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# SYLLABUS

For

## Three Year BA-JMC with Chosen Three Discipline

(For the Session – 2023-26)

(According to NEP-2020)

BACHELOR OF ARTS- JOURNALISM  
AND MASS COMMUNICATION

21/02/24 दिशादाता-2023  
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Haridev Joshi University of Journalism and Mass Communication,  
Jaipur

## About the Programme:

**BA-JMC with Chosen Three Discipline:** The duration of this programme is three years. During these three years, the students will become acquainted with key aspects of mass communication and the media and will study other important subjects. Adequate training will also be given to them to enhance their skills. The curriculum comprises of fundamental concepts of traditional print media, radio, TV, photography, web/online media, social media, media management, advertising and public relations. It also includes creative experiments and innovations taking place in the fields of news, communication, and information technology. In this graduation programme, students will hone their writing skills and will also understand reporting and editing techniques. We will take extra efforts to teach visual expressions of the camera and also to improve their language especially the usage of words. Considering the needs of the media industry, students will get technical knowledge of media devices such as cameras, mic, computers etc. and practical training will be given to teach them various editing techniques and presentation styles. The university will provide all the required facilities for this.

Keeping in mind the interdisciplinary nature of this course, we intend to develop our students' understanding of core subjects such as Indian and World History, Society, National and International Politics, Development, Economy, Law, Environment, Culture, Gender Studies etc. This programme would prepare a fundamental base and background for the various postgraduate Journalism and Mass Communication programmes. The curriculum is greatly beneficial for those students who wish to plan their careers in journalism or other media-related professions and want to pursue higher studies and research in the field of mass communication.

### Admission and other general provisions

As per the admission policy of the university

Level: 5.5

Duration: 3 Year (6 Semesters)

Seats: 120

Minimum Qualification for Admission: Senior Secondary from Recognised Board or Equivalent Examination Passed.

\*Relaxation as per the admission policy of the University.

### Medium of instruction of the program

English and Hindi

### Program Fees

As per university rules

### Admission and other general provisions

As per the admission policy of the university

### Mobility option and credits transfers

Yes

Minimum 120 credits required in 6 semesters for obtaining the degree of Three Year BA-JMC with Chosen Three Discipline

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**Duration of the program**

Minimum 3 years

**Course Registration**

As per the provisions of the university

**Power to Relax and Amendments:**

As per University rules

1. Removal of Student Name from the program: As per the provisions of the university
2. Attendance rules: Minimum 75% required
3. Program Structure

**Name of the Program: Three Year BA-JMC with Chosen Three Discipline**

**Definition of Key Words**

- DCC-Discipline Centric Course
- DSE- Discipline Specific Elective
- AEC-Ability Enhancement Course
- SEC- Skill Enhancement Course
- GEC-Generic Elective Course
- VAC- Value Added Course
- IOJ-Internship or On Job Experience
- CGPA- Cumulative Grade Point Average
- SGPA-Semester Grade Point Average

**Academic Year - 2023-2026**

**Choice Based Credit System – Yes**

**Credits – Minimum 120**

**Credits Based Semester System – Yes**

**Award of Degree and Grading:**

1. In any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/Bachelor degree / Post Graduate Diploma/ Master degree shall be based on (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Internal Assessment/Continuous Assessment (IA/CA) and External Assessment/End of Semester Evaluation (EA/EoSE), in to as well as for each of the educational component of an Academic Program called a course.
2. To pass a course, a candidate shall have to score 40% marks in its each component i.e. IA/CA, EA/EoSE etc.
3. In each course 70% weightage is given to EA/EoSE and 30% weightage to IA/CA.

**4. Award of BA-JMC Degree:**

To pass Three Year (Level 5.5) BA-JMC with chosen Three Disciplines, a student is required to earn 40 credits of Level 4.5, 40 credits of Level 5 and 40 credit of Level 5.5 which shall include earning 24 credits of DCC (Compulsory) courses in each of three Discipline, 4 credits of AEC, 8 credits of SEC

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courses and 36 credits from elective courses of any type including DSE of chosen disciplines, DCC or DSE of other Disciplines, VAC, GEC.

5. **Grading:** Ten Point Scale for Letter Grades and for non-letter grade courses Satisfactory or Unsatisfactory shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grade sin SGPA/CGPA may be permitted.

Letter Grade		Grade Point	Marks Range	SGPA/CGPA
O	outstanding	10	90%-100%	9.5to10.00
A+	Excellent	9	80%-89.99%	8.5to9.49
A	Verygood	8	70%-79.99%	7.5to8.49
B+	Good	7	60%-69.99%	6.5to7.49
B	Aboveaverage	6	50%-59.99%	5.5to6.49
C	Average	5	45%-49.99%	4.5to5.49
P	BelowAverage/Pass	4	40%-44.99%	4.00to4.49
F	Fail	0	<40%	
U	UnfairMeans	0		
W	Withdrawn	0		
X	Absent	0	Absent	

#### 6. Computation of SGPA and CGPA

- (a) To determine the grade, marks obtained both in EA/EoSE as well as Internal Assessment/Continuous Assessment (IA/CA) shall be considered.
- (b) The percentage of marks will be converted into whole number. When the percentage is in fraction, is greater than or equal to 0.50 is considered as 1 (one). For example, if percentage is 69.45 than it will be considered as 69, but if the percentage is 69.50, it will be considered as 70.
- (c) Semester Grade Point Average (SGPA) indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to each course in a Semester.
- (d) Grade will be awarded according to the method given below:

**Credit Point earned for the Course** = No. of Credits Assigned to the Course X Grade point secured for the Course

**SGPA (Semester Grade Point Average)** = Total credit points earned by a student in a Semester ÷ Total credits assigned for that Semester

**CGPA (Cumulative Grade Point Average)** = The total number of credit Points earned in all Semesters ÷ the total number of credits assigned in all the Semesters

SGPA and CGPA shall be rounded off to 2 decimal points.

For Example:

Course	Credit	% Obtained by Student	Grade	Grade Point	Credit assigned X Grade Point = Credit points earned
BA-JMC-101	6	74	A	8	6X8=48
BA-JMC-102	6	58	B	6	6X6=36
BA-JMC-103	6	67	B+	7	6X7=42
BA-JMC-104	6	70	A	8	6X8=48
	24				174

Semesters	Total Credit	Credit points earned in the semester
Semester I	24	174
Semester II	24	156
Semester III	24	162
Semester IV	24	144
	96	636

$$\text{SGPA} = 174/24 = 7.25$$

$$\text{CGPA} = 636/96 = 6.62$$

7. There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the respective subsequent(even/odd) EA/EoSE and performance in the next appearance will over write earlier performance. Student will have to prepare on his own for improvement. Chance of improvement in IA/CA will not be permitted.

#### 8. Conversion of CGPA to Percentage:

To convert CGPA to percentage the CGPA be multiplied by Ten. Thus CGPA of 6.62 will get converted to 66.2%. Because of the grading system, the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet and shall be treated as final and valid value of percentage for all purpose.

#### Examination Scheme:

##### End of Semester Exam (EoSE)-70 Marks

Students will have to attempt FIVE questions from two sections.

##### Section I

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

##### Section II

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

##### Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

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## Program Objectives

The BA-JMC course in Journalism and Mass Communication seeks to provide professional training in the dynamic and rapidly evolving fields of Mass Communication, Journalism, Media Studies, Electronic Media, Advertising, Public Relations, Psephology, and Political Campaigning. Its primary objectives are as follows:

1. Familiarize students with the latest technological advancements in Mass Media.
2. Cultivate a value-based approach to Media Practice.
3. Equip students and scholars with a comprehensive set of theoretical, conceptual, and practical skills to succeed in the Mass Media industry and academia.
4. Empower learners through the development of Communication, Professional, and Life Skills.
5. Provide training in Information Communication Technologies (ICTs), including Digital and Media Literacy and Competencies.
6. Foster a critical understanding of Indian Society, History, Economy, Polity, and International Relations.
7. Instill Professional Ethics and promote Indian and Global Cultural values.
8. Prepare socially responsible Media Academicians, Researchers, and Professionals with a global perspective.
9. Enhance language and communication skills among students.
10. Emphasize the development of critical thinking, professional writing skills, and effective oral communication.
11. Enable learners to create, deliver, and direct media programs for the betterment of society.
12. Cultivate values and attitudes that make students agents of social change and equip them to navigate ethical challenges in Mass Media.
13. Develop learners into competent and efficient professionals ready for the Media & Entertainment Industry.

## Program Outcomes (PO)

1. Students will acquire comprehensive knowledge and practical skills in Reporting, Writing, and Multimedia.
2. They will develop a critical understanding of debates and discourse related to Mass Media, Indian Society, History, Polity, Economy, and International Relations.
3. Students will gain professional proficiency in Communication, Promotion, Media Industry, Psephology, and Political Campaigning.
4. They will have a thorough understanding of Media Laws and Ethics.
5. Students will have a strong academic foundation for pursuing advanced studies in Journalism and Mass Communication.

## Program Specific Outcomes (PSO)

The undergraduate programme in Mass Communication aims to achieve the following key outcomes:

1. Students will possess a deep understanding of Print, Electronic Media and Advertising and Public Relations, including its fundamental knowledge, theories, and related concepts, enabling them to analyze and apply this knowledge effectively.

2. Students will be competent and well-prepared to undertake professional roles in line with the demands and requirements of the Media Specially Print, Electronic Entertainment and Advertising Industry Public Relations, Marketing and Corporate Communication.
3. Students will empower themselves through the knowledge of journalism and communication, Indian Constitution and Media related laws, knowledge of media organization and culture
4. Students will possess competencies in radio journalism, television journalism and audio visual Production including digital literacy, enabling them to navigate and utilize digital tools effectively.
5. Students will identify areas of research in society, understanding the significance of innovation, entrepreneurship, and incubation in the media field.

These planned outcomes aim to develop well-rounded and skilled graduates who can make meaningful contributions to the field of Mass Communication and thrive in a rapidly evolving media landscape.

Learning Outcome Index

**Program Outcomes and Program Specific Outcomes**

Program Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PSO 1	3	2	2	1	1	2	1	1	2	3	2	2	2	2	2
PSO 2	3	2	3	2	2	2	3	2	3	2	3	3	3	3	3
PSO 3	3	3	2	2	3	3	1	1	3	2	2	2	2	2	2
PSO 4	2	2	3	2	2	3	1	2	2	3	2	2	3	3	2
PSO 5	3	2	3	2	3	3	1	3	3	2	3	2	2	3	3

3- High, 2-Significant, 1-Low

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|--|------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge                  | 2. Communication Skills            | 3. Critical thinking          |
| 4. Problem Solving                         | 5. Analytical Reasoning            | 6. Research related skills    |
| 7. Cooperation /Team work                  | 8. Scientific reasoning            | 9. Reflective thinking        |
| 10. Information/Digital literacy           | 11. Self-directed learning         | 12. Multicultural competence; |
| 13. Moral and ethical awareness/ reasoning | 14. Leadership readiness/qualities | 15. Lifelong learning         |

**Teaching Learning Approach**

1. Lecture
2. Demonstration
3. Readings/written assignments
4. Group discussions/tutorial
5. Project work
6. Dissertation
7. Field Projects
8. Assessment:

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## Semester wise Structure

SEMESTER	Course Code	Course Title	Category Code/ Type	Credits	Theory (Marks)	Practical (Marks)	Internal Marks	Total Marks
Semester-I	BMC5101T	Introduction to Communication	DCC	6	70	--	30	100
	BMC5102T	Introduction to Journalism	DCC	6	70		30	100
	BEC5101T	History of Broadcast Media	DCC	6	70		30	100
	BAC5101T	Marketing	DCC	6	70		30	100
	BME5101T	Environmental Studies	DSE	6	70		30	100
	AEC5101T	पत्रकारिता, जनसंचार और हिन्दी	AEC	4	70		30	100
	VAC5101T	Indian Philosophy and Knowledge System	VAC	2	70		30	100
Semester-II	BMC5201T	Introduction to Print Media	DCC	6	70		30	100
	BMC5202T	News Writing	DCC	6	70		30	100
	BEC5201T	Radio Journalism	DCC	6	70		30	100
	BAC5201T	Introduction to Advertising	DCC	6	70		30	100
	BME5201T	Indian History	DSE	6	70		30	100
	AEC5201T	English Language and Communication	AEC	4	70		30	100
Semester-III	BMC6301T	Indian Constitution and Media-Related Laws	DCC	6	70		30	100
	BMC6302T	Media Organisation (Print)	DCC	6	70		30	100
	BEC6301T	Visual Communication	DCC	6	70		30	100
	BAC6301T	Introduction to Public Relations	DCC	6	70		30	100
	GEC6301T	Introduction to Cinema and Documentary	GEC	6	70		30	100
	SEC6301T	Computer Applications in Media	SEC	4	70		30	100
Semester-IV	BMC6401T	Basics of Reporting	DCC	6	70		30	100
	BMC6402T	Photo Journalism	DCC	6	70		30	100
	BEC6401T	Fundamentals of Television Journalism	DCC	6	70		30	100
	BAC6401T	Corporate Communication	DCC	6	70		30	100
	GEC6401T	Psephology and Election Management	GEC	6	70		30	100
	GEC6402T	Fundamentals of Animation and Design	GEC	6	70		30	100
	SEC6401T	AI Tools for Mass Communication	SEC	4	70		30	100

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### Semester wise Structure

SEMESTER	Course Code	Course Title	Category Code/ Type	Credits	Theory (Marks)	Practical (Marks)	Internal Marks	Total Marks
Semester-V	BMC7501T	Business Journalism	DCC	6	70	-	30	100
	BMC7502T	Introduction To Communication Research	DCC	6	70		30	100
	BEC7501T	Anchoring and News Presentation	DCC	6	70		30	100
	BAC7501T	Brand Management	DCC	6	70		30	100
	BME7501T	Development Communication	DSE	6	70		30	100
	SEC7501T	Health Promotion and Education	SEC	4	70		30	100
Semester-VI	BMC7601T	Society, Media and Culture	DCC	6	70		30	100
	BMC7602T	Media Literacy	DCC	6	70		30	100
	BEC7601T	Basics of Audio-Visual Production	DCC	6	70		30	100
	BAC7601T	Media Management	DCC	6	70		30	100
	BME7601T	Introduction to New Media	DSE	6	70		30	100
	GEC7601T	Introduction To Economics	GEC	4	70		30	100
	IOJ7602P	Internship	IOJ	2	70		30	100

**Total Credit 172**

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**Three Year BA-JMC with Chosen Three Discipline**

Session 2023-26 (Courses and Credit Framework)

Semester	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE)	Generic Elective Course (GEC)	Ability Enhancement Course (AEC)	Skill Enhancement Course (SEC)	Value Added Course (VAC)	Dissertation/Project/Field Study/On Job Experience/Community Engagement Expe./SEM/Research Credit Course	Total Credits
<b>I</b>	Introduction to Communication (MS-1) (6 Credits) OR Introduction to Journalism (MS-2) (6 Credits) History of Broadcast Media (EM-1) (6 Credits) Marketing (AP-1) (6 Credits)	Environmental Studies (6 Credits)	-	पत्रकारिता, जनसंचार और हिन्दी (4 Credits)	-	Indian Philosophy and Knowledge System (2 Credits)	-	30
<b>II</b>	Introduction to Print Media (MS-3) (6Credits) OR News Writing (MS-4) (6Credits) Radio Journalism (EM-2) (6 Credits) Introduction to Advertising (AP-2) (6 Credits)	Indian History (6 Credits)	-	English Language and Communication (4 Credits)	-	-	-	28
Total Offered Credits for Year I								58

To exit after 1st-year with a Certificate in Journalism and Mass Communication the minimum credit requirement is 40 (Including 4 credits of AEC). 04 credits from the 'Computer Applications in Media' (SEC5001T) is mandatory. Hence Certificate in Journalism and Mass Communication @ 44 Credits.

Haridev Joshi University of Journalism and Mass Communication, Jaipur, Rajasthan

**Three Year BA-JMC with Chosen Three Discipline**

Session 2023-26 (Courses and Credit Framework)

**Pre Requisite: To be promoted to the third semester, that is at the end of first academic year to level-5, a student is required to earn 40 credits including 24 credits of Discipline Centric Core (compulsory) courses from chosen three discipline and 4 credits of AEC courses.**

Semester	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE)	Generic Elective Course (GEC)	Ability Enhancement Course (AEC)	Skill Enhancement Course (SEC)	Value Added Course (VAC)	Dissertation/Project/Field Study/On Job Experience/Community Engagement Expe./SEM/Research Credit Course	Total Credits
III	Indian Constitution and Media-Related Laws (MS-5) (6 Credits) OR Media Organisation (Print) (MS-6) (6 Credits) Visual Communication (EM-3) (6 Credits) Introduction to Public Relations (AP-3) (6 Credits)	-	Introduction to Cinema and Documentary (6 Credits)	-	Computer Applications in Media (4 Credits)	-	-	28
IV	Basics of Reporting (MS-7) (6 Credits) OR Photo Journalism (MS-8) (6 Credits) Fundamentals of Television Journalism (EM-4) (6 Credits) Corporate Communication (AP-4) (6 Credits)	-	Psephology and Election Management (6 Credits) OR Fundamentals of Animation and Design (6 Credits)	-	AI Tools for Mass Communication (4 Credits)	-	-	28
Total Offered Credits for Year 2								56

To exit after II-year with a **Diploma in Journalism and Mass Communication** the minimum credit requirement is 80 (Including 4 credits of AEC). 04 credits from the 'Health Promotion and Education' (SEC6001T) is mandatory. Hence Diploma in Journalism and Mass Communication @ 84 Credits.

