



Faculty of Mass Communication

Syllabus

For

Bachelor of Arts (Journalism and Mass Communication)*

BA(JMC)

(3/4 Years UG Program with Multiple Entry / Exit and CBCS as per NEP-2020)

(w.e.f. 2023-24)

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BAJMC Program

1. Introduction

Media, information and Communication Industry is fast moving not only at the urban level, but is making way to the grass root level where the people living. Into remote corners are keen to know what is happening around them. This quest for information has created new career opportunities not only in media field but in all other industries. Today numbers of reputed Universities are working on self-learning methodologies, at the levels of Certificate, Diploma, Degree and even Post Graduate studies providing opportunities to all strata of society in any part of country. Jagannath University Jaipur has evaluated the need of education in the field of communication & media for unemployed Youth, Women, Journalist & people working in any area of media, so that they can achieve, full potential of their skill & acquire better economic & social status in life. The bachelor program in JMC is a three years course covering the understanding of all media & developing confidence in their search for growth.

Under the new educational policy of Govt. of India the major focus is on skill based education, with an objective to provide professional employment to young graduates. The course of Media & Mass Communication has been introduced at 10+2 school level. These students need to choose a carrier at Graduation level. This course in Mass Communication & Media online will provide much needed opportunities to youth in the field of entrepreneurship information industry & journalism further career.

2. Program Mission and Objectives

Jagan Nath University, Jaipur has been established by an Act of the Rajasthan State Legislature (Act No. 19 of 2008), approved under section 2(f) by the UGC Act, 1956, accredited by **NAAC (2nd Cycle) with "A" grade** in 2022 and is member of the Association of Indian Universities (AIU).

The University is offering **UG and PG** programs in the areas of Engineering & Technology, Architecture, Management, Law, Agriculture, Pharmacy, Physiotherapy, Paramedical Sciences, Education, Arts and Vocational Studies. The **Ph.D.** programs are offered in selected disciplines. The University has approval from various Statutory Regulatory Authorities (CoA, BCI, NCTE and PCI) for programs in respective disciplines.

The University has evolved a **Comprehensive Academic System** which incorporates the latest guidelines of NEP-2020 including CBCS, outcome based assessments, skill development, industry partnerships, holistic eco-system, research, extension activities with focus on promoting quality higher education and employability among students. This program offers a high-quality Bachelor Degree. The mission is to provide professionals opportunities to develop media and leadership skills for enhancing their career prospects. This will enhance their knowledge to latest ever moving media technologies.

The objectives of the program are

- Learn basic concepts of Media & Communication & use them in their everyday life & career
- Analyze the role played by media in society.
- Develop research methods for requirements of society and industry.
- Meet the needs of Media & Communication sector in our country and abroad.
- Operate & Communicate social media.

3. Relevance of Program with Jagan Nath University, Jaipur Mission and Goals

The University Vision and Mission Statements read as under:

Vision

To develop the University as a Centre of Excellence for higher education and research committed towards quality education, skill development, industry integration and holistic eco-system for global competencies among youth and sustainable development of the Nation.

Mission

The University aspires to achieve its vision by:

- I. Innovative, job-oriented and professional academic programs for capacity building in view of the emerging trends of the economy.
- II. Enable students equipped with knowledge and competences to perform successfully in modern organizations in India and abroad.
- III. Training students in generic and life skills in addition to core discipline subjects to enhance employability in job market and for entrepreneurship.
- IV. Engaging students and faculty in research, extension services, consultancy, community development projects, curricular and extra-curricular activities for holistic education.

- V. Promoting use of digital technologies and self-learning resources like MOOCs, Coursera, Virtual Labs, Online Resources, Self-Learning, etc. for enriching information and knowledge.
- VI. Inculcating a culture of excellence among students and faculty.
- VII. Developing a sense of ownership and pride among employees to achieve organizational targets as well as their personal goals.
- VIII. Developing curriculum, training and internship programs to enhance global competencies of absolvent.
- IX. Blending skill, entrepreneurship and capacity building for sustainable development coherent with environmental and economic sustainability.

Keeping in view the socio-economic realities of majority of the population in the region with focus on the personalized needs and addressing the working professionals across the globe is one of the missions of the Jagan Nath University as it tries to encourage student enrolment from among the learner aspirants.

This BA(JMC) program helps the learners to upgrade the knowledge and skills required in the area of Journalism and Mass Communication and to attain employment. Jagan Nath University plans to give a comprehensive education model to millions of students to train them for employability in job market and entrepreneurship.

4. Instructional Design

Curriculum is designed by experts in the area of Journalism & Media subject wise, care has been taken to include contemporary and modern topics , as well as areas that in include environmental awareness , practical and production with virtual videos are provided for better understanding and current situation in media world. This curriculum and syllabus is approved by the Board of Studies and University Academic Council which consists of Experts from Academia and Industry.

5. Expected Program Outcomes

The following are the expected outcomes for BA (JMC) Program:

- I. This subject of Journalism & Mass Communication has been introduced at 10+2 level in schools; it will provide opportunity to students for future career growth.

- II. The new technology introduced in this course relating to media will provide skilled Manpower for using modern technological trends in Industry.
- III. Communication skills are required at all levels of management and entrepreneurship.
- IV. The course content will provide professional skills in Audio Visual, Print, Radio, computer and electronic media and will open avenues to students for better economic status.

The course will enhance the urge for knowledge in the field of culture, socio-economic fields both national and international levels. It will also provide operative knowledge and skills in various fields of industry and management.

6. Curriculums Design: Programs Offered

The proposed framework for UG Bachelor of Arts (Journalism and Mass Communication - BA(JMC) is as under:

Jagan Nath University
Program Structure for 4 Years Bachelor of Arts (Journalism and Mass Communication - BA(JMC) Program as per NEP 2020
Multiple Entry / Exit and Choice Based Credit System

Year	Semesters	Ability Enhancement Compulsory Courses (AECC)	Core Courses			Skill Enhancement Courses (SEC)	Multidisciplinary Courses	Value Added Courses	Field Project/ Internship	Total Credits
			Paper I	Paper II	Paper III					
I Yr	I	English (4 Credits)	History of Media in India (4 Credits)	Fundamentals of Still Photography (4 Credits)	Principle of Communication (4 Credits)	Photography Lab (2 Credits)		Environmental Studies (4 Credits)		22
	II	Computer Applications (4 Credits)	Print Journalism (4 Credits)	Indian Culture & Media Ethics (4 Credits)	Radio Programming and Production (4 Credits)	Radio Production (Lab)* (2 Credits)	Constitutional Values (2 Credits)			20
Exit Option with UG Certificate in relevant Discipline/Subject after Completion of IstYear (2 Semesters), provided the student secure 4 credits during Summer Internship after IInd Semester.										
II Yr	III	Communication Skills (4 Credits)	Hindi Journalism (4 Credits)	Indian Constitution & Economic Growth (4 Credits)	Development Communication (4 Credits)	Writing for Media (2 Credits)		Stock Market Operations (2 Credits)		20
	IV	Universal Human Values (4 Credits)	TV Journalism (4 Credits)	Print Media– Specialized Reporting & Feature writing (4 Credits)	Advertising (4 Credits)	Print Media– Specialized Reporting & Feature Writing (Lab)* (2 Credit)	Cyber Crimes & Protection (2 Credits)			20
Exit Option with UG Diploma in relevant Discipline/Subject after Completion of IInd Year (4 Semesters), provided the student secure 4 credits during Summer Internship after IVth Semester.										
III Yr	V	Leadership Skills & Management (4 Credits)	Principles of Public Relation (4 Credits)	Cyber Journalism (4 Credits)	Computer Graphics (4 Credits)	Computer Graphics (Lab)- I* (2 Credits)		New Venture Development (2 Credits)		20
	VI	Professional Skills (4 Credits)	Media Laws (4 Credits)	Digital Marketing (4 Credits)	Radio Jockeying & News Anchoring Video Editing (4 Credits)	Electronic Media (Lab)* (2 Credits)	Critical Thinking (2 Credits)			20
Total Credits		AECC	Core courses			SEC (12 Credits)	Multidisciplinary	VAC		Total

(Upto VI sem)	(24 Credits)	(72 Credits)		(6 Credits)	(8 Credits)		(122 Credits)
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Exit Option with UG Degree in relevant Discipline/Subject after Completion of IIIrd Year(6 Semesters)

UG Degree (Hons.) with Research

(Only for Students Securing 75% Marks and above in the first six Semesters)

IVYr	VII	Media Research (4 Credits)	Event Management (4 Credits)	Film Appreciation (4 Credits)	Media & Gender Issues (4 Credits)	Media Research (Lab)* (2 Credits)			Internship Report & Viva* (2 Credits)	20
	VIII		Synopsis Writing & Seminar (4 Credits)					Entrepreneurship Development (4 Credits)	Dissertation (12 Credits)	20
Total Credits		AECC (28 Credits)	Core Courses (88 Credits)			SEC (14 Credits)	Multidisciplinary (6 Credits)	VAC (12 Credits)	(14 Credits)	Total (162 Credits)

UG Degree (Hons.)

(For Students Completing First Six Semesters)

IVYr	VII	Media Research (4 Credits)	Event Management (4 Credits)	Film Appreciation (4 Credits)	Media & Gender Issues (4 Credits)	Media Research (Lab)* (2 Credits)			Internship Report & Viva* (2 Credits)	20
	VIII		Media Management (4 Credits)	Global Media Scenario (4 Credits)	Elective – (a) Health Journalism or (b) Sports Journalism (4 Credits)			Entrepreneurship Development (4 Credits)	Field Project (4 Credits)	20
Total Credits		AECC (28 Credits)	Core Courses (96 Credits)			SEC (14 Credits)	Multidisciplinary (6 Credits)	VAC (12 Credits)	(6 Credits)	Total (162 Credits)

6.1 Program structure and detailed syllabus

The course structure is as per the framework given above:

Program Structure for 4 year BA(JMC) as per NEP 2020 Multiple Entry/Exit and Choice Based Credit System

Bachelor of Arts (Journalism and Mass Communication – BA(JMC))

Program Structure

Semester – I

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 101	English	AECC	4	30	70	100
BAJMC 102	History of Media in India	Core	4	30	70	100
BAJMC 103	Fundamentals of Still Photography	Core	4	30	70	100
BAJMC 104	Principle of Communication	Core	4	30	70	100
BAJMC 105	Photography Lab	SEC	2	25	25	50
VAC 001	Environmental Studies	VAC	4	30	70	100
Total			22	175	375	550

Semester – II

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 201	Computer Applications	AECC	4	30	70	100
BAJMC 202	Print Journalism	Core	4	30	70	100
BAJMC 203	Indian Culture & Media Ethics	Core	4	30	70	100
BAJMC 204	Radio Programming and Production	Core	4	30	70	100
BAJMC 205	Radio Production (Lab)*	SEC	2	25	25	50
BAJMC 206	Constitutional Values	Multidisciplinary	2	15	35	50
Total			20	160	340	500

Semester – III

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 301	Communication Skills	AECC	4	30	70	100
BAJMC 302	Hindi Journalism	Core	4	30	70	100
BAJMC 303	Indian Constitution & Economic Growth	Core	4	30	70	100
BAJMC 304	Development Communication	Core	4	30	70	100
BAJMC 305	Writing for Media	SEC	2	25	25	50
VAC 002	Stock Market Operations	VAC	2	15	35	50
Total			20	160	340	500

Semester – IV

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 401	Universal Human Values	AECC	4	30	70	100
BAJMC 402	TV Journalism	Core	4	30	70	100
BAJMC 403	Print Media–Specialized Reporting & Feature writing	Core	4	30	70	100
BAJMC 404	Advertising	Core	4	30	70	100
BAJMC 405	Print Media–Specialized Reporting & Feature Writing (Lab)*	SEC	2	25	25	50
BAJMC 406	Cyber Crimes & Protection	Multidisciplinary	2	15	35	50
Total			20	160	340	500

Semester – V

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 501	Leadership Skills & Management	AECC	4	30	70	100
BAJMC 502	Principles of Public Relation	Core	4	30	70	100
BAJMC 503	Cyber Journalism	Core	4	30	70	100
BAJMC 504	Computer Graphics	Core	4	30	70	100
BAJMC 505	Computer Graphics (Lab)-I*	SEC	2	25	25	50
VAC 003	New Venture Development	VAC	2	15	35	50
Total			20	160	340	500

Semester – VI

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 601	Professional Skills	AECC	4	30	70	100
BAJMC 602	Media Laws	Core	4	30	70	100
BAJMC 603	Digital Marketing	Core	4	30	70	100
BAJMC 604	Radio Jockeying & News Anchoring	Core	4	30	70	100
BAJMC 605	Electronic Media (Lab)*	SEC	2	25	25	50
BAJMC 606	Critical Thinking	Multidisciplinary	2	15	35	50
Total			20	160	340	500

**Bachelor of Arts (Journalism and Mass Communication – BA(JMC))
Degree (Hons.) with Research
(Only for Students Securing 75% Marks and above in the first six Semester)
Semester – VII**

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC R 701	Media Research	AECC	4	30	70	100
BAJMC R 702	Event Management	Core	4	30	70	100
BAJMC R 703	Film Appreciation	Core	4	30	70	100
BAJMC R 704	Media & Gender Issues	Core	4	30	70	100
BAJMC R 705	Media Research (Lab)*	SEC	2	25	25	50
BAJMC R 706	Internship Report & Viva*	Field Project	2	25	25	50
Total			20	160	340	500

Semester – VIII

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC R 801	Synopsis Writing & Seminar	Core	4	30	70	100
VLC 004	Entrepreneurship Development	VAC	4	30	70	100
BAJMC R 802	Dissertation	Field Project	12	100	200	300
Total			20	160	340	500

**Bachelor of Arts (Journalism and Mass Communication – BA(JMC))
Degree (Hons.)
(Only for Students Securing 75% Marks and above in the first six Semester)
Semester – VII**

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 701	Media Research	AECC	4	30	70	100
BAJMC 702	Event Management	Core	4	30	70	100
BAJMC 703	Film Appreciation	Core	4	30	70	100
BAJMC 704	Media & Gender Issues	Core	4	30	70	100
BAJMC 705	Media Research (Lab)*	SEC	2	25	25	50
BAJMC 706	Internship Report & Viva*	Field Project	2	25	25	50
Total			20	160	340	500

Semester – VIII

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 801	Media Management	Core	4	30	70	100
BAJMC 802	Global Media Scenario	Core	4	30	70	100
BAJMC 803	Choose any one: (A) Health Journalism (B) Sports Journalism	Elective	4	30	70	100
VAC 004	Entrepreneurship Development	VAC	4	30	70	100
BAJMC 804	Field Project	Field Project	4	50	50	100
Total			20	170	330	500

*Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

Semester – I

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 101	English	AECC	4	30	70	100
BAJMC 102	History of Media in India	Core	4	30	70	100
BAJMC 103	Fundamentals of Still Photography	Core	4	30	70	100
BAJMC 104	Principle of Communication	Core	4	30	70	100
BAJMC 105	Photography Lab	SEC	2	25	25	50
VAC 001	Environmental Studies	VAC	4	30	70	100
Total			22	175	375	550

BAJMC 101: English

Objective

The Objective of this course is to develop capability of the student to write and speak in English correctly being the back bone of legal education.

Course Contents :

Unit I	Transformation & Analysis of Sentence Elements of a sentence, Subject, predication, object, Types of Sentence: Simple
Unit II	Compound And Complex
Unit III	Transactions of Sentences: <ul style="list-style-type: none"> • Direct and indirect Narration • Active and Passive Voice
Unit IV	Usage of Nouns, Pronouns
Unit V	Verbs, Adverbs
Unit VI	Adjectives, Conjunctions
Unit VII	Tenses Simple Past tense, Simple Present Tense, Simple future Tense, Past Continuous
Unit VIII	Present continuous, Future continuous, Past perfect, Present Perfect, Future Perfect
Unit IX	Past Perfect continuous, Present Perfect continuous, Future perfect continuous
Unit X	Comprehension passage Inferring facts, opinions
Unit XI	Reasons, conclusion
Unit XII	General statements from Comprehension passage
Unit XIII	Application & Letter (Official-formal and informal)
Unit XIV	Application & Letter (Personal)
Unit XV	Paragraph writing (for developing better writing skill)

Text books:

Wren and Martin-English Grammar

Course Outcomes:

CO	Statement
	After completion of the course the students will be able to
CO1	Understand the types and transactions of sentences
CO2	Interpreting general grammatical usage of nouns , pronouns , verbs , adverbs , adjectives and conjunctions
CO3	Understand the usage of all types of tenses
CO4	Summarizing and journaling comprehension passage
CO5	Articulating paragraph writing , applications and letter writing.

BAJMC 102: History of Media in India

Course Objectives

- To understand the basic concept of media
- To demonstrate the importance of media
- To learn about photography and cinematography
- To effectively use of social networking sites.

