



**Ch. Charan Singh University, Meerut,**  
**Syllabus of B.A. Journalism and Mass Communication (BAJMC)**  
W.e.f. 2021-22 (B.O.S. 05/06/2021 AC.....)  
(For University Department and Colleges)  
(Three Years / Six semesters Programme)

**PROGRAM OBJECTIVE**

In the era of information revolution, Journalism and Mass Communication is playing a vital role in spreading information in inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of Journalism and Mass Communication has become inevitable.

B.A. Journalism and Mass Communication (BAJMC) is a carrier oriented course spread over six semesters (Three Years). After Completion I year of the Course, students can get Certificate in (JMC - Journalism and Mass Communication) after II<sup>nd</sup> year they can get Diploma in JMC (JMC-Journalism and Mass Communication) and after third year students can get Degree in Journalism and Mass Communication (B.A. JMC)

**General Rules:**

1. The whole programme (BAJMC) is divided into six semesters (Three Years). There will be four theory papers in I<sup>st</sup>, II<sup>nd</sup>, III<sup>rd</sup> and IV<sup>th</sup> semesters and in V<sup>th</sup> semester there are three theory papers and in VI<sup>th</sup> semester the number of theory papers are two. In I<sup>st</sup>, II<sup>nd</sup>, III<sup>rd</sup> and IV<sup>th</sup> semesters there will be a course related practical in each semester. In Semester V<sup>th</sup> there will be two practicals and in semester VI, the number of practicals will be three. Each theory paper will carry 100 marks, out of which an external examination will be held carrying 75 marks and internal assessment of 25 marks and Course related practical-viva (Max. Marks 100) will be conducted by external examiner only.
2. The six semester shall be devoted to practical of Audio-Visual Production, Profile Study (Project Report), Internship-viva and two theory paper as described in the syllabus details. Profile Study (Project Report) and Internship record practical-viva shall be held towards the end of six semester and each separately will be examined by a board of examiners consisting of one External and one Internal Examiner. The examination of each practical shall be held towards the end of each semester.

**Note:** Admission rules the same as per G.O. and University Norms.

The Course BA JMC (B.A. in Journalism and Mass Communication) is designed to offer comprehensive fundamental training in various fields of Mass Communication like: Print Media, Radio, Television, Photo Journalism, New Media, Advertising, Public Relations, Corporate Communication, Media Management, Development Communication research and more.

The objective of BA JMC (B.A. Journalism and Mass Communication) is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a carrier.

### **PROGRAMME OUTCOMES**

- To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.
- To instill knowledge and fundamentals of communication in the students and hone written -spoken communication skills essential for various media platforms.
- To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.
- To enhance the capacity of students to understand universal and domain – specific values of Journalism and Mass Communication.
- Inculcate both generic and subject-specific skills to succeed in the field of employment and standards of life
- This Programme develops scientific and practical approaches among the students which helps in their daily life



**Ch. Charan Singh University, Meerut,**  
**Revised Uniform Syllabus of B.A. (Journalism and Mass Communication w.e.f.2021-22**  
**(B.O.S.05/06/2021 AC.....))**

**(For University Department and Colleges)**  
**(Three Years / Six semesters Programme)**

Year	Sem	Subject	Paper Name	Credit	Marks:100	
					Ext.	Int.
1	I	Course-I	Basics of Mass Communication and Journalism	4	75	25
	I	Course-II	General Hindi	4	75	25
	I	Course-III	Digital Journalism	4	75	25
	I	Course-IV	Advertising and Public Relations	4	75	25
	I	Course-V	Computer for Mass Media (Course Related Practical-Viva)	4	100 (External Only)	
	II	Course-VI	Print Media (Reporting and Editing)	4	75	25
	II	Course-VII	General English	4	75	25
	II	Course-VIII	Mass Media Writing Skills	4	75	25
	II	Course-IX	Photo Journalism	4	75	25
	II	Course-X	Media Related Software (Course Related Practical – Viva)	4	100 (External Only)	
2	III	Course-XI	Value Education	4	75	25
	III	Course-XII	Corporate Communication	4	75	25
	III	Course-XIII	Broadcast Journalism (Electronic Media-I)	4	75	25
	III	Course-XIV	Indian Political System	4	75	25
	III	Course-XV	Graphics and Design (Course Related Practical-Viva)	4	100 (External Only)	
	IV	Course-XVI	Media Laws and Ethics	4	75	25
	IV	Course-XVII	Media and Cultural Studies	4	75	25
	IV	Course-XVIII	Television Journalism (Electronic Media –II)	4	75	25
	IV	Course-XIX	Indian Social System	4	75	25
	IV	Course-XX	Print Media Production (Course Related Practical-Viva)	4	100 (External Only)	
3	V	Course-XXI	Communication Research	4	75	25
	V	Course-XXII	New Media Technology	4	75	25
	V	Course-XXIII	Environment and Rural Communication	4	75	25
	V	Course-XXIV	Newspaper Production (Course Related Practical-Viva)	4	100 (External Only)	
	V	Course-XXV	Content Production of New Media (Course Related Practical)	2	100 (External Only)	
	VI	Course-XXVI	Media Management	4	75	25
	VI	Course-XXVII	Development Communication	4	75	25
	VI	Course-XXVIII	Audio-Visual Production (Electronic Media Practical-Viva)	4	100 (ExternalOnly)	
	VI	Course-XXIX	Profile Study (Project Report)	4	100 (ExternalOnly)	
	VI	Course-XXX	Internship-Viva	4	100 (ExternalOnly)	

**B.A. JMC**  
**B.A. (JOURNALISM AND MASS COMMUNICATION)**

**YEAR-I**  
**(SEMESTER- 1 & 2)**

**SEMESTER- I**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
1	I	Course/ Paper -I	Basics of Mass Communication and Journalism	4	75	25
	I	Course/ Paper -II	General Hindi	4	75	25
	I	Course/ Paper -III	Digital Journalism	4	75	25
	I	Course/ Paper -IV	Advertising and Public Relations	4	75	25
	I	Course/ Paper -V	Computer for Mass Media (Course Related Practical- Viva)	4	100 (External Only)	

<b>Programme/Class: Certificate B.A.JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/Paper- I</b>			
<b>C-I</b>	<b>Course Title: Basics of Mass Communication and Journalism</b>		
<p><b>Course Outcomes:</b> The Student at the completion of the course will be able to :</p> <ul style="list-style-type: none"> <li>• Prepare the students to understand psychology based course</li> <li>• Students will get familiar with different types of Communication and Journalism</li> <li>• Explain the need and importance of studying communication across life span</li> <li>• Identifying the factors affecting Journalism</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Part-A : Communication</b>			
Unit	Topics	No. of Lectures	
I	Communication: Concept, Meaning and Definitions Need for Communication, Elements of Communication, Types of Communication, Process of Communication, 7 Cs of Communication.	09	
II	Indian Concepts of Communication, Dialogue with Nature, Need & Relevance of Indian Model of Communication with special reference to Sadharnikaran	06	
III	Communication Models :Berlo's Model of SMCR, Osgood Model of Communication, Laswell Model of Communication, Shanon-Weaver Model, Multi Step, Barriersin Communication	07	
B	Theories of Mass Communication: Hypodermic theory of Mass Communication, Individual Difference Theory, Personal Influence Theory, Sociological Theories of Mass Communication, Normative theories of Mass Media.	08	
<b>Part-B : Journalism</b>			
V	Journalism: Meaning, Definition and Function, Journalism Education in India, Journalism as a Profession, Types of Journalism.	07	
VI	Origin and Development of Media: Newspaper, Radio, Television and Digital Media, Role of Meerut Region Press in Freedom Struggle.	10	
VII	Duties and Responsibilities of Journalist, Values and Ethics of Journalism.	04	
VIII	Press Council of India, RNI, Committees for Journalism.	09	

