media concept—Social and digital; Digital storytelling, Wiki Journalism. Need for multi-media/multi-skilled journalists, Blogging & journalism, Case Study-Social networking site.		20
4	Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence Convergence in Cinema and Broadcasting, Concept of Web 2.0 and Artificial Intelligence.		15
5	Media industry, ownership & control, Media conglomerates, mergers and Consolidation, Role and effects of Social Media as alternative media, Issues of Credibility, Privacy and Security		15
Suggested Readings:			
<ol style="list-style-type: none"> 1. Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak 2. Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy 3. Understanding Media Convergence by August E Grant 4. Journalism and New Media by John V Pavlik 5. Convergence Culture: Where old and new media collide by Henry Jenkins 6. Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013 			
Suggested Digital Platforms:			
https://old.amu.ac.in/emp/studym/99995026.pdf			
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method:			

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Fifth
Journalism and Mass Communication			
Course Code: A503505		Course Title: Basic Introduction to New Media Technology	
Course Outcomes:			
<ul style="list-style-type: none"> • Introduce students to fast-growing domain of new media and equip them to understand medium and its dynamics. • Learn about wide variety of web-related communication technologies; latest tools in digital journalism. • Train students to become successful digital media professionals and explore career opportunities. 			
Credits: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Basics of Internet; types of Internet connections; Search engines: Functions and importance; search engine optimization	15	
II	Web Journalism: Meaning, scope, characteristics, editorial functioning of News Websites, News Website vs Newspapers, News Website vs TV, Radio, E-papers	15	
III	New Media: Definition, characteristics; basics of Social Media; Social media newsgathering; Social Networking Sites: Meaning, features, scope and significance (special reference to Facebook, Twitter, YouTube); Blogging.	15	
IV	Citizen Journalism: Concept, scope and significance, Challenges and limitations; Emerging trends in digital journalism; Digital storytelling; Fake News: Verification, Authenticating and Assessment; Ethical Challenges.	15	
V	Role of ICT: Women empowerment; health, education, governance and environment; Cybercrime issues (web pornography, threat to privacy, social and ethical concerns).	15	
Suggested Readings:			
<ol style="list-style-type: none"> 1. Handbook of New Media, Liverow. 2. The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi. 3. A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher. 4. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim 			
Suggested Digital Platforms:			
http://people.stern.nyu.edu/aghose/msi_4.pdf			
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.			

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Fifth
Journalism and Mass Communication			
Course Code: A503506		Course Title: Yoga, Meditation and Stress Management	
Course Outcomes:			
<ul style="list-style-type: none"> • Learn about Yoga and Meditation. • Importance of Stress management for journalists. 			
Credits: 2		Co- Curricular	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2			
Unit	Topic		No. of Lectures
I	Starting Practice- PawanMuktasana Part-1, 2, 3, Marjariasana, Tadasana, TiryakTadasana, Kati Chakrasana.		5
II	Suryanamaskara/ Pragyayoga With Mantras & Breathing pattern.		5
III	Asanas Cultural Standing Utkatasana, Padahasthasana, Trikonasana, Veerasana, Vrikshasana, Sankatasana, Garudasana, Padangusthasana, Sarvangpushti, Murdhasana.		5
IV	Stress Management (i) Introduction to stress: Meaning, Definition, Eustress, Distress, (ii) Types of stress: Acute stress, Episodic Acute stress and chronic stress, signs and Symptoms (iii) Importance of stress management for journalists.		5
V	Stress Reduction Techniques: 1. Autogenic Training 2. Biofeedback 3. Relaxation 4. Yoga and Meditation		10
Suggested Readings:			
1. O.P. Tiwari - Asana why and how, KaivalyadhamSMYMsamiti, Lonavala, 2012.			
2. M.L. Gharote - Guidelines for Yogic Practices, Medha Publication, Lonavala.			
3. Swami SatyanandaSaraswati - Asana, Pranayama, Mudra, Bandha, Yoga publication trust, Munger, 2006.			
4. Pt. Shri Ram Sharma- Pragyayogya Yoga Vyayam, BrahmvarchasshodhSanshan, Shantikunj, Haridwar, 1998.			
5. Burnout: The Secret to Unlocking the Stress Cycle, Book by Amelia Nagoski and Emily Nagoski			
Suggested Digital Platforms:			
https://youtu.be/TXU591OYOHA			
https://egyankosh.ac.in/bitstream/123456789/12223/1/Unit-9.pdf			
Note: This is mandatory co-curricular course will be opted in Semester-V.			

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.
Course pre requisite: No Pre Requisites

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Third	Semester: Fifth
Journalism and Mass Communication		
Course Code: A503507	Course Title: Internship	
Course Outcomes:		
<ul style="list-style-type: none"> • Gain first hand exposure of working in the real world. • Allow harnessing skills, knowledge and theoretical practice learnt during the course. • Develop and refine skills to suit the industry demands and build a strong network with professionals in the field. • Gain confidence and improve chances as a job applicant. 		
Credits: 3	Industrial	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-3		
This Major (Course Paper) is compulsory for all the students those are taking admission in the course Journalism & Mass Communication.		
Description		
A four-week internship will be undertaken with any reputed media organization and will be evaluated by an external examiner.		
Note: Compulsory for all students of Bachelor in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method Internship Report/Project/Attendance		
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.		