Course Contents :

Unit I	History of Print Media (Pre-Independence) History of Newspapers in India (Pre-Independence), History of Magazines in India (Pre-Independence),
Unit II	History of Print Media (Post-Independence) History of Newspapers in India (Post- Independence), History of Magazines in India (Post-Independence)
Unit III	ng Face of Print Media, Color Printing and Technology including design, use of computer for Print Media.
Unit IV	History and Management of Broadcast Media Evolution and growth of Radio in India, AM, FM and Shortwave broadcasting,
Unit V	Privatization- leasing out time slots (1993)—Privatization policy (2000),
Unit VI	Expansion of FM Radio channels Development of Educational & Community Radio.
Unit VII	History and Management of Audio-Visual Media Introduction to Audio Visual Media and its History, Introduction to Television as a mass medium,
Unit VIII	History of Television in world and in India & Introduction to Satellite TV (SITE).
Unit IX	History of Photography & Cinematography Introduction to Photography and its history in the world, Introduction to Cinematography and its history,
Unit X	Introduction to Cinema (Motion Pictures) and its Development in the world
Unit XI	Early concept of cinema in India (Bioscope) & Various types of Cinemas
Unit XII	History of New Media & Social Media Introduction to New Media, Growth and development of New Media, Effects and Implication of New Media
Unit XIII	New Media as a source of information, Social impact of New Media, Introduction to Social Networking Sites
Unit XIV	History of Social Networking Sites, Types of Social Networking Sites & Use of Social Networking Sites

Textbooks:

1. Dsouza Y.K Mass. *Media Today & Tomorrow*. Indian Publisher
2. Gaur DK. *Broadcast Journalism*. Omega Publication

Reference Books:

1. Wulfemeyer K. Tim. *Beginning Radio-T.V. Newswriting: A self-instructional learning experience*. Surjeet Publication
2. Ahuja B.N. & Chhabra S. S. *A Concise Course in Reporting for Newspaper, Magazines, Radio & T.V.* Surjeet Publication
3. White Ted. *Broadcast News: writing, reporting & producing*. Oxford University Press
4. Ahuja B.N. *Audio Visual Journalism*. Surjeet Publication
5. Kumar J Keval. *Media communication in India*, Jaico Publication

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the print media
CO2: Recognize about the importance of media
CO3: Understand the various aspects of broadcast media
CO4: Familiar with the audio-visual media
CO5: Effectively use of social networking sites

BAJMC 103: Fundamentals of Still Photography

Course Objectives

- To define photography.
- To describe the parts of camera and their functions
- To describe various lights and lighting applications
- To demonstrate proficiency of knowledge in Photo Journalism

Course Contents :

Unit I	Photography Definition, Meaning & Concept. Brief History of Photography. Importance of Photography.
Unit II	Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography, Forensic Photography, Aerial Photography, Political Photography.
Unit III	Essentials of Good Photography of Shots, Angles, What is Framing, Rule of Thirds, Depth of Field.
Unit IV	Composition, ISO, White Balance, Black Balance.
Unit V	How Shutter Speed works? What is Exposure? Camera Movements.
Unit VI	Camera Components Camera Accessories. Types of Cameras- SLR, TLR, DSLR, Large Format, Polaroid.
Unit VII	Types of Lenses-Normal, Zoom, Telephoto, Wide Angle, Fish Eye
Unit VIII	Lighting Outdoor and Indoor Lights. Sources of Light: Natural and Artificial. Nature and Physical Properties of Light.
Unit IX	Three Point Lighting: Key, Fill and Back
Unit X	Lighting Aesthetics: Controlling Contrast through Lighting. Flash Photography
Unit XI	Photo Editing Techniques Cropping, Editing of Photos, Image Resizing, Selections of Photographs, Qualities and Responsibilities of a good Photojournalist.
Unit XII	Ethical Aspects of Photo Journalism. Photographs can communicate. Ethics in Photo Journalism

Text Books:

1. Sharma O.P. *Practical Photography*, Hind Pocket Books
2. Michael Focal. *Basic Photography*. Langford- Press
3. James A. Folts, Ronald P. *Handbook of Photography*.
4. Hodder Heaine Lee Frost. *Photography*.

References:

1. Photography for Beginners (The Ultimate Guide in 2022) (expertphotography.com)
2. photography Basics in 10 MINUTES - YouTube
- 3.7 SIMPLE photography TIPS I wish I knew EARLIER - YouTube

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the process. Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems
CO2: Identify skill and Technique
CO3: Define principles of composition to produce professional images.
CO4: Define principles of composition to produce professional images.
CO5: Construct the good images with Composition.

BAJMC 104 : Principles of Communication

Course Objectives

- To define communication and mass communication.
- To define the process of communication.
- To practice effective communication skills
- To describe various models and theories of mass communication

Course Contents :

Unit I	Introduction to Communication Communication- Concept, Definition, Meaning & importance
Unit II	Elements, Process & features of communication
Unit III	, Five senses, Barriers of Communication, 7c's of communication
Unit IV	Types of Communication Verbal and Nonverbal Communication, Oral & written communication, Communication,
Unit V	Formal and Informal communication, Internal and External communication
Unit VI	Levels of Communication- Intra-Personal, Inter- Personal, Group Communication, Public Communication
Unit VII	Introduction to Mass Communication Concept, Definition, Nature & Characteristics, Elements & Process, Functions, Reach & Role.,
Unit VIII	Mass Communication & Mass Culture, Mass Audience
Unit IX	Media of Mass Communication: Print, Electronic and New media
Unit X	Communication Theories & Models Aristotle's Model, SMCR Model, Osgood Model, Shannon & Weaver Model, Wilbur Schramm Model,
Unit XI	Helical Model, Lasswell Model, New Comb Model, Gate Keeping Model, Gerbner's Model
Unit XII	Media Theories Bullet Theory, Two-Step, Multi Step Theory, Individual Difference Theory, Cognitive Dissonance Theory, Agenda Setting theory, Commercial Theory,
Unit XIII	Uses and Gratification Theory, Cultivation Theory, Medium Theory, Dependency Theory, Theory of Selectivity, Play Theory

Textbooks:

1. Rayudu C.S. *Communication*. Himalaya Publication
2. Dua M.R. *Communication and Culture: New Perspective and Application*. Galgotia Publication
3. Andal N. *Communication Theories and Models*. Himalaya Publication

Reference Books:

1. Ahuja B.N. & Chhabra S.S. *Communication*. Surjeet Publication
2. Barker Larry. *Communication*. PHI
3. Ravi Aggarwal. *Communication: Today and Tomorrow*. Subline Publication

Course Outcomes

At the end of the course, the student will be able to:

CO1: Demonstrate effective communication skills (spoken/written)
CO2: Identify the various Theories of Mass Communication
CO3: Understand the concept of Mass Communication
CO4: Familiar with the Models of Communication
CO5: Effectively execute the Types of communication

BAJMC 105 : Photography (Lab)

Course Objectives

- To define photography. Describe the types of photography.
- Use of different types of lens.
- Use of shots and angles
- To understand different camera formats

Practical Exercises

1. Click 5 different types of Photographs (like still life, fashion, Nature, Product photography) etc.
2. Prepare 5 different photographs on Street / Candid photography
3. Prepare 3 different photographs using Shutter Speed, Aperture, and Focal Length.
4. Click any 3 photographs on (Normal, Zoom, Telephoto)
5. Make a PPT or a file on camera Shots and Angels (any 10)
6. Create a 1 to 2 minutes of Stop Motion video using photographs on any theme.
7. Create 5 images using Expressions.
8. Create a bunch of 8 to 10 photographs on Photo Feature or Photo Essay.

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

NOTE: Internal Assessment- The student should maintain a file and soft copy of his/her assignments duly checked and signed by the concerned faculty.

References:

1. PHOTOGRAPHY BASICS in 10 MINUTES - YouTube
2. Best Beginner Camera - 2022 - What you need to know - YouTube
3. Photography for Beginners (The Ultimate Guide in 2022) (expertphotography.com)

Course Outcomes:

At the end of the course, the student will be able to:

CO1: Explain different shots and Angles
CO2: Understanding of Camera lenses
CO3: Experiment with different lens
CO4: Create professional images
CO5: Create digital images with camera using different Format.

VAC 001: Environmental Studies

Course Objective

It is concerned with the exploration, investigation and development of an understanding of the natural, human and social dimensions of local and wider environments. It provides opportunities to engage in active learning, to use a wide range of skills, and to acquire open, critical and responsible attitudes.

Course Contents :

Unit I	Ecosystem – Introduction- Abiotic and Biotic components. Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles
Unit II	Biodiversity – Values, Type and levels of Biodiversity. Causes of depletion. Conservation of biodiversity
Unit III	Water Pollution – Sources of water, water quality standards, type of pollutants – its sources and effects
Unit IV	Air Pollution – composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Greenhouse effect, global warming, acid rain, ozone depletion,
Unit V	Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution
Unit VI	Solid Waste Management Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste
Unit VII	Collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi-composting, incineration
Unit VIII	Biomedical waste – Generation, collection and disposal.
Unit IX	Non-Conventional energy sources Introduction, renewable sources of energy; Potential of renewable energy resources in India.
Unit X	solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy
Unit XI	Social Issues and Environmental Impact Assessment (EIA)
Unit XII	Sustainable development – Water Conservation, Rain Water Harvesting
Unit XIII	Public awareness and environmental education
Unit XIV	Environmental Legislations in India – Environmental Protection act-1986
Unit XV	Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wilife protection act, Forest conservation act

Text Books:

1. Agarwal Shikha, Suresh Sahu, Environmental Engineering and Disaster Management, Dhanpat Rai & Co., 2010
2. Brunner R.C., Hazardous Waste Incineration, McGraw Hill Inc. 1989.

Suggested Readings:

1. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
2. Cunningham, W.P, Cooper, T.H. Gorhani, E & Hepworth, M.T., Environmental Encyclopedia, Jaico Publishing House, Mumbai, 2001.

Course Outcome:

CO	Statement
	After completion of this course, students will be able to:
CO1	Recognise the impact of environmental depletion especially on ecosystem and biodiversity
CO2	Identify factors causing land, water , air and noise pollution
CO3	Determine the effects of pollution
CO4	Develop keen understanding of non conventional energy source , solid waste management and technologies for sustainable development
CO5	Understand the environment legislations in India

Semester – II

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 201	Computer Applications	AECC	4	30	70	100
BAJMC 202	Print Journalism	Core	4	30	70	100
BAJMC 203	Indian Culture & Media Ethics	Core	4	30	70	100
BAJMC 204	Radio Programming and Production	Core	4	30	70	100
BAJMC 205	Radio Production (Lab)*	SEC	2	25	25	50
BAJMC 206	Constitutional Values	Multidis ciplinary	2	15	35	50
Total			20	160	340	500

BAJMC 201 : Computer Applications

Course Objectives:

1. Understand basic concepts and terminology of information technology.
2. Have a basic understanding of personal computer and acquire knowledge about generation of computers and types of computers.
3. Identify uses of spreadsheets in Managerial application.

Course Contents

Unit I	Basic Knowledge of Computer & Computer Hardware's. Know the various indicators, switches and connectors used in Computers. Familiarize the layout of SMPS, motherboard and various Disk Drives
Unit II	Configure Bios set up options. Install various secondary storage devices with memory partition and formatting. Know the various types of printer installation and to have the troubleshooting ability
Unit III	Assemble PC system and checking the working condition. Installation of Dual OS in a system. Configure Internet connection and use utilities to debug the network issues
Unit IV	MS WORD <ul style="list-style-type: none"> • Preparing a neat aligned, error free document, add header and footer, also perform find replace operation and define bookmarks. • Preparing documents with special effects and adding new Symbols and frames.
Unit V	<ul style="list-style-type: none"> • Preparing documents with inserts pictures objects and database. • Preparing tables
Unit VI	<ul style="list-style-type: none"> • Perform mail merger operation and preparing labels. • Type the text, change the font size at 20, Align the text to left, right and justify & centre and underline the text.
Unit VII	Prepare a job application letter enclosing your bio-data Type the text, check spelling and grammar, bullets and numbering list items.
Unit VIII	MS POWER POINT <ul style="list-style-type: none"> • Prepare a power point presentation with at least five slides for department inaugural function.
Unit IX	Draw an organization chart with minimum three hierarchical levels
Unit X	Design an advertisement campaign with minimum three slides
Unit XI	Insert an excel chart into a power point slide
Unit XII	MS EXCEL <ul style="list-style-type: none"> • Entering and printing worksheet.
Unit XIII	Worksheet using formulas
Unit XIV	<ul style="list-style-type: none"> • Worksheet Manipulation for electricity bill preparation • Drawing graphs to illustrate class performance
Unit XV	An excel worksheet contains monthly Sales Details of five companies.

Text Books:

1. Sinha, Kr. Pradeep and PreetiSinha; *Foundations of Computing*, BPB Publication.
2. Microsoft Office-2007 by Greg Perry , SAMS Teach yourself Techmedia.publications.

Suggested Readings:

1. Leon and Leon; Introduction to Information Technology, Leon Tech World.
2. Jain, V.K.; Computers and Beginners

Course Outcomes:

CO	Statement
CO1	Know and explain about the evolution of computer systems and its basic components.
CO2	Explain with the help of a diagram, peripheral devices of a computer
CO3	Describe the basic networking concepts
CO4	Understand and apply word based and technologies used in the field of management
CO5	Understand and Apply formatting and editing features to enhance worksheets

BAJMC- 202 Print Journalism

Course Objectives

- Understand the principles and techniques of journalism.
- Identify news values and sources of news.
- Understand structure of newsroom
- Understand modern trends in print journalism with discussion on contemporary issues and problems which are there and which might affect organizations of newspapers in the future.

Course Contents :

Unit I	Introduction to Journalism Define Journalism, role of a journalist, responsibilities of a journalist/reporter
Unit II	Journalism as Fourth Estate, Yellow Journalism and Citizen Journalism
Unit III	Introduction to Newspapers Newspaper, Elements of Newspaper, Print Media Terminologies
Unit IV	Classification of Newspapers, Difference between newspaper and magazine.
Unit V	Types of Heaines, Newspaper as a medium of Mass Communication
Unit VI	Introduction to News What is News:need and importance, Elements of News, Hard News & Soft News,
Unit VII	Types of Heaines, Leads and Body in the news story, News Sources
Unit VIII	News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo
Unit IX	Structure of Newsroom Newsroom setup, Set up of editorial Department, Functions of News Editor,
Unit X	Role of Chief Editor Chief Editor, Responsibilities of chief editor and sub editor
Unit XI	Editing and Layouting Editing: Definition, principles, Editing symbols and Proof Reading, Advent of electronic editing, Photo Caption.
Unit XII	Design and Layout for Newspaper, Magazine

Text Books:

1. Ahuja, B. N. (1996). *History of Indian Press: Growth of Newspapers in India*. Surjeet Publications.
2. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of Journalism and Mass Communication*. New Delhi. Concept
3. Natarajan, J. (1955). *History of Indian Journalism*. Delhi. Publications Division, Ministry of Information and Broadcasting.

Reference Books:

1. U Raman. *Writing for the Media*. University Press.
2. *Handbook of Print Media - Technologies and Production Methods* /Helmut
3. Ahmad Shahzad. *Journalism & Press*. Anmol Publication

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand role and responsibilities of journalist.
CO2: Understand different types of print media
CO3: Demonstrate news writing skills and news sources
CO4: Analyse Newsroom setup and responsibilities of chief editor
CO5: Design the final layout of newspaper and magazine

BAJMC 203 : Indian Culture and Media Ethics

Course Objectives

- To enable the student to understand various media ethics, policy and regulatory frameworks in India that affect media establishments' communication activities.
- The course will examine the success or failure of existing media policy and regulations in a technologically dynamic media environment.
- To understand and analyse the broad range of specific ethical and moral issues pertinent to various aspects of the media.

Course Contents :

Unit I	Ethics Ethics-Concept and Importance of Media Ethics, Code of Ethics, Practical Application and Solutions to Media Ethics Theories – Deontology, Utilitarianism, Teleological,.
Unit II	Theory based on Rights and Virtue. Principles of Media Ethics: Accountability and Transparency
Unit III	Elements of Media Ethics – Ethical Values and Conflict of Ethical Values
Unit IV	Codes and Standards in Media Codes of Journalistic Ethics: Press Council Codes and Parliamentary Code of Conduct for Journalists in India.
Unit V	Parliamentary Privileges and Immunities', tips for reporting parliament. Broadcasting Codes – For radio (AIR) Fundamental Principles, Self-Regulation: For (Television) By NBA
Unit VI	Public Relations and Advertising Codes of Conduct – General Principles and Practices.
Unit VII	Social & Moral Responsibility of Press Normative Theories of Press: Authoritarian, Libertarian, Social Responsibility, Soviet Media Theory
Unit VIII	Media Responsibility/ Restrictions: Comparative Study in UK, USA and India. Pressures on journalists: Types and Professional solutions – AJA Code of Ethics. Censorship and Film Certification: OTT Platforms
Unit IX	Freedom of Responsibility in Reporting Methods: Media Trail and Right to Privacy.
Unit X	Media & Society Media & Women: Status of Women, Women Empowerment, Advancement of Women Strategies, Portrayal of Women in Media- Films, Reality Shows, OTT Platforms and Advertisements etc., Representing Women Issues..
Unit XI	Media and Politics: Basics of Political Communication, Ethics and Security Implications- Media Usage by Political Parties, Rise of Polarizing and Divisive Content, Social Media and India politics
Unit XII	Media and Religion: Role of Media- Cinema, TV, Social Media and Dedicated Channels for Religion, Narrow down the Scope of Religion- Widened Superficial

	Perception, Relation Between Media, Religion and Politics, Role of Media During Communal Riots.
Unit XIII	Current Issues Social Media, OTT Self Regulations, Hate speech- Reporting and Consequences Paparazzi- Concept, Pros and Cons,
Unit XIV	Sting Operations- Concept- Legal Regulations and Cases, Advocacy
Unit XV	Activist Journalism- Concept, Objectivity and Criticism, Paid News and Fake news- Issues Associated, Adoption of International Best Practices, Types and Cases in India

CASE STUDIES on current issues and presentation

Textbooks:

1. Kishore Devesh. *Media Laws: Its Ethics and Ethos*. Sage Publication.
2. Patriwala Rajni, Oberoy Patricia. *Marriage, Migration and Gender*. Sage Publication.
3. Madhu Purnima Kishwar. *Deaf Laws & Jealous Reformers*.
4. Kamal Akash. *Media Laws- A Brief Observation*. Asian Press.