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Haridev Joshi University of Journalism and Mass Communication, Jaipur, Rajasthan

**Three Year BA-JMC With Chosen Three Discipline**

Session 2023-26 (Courses and Credit Framework)

**Pre Requisite: To be promoted to the V semester, that is at the end of second academic year to level-5.5, a student is required to earn 80 credits including 48 credits of Discipline Centric Core (compulsory) courses from chosen three discipline and 4 credits of SEC courses..**

Semester	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE)	Generic Elective Course (GEC)	Ability Enhancement Course (AEC)	Skill Enhancement Course (SEC)	Value Added Course (VAC)	IOJ (Internship or On Job Experience)	Total Credits
V	Business Journalism (MS-9) (6 Credits) OR Introduction To Communication Research (MS-10) (6 Credits) Anchoring and News Presentation (EM-5) (6 Credits) Brand Management (AP-5) (6 Credits)	Development Communication (6 Credits)	-	-	Health Promotion and Education (Hybrid Mode) (4 Credits)	-	-	28
VI	Society, Media and Culture (MS-11) (6 Credits) OR Media Literacy (MS-12) (6 Credits) Basics of Audio-Visual Production (EM-6) (6 Credits) Media Management (AP-6) (6 Credits)	Introduction to New Media (6 Credits)	Introduction To Economics (4 Credits)	-	-	-	Internship (2 Credits)	30
Total Offered Credits for Year 3								58

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# SEMESTER I

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Course Code: BMC5101T

Credits: 6

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## Introduction to Communication

### Course Objective:

1. To develop the knowledge of basic elements of Communication.
2. To inculcate knowledge of communication models.
3. To introduce students to the theories of Communication.
4. To acquaint students with the various types of Communication.
5. To strengthen the 5Cs of Communication.

### Course Outcomes:

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication.
5. Students would be able to strengthen the 5Cs of Communication.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	2	-	1	2	2	2	2	2	2
CO 2	3	2	2	1	1	1	2	-	2	3	2	1	1	1	2
CO 3	3	3	2	1	-	1	2	-	1	2	2	2	2	2	2
CO 4	2	2	2	1	2	1	1	-	1	3	2	1	2	1	1
CO 5	3	3	2	2	1	2	3	-	2	3	2	3	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT-I</b>	<b>Introduction to Communication</b>
	Communication concept elements and process; Defining meaning and scope of communication; Types of communication; Barriers to communication; Function of communication
<b>UNIT-II</b>	<b>Mass Communication Models</b>
	Models of Mass Communication; Aristotle's model; Lasswell model; Shanon and Weaver model; Osgood's model
<b>UNIT-III</b>	<b>Theories of Communication</b>
	Theories of Communication: Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory
<b>UNIT-IV</b>	<b>Media and Communication Theories</b>

Media Theories, Four theories of Press, Interactive Theory : One step flow, Two step flow (Opinion Leaders), Multi step flow, Relevance of communication theories to practice – Persuasion, Perception Diffusion of Innovations, Social Learning, Participatory Communication
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**Assignments:**

- Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through ppt.

**Suggested Readings:**

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
7. Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
8. Theories of Communication, M.L. DeFleur, and S. Ball-Rokeach, Longman, New York.
9. Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
10. Communication Theories: Origin, Methods, Uses, Werner, Severin J. and Tankard W. James, Longman, London.
11. भारत में जनसंचार, केवल जे कुमार, जैको, मुंबई
12. जनसंचार: सिद्धांत और व्यवहार, जे. वीविला नीलम, मध्य प्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक-शशिकांत शुक्ल)
13. संचार के सिद्धांत, आरमंड मेतलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक-वंदना मिश्र)
14. संप्रेषण: प्रतिरूप एवं सिद्धान्त, श्रीकान्त सिंह, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BMC5102T  
Credits: 6

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5	1	-

## Introduction to Journalism

### Course Objective:

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.

### Course Outcomes:

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge of student elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of Journalism</b>
	Journalism: Concept, nature, scope, function and types; Role of Journalism in Society; Journalism and Democracy; Concept of Fourth Estate. Concept of Mass Communication; Mass Communication in India.
<b>UNIT- II</b>	<b>Contemporary Issues in Journalism</b>
	Journalism: Contemporary Issues in Journalism; Debates in Journalism; Elements of Journalism; Types of Journalism; Alternative Journalism
<b>UNIT- III</b>	<b>Process of Journalism</b>
	Process of Journalism; Citizen Journalism; Yellow Journalism; Investigative Journalism; Advocacy Journalism
<b>UNIT- IV</b>	<b>Skills and Terms of Journalism</b>
	Skills of journalism; Convergence; Changing technology; Online journalism; New trends in journalism, Technical terms of Journalism; Jargons of Journalism; Introduction to regional Journalism; Journalism and globalization; Journalism and society



**Assignment:**

- Students will have to design a news package (text, video, graphics, vox-Populi, PTC).
- Students will prepare a profile of newspaper writings (types and style).
- Visit important media centres observe their functioning and write reports thereof.

**Suggested Readings**

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.
6. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद
7. तिवारी, डॉ. अर्जुन, आधुनिक पत्रकारिता, विश्वविद्यालय प्रकाशन, वाराणसी

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BEC5101T  
Credits: 6

L	T	P
5	1	-

## History of Broadcast Media

### Course Objective:

1. To teach the history of Broadcast journalism.
2. To enhance understanding of the origin of the electronic media.
3. To inculcate the knowledge of the growth of electronic media and cinema.
4. To acquaint learners with technological advancements in electronic and web media.
5. To make them understand the significance of Radio and TV in the cultural context.

### Course Outcomes:

1. Students will learn the history of broadcast media
2. Students will develop an understanding about the social and cultural significance of broadcast media.
3. Students would be able to inculcate the knowledge of the growth of electronic and web media.
4. Students would be able to acquaint themselves with technological advancements in electronic and web media.
5. Students would be able to throw light on the present status of various mass media.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	2	2	1	1	1	1	2	-	1	2	2	2	2	2	2
CO 2	3	2	1	1	1	1	2	-	1	2	2	2	2	2	2
CO 3	2	1	1	1	-	1	1	-	1	2	2	2	2	2	2
CO 4	3	1	1	1	-	1	1	-	1	2	2	2	2	2	2
CO 5	3	2	1	1	1	1	1	-	1	2	2	2	1	1	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Radio in India</b>
	The invention of Radio and its advent as a tool of information/entertainment; History of Radio in India; Public service; Commercial service; Community service.
<b>UNIT- II</b>	<b>Evolution and Development of Television</b>
	Evolution and development of Television; History of TV in India; Satellite Instructional Television Experiment (SITE Experiment); Growth of Doordarshan and private channels; Public Service Broadcast : Definition, Origin & Funding
<b>UNIT- III</b>	<b>Cable Television</b>
	Cable Television: Definition & History; Origin and Growth of Cable Television; Effects of cable TV on Indian Society; Invention of Cable & Satellite TV: Impact and Regulations; Satellite Television: Definition and History; Direct to Home (DTH)
<b>UNIT- IV</b>	<b>Webcasting</b>
	Over-the-top (OTT) streaming services, mobile broadcasting; Integration of interactive and personalized content experiences, The rise of streaming media: Youtube, Instagram Reels, Tiktok and Spotify

**Assignment:**

- Students will prepare a presentation on the history of broadcast media
- Students will write reviews on the technique, plot and use of old cinema
- Students will shoot, upload and write descriptions for online videos

**Suggested Readings:**

1. Uma Joshi Textbook of Mass Communication & Media, Anmol Publications[P] Ltd., N.D 02, 1999
2. R.K. Ravindaran, Handbook of Radio, Television & Broadcast , Journalism, Anmol Publication, Delhi, 1999
3. Shymali Bhattarcharjee, Media & Mass Kanishka Publishers, New Delhi-02 ,2005
4. Chatterjee, P.C. Broadcasting in India, SAGE, New Delhi.
5. Luthra, H.R., Indian Broadcasting, Publications Division, Govt. of India, New Delhi.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BAC5101T  
Credits: 6

L	T	P
4	1	1

## Marketing

### Course Objective:

1. To make the students understand the various concepts of marketing and to work into the emerging trends in marketing.
2. To teach them the key aspects of marketing communication.
3. To apprise them of the emerging trends of marketing.
4. To aware students about Social and Psychological influences on consumer behaviour.
5. To impart knowledge about the market response towards demand.

### Course Outcomes:

1. Students will learn the concept of marketing.
2. They will understand the various aspects of marketing communication.
3. They will become aware of emerging trends of marketing.
4. Students will be able to analyze Segmentation, Targeting & Positioning of the market
5. Students will learn the digital marketing strategy

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	1	-	2	-	-	1	2	3	2	1	2	3
CO 2	3	2	3	1	-	2	-	-	2	2	3	1	1	2	3
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	1	2	3
CO 4	3	2	2	2	-	3	2	-	2	2	2	3	1	2	3
CO 5	3	2	2	2	-	2	1	-	2	2	3	3	3	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concepts of Marketing Principles and Process</b>
	Definition of Marketing; Core concepts of Marketing (Production, Product, Selling, Marketing, Customer and Holistic), Product Life Cycle; Types of market.
<b>UNIT- II</b>	<b>Marketing Mix and Communication</b>
	Product (Types and Levels); Price, Place; Promotion Mix (Advertising, Public Relations, Personal Selling and Sales Promotion); Service Marketing (7 Ps)
<b>UNIT- III</b>	<b>Consumer Behaviour</b>
	Concept of Consumer Behaviour; Social and Psychological influences on consumer behaviour; Buying decision making process; Segmentation, Targeting & Positioning (STP) analysis
<b>UNIT- IV</b>	<b>Contemporary Practices in Marketing</b>
	Integrated Marketing Communication; Social Marketing; Customer Relationship management (CRM); Niche marketing, Digital Marketing

**Practical/ Assignment:**

- Seminar presentation
- STP analysis of any Brand
- Case study on social marketing
- IMC plan development

**Suggested Readings**

1. Marketing Management, Kotler, Keller, Koshy, Jha, PHI, New Delhi
2. Marketing Management, Ramaswamy Namakumari, McGraw Hill, New Delhi
3. विपणन प्रबंध, पीके शाह और बीडी टातेड़, Atlantic Publishers and Distributors, New Delhi
4. विज्ञापन एवं जनसम्पर्क; जयश्री जेठवानी, सागर प्रकाशन, नईदिल्ली

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BME5101T  
Credits: 6

L	T	P
5	1	-

## Environmental Studies

### Course Objective:

1. To impart basic knowledge of environmental studies.
2. To develop an attitude of concern for the environment.
3. To acquire skills to help people identifying and creating solutions for the environment related problems.
4. To understand the significance of sustainable development.
5. To provide understanding how media professionals can contribute in creating awareness about environmental issues.

### Course Outcomes:

1. Students would gain an understanding of the concepts of environmental studies.
2. Students would be able to utilize media for different sustainable developmental activities.
3. Students would be able to utilize media for different promotional activities for protecting the environment.
4. Students will be able to create awareness about environmental issues in society.
5. Students would be able to know about the consequences of issues like global warming or climate change.

### Course Outcome and Program Outcomes

PEO	Course Mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	1	2	2	1	1	2	2	2	3	1	2
CO 2	2	2	3	2	1	2	2	1	2	2	2	1	1	2	3
CO 3	2	2	3	2	3	2	1	2	3	2	2	2	2	2	2
CO 4	3	2	2	2	2	2	2	1	2	2	2	2	1	2	2
CO 5	2	2	2	2	2	2	1	2	2	2	2	2	1	2	1

3- High, 2-Significant, 1-Low

UNIT- I	Nature of Environmental Studies
	<p>The Multidisciplinary nature of environmental studies and Natural resources. Definition; Scope and importance, Need for public awareness Natural resources and associated problems. Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources; Equitable use of resources for sustainable lifestyles.</p>

<b>UNIT- II</b>	<b>Eco System and Bio Diversity</b>
	Ecosystems, Biodiversity and its Conservation Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity introduction-Definition: genetic, species and ecosystem diversity Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
<b>UNIT- III</b>	<b>Pollution and Human Health</b>
	Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards Solid waste Management: Causes, effects and control measures of urban and industrial wastes; Role of an individual in prevention of pollution; Pollution case studies, Disaster management: floods, earthquake, cyclone and landslides. Population growth, variation among nations; Population explosion-Family welfare Programme Environment and human health, Human Rights, Value Education; HIV/AIDS, Women and Child Welfare; Role of information Technology in Environment and human health, Case
<b>UNIT- IV</b>	<b>Sustainable Development and Human Health</b>
	From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation, Consumerism and waste products Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act.- Forest Conservation Act; Issues involved in enforcement of environmental legislation, Public awareness;

**Assignment:**

- Visit to a local area to document environmental assets river/ forest/ grassland/ hill/ mountain.
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

**Suggested Readings**

1. Harris, CE, Prichard MS, Rabin's MJ, "Engineering Ethics"; Cengage Pub.
2. Rana SVS ; "Essentials of Ecology and Environment"; PHI Pub.
3. Raynold, GW "Ethics in information Technology"; Cengage.
4. Svakumar; Energy Environment & Ethics in society; TMH
5. AK De "Environmental Chemistry"; New Age Int. Publ.
6. BK Sharma, "Environmental Chemistry" ; Goel Publ. House.
7. Bala Krishnamoorthy; "Environmental management"; PHI
8. Gerard Kiely, "Environmental Engineering" ; TMH
9. Miller GT JR; living in the Environment Thomson/cengage
10. Cunningham WP and MA; principles of Environment Sc; TMH.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: AEC5101T

Credits: 4

L	T	P
3	1	-

## पत्रकारिता, जनसंचार और हिन्दी

### Course Objective:

1. Students will be well informed about the Hindi language, spellings and errors.
2. To create awareness that Hindi is an essential language and why it is necessary to imbibe it.
3. To develop affection and consciousness towards the Hindi language so that she/ he can use it as a powerful tool.
4. To create an inspiration that Hindi is not inferior to any other indigenous or foreign language and it is a proud world language.
5. Hindi as a language has such a great study that it is taught on priority in universities all over the world.