Sixth Semester

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Third	Semester: Sixth
Journalism and Mass Communication		
Course Code: A503601	Course Title: Parliamentary Journalism	
Course Outcomes:		
<ul style="list-style-type: none"> • Learn about parliamentary functions, structure, organs. • Learn about parliamentary reporting. 		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topic	No. of Lectures
1	Introduction of Parliament, Organs of Parliament: Rajya Sabha and Lok Sabha, Membership of Parliament, brief introduction of Rajya Sabha and Lok Sabha elections.	10
2	Power and Functions of Parliament, sessions of Parliament, Devices of Parliamentary Proceedings, Motions of Indian Parliament, Parliamentary Committees.	10
3	Legislative Procedure in Parliament- About, Bill and its types, Constitutional Amendment Bills, Joint Sitting Of Two Houses, Parliamentary Privilege.	15
4	Parliamentary Reporting- meaning, importance and scope, role and responsibilities of Parliament reporter.	20
5	Case Study on sanction of famous Parliamentary Bills: Triple Talaq, Article 370, CAA.	20
<p>Suggested Readings: Indian Polity, Book by M. Laxmikanth Important Judgments that Transformed India: Book by Alex Andrews George</p> <p>Suggested Digital Platforms: https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004070948262474mukul_Parliamentary_journalism.pdf</p> <p>Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.</p> <p>Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.</p> <p>Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.</p>		

Programme/ Class		Year: Third	Semester: Sixth
Bachelor in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503602		Course Title: International Communication	
Course Outcomes:			
<ul style="list-style-type: none"> Gain knowledge about various aspects of international communication. At the end of the course, students will be able to work as a reporter on international desk. 			
Credits: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	UNDERSTANDING INTERNATIONAL COMMUNICATION What is international Communication? International communication in the Internet age (Imbalance in) International Information flow	10	

	The New World Information and Communication Order (NWICO) Towards an integrative view of balanced information flow	
II	APPROACHES TO THEORIZING INTERNATIONAL COMMUNICATION Modernization theory, Dependency theory, World systems, Structural imperialism, Hegemony, Propaganda, Global Village, Globalization, Cultural Imperialism.	10
III	INTERNATIONAL/TRANSNATIONAL MEDIA ORGANIZATIONS News Agencies, Evolution, Functions, Typology, Broadcast networks Cable News Networks (CNN), British Broadcasting Service (BBC), Al Jazeera Networks.	15
IV	DISAPPEARING BORDERS OF EMPOWERMENT Global homogenization, Cultural hybridity, Revised cultural imperialism Spaces of empowerment.	20
V	KEY FIGURES IN INTERNATIONAL COMMUNICATION Ralph Akinfeleye, Marshall McLuhan, Ted Warner, Bill Gates, Noam Chomsky, Herbert Schiller, Walter Lippmann.	20

Suggested Readings:

- Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited
- Akinfeleye, R., Amobi, T. I., Okoye, I. & Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, Journal of African communication research, vol. 2 (3)
- Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
- Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.
- Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press
- Morley, M (2002) How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press.

Suggested Digital Platforms:

<https://vulms.vu.edu.pk/Courses/MCM604/Downloads/Course%20Pack%20-%20International%20Communication.pdf>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class
Bachelor in Journalism and Mass Communication

Year: Third

Semester: Sixth

Journalism and Mass Communication

Course Code: A503603

Course Title: Reporting and Anchoring Skills (Theory)

Course Outcomes:

The student at the completion of the course will be able to:

The course focuses on fundamentals of news reporting, which includes among others components of reporting, such as, understanding the concept of news, identifying sources, news gathering methods and writing news stories and features for the news media in a professional manner. The course will enable the students to:

- Understand the basic concepts relevant to contemporary news media, develop thorough understanding about the concept of news, develop an understanding about different beats reporting and anchoring.

Credits: 4

Core Compulsory

Max. Marks: 25+75

Min. Passing Marks: 33

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0

Unit	Topic	No. of Lectures
I	Introduction to Reporting, Principles of Reporting, Functions and Responsibilities, News elements vis-a-vis Reportage, Qualities of a Reporter	20
II	Reporting Types & Techniques, News gathering technique, Reporting- Types of News Reports, Reporting- Accident, Courts, Society, Culture, Politics, Sports	20
III	Anchoring-Target audience and search in Public Speaking, The Voice and the Microphone	10
IV	Reporting techniques-Reporting a news & Interviewing, recording the byte & transcription & scripting.	10

Suggested Readings:

1. Herbert Zettl, Television Production Handbook.,
2. Allen ,
3. Robert c and Hill Annette Hill ,
4. The Television Reader,
5. Routledge, Ed- 2004.
6. News Bulletins in English and Hindi on National and Private Channels (as teaching material).
7. Debates and Talk Shows on National and Private Channels (as teaching material).