**Suggested Readings:**

- Narula,Uma: 2006: Handbook of Communication, NewDelhi, Atlantic Pub.
- Narula,Uma: 2006: Communication Models, NewDelhi, Atlantic Pub.
- Narula, Uma, 2008, Mass Communication Theory and Practice, New Delhi, Haranand Publication
- Agarwal, Veerbala and Gupta, V.S.:2001, Hand Book of Journalism and Mass Communication, New Delhi, Concept Publishing
- Kumar,KevalJ.:2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd edt.)
- McQuail,Denis : 2008:Mass Communication Theory,NewDelhi,VistarPub.,
- Malhan P.N. : 2017, Communication Media : Yesterday, Today and Tomorrow, New Delhi, Publication Division
- Natrajan. J. : 2017, History of Indian Journalism, New Delhi, Publication Division
- नटराजन,जे, 2002, भारतीय पत्रकारिता का इतिहास, नई दिल्ली, प्रकाशन विभाग,
- कुमार, केवल जे: 2017 भारत मे जनसंचार, मुम्बई, जयको पब्लिकोन्स
- पातंजलि, प्रेमचंद, 2002 : संचार सिद्धांत की रूपरेखा, गाजियाबाद, के.एल.पचैरी प्रकाशन
- सिंह, श्रीकांत: जनसंचार प्रतिरूप एवं सिद्धांत, वाराणसी, विश्वविद्यालय प्रकाशन

**Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material**

<b>Programme/Class: Certificate B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/Paper-II</b>			
<b>C- II</b>		<b>Course Title: General Hindi</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• To learn Hindi language and develop proficiency</li> <li>• To become competent in use the Hindi Language in Journalistic Approach</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100</b>			
<b>(External : 75 + Internal :25)</b>			
<b>Total No. of Lectures- 60</b>			
<b>Unit</b>	<b>Topics</b>	<b>No.ofLect ures</b>	
<b>I</b>	शब्द विचार, वाक्य, सज्ञा, लिंग, वचन, कारक	7	
<b>II</b>	सर्वनाम, क्रिया, विशेषण, क्रिया - विशेषण, संबधबोधक, समुच्चयबोधक, विस्मयादिबोधक	8	
<b>III</b>	पर्यायवाची शब्द, विलोम, समरूपी, एकार्थक, अनेकार्थक शब्द, उपसर्ग और प्रत्यय	6	
<b>IV</b>	वाक्यांश के लिए एक शब्द एवं अर्थभेद वाले शब्द, मुहावरे, अलंकार	4	
<b>V</b>	पत्रलेखन, अनुच्छेद लेखन, अनुवाद, सारीश	10	
<b>VI</b>	लेख, निबन्ध, अपठित, सम्पादक के नाम पत्र	10	
<b>VII</b>	मीडिया की भाषा, समाचारों में प्रयोग होने वाले शब्द	07	
<b>VIII</b>	विज्ञापन में प्रयोग होने वाले लोकप्रिय शब्द, कहानी लेखन	08	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• बाहरी, हरदेव : सामान्य हिन्दी, इलाहाबाद, प्रयाग प्रकाशन</li> <li>• कुमार, सुशील : सामान्य हिन्दी, पटना, पटना प्रकाशन</li> <li>• सिंह, वासुदेव प्रसाद : सामान्य हिन्दी एवं भाषा शिक्षण, पटना, पटना प्रकाशन</li> </ul>			

<b>Programme/Class: Certificate B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/Paper-III</b>			
<b>C-III</b>		<b>Course Title : Digital Journalism</b>	
<b>Course outcome:</b> This course aims: <ul style="list-style-type: none"> <li>To provide introduction to Digital Journalism.</li> <li>To impart the knowledge of Computer Networks and social Networking Sites.</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures=60</b>			
Unit	Topics	No.ofLectures	
I	Digital Communication: Meaning and Definition Characteristics of Digital Communication	6	
II	Characteristics of Internet Brief History of ISP	6	
III	Search Engines Websites and its type	8	
IV	Email: Need and Importance E-Commerce	8	
V	Brief History of e-newspapers in Hindi and English Reasons for the Growing Popularity of e-newspaper	8	
VI	Future aspects of e-newspapers Limitations of Digital Journalism	6	
VII	Elements of Online Newspaper Difference between Print and Online Journalism	6	
VIII	News Portals Reporting, Writing and Editing for Online Newspaper	10	
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Nath,Shyam, 2002 : Assessing the State of Web Journalism, New Delhi, Author Press</li> <li>Ahmad,Tabraj,2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication</li> <li>Menon,Shailja,2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press</li> <li>Talesra,Hemlata/Nagda, M.L.,2003 : Web Paged Learning, Delhi, Authors Press</li> <li>Chakravarthy,Jagdish,2004 : Net, Media and the Mass Communication, New Delhi, Author Press</li> <li>Ray,Tapas,2009:OnlineJournalism:ABasicText,NewDelhi,CambridgeUniversityPressIndia</li> <li>Verma,Deepika,2020:TheEra ofNewMedia,NewDelhi,A.R.Publication 2<sup>nd</sup> Edition)</li> <li>Verma,Deepika,2020: Social Media :Language, Policy &amp; Management, New Delhi, Parikalpna Publisher.</li> </ul>			



<b>Programme/Class : Diploma B.A.JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/Paper-IV</b>			
<b>C-IV</b>		<b>Course Title : Advertising and Public Relations</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Prepare the Students to understand basic concept of Advertising</li> <li>• Students will get familiar with different types of Advertising</li> <li>• To know about the ethics of Advertisement</li> </ul>			
<b>Credits: 4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>	
<b>I</b>	Advertising : Concept, Definitions, Types and Functions, Evolution of Advertising	03	
<b>II</b>	Advertising Agencies : Functions, organizational structure, Advertising and Marketing mix. Advertising and Market Research.	10	
<b>III</b>	Theories of Advertising, Motivation theory, Consumer behavior, Advertising Appeals	09	
<b>IV</b>	Consumer Behavior: Factors, models and Brand positioning- Creative Strategies-creating ads for FMCG products-Brand promotions and sales promotions. Advertisements and Ethics. ASCI	08	
<b>V</b>	Advertising Research : Importance , Types Online Advertising: Process, Scene, Types, Creating Measuring Online Advertising : CPC, CPM and other Methods	08	
<b>VI</b>	Public Relations : Nature and Scope, History, Definition, Role and Function of Rr, Publicity, Public Opinion, Propaganda, Public Affairs and Lobbying	6	
<b>VII</b>	PR Tools: House Journals, Press Conferences, Press Releases, Exhibitions, Advertising, Media Tours. PR in Public Sector, Private Sector, Multi Nationals	8	
<b>VIII</b>	PRSI Theories of PR : Symmetrical & Asymmetrical, PRO, Corporate Communication : Corporate : Image, Identity	8	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Sharma,S.&amp; Kumar Deepak : 2003:Advertising Planning, implementation &amp; Control,Jaipur, Mangaldeep Publication</li> <li>• Pant,N.C.: 2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication (1st edt.)</li> <li>• Kundra,Shipra : 2005: Introduction to Advertising and Public Relations, New Delhi</li> <li>• Anmol Publication (1st edt.)</li> <li>• Jethwaney Jaishri &amp; Jain Shruti : 2006: Advertising Management, New Delhi, Oxford University Press</li> <li>• Mohan Savita : 2012: Trends in Advertising Management ,NewDelhi, Enkay Pub.</li> <li>• Patanjali,Premchand : 2008, Aadhunik Vigyapan, New Delhi, Vani Prakshan</li> <li>• Gupta, U.C.:2012,Aadhunik Vigyapan Aur Jansampark, NewDelhi, Arjun Publishing House</li> <li>• Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.</li> </ul>			