### Course Outcomes:

1. The student shall not make mistakes in Hindi writing and shall have complete knowledge of the language including letters, alphabets and script.
2. The student may work in any media genre, the student will have excellent knowledge of the Hindi language and its tools and the student will be able to take help from them.
3. The student will be able to see the best career in Hindi and she/he will make this language the medium of new opportunities.
4. Hindi will not be just a language for her/ him, but through it, she/ he will be able to give voice to expressions effectively.
5. The student will be happily inspired to do innovations in Hindi and through this, she/ he will be molded into a creative genius.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	2	1	1	-	1	1	2	2	2	1	2
CO 2	3	2	2	2	2	1	1	-	1	1	2	2	2	1	2
CO 3	2	3	-	2	-	2	1	-	2	2	1	2	2	2	2
CO 4	2	3	-	2	-	2	1	-	2	2	1	2	2	2	2
CO 5	2	2	2	2	2	1	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

UNIT- I	व्यावहारिक हिन्दी
	हिन्दी भाषा : उत्पत्ति और विकास, अंक और अक्षर, संस्कृत से आई 64 ध्वनियाँ, अंगरेज़ी, अरबी और फ़ारसी के प्रभाव से आई ध्वनियाँ (जैसे नुक्ता, 'अ' 'ह' की विशिष्ट ध्वनियाँ आदि), वर्णों का उच्चारण, वर्णों के लेखन और उच्चारण में त्रुटियाँ, देवनागरी लिपि, मानक हिन्दी, मानक लिपि, हिन्दी व्याकरण के कुछ ज़रूरी पहलू, हिन्दी भाषा परिवार, उर्दू भाषा, उर्दू और हिन्दी का रिश्ता, अंगरेज़ी और हिन्दी का रिश्ता, हिन्दी पर अन्य भाषाओं का प्रभाव, हिन्दी का अन्य भाषाओं पर प्रभाव, हिन्दी में विराम चिह्न, वर्तनी और भाषा पर शुरुआती छापेखाने से लेकर इंटरनेट युग तक के प्रभाव।

<b>UNIT- II</b>	<b>सृजन, संवेदना और शब्दशक्ति के स्रोत</b>
	हिन्दी की सृजन शक्ति, संवेदना और अभिव्यक्ति के लिए शब्दों के स्रोत, भाषा के शक्तिशाली टूल के रूप में शब्दकोशों, समांतर कोशों और शब्दावली कोशों का प्रयोग, शब्दों की उत्पत्ति और अर्थ-परिवर्तन, वाक्य-विन्यास, वाक्य-विन्यास संबंधी चूकें, गलत लिखे जाने वाले शब्द, मुहावरे और लोकोक्तियां, शैली और मौलिकता, पारिभाषिक शब्दावली, लोकप्रिय हिन्दी, हिन्दी में शुद्ध और अशुद्ध शब्द, स्टाइल शीट या स्टाइल बुक, कवरेज के दौरान प्रादेशिक भाषाओं के शब्दों का सही अर्थ जानना, हिन्दी में विदेशी भाषाओं के शब्द।
<b>UNIT- III</b>	<b>हिन्दी : अभिधा, व्यंजना, लक्षणा और नवाचार की भाषा</b>
	हिन्दी का भाषा विज्ञान, शब्द शक्तियां (अभिधा, लक्षणा और व्यंजना) हिन्दी में नवाचार, खबर, लेख, रूपक और अन्य विधाओं की हिन्दी, राजनीति-व्यापार-प्रशासन-सिनेमा-चिकित्सा-लोकसमाज-न्यायालय-पुलिस-धर्म-समाज-संस्कृति-विज्ञान-इंटरनेट-तकनालॉजी-सोशल मीडिया आदि की विशेष शब्दावली जीवंत भाषा बनाम मृतभाषा का सिद्धांत, राजभाषा बनाम राष्ट्रभाषा की बहस, भारतीय संविधान सभा की बहस में हिन्दी भाषा और लिपि का प्रश्न। अनुवाद: हिन्दी से अंगरेज़ी, अंगरेज़ी से हिन्दी और प्रादेशिक भाषाओं से हिन्दी में और हिन्दी से प्रादेशिक भाषाओं में। हिन्दी : प्रिंट से डिजिटल तक, हिंदुस्तानी की अवधारणा, हिंग्लिश।
<b>UNIT- IV</b>	<b>विदेशों में हिन्दी और हिन्दी के विदेशी विद्वान</b>
	हिन्दी एक विश्वभाषा, फीजी, जापान, फ्रांस, इटली, दक्षिण कोरिया, कजाकिस्तान, ताजिकिस्तान, तंजानिया, पोलैंड, दक्षिण अफ्रीका, श्रीलंका, कैरेबियन देशों, ब्रिटेन, रूस, चीन, अमेरिका, जर्मनी, फ्रांस, डेन्मार्क, पाकिस्तान, नीदरलैंड, क्रोएशिया, मॉरीशस, सूरीनाम आदि में हिन्दी, हिन्दी के विदेशी विद्वान

**Assignment:**

- Go through the newspaper of a week and point out the mistakes by preparing a list of it in text and headlines.
- Translate 2 editorials

**Suggested Readings**

1. तिवारी, भोलानाथ, हिन्दी भाषा की सामाजिक भूमिका, दक्षिण भारत हिन्दी प्रचार समिति
2. कुमारचंद, जनसंचार माध्यमों में हिन्दी, क्लासिकल पब्लिशिंग कम्पनी, दिल्ली
3. मानक हिन्दी का शुद्धिपरक व्याकरण : रमेशचंद्र महरोत्रा
4. शब्दों के साथ-साथ : डॉ. सुरेश पंत
5. भारत के प्राचीन भाषा परिवार और हिन्दी : रामविलास शर्मा
6. हिन्दी शब्दानुशासन : किशोरीदास वाजपेयी
7. हिन्दी निरुक्त : किशोरीदास वाजपेयी
8. अच्छी हिन्दी : किशोरीदास वाजपेयी
9. लेखन कला : किशोरीदास वाजपेयी
10. अच्छी हिन्दी : रामचंद्र वर्मा
11. हिन्दी भाषा : डॉ. हरदेव बाहरी
12. वर्णोच्चारण शिक्षा : स्वामी दयानंद सरस्वती

13. व्यावहारिक हिन्दी व्याकरण : डॉ. हरदेव बाहरी
14. शुद्ध हिन्दी : डॉ. हरदेव बाहरी
15. भाषा विज्ञान के तत्व : डॉ. राजनारायण मौर्य
16. अंकों की कहानी : गुणाकर मुले
17. अक्षरों की कहानी : गुणाकर मुले
18. शुद्ध हिन्दी कैसे सीखें : राजेंद्र प्रसाद सिन्हा
19. बहुचन का हिन्दी का विश्व अंक : जुलाई सितंबर 2015
20. हिन्दी भाषा : स्वरूप-शिक्षण-वैश्विकता : डॉ. कमलकिशोर गोयनका, प्रो. महावीर सरन जैन, प्रो. अवनिजेश अवस्थी
21. शब्दों का सफ़र (3 खंड) : अजित वडनेरकर
22. Hindustani (2005). Keith Brown (ed.). Encyclopedia of Language and Linguistics (2 ed.). Elsevier. Bangha, Imre (2018). "Hindi". In Fleet, Kate; Krämer, Gudrun; Matringe, Denis; Nawas, John; Rowson, Everett (eds.). Encyclopaedia of Islam (3rd ed.). Brill Online.
23. Bhatia, Tej K. A History of the Hindi Grammatical Tradition. Leiden, Netherlands & New York, NY: E.J. Brill, 1987.
24. Snell, Rupert; Weightman, Simon (1989). Teach Yourself Hindi (2003 ed.). McGraw-Hill.
25. Taj, Afroz (2002) A door into Hindi. Retrieved 8 November 2005.
26. Tiwari, Bholanath ([1966] 2004) हिन्दी भाषा (Hindī Bhasha), Kitab Pustika, Allahabad,
27. Chris Baldik, Oxford Dictionary of Literary terms

#### Examination Scheme:

#### End of Semester Exam (EoSE)-70 Marks

Students will have to attempt FIVE questions from two sections.

#### Section I

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

#### Section II

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

#### Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: VAC5101T

Credits: 2

L	T	P
2	-	-

## Indian Philosophy and Knowledge System

### Course Objective:

1. To provide students with a comprehensive understanding of the rich and diverse knowledge systems that have evolved in India over millennia.
2. To explore various domains of Indian knowledge, including philosophy, spirituality, science, arts, literature, and social sciences.
3. To explore the spiritual traditions of India and examine Indian art and aesthetics.
4. To analyze the contributions of ancient Indian sciences, Investigate the influence of Indian knowledge on the world.
5. To develop critical thinking and analytical skills through studying Indian knowledge.

### Course Outcomes:

1. Students will delve into the ancient philosophical traditions of India, such as Vedanta, Nyaya, and Yoga, and gain insights into the fundamental concepts, theories, and worldviews.
2. Students will examine the key texts, rituals, practices, and philosophies associated with these traditions.
3. Students will learn about the significant contributions of ancient Indian sciences, including mathematics, astronomy, metallurgy, medicine, and architecture.
4. Students will study the social structures, political systems, governance models, and economic frameworks.
5. Students will learn to analyze complex concepts, engage in intellectual discourse, and evaluate the relevance of Indian knowledge in contemporary contexts.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	1	2	1	1	2	2	1	1	2	2	3	2	2
CO 2	2	2	2	2	1	1	2	1	2	1	2	1	1	1	2
CO 3	2	1	2	2	2	2	1	1	1	1	2	1	1	1	2
CO 4	3	2	1	2	1	1	2	2	1	1	2	2	3	2	2
CO 5	3	3	1	2	1	1	1	1	1	2	2	1	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Indian Philosophical Traditions</b>
	Fundamental Concepts and theories: Shad-Darshan, Buddhism, Jainism and Lokayat
<b>UNIT- II</b>	<b>Evolution of Indian Culture</b>
	Hinduism, Bhakti Movement, Sufism, Islam and Sikhism, Socio-Religious Reforms Heritage sites of India
<b>UNIT- III</b>	<b>Indian Sciences</b>
	Traditions of Medicine, Mathematics, Astronomy, Metallurgy, Architecture and Linguistics in India
<b>UNIT- IV</b>	<b>Indian Art</b>
	Sculpture, Painting, Drama, Music, Dance, and Literature.

Aesthetics, Symbolism, Cultural Context, and Evolution of these art forms. Fairs and Festivals
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**Assignment:**

- Students will give presentation on Indian art and civilization
- Students will build models based on ancient Indian science, mathematics and astronomy
- By visiting the museum, students will understand Indian history and contribution and give a presentation on it.

**Suggested Readings**

1. Michael Wood ,The Story of India
2. Sue Hamilton, Indian Philosophy: A Very Short Introduction
3. Diana L. Eck, India: A Sacred Geography
4. A.L. Basham , The Wonder That Was India
5. Erich Schiffmann , Yoga: The Spirit and Practice of Moving into Stillness
6. Surendranath Dasgupta , A History of Indian Philosophy
7. Kulke and Rothermund , The Cambridge Illustrated History of India
8. Nitin Singhanian, Indian Art and Culture
9. बिमल कुमार गर्ग, भारतीय कला का इतिहास
10. नियती खांडेकर, भारतीय कला का इतिहास
11. सितांत सरीन, भारतीय शिल्प का इतिहास
12. भरत मुनि, भारतीय नाट्य शास्त्र
13. निकोलस बर्नर्स, भारतीय कला और संस्कृति
14. एम. बी. मोदक, भारतीय संगीत और नाट्य शास्त्र
15. बिमल कुमार पांडेय, भारतीय चित्रकला
16. रामधारी सिंह दिनकर, संस्कृति के चार अध्याय

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

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# SEMESTER II

Course Code: BMC5201T

Credits: 6

L	T	P
5	1	-

## Introduction to Print Media

### Course Objective:

1. To understand the working pattern of various print media platforms
2. To familiarize the students with the basics of writing of print media.
3. To create understanding of various print media content.
4. To develop the knowledge of news agency.
5. To inculcate the knowledge of book editing.

### Course Outcomes:

1. Students would be able to inculcate the knowledge of various types of Newspaper
2. Students would be able to understand the working pattern of various print media platform.
3. Students would be able to familiarize themselves with the basics of writing of print media.
4. Students would be able to create understanding of various print media content.
5. Students would be able to develop the knowledge of news agency.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	2	-	2	2	2	2	2	2	2
CO 2	3	2	2	1	1	1	2	-	2	3	2	1	1	1	2
CO 3	3	3	2	1	-	1	2	-	2	2	2	2	2	2	2
CO 4	2	2	2	1	2	1	1	-	2	3	2	1	2	1	1
CO 5	3	3	2	2	1	2	3	-	2	3	2	3	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to News Paper and Writing</b>
	Various types of newspaper periodical Newspapers (Daily, Weekly, Fortnightly, Monthly), Elements of News Writing; Writing a Photo caption for a News paper; Writing an Editorial, Article and Feature for a newspaper; Writing news stories for different beats
<b>UNIT- II</b>	<b>Editorial Policy</b>
	Style sheet of a Newspaper; Pagination of a Newspaper; Vocabulary for writing news in a News paper; Editorial policy of a News paper; Opinion Writing
<b>UNIT- III</b>	<b>Writing for Different Publication</b>
	Difference between writing for a Newspaper and Magazines; Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.) Writing a Travelogue; Data Journalism; Writing for a Magazine
<b>UNIT- IV</b>	<b>News Agencies</b>
	Concept of News agency; Indian news agencies; Foreign news agencies; Writing for news agencies; Difference between writing for news agencies & other forms of writing

**Assignment:**

- Editing news reports
- Editing articles of magazine
- News selection and placement
- Preparing dummies of newspapers and magazine

**Suggested Readings**

1. History of Journalism in India - J. Natrajan
2. Press - M. Chalapati Rao
3. Press Commission Report - Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
5. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
6. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
7. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977- 99, St. Martin's Press, New York, 2000
8. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
9. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
10. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: BMC5202T  
Credits: 6

L	T	P
5	1	-

## News Writing

### Course Objective:

1. To understand the basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand different writing techniques.
4. To develop the knowledge of web writing.
5. To inculcate the knowledge of news and backgrounder.

### Course Outcomes:

1. They will know about skills of reporting
2. Students will be able to understand News concepts
3. They will be able to write reports and conduct interviews
4. Students will be able to learn draft based on writing skills
5. Students will be able to adapt to customized writing based on different writing

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	2	1	2	1	-	2	2	2	2	2	2	2
CO 2	2	2	3	2	1	2	2	-	2	3	2	1	1	1	2
CO 3	3	3	2	1	-	1	2	-	2	2	2	2	2	2	2
CO 4	2	2	2	1	2	1	1	-	2	3	2	1	2	1	1
CO 5	3	2	2	2	2	2	3	-	2	3	2	3	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of News</b>
	Concept & Definitions of News ; Elements of News ; News values and dynamics of news values ; Truth, Objectivity, Diversity, Plurality ; Social welfare and relevance of facts
<b>UNIT- II</b>	<b>Structure of News and Source</b>
	News : structure and content, ; Differences between news writing and other forms of media writing ; Various types of writing style ; Headlines: Types, Function and Importance ; Various techniques of writing headlines. Source of News, cultivation and protection ; Verification and validation of facts ; Types of News stories ; Introduction to writing news ; Article, Features
<b>UNIT- III</b>	<b>News Analysis</b>
	News analysis ; Backgrounders ; Writing News based on Interviews ; Writing News for Newspapers ; Writing News for Radio, Television
<b>UNIT-IV</b>	<b>News Writing for New Media</b>
	News Writing for web, E-paper ; Writing for Blog ; Writing photo captions ; Writing for social media ; Comparison of online writing and other forms of writing

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**Assignment:**

- Write any five news report for print medium.
- Write any five news report for Television.
- Write any five news report for web.

**Suggested Readings**

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
6. George A Hough,' News Writing', Kanishka Publishers, New Delhi, 2006.
7. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
8. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
9. समाचार एवं प्रारूप-लेखन, डॉ. रामप्रकाश/डॉ. दिनेश कुमार गुप्त, राजकमल प्रकाशन, नई दिल्ली
10. समाचार संकलन एवं संपादन, विजय शर्मा, इशिका पब्लिशिंग हाउस, जयपुर
11. समाचार लेखन एवं संपादन, नवीन चंद्र पंत, कनिष्का पब्लिशर्स, नई दिल्ली

**Examination Scheme:**

**End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BEC5201T

Credits: 6

L	T	P
4	1	1

## Radio Journalism

### Course Objective:

1. Understand radio journalism and use various radio instrument and mixers.
2. To apprise students about new trends in radio journalism
3. To introduce students to the presentation, interviewing skills for new online radio.
4. Visit radio commercial radio studios
5. To acquaint students with the practice of radio production and transmission.

### Course Outcomes:

1. Students will be able to create radio news stories.
2. Students will be able to produce radio news bulletin
3. Students will be able conduct interview, make radio promos and jingles
4. Students will be able to apply radio production techniques.
5. Students will do radio program production in different formats.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Radio</b>
	Radio Stations based on transmission and purpose: Community radio, military radio, spiritual/religious radio, Commercial radio, private radio, pirate radio Amateur radio stations, Satellite radio, Radio Studio Set up, Recording Equipments
<b>UNIT- II</b>	<b>Writing for Radio</b>
	Script writing for Radio –Writing for the ear, sound and sound bites Writing for radio programs Talk, Radio Play; Feature, advertisements, Radio as a tool of social change
<b>UNIT- III</b>	<b>Radio Presentations</b>
	Voice Modulation, pitch, enunciation, flow, pronunciation, Radio Interviews - Preparing and Planning, Types of Interviews on Radio, Online interview techniques; Moderating Skills for Radio Discussion Program; Handling Interactive Live Transmission
<b>UNIT-IV</b>	<b>Radio Sound</b>
	Characteristics of sound- Frequency and Wave length, Different types of microphones, Sound-Analogue and Digital, Importance of music and sound effects

**Practical/ Assignment:**

- Writing the script for advertisement for five different products for radio.
- Preparing a radio jingle for FM channel.
- Drawing up fixed point chart for community radios.
- Writing script for short news bulletins.
- Production of field based Radio features.
- Production of Studio based Radio programmes in different formats.