Reference Books:

1. Shantakumar S. *Introduction to Environmental Law*. Butterworths Wadhwa.
2. Hansen Anders. *Environment, Media & Communication*. Routledge Taylor & Francis Group.
3. Tiwari A K. *Politics in India: Comparative Study*. Eastern Book Corporation.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand broad range of specific ethical and legal issues pertinent to various aspects of the media.
CO2: Investigate the techniques for dealing with ethical practices by media and moral dilemmas that students may encounter in their professional lives
CO3: Examine the recent cases of ethical issues in media
CO4: Analyze the general nature of ethical, legal and moral discourse pertaining to professional communication.
CO5: Apply the ethical practices in national and international scenario

BAJMC 204 : Radio Programming and Production

Course Objectives

- To describe radio as a medium of mass communication
- To describe various formats of radio program
- To explain the process of radio program production

Course Contents :

Unit I	Understanding the Medium Radio as Medium of Mass Communication, Relevance of Radio to Society
Unit II	Objectives of broadcast—Information, Education & Entertainment, Role of radio in development of society
Unit III	Organizational Structure and Functionaries of a Radio Station: Govt. and Private
Unit IV	Program Formats- I Podcast , Radio Talk/Interview/discussion, Radio Announcement and Links,
Unit V	Radio News, Radio Feature and Documentary
Unit VI	Radio Commentary ,Radio Play/Drama
Unit VII	Program Formats -II Radio Ads/ Spots (Social and Commercial), Phone-in and Radio Bridge,
Unit VIII	Vox Pop, Radio Prank, Signature Tune, Music Program
Unit IX	Radio Production Elements of Radio Program, Stages of Radio Production, Equipment used in Radio Production: Microphones (Types, characteristics, Handling and placement, specifications)
Unit X	Headphones/speakers and Talk Backs, Audio Mixers(Input /output , fade in /fade out and jack panel) and Transmitters, Recording, Broadcasting and Troubleshooting
Unit XI	Indoor: Studio, Acoustics and Perspective, Outdoor: Ambience and Noise
Unit XII	Post Production Editing and Mixing, Adding Sound Effects and Music
Unit XIII	Audio Filters: Types, Need and Importance, Use of Silence (Pre- role and Post-role)

Text Books:

1. Patrakar Singhal Mahavirji. *Radio Broadcasting in India*. Patrakar Parivar
2. Gaur D.K. *Broadcast Journalism*. Omega Publication

Reference Books:

1. Wulfemeyer K. Tim. *Beginning Radio-T.V. Newswriting: A self- instructional learning experience*. Surjeet Publication
2. Chaudhary J.K. *Build your career as radio jockey*.
3. Bhatt SC. *Broadcast Journalism*. Har-Anand Publication

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the role of radio in society.
CO2: Create content / writing for various latest formats
CO3: Understand the technicalities of radio
CO4: Understand the stages of radio production
CO5: Utilize the knowledge of editing software and studio equipment

BAJMC 205 : Radio Production (Lab)

Course Objectives

- To differentiate between various program formats
- To identify various radio equipments
- To learn the process of radio program production
- To demonstrate proficiency in radio program production

Exercises/Assignments

1. Identify and Usage of various Studio Equipment
2. Hands-On: Work on studio recording (Positioning of Microphones)
3. Editing- using Audio Editing Software
4. Prepare a Production Book for
 - a. 10 to 30 minutes Music Show (Individual Activity)
 - b. 30 Seconds Public Service Announcements /Radio commercial/Jingle(Individual Activity)
 - c. Minutes Radio News Bulletin
Documentary/Feature/Drama/Interview/discussion(small group activity)
 - d. Outdoor recordings: Vox-Pop/Interview
 - e. 2 Programs of each format will be produced

Production Book must include

- a. Audio brief
- b. Program objective (s)
- c. Synopsis
- d. Treatment
- e. Script
- f. Crew list
- g. Technical requirements

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

NOTE: Internal Assessment- The student should maintain a file and soft copy of his/her assignments duly checked and signed by the concerned faculty.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Learn about the importance of radio production
CO2: Identify the various radio programs
CO3: Understand the different aspects of recording techniques
CO4: Familiar with the sound editing software's
CO5: Create radio programs effectively

BAJMC 206 : Constitutional Values

Course Objectives: On the completion of the course, the learners will be able to:

Understand the values of Constitutional form of Governance those are to safeguard the human rights of every citizen of the Country and to pursue the analytical and critical study of the Constitution of India in terms of these values with its functional dimensions carried out in course of time through the instrumentalities of the State since the inception of the Constitution of India.

Course Contents :

Unit I	Laissez faire theory - concept of Freedom Liberty, Equality, Fraternity, Secularism, Socio-Economic Justice, Universal franchise
Unit II	Human Dignity. Rule of law, Sovereignty, limited government, separation of powers, federalism, Individual rights.
Unit III	Constitutional governance in India: Republican Democracy Legal values of democracy; Freedom, Equality, Separation of Power and Rule of Law , Freedom and Equality
Unit IV	Right to life (Article 21) Right of persons in custody and preventive detention laws (Articles 22) Freedom of religion (Articles 25-28) Cultural and educational Rights of Minorities(Articles 29-30) Right to Equality (Articles 14-18) discriminatory justice Fundamental freedoms (Articles 19)
Unit V	Legal values of democracy; Separation of Power and Rule of Law Parliament and State Legislatures; Union and State Executive List challenges to separation of power in India context
Unit VI	Rule of Law; Independent and integrated judiciary- Power of Judicial Review; theory of basic structure Right to constitutional Remedies, Writs
Unit VII	Socio-Economic Justice and Universal Franchise Preamble; Directive principles of the State (Articles 36-51)
Unit VIII	Fundamental duties (Article 51 A) Role of Election Commission in Democratic Process

Text Books:

1. V.N. Shukla, *Constitution of India*, Eastern Book Agency, 2014
2. M.P. Jain, *Indian Constitutional Law*, Lexis Nexis, 2013

Suggested Readings:

1. D.D. Basu, *Introduction to the Indian Constitution of India*, Prentice Hall of India Private Ltd., New Delhi, 1994
2. H. M. Seervai, *Constitutional Law of India*, Universal Law Publishing Co., Reprint, 2013
3. Glanville Austin, *Indian Constitution-Cornerstone of the Nations*, Oxford University Press, 1999
4. P.M. Bakshi, *The Constitution of India*, Universal Law Publishing Co., 2014

Course Outcomes: - At the end of the course, a student will be able to understand:

CO1	Concept of 'State' in reference to the fundamental rights.
CO2	The fundamental rights and the procedure for compliance of fundamental rights and Writ jurisdiction of Supreme Court and high court under Article 32 and 226.
CO3	The duty of state and inter- relationship between fundamental rights and directive principles. (L1)Apply the theories of Basic Structure in general.
CO4	State responsibility towards its citizens
CO5	Detailed analysis of directive principles and its enforcement.

Semester – III

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 301	Communication Skills	AECC	4	30	70	100
BAJMC 302	Hindi Journalism	Core	4	30	70	100
BAJMC 303	Indian Constitution & Economic Growth	Core	4	30	70	100
BAJMC 304	Development Communication	Core	4	30	70	100
BAJMC 305	Writing for Media	SEC	2	25	25	50
VAC 002	Stock Market Operations	VAC	2	15	35	50
Total			20	160	340	500

BAJMC 301 : Communication Skills

Course Objectives:

1. To identify common communication problems that may be holding learners back
2. To identify what their non-verbal messages are communicating to others
3. To understand role of communication in teaching-learning process
4. To learn to communicate through the digital media
5. To understand the importance of empathetic listening
6. To explore communication beyond language.

Course Contents:

Unit I	Techniques of effective listening
Unit II	Listening and comprehension, Probing questions
Unit III	Barriers to listening
Unit IV	Speaking: Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors
Unit V	Meaning of non-verbal communication, Introduction to modes of non-verbal communication, Breaking the misbeliefs ,
Unit VI	Open and Closed Body language, Eye Contact and Facial Expression Hand Gestures, Do's and Don'ts, Learning from experts, Activities-Based Learning
Unit VII	Techniques of effective reading, Gathering ideas and information from a given text: Identify the main claim of the text, Identify the purpose of the text, Identify the context of the text, Identify the concepts mentioned,
Unit VIII	Evaluating these ideas and information: Identify the arguments employed in the text
Unit IX	Identify the theories employed or assumed in the text, Interpret the text: To understand what a text says, To understand what a text does, To understand what a text means.
Unit X	Clearly state the claims, Avoid ambiguity, vagueness, unwanted generalisations and oversimplification of issues, Provide background information, Effectively argue the claim, Provide evidence for the claims,
Unit XI	Use examples to explain concepts, Follow convention, Be properly sequenced, Use proper signposting techniques, Be well structured: Well-knit logical sequence, Narrative sequence, Category groupings.
Unit XII	Different modes of Writing: E-mails, Proposal writing for Higher Studies, Recording the proceedings of meeting: Any other mode of writing relevant for learners
Unit XIII	Role of Digital literacy in professional life: Trends and opportunities in using digital technology in workplace, Internet Basics, Introduction to MS Office tools: Paint, Office, Excel ,.PowerPoint
Unit XIV	Introduction to social media websites, Advantages of social media, Ethics and etiquettes of social media.
Unit XV	How to use Google search better, Effective ways of using Social Media, Introduction to Digital Marketing

Text Books:

1. Sen Madhuchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi
2. Silvia P. J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC

Suggested Readings:

1. Public Speaking, Michael Osborn and Suzanne Osborn, Biztantra
2. Handbook of Practical Communication Skills-Chrissie Wrought, published by Jaico Publishing House.

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Adapt effective listening skills
CO2	Learn and demonstrate effective speech.
CO3	Learn and demonstrate effective reading skills
CO4	Know and practice effective writing skills
CO5	Understand and recognize the importance of digital literacy and social media

BAJMC- 302 : Hindi Journalism

Objectives: (उद्देश्य)

- हिंदी भाषा के महत्व को समझना ।
- पत्र लेखन की प्रक्रिया से परिचित होना ।
- हिंदी में समाचार लेखन की बारीकियों को जानना ।
- हिंदी में रेडियो@टीवी कार्यक्रमों के विभिन्न स्वरूपों का वर्णन करना ।
- सोशल मीडिया में हिंदी के प्रयोग को समझना ।

पाठ्यक्रम सामग्री :

इकाई&1 भाषा, भाषा-शैली और पत्र लेखन ।

भाषा का संक्षिप्त परिचय, भाषा की विशेषताएं । भाषा के रूप&मौखिक] लिखित] सांकेतिक भाषा के भेद-मातृभाषा] राजभाषा] राष्ट्रभाषा] मानकभाषा]A हिंदी भाषा शैली&विवरण] मूल्यांकन शैली] व्याख्यात्मक शैली] विचारात्मक शैली] पत्र लेखन और पत्र लेखन के प्रकार&औपचारिक] अनौपचारिक । समास अर्थ एवं परिभाषा] समास के प्रकार &अव्ययीभाव समास तत्पुरुष] समास कर्मधारय समास] द्विगु समास] द्वन्द समास] बहुव्रीहि समास ।

इकाई&2 हिंदी पत्रकारिता लेखन और सम्पादन के सिद्धांत ।

पत्रकारिता&अर्थ एवं परिभाषा, पत्रकारिता के प्रकार खोजी पत्रकारिता, वाचडॉग पत्रकारिता] एडवोकेसी पत्रकारिता, पीत पत्रकारिता] खेल पत्रकारिता] पेज श्री पत्रकारिता] आर्थिक पत्रकारिता] ग्रामीण और कृषि पत्रकारिता] रेडियो पत्रकारिता] टेलीविजन पत्रकारिता] विकास पत्रकारिता] संसदीय पत्रकारिता] फोटो पत्रकारिता] विज्ञान एवं तकनीकी पत्रकारिता] सांस्कृतिक साहित्यिक पत्रकारिता] अपराध पत्रकारिता] राजनैतिक पत्रकारिता । समाचार पत्र और पत्रिकाओं की भाषा । समाचार लेखन और सम्पादन के मूलभूत सिद्धांत । प्रिंट-पत्रकारिता की भाषा । प्रिंट माध्यम में लेखन के लिए ध्यान रखने योग्य बातें।

इकाई&3 रेडियो और टेलीविजन माध्यम के लिए लेखनA

रेडियो लेखन की अवधारणाA रेडियो लेखन के तत्वA रेडियो लेखन की प्रक्रिया एवं रेडियो कार्यक्रमों की पटकथा ¼स्क्रिप्ट) । रेडियो समाचार की संरचना । रेडियो माध्यम में लेखन के लिए ध्यान रखने योग्य बातें । टेलीविजन लेखन की अवधारणा । टेलीविजन कार्यक्रमों के प्रकार । टेलीविजन लेखन की प्रक्रिया एवं प्रकार । टेलीविजन समाचार लेखन के विभिन्न चरण ।

इकाई&4 इंटरनेट और सोशल मीडिया A

इंटरनेट&पत्रकारिता का अर्थ] इंटरनेट पत्रकारिता का इतिहास, भारत में इंटरनेट - पत्रकारिता, इंटरनेट - पत्रकारिता के लिए ध्यान रखने योग्य बातें। सोशल मीडिया की अवधारणा] सोशल मीडिया के प्रकार- सोशल मीडिया के लाभ, सोशल मीडिया के नुकसान] सोशल मीडिया में लेखन के लिए ध्यान रखने योग्य बातें A

इकाई&5 जनसम्पर्क और विज्ञापन ।

जनसम्पर्क की अवधारणा । जनसम्पर्क के प्रकार । जनसम्पर्क के लाभ । विज्ञापन परिचय, परिभाषा एवं उद्देश्यA विज्ञापन की भाषाA विज्ञापन के प्रकारA विज्ञापन के माध्यम समाचार पत्र] पत्रिकाएँ] रेडियो] टेलीविजन इंटरनेट और अन्य माध्यम ¼होर्डिंग, पोस्टर)A विज्ञापन लेखन के लिए ध्यान रखने योग्य बातेंA

Textbooks:

1. हिंदी पत्रकारिता: इतिहास, स्वरूप और सम्भावनाये, अनिल सिन्हा, कनिष्का पब्लिकेशन।
2. हिंदी पत्रकारिता की विकास यात्रा: तब से अब तक, आशा गुप्ता, सामायिक प्रकाशन ।

References:

1. पत्रकार और पत्रकारिता प्रक्षिषण, मोहन अरविन्द, सामायिक प्रकाशन |
2. पत्रकारिता और कानून, ओम गुप्ता, कनिष्का पब्लिकेशन।
3. पत्रकारिता का स्वरूप और प्रमुख पत्रकार, नवीनचंद्र पंत, कनिष्का पब्लिकेशन।
4. पत्रकारिता की लक्ष्मण रेखा, अलोक मेहता, सामायिक प्रकाशन।

BAJMC 303 : Indian Constitution & Economic Growth

Course Objectives

- To become well-versed in the basics of Indian Constitution and Indian Politics
- To learn about the Constitutional and Political framework and trends in political communication.
- To practice and think about Indian Constitution and Economic Growth theory and research critically
- To analyze and evaluate political and economic situation in India

Course Contents :

Unit I	Indian Constitution Constitution of India-Making & Adoption, Political History of India-Brief Perspective of Indian politics as adopted by Constituent Assembly,
Unit II	Features of Indian Constitution, Preamble, Main Principles and Objectives,
Unit III	Fundamental Rights- Part-III of Indian Constitution, Importance, Doctrine of Severability and Doctrine of Eclipse
Unit IV	Working of Political Systems in India Directive Principles of State Policy: Concept and Principles- Socialist, Gandhian, Liberal- Intellectual and International Policy and landmark Judgements.
Unit V	Indian Parliament: Composition, Powers and Functions, Rajya Sabha and Lok Sabha, Speaker- Bill and Committees
Unit VI	Executive Position of President and Prime Minister: Election, Powers and Functions. Political Parties [National and Regional]- Party description, Ideology, Symbol, Achievements and Controversies
Unit VII	State and Central Relations Indian Federalism- Features, Types, Critical Appraisal, Cases and Importance.
Unit VIII	Center-State Relations- Legislative, Administrative and Financial, Issues and Challenges Major Conflicts and Recent Cases, Election Process in India- Powers and functions of Election Commission of India, Electoral Reforms, Cases of Violations of Rules during Elections
Unit IX	Secularism- Legal Provisions- Two Modes of Secularism, Major Concern, Religious Conflict and Case study.
Unit X	Introduction of Economic Nature of Indian Economy- Key Features, Current Analysis, Major Problems of Indian Economy,
Unit XI	Annual Budget- Concept, Budget Procedure, Functions of Budget, Preparation, Enactment, Execution and Parliamentary Control over Finance
Unit XII	Stock and Commodity Exchanges, Annual Reports: Objective and functions, Five Year Plans: Concept and Features.
Unit XIII	Problems of Indian Economy Liberalization, Privatization and Globalization: Concept and Features, LPG and Economic Reforms Policy- Narsimha Rao's Committee's Recommendations and Highlights of LPG Policy.
Unit XIV	Poverty: Causes, Policies and Suggestion for poverty alleviation. Population: Effect of rapid Population Growth in India, Measures to Control Population.