Suggested Digital Platforms:

<https://www.ddegiust.ac.in/studymaterial/bmc/bmc-111-e.pdf>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class

Year: Third

Semester: Sixth

Bachelor in Journalism and Mass Communication

Journalism and Mass Communication

Course Code: A503604

Course Title: Reporting and Anchoring Skills (Practical)

Course Outcomes:

The student at the completion of the course will be able to:

The course focuses on fundamentals of news reporting, which includes among others components of reporting, such as, understanding the concept of news, identifying sources, news gathering methods and writing news stories and features for the news media in a professional manner. The course will enable the students to:

- Understand the basic concepts relevant to contemporary news media, develop thorough understanding about the concept of news, develop an understanding about different beats reporting and anchoring.

Credits: 2

Core Compulsory

Max. Marks: 25+75

Min. Passing Marks: 33

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2

Unit	Topic	No. of Lectures
I	Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries	15
II	Public Speaking: Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation	15

Suggested Readings:

1. Herbert Zettl, Television Production Handbook.
2. Allen , Robert c and Hill Annette Hill
3. The Television Reader, Routledge, Ed- 2004.
4. News Bulletins in English and Hindi on National and Private Channels (as teaching material).
5. Debates and Talk Shows on National and Private Channels (as teaching material).

Suggested Digital Platforms:

<https://www.ddegiust.ac.in/studymaterial/bmc/bmc-111-e.pdf>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Evaluation will be done on the basis of Practical/ Project which will be assigned to a student. External Examiner will conduct viva in presence of faculty member. Attendance

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class

Year: Third

Semester: Six

Bachelor in Journalism and Mass Communication

Journalism and Mass Communication

Course Code: A503605

Course Title: Representation of Women in Culture and Media

Course Outcomes:

- To learn the core concepts in the field of women studies
- To critically analyze the representation of women in the media
- To understand the relevance of communicating such issues as per the evolving needs of the society.

Credits: 4

Major Compulsory

Max. Marks: 25+75

Min. Passing Marks: 33

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0

Unit	Topic	No. of Lectures
I	CULTURAL CONSTRUCTION OF GENDER Culture as a critical site of constructions of gender: Notion of good and bad women from Ramayana and Mahabharata - Feminist challenges to cultural constructions of gender in literature - visual arts – film – posters - Science and technology and sports.	10
II	DIFFERENT TYPES OF MASS MEDIA AND THEIR CHARACTERISTICS Print Media: Posters – Pamphlets – Newspapers – Magazines - Special Supplements - Journals- Forms – Jokes – Articles – Stories – Advertisements – Illustrations - Content: Language used – Values reinforced	10
III	MEDIA AND REPRESENTATION Construction of Women hood in Electronic Media: Portrayal of Women in radio -television and cinema	10
IV	SOCIAL MEDIA Emergence of Social Media - Role of Social Media (Face book, Twitter etc.) in mobilization of public opinion on women’s issues - Victimization of Women through Social media -Empowering role of Social media.	15
V	MEDIA FOR EMPOWERMENT OF WOMEN Media for Empowerment of Women; Efforts in Print - Running magazines - Alternate Literature- Community Radio - Participatory Video - participation of Women in media	15

Suggested Readings:

- Bathla, Sonia, Women, Democracy and the Media: Cultural and Political Representation in the Indian Press, Sage, New Delhi, 1998
- Creedon, P.J., (ed) Women in Mass Communication, Sage, Newbury Park, CA,1993.
- Giles, Judy & Tim, Middleton, Studying Culture: A Practical Introduction, Blackwell Publishers, Oxford, 1999
- Joseph, Ammu, Women in Journalism: Making News, Konark Publishers Pvt. Ltd, Delhi, 2000
- Kosambi, Meera (ed), Women’s Oppression in the Public Gaze: Analysis of Newspaper coverage, State Action and Activist Response, Research Centre for Women’s University, Mumbai, 1994
- Krishnan, Prabha and Anita Dighe, Affirmation and Denial: Construction of Femininity on

- Indian Television, Sage Pub, New Delhi, 1990.

Suggested Digital Platforms:

<https://rm.coe.int/1680590587>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/Class:

Year: Third

Semester: Sixth

Bachelor in Journalism and Mass Communication

Subject: Journalism and Mass Communication

Course Code: A503606

Course Title: Human Values and Ethics

Course outcomes:

The Student at the completion of the course will be able to:

1. Understand basic fundamentals of Human Values and Ethics.
2. Develop self-confidence and lead an ethical life.

Credits: 2

Co-Curricular (Co-C-6)

Max. Marks: 25+75

Min. Passing marks: 33

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures
I	Introduction to Human Values and Ethics: Goal, Mission and Vision of life, Principles and Philosophy of life,	10
II	Self-Exploration, Self-Awareness, Self-Satisfaction,	5
III	Decision making, Motivation, Sensitivity, Success, Self Service	5
IV	Case Studies of ethical life	5
V	Business ethics	5

Recommended Readings:

1. Professional Ethics and Human Values by M. Govindarajan published by PHI 2013.
2. Work Ethics: The lost Credential by Michael Hogan
3. Human Values and Ethics by Bhanwar Lal Dhaka, Kirti and Pankaj Kumar Ojha.