**Suggested Readings**

1. David J., Radio Broadcast Journalism, Cyber Tech Publication
2. Zaza Tony, Mechanics of Sound Recording, Prentice Hall Publication
3. McLeish Robert, Radio Production, Focal Press
4. Holman Tomlinson, Sound for Digital Video, Elsevier Publication
5. Raman Usha, Writing for Media, Oxford university publication.
6. Ranganathan Maya, Rodrigues Usha M, Indian Media in a Globalized World, Sage Publication.
7. Hasan Seema, Mass Communication Principle and Concepts, CBS Publishers.
8. Stovell James glen, Journalism: Who, What, When, Where, Why and How, Prentice

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BAC5201T

Credits: 6

L	T	P
4	1	1

## Introduction to Advertising

### Course Objective:

1. To develop student's understanding about the basic concepts of advertising and its development.
2. To teach them the importance of advertising in media.
3. To teach them the concept of AD campaign & copy writing.
4. To apprise them the functioning of advertising agencies.
5. To inculcate Knowledge advertising industry and media research.

### Course Outcomes:

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of AD campaign & copy writing.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry, its functioning and media research.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	-	-	1	-	3	2	3	-	3
CO 2	3	2	3	2	-	2	-	-	2	-	2	1	1	-	3
CO 3	3	2	3	2	-	2	1	-	2	1	3	2	2	1	3
CO 4	3	2	2	2	-	2	1	-	2	3	3	2	1	1	3
CO 5	3	2	2	2	-	3	1	-	2	2	3	2	3	1	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of Advertising</b>
	Advertising : concepts, definitions, needs; Development of advertising in India and World; Importance and role of advertising in media; Trends in advertising; Basic Principles and Vocabulary; Product advertising; Market segmentation; Sales promotion; Identification of target consumer; Market trends
<b>UNIT- II</b>	<b>Advertising Campaign</b>
	Advertising campaign; Campaign planning; Brands image and positioning; Advertising strategies; Types of advertising: General Objectives, Slogans and Appeals
<b>UNIT- III</b>	<b>Advertising Agencies</b>
	Advertising Agencies, growth and development; Structure and function; Media selection, print, audio visual, digital; Design, budget, client relations; Advertising copy writing, testing: pre and post testing
<b>UNIT-IV</b>	<b>Advertising Media Research</b>
	Media research for advertising; Planning and executions, market research; Advertising and society; Branding the product; Advertising ethics

**Practical/ Assignment:**

- Advertisement Designing
- Finding out targets audience for products.
- Media hunt and preparing advertisement
- Prime time advertisement study and report writing
- Preparing advertising copy and posters
- Testing advertising copy
- Visiting advertising agencies
- Preparing a list of National and International ad. agencies.
- Organizing Ad exhibitions
- Creating advertising clubs

**Suggested Readings**

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BME5201T

Credits: 6

L	T	P
5	1	-

## Indian History

### Course Objective:

1. The course seeks to introduce art of historical thinking and how the ideology and inclination affects writing of history.
2. It aims to trace history of ancient and medieval India contextualising -apart from political history to society and religion, art and architecture and economy so as to present a rounded and nuanced perspective of ancient and medieval India.
3. To create understanding of 'Modern'. The origin of rationality and humanism which in turn reshaped social , religious and political order and paved the way for many revolutions and upheavals which collectively shaped the world, in which we live.
4. History of modern India intends to teach making of a modern Nation State which India is
5. To develop understanding of the ideals and aspiration of freedom struggle and also to pinpoint the short comings of our freedom struggle.

### Course Outcomes:

1. Students will be able to appreciate historical facts and their interpretation.
2. Students will understand the plurality of ideas which is the main tenets of Indian civilization.
3. They will learn how political history essentially affect cultural outlook of a society.
4. Students will be able to recognise the significance of rationality and human centric thoughts in the making of modern world.
5. They will also appreciate how capitalism, imperialism and nationalism influenced the politics of world.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	1	1	1	2	1	1	1	2	1	3	3	1	2
CO 2	3	1	2	1	1	2	1	1	2	2	2	3	1	2	2
CO 3	3	2	1	1	1	2	1	1	2	2	1	3	2	1	2
CO 4	3	1	1	1	1	2	1	2	1	2	1	2	1	1	2
CO 5	3	1	2	1	1	2	1	1	2	2	2	3	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>History, Historiography and Reconstructing Indian Past</b>
	Nature and Scope of History, Historical Fact and Historical Interpretation, A brief Survey of Major Modern Historiographical Schools,
<b>UNIT- II</b>	<b>Ancient India</b>
	Indus and Vedic(cultural foundation) , Mahajanpad- (formation of state and its effects), Mauryan state (powerful state & Empire building) , Post Mauryan period (Invasion and inter cultural exchange)
<b>UNIT- III</b>	<b>Medieval India</b>
	Land grants & Expansion of cultivation – socio-cultural effects, Proliferation of caste, religious sphere in Early Medieval India, Emergence of distinct Regional identities. India Under the Sultanates, Mughals and Regional powers. Polity, Economy and public life in Medieval India.

<b>UNIT-IV</b>	<b>Modern India</b>
	Colonial Economy, Social & Religious awakening. Early revolts against British. Origin and evolution of Nationalism in 19 <sup>th</sup> century. Role of press in political and social awakening. Swadeshi Movement, Rise of revolutionary movements, Emergence of Mahatma Gandhi in public life, Non Cooperation movement, Peasant and working class movements, Civil disobedience, Rise of communalism, Quit India and last phase of struggle, Partition and Independence.

**Assignment:**

- Visit a museum, list the objects and artefacts exhibited there and try to extract historical inference from them.
- Organise a reading session of any ancient or medieval text, make your interpretation and give a rationale for interpretation
- Compare the trade centres of Ancient and Medieval India and give your reasons why some centres diminished, some remained intact and why some new emerged.

**Suggested Readings**

1. What is History, E H Carr, Penguin Books, New Delhi
2. Philosophy of History- A guide for Students, M C Lemon, Routledge
3. A Text Book of Historiography, E Sreedharan, Orient BlackSwan, New Delhi
4. A history of Ancient and Early Medieval India, Upinder Singh, Pearson Longman, New Delhi
5. Early Indians, Tony Joseph, Juggernaut, New Delhi
6. Ancient India, R C Majumadar, Motilal Banarsidas
7. The Wonder that was India, A L Basham, Pan Macmillan, New Delhi
8. History of Medieval India, Satish Chandra, Orient BlackSwan, New Delhi
9. Exploring Medieval India, Meena Bhargava, Orient BlackSwan, New Delhi
10. From Plassey to Participation and After, Sekhar Bandyopadhyay : Orient BlackSwan, New Delhi
11. India's Struggle for Independence, Bipin Chandra (Edited), Penguin Books, New Delhi
12. Makers of Modern India, Ramchandra Guha, Penguin, New Delhi
13. भारतीय परम्परा की खोज, भगवान सिंह, किताब घर प्रकाशन, नई दिल्ली
14. भारतीय सभ्यता की निर्मिति, भगवान सिंह, किताब घर प्रकाशन, नई दिल्ली
15. दिल्ली सल्तनत, आशीर्वादी लाल श्रीवास्तव, शिवलाल अग्रवाल एंड कम्पनी, आगरा
16. मुगल कालीन भारत, आशीर्वादी लाल श्रीवास्तव, शिव लाल अग्रवाल एंड कम्पनी, आगरा
17. मध्य कालीन भारत का समाज एवं संस्कृति, शिवकुमार गुप्त (संपादित), पंचशील प्रकाशन, जयपुर
18. मध्य कालीन बोध का स्वरूप, हजारी प्रसाद द्विवेदी, राजकमल प्रकाशन, नई दिल्ली
19. भारत का इतिहास, रोमिलाथा पर, राजकमल प्रकाशन, नई दिल्ली।
20. मध्यकालीन भारत का इतिहास, सतीशचन्द्र, ओरियंटब्लैक स्वान, नई दिल्ली।
21. भारत का प्राचीन इतिहास, रामशरण शर्मा, ओरियंटब्लैक स्वान, नई दिल्ली।
22. प्राचीन भारत की संस्कृति और सभ्यता, दामोदर धर्मानंद कोसंबी, राजकमल प्रकाशन, नई दिल्ली।
23. आधुनिक भारत का इतिहास, एमएस जैन, वायली प्रकाशन, मुंबई



**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: AEC5201T

Credits: 4

L	T	P
3	1	-

## English Language and Communication

### Course Objective:

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

### Course Outcomes:

1. Students would be able to create linguistic skills.
2. Students would be able to impart knowledge about advanced vocabulary for effective communication.
3. Students would be able to understand the societal cultural perspectives.
4. Students would be able to inculcate the knowledge of compositional and comprehension skills.
5. Students would be able to develop the knowledge of various forms of English literature.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	1	2	1	1	2	-	1	1	2	2	3	2	3
CO 2	2	2	2	2	1	1	2	-	2	1	2	1	1	1	3
CO 3	2	1	2	2	2	2	1	-	1	1	2	1	1	1	2
CO 4	3	2	1	2	1	1	2	-	1	1	2	2	3	2	3
CO 5	3	3	1	2	1	1	1	-	1	2	2	1	2	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Tenses</b>
	Tenses: Simple, Present, Progressive, Future (All Types); Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses; Modals and use of Shall, Should, Will. Reported Speech- Would, May, Might, Can, Could, etc; Voice-Active and Passive Voice Narration Direct & Indirect, Diminutives and Derivatives, Word foundation Jargons of registers; Compound Words, Words Often mis-Spelt and Misused; Idioms, Proverbs; Antonyms, Synonyms, Homonyms, Acronyms; One-Word Substitutes
<b>UNIT- II</b>	<b>Comprehension</b>
	Close Reading, Comprehension; Summary Paraphrasing; Analysis and Interpretation; Translation (from Indian language to English and vice-versa) Technical terminology in the field of Sports, Finance, Economics, IT, Science, Agriculture, Politics, Law and Culture
<b>UNIT- III</b>	<b>LSRW Skills</b>
	Focus on Listening, Speaking, Reading & Writing Skills (LSRW) note making and note-taking skills; Essay Writing; Report writing; Correction of Common Errors; Rewriting Sentences as Directed
<b>UNIT-IV</b>	<b>Forms of English Literature</b>
	Introduction to various forms of English Literature; Definition and types of Prose, Poetry, Drama and Fiction; Speaking Skills and Presentation: Presentation Design and Delivery Monologue Dialogue, Group Discussion and Figures of Speech; Short Stories

of eminent Indian authors
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**Assignment:**

- Submit assignments of writing on 15 different fields in English language.
- Translation of 10 English news reports into Hindi and 10 Hindi news reports in English.
- Classroom presentation on any five topics of interest in English language.

**Suggested Readings**

1. Ferdinand de Saussure: Course in General Linguistics. Bloomsbury Publishing
2. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing
3. Peter Roach: English Phonetics and Phonology- A Practical Course 4th Edition
4. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
5. The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India
6. A Practical English Grammar by Thomson and Marlinet
7. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
8. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi
9. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGraw Hill Publishing Company Ltd. New Delhi .
10. Howard, Peter, Perfect Your Punctuation, Orient Longman, Delhi.
11. Howard, Peter, Perfect Your Grammar, Orient Longman, Delhi.
12. Howard, Peter, Mistakes to Avoid in English, Orient Longman, Delhi.
13. Howard, Peter, Perfect Your Sentences, Orient Longman, Delhi.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

**Total Credits for one year certificate:**

Year I	Skill Enhancement Course	Total Credits
40	04	44

To exit after 1st-year the minimum credit requirement is 40 from the courses and 04 mandatory credits from the Skill Enhancement Course (SEC) 'Computer Applications in Media', hence Certificate @ 44 Credits.

Students opt to earn 4 credits atleast from Ability Enhancement Courses.

# SEMESTER III

*Anging*

Course Code: BMC6301T

Credits: 6

L	T	P
5	1	-

## Indian Constitution and Media-Related Laws

### Course Objective:

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

### Course Outcomes:

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

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	1	2	1	-	3	2	2	2	2	2	2
CO 2	2	2	3	2	1	2	2	-	3	3	2	1	1	1	2
CO 3	3	3	2	1	-	1	2	-	3	2	2	2	2	2	2
CO 4	2	2	2	1	2	1	1	-	3	3	2	1	2	1	1
CO 5	3	2	2	2	2	2	3	-	3	3	2	3	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction of the Constitution</b>
	Introduction of the Constitution; Preamble of the constitution; Salient features of Constitution; Amendments in Constitution; Special provisions
<b>UNIT- II</b>	<b>Fundamentals of the Constitution</b>
	Fundamental rights; Directive principles of state policies; Fundamental duties; Emergency powers; Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)
<b>UNIT- III</b>	<b>Media Laws and Act</b>
	Press in India; Media laws: Introduction; Significance of media laws; Freedom of expression in context of media; Role of media laws and their application Working Journalist Act; Copyright Act; Contempt of court; IT Act; Right to Information Act
<b>UNIT-IV</b>	<b>Media Ethics</b>
	Main Provisions of IPC and CRPC, Official secret Act, Press Council Act; Press and Registration of Book Act; Prasar Bharti Act; Code of Ethics

**Assignment:**

- Case studies of any five recent cases related to various media laws.

**Suggested Readings**

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

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BMC6302T  
Credits: 6

L	T	P
5	1	-

### Media Organisation (Print)

#### Course Objective:

1. To teach the ownership patterns of print media in India.
2. To explain the organisational structure of print media.
3. To discuss about the leading newspapers, magazines and news agencies.
4. Informing students about the functions, needs and limits of media organizations
5. To make students aware of various laws related to media organizations

#### Course Outcomes:

1. Students will come to know about the ownership patterns of print media in India.
2. They will understand the organisational structure of print media.
3. It will develop their understanding on the functioning of the leading newspapers, magazines and role of news agencies.
4. Learners will be aware of the working of various media organizations
5. Students will be aware of the need of media organizations

#### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	3	2	-	2	2	-	1	2	2	2	2	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	3	2	2	2
CO 3	3	2	2	3	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	1
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	-	2	2

6. 3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Media Ownership</b>
	Ownership Patterns of Print Media in India: Sole Ownership, Partnership, Private Limited, Public Limited Companies, Trusts, Co-operatives, Religious Institutions (Societies) and Franchises (Chains); Cross Media Ownership; Policy Formulation, Planning and Control; Problems; Process of Launching Print Media Ventures
<b>UNIT- II</b>	<b>Organisational Structure</b>
	Organisational Structure: Concept, Hierarchy and Functions; Organizational Structure of Different Departments: General Management, News Gathering, HR, Finance, Circulation; Pricing Strategies, Advertising, Space Marketing, Production and Reference Sections; Professional Bodies: INS, ABC and IRS
<b>UNIT- III</b>	<b>Leading Newspapers, Magazines and News Agencies</b>
	Leading Newspapers in India: Hindi, English and Regional Languages; Business Newspapers; Important Magazines in India: Hindi, English, Regional and Niche Magazines; News Agencies : Role and Structure
<b>UNIT-IV</b>	<b>Issues of Print Media</b>
	Newspaper Finance and Control; Recruitment Policy, Wage Policy, Wage Boards, Contract System; Advertising Policy; Challenges of Small and Medium



Newspapers; Challenges of Magazine Sector; Concentration in Media : Issues of Diversity and Pluralism, Effects of Digital Technology on Print Media
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**Practical/ Assignment:**

- Seminar presentation and written assignments on any contemporary issue related to print media.

**Suggested Readings**

1. Newspaper Organization and Management; Williams Herbert Lee, The IOWA State University Press, US
2. India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
3. Report of the Enquiry Committee on Small Newspaper (1965)
4. An Introduction to Media Management; Anuradha Mishra, Singhal Law Publisher, New Delhi
5. Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
6. भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली
7. समाचार पत्र प्रबंधन, गुलाब कोठारी, राजकमल प्रकाशन, नई दिल्ली
8. भारतीय समाचार-पत्रों का संगठन और प्रबन्ध, सुकुमार जैन, मध्य प्रदेश हिंदी ग्रंथ अकादमी, भोपाल

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BEC6301T

Credits: 6

L	T	P
5	1	-

## Visual Communication

### Course Objective:

1. To gain knowledge about the concept and definition of visual communication.
2. Learn about various types of visuals using in media.
3. To know about the elements & principles of design.
4. To learn about visual representation & society.
5. To gain knowledge about Visual Grammar.