<b>Programme/Class: Certificate B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/Paper-V</b>			
<b>C-V</b>		<b>Course Title: Computer for Mass Media (Course Related Practical-Viva)</b>	
<b>Course Outcomes:</b>			
<ul style="list-style-type: none"> <li>• Students will get familiar with Computer</li> <li>• Acquaint students with practical knowledge of basics of Computer</li> </ul>			
<b>Credits : 4</b>		<b>Compulsory</b>	
<b>Max.Marks:100</b>			
<b>(External only)</b>			
<b>Total no. of Lab Periods : 30 (60 Hours)</b>			
<b>Unit</b>	<b>Topic</b>		<b>No. of Lab. Periods</b>
<b>I</b>	Fundamental of Computer <ul style="list-style-type: none"> <li>• History of Computer</li> <li>• Hardware and Software</li> </ul>		04
<b>II</b>	MS Word <ul style="list-style-type: none"> <li>• Interface, Mail Merge, Basics of MS Word</li> <li>• Typing Hindi and English</li> </ul>		10
<b>III</b>	MS Excel and PowerPoint Presentation <ul style="list-style-type: none"> <li>• Interface, Operating of MS Excel</li> <li>• Preparing PowerPoint Presentation</li> </ul>		10
<b>IV</b>	Internet <ul style="list-style-type: none"> <li>• History of Internet</li> <li>• Surfing, Content Searching, Finding Authentic Sources of Content</li> </ul>		06
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Sinha, Pradeep and Priti: 2010, Computer Fundamentals, New Delhi, BPB Publications</li> <li>• Rajaraman, V and Adbala, Neeharika: 2015, Computer Fundamentals, New Delhi, PHI, Pvt. Ltd.</li> <li>• Thareja, Reema : 2019, Fundamentals of Computers, Oxford University Press</li> <li>• Faithe, Wampen : 2014, Computing Fundamentals : Introduction to Computer, Willey Eastern</li> <li>• Shrivastava, Niranjana : 2013, Fundamentals of Computers and Information System, New Delhi, Dreamtech Press</li> <li>• Verma, Deepika: 2020, The Era of New Media, New Delhi, A. R. Publishing</li> <li>• CoVerma, Deepika: 2020, Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub.</li> </ul>			

**SEMESTER- II**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
1	II	Course/ Paper –VI	Print Media (Reporting and Editing)	4	75	25
	II	Course/ Paper –VII	General English	4	75	25
	II	Course/ Paper –VIII	Mass Media Writing Skills	4	75	25
	II	Course/ Paper –IX	Photo Journalism	4	75	25
	II	Course/ Paper –X	Media Related Software (Course Related Practical-Viva)	4	100 (External Only)	

<b>Programme/Class: Certificate B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/Paper-VI</b>			
<b>C-VI</b>	<b>Course Title :Print Media (Reporting and Editing)</b>		
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will get Familiar with Art and Challenges of Reporting</li> <li>• Students will get knowledge of Editing Methods, Tools and Symbol</li> <li>• Students will learn about Role and importance of Translation in the field of Journalism</li> </ul>			
<b>Credits : 4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Part – A: Reporting</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	News: Concept, Meaning, Definition and Importance of News, Elements of News, News Value, Selection of News, Objectivity of News, Types of News.		10
<b>II</b>	Intro : Definition and Types Headline : Definition & Types Beat: Meaning and Importance and Types : Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women		06
<b>III</b>	Types of Reporting : Crime, Civil, Society, Culture, Politics, Commerce and Business, Education, Development, Investigative Reporting		08
<b>IV</b>	Structure and Functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.		06
<b>Part – B: Editing</b>			
<b>V</b>	Editing: Concept , Process and significance Editing : Nature and Need for Editing, Principles of editing, editorial desk and its function, Style Sheet – editing symbols, photo editing Editorial Values: Objectivity, facts, impartiality and balance.		8
<b>VI</b>	Proof Reading: Meaning, Definitions and Importance, Proof Reading Symbols, New Techniques of Proof Reading		8
<b>VII</b>	Translation: Meaning, Definition, uses and importance of translation in Journalism, Translation of Government Orders		8
<b>VIII</b>	Structure of editorial Department: Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader.		6

**Suggested Readings:**

- Harimohan, Joshi Shankar 1995: Khoji Patrakarita, New Delhi, Taxshila Publication (1st ed.)
- Srivastava, K.M. 2003: News Reporting and Editing, Delhi, Starline Publication
- Flemming and Hemmingway 2005, An Introduction to Journalism, New Delhi, Vistaar Publications
- Sharma, Seema 2005: Journalism Reporting, New Delhi, Anmol Publication (1st ed.)
- Puri, Manohar 2006: Art of Reporting, New Delhi, Pragan Publication
- Tripathi, R.C. 2013: Patrakarita ke Sidhant, New Delhi, Naman Prakashan
- Palanithurai, G. 2008, Dynamics of New Panchayati Raj System on India, New Delhi, Concept Publishing Co.
- Chaturvedi, Prem Nath 2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
- Prabhakar, Manohar/Bhanavat, Sanjeev 2002: Sampadan Evam Mudran Technic Jaipur, Pulitzer Institute of Comm. Studies (1<sup>st</sup> ed.)
- Harimohan 2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3<sup>rd</sup> ed.)
- Jain, Ramesh 2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1st ed.)
- Moen, Daryl R. 2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5<sup>th</sup> ed.)
- Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2<sup>nd</sup> ed.)

**Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material**

<b>Programme/Class: Certificate B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/Paper-VII</b>			
<b>C-VII</b>		<b>Course Title : General English</b>	
<b>Course outcome:</b> This course is designed with an aim: <ul style="list-style-type: none"> <li>• To learn language and develop proficiency</li> <li>• To become competent in the use of English Language in Journalistic Approach.</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>	
<b>I</b>	Articles Parts of Speech Figure of Speech	10	
<b>II</b>	Sentences : Simple, Complex and Compound Propositions propositional phrases Tenses	08	
<b>III</b>	Correction of Common Errors Choosing Correct Forms Rewriting Sentences	06	
<b>IV</b>	Compound Words Words often mis-spelt and misused Idioms, Antonyms, Synonyms	06	
<b>V</b>	Homonyms, Acronyms One-Word Substitutes	06	
<b>VI</b>	Composition and Mechanics of Writing Translation Précis, Paragraph, Expansion	08	
<b>VII</b>	Use of English Words in Hindi Newspaper Curriculum Vitae/Resume	06	
<b>VIII</b>	Article Writing Letter & Application Writing, uses of references in writing	10	
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Wren,P.C.&amp; Martin: High School Grammar &amp; Composition, NewDelhi,S.Chand &amp; Co. Ltd.</li> <li>• Agarwal Malti :2008, Remedial English Language, Meerut, Krishna Publication</li> <li>• Agarwal, Malti:2008, Professional Communication, Meerut, Krishna Publication</li> <li>• Sinha R.P.: 2002, How to write Correct English, Patna, Prabhat PublicationSS</li> </ul>			

<b>Programme/Class: Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/Paper-VIII</b>			
<b>C-VIII</b>		<b>Course Title :Mass Media Writing Skills</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will know about types of media writing</li> <li>• To enhance writing skills in students</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100</b>			
<b>(External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Types of Media Writing Writing for Newspapers and Magazines		08
<b>II</b>	Creative Writing, Narrative Writing Interpretative writing		07
<b>III</b>	Feature: Concept and Meaning Types of Feature Ingredients of feature writing		08
<b>IV</b>	Reportage Writing for Radio and TV Programmes		07
<b>V</b>	Edit Page writing : Leader writing Write-Ups Middles		08
<b>VI</b>	Opinion Writing Letter's to Editor		07
<b>VII</b>	Technical Writing : Science, Business, Environmental Difference between Newspaper and Magazine Writing		08
<b>VIII</b>	Freelance Writing Qualities of Freelance Journalist		07
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Chadhdha,Savita : 1998 : Modern Journalism and News Writing, Delhi,Taxshila Prakashan,</li> <li>• George,A. Hough : 2006,Newswriting,NewDelhi,KanishkaPublishers</li> <li>• Tripathi.RC. and Agarwal Pawan, Media Lekhan, Lucknow, Bharat Prakashan</li> <li>• Tripathi,RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan</li> <li>• Pant.,N.C.2008, Media Lekhan ke Sidhant, Delhi, Taxshila Prakashan</li> <li>• Mishra, Chandra Prakash:2013 Media Lekhan Sidhant aur Vyavhar, SanjayPublisher</li> <li>• Mehta. Yashoddhara : 2018, Media lekhan Sidhant aur Prayog, Delhi, Rawat Publication</li> <li>• Prasad. Govind and Pandey Anupam:2011, Media Lekhan aur Sampadan Kala, N. Delhi Discovery Publishing House</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class: Certificate B. A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/Paper-IX</b>			
<b>C-IX</b>		<b>Course Title : Photojournalism</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will come to know about the basics of Photography</li> <li>• Students will gain knowledge about different types of Photography</li> <li>• To make students able to use Photo Editing Software</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100</b> <b>(External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Photography: Origin and Definitions of Photography, Camera And It's Evolution.		7
<b>II</b>	Modernization of Photography and its use in Mass Media, Digital Photography		8
<b>III</b>	Cameras, Lenses, Tripods, Monopods, Camera bags, Digital Storage.		10
<b>IV</b>	Different types of Lighting: Natural Lighting, Artificial Lighting, The reflection of light, Outdoor and Indoor Lighting Equipment and photographing.		5
<b>V</b>	News Photography, Sports Photography, Portrait Photography, Fashion Photography.		7
<b>VI</b>	Wild Photography, Advertisement Photography. Photo Feature.		8
<b>VII</b>	Photo Editing Software : Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)		8
<b>VIII</b>	Correcting Imperfect images: Picture Orientation, Cropping, Levels, Altering Brightness and Contrast, Red eye.		7
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Barnbaum, Bruce : 2010, The Art of Photography, San Rafael-USA, Rocky nook</li> <li>• Elkinis, James: 2007, Photography Theory, Routledge</li> <li>• Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House</li> <li>• Kelby, Scott : 2006, Digital Photography, San Francisco, Peachpit Press</li> <li>• Syl,Arena:2012, Lighting for Digital Photography: From Snapshots to Great Shots, Peachpit Press</li> <li>• Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			