Suggested Digital Platform:

https://vit.ac.in/files/Ethics_Manual.pdf

Note: This is mandatory Co-Curricular Course which will be opted in Semester VI.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus/ Test with multiple choice questions/ short and long answer questions/ Attendance

Course pre requisite: No Pre Requisites

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Sixth
Journalism and Mass Communication			
Course Code: A503607		Course Title: Podcast Production	
Course Outcomes:			
<ul style="list-style-type: none"> Learn about Radio Podcast. 			
Credits: 3		Industrial	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-3			
	Description		No. of Lectures
I	Draft a script for interview/ news/ programme for your PODCAST to prepare audio recording content with a report on an event and to edit and publish a PODCAST on YouTube.		45
Suggested Readings:			
1. Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media.			
2. August E Grant, Understanding Media Convergence, Oxford University Press.			
Suggested Digital Platforms:			
http://papers.iafor.org/wpcontent/uploads/papers/mediasia2014/MediAsia2014_05899.pdf			
https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf			
Note: This is mandatory industrial course which will be opted in Semester-VI.			
Suggested Continuous Evaluation Method:			
Seminar/ Presentation/Practical/Project on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.			
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.			

BACHELOR (RESEARCH) IN JOURNALISM & MASS COMMUNICATION

Program Outcomes (POs)

- Gain knowledge about diversified subjects related mass media.
- Identify, formulate, review and analyse complex role of mass media in society.
- Create, select and apply appropriate techniques, resources and tools of mass media.
- Explore job opportunities as a successful journalist / mass media professional / researcher / academic.

Programme Specific Outcomes (PSOs)

- Use conceptual knowledge and practical training offered by the course to become successful journalist / mass media professional / researcher / academic.
- Pursue path of academia and transfer the knowledge and skills to the young generation in the capacity of a teacher and educational administrator.
- Offer solutions for complex social problems with analysis of role of mass media.
- Create, select and apply appropriate techniques, resources and tools of mass media.
- Apply ethical principles of journalism and mass media and commit to professional ethics and responsibilities.

Course structure

Bachelor (Research) in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/ Practical	Marks	Credit
VII	Major	I	A503701	Communication Research	Theory	100 (25+75)	4
	Major	I	A503702	Documentary and Film Making	Theory	100 (25+75)	4
	Major	I	A503703	Documentary and Film Making	Practical	100 (25+75)	4
	Major	I	A503704	Mobile Journalism (MOJO)	Theory	100 (25+75)	4
	Major	I	A503705	Media Laws and Ethics	Theory	100 (25+75)	4
	Elective	IV	A503706	Health Communication	Theory	100 (25+75)	6
	Industrial Training / Research project	Ind-3	A503707	Comprehensive Viva	Viva	100 (25+75)	6
				Total			31
VIII	Major	I	A503801	Development Communication	Theory	100 (25+75)	4
	Major	I	A503802	Media Management	Theory	100 (25+75)	4
	Major	I	A503803	Integrated Marketing Communication	Theory	100 (25+75)	4
	Major	I	A503804	Introduction to Adobe Premier Pro	Practical	100 (25+75)	4
	Major	I	A503805	Web Journalism	Theory	100 (25+75)	4

	Elective	IV	A503806	Health Communication	Theory	100 (25+75)	6
	Industrial Training/ Research project	Ind-4	A503807	Dissertation	Theory	100 (25+75)	6
				Total			31

Seventh Semester

Programme/ Class		Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503701		Course Title: Communication Research	
Course Outcomes:			
<ul style="list-style-type: none"> • Master the concepts and jargons that are used in communication research; • Understand different methods and tools that are used in communication research; • Develop skills necessary for conducting communication research; • Plan and develop a research project; • Develop the ability to clearly communicate, both orally and in writing, the findings of original communication research to a lay audience. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic		No. of Lectures
I	Introduction to Communication Research 1. Concept of Research: Meaning and Definition 2. Importance of Media Research 3. Areas of Media Research: Source analysis Channel analysis 4. Message analysis, audience analysis, 5. Feedback analysis		15
II	Design and Process of Communication Research 1. Basic Steps in Research: Formulation of Problems, Review of Literature, Use of concepts 2. Research Design: Expletory, Descriptive, Experimental 3. Participatory Research 4. Participatory Learning and Action 5. Theory and Empirical Research		10
III	Sampling and Data Collection Techniques 1. Sampling 2. Types of Data: Primary, Secondary and Tertiary 3. Basic Methods of Data Collection: Survey, Observation 4. Basic Techniques: Interview, Schedule, Questionnaire 5. Case Studies and Content Analysis		10

IV	Data Analysis 1. Statistical analysis in communication research 2. Evaluation feedback 3. Media habits 4. Public opinion surveys 5. Pre-election studies and exit polls.	10
V	Ethics in Communication Research 1. Issues in Communication research 2. Role of Researcher 3. Methodological Limitations in Communication Research 4. Information Technology revolution and Communication Research 5. Ethical Issues in Communication Research	15
Suggested Readings: Gupta, Santosh 2005: Research Methodology and Statistical Techniques. New Delhi, Deep & Deep Publication Pvt. Ltd. (1st edt.) Syed.M.H 2006: Research in Mass Media, New Delhi Anmol Publication (1st ed.) Sharma, Jainarayan 2007, Research Methodology, New Delhi, Deep & Deep Publication, Pvt. Ltd. (1st edt.) Leonard, Cargon 2008,Doing Social Research, New Delhi, Rawat Publication. Prof. Manoj Dayal Media Metrics: An Introduction to Quantitative Research in Mass Communication Suggested Digital Platforms: http://www.nraismc.com/wp-content/uploads/2017/03/103_-_communication_theory_and_research__1_.pdf https://egyankosh.ac.in/bitstream/123456789/7171/1/Unit-4.pdf		
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.		
Course pre requisites: Bachelors in Journalism and Mass Communication.		