Unit XV	Unemployment: Features, Types, Suggestions for Improvement, Cause and Consequences
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Textbooks:

1. Bhargava Rajeev. *Politics and Ethics of Indian Constitution*. Oxford India
2. Basu DD. *Introduction to Indian Constitution*. Lexis Nexis Publications.
3. Bharadwaj Manoj. *The Media, Politics and Public Life*. Sage Publications.
4. Batra and Kishore. *Key Concepts in Political Communication*. Sage Publications Ltd.

Reference Books:

1. Sambhalekar Milind. *Comparing Political Communication: Theories, Cases and Challenges*. Karnataka University.
2. Shekharan Rao.(2020). *Political Communication- Politics Study Guides*. Banaras Hindu University.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the overview of Indian constitution, Features and Making
CO2: Understand and Evaluate Indian Federal and Parliamentary structure
CO3: Analyze the key areas that are covered by the course include prevalent Political Parties and Economic growth and issues of India
CO4: Demonstrate the role and impact of communication in public opinion process, elections, debates and secularism
CO5: Analyze and study political campaign and political socialization

BAJMC 304 : Development Communication

Course Objectives

- To understand the concept of development communication and its process
- To get familiar with the concept of models and paradigms of development communication
- To recognize the role of various mass media in development communication
- To gain the knowledge in designing social media marketing campaigns and development issues

Course Contents :

Unit I	Development Communication Development Communication: Definition, Meaning and Process; 5 M of Development; Economic and social indicators of development- GDP/GNP, Human Development Index, Happiness Index, Communication as an indicator, Human rights as an indicator
Unit II	Approaches to Development Communication- empathy, Localized approach, Diffusion of innovation, Magic Multiplier
Unit III	History of Development Communication, Sustainable development goals
Unit IV	Models and Paradigms of Development Linear Models- Rostow's model, basic Needs Model
Unit V	Non-linear- world system theory, Neo- Marxist Theory
Unit VI	Paradigms of Development- Dominant, opposing & Emerging paradigms
Unit VII	DEVELOPMENT JOURNALISM Role and Performance of Mass Media in Development- traditional Media, Print Media, TV & Radio for development
Unit VIII	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting; Role of NGO's in development
Unit IX	Critical appraisal of development communication programs in India such as SITE, Kheda, Jhabua projects, Govt. Programs and Schemes- MNREGA, NRHM
Unit X	Development Support Communication Development Support Communication- Wood's triangle, Social Audit, Grass-root Activism, Whistleblowers
Unit XI	Communication for Urban Development, Communication for Rural Development
Unit XII	Communication for Tribal Development, Role of RTI in Development
Unit XIII	Social Marketing Social Marketing and Development: An Overview, Social change Campaign in India (Case studies)
Unit XIV	Development of social media marketing campaign, Corporate Social Responsibilities in India- Case studies
Unit XV	Cyber media and Development: e-governance, digital democracy & e-chaupal

Textbooks:

1. Ahuja B.N. & Chhabra S.S. *Development communication*. Pearson Education
2. Niranjana Pushkar. *Development communication* - Gnosis Publication

Reference Books:

1. Sinha Dipankar. *Development in the new world order: A critical Analysis*. Kanishka Publication
2. Uma Narula. *Development Communication: Theory and Practice*. Har Anand Publication
3. R. M. Srinivas. *Communication for Development: Theory and Practice for Empowerment and Social Justice*. Sage Publications
4. Sinha Dipankar. *Development Communication*. Orient Blackswan Pvt. Ltd
5. Jethwaney, J. N. (2016). *Social Sector Communication in India: Concepts, Practices, and Case Studies*: New Delhi: Sage Publications.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the concept of development, development communication and development support communication
CO2: Recognize the various theories, models and paradigms related to development Communication.
CO3: Interpret the role of various mass media in developmental issues
CO4: Utilize the knowledge gained in designing developmental and social media marketing campaign
CO5: Demonstrate through presentations different case studies on development issues and government schemes.

BAJMC 305 : Writing for Media

Course Objectives

- To understand basics of media writing
- To describe writing process for various media
- To describe the process of translation
- To utilize knowledge gained in writing accurately and creatively for mass media

Course Contents :

Unit I	Understanding Writing Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
Unit II	ABCD of Media Writing; Writing for News and Non-news Mediums (print and electronic media)
Unit III	in Media Writing
Unit IV	Art of Putting Words & Sentences Together The Sentence: Concision/Clarity
Unit V	Emphasis Rhythm; Variety; Breaking Monotony; Varied Openings
Unit VI	The Paragraph: meaning, elements; Putting Paragraphs Together - Logical Sequencing, The First Draft; Revise -Edit
Unit VII	Understanding Writing Process Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
Unit VIII	Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative
Unit IX	Formatting: APA Style Sheet Basics; Writing Formats: Journals, Letters, Essays & Reports
Unit X	Online Writing Skills Introduction to Online Writing: Social Media Writing Skills and Etiquettes
Unit XI	Online Official Correspondence; Social Media and Language Change
Unit XII	E-mail, SMS, Emoticons, Blogs, Social Networking Sites; Maintaining Digital Databases
Unit XIII	Translation Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations;
Unit XIV	The Location, Scope and Significance of Translation in Indian Media;
Unit XV	Process of Translation from English to Hindi and vice - versa

Text Books

1. Choudhary, R. (2010). *Media Writing*. New Delhi: Centrum Press.
2. Howard, P. (1986). *Perfect your Punctuation*. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). *Media Writing*. Delhi: Indian Distributors.

Reference Books:

1. Vander Mey, R. *The College Writer: A guide to Thinking, Writing and Researching*. Boston: Houghton Mifflin.
2. W., M., & V., P. R. *High School English: Grammar & Composition*. Batu Caves, Selangor: Crescent News.
3. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. *Media writing: Print, Broadcast, and Public Relations*. New York: Routledge.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Demonstrate effective writing skills
CO2: Understand different types of media writing
CO3: Demonstrate online media writing skills and etiquettes
CO4: Analyse and translate from one language to another
CO5: Effectively, accurately and creatively write for mass media

VAC 002 : Stock Market Operations

Course Objectives

1. To learn from basics to advance concepts of stock market
2. To learn to make money from SM, Gold & Real Estate
3. To know practically to open account & start investing

Course Contents:

Unit I	<p>Why to Learn and Invest in the Securities Markets?</p> <p>Basics of Securities Market;</p> <p>Career Opportunities in Stock Market</p>
Unit II	<p>Business of Stock Market;</p> <p>Mindset for Investing;</p> <p>Management of Risk in SM</p>
Unit III	<p>How to Open 3 in 1 Trading Account?</p> <p>How to buy sell shares for investment, trading?</p> <p>Mathematics of SM</p>
Unit IV	<p>Fundamental Analysis-Economic, Industry, Company;</p> <p>When to Buy or Sell Shares using Technical Analysis?</p>
Unit V	<p>Special Strategies for Investment in Shares;</p> <p>New Issues, How to Make Money?</p> <p>Miscellaneous issues in SM</p>
Unit VI	<p>How to Build Wealth with Exchange Traded Funds;</p> <p>Building Wealth with Mutual Funds</p> <p>Taxation of Shares, MFs, ETFs & F&O</p>
Unit VII	<p>Introduction to Future, Options, Greeks</p> <p>Haning Grievances and Complaints</p> <p>Introduction to Nifty Indices</p>
Unit VIII	<p>How to Earn Part-time from SM as a Student</p> <p>How to Retire as Crorepati</p> <p>How to Make Money from Gold</p> <p>How to Make Money from Real Estates</p>

Text Books:

1. GB Baligar, Stock Market Operations, Ashok Prakashan
2. Gitman and Joehnk, Fundamentals of Investing, Pearson.

Suggested Books:

1. Hirt and Block, Fundamentals of Investment Management, McGraw Hill Publishing Co.

Course Outcomes

CO	Statements
CO1	Understand the basics of Securities Markets and Management of Risk
CO2	Analyse the stocks using Fundamental Analysis and do technical analysis for buying and selling the shares
CO3	Understand the strategies for investing in SM to generate wealth
CO4	Have the knowledge of Future, Options and Nifty indices
CO5	To be able to make money through ETFs, Mutual funds, Gold and Real Estates

Semester – IV

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 401	Universal Human Values	AECC	4	30	70	100
BAJMC 402	TV Journalism	Core	4	30	70	100
BAJMC 403	Print Media–Specialized Reporting & Feature writing	Core	4	30	70	100
BAJMC 404	Advertising	Core	4	30	70	100
BAJMC 405	Print Media–Specialized Reporting & Feature Writing (Lab)*	SEC	2	25	25	50
BAJMC 406	Cyber Crimes & Protection	Multidisciplinary	2	15	35	50
Total			20	160	340	500

BAJMC 401 : Universal Human Values

Course Objectives:

The present course deals with meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one's potentials.

Course Contents :

Unit I	<p>Love & Compassion</p> <p>Introduction: What is love? Forms of love—for self, parents, family, friend, spouse, community, nation, humanity and other beings, both for living and non-living Love and compassion and inter-relatedness, Love, compassion, empathy, sympathy and non-violence, Individuals who are remembered in history for practicing compassion and love.</p>
Unit II	<p>Narratives and anecdotes from history, literature including local folklore Practicing love and compassion: What will learners learn gain if they practice love and compassion? What will learners lose if they don't practice love and compassion?, Sharing learner's individual and/or group experience(s)</p>
Unit III	<p>Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others), Individuals who are remembered in history for practicing this value Narratives and anecdotes from history,</p>
Unit IV	<p>Literature including local folklore, Practicing Truth: What will learners learn/gain if they practice truth? What will learners lose if they don't practice it?, Learners' individual and/or group experience(s)</p> <p>Simulated situations</p>
Unit V	<p>Non-Violence</p> <p>Introduction: What is non-violence? Its need. Love, compassion, empathy sympathy for others as pre-requisites for non-violence, Ahimsa as non-violence and non-killing, Individuals and organisations that are known for their commitment to nonviolence</p>
Unit VI	<p>Narratives and anecdotes about non-violence from history, and literature including local folklore, Practicing non-violence What will learners learn/gain if they practice nonviolence? What will learners lose if they don't practice it? , Sharing learner's individual and/or group experience(s) about non-violence</p>
Unit VII	<p>Righteousness & Peace</p> <p>Introduction: What is righteousness? ,Righteousness and <i>dharma</i>, Righteousness and Propriety, Individuals who are remembered in history for practicing righteousness, Narratives and anecdotes from history, literature including local folklore ,racting righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?,</p>
Unit VIII	<p>Sharing learners' individual and/or group experience(s), Simulated situations, Case studies ,Introduction: What is peace? Its need, relation with harmony and balance ,Individuals and organisations that are known for their commitment to peace, Narratives and Anecdotes about peace from history, and literature including local</p>

	folklore, Practicing peace:
Unit IX	What will learners learn/gain if they practice peace? What will learners lose if they don't practice it? ,Sharing learner's individual and/or group experience(s) about peace ,Simulated situations, Case Studies
Unit X	Service & Renunciation (Sacrifice) Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living, persons in distress or disaster.
Unit XI	Individuals who are remembered in history for practicing this value. Narratives and anecdotes dealing with instances of service from history, literature including local folklore
Unit XII	Practicing service: What will learners learn/gain gain if they practice service? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) regarding service.Simulated situations.Case studies Introduction: What is renunciation? Renunciation and sacrifice.
Unit XIII	Self-restrain and Ways of overcoming greed. Renunciation with action as true renunciation Individuals who are remembered in history for practicing this value.,
Unit XIV	Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation., Practicing renunciation and sacrifice:
Unit XV	What will learners learn/gain if they practice Renunciation and sacrifice? What will learners lose if they don't practice it? , Sharing learners' individual and/or group experience(s), Simulated situations Case studies

Text Books:

1. Mookerji Radha Kumud, Ancient Indian Education,
2. Motilal Banarasidass Saraswati Swami Satyananda,
3. Asana Pranayama Mudra Bandha, Bihar School of yoga Joshi Kireet, Education for Character Development, Dharma Hinduja Center of Indic Studies Joshi Rokeach (1973).
4. The Nature of Human Values. New York: The Free Press Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Know about universal human values and understand the importance of values in individual, social circles, career path, and national life
CO2	Understand from case studies of lives of great and successful people who followed and practiced human values
CO3	Adapt self-actualization
CO4	Become conscious practitioners of human values.
CO5	Apply their potential as human beings and conduct themselves properly in the ways of the world.

BAJMC 402 : Television Journalism

Course Objectives

- To understand the importance of television
- To discuss the working of public and private channels
- To demonstrate working of TV channels
- To differentiate between fiction and non-fiction
- To discuss the formats of TV.

Course Contents :

Unit I	News Anchoring News Anchor: Qualities, Responsibilities and Professional Ethics
Unit II	Voice Personality & Presentation
Unit III	Anchoring News & Non-News Programs Anchoring with/without Tele- prompter, Studio and Outdoor
Unit IV	Organizational Structure Organizational structure and working of TV news channel,
Unit V	TV news production desk and functions, duties and functions of a TV reporter.
Unit VI	Basics of TV News Writing Basic principles of TV news writing, writing for visual medium: thinking audio and video, TV formats: meaning and needs.
Unit VII	Fictional programs: soap operas, sitcoms and serials.
Unit VIII	Writing for News based program: talk, discussion and interview
Unit IX	News Sources Sources of TV news, types of TV news bulletins and their structure
Unit X	Planning and conducting various types of interviews
Unit XI	Program Formats Understanding the structure of Breaking News, Flash News. Piece to Camera. Outdoor Broadcasting, News interviews- structure, points to be considered while preparing and conducting interview.
Unit XII	Discuss the formats and features of Live Shows, Anchoring. Role of Language, Vocabulary, Body Language in presentation of News and other programs
Unit XIII	Importance of Voice Culture of an anchor & a news reader

Text Books:

1. Bob Dematteis, Gibbs Michael Neustel. *Writing: An Introduction*. Sage Publication,
2. David Ingre. *Survivor Guide to Technical Writing*. Writing Press. London St. Martin's Press
3. Wulfemeyer K. Tim. *Beginning Radio-T.V. Newswriting: A self-instructional learning experience*,

References:

1. <https://www.bing.com/search?q=television+journalism&cvid=c2dbba6fc607469ea0c3fa712e52cc9b&aqs=edge.1.69i57j0l8.5369j0j4&FORM=ANAB01&PC=U531>

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the production of TV programs
CO2: Understand the wording of a TV Channel
CO3: Describe the television Languages
CO4: Utilize the knowledge gained for TV writing
CO5: Utilize the knowledge of editing software and studio equipment

BAJMC 403

Print Media- Specialized Reporting & Feature Writing

Course Objectives

- To familiarize student with different sections of field reporting.
- To impart knowledge about handling challenges and issues during reporting for different media
- To give students an insight into the vocabulary of specialized reporting beats.