### Course Outcomes:

1. Students will learn the concepts, theories, aesthetics and skills of visual communication
2. Students will learn about visual persuasion, photography and graphic design
3. Students will learn about cultural and ethical issues, visualization of ideas, and others visual factors
4. Students will learn about the power of visual material
5. Students will be able to make themselves aware of the tools available for visualization

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction of Visual Communication</b>
	Introduction to Visual Communication, Principles of Visual Communication; Historical overview and contemporary trends, Importance of visual communication in various fields, Evolution and significance of visuals in human communication, Understanding visual perception and its impact on audience engagement
<b>UNIT- II</b>	<b>Components of Visual Communication</b>
	Essential Elements of Visual Communication: Line, Colour, Shape, Form, Tone and Texture. Tools of Visual Communication: Symbols, Structures, Shapes, Sizes and Design. Colours and Lighting; Primary, Secondary and tertiary colours; Understanding the importance of light in colours; Indoor and Outdoor Light; Natural v/s Artificial Light. Visual Grammar: Perception, Composition, Grouping and organization, Balance, Lines and Curves; Contrast.
<b>UNIT- III</b>	<b>Visual Communication in Media</b>
	Understanding the significance of visual communication in media; Visual storytelling across different platforms (print, web, social media); Narrative techniques and storyboarding; Engaging the audience through visuals; Introduction to interactive graphics and multimedia journalism; Creating interactive visual experiences; Incorporating multimedia elements (text, images, videos) in storytelling. Visual Effects

	in video content; 2D and 3D Animation; Exploring virtual reality (VR) in media.
<b>UNIT-IV</b>	<b>Ethics in Visual Communication</b>
	Ethics in visual journalism: accuracy, fairness, and integrity, Image manipulation and responsible editing practices, Privacy and consent issues in visual reporting Copyright laws and permissions for using visual content, Impact of visuals on journalism ethics and credibility

**Assignment:**

- Prepare a hand made in house newspaper and create an optical centre with the help of image, text, headline etc.
- Create harmonious color combinations and use them for drawing a news web page.

**Suggested Readings**

1. David Sherwin, Creative Workshop: 80 Challenges to Sharpen Your Design Skills Paperback – Illustrated, November 24, 2010
2. Cath Caldwell , Graphic Design For Everyone: Understand the Building Blocks so You can Do It Yourself Hardcover – Illustrated, August 6, 2019
3. Kris Taft Miller, Graphic Design Fundamentals: An Introduction & Workbook for Beginners (Graphic Design Fundamentals, Tutorials, Lessons & More)
4. Visual Communication; Arun Bhatia; Rajat Publications

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BAC6301T

Credits: 6

L	T	P
4	1	1

## Introduction to Public Relations

### Course Objective:

1. To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. To understand the basic tools of public relations.
4. To impart the fundamentals of public relations writings.
5. To learn the ethics and laws of public relations.

### Course Outcomes:

1. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students would gain knowledge about the basic ethics and laws of public relations.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	2	-	1	2	2	1	3	1	3
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	1	3
CO 3	3	3	2	2	-	2	1	-	2	2	2	2	2	1	3
CO 4	3	3	3	2	-	2	2	-	2	2	2	2	1	1	3
CO 5	3	2	2	2	-	2	1	-	2	-	2	2	3	1	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Public Relations Definition</b>
	Definitions and concept of public relations; Definitions and concept of publicity; Definitions and concept of propaganda; Definitions and concept of advertising; Definitions and concept of e-PR
<b>UNIT- II</b>	<b>Comparative Study</b>
	Difference between public relations and corporate communications; Difference between public relations and advertising; Difference between public relations and propaganda; Difference between public relations and publicity; Difference between propaganda and publicity
<b>UNIT- III</b>	<b>Tools of PR and Media</b>
	Tools of public Relation; Newspaper and magazine; Radio, television and film; New media and social media; Alternate media and traditional media
<b>UNIT- IV</b>	<b>Public Relations Writing and Ethics</b>
	Fundamentals of public relations writing; Press release writing; Poster writing; Wall, pamphlet and leaflet writings; Writing for internal publics Ethics of public relations; Ethics of e-PR; Code of ethics by professional bodies; Laws relating to public relations and corporate communication; Laws relating to e-PR

**Practical/ Assignment:**

- Writing at least 25 press releases of the functions and events of your institution which you have recently attended.
- Preparing at least 25 posters of the visions of the government of your state. · Making at least 25 posters of the missions of the central government.
- Preparing at least 25 posters of the visions of the central government.
- Making at least 25 posters of the missions of the government of your state. · Preparing at least five pamphlets of the visions of your institute.
- Making at least five pamphlets for the missions of your institute.
- Preparing at least 5 leaflets for attracting quality students in your institute. · Planning a newsletter of your institute to build its image.

**Suggested Readings**

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

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC6301T

Credits: 6

L	T	P
5	1	-

## Introduction to Cinema and Documentary

### Course Objective:

1. To introduce the concept of film studies and documentary.
2. To apprise the students about contemporary trends and debates in films.
3. To teach film and documentary appreciation.
4. To teach the process of creating a documentary film.
5. To impart knowledge of production type and preparation.

### Course Outcomes:

1. Students will understand the basics of cinema and documentary.
2. Students will learn and understand recent trends in films.
3. They will develop critical understanding of film and documentary
4. Students will learn to create documentary film.
5. Students will know about the production types and the preparation.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	1	2	-	2	2	-	1	2	3	2	3	1	2
CO 2	3	3	1	2	1	2	2	-	2	2	2	3	1	1	2
CO 3	3	2	1	2	-	1	1	-	2	3	2	2	2	1	2
CO 4	3	1	2	2	1	2	2	-	2	2	2	3	3	1	2
CO 5	3	2	1	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concepts in film and Documentary</b>
	Evolution and Growth of Cinema; Understanding major Film Genres; Debates on film : Realism, Auteur, Ideological Documentary Film- Concept and Approaches; Participatory, Expository, Observational and Performative, Reflexive and Poetic
<b>UNIT- II</b>	<b>Cinema in India</b>
	The Silent Era - Key Features and Personalities; The 'Talkies'- Advent of Sound ; Studio System; Evolution of Independent Film Making; Popular Cinema, Formula Films, New Wave and 'Middle' Cinema; Stardom; The Indian Diaspora
<b>UNIT- III</b>	<b>Documentary film in India</b>
	Documenting socio-political India after independence; Films Division; Documentaries as state propaganda; Independent documentary filmmakers, IDPA; Documentary film movement, Alternative Documentary; Ethical debates in visual Documentation
<b>UNIT- IV</b>	<b>Cinematic Discourse</b>
	Renowned filmmakers and their works: Akira Kurosawa, Sergei Eisenstein, Vittorio De Sica, Jean-Luc Godard, Satyajit Ray, Ritwik Ghatak, Aloor Gopalkrishan, Bimal Roy, Guru Dutt, K. Asif, Shyam Benegal, Mrinal Sen, Hrishikesh Mukherjee, Mehboob Khan, V. Shantaram, Basu Chatterjee, Ketan Mehta

**Assignment:**

- Students will make a short documentary film of 5-6 minutes duration
- Students will be shown two films and will be asked to critically review them.
- Each student will write (essay/article) about important film(s) made by renowned Indian film maker
- Students will make a short video of one minute duration on assigned topic.

**Suggested Readings**

1. Indian Popular Cinema (A Narrative of Cultural Change), Gokulsingh, K. Moti and WimalDissanayake, Orient Longman Limited, New Delhi.
2. Documentary Films in India: Critical Aesthetics at Work ; Aparna Sharma
3. A Pictorial History of Indian Cinema, FirozRangoonwala,Hymlyn, London.
4. The Oxford History of World Cinema, Geoffrey Nowell-Smith, New York & Oxford: Oxford University Press
5. Filming Reality: The Independent Documentary Movement in India; Shoma A. Chatterjee
6. The moving image: A study of Indian cinema , Kishore Valicha, Orient Blackswan

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: SEC6301T  
Credits: 4

L	T	P
2	1	1

### Computer Applications in Media

**Course Objective:**

1. To learn about Computer.
2. To understand Software and Operating System.
3. To understand IT Communication .
4. To learn about Office Automation Package.
5. To learn about Document, creation, manipulation and storage of Chart and Slide Show Package.

**Course Outcomes:**

1. Students will learn about computer
2. Students will be able to understand Software and Operating System
3. Students will have the knowledge of IT Communication
4. Students will learn about Office Automation Package
5. Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package

#### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	3	2	2	2	1	2	2	-	3	1	3
CO 2	3	2	3	2	3	2	2	1	2	2	1	-	1	2	2
CO 3	3	2	3	2	2	2	1	2	2	2	2	-	2	2	2
CO 4	3	2	2	2	3	2	2	3	2	2	2	-	1	2	3
CO 5	3	2	2	2	2	2	1	1	2	2	2	-	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Computer</b>
	Introduction to Computer, Software and Devices Computer System Concepts; Types of Computers, Basic Components of a Computer System Memory, Input Devices, Output Devices, Various Storage Devices, Software - Types - System software, Application software. System Software - Operating System, Utility Program, Assemblers, Compilers and Interpreter Application Software - Word processing, Spreadsheet, Presentation Graphics, Database Management System. Introduction to Operating System and Network Introduction of Windows Linux and Mac. Windows - Features, Various versions
<b>UNIT- III</b>	<b>Introduction to MS Office</b>
	Introduction to MS Office; MS Word: Features & area of use: Menus, Toolbars & Buttons, Creating a New Document, Different Page Views and layouts Formatting, Paragraph and Page Formatting; Bullets, Numbering, Printing & various print options, Spell Check, Thesaurus, Find & Replace, Auto texts, Working with Columns, Creation & Working with Tables, Mail Merge
<b>UNIT- III</b>	<b>Introduction to MS Excel</b>
	MS Excel Concepts of Workbook & Worksheets, Using different features with Data, Cell and Texts; Inserting, Removing & Resizing of Columns & Rows, Working with Data & Ranges, Column Freezing, Labels, Hiding, Splitting etc Use of Formulas, Calculations & Functions, Cell Formatting including Borders & Shading; Working with Different Chart Types

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<b>UNIT-IV</b>	<b>Introduction to MS Power Point</b>
	Introduction of MS PowerPoint, Creating a New Presentation, Working with Presentation, Using Wizards, Slides & its different views, Inserting, Deleting and Copying of Slides, Working with Notes, Handouts, Columns & Lists, Adding Graphics, Sounds and Movies to a Slide, Working with PowerPoint Objects, Designing & Presentation of a Slide Show, Printing Presentations, Notes, Handouts with print options

**Practical/ Assignment:**

- Presentation of Comparison of different Computers , Memory & Devices  
Comparison of types of Hardware
- Preparation of Files and folders in different O/S.
- To find out type of network done and software available in Computer Lab.  
Presentation of paper Document.
- Preparation of Chart, Table and Graph for various medium.
- Preparation Slide for Presentation on given topic.
- Any other assignments given by the concerned Faculty.

**Suggested Readings**

1. Computers Today, S.K. Basandra, Galgotia Publications.
2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
3. Computer Ek Parichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009 4.  
Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
4. Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010
5. Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education, ISBN-10: 0070447233, 2001
6. Exploring Microsoft Office XP, I. Breeden, Bpb Publicatons, ISBN-10: 8176564486, 2005
7. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

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# SEMESTER IV

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Course Code: BMC6401T

Credits: 6

L	T	P
5	1	-

## Basics of Reporting

### Course Objective:

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports reporting.
5. To inculcate the knowledge of crime reporting.

### Course Outcomes:

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports reporting.
5. Students would be able to know about crime reporting.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	2	-	2	2	-	3	2	2	1	1	1	2
CO 2	3	2	3	2	-	3	2	-	3	2	2	1	1	2	2
CO 3	3	3	2	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	3	3	2	-	3	2	-	2	3	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	1	1	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of Reporting</b>
	Concept, definitions and elements of Reporting ; Sources of News, News gathering, Verification and Validation ; Reporting hierarchy in News Organizations General Interests ; Cultivation of sources ; Ethics and laws related to reporting
<b>UNIT- II</b>	<b>Reporting Techniques</b>
	Reporting Techniques and skills ; Types of Reporting, Beat Reporting ; Reporting hierarchy in News Organizations, General Interests ; Press conference, Press briefing and Meet the press ; Human interest stories v/s hard stories
<b>UNIT- III</b>	<b>Political Reporting and Investigative Reporting</b>
	Understanding of Political Trends and Political Parties ; Conducting Political Interview ; Legislative Reporting (Parliament, Assembly and Local Bodies) ; Rural Reporting ; Reporting of Autonomous bodies
<b>UNIT- IV</b>	<b>Sports and Cultural Reporting</b>
	How to Report Cultural Events (Drama, Music, Dance etc.) ; Difference between Cultural Reporting and Review Articles ; Film Coverage ; General Introduction of Sports Journalism ; How to Report Cricket, Football, Hockey, Athletics and Tennis Events.

**Assignment:**

- Submit 25 news reports of events in your city (of any five different beats).

**Suggested Readings**

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
9. Natarajan and Chakraborty: Oyvkuatuibs(1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
10. Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BMC6402T

Credits: 6

L	T	P
4	1	1

## Photo Journalism

### Course Objective:

1. Impart basic concepts and importance of Photography
2. Prepare photo journalist.
3. Encourage self employment.
4. Encourage creative skills
5. Develop interest in photo journalism

### Course Outcomes

1. Learner would learn the concepts and importance of photography.
2. Learner would be able to understand photo coverage and photo Journalism .
3. Learner would be to ready to join any media organization as photo Journalist.
4. Learner would know the importance of photo features.
5. Learner would know different branches of photography and may be self employed.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	2	-	2	2	2	1	1	1	2
CO 2	3	2	3	2	-	3	2	-	2	2	2	1	1	2	2
CO 3	3	3	2	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	3	3	2	-	3	2	-	2	3	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	1	1	2	2

3- High, 2-Significant, 1-Low

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Photography</b>
	Introduction and Development of Photography ; Photo Journalism, Development; Role and importance in media; Tools of Photography, types of camera; Traditional and digital camera, Part of Camera, Camera control
<b>UNIT- II</b>	<b>Digital Photography</b>
	Digital Photography: Emergence of Digital technology Selecting Images, Size, and quality, Indoor and Outdoor Photography
<b>UNIT- III</b>	<b>Lighting</b>
	Lighting principles: Role of lighting, Different types of lighting and its uses, Role of subject, quality of photograph, Developing of different size of photograph
<b>UNIT- IV</b>	<b>Caption and Photograph Editing</b>
	Art of Caption writing, Photograph Editing Techniques: Cropping, Enlarging & reducing, Clubbing/Grouping, Colour composition, Filter, length, focus, Shots

### Practical/ Assignment:

- Digital portfolio with print
- Nature photography
- Candid photography

- Product photography
- Architecture photography.

**Suggested Readings**

1. Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication limited.
2. Digital Photography (Hindi) Hardcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London)

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BEC6401T

Credits: 6

L	T	P
4	1	1

## Fundamentals of Television Journalism

### Course Objective:

1. Student will be able to learn to write for television news
2. Introduce the students with basics concepts of television reporting
3. Make them familiar with various stages of TV reporting.
4. Make them familiar with reporting techniques.
5. Introduce the students to the basic of audio-video editing.

### Course Outcomes:

1. Student will be trained in writing news for television
2. Student will be able to understand the basics of Video Camera
3. Understand the workflow a TV Newsroom.
4. Exercise and practice TV News techniques and skills.
5. Demonstrate a basics of audio-video editing

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Understanding the Medium</b>
	Significance of Television, Formats of Television Programs, Growth of Private TV Channels- News, Entertainment, Life style, Movies, Music, wild life, etc
<b>UNIT- II</b>	<b>Writing for TV News</b>
	Writing for visuals, TV news script format-Anchorlink, Byte, Voiceover, PTC, Concept of Shots, Teleprompter, OB Van, Backpack, TV News room, Writing News Features and News Documentaries; Content of news: Headlines, News Scrolls, Slug, Super, Top Band, Teaser
<b>UNIT- III</b>	<b>TV News Room</b>
	Input Desk, Output Desk, Assignment Desk; Reporters, Correspondent, Bureau Chief, Copy Editors, Input Editors, Output Editors, News Producers, Cameramen, Video Editors; Backroom researchers, Archives, Graphic Artists, Compilation of a bulletin- Rundowns, Leads, Live Feed, TV Studio.
<b>UNIT-IV</b>	<b>Fundamental of TV Reporting</b>
	News values, Significance of Timeliness, Sources of News, News Agencies; Breaking News, phonos; Interview skills, Importance of Sound-Bytes, Voxpops, Walk Through.

### Practical/ Assignment:

- Students will be asked to prepare a news bulletin.
- Will conduct a video interview

**Suggested Readings**

1. The Technique of Television Production, Gerald Millerson, Focal Press, UK
2. Television Production Handbook Herbert Zettl, Thompson Wadsworth Pub, 2012
3. Video Production, Vasuki Belavady, Oxford Publication 2010
4. वीडियो प्रॉडक्शन, परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली
5. पटकथा लेखन, असगर वज़ाहत, राजकमल प्रकाशन, नई दिल्ली
6. खबरें विस्तार से, डॉ. श्याम कश्यप और मुकेश कुमार, राजकमल प्रकाशन, नई दिल्ली
7. टेलीविज़न और अपराध रिपोर्टिंग, वर्तिका नन्दा, राजकमल प्रकाशन, नई दिल्ली

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: BAC6401T

Credits: 6

L	T	P
4	1	1

## Corporate Communication

### Course Objective:

1. To teach students the concept of corporate communication
2. To introduce the concept of corporate identity and culture.
3. To develop their understanding of corporate communication strategy.
4. To acquaint them with the concept of corporate social responsibility.
5. To apprise them of financial communication and its ethical considerations.