Programme/ Class		Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503702		Course Title: Documentary and Film Making	
Course Outcomes:			
<ul style="list-style-type: none"> • The course has been designed to introduce the students to the techniques of film analysis; • It intends to familiarise the learners with the various nuances of film making; • It also introduces the learners to the essential theoretical underpinnings to explain film language and genres. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic		No. of Lectures
1	The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television.		15

2	The Art of the film and its relationship with other arts like literary, theatre, music and painting. Film and realism, film language, film genres, film psychology and sociology.	10
3	Indian cinema: documentary movement in India - Government and cinema, Parallel cinema, feature films. Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.	15
4	Making of Film- Direction, choreography, art direction, music composition, dubbing, story line, script, film presentation, editing. Criticism and review of cinema. Film audiences; Film censorship; Regulation and finance of film production; Film magazines; Film festivals; Film awards; Review of selected Indian and Foreign Films.	20
<p>Suggested Readings:</p> <p>1. Dhar, V.P (2012). The Art of Film Making. Viking Books 2. Gianetti, L. (1996). Understanding Movies. Prentice Hall 3. Renov, M. & Donald, J. (2008). The SAGE Handbook of Film Studies. SAGE publications</p> <p>Suggested Digital Platforms:</p> <ul style="list-style-type: none"> • https://www.egyankosh.ac.in/bitstream/123456789/72934/1/Unit-3.pdf • http://personal.psu.edu/kns5319/ARCH%20130/Bill%20Nichols%20-%20Introduction%20to%20documentary.pdf <p>Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.</p> <p>Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.</p> <p>Course pre requisites: Bachelors in Journalism and Mass Communication.</p>		

Programme/ Class		Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503703		Course Title: Documentary and Film Making	
Course Outcomes:			
<ul style="list-style-type: none"> • The course has been designed to introduce the students to the techniques of film analysis; • It intends to familiarise the learners with the various nuances of film making; • It also introduces the learners to the essential theoretical underpinnings to explain film language and genres. 			
Credits: 2		Practical	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-2			
Unit	Topic	No. of Lectures	
I	Students have to shoot a short film or documentary under the guidance of faculty member.	30	

<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Dhar, V.P (2012). The Art of Film Making. Viking Books 2. Gianetti, L. (1996). Understanding Movies. Prentice Hall 3. Renov, M. & Donald, J. (2008). The SAGE Handbook of Film Studies. SAGE publications <p>Suggested Digital Platforms:</p> <ul style="list-style-type: none"> • https://www.egyankosh.ac.in/bitstream/123456789/72934/1/Unit-3.pdf • http://personal.psu.edu/kns5319/ARCH%20130/Bill%20Nichols%20-%20Introduction%20to%20documentary.pdf <p>Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.</p> <p>Suggested Continuous Evaluation Method: Seminar/ Presentation/Project/Practical/Viva of above syllabus, attendance and participation in class.</p> <p>Course pre requisites: Bachelors in Journalism and Mass Communication.</p>
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Programme/ Class		Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503704		Course Title: Mobile Journalism (MOJO)	
Course Outcomes:			
<ul style="list-style-type: none"> • The Course aims to offer an in depth understanding of Mobile Journalism through social media and other streaming platforms. • Some new developments in technology are fascinating enough to attract anyone interested in journalism. • The course is designed to familiarize students with all the current and upcoming advancement in technology concerning mobile journalism. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	
I	Mobile Journalism Overview, Purpose of Mobile Journalism, Understanding Mobile Journalism, MOJO in India	10	
II	Global adaptation and influence of the mobile, History of MOJO, Case Studies: Arab evolution	10	
III	MOJO's Basic equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the limitations of Smartphone	15	
IV	Traditional Media and MOJO, Social Media & MOJO, Audience research and engagement, Internet Revolution: Case study of JIO	15	
V	Social Media branding and marketing, Storytelling and User Generated Contents creations, Content Marketing, Keyword Marketing like SEO, SEM	10	
Suggested Readings:			
Singh, RavindraPratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st			

edt.)

Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.)

Harimohan 2002: Suchna Prodhyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)

Sharma, GK, Sharma, Hemant 2002, Suchna Prodhyogiki New Delhi, Atlantic Pub. (1st ed.)

Suggested Digital Platforms:

<https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalism%20english.pdf>

Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Bachelors in Journalism and Mass Communication.