<b>Programme/Class: Certificate B.A. JMC Journalism and Mass Communication</b>		<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/Paper-X</b>			
<b>C-X</b>		<b>Course Title: Media Related Software (Course Related Practical-Viva)</b>	
<b>Course Outcomes :</b>			
<ul style="list-style-type: none"> <li>• Ability to Handle Media Related Software</li> <li>• Able to Edit Audio-Video Content</li> <li>• Able to Prepare Graphics</li> </ul>			
<b>Credits : 4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External :100)</b>			
<b>Total No of Lab periods: 30 (60 Hours)</b>			
<b>Unit</b>	<b>Topic</b>		<b>No. of Lab Periods</b>
<b>I</b>	Software related to Print Media : Adobe PageMaker, Coral Draw		10
<b>II</b>	Photoshop, QuarkXPress, InDesign		5
<b>III</b>	Audio-Visual Software : Sound Forge, Nuendo, Adobe premiere Pro, Edius Software		7
<b>IV</b>	VFX Software (Visual Effect Software / Motion Graphic Software)		8
<b>Suggested Readings :</b>			
<ul style="list-style-type: none"> <li>• User Guide of Various Software</li> </ul>			

**B.A. JMC****YEAR-II  
(SEMESTER-3 & 4)****SEMESTER-III**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
2	III	Course/ Paper -XI	Value Education	4	75	25
	III	Course/ Paper -XII	Corporate Communication	4	75	25
	III	Course/ Paper -XIII	Broadcast Journalism (Electronic Media- I)	4	75	25
	III	Course/ Paper -XIV	Indian Political System	4	75	25
	III	Course/ Paper -XV	Graphics and Design (Course Related Practical-Viva)	4	100 (Only External)	

<b>Programme/Class : Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year :Second</b>	<b>Semester:Third</b>
<b>Course/Paper-XI</b>			
<b>C-XI</b>		<b>Course Title: Value Education</b>	
<b>Course out comes:</b> This course is designed <ul style="list-style-type: none"> <li>• To introduce meaning, aim significance of value education.</li> <li>• To explain the role of value education in personal development and nation building.</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures=60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Meaning and Significance of Value Types of Value , Role of Culture and Tradition In Value Education		07
<b>II</b>	Value Education in Indian Society Role of Shrimad Bhagwat Geeta in the Indian Values and Culture		09
<b>III</b>	Value Education for Self Development Self-Analysis and Introspection,		08
<b>IV</b>	Sensitization towards Equality, Physically and Mentally Challenged Respect to persons according the basis of their age, Experience etc.		07
<b>V</b>	Value Education for Nation Building Respect to Indian constitution and National Values,		07
<b>VI</b>	Demographic Character of Indian Society, Integrity of India		06
<b>VII</b>	Media and Social Values Role of Voluntary organizations in value education		08
<b>VIII</b>	Role of Media in creating awareness Role of Various Institutions in inculcating values		08
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chitakra,M.G. :2003: Education and Human Values, New Delhi, APN Publishing Corporation</li> <li>• Chakravarthy,S.K.: 1999 : Values and Ethics for Organizations : Theory and Practice, N.Delhi, Oxford University Press</li> <li>• Sachchidananda,M.K. 1991 : Ethics, education, Indian Unity and Culture, Delhi, Ajanta Publications</li> <li>• Goel,ArunaandGoel, S.L. 2004:HumanValuesandEducation,NewDelhi,JBAPublisher</li> </ul>			

<b>Programme/Class :Diploma B. A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/Paper-XII</b>			
<b>C-XII</b>		<b>Course Title : Corporate Communication</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will learn about the basic concept of Corporate Communication</li> <li>• To understand about the process of Media Planning, Press Conference and Press Briefing</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100</b>			
<b>(External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Corporate Communication : Concept, Definitions and Evolution of Corporate Communication in India.		07
<b>II</b>	Corporate Communication Functions. Need for Corporate Communication. Corporate Public Relations.		08
<b>III</b>	Corporate Social Responsibility, Corporate Communication and Management.		06
<b>IV</b>	Defining strategy and its relevance in Corporate Communication, Campaign planning, crisis management Techniques.		09
<b>V</b>	Media Planning and Media Selection, Building a distinct. Corporate identity. Making of Logo, House style, Lettering and process.		08
<b>VI</b>	Organizing press Conferences, Press Briefings Proactive and reactive media relations.		07
<b>VII</b>	Brand: Meaning, Concept, significance, Characteristics of brands, Product, Product vs. Corporate Branding, Functions of Brand, Process of Branding.		08
<b>VIII</b>	Developing Brand Identity and Personality, Brand Strategies, Brand Sponsorship, Brand Extension, Multiple Branding, Co-branding its type.		07
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Jethwani,JaishreeJ.:Corporate Communication, Oxford Unviersity Press</li> <li>• Cutlip, ScottM. :, Center, Allen H., Broom Glen M., ;Effective Public Relations, Person Education</li> <li>• Wilcox, Dennis L, Study Guide for Public Relation : Stratiefies and Tactics; Academic Internet Publisher</li> <li>• Chatterji, Madhumita, Corporate Social Responsibility, Oxford University Press</li> <li>• Keller L Kevin, Strategic Brand Management, Person Education</li> <li>• Majumdar, R., Product Management in India; Person Education</li> <li>• Kapferre, Jean-Noel; The New Strategic Brand Management; Koga Page</li> <li>• Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.</li> </ul>			

<b>Programme/Class: Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester:Third</b>
<b>Course/Paper-XIII</b>			
<b>C-XIII</b>		<b>Course Title : Broadcast Journalism (Electronic Media-I)</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will get the knowledge of history and development of Radio</li> <li>• Students will come to know about different types of Radio Programme</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	History and Development of Radio in World Scenario, History and Growth of Radio in India, Characteristics of Radio		08
<b>II</b>	Three Modes of Transmission AM,SW,FM Organizational Structure of All India Radio		06
<b>III</b>	Radio Programs : Spoken Words, Music Specific Audience Programmes, Interview, Talk, Discussion		08
<b>IV</b>	Radio Feature, Radio Play, Radio Bridge, Radio Commentary		08
<b>V</b>	Language of Radio, Writing of Radio News : Structuring Radio Copy, Editing Agency Copy, Reporter's Copy, Compiling Radio News Programmes, News Capsuling Radio Commercials, Radio Jingles		08
<b>VI</b>	Educational Radio Community Radio		06
<b>VII</b>	Qualities of Presenter / Radio Jockey Importance of Pronunciation and Voice Modulation Introduction to Microphones		06
<b>VIII</b>	Radio Programme Production: Pre-Production, Production, Post Production		10
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Luthra,HR : 1986: Indian Broadcasting, New Delhi, Publication Division,Govt. of India</li> <li>• Ravindran,RK: 1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Publication (1st edt.)</li> <li>• Mehra,Ramesh : 2007: Media aur Prasaran, New Delhi,</li> <li>• Sharma,Kaushal : 2007:RadioPrasaran,NewDelhi,PratibhaPublication</li> <li>• Katheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan</li> <li>• Kumar,Prashant : 2015,BharatMeinRadioPrasaran,NewDelhi,A.R.Publication</li> </ul>			