Course Contents :

Unit I	Introduction to Specialized Reporting Evolution of specialized reporting
Unit II	Relevance of specialized reporting in contemporary times
Unit III	Creativity in specialized reporting
Unit IV	Crime & City Reporting City and local news, Crime reporting: sources and related laws,
Unit V	Reporting political parties and politics, legislative (covering assembly and parliament), Election reporting: definition, need & types.
Unit VI	Reporting conflict: Armed and Social Conflict, Region, Community and Human Right
Unit VII	Science Reporting & Lifestyle Science reporting, Environment reporting, Development reporting,
Unit VIII	Rural and Agricultural reporting Culture, Art and Literature reporting, Lifestyle reporting
Unit IX	Economic and Commerce reporting, Sports reporting
Unit X	Specialized Reporting & Media Writing Investigative: definition, importance and need.
Unit XI	Interpretative reporting, Objective and In- depth reporting
Unit XII	Features: Definition, types. Article: definition and types.
Unit XIII	Interview & Specialized Writing Interview types and technique
Unit XIV	Opinion writing: Editorial, Op-ed page and Mide, Special articles, Week end pull-outs, Supplements
Unit XV	Reviews Vs Backgrounders: Book Review, Film/Documentaries/Performing Arts Review

Text Books:

1. K.M. Srivastava. *New Reporting & Editing*. Sterling Pub. House
2. Parathasathy. *Basic Journalism*. MacMillan India Pvt. Ltd.

Reference Books:

1. Harriss Julian, Kelly Leiter& others. Stanley.*The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing*. Macmillan Publishing Co., New York.
2. Ahuja Charanjit. *Print Journalism: A Complete Book of Journalism*. Partridge Publishing.
3. Missouri Group. *News Reporting and Writing*. Bedford books

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the basics of specialized Reporting
CO2: Explain various types of reporting
CO3: Describe the dos and don'ts while reporting sensitive issues
CO4: Examine the importance of investigative & Interpretative reporting.
CO5: Schedule an interview for practical exposure

BAJMC 404 : Advertising

Course Objectives

- To describe functions and types of advertising agency
- To identify and describe various elements of ad
- To utilize knowledge gained to conceptualize, plan and design ad campaign

Course Contents :

Unit I	Concept of Advertising Advertising: Definition, Types and Functions; Models of Advertising Communication a. AIDA model b. DAGMAR model c. Maslow's Hierarchy Model
Unit II	Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose
Unit III	Legal and Regulatory Aspects of Advertising: ASCI & AAI Code
Unit IV	Integrated Marketing Communication Integrated Marketing Communication: Definition & concepts: Public relations, Salesmanship, Publicity, Sales promotion, Marketing public relations, Direct marketing, Rural marketing
Unit V	Advertising as marketing tool: The product marketing process, Market segmentation process, Target marketing process, Advertising and product, price, place and promotion element
Unit VI	Advertising as PR tool: PR, Publicity & Corporate Advertising, PR technologies implemented in advertising
Unit VII	Ad Agency - Structure and Functions Advertising Agency: Concept, Types, Functions and various departments; Structure and Hierarchy of an Advertising Agency
Unit VIII	Buying and Pitching in Advertising
Unit IX	Role and Functions of Bureau of Outreach & Communication
Unit X	Account Planning Define strategy and its role and relevance; Elements of Marketing plan; Marketing objectives v/s advertising objectives
Unit XI	Classifying the advertising objectives; Good objective setting; Direct and Indirect objectives
Unit XII	Account Planning: pitching & presentation preparation; USP; Creative Brief
Unit XIII	Creativity & Advertising Campaign Elements of Advertisement: Copy, Slogan and Audio-Visual Elements; Concept of Brand; Segmentation, Targeting and Positioning;
Unit XIV	Advertising Appeals; Media Planning and Scheduling; Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM;
Unit XV	Budgeting Process and factors affecting Advertising Budget; Advertising Campaign: Definition, Concept and stages of campaign; Product Life Cycle

Textbooks:

1. Aaker, D. A., & Myers, J. G. (1975). *Advertising Management*. Englewood Cliffs, New Jersey's: Prentice-Hall.
2. Chunawalla, (2000). *Advertising Theory and Practice*. Mumbai: Himalaya Publishing House.

Reference Books:

1. Jethwaney, J., & Jain, S. (2012). *Advertising Management*. New Delhi, New York: Oxford University Press.
2. Mankad, N. (2006). *Reinventing Advertising: The New Reality*. Hyderabad, India: ICFAI University Press.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Describe advertising and branding
CO2: Understand work and ethics of the advertising industry
CO3: Define integrated marketing communication
CO4: Select effective advertising strategy
CO5: Conceptualize, plan, design and implement advertising campaign

BAJMC 405

Print Media - Specialized Reporting & Feature Writing (Lab)

Course Objectives

- Write leads and headlines
- Identify and rewrite news stories
- Edit news stories using editing symbols
- Write stories for different beats

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages
2. Identify any five headlines and rewrite them
3. Write various types of leads
4. Report and file story for each of the beats: Political, Entertainment, Business, Education and Crime
5. Convert any news story into feature
6. Prepare questions for a specific interview
7. Prepare a copy by using editing and proof - reading symbols
8. Write an Editorial
9. Rewriting news stories from newspapers converting them for magazine

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

NOTE: Internal Assessment- The student should maintain a file and soft copy of his/her assignments duly checked and signed by the concerned faculty

Course Outcomes

At the end of the course, the student will be able to:

CO1: Identify the types of specialized reporting
CO2: Identify the important leads in news stories.
CO3: Write the news stories
CO4: Edit the news stories
CO5: Take an interview for practical exposure

BAJMC 406 : Cyber Crime & Protection

Course Objectives:

1. Concepts of cyber Law
2. Providing elementary understanding the authorities under IT Act
3. Penalties & Offences under IT Act
4. Cyber Space Jurisdiction
5. Scope of Cyber Laws.

Course Contents :

Unit I	Meaning and Nature of Cyber Crimes, Evolution of Cyber Crimes, types of Computer Crimes
Unit II	Cybercrime: Online based Cyber Crimes - Phishing and its Variants - Web Spoofing and E-mail Spoofing, Cyber Stalking, Web defacement, Spamming
Unit III	Security policies violations, Crimes related to social media, ATM, Online and Banking Frauds. Intellectual Property Frauds. Cyber Crimes against Women and Children.
Unit IV	Cyber Crimes & Cloud Computing; Different types of tools used in cybercrimes – Password cracking; Random passwords; virus and its types – Cyber Criminal syndicates.
Unit V	Information Technology Act, 2000: Information Technology (amendment) Act, 2008- Aims and Objects - Overview of the Act.
Unit VI	Electronic Governance, Electronic Evidence
Unit VII	Digital signatures, Digital Signature Certificates, Duties of Subscribers, Role of Certifying Authorities
Unit VIII	Penalties and Adjudication: The Cyber Regulations Appellate Tribunal

Suggested Readings:

1. N.S Nappinai – Technology Laws, 1st Ed LexisNexis (2017)
2. Apar Gupta, Commentary on Information Technology Act (2016).
3. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing, UP, 2016.
4. Farouq Ahmed, Cyber Law in India, Allahabad Law Agency, 2015
5. Karnika Seth, Computers, Internet and New Technology Laws-A Comprehensive Reference Work With Special Focus On Developments In India, LexisNexis, Nagpur, 2016.

Course Outcome:

CO	Statement
CO1	Understands the scope of Cyber world
CO2	Student knows the essential legal provisions of internet-governance.
CO3	The student knows various legal provisions of cyber-crimes and the mechanism of their
CO4	Providing an elementary understanding of IPR in cyber world
CO5	Making the student comprehend the working of various Agencies of cyber-crimes in India

Semester – V

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 501	Leadership Skills & Management	AECC	4	30	70	100
BAJMC 502	Principles of Public Relation	Core	4	30	70	100
BAJMC 503	Cyber Journalism	Core	4	30	70	100
BAJMC 504	Computer Graphics	Core	4	30	70	100
BAJMC 505	Computer Graphics (Lab)-I*	SEC	2	25	25	50
VAC 003	New Venture Development	VAC	2	15	35	50
Total			20	160	340	500

BAJMC 501 : Leadership & Management Skills

Course Objectives:

1. To help students to develop essential skills to influence and motivate others
2. To inculcate emotional and social intelligence and integrative thinking for effective leadership
3. To nurture a creative and entrepreneurial mindset
4. To make students understand the personal values and apply ethical principles in professional and social contexts.

Course Contents :

Unit I	Leadership and Managerial Skills Understanding Leadership and its Importance: What is leadership? Why Leadership required? Whom do you consider as an ideal leader? Traits and Models of Leadership: Are leaders born or made?
Unit II	Key characteristics of an effective leader, Leadership styles, Perspectives of different leaders. Basic Leadership Skills: Motivation, Team work, Negotiation, Networking. Innovative Leadership.
Unit III	Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global leaders.
Unit IV	Managerial Skills Basic Managerial Skills, Planning for effective management, How to organise teams? Recruiting and retaining talent,
Unit V	Delegation of tasks, Learn to coordinate, Conflict management, Self-Management Skills, Understanding self-concept
Unit VI	Developing self-awareness, Self-examination, Self-regulation
Unit VII	Entrepreneurial Skills Basics of Entrepreneurship: Meaning of entrepreneurship, Classification and types of entrepreneurship
Unit VIII	Traits and competencies of entrepreneur, Creating Business Plan
Unit IX	Problem identification and idea generation, Idea validation, Pitch making
Unit X	Design Thinking: What is design thinking? Key elements of design thinking: Discovery, Interpretation, Ideation- Experimentation – Evolution
Unit XI	Design Thinking How to transform challenges into opportunities?
Unit XII	How to develop human-centric solutions for creating social good?
Unit XIII	Ethics and Integrity Learning through Biographies: What makes an individual great? Understanding the persona of a leader for deriving holistic inspiration,
Unit XIV	Drawing insights for leadership, How leaders sail through difficult situations? Ethics and Conduct, Importance of ethics,
Unit XV	Ethical decision making, Personal and professional moral codes of conduct, Creating a harmonious life

Text Books:

1. Brown, T. (2012). *Change by Design*. Harper Business
2. Kalam A. A. (2003). *Ignited Minds: Unleashing the Power within India*. Penguin Books India
3. Kelly T., Kelly D. (2014). *Creative Confidence: Unleashing the Creative Potential Within Us All*. William Collins
4. McCormack M. H. (1986). *What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive*. RHUS

Reference Books:

- Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). *International Handbook of Intelligence*. Cambridge University Press,

Course Outcome:

CO	Statement
	After completion of this course, students will be able to:
CO1	Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision
CO2	Learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc.
CO3	Understand the basics of entrepreneurship and develop business plans
CO4	Apply the design thinking approach for leadership
CO5	Discuss the importance of ethics and moral values for making of a balanced personality

BAJMC 502 : Principles of Public Relations

Course Objectives

- To create an understanding of role and importance of Public Relations
- To learn about the working of PR Consultancies and In-house PR
- To develop an understanding of tools and techniques used for different publics
- To understand the role of responsibilities of a PRO.

Course Contents :

Unit I	Introduction to Public Relations Concept, Definition, Principles and elements of Public Relations; History and Development of PR
Unit II	ot of PR consultancy and In-house PR, PR agency- Concept, structure and functions
Unit III	How PR is different from advertising, publicity and propaganda
Unit IV	Tools & Techniques Types of Public; Internal and External PR media - corporate film, house journal, annual report, News Letters;
Unit V	Employee relations and relations with other public, Public Opinion
Unit VI	in PR, PRSI Code, IPRA
Unit VII	Public Relations in Various Sectors of Society Role of PR in Public Sector- CSR, Lobbying and Public Opinion;
Unit VIII	f PR in Govt. Sector- PR in government –PIB & Other Government departments
Unit IX	Role of PR in NGO's Educational and Research Institutions, roles and responsibilities of a PRO
Unit X	Media Relations & Corporate Communications Building up with Media People, Role and Responsibility of PRO; Press Conferences, Press release, Press Kit, Press Briefings
Unit XI	f PR in Corporate Sector- Tools and techniques of Corporate Communication
Unit XII	Media and Emerging Trends in PR
Unit XIII	PR Campaign Defining PR Pitch and Campaign; Research in PR
Unit XIV	PR campaign: Setting Objectives, Program Planning, Budgeting, Implementation, and Feedback/Evaluation
Unit XV	Crisis Communication- Defining and haning the crisis.

Textbooks:

1. Sharma Diwakar. *Public Relation: An emerging specialized profession- text and case studies*. Deep and Deep publication
2. Sharma Seema. *Public Relations*. Anmol Publication

Reference Books:

1. Vachani Jagdish. *Public Relation management in media and journalism*. Kanishka Publication
2. Moore H. Frazier & Frank B. *Public Relation: Principle, cases & problems*. Surjeet Publication
3. Ahuja B.N. & Chhabra S.S. *Public Relations*. Surjeet Publication
4. Chandrakandan K. {et al. *Public Relations*. Authors Press

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the concept of public relations and its importance
CO2: Recognize the various publics and tools and techniques of PR
CO3: Describe the role of PR in different sectors
CO4: Utilize the knowledge gained in planning and designing a public relation campaign
CO5: Demonstrate through presentations different case studies on PR campaigns and crisis management

BAJMC 503 : Cyber Journalism

Course Objectives

- To understand the development and growth of cyber Journalism
- To educate the students about various techniques of online writing
- To educate them about the ICT and its components

Course Contents :

Unit I	Introduction to New Media New Media: Definition, History and its types, Difference between the “New Media and Traditional Media”, Globalization and New media.
Unit II	Communication: Meaning and Definition and Feature of Online Communication, Classification of New Media. Video Conferencing, Webcasting and Podcasting
Unit III	Cyber Journalism: development of online Journalism, Roles and Responsibilities of online journalist, Types of online news Platforms, News content production. Traditional vs Online Journalism in News Consumption
Unit IV	Writing for Online Media Writing and editing for online newspapers-magazines & newsletters, Online Writing & Editing : Do and Don'ts for reporting and editing for e-paper ,websites and news portals
Unit V	Format & style of writing, Language of news, use of keywords in online writing, specialized reports, profile etc
Unit VI	of web writing, Change of writing style in online media compare traditional media
Unit VII	New Media: Issues & Applications Digital Divide and Information Society, ICT- Definition, Advantages and its applicability.
Unit VIII	gence: Need, Nature, and feature of Convergence, Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis. E-governance, Types of E governance, Advantages of e governance
Unit IX	Social sharing to social activism; Online Social Movements and awareness based national and international campaigns on various issues.
Unit X	Cyber Laws and Ethics Cyber-crimes and cyber security Cyber Laws
Unit XI	I (2000) and Piracy, copyright, copyleft ,open source ,Digital archives ,need of cyber laws
Unit XII	and ethics for web Journalism ,Freedom of media and press in online Journalism
Unit XIII	Website & Web Content Design The Web as communication, user Based Transformation of New Media.,
Unit XIV	The Emergence and Evolution of the Individual Web Sites, Descent, modification and Selection, Elements & Principle of Web Designing, Designing Lay outing and production of website
Unit XV	Audience Analysis and Content Strategy Website Audience Measurement (WAM): Process and Techniques. Create website with the help of Adobe Dreamweave

Textbooks:

1. DuraiRamchandra. *Dictionary of digital communication*. Authors Press
2. Kumar Jitendra. *Digital Broadcasting Journalism*. Authors Press
3. BalakrishnaAiyer. *Digital Newsroom*. Authors Press
4. Prasad Kiran. *E-Journalism: New media & news media*. B.R. Publishing

Reference Books:

1. Friedman, Linda & Friedman, Hershey. (2008). *The New Media Technologies: Overview and Research Framework*.
2. Chawla Abhay. *New Media and Online Journalism: Handbook for Media Studies*. Pearson Publication

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the development of cyber media and its importance in Journalism
CO2: Analyze various laws and ethics concerning to the Cyber media
CO3: Create news stories and Blogs for an online platforms
CO4: Sketch the applicability of ICT in Communication
CO5: Create an Interactive website including all the elements

BAJMC 504 : Computer Graphics

Course Objectives

- Describe basics of design and graphics
- Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media.

Course Contents :

Unit I	Introduction to Design and Graphics Basics of Design and Graphics : Definition and History , Role of a graphic designer ,Sectors where Graphic designer can work, Elements of Design: line , space , Color, shape, Value, Texture and Size
Unit II	les of Design: Balance, Rhythm, Emphasis, Contrast, Pattern, Unity ,Proportion, Repetition, Alignment and Whitespace.
Unit III	Document Page setup and Structure and Importance of paper Sizes in Graphic designing.
Unit IV	Components of Designing Typography: Physical Form, Letter Form, Aesthetics and Classifications, Typography Designing, Different categorization of Typefaces. Typeface styles, Importance and Uses of typefaces by the Industry.
Unit V	Color: Definition and importance, Physical form, Color wheel, Color Psychology, Color Scheme and Production.
Unit VI	: Physical Forms, Functions, Editing and Ethics.
Unit VII	Layout Design Layout: Components of Layout and Layout Planning, Stages of Layout and its importance in designing. Layout Design for Web Banner, Newspaper, Tabloid, Magazine, Book and Advertisement.
Unit VIII	Package design: Introduction and its importance, Types of package design, Elements of Package design, Examples of Product packaging
Unit IX	Software used in package designing.
Unit X	Formats of Visuals Poster Design: Structure, Elements and layout, importance of poster design, Types of posters. Logo: Elements and size, Importance of logo in communication, logo designing, Types of logo - Mascot, Monogram, Pictorial, Abstract and Emblem.
Unit XI	Brochure: Definition and uses, Standard Brochure sizes, advantages of brochure, Structure, Types of folds in Brochure design.
Unit XII	Invitation card: Definition and Structure, Types of Invitation card, Uses of invitation card, Elements of Invitation card.
Unit XIII	Visual Designing Infographics: Definition, Structure, and its Elements, importance of Infographics, Web banner: Definition , Elements , layout design for web banner , differentiation between banner and web banner ,Web portals for web banner.
Unit XIV	Newspaper/Broadsheet: Definition and uses, Standard sizes, Structure, Various components of newspaper, Importance of typography, color and layout setting in Newspaper designing.
Unit XV	Magazine: Definition and Structure, Elements of Magazine, layout designing in magazine.