Programme/ Class Bachelor (Research) in Journalism & Mass Communication		Year: Fourth	Semester: Seventh
Journalism and Mass Communication			
Course Code: A503705		Course Title: Media Laws and Ethics	
Course Outcomes: The student at the completion of the course will be able to: <ul style="list-style-type: none">• Learn about press laws and their significance.• Understand ethical concerns.			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	
I	Constitution of India: Preamble, fundamental rights-freedom of speech and expression and their limits, Directive principles of state policy Provisions of declaring emergency, their effects of emergency on media, Reporting legislature, Parliamentary privileges and media	10	
II	Press laws: 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, Official Secrets Act 1923, Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955;- Cinematograph Act, 1953; Prasar Bharti Act	15	
III	Cyber Laws and Ethics: Development of internet; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries	10	

IV	Media Ethics: Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports, Ethical issues related with ownership of media and national, transnational monopoly.	10
V	Private treaties between media and corporate houses Role of Press Council of India and its broad guidelines for the press, paid news, Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA	15
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Credibility by Aggarwal, S.K. 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R. <p>Suggested Digital Platforms: http://www.igntu.ac.in/eContent/MJMC-02Sem-ProfManukonda-Media%20Law%20and%20Ethics.pdf</p>		
<p>Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.</p>		
<p>Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance</p>		
<p>Course pre requisites: Bachelors in Journalism and Mass Communication.</p>		

Programme/ Class		Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503706		Course Title: Health Communication	
Course Outcomes:			
<ul style="list-style-type: none"> • Identify major health problems confronted by India and their implications on society, culture and economy. • Understand different theories and models that are relevant to health communication; • Develop necessary skills for designing messages for healthcare delivery in an efficacious manner. • Understand the importance of communication skills in the healthcare industry, not just for health professionals providing care but for patients and their families in ensuring optimum care and are active care recipients; • Identify the key steps in planning, implementing, and assessing health promotion campaigns. 			
Credits: 6		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic		No. of Lectures

I	Concept and Scope of health communication, Growing Importance of Public Health, Changing Dynamics of Health Needs and Importance of Health Communication, Evolution of Health Communication, Major Health Problems Confronted by India, Social and Economic Dimensions of Health Problems.	15
II	Theories and Models of Health Communication: Therapeutic, Health Belief, King's Interaction, and Northouse and Northouse Model of Health Communication; Communication Variables in Health Care; Health communication Strategies for Risk Reduction among High-risk Populations; Parent-Child Communication in Drug Abuse Prevention among Adolescents.	20
III	Health Communication Campaign Design; Community Health Improvement Process (CHIP) model; Role of Media in Health Communication; Reporting and Writing on Health Issues for Media; evaluation of health communication programmes; Ethics and Health Communication, Intercultural Communication and Health Care.	15
IV	Epidemic and Pandemic disease, Covid 19: History of Corona Virus Disease, Spread of corona in the world, Government plans during pandemic, Health infrastructure of India	20
V	Role of Media during in spreading awareness during covid- 19, Covid 19 and Fake News	20

Suggested Readings:

1. Public Health Communication Interventions, by Nurit Guttman, Sage Publications
2. The Internet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications
3. Health Communication: Strategies for Health Professionals, by Laurel Lindhout Northouse, Pearson Education, 3rd Edition
4. Health Communication- A Multicultural Perspective by Snehen du B. Kar, Thousand Oaks: Sage Publications

Suggested Digital Platforms:

[https://iums.ac.ir/files/hshe-soh/files/health_communication_book1\(1\).pdf](https://iums.ac.ir/files/hshe-soh/files/health_communication_book1(1).pdf)

Note: This Minor Elective Course can be taken from own faculty/ other faculty either in semester VII or semester VIII.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance

Course pre requisite: No Pre Requisites

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Fourth	Semester: Seventh
Journalism and Mass Communication		
Course Code: A503707	Course Title: Comprehensive Viva	
Course Outcomes: The Viva Voce is aimed at testing the knowledge, learning and understanding that the student has acquired during the course.		

Credits: 6		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Description		
Unit	Topic	No. of Lectures
1	There shall be Comprehensive Viva Voce at the completion of this Bachelor's programme (Research) will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry based on Complete syllabus of Journalism & Mass Communication.	90
Note: This Course is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Course pre requisites: Bachelors in Journalism and Mass Communication.		

Eighth Semester

Programme/ Class		Year: Fourth	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503801		Course Title: Development Communication	
Course Outcomes:			
<ul style="list-style-type: none"> • To introduce the concept of development. • To introduce and explain the concept and philosophy of development communication. • Explain the Indian perspective on development and development communication • Acquaint the learners with content and message design in development communication. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0			
Unit	Topic	No. of Lectures	
I	Development: Meaning, scope, different approaches to development; Models of development: Daniel Lerner's modernization model of development, Everett Roger's Diffusion of Innovation model, Wilbur Schramm's magic multiplier.	10	
II	Development Communication: Meaning, definition and concept; Development support communication: Definition, concept and significance; Information, Education and Communication (IEC): Meaning, concept, scope and significance; Participatory Rural Appraisal (PRA): Meaning, scope and significance.	15	
III	Role of mass media in development communication; participatory approaches to development: Community-driven Development (CDD); role of opinion leaders, change agents, NGOs (third force) in development process.	10	