<b>Programme/Class : Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/Paper-XIV</b>			
<b>C-XIV</b>		<b>Course Title : Indian Political System</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will get Familiar with Indian Constitution</li> <li>• Students will get the knowledge of Indian Political System</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100</b>			
<b>(External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
Unit	Topics		No. of Lectures
I	The Simon Commission, Government of India Act 1935 Foundation of Indian Constitution, Preamble and Specific features of Indian Constitution.		10
II	Fundamental Rights and Fundamental Duties, Directive Principles of State		10
III	Indian Parliament : Rules of Procedure and Conduct of Business President, Speaker of Lok Sabha, Chairman of Rajya Sabha, Prime Minister and Council of Ministers.		12
IV	Legislative and other procedure, Passing of Bills, Procedure of Passing Budget and Constitution Amendment Bills, Parliamentary Committees and Functions		08
V	Center State Relations, State Legislature: Governor, Chief Minister and Council of Ministers		08
VI	Panchyati Raj and Local Government. Judicial System in India: Supreme Court, High Court, Subordinate Court. Citizenship and CAA, NRC, Article 370 Abolition		4
VII	Changing nature of Indian Party System National Parties, Regional Parties		4
VIII	Interest and Pressure Group Political Participation and Voting Behavior		4
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Basu, D.D. : 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India</li> <li>• Basu, D.D. : 2013, Bharat ka Samvidhan Ek Parichay, New Delhi, Lexis Nexis Bitterworths India</li> <li>• Kashyap, Subhash:2011, Hamari Sansad, New Delhi, National Book Trust</li> <li>• Jain, Pukhraj :2015, Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan</li> <li>• Jain, Pukhraj and Rajesh:2015, Bhartiya Samvidhan, Delhi, SBPD Publishing House</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class : Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester : Third</b>
<b>Course/Paper-XV</b>			
<b>C-XV</b>		<b>Course Title : Graphics and Design (Course Related Practical-Viva)</b>	
<b>Course outcome :</b>			
<ul style="list-style-type: none"> <li>• Able to design advertising and make plan for that</li> <li>• Understand Public Relations and able to make good Public Relations campaign</li> <li>• Know Press Briefing, Press Conference and others</li> </ul>			
<b>Credit : 4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External Only)</b>			
<b>Total No. of Lab Periods : 30 (60 Hours)</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
I	Design Print Advertising for His/her Institute		6
II	Design Visual Advertising for His / her Institute and also for any Historical or Religious Place		12
III	Prepare Radio Advertisement for His / her Institute		5
IV	Case Study of any one the Advertising National Campaign		7
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Parker A. David an Batra Rajiv, Advertising Management, New Delhi, Practice Hall</li> <li>• Ahuja, B.N. and Chhabra S.S., Advertising, New Delhi, Surjeet Publications</li> <li>• Chunawalla, S.A. and Sethia K.C. : 2014, Foundation of Advertising : Theory and Practice, Mumbai, Himalaya Publishing House</li> <li>• Mehta, D.S., 1998, Handbook of Public Relations in India, New Delhi, Allied Publisher</li> <li>• Kulshrestha, Vijay, Vigyapan aur Prachar Madhyam, Jaipur, Panchsheel Prakashan</li> <li>• Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.</li> </ul>			

**B.A. JMC****YEAR-II****SEMESTER-IV**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
2	IV	Course/ Paper –XVI	Media Laws and Ethics	4	75	25
	IV	Course/ Paper –XVII	Media and Cultural Studies	4	75	25
	IV	Course/ Paper –XVIII	Television Journalism (Electronic Media-II)	4	75	25
	IV	Course/ Paper –XIX	Indian Social System	4	75	25
	IV	Course/ Paper –XX	Print Media Production (Course Related Practical- Viva)	4	100 (Only External)	