Textbooks:

1. Davis, M. *Graphic Design Theory*. London: Thames & Hudson
2. Joss, M., Nelson, L. *Graphic Design Tricks & Techniques*. Cincinnati, OH: North Light Books.
3. Sarkar, N. N. *Designing Print Communication*. S. Publications.
4. Sarkar, N. N. *Art and Print Production*. Oxford. University Press.

References:

1. [http://design.tutsplus.com/graphic Design Illustration Tutorials](http://design.tutsplus.com/graphic-Design-Illustration-Tutorials).

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the basics of design and graphics
CO2: Explain various components of designing.
CO3: Examine the layout of different designing products used for communicative purposes
CO4: Demonstrate the usage of poster, Web banner, Invitation card, infographics, logs, Brochure, magazine.
CO5: Design the final layout of various media products

BAJMC 505 : Computer Graphics (Lab) – I

Course Objectives

- To become well versed in computer designing software's
- Apply knowledge gained of photo editing software in design and layout
- Demonstrate proficiency of skills in designing and creating layouts using page layout softwares for media.

Software:

- A. Adobe Photoshop**
- B. Adobe InDesign**

Exercises /Assignments

1. Design a Poster
2. Design a logo (Any Five)
3. Design a Web Banner
4. Design Infographics
5. Add Effects to Photographs (Minimum-5)
6. Design a Brochure
7. Design a Broadsheet (4 Pages)
8. Design a Magazine

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

NOTE: Internal Assessment- The student should maintain a file and soft copy of his/her assignments duly checked and signed by the concerned faculty

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the working of different graphic designing software
CO2: Demonstrate the use of tools in designing software
CO3: Compare the uses of both the graphic designing software
CO4: Create the layout of Poster. Infographics. logo. Newspaper. magazine. Brochure and web banner
CO5: Design various media products using designing software.

VAC 003 : New Venture Development

Course Objectives:

Entrepreneurship is about creating and building something of value from practically nothing. The challenges of forming an organization and marshalling the resources necessary to capitalize on a high potential opportunity indeed are daunting. But beyond this startup phase, the issues related to managing a growing organization while considering a multitude of new stakeholders. This course examines the problems and issues confronting entrepreneurs beyond the start-up of a new venture. After taking this course, students should be able to :

- Identify key skills required by entrepreneurs for new venture creation.
- Anticipate factors affecting feasibility of a new venture.
- Evaluate the managerial skill requirements associated with the progression of a company through the growth lifecycle

Course Contents:

Unit I	The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, entrepreneur's role, task and personality, types of entrepreneurship, Importance of entrepreneurship. Developing creativity and understanding innovation, stimulating creativity; Organizational actions that enhance/hinder creativity,
Unit II	Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. Recognizing Opportunities and Generating Ideas, Entry strategies: New product, Franchising, Buying an existing firm, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise evaluation checklist
Unit III	Feasibility Analysis : Marketing, Technical and Financial Feasibility analysis, Industry and Competitor Analysis
Unit IV	Assessing a New Venture's Financial Strength and Viability, Writing a Business Plan, Developing an Effective Business Model
Unit V	Preparing the Proper Ethical and Legal Foundation, Building a New-Venture Team, Leadership; Corporate Entrepreneurship, Social Entrepreneurship
Unit VI	Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantage. Managing growth; Valuation of a new company, Harvesting and Exit Strategies
Unit VII	Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Boot Strapping, Business Incubators, Government grants and Subsidies
Unit VIII	Financial schemes offered by various financial institutions and study of Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture, rules and regulations governing support by these institutions.

Text Books:

1. Lisa Gundry ,JillKickul ; Entrepreneurship Strategy : Changing Patterns in New Venture Creation, Growth, and Reinvention, Sage Publications, 2006
2. Barringer B.R. and Ireland R.D., 2006. Entrepreneurship: Successfully Launching New Ventures. Pearson: New Jersey.

Suggested Readings :

1. Dynamics of Entrepreneurial Development and Management; by V Desai,
2. Stephen Spinelli, Robert J. Adams New Venture Creation: Entrepreneurship for the 21st Century McGrawHill
3. Arya Kumar , Entrepreneurship: Creating and Leading an Entrepreneurial Organization Pearson

Course Outcomes

CO	Statement
CO1	Understand and develop creative skills essential for being an entrepreneur
CO2	Perform feasibility analysis to identify potentially successful new venture.
CO3	Develop effective teamwork and leadership skills
CO4	Develop an understanding about strategic planning & management of a venture
CO5	Identify funding options for setting up a new venture

Semester – VI

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 601	Professional Skills	AECC	4	30	70	100
BAJMC 602	Media Laws	Core	4	30	70	100
BAJMC 603	Digital Marketing	Core	4	30	70	100
BAJMC 604	Radio Jockeying & News Anchoring	Core	4	30	70	100
BAJMC 605	Electronic Media (Lab)*	SEC	2	25	25	50
BAJMC 606	Critical Thinking	Multidisciplinary	2	15	35	50
Total			20	160	340	500

BAJMC 601 : Professional Skills

Course Objectives:

1. To acquire career skills and fully pursue to partake in a successful career path
2. To prepare good resume, prepare for interviews and group discussions
3. To explore desired career opportunities in the employment market in consideration of an individual SWOT.
4. Understand the significance of Team Skills and help them in acquiring them
5. To help them design, develop and adapt to situations as an individual and as a team.

Course Contents :

Unit I	Resume Skills & Interview Skills Resume Skills : Preparation and Presentation, Introduction of resume and its importance, Difference between a CV, Resume and Bio data, Essential components of a good resume, Resume skills : common errors,
Unit II	Common errors people generally make in preparing their resume, Prepare a good resume of her/his considering all essential components
Unit III	Interview Skills : Preparation and Presentation, Meaning and types of interview (F2F, telephonic, video, etc.), Dress Code, Background Research, Do's and Don'ts, Situation, Task, Approach and Response (STAR Approach) for facing an interview, Interview procedure (opening, listening skills, closure, etc.),
Unit IV	Important questions generally asked in a job interview (open and closed ended questions), Interview Skills : Simulation, Observation of exemplary interviews, Comment critically on simulated interviews,
Unit V	Interview Skills : Common Errors, Discuss the common errors generally candidates make in interview, Demonstrate an ideal interview
Unit VI	Group Discussion Skills & Exploring career opportunities Meaning and methods of Group Discussion,
Unit VII	Procedure of Group Discussion, Group Discussion- Simulation, Group Discussion - Common Errors, Knowing yourself – personal characteristics
Unit VIII	Knowledge about the world of work, requirements of jobs including self-employment,
Unit IX	Sources of career information, Preparing for a career based on their potentials and availability of opportunities
Unit X	Presentation Skills, Trust and Collaboration Types of presentations, Internal and external presentation, Knowing the purpose, Knowing the audience, Opening and closing a presentation, Using presentation tools, Handling questions, Presentation to heterogenic group
Unit XI	Ways to improve presentation skills over time, Explain the importance of trust in creating a collaborative team, Agree to Disagree and Disagree to Agree
Unit XII	Spirit of Team work, Understanding fear of being judged and strategies to overcome fear
Unit XIII	Listening as a Team Skill & Brainstorming Advantages of Effective Listening, Listening as a team member and team leader. Use of active listening strategies to encourage sharing of ideas (full and undivided attention, no interruptions, no prethink, use empathy, listen to tone and voice modulation, recapitulate points, etc.),
Unit XIV	Use of group and individual brainstorming techniques to promote idea generation., Learning and showcasing the principles of documentation of team session

	outcomes
Unit XV	Social and Cultural Etiquette & Internal Communication Need for etiquette (impression, image, earn respect, appreciation, etc), Aspects of social and cultural/corporate etiquette in promoting teamwork, Importance of time, place, propriety and adaptability to diverse cultures, Use of various channels of transmitting information including digital and physical, to team members.

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax and Participate in a simulated interview
CO2	Actively participate in group discussions towards gainful employment, Capture a self - interview simulation video regarding the job role concerned and Enlist the common errors generally made by candidates in an interview.
CO3	Perform appropriately and effectively in group discussions and Explore sources (online/offline) of career opportunities
CO4	Use common technology messaging tools that are used in enterprises for flow of information and transition from command and control to informal communication during an online/offline team session & Actively use and operate online team communication tools: Webinar, Skype, Zoom, Google hangout etc
CO5	Appreciate and demonstrate Team Skills & Generate, share and maximise new ideas with the concept of brainstorming and the documentation of key critical ideas/thoughts articulated and action points to be implemented with timelines in a team discussion (as MOM) in identified applicable templates

BAJMC- 602 : Media Laws

Course Objectives

- To enable the student to understand various media law, policy and regulatory frameworks in India that affect media establishments' communication activities.
- The course will examine the success or failure of existing media policy and regulations in a technologically dynamic media environment.
- To understand and analyse the broad range of specific ethical and legal issues pertinent to various aspects of the media

Course Contents

Unit I	Introduction Laws: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms and Conventions.
Unit II	History of Press laws in India: Pre and Post-Independence. Freedom of Speech & Expressions and Reasonable Restrictions.
Unit III	Common Legal Terminology: Plaintiff, Defendant, Affidavit, Evidence, Prosecution, Conviction, Bail, Acquittal, Sub-Judice, Prima facie and Accused
Unit IV	Acts and Laws Press and Registration of Books Act, 1867: Provisions and Functions, Law of Defamation- Civil and Criminal, Exceptions, Arguments and Landmark Judgements.
Unit V	Contempt of Court, 1971: essentials, Types, Civil, Criminal, Defenses, Punishment and Cases. Sedition: Incitement to Violence, Purpose, Validity, Charges, Recent Concerns, Observation Made By Supreme Court and Cases.
Unit VI	Right to Information Act, 2005: Global and Indian Scenario, Provisions, Filing Process, Whistle Blower's Act and Cases.
Unit VII	Acts and Laws Official Secrets Acts, 1923: Concept, Need for Review, Penalties, Offences and Cases. Working Journalists Act, 1955: Special Provisions, Administrative Machinery and Penalty.
Unit VIII	Parliamentary Code of Conduct: Parliamentary Privileges and immunities.
Unit IX	Cyber Law: Importance, Categories, Features, Reasonable Security Practices, Offences and Cases.
Unit X	Acts and Laws Copyright Act, 1957: Concept, Registration, Ownership, Difference between Copyright, Patent and Trademark. Indecent Representation of Women's Act: Provisions and Cases of Violation in Print, Electronic, Social Media and OTT Platforms.
Unit XI	Press Council Act, 1978: Power, Composition, Functions and Guidelines Given by Press Council to Media.
Unit XII	Prasar Bharti Act, 1990: Power, Composition and Functions.
Unit XIII	Commissions and Committees History of Press Commission: First and Second- Recommendation and Impact.
Unit XIV	Committee: Kuldeep Nayar Committee, Verghese Committee, PC Joshi Committee, Sen Gupta Committee and Chanda Committee

Textbooks:

1. Kishore Devesh. *Media Laws: Its Ethics and Ethos*. Sage Publication.
2. Patriwala Rajni & Oberoy Patricia. *Marriage, Migration and Gender*. SagePublication.
3. Kishwar Madhu Purnima. *Deay Laws & Jealous Reformers*. Asia Law House
4. Kama Akash. *MediaLaws- A Brief Observation*. Asian Press.

Reference Books:

1. Neelamakar S. *Introduction to Media Law*. LexisNexis Butterworths Wadhwa.
2. Chatterjee A. *Media & Communication*. Routledge Taylor & Francis Group
3. Tripathi Sanjay. *Media Laws in India: Comparative Study*, Eastern Book Corporation,

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand broad range of Laws and legal framework pertinent to various aspects of the media.
CO2: Investigate the techniques for dealing with legal problems that students may encounter in their professional lives
CO3: Examine the recent media laws violation cases
CO4: Analyze the general nature of ethical and legal discourse pertaining to professional communication
CO5: Apply the ethical practices by various autonomous bodies

BA(JMC)- 603 : Digital Marketing

Course Objectives

- To describe the concept of social media marketing for online communication.
- Explain the concept of social business
- Utilize knowledge gained to create and maintain social networking platforms for business.

Course Contents

Unit I	Introduction Digital Marketing, Meaning & Concept, and Objectives. Tools and techniques for online marketing
Unit II	Social Media & Social Network: Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites,
Unit III	Social Media & Issues: The FOMO Syndrome, Seeking Validation, Privacy, Addiction, Fake Identities and Health issues, Social Consumers and Social Influencers.
Unit IV	Branding on Digital Media Digital Branding-Definition, Process and Techniques, Audience Research for branding on digital platforms,
Unit V	Storytelling and User Generated Content on Digital Media ,Content creation,
Unit VI	Different ways to write content for different platforms, social media content, website content, and more .
Unit VII	Content Promotion Search Engine Optimization (SEO), Search Engine Optimization (SEM),
Unit VIII	Keywords: definition and importance of keywords in content creation, Viral Marketing
Unit IX	E-mail Marketing, Types of E-mail marketing and tools for e- mail marketing and Zero Moment Of Truth (ZMOT):- Concept and types of ZMOT, Importance of zmot
Unit X	Online Entrepreneurship Introduction of Online Entrepreneurship , Advantages of online Entrepreneurship and key challenges involved in Online Entrepreneurship
Unit XI	E-Commerce & Start-ups: Ideation, Plan and Management,
Unit XII	Lead Generation and Personal Branding, Building a Multi-platform Social Media Marketing Strategy.
Unit XIII	Social Media Measurement and Metrics Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM)
Unit XIV	Monetizing Social Media: ROI Role of Social Media in Marketing Research
Unit XV	Case Studies on Digital Media Marketing:-Digital India, Make in India, Skill India, Start up India and Stand up India.

Textbooks:

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). *Social Media Marketing: A Strategic Approach*. Mason, OH: South-Western Cengage Learning.
2. Charlesworth, A. (2014). *An introduction to social media marketing*. London: Routledge.
3. Parkin, G.(2009). *Digital Marketing: Strategies for Online Success*. London: New Holland.

Reference Books:

1. Qualman, E. (2009). *Socialnomics: How Social Media transforms the way we Live and do Business*. Hoboken, New Jersey's:: Wiley.
2. Singh, S., & Diamond, S. (2012). *Social Media Marketing for Dummies*. Hoboken, New Jersey's: Wiley.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the importance of Digital Marketing and its tools.
CO2:Analyze the role of social networking sites in digital branding
CO3:Apply the techniques of content creation and promotion as well
CO4: Create a Multi-platform Social Media Marketing Strategy. and also list out the steps needed for an Online Startup.
CO5: Analyze the methods of Social Media Measurement and Metrics

BAJMC 604 : Radio Jockeying & News Anchoring

Course Objectives

- Learn the skills and presentation techniques required to work as anchor
- To develop an understanding about various steps involved in the production of radio news
- Describe the structure and functioning of radio FM channel
- Describe the presentation techniques used by Radio Jockey/ News Reader
- Utilize knowledge gained in presentation of a radio program for transmission
- Learn effective voice modulation for news anchoring
- For effective presentation of various radio programs

Course Contents

Unit I	Radio Jockeying and Anchoring on Radio Concept behind “good on-air delivery”, Conducting interviews, moderating panel discussions
Unit II	Presenting/comparing non-news programs on AIR, Anchoring of entertainment programs on AIR channels
Unit III	Anchoring on private FM channels, Anchoring of live and recorded programs.
Unit IV	Radio News and News Presentation Concept of News, Structure and Functioning of News Services Division and News Room
Unit V	Script Writing for radio news, presenting news bulletins and news based programs
Unit VI	Reporting of event and recording of sound bite, Production of radio news bulletin.
Unit VII	Role of Announcer/Radio Jockey/News reader Qualities of good RJ/Presenter,
Unit VIII	Understanding the news scripts and news agenda, showing how to hold an audience's attention
Unit IX	Training in handling of equipment's, coordination with production staff
Unit X	Presentation Techniques and Voice Modulation The basics of fluency, Voice: pitch/tone/pauses/tempo, Rhythm of speech, Breathing, Resonance
Unit XI	Voice Grooming- Understanding your voice, tips and techniques for voice grooming, Teaching awareness of voice and its function
Unit XII	Demonstrating how to control body language, Exercises on delivery, pronunciation, voice modulation and diction
Unit XIII	Production and On Air Programming Techniques of Radio Production: Studio and Location
Unit XIV	Hardware and Software Requirements Use of Music and Generating Sound Effects
Unit XV	Use of Pre-recorded Features, Emerging trends in Radio Industry

Textbooks:

1. Bhatt S.C. *Broadcast Journalism*. Har-Ananad Publication
2. Gaur DK. *Broadcast Journalism*, Omega Publication

Reference Books:

1. Wulfemeyer K. Tim. *Beginning Radio-T.V. Newswriting: A self-instructional learning experience*. Surjeet Publication
2. Chaudhary J.K. *Build your career as radio jockey*. Holiday Book
3. White Ted. *Broadcast News: writing, reporting & producing*. Oxford University Press
4. Starkey Guy. *Radio in Context*. Palgrave
5. Chakravarthy Jagadish. *Changing trends in public broadcasting journalism*. Authors Press

Course Outcomes

At the end of the course, the student will be able to:

CO1: Learn about the importance of radio production
CO2: Identify the various radio programs
CO3: Understand the different aspects of recording techniques
CO4: Familiar with the sound editing software's
CO5: Create radio programs effectively

BAJMC 605 : Electronic Media LAB

Course Objectives

- Write and present a script for TV and radio news
- The student will pass through the process of news production involving reporting, editing and presentation.
- To train students with proficient knowledge of camera movements, mounts, shots, angles and compositions
- To develop the skills of anchoring

Exercises/Assignments

1. Write, present and edit 5-10 minutes TV and radio news bulletin package with Live Reporting
2. Write, present and edit 5-10 minutes interview program. (TV and Radio)
3. Prepare a log sheet
4. Create a rough cut
5. Undertake Filtering and keying, Color Correction, Use of Effects, and transitions
6. Shoot and Design a Cover story on any theme.
7. Prepare a documentary /fiction/non- fiction of 10 to 15 minutes using Editing Table (Group exercise)

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

NOTE: Internal Assessment- The student should maintain a file and soft copy of his/her assignments duly checked and signed by the concerned faculty

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand the importance of Television and radio program production.
CO2: Use of various production techniques
CO3: Learn the voice over and anchoring techniques.
CO4: Develop skills for using video editing software's.
CO5: Creation of fiction and non-fiction videos

BAJMC 606: Critical Thinking

Course Objectives

This course provides practical skills with some theoretical background in the reasoning processes by which we reach conclusions in everyday life, as well as in academic disciplines. It prepares the student for critical thinking and develops his/her critical awareness, needed when faced with texts, case studies, articles, arguments, speeches, and information from the media.