IV	Government initiatives in India: Health, sanitation, agriculture, family planning, education; Development communication projects in India-Satellite Instructional Television Experiment (SITE), Kheda communications project (KCP); barriers to social change.	15
V	MacBride Commission: Observations and recommendations; role of Interpersonal Communication and traditional media in rural development; Development journalism; significance of community radio.	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Melkote, S. R. & Steeves, L. H (2001). Communication for Development in the Third World. Sage Publications 2. McPhail, L. T (2009) Development Communication. Wiley Blackwell 3. Narula, U. & Pearce, W.B. (1986) Development as Communication: A Perspective on India. Southern Illinois Press 4. Mody, B. (2003) International & Development Communication: A 21st Century Perspective. Sage Publications <p>Suggested Digital Platforms: http://niilmuniversity.in/coursepack/media/Development_Communication.pdf</p>		
<p>Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.</p>		
<p>Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.</p>		
<p>Course pre requisites: Bachelors in Journalism and Mass Communication.</p>		

Programme/ Class Bachelor (Research) in Journalism and Mass Communication		Year: Fourth	Semester: Eighth
Journalism and Mass Communication			
Course Code: A503802		Course Title: Media Management	
<p>Course Outcomes:</p> <ul style="list-style-type: none"> • The course intends to acquaint learners with the concepts of media management. • It will familiarise the learners with the changing trends in the ownership and management of the Indian media and their implications for media performance; • The students will also learn the role of the various professional bodies in the professional growth of the Indian media. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	
I	Media Management–meaning and scope; media as an industry and profession; Ownership patterns of mass media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).	15	

II	Newspaper management: Functions and organizational structure of different departments of newspapers and magazines: editorial, general management, finance, circulation (sales promotion), advertising (marketing), personal management; procedure to launch a publication; marketing practices in print media.	15
III	Classification of newspapers, small newspaper and their problems; problems and prospects of Newspaper Industry in India, News Agencies.	10
IV	Principles of television and radio management in India; recent trends in broadcasting management; programme management--planning, scheduling, production and broadcasting; costing and budgeting of programme, commissioned and sponsored programme.	10
V	Foreign equity in Indian Media (including print media); Globalization: economic, social and cultural effects on mass media; global competition.	10

Suggested Readings:

1. Levine, John M, and Wackman, Daniel B. (1998) Management of Media Organisations, Newyork: Longman.
2. William, Herbert. (1978), Newspaper organisation and management, Delhi: Surjeet Publications.
3. Cottle Simon. (2003). Media Organisation and Production, New Delhi: Sage Publications.
4. Packard, Robert G. (1989). Media Economics: Concepts and Issues, Newbury Park, CA: Sage Publications.

Suggested Digital Platforms:

https://www.bdu.ac.in/cde/SLM/SLM_FULL/M.A%20Journalism%20All%20Books/M.A%20Journalism%20I%20Year/Media%20Management.pdf

Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:

Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.

Course pre requisites: Bachelors in Journalism and Mass Communication.

Programme/ Class		Year: Fourth	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503803		Course Title: Integrated Marketing Communication	
Course Outcomes:			
<ul style="list-style-type: none"> • Understand concept and components of marketing; needs, preferences and constraints; learn about market research, marketing techniques. • Explore job opportunities in marketing field. 			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	

1	Introduction to Integrated Marketing Communication Meaning, features, elements and objectives, Key concepts, theories and models, Contemporary trends, Benefits and barriers to effective integrated marketing communication	15
2	Understanding Promotional mix Personal selling, advertising, public relations, sales promotion Publicity, Direct and database marketing Online, Interactive and mobile marketing	10
3	Market Segmentation, Targeting, Positioning, Marketing concept, segmentation, targeting and positioning, SWOT analysis, Corporate marketing strategies: ambush, viral, buzz and guerrilla marketing, Consumer Behaviour models, Branding	15
4	Developing the Integrated Marketing Communication Programme: Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC	10
5	Campaign and Media Planning, Developing IMC Plan, Campaign planning, Situation analysis, market research, Campaigning and media planning: selection, budgeting and scheduling Evaluation, ethics and social responsibility of campaigns	10
Suggested Readings: <ul style="list-style-type: none"> Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning Suggested Digital Platforms: https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_IMC_Lecture_Notes_E3.pdf		
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.		
Course pre requisites: Bachelors in Journalism and Mass Communication.		

Programme/ Class		Year: Fourth	Semester: Eight
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503804		Course Title: Introduction to Adobe Premier Pro (Practical)	
Course Outcomes:			
<ul style="list-style-type: none"> Introduce the fundamentals of video editing software premier pro. Equip students to understand the working of software in media industry. 			
Credits: 4		Core Compulsory	

Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4		
Unit	Topic	No. of Lectures
1	Touring Adobe Premiere Pro CC <ul style="list-style-type: none"> Nonlinear editing in Adobe Premiere Pro Expanding the workflow Touring the Adobe Premiere Pro interface 	10
2	Setting up a Project <ul style="list-style-type: none"> Setting up a project Setting up a sequence 	5
3	Importing Media <ul style="list-style-type: none"> Importing assets Working with the Media Browser Importing images The media cache Capturing the videotape 	15
4	Organizing Media <ul style="list-style-type: none"> The Project panel Working with bins Organizing media with content analysis Monitoring footage Modifying clips 	15
5	Essentials of Video Editing <ul style="list-style-type: none"> Using the Source Monitor Navigating the Timeline Essential editing commands 	15
Suggested Readings: Adobe Premiere Pro Classroom in a Book (2020 Release), Book by Maxim Jago.		
Suggested Digital Platforms: https://help.adobe.com/archive/en/premiere-pro/cs6/premiere_pro_reference.pdf		
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation/Practical/Project on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.		
Course pre requisites: Bachelors in Journalism and Mass Communication.		