<b>Programme/Class: Diploma B. A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester: Four</b>
<b>Course/Paper-XVI</b>			
<b>C-XVI</b>		<b>Course Title : Media Laws and Ethics</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• To know about the concept of law</li> <li>• To make students aware of various media Associations and Organizations</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
Unit	Topics	No. of Lectures	
I	Law : Concept, Meaning and Definition Law and Justice Society , Press and Law	08	
II	Indian Constitution and Press Freedom of Speech and Expression	07	
III	Parliamentary Privileges Contempt of Court	08	
IV	Press and Registration of Book Act Official Secret Act	07	
V	Defamation Copy Right Act Working Journalist Act	08	
VI	Digitations and Conditional Access System Cinematography Act Cyber Laws	07	
VII	Right to Information Act Prasar Bharti Act Cable TV Regulation Act	08	
VIII	Media Associations and Organizations : PCI, INS, Editors Guild Audit Bureau of Circulation, Different Committees : Chanda, Nayyar, Verghese, Joshi Media Ethics	07	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Trikha,NK:2012, Press Vidhi, Varanasi, Vishvidyala Prakashan</li> <li>• Neelamdar,M:2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd.</li> <li>• R.S. Myneni:2020, Media Law, New Delhi, Asia Law House</li> <li>• Bansil, Munna:2014, Mass Media and Related Laws in India, Kolkata, Booksway</li> <li>• Kundra,s:2005, Media Laws and Indian Constitution, New Delhi, Anmol Publication</li> <li>• Prasad, Kiran:2011, Media Law In India, Kluwer Law International</li> <li>• Dixit, Anil K:2006, Press Laws and Media Ethics, Reference Press</li> <li>• Basu, D.D., 2020, Introduction to The Constitution of India, Gurgaon, Lexis Nexis</li> <li>• Basu, D.D. 2005, Law of the Press in India, N. Delhi, Prentice Hall of India</li> <li>• Singh, Srikant:Janmadhyam Kanoon evam Uttardayitva, N.Delhi, Satyam Publishing House</li> <li>• Singh, S.Swaroop : 2004,PressaurBhartiyaSansad, N.Delhi,ClassicalPublishingCo.</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class: Diploma B. A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester: Four</b>
<b>Course/Paper-XVII</b>			
<b>C-XVII</b>		<b>Course Title : Media and Cultural Studies</b>	
<b>Course outcome :</b> Students will gain knowledge about: <ul style="list-style-type: none"> <li>• Concept of Culture</li> <li>• Intercultural change</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures: 60</b>			
Unit	Topics	No. of Lectures	
I	Culture : Concept, Meaning and Definitions Nature of Culture, Characteristics of Culture.	06	
II	Communication and Culture Role of Religion and Tradition in Cultural Integration Importance of Ramayana and Mahabharata in Indian Culture	09	
III	Popular Culture, Mass Culture, Folk Media as a form of Mass Cultural, Mass Media and Cultural Change	08	
IV	Mass Media and Intercultural Change	07	
V	Media as Texts, Signs and Codes in Media, Discourse and Analysis, Understanding media Culture,	08	
VI	Nation, Class and caste issues in Media	07	
VII	Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Fandom, Media Sub Cultures:	09	
VIII	Digital Media Sub Cultures.	06	
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• R. Hammer and K. Douglas :2009, Media/Cultural Studies, Newyork, Peterlong</li> <li>• C.James and M David:2005, Media and Cultural Theory, London, Routledge</li> <li>• K.Douglas:2020, Media Culture, London, Routledge</li> <li>• McQuail,Denis : 2008:MassCommunicationTheory,NewDelhi,VistarPub.</li> <li>• Kumar,KevalJ.:2015: Mass Communication in India, Mumbai, Jaico Pub.</li> <li>• Gupta,N.L:1998, Cross Cultural Communication, New Delhi Concept Publishing Co.</li> </ul> <b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class : Diploma B. A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester: Four</b>
<b>Course/Paper-XVIII</b>			
<b>C-XVIII</b>		<b>Course Title : Television Journalism (Electronic Media-II)</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• To make students aware of nature and importance of Television</li> <li>• To impart knowledge about different types of Television programmes</li> <li>• To make students understand the process of Television Programme Production</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	History and Development of Television in India Nature and Importance of Television		05
<b>II</b>	Characteristics of TV as Compared to other media Mode of Transmission : Terrestrial Satellite TV, Cable TV		04
<b>III</b>	Nature and Types of TV Programmes Fictional Programmes : Soap Opera, Serials, Films		04
<b>IV</b>	News Based Programmes : Talk, Discussion, etc. Educational Programme Commentary, Documentary Reality Shows		12
<b>V</b>	Elements of TV News Sources of TV News		05
<b>VI</b>	Types of TV News Bulletins and their Structure Basic Principles of TV News Writing News Package		10
<b>VII</b>	Television Programme Production Pre Production Production Post Production		10
<b>VIII</b>	<b>Anchoring and Presentation :</b> Pronunciation Body Language News Reading  Art of Anchoring Art of Interview		10
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Ravindran,R.K. :1999 :Hand Book of Radio T.V and Broadcast Journalism, New Delhi,AnmolPublication (1st edt.)</li> <li>• Sinha,P.C : 2005: Encyclopedia of Broadcasting TV &amp; Radio, New Delhi , Anmol Publication (1st edt.)</li> <li>• Firoz,Mohd : 2005: Television in India, Delhi, SagePublication (1<sup>st</sup> ed.)</li> <li>• Todorovic,Aleksendar Louis: 2006: Television Technology, New Delhi, Focal press</li> <li>• Friedmann,Anthony : 2007 : Writing for Visual Media, New Delhi, Focal Press (2nd edt.)</li> <li>• Boyd,Andrew: 2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th edt.)</li> <li>• Ivan,Cury : 2011: Directing and producing for Television, London, Focal Press</li> <li>• Singh,Mahaveer : 2014: Doordarshan Live, Delhi, Shilpyan Prakashan</li> <li>• Singh,Mahaveer : 2014:DoordarshanMadhyamEvamTakniki,Delhi,ShilpyanPrakashan</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Svayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class : Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester:Four</b>
<b>Course/Paper-XIX</b>			
<b>C-XIX</b>		<b>Course Title : Indian Social System</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will get Familiar with Indian Society</li> <li>• Students will get the knowledge of Social Structure of Indian Society</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
Unit	Topics	No. of Lectures	
I	Society: Concept and Definitions. Introduction to Indian Social Structure. Social Stratification in India. Faith and Belief in India. Social Institutions: Family, Community, Social Groups.	08	
II	Social Change: Concept, Process, Types and agents/factors. Types of Society and Communication: Ancient, Recent, Past and Present.	07	
III	Family Structure in Indian Society. Family Culture in India.	05	
IV	Marriage and Kinship in Indian Social System. Changing Indian Society.	07	
V	Caste System in Indian Society. Characteristics of Caste System. Intercultural Communication, Role of Intercultural Communication in diverse society.	08	
VI	Culture: Tradition and Values. Various aspects of Indian Culture, Individualism and Collectivism.	07	
VII	Social Issues and Mass Media: Human Rights, Consumerism, Women Empowerment.	10	
VIII	Access, Community Participation, Impact of Media on Society Globalization	08	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Ravindran,R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1st ed.)</li> <li>• Campbell,Richard 2000: Media And Culture,New York, Bedford Publication, (IInd ed.)</li> <li>• Singh,J.K.2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st ed.)</li> <li>• Sharma,R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1st ed.)</li> <li>• Prabhakar,Manohar/Bhanawat Sanjeev 2004: Human Right ,Jaipur, University Book House (P) Ltd (1stedt.)</li> <li>• Kumar,KavelJ.2015: Mass Communication in India ,Delhi, Jaico Publication House (IIIrd ed.)</li> <li>• Ahuja,Ram 1993, Indian Social System, New Delhi, Rawat Publisher</li> <li>• Ahuja,Ram 1992, Social Problems in India, New Delhi, Rawat Publisher</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class : Diploma B.A. JMC Journalism and Mass Communication</b>		<b>Year: Second</b>	<b>Semester: Four</b>
<b>Course/Paper-XX</b>			
<b>C-XX</b>		<b>Course Title: Print Media Production (Course Related Practical-Viva)</b>	
<b>Course outcome :</b> <ul style="list-style-type: none"> <li>• Able to Produce Photo Feature</li> <li>• Plan &amp; Prepare Print Media Content</li> <li>• Develop understanding for House Journal Publication</li> </ul>			
<b>Credit: 4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External Only )</b>			
<b>Total No. of Lab Periods : 30 (60 Hours)</b>			
<b>UNIT</b>	<b>Topics</b>		<b>No. of Lab Periods</b>
<b>I</b>	All the Students have to design two pages Newspaper in A3 size using InDesign/QuarkXPress. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D. format to the Department.		8
<b>II</b>	All the students have to make their Institute's House Journal of at least 20 pages including articles, photographs and stories etc.		8
<b>III</b>	All the students have to write 05 articles on any two current social issue and make a separate file and submit it to the Department.		7
<b>IV</b>	All the students have to create a photo feature with at least 07 Photographs of 12 X 7 inches and submit the print out of the same in the Department.		7
<b>Suggested Readings :</b> <ul style="list-style-type: none"> <li>• Sarkar, N.N. 2013, Art and Print Production, Oxford University Press</li> <li>• Pace Kayanna, Designer's Guide to Print Production</li> <li>• Collins Wayne , Graphic Design and Print Production</li> </ul>			

**BA JMC**

**YEAR-III  
(SEMESTER-5 &6)**

**SEMESTER-V**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
3	V	Course/ Paper -XXI	Communication Research	4	75	25
	V	Course/ Paper -XXII	New Media Technology	4	75	25
	V	Course/ Paper -XXIII	Environment and Rural Communication	4	75	25
	V	Course/ Paper -XXIV	Newspaper Production (Course Related Practical-Viva)	4	100 (External Only)	
	V	Course/ Paper -XXV	Content production for New Media (Course Related Practical-Viva)	4	100 (External Only)	

<b>Programme/Class : Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/Paper-XXI</b>			
<b>C-XXI</b>		<b>Course Title : Communication Research</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Gain knowledge of Research Methods and Techniques</li> <li>• Able to develop scientific knowledge</li> <li>• Practical Knowledge of Research on various issues</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Communication Research: Meaning, Definition and Importance, Scientific Approach for Communication Research Communication Research in India, Nature and Scope of Communication Research, Research and Communication Theory's		07
<b>II</b>	Process of Research, Types of Research, Formulating a Research Problem, Research Design : Meaning, Definition and Importance, Types of Research Design		07
<b>III</b>	Variable : Meaning, Definition and Types, Importance of variables, Scaling Techniques, Hypothesis, Hypothesis: Meaning Definition and Importance, Types of Hypothesis, Hypothesis Testing		10
<b>IV</b>	Methods of Communication Research : Census Method, Survey Method, Observation Method, Clinical Studies, Case Studies, Pre Election Studies, Exit Poll, Content Analysis		08
<b>V</b>	Data : Meaning Definition and Importance of Data in Research, Types of Data : Primary Data, Secondary Data, Data Collection Tools: Questionnaire, Schedule, observation and Interview, Source of Data.		08
<b>VI</b>	Sampling: Meaning Definition and Importance of Sampling, Types of Sampling, Sampling Errors and Distribution, Data Analysis		05
<b>VII</b>	Parametric and non-parametric, Uni-variable, bi-variable, multi-variable, testing of significant, level of reliability and validity, SPSS and other statistical package.		08
<b>VIII</b>	Report writing , Coding Techniques and Tabulation, Non Statistical Methods, Descriptive –Historical-Statistical Analysis		07

**Suggested Readings:**

- Wimmer, Roger, D and Dominick, Joseph, R:2015, Mass Media Research an Introduction, Thomson Wadsworth
- Kothari, C.R:2004, Research Methodology : Methods and Techniques, New Delhi ,New Age International Publishers
- Beterand, Ina and Hughes, Peter : 2017, Media Research Methods; Audiences, Institutions, Texts, Newyork, MacMillan International
- Mishra, Rajendra:2002, Anusandhan ki Pravidhi aur Prakriya, New Delhi, Taxshila Publication
- Joshi, Uma:2002,Media Research, Delhi, Author Press
- Dayal, Manoj,2005,, Media Shodh, Chandigarh, Haryana Granth Academy.
- Shama, Jainarayan, 2007, Research Methodology, New Delhi, Deep & Deep Publication , Pvt. Ltd.
- Verma,Deepika:2020, Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub.

**Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material**



<b>Programme/Class : Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/Paper-XXII</b>			
<b>C-XXII</b>		<b>Course Title : New Media Technology</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will come to know about the fundamentals of multi media</li> <li>• Students will know about the basics of new media.</li> <li>• Students will be familiarizing with new media.</li> <li>• The Students will get the knowledge about the various tools of new media technology.</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
Unit	Topics	No. of Lectures	
I	Definition, Meaning, Scope and importance of Multimedia, Emergence and Importance of Multimedia. Video on Demand, Interactive TV, Wi-Fi, Wireless cable, Fiber optics.	09	
II	E-Newspaper-Brief History of the E-Newspaper in English and Hindi, Reasons for the growing popularity of e-newspaper, Present and Future of E-newspaper, Limitations of online newspapers	09	
III	Internet TV and Internet Radio, Future of Mass Media technologies,	09	
IV	Cyber journalism and cyber laws. Technological advancement and its impact on entertainment.	10	
V	Websites and its types, E-mail: need and importance, Web tools : Blogs, Social Media and Search Engine	08	
VI	Traditional vs Web Journalism : Meaning, Definition and Difference	06	
VII	Elements of a web newspaper: Report writing, Editing for web Journalism	05	
VIII	Web Journalism and Law	04	

**Suggested Readings:**

- Nath,Shyam, 2002 : Assessing the State of Web Journalism, New Delhi, Author Press
- Ahmad,Tabraj,2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
- Menon,Shailja,2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
- Talesra,Hemlata/Nagda, M.L.,2003 : Web Paged Learning, Delhi, Authors Press
- Chakravarthy,Jagdish,2004 : Net, Media and the Mass Communication, New Delhi, Author Press
- Ray,Tapas,2009:OnlineJournalism:ABasicText,NewDelhi,CambridgeUniversityPressIndiaPvt.Ltd.
- Verma,Deepika,2020:TheEra ofNewMedia,NewDelhi,A.R.Publication (2<sup>nd</sup> Edition)
- Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co.

**Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material**

<b>Programme/Class : Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/Paper-XXIII</b>			
<b>C-XXIII</b>		<b>Course Title : Environment and Rural Communication</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Students will know about Environment</li> <li>• Students will know the importance of Rural Communication.</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>TotalNo.ofLectures:60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Environment : Concept and Perspectives, Environment and Society, Environment Pollution		06
<b>II</b>	Need for Environmental Communication, International Issues of Environment : Global Warming, Earth Summits, Role of UNO in Environment Protection		09
<b>III</b>	India's National Environment Policy, Ministry of Environment and Forest Govt. of India, Department of Environment Uttar Pradesh, Environmental Laws.		07
<b>IV</b>	National Mission for Clean Ganga-Namami Gange, Yamuna Action Plan, Important Environmental Movements : Chipko Movement, Jungle Bachao Andolan, Narmada Bachao Andolan, Tehri Dam Project, Bhopal Gas Tragedy		08
<b>V</b>	Concept of Rural Area and Rural Community, Rural Development: Meaning and Objectives, Areas of Rural Development: Health, Agriculture, Education, Women Empowerment etc.		09
<b>VI</b>	Role of Panchayati Raj Institutions and Opinion Leaders. Rural Communication : meaning and Scope, , Rural Journalism , Newspapers, Community Radio		06
<b>VII</b>	Traditional Media & Development: Traditional and Folk Media, Folk Culture, Folk Song, Dance and Drama, Traditional Folk Media in Rural Campaign and Advocacy.		08
<b>VIII</b>	Role of Media and Information Technology in Rural Journalism. Role of NGO's and Volunteering Agencies.		07

**Suggested Readings:**

- R.Rajgopalan:2005, Environment Studies From Crisis to Cure, New Delhi, Oxford Press
- Abraham, Rajmola :2010, Journalism and Environment News, New Delhi, Kanishka Publication
- Kumar,KevalJ.:2015: Mass Communication in India, Mumbai, Jaico Pub.
- Gupta,V.S.:2000, Communication & Development, New Delhi, Concept Publishing Co.
- Jain,C.M., 1995, Media and Rural Development, Jaipur, University Book House
- Patil, Jaya:2004, Media for Rural Communication, Delhi, Delta Publishing House
- Narula, Uma:2004, Development Communication, Theory and Practices, New Delhi, Haranand Publication
- Sinha, Arvind Kumar, 1985, Mass Media and Rural Development, New Delhi, Concept Publishing Co.
- Srivastava, M.K, 2016, Environment and Media, Delhi, A.R. Publishing Co.

**Suggested Digital Platforms : e-PG Pathsala, Svayam Portal, IGNOU and UPRTOU online Study Material**

<b>Programme/Class: Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/Paper-XXIV</b>			
<b>Course-XXIV</b>		<b>Course Title : Newspaper Production</b>	
<b>Course Outcomes:</b>			
<ul style="list-style-type: none"> <li>• Learn to Design Newspaper and Magazine</li> <li>• Able to Edit, layout Design and All Process of Newspaper Production</li> </ul>			
<b>Credit : 4</b>		<b>Compulsory</b>	
<b>Marks : 100 (Only External)</b>			
<b>Total No. of Lab Periods : 30 (60 Hours)</b>			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lab Periods</b>	
<b>I</b>	Publish Monthly Newspaper	08	
<b>II</b>	Prepare a Magazine of minimum 20 Pages	08	
<b>III</b>	Write 10 Articles on Current and Contemporary Topics	07	
<b>IV</b>	Prepare a Scrap Book on Media	07	

<b>Programme/Class: Degree B.A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/Paper-XXV</b>			
<b>C-XXV</b>		<b>Course Title: Content Production for New Media (Course Related Practical-Viva)</b>	
<b>Course outcome :</b>			
<ul style="list-style-type: none"> <li>• Able to operate various new media platform</li> <li>• Make Use of Audio-Visual aids for New Media</li> <li>• Able to start You tube Channel and website</li> </ul>			
<b>Credit : 4</b>		<b>Core Compulsory</b>	
<b>Max.Marks:100 (External Only )</b>			
<b>Total No. of Lab Periods : 30 (60 Hours)</b>			
<b>Unit</b>	<b>Topic</b>		<b>No. of Lab Periods</b>
<b>I</b>	Create You tube Channel and upload content		08
<b>II</b>	News Writing Creation and Post Writing on Current Issues and News		07
<b>III</b>	Operate Social Media and Managing Them		07
<b>IV</b>	Monetizing Process of Social Media Platform Monetize minimum one Channel of Social Media		07
<b>Suggested Readings :</b>			
<ul style="list-style-type: none"> <li>• User Guide of Various Social Media Platform.</li> <li>• Verma, Deepika,2020:Social Media: Language, Policy and Management, New Delhi, Parikalpna Publisher</li> </ul>			

**B.A. JMC**

**YEAR-III**

**SEMESTER-VI**

<b>Year</b>	<b>Sem.</b>	<b>Subject</b>	<b>Paper Name</b>	<b>Marks</b>
<b>3</b>	<b>VI</b>	<b>Course-XXVI</b>	<b>Media Management</b>	<b>100</b> <b>(External : 75</b> <b>Internal : 25)</b>
	<b>VI</b>	<b>Course-XXVII</b>	<b>Development Communication</b>	<b>100</b> <b>(External : 75</b> <b>Internal : 25)</b>
	<b>VI</b>	<b>Course-XXVIII</b>	<b>Audio-Visual Production</b>	<b>100</b> <b>(External Only)</b>
	<b>VI</b>	<b>Course-XXIX</b>	<b>Profile Study</b> <b>(Project Report)</b>	<b>100</b> <b>(External Only)</b>
	<b>VI</b>	<b>Course-XXX</b>	<b>Internship-viva</b>	<b>100</b> <b>(External Only)</b>