### Course Outcomes:

1. Students will learn about various aspects of corporate communication.
2. They will understand the concept of corporate identity and culture.
3. They will be able to develop a corporate communication plan.
4. They will understand the concept of corporate social responsibility.
5. They will learn about the various aspects of financial communication.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	1	1	-	-	-	-	1	-	1	-	-	-	3
CO 2	3	3	-	3	-	1	1	-	1	1	2	-	1	1	3
CO 3	3	2	1	3	-	1	2	-	2	2	2	1	1	1	3
CO 4	3	1	-	3	-	-	2	-	2	-	2	2	2	1	3
CO 5	3	1	1	2	-	1	-	-	2	-	2	-	3	-	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of Corporate Sector</b>
	Various Types of Organisations; Organisational Communication; Corporate Communication: Concept and Importance; Role of Corporate Communication Department; Target Audience/Stakeholders
<b>UNIT- II</b>	<b>Corporate Image Building</b>
	Corporate Identity; Corporate Branding; Corporate Culture; Communication with different stakeholders; Corporate Social Responsibility (CSR): Concept and Importance
<b>UNIT- III</b>	<b>Corporate Communication(CC) Strategy</b>
	Corporate Communication Campaign Plan and Execution; Corporate Communication Strategy: Lobbying, Sponsorships and Corporate events and Gifts; Organising CSR Activities; Trade Shows and Exhibitions; Institutional/Corporate Advertising; Digital Tools for CC
<b>UNIT-IV</b>	<b>Financial Communication</b>
	Understanding financial market; Financial institutions; Financial products; Financial communication strategies; Legal and ethical considerations

### Practical/ Assignment:

- Case study, written assignment and designing a CSR campaign plan.

### Suggested Readings

1. Corporate Communication, Jaishri Jethwaney, Oxford University Press.
2. Brand Management, Harsh V. Verma, Excel Books.
3. The Fundamentals of Corporate Communication, Richard R. Dolphin, Butterworth Heinman
4. Advertising and Promotion: An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
5. Marketing Communications, Jim Blythe, PHI.
6. विज्ञापन एवं जनसंपर्क जयश्री जेठवानी सागर प्रकाशन नई दिल्ली।
7. विपणन के सिद्धांत , भगवती प्रकाश शर्मा, राजीव जैन, जयंत शर्मा, हर्षिता श्रीमाली, एपेक्स पब्लिशिंग हाउस

### Examination Scheme:

#### End of Semester Exam (EoSE)-70 Marks

Students will have to attempt FIVE questions from two sections.

#### Section I

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

#### Section II

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

#### Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC6401T

Credits: 6

L	T	P
4	1	1

## Psephology and Election Management

### Course Objective:

- Will help explain India's election
- This study will explain the Indian Constitution and the importance of representation
- There will be clarity on the inter-relationship between election management and media.
- Develop an understanding of new patterns of election reporting, such as surveys and opinion polls
- Will develop the study of election management and psephology

### Course Outcomes:

- The course will introduce students to whichever institutions are involved in elections and the procedure of their elections.
- The student would understand the entire gamut of psephology, surveys, campaign designs and forecasting.
- The student will learn demography, caste, community behaviour during the election and issues that emerge during the election.
- Political understanding of the student will expand
- The student will be able to understand the importance of constitutional representation in India

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	1	2	2	1	1	2	1	2	3	1	2
CO 2	3	2	3	2	2	2	2	1	2	3	2	1	1	2	1
CO 3	3	3	3	3	2	3	3	1	3	2	3	2	2	2	3
CO 4	3	2	2	2	1	3	2	1	2	2	2	2	3	2	2
CO 5	3	1	2	2	2	2	1	2	2	1	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Theoretical Understanding</b>
	Psephology: Background & History; Data Collection, Questionnaire Design (Candidate selection; Shaping the Campaign Strategy, Assessing strength and weakness of Party); Survey: Sampling, Techniques, Fieldwork and Data Collection technique; Data: Validity Checks, Analysis, Forecast, Estimates, Voting Pattern
<b>UNIT- II</b>	<b>Laws and Election Commission of India</b>
	Election Commission of India : Structure & Function, State; Election Commissions;; Representation of Peoples Act 1951, Model code of conduct; Anti Defection Law; National, Regional & Recognised Parties, Party Manifesto & Electoral Bonds
<b>UNIT- III</b>	<b>Election Management</b>
	Moulding public opinion: Media communication, Secret; Communication, Sabhas, Meetings, rallies, door-to-door campaigns, community-based meetings, engagement of workers, expenditure of these aspects; Financing Election: Donations & Political Contribution Under Companies Act, 2013; Civil Society as Lobby in the election
<b>UNIT-IV</b>	<b>Crisis Management &amp; Coalition</b>
	Crisis Management: Strategy & Planning, Crisis Messaging & Media Management Coalition Governments: Working, Method and formula of seat sharing, Campaign designing for Coalition Contesting as an independent candidate

**Practical/ Assignment:**

1. Carrying out a survey, analyzing data and making a projection through a set of data.
2. Filing a mock election petition<sup>88</sup>
3. Comparing manifestos of different parties
4. Chalking out an election campaign pitch based on surveys to influence voters and the target group along with estimates of the budget.
5. Chalking out a campaign to raise funds for a candidate.

**Suggested Readings**

1. Surveys of previous election
2. Books by Lokniti on analysis of elections
3. Articles by scholars of psephology, reports of Election Watch, Studies of Association for Democratic Rights, Ujwal Kumar Singh and Anupma Roy on Election Commission
5. Measuring voting behaviour in India, Sanjay Kumar and Praveen Rai, Sage, New Delhi
6. Electoral politics in India, Suhas Palshukar, Sanjay Kumar, Sanjay Lodha, Routledge India
7. An Undocumented Wonder: The Great Indian Election, S Y Quraishi
8. Political Research, Methods and Practical Skills, Sandra Halperin & Oliver Heath, OUP

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC6402T

Credits: 6

<b>L</b>	<b>T</b>	<b>P</b>
<b>4</b>	<b>1</b>	<b>1</b>

## Fundamentals of Animation and Design

### Course Objective:

1. To introduce the students with Animation and its concepts.
2. To develop an approach for design and message conveying through Animation and other visual medium.
3. To make the student aware of the power of animation
4. Students will be able to prepare themselves for making videos without camera
5. Students will expand their knowledge about new techniques of animation

### Course Outcomes:

1. The student will get a brief of animation history and visual arts forms
2. The student will get knowledge of traditional 2D animation and simple shapes drawings.
3. Students will learn the importance of Drawings for animation
4. Students will get an overview of Designing concepts
5. Students will understand the designing for different industrial needs.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	1	2	2	3	1	2	2	-	3	1	2
CO 2	3	2	3	2	2	2	2	3	2	2	3	-	1	2	2
CO 3	3	2	3	2	2	3	1	2	2	3	2	-	2	2	1
CO 4	3	2	2	2	1	2	2	3	2	2	1	-	1	3	3
CO 5	3	2	2	2	3	2	1	2	2	2	2	-	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>History of Animation</b>
	What is animation, History of animation, concept of animation and persistence of vision, Introduction to Experimental animation, Orientation into visual art form, Orientation into performing art form, Relevance of message and medium and their relationship,
<b>UNIT- II</b>	<b>Basics of Animation</b>
	The Basics of traditional 2D animation, Introduction to the skill required for the animators, Learning to draw lines, circles, ovals, scribbles, jig jag (random) patterns etc, use of simple shapes. To draw drawings with the help of basic shape
<b>UNIT- III</b>	<b>3D Animation</b>
	An introduction on how the drawings is important for animation, Shapes and forms, About 2D and 3D shapes, Life drawing, Caricaturing-fundamentals, Exaggeration, Silhouette. An introduction of designing concepts. Elements of good design, rhythm, contrast, placement of element, balance, rule of third, optimal use of media etc. Need for design, Concepts and theories of good designing.

<b>UNIT- IV</b>	<b>Methods of Designing</b>
	Methods of designing – Exploring, redefining, managing and prototype. Designing for different needs- Designing for industry, designing for visual art (Graphic, web and Animation), Designing for a process, designing for manufacturing and designing for product and service.

**Practical/ Assignment:**

- Practical work to be given to the students in two part and will be considered as internal practical test 15 marks each

**Suggested Readings**

1. Experimental animation: an illustrated anthology Robert Russett and Cecile Starr. Da Capo Press,
2. ConceptDesign: Works from Seven Los Angeles, Entertainment Designers, Harold Belker, Steve Burg, Titan Books Limited
3. Creative Illustrations- Andrew Loomis, Editora Bibliomundi Serviços Digitais Ltd
4. The Fundamentals of Animation, By Paul Wells and Samantha Moore, Fair Child Books, Bloomsbury, London
5. Character Animation Fundamentals: Developing Skills for 2D and 3D Character ..., By Steve Roberts, Taylor & Francis
6. Cartooning: Animation 1 with Preston Blair: Learn to animate step by step, Preston Blair, Walter Foster Publishing,
7. Fundamentals of Computer Graphics By Peter Shirley, Michael Ashikhmin, Steve Marschner, CRC Press

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: SEC6401T

Credits: 4

L	T	P
2	1	1

## AI Tools for Mass Communication

Teaching Learning: Hybrid Mode

Course Objective:

1. To provide students with a foundational understanding of artificial intelligence and its applications in journalism and mass communication.
2. To explore various AI tools and technologies that can enhance reading, writing, reporting, and communication processes in the media industry.
3. To foster critical thinking and ethical awareness regarding the use of AI in media content generation and audience engagement.
4. To equip students with practical skills in utilizing AI-driven tools for efficient news analysis, content creation, and audience interaction.
5. To equip students to cope with the emerging AI-based tools in traditional media, communication, imagery, cinema and internet-based media.

Course Outcomes:

1. Understand the fundamental concepts and principles of artificial intelligence and its relevance to journalism and mass communication.
2. Identify and apply AI tools and technologies for reading, writing, reporting, and communication tasks in the media industry.
3. Evaluate the ethical implications and challenges associated with AI applications in journalism, including bias, privacy, and transparency.
4. Analyze and interpret data using AI-driven algorithms for news analysis, sentiment tracking, and audience engagement.
5. Students will be able to work with the emerging AI-based tools in traditional media, communication, imagery, cinema and internet-based media.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	3	2	2	3	1	2	2	-	3	1	3
CO 2	3	2	3	2	3	2	2	3	2	2	2	-	1	2	3
CO 3	3	2	3	2	2	2	1	3	2	3	2	-	2	2	3
CO 4	3	2	2	2	3	2	2	3	2	2	2	-	2	2	3
CO 5	3	2	2	2	3	2	1	3	2	1	2	-	1	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>AI Tools for Reading, Writing, and Reporting</b>
	Introduction to artificial intelligence; Introduction to Machine learning and deep learning AI-driven data analysis for news reporting; AI-powered language translation and transcription tools Assingment; Using Generative AI for journalism and mass communication; Know about AI driven Reporting and Writing Tools; Content Generation Tools: Automated Content Generation
<b>UNIT- II</b>	<b>AI in Communication and Audience Engagement</b>
	AI-based chatbots and virtual assistants for customer interaction; AI-powered audience segmentation and targeting; Predictive Modeling and Forecasting Behavioral Analysis and Interventions

<b>UNIT- III</b>	<b>Advance Technology Tools for AI Assisted Journalism</b>
	Voice Recognition and Speech Analysis; Automated Writing Assistance Speech-to-Text Transcription: Multimedia Content Creation and Editing
<b>UNIT-IV</b>	<b>Ethical and Legal Considerations of AI in Journalism and Mass Communication</b>
	Addressing ethical challenges and biases in AI Journalism; Bias and Fairness; Transparency and Explainability; Accountability and Responsibility; Legal implications and privacy concerns in AI-driven journalism; Intellectual Property Rights; Detection and Fact-Checking

**Practical/ Assignment:**

- Students creating media content using various AI tools
- Promotion of print, electronic, voice and image base presentations using AI tools

**Suggested Readings**

1. Mario A. Garcia , Artificial Intelligence and Media: The Convergence of Technology and Communication
2. Amy Webb , The Big Nine: How the Tech Titans and Their Thinking Machines Could Warp Humanity
3. Kai-Fu Lee, AI Superpowers: China, Silicon Valley, and the New World Order
4. Byron Reese, The Fourth Age: Smart Robots, Conscious Computers, and the Future of Humanity
5. Meredith Broussard , Artificial Unintelligence: How Computers Misunderstand the World
6. Catherine D'Ignazio and Lauren F. Klein , Data Feminism
7. Tim Wu, The Attention Merchants: The Epic Scramble to Get Inside Our Heads
8. Nina Schick , Deep Fakes and the Infocalypse: What You Urgently Need to Know
9. Lev Manovich, The Language of New Media
10. David D. Luxton, Artificial Intelligence in Behavioral and Mental Health Care

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



\*Students have to earn atleast 4 credits from Skill Enhancement Courses.

Credits for two-year Diploma:

Year 1	Year 2	SEC	Total Credits
40	40	04	84

To exit after IInd year minimum credit requirements are 80 from the course and 04 Credits from the Skill Enhancement Course, hence the diploma in Journalism and Mass Communication @ 84 credits.

# SEMSETER V

Course Code: BMC7501T

Credits: 6

L	T	P
5	1	-

### Business Journalism

#### Course Objective:

1. To make students aware about business journalism
2. Answering common business questions students have
3. Enhancing the knowledge of the students about the general laws of business
4. To expose students to general trends in business, finance, commerce, industry and trade
5. To make aware about the main institutions in the field of business

#### Course Outcomes:

1. To understand the concept of business journalism
2. To understand the various aspects of financial issues
3. To understand the role and philosophy of business journalism
4. To understand the role and importance of business for financial growth of the country
5. To learn how business can help developing a country

#### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	2	-	2	2	1	2	2	2	1
CO 2	3	2	3	2	-	3	2	-	3	3	2	1	3	2	1
CO 3	3	2	3	2	-	3	1	-	2	2	2	2	3	2	1
CO 4	3	2	2	2	-	2	2	-	2	3	2	2	3	2	1
CO 5	3	2	3	2	-	3	1	-	3	3	2	2	3	2	1

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Basics of Business and Finance</b>
	Business & Business Environment: Concept and scope. Difference between business and finance, Business Ethics, India as an Economic Power, India and Global Economy, Company Act 1956, Financial Statements of Companies. Financial Environment, Concept of Finance Corporate Financing, Money Market, Capital Market, Fundamentals of Stock Market
<b>UNIT- II</b>	<b>Financial Institutions</b>
	World Bank, IMF and WTO RBI, SEBI and UTI Credit rating agencies: CRISIL, S&P, ICRA, CARE, Moody's WFE, NSE, BSE, NASDAQ.
<b>UNIT- III</b>	<b>Business Journalism</b>
	Business Journalism: History and origin of Business Journalism, Business Reporting Skills, Writing for Industrial, Chemical, Agriculture, Petrochemical, Pharmacy, Banking Sectors and others. Business News from different newspapers, Articles from different business magazines, and writing news analysis for business reports.
<b>UNIT-IV</b>	<b>Financial Statements</b>
	Understanding Risk Management, Financial Crises, Inflation, Monopolistic Competition: Features- Oligopoly Planning. Fun with numbers: introducing the income statement. Understanding sales, costs, and profit. Read: Understanding Financial Statements

**Assignment:**

- Have students create a case study on business journalism
- Drawing on the limits, power and law of business journalism through posters and charts

**Suggested Readings**

1. Principles of Microeconomics- H.L. Ahuja- S. Chand Company Ltd.
2. A course in Micro Economic Theory- David M. Kreps- Prentice Hall of India,
3. Handbook of Journalism & mass Communication –Vir Bala Agarwal

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BMC7502T  
Credits: 6

L	T	P
5	1	-

### Introduction to Communication Research

**Course Objective:**

1. To impart the definitions and basic concepts of research, communication research, media research, social research and the difference between communication research, media research and social research.
2. To understand the need, role, important functions and ethics of research.
3. To know the elements of research.
4. To learn the types of research.
5. To impart the knowledge of the basics of statistics and media metrics.

**Course Outcomes:**

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain knowledge about the need, role importance, functions and ethics of research.
4. Students would learn the concept of each element of research and the interrelations between elements.
5. Students would learn the various types of research.

#### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	3	-	3	2	-	3	2	2	2	3	2	2
CO 2	3	2	3	2	-	3	2	-	3	3	2	1	2	2	2
CO 3	3	2	3	2	-	3	1	-	2	2	2	2	2	2	2
CO 4	3	3	2	2	-	3	2	-	3	2	2	2	1	2	2
CO 5	3	2	3	2	-	3	1	-	3	3	2	2	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of Research</b>
	Definitions and basic concept of research; Communication research; Media research; Social research; Difference between communication research, media research and social research
<b>UNIT- II</b>	<b>Need and Ethics of Research</b>
	Need for research; Role of research; Importance of research; Functions of research; Ethics of research
<b>UNIT- III</b>	<b>Research Approach and Methods</b>
	Need for research; Role of research; Importance of research; Functions of research; Ethics of research Census method; Sampling method; Probability sampling; Non-probability sampling; Quantitative method

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<b>UNIT-IV</b>	<b>Use of Statistics</b>
	Concept of statistics; Importance of statistics in research; Role of mediometrics in communication and media research; Measures of central tendencies in communication and media research; Measures of dispersion in communication and media research

**Assignment:**

1. Writing practice of generally researchable topics.
2. Selecting topics of social research including social, economic, political, educational, cultural, religious and spiritual issues.
3. Framing innovative topics of communication research including verbal and non-verbal, intrapersonal and interpersonal, group and mass, etc.
4. Proposing research-oriented topics of media problems including traditional, alternate and new media.
5. Checking plagiarism of research papers written by you, your friends and seniors with the help of various softwares.
6. Taking any communication research journal and describing with justification whether its first five research articles are based on scientific approach.
7. Randomly choosing any five dissertations or projects of your department/ school/ institute/ college/ university and checking whether their methods are qualitative or quantitative or a mixture of both.
8. Taking any communication research journal whether statistical tools or media metrics have been used in its research articles and also finding out up to what extent.

**Suggested Readings**

1. 'An Introduction to Qualitative Research' By Uwe Flick. London: Sage Publications.
2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: McGraw Hill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications
3. 'Foundations of Behavioural Research' By F.N.Kerlinger. Delhi: Surjeet Publications.
4. 'Mass Media Research: An Introduction' By Roger D.Wimmer & Joseph R.Dominick. USA: Wadsworth Publishing Company.
5. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal. Delhi: Sage Publications.
6. 'Media Research Techniques' By Arthur Asa Berger. USA: Sage Publications
7. 'Media Shodh' By Manoj Dayal. Panchkula: Haryana Sahitya Akademi.
8. 'Research Methodology' By Prasant Sarangi. Delhi: Taxman Publication.
9. 'Research Methodologies- Methods and Techniques' By C.R Kothari Delhi: New Age International Publishers.
10. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina, London: Sage Publications.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BEC7501T  
Credits: 6

<b>L</b>	<b>T</b>	<b>P</b>
<b>3</b>	<b>1</b>	<b>2</b>

## Anchoring and News Presentation

**Course Objective:**

1. Preparing Students for Television Anchoring
2. To make the students aware about the limits, power and process of television anchoring
3. Informing the students about the precautions to be taken during live television anchoring
4. Sensitizing students about on camera skills
5. Preparing students to adapt to the camera

**Course Outcomes:**

1. To understand the principles and methods of effective anchoring for mass media
2. Use of tenses in Mass Media anchoring, Use of Active & Passive Voice
3. To know about how to form correct sentences
4. To learn Phonetics: Introduction to speech sounds, syllable, and accent
5. To be able to present oneself for news presentation.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Voice and Presentation</b>
	Pronunciation / Diction Clarity, Voice Modulation and Pitch skills: Speed, punctuation, clarity, breathing / Vocal Exercise, Working Atmosphere & Responsibilities
<b>UNIT- II</b>	<b>Camera</b>
	Introduction to camera, Make-up and Camera Facing, Attire, Body language: facial expression, hand gesture
<b>UNIT- III</b>	<b>Setup and Anchoring Formats</b>
	Phone-Line Interview, Camera Rehearsals (Single Cam & Multi Cam), Anchoring, Chroma Setup and anchoring, News Script., Walk through, Voice Over, PTC, Discussion and moderation, panel discussion, news reading
<b>UNIT- IV</b>	<b>Writing for Anchor</b>
	Introduction to script writing, Types of Script. Introduction to studio console & music.

**Practical/ Assignment:**

- Prepare a script for 15 minutes of TV news bulletin.
- Shoot a TV bulletin.
- Conduct an in-house interviews.

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**Suggested Readings**

1. The ABC of News Anchoring: A Guide for Aspiring Anchors by Richa Jain Kalra, Pearson Education; First Edition (1 January 2012)
2. Shrivastava K.M., News Writing for Radio and T.V.
3. Sterling Publication New Delhi. Ted White, Basic TV Reporting News Writing, Reporting and Producing, Focal Press.
4. G.C. Aswathy: 'Broadcasting in India'. Andrew Boyd: Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: BAC7501T

Credits: 6

L	T	P
4	1	1

## Brand Management

### Course Objective:

1. To teach students the concept of Brand.
2. To make them understand the concept of brand positioning.
3. To develop their understanding of branding strategies.
4. To teach them the various aspects of brand management.
5. To apprise them of brand communication and ethical aspects of branding.

### Course Outcomes:

1. Students will understand the concept of Brand.
2. They will learn the concept of brand positioning.
3. They will learn about branding strategies.
4. They will understand the various aspects of brand management
5. They will comprehend brand communication and ethical aspects of branding.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	1	1	-	-	-	-	1	-	1	1	-	-	3
CO 2	3	3	1	3	-	2	-	-	1	1	2	1	1	-	3
CO 3	3	2	2	3	-	2	-	-	2	2	2	3	1	-	3
CO 4	3	1	2	3	-	2	-	-	2	-	2	2	2	1	3
CO 5	3	3	3	3	-	2	2	-	2	1	2	2	3	1	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Concept of Brand</b>
	Brand (definition and importance), product and perceptual concept , Brand Association, Brand Positioning (concept ,advantages and strategies), Brand Licensing
<b>UNIT- II</b>	<b>Branding Strategy</b>
	Brand Development Index and Category Development Index Brand Extension, Branding Strategies , Global Branding Strategy (standardisation and customisation)
<b>UNIT- III</b>	<b>Brand Management</b>
	Types of brands (symbolic, experiential and functional) ,Stages of Brand Management (introduction, elaboration and fortification) ,Brand Portfolio ,Brand Valuation (Inter brand method)
<b>UNIT-IV</b>	<b>Brand Communication and Ethical Aspects</b>
	Brand Image, Brand Personality, Kapferer's Brand Identity Prism, Brand Loyalty, Brand Communication Strategy , Concept of Ethical Branding

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**Practical/ Assignment:**

- Assignment of Brand Communication, Ad-Campaign planning and PR-campaign planning.

**Suggested Readings**

1. Brand Management, Harsh V. Verma, Excel Books
2. Brand Management, Y.L.R. Moorthy, Vikas Publication, New Delhi.
3. Advertising and Promotion: An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
4. Marketing Communications, Jim Blythe, PHI.
5. Marketing Management, Kotler, Keller, Koshy and Jha, Prentice-Hall of India, New Delhi
6. Managing Brand Equity, David Akkar, Prentice-Hall of India, New Delhi
7. Compendium of Brand Management, S.A Chunawala and K.C. Sethia Himalaya Publishing House, Mumbai.
8. Strategic Brand Management, Jean-Noel Kapferer, Kogan Page India Private Limited, New Delhi
9. Brand Positioning, Subroto Sengupta, Tata McGraw-Hill, New Delhi.
10. विज्ञापन एवं जनसंपर्क (हिन्दी), जयश्री जेठवानी, सागर प्रकाशन
11. विपणन के सिद्धांत, भगवती प्रकाश शर्मा, राजीव जैन, जयंत शर्मा, हर्षिता श्रीमाली, एपेक्स पब्लिशिंग हाउस

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BME7501T

Credits: 6

L	T	P
5	1	-

## Development Communication

### Course Objective:

1. To learn about the developmental role of communication.
2. To understand the important aspects of development communication theory.
3. To differentiate between the types of communication and understand the role they play in development.
4. To impart knowledge of indicators and issues of development
5. To aware students about the globalization and alternatives of development

### Course Outcomes:

1. Students will be able to know about the concept of development communications.
2. They will learn the importance of communication in development process.
3. Students will know about the various approaches to development.
4. Students will be able to understand the indicators and the issues of the development
5. Students will be aware about the glocal and global design of development

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	2	2	2	1	1	2	2	3	3	1	2
CO 2	3	2	1	2	1	3	2	-	2	2	2	2	1	2	2
CO 3	3	2	3	2	2	2	1	-	2	2	2	3	2	2	1
CO 4	3	2	2	2	2	2	2	1	2	2	2	3	1	2	2
CO 5	3	2	2	2	2	1	1	-	2	2	2	3	1	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Development</b>
	Development: Definition, meaning and Concept; historical overview of development, Gap between developed and developing societies; Issues and indicators of development (HDI), Planned Economy, NITI Aayog,
<b>UNIT- II</b>	<b>Approaches to Development</b>
	Approach to development: Basic need, Integrated development, Local organisations, Self-development, Participatory development, Alternative Development, Globalisation and Glocalisation
<b>UNIT- III</b>	<b>Development Issues and Indian Perspectives</b>
	Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women and child development Water Conservation and drought management with special focus on Rajasthan, Tribal rights on forests, land, water, Ecology v/s Economy.
<b>UNIT- IV</b>	<b>Theories of Development Communication</b>
	Theories of Development Communication: Dominant, Modernization, Dependency, Diffusion of Innovation and Social marketing theory, Development Journalism, Role of NGOs and Voluntary Organizations.

**Assignment:**

- Students will be asked to do two developmental stories.
- GDon Theories of Development Communication
- Poster on any of the developmental issues in Rajasthan
- Presentation on Rural reporting in Newspapers
- Students will do exercises in writing news.
- Students will record the interview on any topic related to development.

**Suggested Readings**

1. A manual of Development Journalism, Alan B Chalkley, Vikas Publication, New Delhi.
2. Everybody Loves a good Drought, P Sainath, Penguin, New Delhi.
3. A Manual of Development Journalism, Alan B.Chalkley, Vikas Publication, New Delhi
4. Participatory Communication: Working for Change and Development, A White Shirley, K. Sadanandan Nair and Joseph Ascroft, Sage, New Delhi.
5. Communication for Development, Kiran Prasad (Vol-1 and Vol-2) B.R. World of Books, New Delhi
6. Development Communication-Theory and Practice, Uma Narula, HarAnand Publication, New Delhi
7. भारत में जनसंचार; केवल जेकुमार, जैको प्रकाशन, मुंबई
8. संचार के सिद्धांत, आरमंड मेतलार्त और मिशेल, ग्रन्थ शिल्पी, नई दिल्ली, अनुवाद-वंदनामिश्र
9. जनसंचार: सिद्धांत और व्यवहार, जेवीविला नीलम, मध्य प्रदेश हिंदी ग्रन्थ अकादमी, भोपाल, अनुवादक- शशिकांत शुक्ल
10. विकास संचार: विविध परिदृश्य, चंदेश्वर यादव, हिमाद्रि प्रकाशन, दिल्ली
11. भारत में जनसंचार की संवृद्धि और विकास, जेवी, विलानीलम, राष्ट्रीय पुस्तकन्यास, अनुवादक-हरीश जैन

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: SEC7501T  
Credits: 4

L	T	P
2	1	1

## Health Promotion and Education

### Course Objective:

1. To learn about Health Promotion and its principles.
2. To demonstrate knowledge of the various models and methods of health promotion.
3. To introduce the concept of Health Education.
4. To familiarize students with the stages and methods through which they can do health education.
5. To learn the basics of Health Technology.

### Course Outcomes:

1. The students will be able to understand the process of Health Promotions and the principles that govern it.
2. The students will be able to exhibit knowledge regarding the different methods and models through which health promotion can be done.
3. The student will be able to grasp the Health Education concept.
4. The students will get a working knowledge of the methods and stages through which Health Education can be done.
5. The students will be able to appreciate the role which technology plays in the field of health.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	2	2	2	2	1	2	2	2	3	1	2
CO 2	3	2	3	2	2	2	2	1	2	2	3	1	1	2	1
CO 3	3	2	3	2	2	2	1	2	2	2	2	2	2	3	2
CO 4	3	2	2	2	1	2	2	2	2	2	1	2	1	2	2
CO 5	3	2	2	2	2	2	1	1	2	2	2	2	1	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Health Promotion</b>
	Definition, Need of Health Promotion, Charters on Health Promotion, Process of Health Promotion, Framework for Health Promotion, Principles of Health Promotion, Areas for consideration in Health Promotion
<b>UNIT- II</b>	<b>Health Promotion – Models, Methods, and Strategies</b>
	Models of Health Promotion, Ways to Health Promotion, Approaches to Health Promotion, Methods of Health Promotion
<b>UNIT- III</b>	<b>Introduction to Health Education</b>
	Definition, Objectives of Health Education, Approaches to achieve health, Principles of Health Education, Difference between Health Education and Health Promotion
<b>UNIT- IV</b>	<b>Health Education – Contents, Stages and Methods</b>
	Contents of Health Education, Stages of Adoption of new ideas and practices, Educational Aids, Methods of Health Education, Health Technology Lab

**Practical/ Assignment:**

- Analysis of media reports regarding Health Communication: Language and content.
- Case Study and Simulation-based learning.

**Suggested Readings**

1. Park and Park's Textbook of Preventive and Social Medicine, 26th Edition
2. Health Behaviour and health education: theory, research, and practice / Karen Glanz, Barbara K.Rimer, and K. Viswanath, editors. — 4th ed., Jossey Bass Publications
3. Oxford Textbook of Public Health, Oxford University Press
4. Primers and Presentations provided

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

# SEMSETER VI



Course Code: BMC7601T

Credits: 6

L	T	P
5	1	-

## Society, Media and Culture

### Course Objective:

1. To introduce the basic concepts of Culture and its Identity.
2. To develop an awareness about the cultural variations in communication styles.
3. To make students aware about the cultural shock and become more adaptable in intercultural interactions.
4. To impart knowledge about the relationship between society and media
5. To impart knowledge about the relationship between culture and media

### Course Outcomes:

1. Students will learn about the basic components of culture and will become aware about their own cultural identity.
2. Students will be aware about the relationship between culture and communication.
3. Students will understand how categories of cultural values might underlie different behaviours.
4. Students will be informed about the relationship between society and media
5. Students will be informed about the relationship between culture and media

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	3	1	3	2	-	3	2	2	2	3	2	2
CO 2	3	3	3	2	1	3	2	-	3	3	2	1	2	2	2
CO 3	3	3	3	2	1	3	1	-	2	2	2	2	2	2	2
CO 4	3	3	2	2	1	3	2	-	3	2	2	2	1	2	2
CO 5	3	3	3	2	1	3	1	-	3	3	2	2	2	2	2

<b>UNIT- I</b>	<b>Communication and Culture</b>
	Communication and Culture, Evolution of Media, Mass media in socialization, Folk Media, Media Content and the real world
<b>UNIT- II</b>	<b>Popular Culture</b>
	Defining Culture, Media and popular culture-Commodities, Culture and Sub-culture, Popular Texts, Popular Culture Vs People's Culture, Celebrity Industry, Concept of Multicultural society, Pluralism, Minorities
<b>UNIT- III</b>	<b>Culture and Media</b>
	Relationship Between Culture and Media, Cultural Reporting, Art and Culture of Rajasthan, Impact of Media on Culture. Traditional Media of Rajasthan.
<b>UNIT- IV</b>	<b>Society and Media</b>
	Public opinion, attitudes, and behaviours; Societal values, beliefs, and cultural norms; Ethical standards, accuracy, and fairness in reporting; Social injustices and Media advocacy; Societal power to question Media biases, and demand transparency and accountability.

### Assignment:

1. Students will be asked to file Cultural Reports
2. Seminar and Presentation on media coverage of culture.
3. Poster making on Folk Media of Rajasthan

**Suggested Readings**

1. Communication and Culture, Tony Schirato, Susan Yell, Sage Publication, New York
2. Culture and Society, Raymond Williams, Columbia University Press
3. Media, Culture and Society: An Introduction, Paul Hodkinson, Sage Publishing, London
4. मीडिया: समकालीन सांस्कृतिक विमर्श, सुधीश पचौरी, वाणी प्रकाशन, नई दिल्ली

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BMC7602T

Credits: 6

L	T	P
5	1	-

## Media Literacy

### Course Objective:

1. Learning about how mass media disseminates information.
2. Learning about How messages are influenced and received.
3. Learning how biases colour the message.
4. Learning how to find the hidden message
5. Learning what the options of redressal are.