Programme/ Class	Year: Fourth	Semester: Eight
Bachelor (Research) in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503805	Course Title: Web Journalism	

Course Outcomes:		
<ul style="list-style-type: none"> • Introduce the fundamentals of online journalism. • Equip students to understand internet, social media, website development. 		
Credits: 4		Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 36
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
1	To create and maintain blogs.	10
2	Learning HTML, creating a local news website; write web articles covering local issues and events following professional standards for style, linking, and search optimization.	15
3	Research and promote your work via Twitter, Facebook, mobile platforms and web.	10
4	Tell stories with digital tools, such as Google Maps and timelines, Create audio slideshows in Soundslides	10
5	Students in groups should create a dynamic website in Dreamweaver with each one given a different assignment regarding the components of website.	15
Suggested Readings: Web Journalism Book by James Stovall		
Suggested Digital Platforms: https://egyankosh.ac.in/bitstream/123456789/57137/1/Unit%2011.pdf		
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.		
Course pre requisites: Bachelors in Journalism and Mass Communication.		

Programme/ Class	Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503806	Course Title: Health Communication	
Course Outcomes:		
<ul style="list-style-type: none"> • Identify major health problems confronted by India and their implications on society, culture and economy. • Understand different theories and models that are relevant to health communication; • Develop necessary skills for designing messages for healthcare delivery in an efficacious manner. • Understand the importance of communication skills in the healthcare industry, not just for health professionals providing care but for patients and their families in ensuring optimum care and are active care recipients; • Identify the key steps in planning, implementing, and assessing health promotion campaigns. 		

Credits: 6		Elective
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0		
Unit	Topic	No. of Lectures
I	Concept and Scope of health communication, Growing Importance of Public Health, Changing Dynamics of Health Needs and Importance of Health Communication, Evolution of Health Communication, Major Health Problems Confronted by India, Social and Economic Dimensions of Health Problems.	15
II	Theories and Models of Health Communication: Therapeutic, Health Belief, King's Interaction, and Northouse and Northouse Model of Health Communication; Communication Variables in Health Care; Health communication Strategies for Risk Reduction among High-risk Populations; Parent-Child Communication in Drug Abuse Prevention among Adolescents.	20
III	Health Communication Campaign Design; Community Health Improvement Process (CHIP) model; Role of Media in Health Communication; Reporting and Writing on Health Issues for Media; evaluation of health communication programmes; Ethics and Health Communication, Intercultural Communication and Health Care.	15
IV	Epidemic and Pandemic disease, Covid 19: History of Corona Virus Disease, Spread of corona in the world, Government plans during pandemic, Health infrastructure of India	20
V	Role of Media during in spreading awareness during covid- 19, Covid 19 and Fake News	20
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Public Health Communication Interventions, by NuritGuttman, Sage Publications 2. The Externet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications 3. Health Communication: Strategies for Health Professionals, by Laurel LindhoutNorthouse, Pearson Education, 3rd Edition 4. Health Communication- A Multicultural Perspective by Snehendu B. Kar, Thousand Oaks: Sage Publications <p>Suggested Digital Platforms: https://iums.ac.ir/files/hshe-soh/files/health_communication_book1(1).pdf</p>		
<p>Note: This Minor Elective Course can be taken from own faculty/ other faculty either in semester VII or semester VIII.</p>		
<p>Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of the above syllabus. Test with multiple choice questions/ short and long questions. Attendance</p>		
<p>Course pre requisite: No Pre Requisites</p>		

Programme/ Class	Year: Fourth	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication		
Journalism and Mass Communication		

Course Code: A503807	Course Title: Dissertation
Course Outcomes: <ul style="list-style-type: none"> • Analyze capabilities as a researcher. • A student can identify and choose his/her own area of interest/specialization. • Helps a student in exploring a subject in depth, manage a research project, define suitable objectives and use appropriate research tools to collect data and analyze data, arrive at meaningful conclusions. • Develop skills of report writing. 	
Credits: 6	Industrial
Max. Marks: 25+75	Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 6-0-0	
Description	
<p>The students are required to register themselves for a dissertation topic and start initial work on the dissertation. The topic must be finalized in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the semester. Each student with his/her dissertation will be subjected to a viva voce by an external examiner.</p>	
<p>Note: This Course is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.</p>	
<p>Suggested Continuous Evaluation Method: After submission of the dissertation, each student will give a presentation before a panel. This panel would consist of all the supervisors of the Centre. Concerned supervisor will also assess the student on the basis of his/her sincerity, dedication, punctuality and seriousness to the research work.</p>	
<p>Course pre requisites: Bachelors in Journalism and Mass Communication.</p>	