Course Contents :

Unit I	Introduction Fundamentals of Critical Thinking: the difference between literal meaning and implication, the principles of definition, how to identify when a disagreement is merely verbal, the distinction between necessary and sufficient conditions, and problems with the imprecision of ordinary language.
Unit II	What is an Argument (Examples drawn from everyday life, philosophical, moral and legal contexts.), Rhetoric: Persuasion vs. logical support, Recognizing Arguments
Unit III	Deductive Arguments: General Introduction, Validity, Soundness. Valid Argument Forms, Reductio Ad Absurdum., Fallacies related to deductive arguments.
Unit IV	Inductive Arguments: General Introduction, Strength, Cogency, Inductive Generalizations (Enumerative Induction)
Unit V	Argument Reconstruction: Argument Assessment: Extraneous material; Defusing the rhetoric; logical streamlining; implicit and explicit; connecting premises; relevance; ambiguity and vagueness
Unit VI	Practical Reasoning: Casual generalizations. Rationally persuasive arguments; some strategies for logical assessment; refutation by counter example.
Unit VII	Fallacies Identification of major logical fallacies (false authority, circular reasoning etc.), The difference between facts and inferences, The difference between the denotative and connotative meanings of words, The differences between conscious, unconscious, warranted and unwarranted assumptions
Unit VIII	Moral, Legal and Aesthetic Reasoning Principles of Moral Reasoning; Major perspectives in Moral Reasoning. Legal Reasoning. Justifying Laws, Four Perspectives.
Unit IX	Aesthetic Reasoning. Eight aesthetic principles; Using Aesthetic Principles to Judge Aesthetic Value
Unit X	Evaluating Aesthetic Criticism: Relevance and Truth; Why Reason Aesthetically

Text Books:

1. **Bowell, T. and Kemp, G.** “Critical Thinking: A Concise Guide.” Oxon: Routledge, 3rd edition, 2009.

Suggested Readings:

1. **Gardner, Peter S.** “New Directions: Reading Writing and Critical Thinking.” Cambridge Academic Writing Collection, 2005.
2. **Mayfield, Marlys.** “Thinking for Yourself: Developing Critical Thinking Skills through Reading and Writing.” Eighth Edition. Boston: Wadsworth. Cengage Learning, 2010.
3. **Audi, R.** “Practical Reasoning and Ethical Decision.” London: Routledge, 2006.

Course Outcome:

After completion of this course, students will be able:

CO	Statement
CO1	To enable students / learners to understand the logical connections between ideas.
CO2	To help them to identify, construct and evaluate arguments.
CO3	To equip them to detect inconsistencies and common mistakes in reasoning.
CO4	To enable them to write analytically for academic purpose
CO5	To distinguish between inferences of different types in various forms of communication.

Bachelor of Arts (Journalism and Mass Communication – BA(JMC))
Degree (Hons.) with Research
(Only for Students Securing 75% Marks and above in the first six Semester)
Semester – VII

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC R 701	Media Research	AECC	4	30	70	100
BAJMC R 702	Event Management	Core	4	30	70	100
BAJMC R 703	Film Appreciation	Core	4	30	70	100
BAJMC R 704	Media & Gender Issues	Core	4	30	70	100
BAJMC R 705	Media Research (Lab)*	SEC	2	25	25	50
BAJMC R 706	Internship Report & Viva*	Field Project	2	25	25	50
Total			20	160	340	500

BAJMC 701: Media Research

Course Objectives

- To explain process of media research
- To describe research methodology for media
- To describe the steps involved in report writing

Course Contents :

Unit I	Introduction to Research Research: Meaning, Definition and Objectives; Types of Research
Unit II	Approaches to Research: Qualitative and Quantitative
Unit III	Media Research: Meaning and Scope
Unit IV	Data Collection Primary and Secondary data; Observation method; Interview method;
Unit V	Collection of data through questionnaire; Collection of data through schedule
Unit VI	Content Analysis; Case Study Method
Unit VII	Survey in Media Research Survey, Public Opinion Surveys, TRPs, Tele Web Survey
Unit VIII	Readership Survey & IRS; Election Related Survey: Opinion Poll and Exit Poll
Unit IX	Media Research Agencies: BARC, ABC, MAP, RAM
Unit X	Research Design & Data Analysis Research Design: Meaning and different Types, Hypotheses /Research Questions;
Unit XI	Sampling & Selecting a sample, Types of sampling: Probability and Non-Probability; Processing of Data: Editing, Coding, Classification, Tabulation
Unit XII	Measures of Central Tendency: Mean, Median and Mode; Analysis and Interpretation of Data
Unit XIII	Report Writing Abstract; Introduction; Literature Review; Theoretical Framework
Unit XIV	Research Questions; Research Methodology; Results
Unit XV	Discussion; Conclusion; References (In-text citations and bibliography)

Text Books

1. Bertrand, I., & Hughes, P. (2005). *Media Research Methods: Audiences, Institutions, Texts*. New York: Palgrave Macmillan.
2. Guthrie, G. (2012). *Basic Research Methods: An entry to Social Science Research*. Los Angeles: Sage Publications
3. Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P).

Reference Books:

1. Wimmer, R. D., & Dominick, J. R. (2014). *Mass Media Research an Introduction*. Andover: Wadsworth, Cengage Learning.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Define research
CO2: Explain research process
CO3: Describe research methodology
CO4: Execute research
CO5: Formulate research report

BAJMC 702: Event Management

Course Objectives

- To define events & events industry
- To demonstrate effective event management.
- To practice event planning.
- To understand event management procedure
- To utilize the knowledge gained to access and evaluate the concept of exhibitions

Course Contents :

Unit I	Events - Need and Management Events- Definition, Types, Characteristics Advantages, Disadvantages, Need for Events
Unit II	Event Management: Definition, 5 c's of Event Management
Unit III	Elements of Event Management.
Unit IV	Event Planning & Team Management Organizational Structure of an event management company,
Unit V	Event management personnel, Key Decision Makers, Roles & Responsibility, Technical Staff
Unit VI	Marketing of an event, Event Promotion, Tools and Media Coordination, Analysis of Events, SWOT Analysis
Unit VII	Event Management Procedure Event proposal- preparing & Planning, Procedure to be followed in conducting of an event
Unit VIII	Guidelines to be followed while conducting events, Licenses, Permissions and Legalities Event Budget
Unit IX	Covering Cost and Methods of Revenue Generation, Risk Management and Insurance
Unit X	Conduct of an Event Steps to organize an Event, Pre, During, Post event, Checklist of an event, Budget of an event
Unit XI	Monitoring and controlling the event, Roles and Responsibilities of Event Manager Emerging Trends in Event Management
Unit XII	Careers in Event Management
Unit XIII	Exhibitions Definition of exhibition, Role & Objectives of exhibition, Types of Exhibitions, Virtual Exhibitions
Unit XIV	Marketing and selling of exhibitions, Scope of exhibitions

Textbooks:

1. Wagen Lynn Van Der and Brenda R. Carlos. *Event Management: for tourism, cultural, business and sporting event*. Pearson Education
2. Goyal, S. K. (2010). *Event Management*. Adhyayan & Distributors.
3. Kotler, P. (2003). *Marketing Management*. Upper Sade River, New Jersey's: Prentice Hall.
4. Kishore, D., & Singh, G. S. (2011). *Event management: A Booming Industry and an Eventful Career*: Har-Anand Publications.

Reference Books:

1. K.Niraj. (2009). *Integrated Marketing Communications*. Himalaya Publishing House
2. K. Purnima. (2011). *Event Management*. Anmol Publications Pvt Ltd.
3. Sharma, D. (2005). *Event Planning and Management*. Deep & Deep Publications Pvt.
4. www.wodonga.vic.gov.au/Event_management_planning_guide
5. www.eventmanagement.com/planning

Course Outcomes

At the end of the course, the student will be able to:

CO1: Define Events & Events Industry
CO2: Demonstrate effective Event Management
CO3: Practice Event Planning by organizing an event
CO4: Understand Event management Procedure
CO5: Utilize the knowledge gained to access and evaluate the concept of Exhibitions

BAJMC 703: Film Appreciation

Course Objectives

- To describe film as a medium of communication
- To understand the basic techniques involved in film production
- To explain the emerging trends in contemporary Indian cinema
- To know about film institutions

Course Contents :

Unit I	Film as a Language Film as a Medium of Communication: Concept, Strengths & Limitations
Unit II	Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing
Unit III	Visual Language: Shot, Scene, Sequence, Montage, Mise-En-Scene and Continuity
Unit IV	Landmarks, Trends and Debates in Indian Cinema Landmarks of Indian Cinema: Silent Era (Raja Harish Chandra), Socials (Mother India), Parallel Cinema (Ankur), Diaspora (Namesake)
Unit V	Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema
Unit VI	Writing for Films Film, as a Language; Fiction: Genre
Unit VII	Screenplay Writing; Story, Plot, Structure, Beginning- Middle-End
Unit VIII	Storyboard: concept and use; How to write a Dialogue
Unit IX	Film Techniques Cinematography & lighting: Types of shots; Camera angles, placement, movement, types of lenses; basics of lighting
Unit X	Editing: Editing Components: Transitions, Continuity of time & space, Construction of scene
Unit XI	Sound: Audio components; Diegetic & non-diegetic sound; sync & non- sync sound
Unit XII	Film Institutions and Film Awards FTII and SRFTI; NFDC; CBFC; Oscar Awards
Unit XIII	National Awards; Dada Saheb Phalke Awards
Unit XIV	An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics

Textbooks

1. J. Saldi, R., & Manjula, S. *Indian Cinema through the Century*. Publication Division
2. Gazetas, A. (2000). *An Introduction to World Cinema*. Jefferson, NC: McFarland
3. Garga, B.D. (2008). *So Many Cinemas: The Motion Picture in India*. Eminence Designs.

Reference Books:

1. Nowell-Smith, G. (1995). *The Oxford History of World Cinema*. Oxford: Clarendon Press
2. Phillips, L. R., & Phillips, J. M. (1979). *Film Appreciation*. New York: Gordon Press.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Understand film as medium of mass communication
CO2: Identify techniques of film making
CO3: Examine trends in contemporary Indian cinema
CO4: Understanding film industry
CO5: Analyse different genres of film making

BAJMC 704: Media & Gender Issues

Course Objectives

- To identify the gender impact of public and private sector actions (and inactions)
- To analyse contemporary issues from a gender perspective and apply gender analysis to the research of a contemporary issue
- Develop a public policy proposal that addresses a gender-related issue or which takes gender issues into account in its analysis
- Public understanding of environmental issues; public participation in environmental decision making; expert-public-government dialog, Environmental risk communication, Communication in environmental advocacy, deliberation, and public relations

Course Contents :

Unit I	Freedom of Media Media Freedom- Art 19 (1) and Reasonable Restrictions, Media Freedom Comparative Study abroad, Critical Analysis of Media Freedom in India- Case Study.
Unit II	Media and Issues of Responsibility. Right to Information Act- Introduction, Provisions
Unit III	Critical analysis of RTI in India- Case Study, Comparative Study of RTI with other countries
Unit IV	Restrictions Censorship- Concept, Provisions, Film Certification- Law used in different media- Print and electronic, New Provisions related to Social Media Censorship (Voluntary and Public Pressure)- Comparative Study.
Unit V	Social Responsibility and Accountability of Media in India- Cases of Violation. Issues of Authenticity- Propaganda and Regressive Communication
Unit VI	Confidentiality of Sources- Ethics, Morals and Code of Conduct
Unit VII	Violence and Media Relation between Media, Religion and Politics, Role of Media during Communal Riots. Guidelines given to Media for handling Communal Riots and Violence.
Unit VIII	Role of News Channels and Social Media Platforms- Critical Analysis. Media and Religion- Issues and Controversial Cases
Unit IX	Spiritual Content in Media- Study the growth and impact of Dedicated Channels for Religion, Narrow down the Scope of Religion- Widened Superficial Perception, Social Conflicts and Media- Case Study
Unit X	Media and Social Development Concept, Role, Awareness Campaigns and Public Participation. Environment- Introduction, Environmental Laws in India Environmental Ethics, Role of Mass Media in Creating Environmental Awareness, the Environment as News: News Values, Journalistic Practices.
Unit XI	Media and Politics- Concept, Political News Update and Coverage, Issues and Controversies- Cases.
Unit XII	Media and Minority Issues- Legal Provisions, Role of Media in Creating Awareness Recent Cases of Violations
Unit XIII	Children and Women Issues of Child Content in Media- Impact and Awareness, Issues of Violation- Cases. Gender Theories: Liberal, Radical and Socialist.
Unit XIV	Role of media in the development of women, Women & media: Opportunities & challenges, Commoditization of women

Unit XV	Women's Issues: Political, Economic and Social Cases
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Textbooks:

1. Kishore Devesh. *Media Laws: Its Ethics and Ethos*. Sage Publication.
2. Patriwala Rajni & Oberoy Patricia. *Marriage, Migration and Gender*. Sage Publication.
3. Kishwar Madhu Purnima. *Deay Laws & Jealous Reformers*. Asia Law House
4. Kama Akash. *MediaLaws- A Brief Observation*. Asian Press

References Books:

1. Shantakumar S. *Introduction to Environmental Law*. LexisNexis Butterworths Wadhwa, Nagpur
2. Hansen Anders, *Environment, Media & Communication*. Routledge Taylor & Francis Group, New York
3. Tiwari A K, *Politics in India: Comparative Study*. Eastern Book Corporation, New Delhi

Course Outcomes

After completion of this course, students will be able to:

CO1: Understand broad range of media, women, minorities, children, politics, and religion are impacted differently in a wide variety of settings ad issues.
CO2: Discuss gender discrimination and contemporary media issues in an informed manner.
CO3: Demonstrate an understanding of critical and cultural approaches to environmental, Social and Political communication
CO4: Identify and implement communication skills relevant to disseminating environmental information in organizational, political, and international contexts
CO4: Identify key issues in environmental conflicts, risk communication, democratic participation and social development

BAJMC 705: Media Research LAB

Course Objectives

- To describe research techniques
- To conduct media research
- To write research report

Exercises/Assignments

1. Using any of the research technique the student will conduct media research culminating into hard and soft copies of the report. Media research will have to be conducted by the student who will prepare the report based on the following steps:
 - a. Selection of a research topic
 - b. Write Research Proposal/ Abstract/ Synopsis
 - c. Introduction to the topic
 - d. Formulate the research problem
 - e. Significance of the study
 - f. Set the objectives and hypothesis of the research
 - g. Review of literature
 - h. Application of methods and tools for data collection
 - i. Data tabulation and analysis
 - j. Write a research report and draw a conclusion on the research conducted
 - k. Write bibliography and references according to APA style format

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

NOTE: Internal Assessment- The student should maintain a file and soft copy of his/her assignments duly checked and signed by the concerned faculty

Course Outcomes

At the end of the course, the student will be able to:

CO1: Apply research techniques in media studies
CO2: Formulate research problem
CO3: Develop research design
CO4: Execute research
CO5: Formulate research report

BAJMC 706: Internship Report & Viva

Course Objectives

- Apply classroom-based education for practical work experience in the industry
- Utilize current standards and recent advances in media and entertainment organization networks with industry professionals.