### Course Outcomes:

1. The student will be able to separate fact from opinion and fiction.
2. The student will know exercising tools of critical thinking.
3. The student will demonstrate realising the power of a citizen armed with skills to access right information for common good.
4. The student will be able to detect loaded messages.
5. The student will create content that could be free from biases.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	3	1	3	2	-	3	3	2	2	3	2	2
CO 2	3	3	2	2	1	3	2	-	3	3	2	1	2	2	2
CO 3	3	3	2	2	1	3	1	-	2	3	2	2	2	2	2
CO 4	3	3	2	2	1	3	2	-	3	3	2	2	1	2	2
CO 5	3	3	2	2	1	3	1	-	3	3	2	2	2	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Understanding Media and Literacy</b>
	Definition of media literacy. Media literacy: nature, scope and importance. Subfields: digital literacy and visual literacy. What is a fact? What is a bias? What are accepted universally accepted truths? Is self-correction required and how?
<b>UNIT- II</b>	<b>Media Messages</b>
	Skills in media literacy: interpreting media messages, semiotics, and ideology; Media as text; Commercial Messages; Media message creators or producers, the role of language, visuals, tone, and presentation to convey a message; Purpose, potential biases, and influence to shape public opinion, attitudes, or behaviours.
<b>UNIT- III</b>	<b>Media Message Reception</b>
	Process of media generation and communication, media vehicles for messages and their types, nature of media messages, media exposes and filters, and media stereotypes.
<b>UNIT- IV</b>	<b>Debates and the way forward</b>
	Media ecosystems, media empires, ownership patterns, globalisation of media markets, propaganda, hegemony, regulatory frameworks, democratisation and business interest, privacy laws and ethics, critical thinking tools and media consumer rights.

**Assignment:**

- Content analysis of media – print, TV, digital,
- Making fact checking attempts of media
- Workshops on how biases are created.
- Visiting bodies like Press Council and parliamentary committees.
- Workshops on algorithm.
- Fact checking on political and advertising and messaging.

**Suggested Readings**

1. Media Literacy, W James Potter.
2. Introduction to Media Literacy Education and Media, Julia Robinson,
3. Social Media Literacy: A Conceptual Note, Hynyi Cho and Julie A Hengst,
4. The Master Algorithm: How the Quest for the Ultimate Learning Machine will Remake our World, Pedro Domingos,
5. Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy
6. The Art of Thinking Clear, Rolf Dobelli,
7. The Art of Reasoning, David Kelly,
8. Asking the Right Questions: A Guide to Critical Thinking, M Neil Browne and Stuart M keeley
9. Media Literacy – Dusri Parampara, Pradeep Kumar

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BEC7601T  
Credits: 6

L	T	P
4	1	1

## Basics of Audio-Visual Production

### Course Objective:

1. Students will gain knowledge about the principles of audio-visual production.
2. To improve the visualisation skills of students.
3. Students will learn about the functioning of a television studio.
4. To enable the students to understand the importance and application of audio-visual tools
5. Students will learn the process of shooting and editing videos.

### Course Outcomes:

1. Students will be aware about the production of videos
2. Students will be aware of the process of producing videos
3. Expand knowledge of the components of video such as video, audio, editing, text & graphics
4. Students will be aware of the role of voice-over in video production
5. Students will be able to get involved in producing videos on their own

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Principles of Audio- Visual production</b>
	Understanding the Visual Language: Framing, Shot, Scene and Sequence; Picture Composition: Rule of thirds, grouping, balance and proportion of visual elements. Audio -Visual formats in Media: News, feature, infotainment programming, documentary, docu-drama, fiction, corporate film etc
<b>UNIT- II</b>	<b>From Idea to Script</b>
	Pre- Production: Ideation, Synopsis, Writing the treatment, Collation of Research material, Scripting, Story boarding, Importance of pre-visualisation software, Planning and budgeting, Preparing a shooting schedule.
<b>UNIT- III</b>	<b>From Script to Video</b>
	Production: Shooting and execution: shooting script, floor plan and camera logs; dealing with visualising problems. Post Production: Importance of Editing, Types: Linear, Non-Linear Editing; Video editing process: Transferring raw content, Editing on Timeline, Transitions- Cut, Dissolve, Fade-in, Fade-out, Wipe etc, adding Visual effects, music and Sound effects, maintaining continuity, credit roll, rendering and exporting video.
<b>UNIT- IV</b>	<b>Camera Handling and TV Studio</b>
	Parts and Functions: Viewfinder, Aperture, Shutter, Focus White balance, filters, aspect ratio, tripod, battery; Lenses- types and usage, Basic shots, Camera Angles, Camera movements: pan, tilt, dolly. Studio: Studio camera and pedestals, Studio floor and acoustics, Production formats: Single Camera, Multi Camera; Production Control Room, Camera Control Unit (CCU), microphones, chroma keying, teleprompter, studio lights.

**Practical/ Assignment:**

- Students will create videos using new technology
- Will give a presentation on the importance of voice-over and text with video
- Create a poster or video presentation to understand the main formats of the video production

**Suggested Readings**

1. Basics of the Video Production Diary; Lyver; Focal Press
2. The technique of television production; Gerald Millerson; Hassell Street Press
3. Video Production; Vasuki Belavadi; Oxford
4. वीडियो प्रोडक्शन: प्रक्रिया और सिद्धांत, गोपाल सिंह, अनामिका पब्लिशर्स
5. वीडियो प्रोडक्शन: डॉ. परमवीर सिंह, कल्पना प्रकाशन

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: BAC7601T  
Credits: 6

<b>L</b>	<b>T</b>	<b>P</b>
<b>4</b>	<b>1</b>	<b>1</b>

## Media Management

**Course Objective:**

1. To impart knowledge among students about the concepts of media management and to give an overview of different management systems
2. To impart knowledge among students about revenue and business models of different media organizations
3. Develop their understanding about media economy.
4. To explain them the various aspects of media business.
5. To apprise them of convergence media and its impact.
6. **Course Outcomes:**
  1. Students will understand the concept of media management
  2. Students will learn about the revenue and business models of different media organisations.
  3. They will understand media economy.
  4. They will learn about various aspects of media business.
  5. They will understand the concept of convergence media.

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	-	2	1	-	2	-	-	1	2	2	2	1	1	3
CO 2	3	-	3	2	-	2	2	-	2	2	2	1	1	-	3
CO 3	3	-	3	2	-	2	1	-	2	2	2	2	1	-	3
CO 4	3	-	3	2	-	3	2	-	2	2	3	2	1	-	3
CO 5	3	-	3	1	-	2	1	-	2	2	3	3	1	-	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Media Management</b>
	Definition & Nature of Management Functions; Management Principles as they apply to Mass Media; Organizational Structure and Design of Media units,
<b>UNIT- II</b>	<b>Media Economy</b>
	Budgeting and Finance, Capital Costs, Production Costs, Production Schedule and Process, Budget Control, Costing, Sustaining Business and Audience
<b>UNIT- III</b>	<b>Media Business</b>
	Major Sources of revenue for Radio, Television and new Media; Space Selling and Time Selling; Media Circulation and Distribution; Audience Measurement for various Media
<b>UNIT- IV</b>	<b>Global Context</b>
	Media in the global Context; Global Media organizations and their structure, Global Media Professional bodies. Development of Convergence Media and its impact.

**Practical/ Assignment:**

- Students will prepare charts to explain the media management hierarchy
- Students will prepare written assignments on various departments of Media Management
- Students will create video content about essential elements of media management

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**Suggested Readings**

1. Michael Mirabeto, New Communication technologies
2. Albrann Alan B., Management of Electronic Media, Thomson Publication.
3. Chaturvedi B.K., Media Management, Global Vision Publishing House, New Delhi.
4. Thomas John Prescott, Media Management Manual, A Handbook for Television and Radio Parishioners in Countries-in-transition, Communication and Information Sector, United Nations Educational Scientific & Cultural Organization, New Delhi.
5. Keval . J. Kumar Mass Communication in India. Jaico publication
6. Michael Mirabeto, New Communication technologies

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: BME7601T  
Credits: 6

L	T	P
4	1	1

### Introduction to New Media

**Course Objective:**

1. To make students aware of New Media
2. To improve their understanding of Social Media Platforms
3. To let students know about Web Journalism
4. To make students aware of new techniques of new media
5. To make students aware of the power, limitation, and fake news of new media

**Course Outcomes:**

1. Students will be able to be aware of the technology and use of new media
2. Students will be able to differentiate between news, relevant information and fake information
3. Students will know about New Media concepts
4. Students will understand the forms of Web Journalism
5. Students will learn about different social Media Platforms

#### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	2	2	2	3	1	3	2	-	-	1	3
CO 2	3	2	3	2	2	2	2	3	2	3	2	-	1	2	2
CO 3	3	2	3	2	2	2	1	2	2	2	2	-	-	2	3
CO 4	3	2	2	2	1	2	2	3	2	3	2	-	1	2	3
CO 5	3	2	3	2	2	2	1	2	2	2	2	-	1	2	3

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to New Media</b>
	Definition and Concept of New Media; Evolution and Features of New Media; Information and Communication Technology; Internet, LAN, , WAN, E-Mail; World Wide Web
<b>UNIT- II</b>	<b>Web Journalism</b>
	Internet and Journalism; Features of Online Journalism; Tools of Journalism; Data Mining; Citizen Journalism; Convergent Journalism and Multimedia Skills for Journalist; Fact Checking
<b>UNIT- III</b>	<b>Writing for New Media</b>
	Writing News Stories; Features and Articles with Visual and Graphics; Blogging, Role of blogging in Alternative Journalism; Use of Photos, Audio and Video
<b>UNIT-IV</b>	<b>Countering Fake News and Misinformation</b>
	Mimicry the style and format of legitimate news sources; Danger of fake news by influencing public opinion, exacerbating social divisions, and undermining trust in media and institutions; Combating fake news, critical thinking, media literacy, and fact-checking skills Ethical standards, verifying information before publication, correcting inaccuracies

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**Practical/ Assignment:**

- Students will write web reports
- Write blogs on current affairs
- Presentations on Fake News and Fact Checking

**Suggested Readings**

1. Hand Book of New Media, Lievrouw and Livingston, Sage (Student Edition), London
2. New Media and Internet Activism: From The Battle of Seattle to Blogging'
3. Understanding New Media, Eugenia Siapera, Sage Publications, London
4. Introduction to Digital Media, Alessandro Delfanti & Adam Arvidsson, Wiley
5. Blackwell, Toranto
6. नया मीडिया अध्ययन और अभ्यास, शालिनी जोशी और शिवप्रसाद जोशी, पेंगुइनबुक्स, गुडगांव

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC7601T  
Credits: 4

L	T	P
3	1	-

## Introduction to Economics

### Course Objective:

1. To create understanding of overview to the concept and general perspective of economics.
2. Developing countries strategies and their problems
3. Learning about the underdeveloped regions of India and world.
4. Sectoral distribution of national income
5. To impart knowledge about economic development

### Course Outcomes:

1. Students will be able to identify the back regions' problems and write articles concerning the problems.
2. Students will be able to ascertain and understand the characteristics of underdevelopment.
3. Students can analyse the rural economy, Budget state and central and manufacturing industries
4. Students will be capable of developing the ability to examine the rule of international bodies
5. Students will be competent to analyse issues of poverty, social justice, SDGs(Sustainable Development Goals) of the United Nations

### Course Outcome and Program Outcomes

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	1	2	2	1	1	2	2	-	3	1	2
CO 2	3	2	3	2	2	2	2	2	2	2	2	-	1	2	1
CO 3	3	2	3	2	1	2	1	1	2	2	2	-	2	2	2
CO 4	3	2	2	2	3	2	2	1	2	2	2	-	1	2	3
CO 5	3	2	2	2	1	2	1	1	2	2	2	-	1	2	2

3- High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Introduction to Economics</b> Definitions of Economics - Wealth, Welfare, Scarcity and Development related definitions, Nature and Scope of Economics, Demand and supply, Types of markets, Money – Meaning, Functions and Classification; Importance of Money. Inflation, Hyperinflation, Reflation, Deflation and Stagflation Commercial Banks – Meaning, Types and Functions, Functions of the Reserve Bank of India, Taxation – Meaning, Canons and Classification of Taxes, Foreign Trade Policy – Free trade v/s Protection
<b>UNIT- II</b>	<b>Indian Economy</b> Characteristics of Indian Economy, Concepts and Measurement of National Income, Trends in Agricultural Production and Productivity; Green Revolution, Trends in Industrial Development during pre and post reform period, Growth and Problems of Small Scale Industries, Industrial Policy of 1956, 1991 and Latest
<b>UNIT- III</b>	<b>Economy of Rajasthan</b> The Position of Rajasthan's Economy in Indian Economy, Broad Demographic Features of Rajasthan- Trends in population growth and Human Development Index, Trends and Sectoral Composition of State Domestic Product, Sectoral

	Distribution of workforce, Trends in Agriculture and Industrial Production, Tourism Development in Rajasthan.
<b>UNIT-IV</b>	<b>Rural Economy and Agriculture</b>
	Rural economy and agriculture sector; Role of Start-ups and entrepreneurship, innovations, Research and Development (R & D) in relation to knowledge economy ; Changes in the sectoral distribution of national income, per capita income and labour force since independence; Assessment of the Indian developing countries growth experience with respect to these; Issues of developing countries, Least Developed Countries (LDCs)

**Assignment:**

- Analysis of editorials on economic issues of any two standard newspapers of either English or Hindi .
- Write five editorials or articles on current economic issues in India.

**Suggested Readings**

1. Development Economics, Water Elkan] Pengu Books Londa, 1973
2. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media, 2002
3. India's Second Revolution, The Dimension of Development, Lawrence A, McGraw Hill, Newyork
3. Money, Banking and Public Finance, D.M. Mithani, Himalaya Publishing House, New Delhi.
4. Money Market Operations in India, A.K. Sengupta and M.K. Agarwal, Skylark Publication, New Delhi.
5. Indian Economy, Mishra and Puri, Himalaya Publishing House, New Delhi.
6. Indian Economy, RudraDutt and Sundaram, S. Chand and Company, New Delhi.
7. Indian Economy Its Nature and Problems, AlokGhosh, The New Book Stall.
8. Principles of Micro Economics, H.L Ahuja, Sultan Chand and Company, New Delhi (Hindi and English Versions).
9. Micro Economics, C.S. Barla, National Publishing House, Jaipur, New Delhi (Hindi and English Versions).
10. Micro Economics, M.L. Jhingan, Vrinda Publication, New Delhi (Hindi and English Versions).
11. Economics of Development and Planning, M. L. Taneja and R. M.. Myer, Vishal Publishing, New Delhi
12. व्यष्टि अर्थशास्त्र, एल. एन. नाथूरामका, आरबीडी पब्लिकेशन्स, जयपुर
13. व्यष्टि अर्थशास्त्र, बीएल ओझा, आरबीडी पब्लिकेशन्स, जयपुर
14. समष्टि अर्थशास्त्र, एमएल झिंगन, वृंदा पब्लिकेशन्स, नई दिल्ली
15. समष्टि अर्थशास्त्र, बीएल ओझा, आदर्श प्रकाशन, जयपुर
16. विकास गरीबी एवं समता, दीप एवं दीप पब्लिकेशनप्रा. लि., नई दिल्ली
17. राजस्थान की अर्थव्यवस्था, एलएन नाथूरामका, कॉलेज बुक हाऊस, जयपुर
18. मुद्रा बैंकिंग एवं अंतर्राष्ट्रीय व्यापार, टीटी सेठी, लक्ष्मी नारायण अग्रवाल, आगरा

Course Code: IOJ7602P  
Credits: 2

L	T	P
-	-	2

## Internship

### Course Objective

1. To get working experience in media organizations or NGO.
2. Understand nuances of media industry.
3. To understand work environment of organizations
4. To showcase skills honed through learning.
5. To build industry specific career connections.

### Course Outcome

1. Students will get experience of working in media organizations or any NGO.
2. Students will understand the basic nuances of the industry.
3. Students will understand the work environment of the organization.
4. Student will showcase their skills and knowledge.
5. Students will make the contacts for their further career developments.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	2	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Under this course Internship or On-Job Experience will be taken as per the scheme of the Academic Program after approval by the HJU. In this, students are expected to participate in a professional employment-related activity or work experience, or cooperative education activity with a media organization. They will do internship or on-job experience under the supervision of an employee of that organisation. This will help them in understanding actual work situation and will enhance practical side of their learning. Students will have to do an internship of 2 credits. In this, the student will have to submit a certificate of having worked for 90 hours as an intern from a recognized media institution. Student has to submit a report at least 40 pages and present his/her work.

**Examination Scheme:****End of Semester Exam (EoSE)-70 Marks**

Students will have to attempt FIVE questions from two sections.

**Section I**

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

**Section II**

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

**Continuous Assessment (CA): 30 Marks**

(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

**Examination Scheme:****Practical Assessment: 100 (70+30) Marks**

Student has to submit a report at least 40 pages and present his/her work.

30 marks based on viva-voce based on project report.

**Credits for three-year degree course:**

Year 1	Year 2	Year 3	Total Credits
40	40	40	120

**\*2 Credit Internship = 90 Hours.**

To obtain BA JMC degree it will be mandatory to earn 4 credits of Ability Enhancement Course (AEC)

Degree of BA-JMC will be awarded @120 credits.