<b>Programme/Class: Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Six</b>
<b>Course/Paper-XXVI</b>			
<b>C-XXVI</b>		<b>Course Title : Media Management</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Knowing Media Management</li> <li>• Identify the Different Techniques of Media Management</li> <li>• Know Media Scene in India</li> </ul>			
<b>Credits:4</b>		<b>Compulsory</b>	
<b>Max.Marks:100 (External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Principles of Media Management and their significance- media as an industry and profession. Ownership patterns of mass media in India-Sole proprietorship, partnership, private limited. Companies, public limited companies, trusts, cooperatives, religious institutions (Societies) and franchisees (Chains)		08
<b>II</b>	Policy Formulation-Planning and Control; problems, process and prospects of launching media ventures. Organization Theory, delegation, decentralization, Motivation, Control and Co-ordination. Hierarchy, functions and organizational structure of different departments.		10
<b>III</b>	General Management, finance, Circulation, (Sales-Promotion-including Pricing and Price – War aspect), Advertising (Marketing), Personal Management, Production and reference sections. Changing roles of editorial staff and other media persons. Editorial –Response system.		10
<b>IV</b>	Budgeting and Finance, Capital Cost, Production Cost, Commercial polity, advertising and sales strategy, evolving a strategy and plan of action, operation, production schedule and process, evaluation, budget control, costing tax, labour laws and PR for building and sustaining business and audience.		10
<b>V</b>	Planning and execution of Programme Production terms, control Practices and procedures. Economics of Print and Electronic Media Management, Business, Legal and financial aspects of media management		08
<b>VI</b>	Press Commissions and Press Council of India, Press Institute of India; Audit Bureau of Circulation, Indian Newspaper Society, Editors Guild of India, Press Information Bureau, Directorate of Audio-Visual Publicity		04
<b>VII</b>	Administration and Programme management in media-Scheduling, transmitting, record keeping, Quality Control and Cost effective techniques		05
<b>VIII</b>	Employ/Employer and Customer Relations services, marketing strategies – brand promotion (Space, Time, Circulation)-Reach-Promotion-Market survey techniques-Human Research Development for Media.		05

**Suggested Readings:**

- Wimmer, Roger, D and Dominick, Joseph, R:2015, Mass Media Research an Introduction, Thomson Wadsworth
- Kothari, C.R:2004, Research Methodology : Methods and Techniques, New Delhi ,New Age International Publishers
- Beterand, Ina and Hughes, Peter : 2017, Media Research Methods; Audiences, Institutions, Texts, Newyork, MacMillan International
- Mishra, Rajendra:2002, Anusandhan ki Pravidhi aur Prakriya, New Delhi, Taxshila Publication
- Joshi, Uma:2002,Media Research, Delhi, Author Press
- Dayal, Manoj, 2005,, Media Shodh, Chandigarh, Haryana Granth Academy.
- Shama, Jainarayan, 2007, Research Methodology, New Delhi, Deep & Deep Publication , Pvt. Ltd

**Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material**



<b>Programme/Class: Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/ Paper-XXVII</b>			
<b>C-XXVII</b>		<b>Course Title : Development Communication</b>	
<b>Course outcome:</b>			
<ul style="list-style-type: none"> <li>• Understand the Development</li> <li>• Understand about the Development Communication</li> <li>• Identify the Indicator of Development</li> <li>• Impart skills to implement, monitor &amp; evaluate programmes</li> </ul>			
<b>Credits: 4</b>		<b>Compulsory</b>	
<b>Max. Marks: 100</b>			
<b>(External : 75 + Internal :25)</b>			
<b>Total No. of Lectures : 60</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	Development : Meaning, Definition, Process Definition, Meaning, Scope and Concept of Development Communication, Gap between Developed and Developing societies.		8
<b>II</b>	Characteristics of Developing Countries, (High Dependence on primary sector, Unemployment, Low Productivity, low Level of Living). Indicators of Development (GDP/NNP, Human Development Index, Physical Quality of Life Index, Per capita Income and Others Indicators)		8
<b>III</b>	Theories of Development: Social, Political and Economic Theory. Models of Development : Western, Eastern, Gandhian, Schumacher's Development Communication, Process – Special reference to India		7
<b>IV</b>	Use of Traditional Media, Print Media and Electronic Media for Development, Role of NGO's in Development.		7
<b>V</b>	Development Support Communication : Population and family welfare – Health-Education and Society – Environment and Development – Problems faced in Development Support Communication		7
<b>VI</b>	Development Support Communication Policy – Strategies and Action Plans – Democratic decentralization, Panchyati Raj – Planning at National, State, Regional, District, Block and Village Levels		8
<b>VII</b>	Agricultural Communication and Rural Development : The Genesis of agricultural extension approach system- approach in agricultural Communication, Diffusion of Innovation- Model of Agricultural extension- case studies of communication support to agriculture.		7
<b>VIII</b>	Nongovernmental (NGOs) organizations problems faced in effective communication, micro-macro-economic frame work. Writing development messages for media.		8

**Suggested Readings:**

- Mankekar, D.R.:1979: Media and Third World, New Delhi, IIMC
- Mankekar, D.R. : 1979, Filling the Void in the World of Communication, Communicator, Vol. XAV, No.1, N. Delhi, IIMC
- Macbride Commission Report : 1989: Many Voices One World, Paris
- Stevenson I. Robert:1988: Communication, development and third world, New York, Longman Inc.
- UNESCO:1988: 'Communication and Society- A Documentary History of NWICO', Paris
- Melkote, Srinivas R.:2001, Communication for Development in the Third World : Theory and Practice, New Delhi, Sage
- Tiwari, I.P.:2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India
- Toari, Komal:2000, Sustainable Human Development Issues and Challenges, New Delhi, Concept Pub. Co.
- UNDP:2009, Sustainable Development, New York
- Singh, Yogendra:2004, The Concept of Participatory Management, New Delhi, R.K. Printers.

**Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material**

<b>Programme/Class: Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Six</b>
<b>Course/ Paper-XXVIII</b>			
<b>Course-XXVIII</b>		<b>Course Title: Audio-Visual Production (Electronic Media Practical)</b>	
<b>Course Outcomes:</b>			
<ul style="list-style-type: none"> <li>• Gain Knowledge of Audio-Visual Production</li> <li>• Develop and Understand Script and able to Prepare Script on Various Issues</li> <li>• Practical Knowledge of Production</li> </ul>			
<b>Credit : 4</b>		<b>Compulsory</b>	
<b>Marks : 100 (Only External)</b>			
<b>Total No. of Lab Periods : 30 (60 Hours)</b>			
Unit	Topics	No. of Lab Periods	
I	Television Programme Production : All the Students have to prepare :- TV News Package , Talk, Script for a Documentary , TV Interview (one each)	06	
II	Prepare a Short Movie on any Current issue or Documentary on his/her Institute	08	
III	All the Students have to prepare 5 minutes news bulletin	08	
IV	All the students have to prepare : Script for Radio Play, Radio Feature, Radio Talk (05 Minute), Radio Interview (One Each)	08	
<b>Suggested Reading :</b>			
<ul style="list-style-type: none"> <li>• Luthra, HR : 1986: Indian Broadcasting, New Delhi, Publication Division, Govt. of India</li> <li>• Ravindran, RK: 1999: Handbook of Radio TV and Broadcast Journalism, New Delhi, Anmol Publication (1st edt.)</li> <li>• Mehra, Ramesh : 2007: Media aur Prasaran, New Delhi,</li> <li>• Sharma, Kaushal : 2007: Radio Prasaran, New Delhi, Pratibha Publication</li> <li>• Katheria, Naresh :2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan</li> <li>• Kumar, Prashant : 2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication</li> </ul>			
<b>Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material</b>			

<b>Programme/Class: Degree B. A. JMC Journalism and Mass Communication</b>		<b>Year: Third</b>	<b>Semester: Six</b>
<b>Course/ Paper-XXIX</b>			
<b>Course-XXIX</b>		<b>Course Title : Profile Study (Project-Viva)</b>	
<b>Marks : 100</b>			
<b>Total No. of Lectures : 45</b>			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures (Hours)</b>	
<b>I</b>	Conduct Content Analysis of Newspaper/Radio/TV/New Media on any topic consulted by his/her teacher	12	
<b>II</b>	Feedback and Feed Forward Study	11	
<b>III</b>	Case Study on any topic	12	
<b>IV</b>	Survey Research	10	
<p><b>A Student will prepare a project report on a topic related to mass communication and will submit project report of 15000 to 20000 words following steps of research as prescribed in the Course of Communication Research. The Profile Study (Project-viva) will be examined by a board of examiners consisting of one external and one internal examiner.</b></p>			

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<b>Course/ Paper-XXX</b>		
<b>Course-XXX</b>	<b>Internship-viva</b>	
<b>Marks : 100</b>		
<p><b>A Student will be attached for 30 to 45 days with any media agency/organization of his/her special interest. A diary will be prepared of every student which will be certified by agency supervisor. Based on everyday work, a file will be prepared separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the semester by a board of examiners consisting one external and one internal examiner.</b></p>		