Course Outline

- After the fourth Semester End-Term Examination, students will undergo training/ internship in Media and Entertainment Organization (Print/Electronic/Online) and will submit an Internship Report (IR) along with a multimedia presentation incorporating the work done during the training/internship.
- Students have to prepare an Internship Report in the format given by the concerned faculty. In the internship report students have to write all the activities accomplished and tasks performed by them during the internship.
- Students have to prepare a multimedia presentation incorporating the work done during the training/internship.
- Students have to submit the internship certificate by the end of the semester.
- The hard and soft copy of the IR (in duplicate) is to be submitted along with a soft copy of multimedia presentation.

Student shall be evaluated on the basis of the end-product prepared by him/her along with hard and soft copy of the practical file. A viva would also be conducted to assess the understanding and knowledge of the student on the basis of practical file.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Familiar with the working environment of the media organizations.
CO2: Learn professional skills and practices of the respective field.
CO3: Obtain knowledge of professional ethics and codes.
CO4: Apply classroom-based education for practical work experience in the industry
CO5: Utilize current standards and recent advances in media and entertainment organization

Semester – VIII

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC R 801	Synopsis Writing & Seminar	Core	4	30	70	100
VLC 004	Entrepreneurship Development	VAC	4	30	70	100
BAJMC R 802	Dissertation	Field Project	12	100	200	300
Total			20	160	340	500

VLC – 004: Entrepreneurship Development

Course Objectives

- To simulate the real-life activities of entrepreneurs in the startup age of a new venture.
- To provide the skills to start and build enterprise, implement it successfully
- To inculcate skills to manage the transition of a start up to a full-fledged business entity.

Course Contents :

Unit I	Introduction The Concept of Entrepreneur - Definition, Characteristics, Types, Nature & Importance;
Unit II	Entrepreneur vs. Intrapreneur; Entrepreneurial Values and Attitudes;
Unit III	Role of Entrepreneurship in Economic Development.
Unit IV	Promotion of a Venture Creativity, Innovation and Idea Generation; Entrepreneurial Motivation;
Unit V	Stages for starting a new venture and preparing a business plan; Barriers to Entrepreneurship;
Unit VI	Legal requirements of establishment of a new unit and Raising of Funds.
Unit VII	Market Survey and Opportunity Identification Scanning of the Business Environment, External Environment Analysis- Economic, Social and Technological;
Unit VIII	Types and conduct of market survey; Assessment of demand and supply in potential areas of growth;
Unit IX	Identifying business opportunity, Considerations in product selection, converting an idea into a business opportunity; Institutional support for New Venture.
Unit X	Forms of Ownership Sole Proprietorship; Joint Stock Company
Unit XI	Public Company; Private Company
Unit XII	Partnership Firm; Hindu Undivided Family
Unit XIII	Functional Strategies Sources of Finance; Venture Capital Sources and Documentation required, Marketing strategies for a new venture, HRM strategies for a new venture
Unit XIV	Intellectual Property Rights.
Unit XV	Future of Entrepreneurship Development in India

Text Books:

1. Khanka S S. *Entrepreneurship Development*. S Chand Publishing
2. Sharma, Sangeeta. *Entrepreneurship Development*. PHI
3. Desai V. *Entrepreneurial Development*. Himalaya Publishing House

Reference Books:

1. Gupta C B, Srinivasan N P. *Entrepreneurial Development*. Sultan Chand & Sons
2. Gaddam Sri. *Destination Success: Discovering the Entrepreneurial Journey*. Morgan James Publishing
3. S. Anil Kumar. *Entrepreneurship Development*. New Age International

Course Outcomes

After completion of this course, students will be able to:

CO1. Examine the characteristics of an entrepreneur as well their role in the economic development of the country.
CO2. To understand the various types of ownership
CO3. Process & develop business plan, foreseeing the entry barriers to the industry
CO4. Identify stages of growth in entrepreneurial ventures along with changing face of family business in India

Semester – VIII

Code No.	Paper	Type	Credits	Internal Marks	External Marks	Total Marks
BAJMC 801	Media Management	Core	4	30	70	100
BAJMC 802	Global Media Scenario	Core	4	30	70	100
BAJMC 803	Choose any one: (A) Health Journalism (B) Sports Journalism	Elective	4	30	70	100
VAC 004	Entrepreneurship Development	VAC	4	30	70	100
BAJMC 804	Field Project	Field Project	4	50	50	100
Total			20	170	330	500

BAJMC 801: Media Management

Course Objectives

- To introduce students principles of Media business management
- To familiarize students about Indian media organizations and their management practices.
- To make students understand the concept of FDI in Indian Media
- To make acquainted with the new trends in media industry

Course Contents :

Unit I	Management: Functions & Principles Definitions, Need and Principles, Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
Unit II	Management: Responsibility, Authority and Accountability: Leadership: Importance, Needs and Types
Unit III	Conflict Management and Motivation, Human Resource Planning: Roles and Responsibilities.
Unit IV	Media Organizations and Structures: Organizational structures of Indian media-Print and electronic media; hierarchy,
Unit V	Functions and role and responsibilities, organizational structure and management of Indian news agencies: hierarchy. Functions, role, and responsibilities.
Unit VI	Ownership: Definition, ownership patterns of India media, Cross Media Ownership, Media Conglomerates; Vertical and horizontal integration
Unit VII	National and International Communication Giant Localisation of Global Media, International Multimedia Giants: NEWS CORP, DISNEY, AOL-TIME WARNER, VIACOM, Star Network, Global Television
Unit VIII	Cultural Imperialism: CNN and MTV, Case Studies of Times Group, Reliance Communication, Essel Group
Unit IX	India Today Group, Sun TV, Sony Pictures Network, Living Media India, Zee Telefilms
Unit X	FDI in MEDIA FDI in Indian Media and Entertainment Industry, FDI influence on Indian media
Unit XI	Advantages of FDI, Economics of newspaper and electronic media
Unit XII	Production costs, operation, non- operation. Distribution on digital media.
Unit XIII	Managing Media Organizations and Start Ups Entrepreneurship, Media Entrepreneurship and its Challenges, Emerging Trends in Entertainment and Media Industry
Unit XIV	Establishing a Media Organization or Start Up: Steps Involved
Unit XV	Methods of Revenue Generation by Media Organizations and Start Ups, Managing Cost and Revenue Relationship

Textbooks:

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). *Handbook of Media Management and Economics*. Mahwah, NJ: L. Erlbaum Associates
2. Herrick, D. F. (2003). *Media Management in the age of Giants: Business Dynamics of Journalism*.
3. *Mass Media in India 1994-95*. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India

Reference Books:

1. Kotler Philip. *Marketing Management*. Pearson India
2. William Stanton and others. *Fundamentals of Marketing*. McGraw-Hill
3. Vanita Kohli: Khandekar. (2006). *The Indian media Business*. Sage Publication.

Course Outcomes

After completion of this course, students will be able to:

CO1: Understand the basic principles and functions of Management
CO2: Examine the Indian media organizations Structure and their management practices.
CO3: Analyze the foreign direct investment policies of Indian Media.
CO4: Demonstrate the working and formation of national and International Communication Giants
CO4: Formulate the steps to form a startup media organization.

BAJMC 802: Global Media Scenario

Course Objectives

- To define global communication.
- To define international organizations.
- To discuss current affairs
- To describe political, economic, social issues prevailing the world

Course Contents :

Unit I	Global Media The Great North – South Divide, Emergence of the Third World Countries
Unit II	The Non Aligned block and its relevance, Domination of Transnational news agencies
Unit III	Barriers to the flow of news and information
Unit IV	Global Media after Second World War The age of Cold war, Media Imperialism & Localisation of Global Media
Unit V	Demand for NWICO-MacBride Commission
Unit VI	Recommendations of NWICO - MacBride Commission
Unit VII	International bodies Emergence of Global village of media, Global communication & culture,
Unit VIII	International organizations UN and its specialized agencies, SAARC, NAM News Pool
Unit IX	International Multimedia Giants: NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network
Unit X	Global issues Global Communication and culture, Terrorism and anti-terrorism measures
Unit XI	Human Rights Issues and Gender Issues, Consumerism, Climate Change
Unit XII	Global Television and Cultural Imperialism
Unit XIII	Current Affairs Reporting International Issues and Conflicts, Global Challenges in the New Information Age
Unit XIV	Political Issues, Economical Issues, Social & Cultural Issues
Unit XV	India as a Nuclear Power, Recent Plans Introduced by Government

Textbooks:

1. Dwivedi Ratnesh. *Mass Media and Communication in Global Scenario*. Atlantic Publishers and Distributors
2. Sen Biswarup. *Digital Politics and Culture in Contemporary India: The Making of an Info-Nation*. Routledge
3. Anne Geniets. *The Global News Challenge Market Strategies of International Broadcasting Organizations in Developing Countries*. Routledge

Reference Books:

1. Mehita Iqani and Fernando Resende. *Media and the Global South*. Taylor & Francis
2. P. Ghosh (2013). *International Relations* PHI Learning Pvt Limited
3. De Beer A. S, Merrill John Calhoun. *Global journalism: topical issues and media systems*. Pearsn, Allyn and Bacon, Boston
4. <https://onlinelibrary.wiley.com/doi/book/10.1002/9781444390629>

Course Outcomes

At the end of the course, the student will be able to:

CO1: Define Global Communication
CO2: Discuss Global Media after World War-2
CO3: Understand the working of International media organizations
CO4: Describe political, economic, social issues prevailing in the world
CO5: Understand and learn the current affairs

BAJMC 803A: Health Journalism

Course Objectives

- Identify various types of health and medical story ideas
- Conduct deep background research for health and medical stories
- Thinking critically about the production of health and medical news
- Locate and analyze several types of primary source documents to inform their health reporting

Course Contents :

Unit I	Introduction to Public Health Public Health: Definition & Concept, Health Awareness and Role and Importance of Yoga
Unit II	Major Public Health and Lifestyle Issues in India , Public Health Care System in India: Issues & Problems in Rural and Urban India
Unit III	India as a Medical Tourism Destination
Unit IV	Introduction to Health Journalism Health Journalism: Concept, Need and Importance, Roles & Responsibilities of a Health Journalist
Unit V	Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census,
Unit VI	Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health
Unit VII	Health Reporting and Writing Ethics in Health Reporting, Structure and Guidelines for Health Reporting
Unit VIII	Health Reporting for Various Media: Traditional and Digital Media
Unit IX	Writing for Public Health Care: Think Globally and Write Locally
Unit X	Health Communication Define Information Education Communication (IEC): Concept and Functions,
Unit XI	Define Behaviour Change Communication (BCC): Concept and Functions, Design Communication Campaign: Pre-test and Evaluation,
Unit XII	Future of Health Communication and Career Prospects
Unit XIII	Health Project Case Studies and projects on National Health Issues in India: Rural & Urban Sector

Text Books:

1. S. Renata. *Health Communication: From Theory to Practice*. John Wiley & Sons
2. Maheshwar Mekam. *Mass Media and Health Communication in India*. LAP LAMBERT Academic Publishing
3. Narula Uma. *Health Care Communication in India*. Har-Anand Publications

Suggested Readings:

1. <https://onlinelibrary.wiley.com/doi/book/10.1002/9781118241868>
2. www.healthjournalism.org, Association of Health Care Journalists
3. www.reportingonhealth.org, Reporting on the Health, The Health Journalism Fellowship
4. www.jomc.unc.edu, Science and Medical Journalism
5. www.nrhm.gov.in
6. www.unicef.org/publications
7. www.mohfw.nic.in

Course Outcomes

At the end of the course, the student will be able to:

CO1: Define health journalism
CO2: Explain role & responsibility of health journalist
CO3: Describe Structure and Guidelines for Health Reporting
CO4: Accurately and creatively write health news stories
CO5: Analyse health projects

BAJMC 803B: Sports Journalism

Course Objectives

- To define sports journalism.
- To understand coverage of sports in various media.
- To describe major sports institutions
- To examine impact of globalization on sports journalism
- To identify emerging trends in sports journalism

Course Contents :

Unit I	Introduction to Sports Journalism History of Sports Journalism and its Social Impact. Introduction to Sports Journalism,
Unit II	Characteristics of Sports Journalist, Organisation of sports departments and sports journalists, and the sports editor
Unit III	Definition of Sports News, Sports Journalism: Trends and Theories. Analysis of Sports News.
Unit IV	Sports Coverage in Print, Broadcast and Online News story structure, types of sports writing - match reports, interviews, features and profiles
Unit V	Choosing the right subject matter and angle; interviewing skills and techniques; feature styles, intro, mid and end
Unit VI	Investigative reports; writing for the tabloid, broadsheet, internet, radio and television
Unit VII	International Sports Institutions – Major IOC – International Olympic Committee, NOC – National Olympic Committee,
Unit VIII	FIFA – Federation Internationale de Football Association, UEFA – Union of European Football Associations
Unit IX	OCOG – Organizing Committee of the Olympic Game
Unit X	Globalization and Sports Journalism Sports scenario and the politics
Unit XI	Ethics and social responsibilities of a Sports Journalist
Unit XII	Research Tools for developing a Sports story
Unit XIII	Emerging Trends Women in sports journalism
Unit XIV	Future of sports journalism and sports journalists in India
Unit XV	New trends in sports journalism in India

Textbooks

1. Srinivas Rao, *Sports Journalism*
2. Raney, Arthur A and Bryant, Jennings (2006). *Handbook of sports and media*. New York: Lawrence Erlbaum associates.
3. Schultz, Brad. (2007). *Sports media: planning, production and reporting*. Oxford: focal press.

Reference Books:

1. Mathur LN. *The Encyclopaedia of Indian Cricket*. Rajhans Prakashan
2. Kathryn T Stofe. (2009). *Sports Journalism: An Introduction to Reporting and Writing*, Rowman & Littlefield Publishers.
3. Phil Andrews. (2005). *Sports Journalism: A Practical Introduction*. Sage Publications.

Course Outcomes

At the end of the course, the student will be able to:

CO1: Define sports journalism
CO2: Understand coverage of sports in various media
CO3: Describe major sports institutions
CO4: Examine impact of globalization on sports journalism
CO5: Identify emerging trends in sports journalism

VLC 004: Entrepreneurship Development

Course Objectives

- To simulate the real-life activities of entrepreneurs in the startup age of a new venture.
- To provide the skills to start and build enterprise, implement it successfully
- To inculcate skills to manage the transition of a start up to a full-fledged business entity.

Course Contents :

Unit I	Introduction The Concept of Entrepreneur - Definition, Characteristics, Types, Nature & Importance;
Unit II	Entrepreneur vs. Intrapreneur; Entrepreneurial Values and Attitudes;
Unit III	Role of Entrepreneurship in Economic Development.
Unit IV	Promotion of a Venture Creativity, Innovation and Idea Generation; Entrepreneurial Motivation
Unit V	Stages for starting a new venture and preparing a business plan; Barriers to Entrepreneurship
Unit VI	Legal requirements of establishment of a new unit and Raising of Funds.
Unit VII	Market Survey and Opportunity Identification Scanning of the Business Environment, External Environment Analysis- Economic, Social and Technological; Types and conduct of market survey
Unit VIII	Assessment of demand and supply in potential areas of growth
Unit IX	Identifying business opportunity, Considerations in product selection, converting an idea into a business opportunity; Institutional support for New Venture.
Unit X	Forms of Ownership Sole Proprietorship; Joint Stock Company
Unit XI	Public Company; Private Company
Unit XII	Partnership Firm; Hindu Undivided Family
Unit XIII	Functional Strategies Sources of Finance; Venture Capital Sources and Documentation required, Marketing strategies for a new venture
Unit XIV	HRM strategies for a new venture; Intellectual Property Rights
Unit XV	Future of Entrepreneurship Development in India

Text Books:

4. Khanka S S. *Entrepreneurship Development*. S Chand Publishing
5. Sharma, Sangeeta. *Entrepreneurship Development*. PHI
6. Desai V. *Entrepreneurial Development*. Himalaya Publishing House

Reference Books:

4. Gupta C B, Srinivasan N P. *Entrepreneurial Development*. Sultan Chand & Sons
5. Gaddam Sri. *Destination Success: Discovering the Entrepreneurial Journey*. Morgan James Publishing
6. S. Anil Kumar. *Entrepreneurship Development*. New Age International

Course Outcomes

After completion of this course, students will be able to:

CO1.	Examine the characteristics of an entrepreneur as well their role in the economic development of the country.
CO2.	To understand the various types of ownership
CO3.	Process & develop business plan, foreseeing the entry barriers to the industry
CO4.	Identify stages of growth in entrepreneurial ventures along with changing face of family business in India
CD5	Industrial visit