

Choice Based Credit System (CBCS)

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY,
YMCA, FARIDABAD**

DEPARTMENT OF HUMANITIES

UNDERGRADUATE PROGRAMME

**BACHELOR OF ARTS
JOURNALISM AND MASS COMMUNICATION
(Courses effective from Academic Year 2019-20)**



विद्या परम् भूषणम्

SCHEME AND SYLLABUS OF COURSE TO BE OFFERED

**Core Courses, Ability Enhancement Courses, Skill Enhancement
Courses, Discipline Specific Elective and Generic Elective**

VISION

"J.C. Bose University of Science and Technology, YMCA Faridabad aspires to be a nationally and internationally acclaimed leader in technical and higher education in all spheres which transforms the life of students through integration of teaching, research and character building."

MISSION

- ❖ **To contribute to the development of science and technology by synthesizing teaching, research and creative activities.**
- ❖ **To provide an enviable research environment and state-of-the art technological exposure to its scholars.**
- ❖ **To develop human potential to its fullest extent and make them emerge as world class leaders in their professions and enthuse them towards their social responsibilities.**

ABOUT THE DEPARTMENT

The Department of Humanities offers competitive programs for undergraduate and graduate students seeking robust interdisciplinary degrees in Mass Communication and English language that will enable them to understand and employ new communication technologies. The Department which was earlier integrated with Sciences, started Master's degree in Journalism and Mass Communication in the year 2016. The Department got separated as Department of Humanities in the year 2018. The year 2019 set major milestone by introducing two new courses at undergraduate and postgraduate level namely B.A. (Journalism and Mass Communication) and M.A. (English).

The Department always tries to give ideal and practical knowledge to the students. For this, the Department always organizes seminars, Conferences, Workshops and Expert Lectures of eminent media personalities. One of the striking activities of the Department is Study tour. It has been arranged with focusing the student's practical knowledge and expected to learn new trends and possibilities in print, electronic Media and digital media.

The Department motivates the students to participate in various debates, photography, filming, and writing of research article competitions etc. In a very short time, the Department has taken an initiative in imparting quality education in the field of Journalism and Communication.

ABOUT THE PROGRAM

B.A. in Journalism and Mass Communication is a three-year undergraduate course divided in to six semesters aimed at providing holistic knowledge at theoretical as well as practical level to the students. The extensive course is designed to offer comprehensive fundamental training in ten different fields of mass communication. These fields include Print Journalism, Television and Radio Production, Advertising and Public Relations, Event Management, Social Media, and Film Studies. The focus of the course is to nurture socially responsible media professionals, backed with the latest inputs from industry, well-trained faculty along with state of art infrastructure.

The curriculum is evenly balanced in imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics. The programme delivery is tailored to meet the needs of different fields of media. It comprises a good mix of formal lectures, seminars, computer based learning, individual and group project work, guest lectures and industry training.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

COURSE STRUCTURE

| Sr. No. | Course Name | Course Code | Credits |
|--------------------------------------|--|--------------|---------|
| Discipline Core Courses | | | |
| 1. | Fundamental of English Language | BJMC-100 | 4 |
| 2. | Introduction to Communication | BJMC-101 | 4 |
| 3. | Fundamentals of Journalism | BJMC-102 | 4 |
| 4. | Fundamental of English Language (Lab) | BJMC-103 | 2 |
| 5. | Basic Computer Skills (Lab) | BJMC-104 | 2 |
| 6. | New Reporting and Writing (Lab) | BJMC-105 | 2 |
| 7. | व्यवहारिक हिन्दी | BJMC-201 | 4 |
| 8. | Reporting and Editing for Print | BJMC-202 | 4 |
| 9. | Media Ethics and Media Laws | BJMC-203 | 4 |
| 10. | व्यवहारिक हिन्दी (Lab) | BJMC-204 | 2 |
| 11. | Designing & Editing For Print (Lab) | BJMC-205 | 2 |
| 12. | Script Writing (Lab) | BJMC-206 | 2 |
| 13. | Effective Communication in English | BJMC-301 | 4 |
| 14. | History of Print & Broadcasting In India | BJMC-302 | 4 |
| 15. | Introduction to Broadcast Media | BJMC-303 | 4 |
| 16. | Effective Communication in English (Lab) | BJMC-304 | 2 |
| 17. | Photography (Lab) | BJMC-305 | 2 |
| 18. | Videography (Lab) | BJMC-306 | 2 |
| 19. | प्रयोजन मूलक हिन्दी और अनुवाद | BJMC-401 | 4 |
| 20. | Advertising and Public Relations | BJMC-402 | 4 |
| 21. | Development Communication | BJMC-403 | 4 |
| 22. | प्रयोजन मूलक हिन्दी और अनुवाद (Lab) | BJMC-404 | 2 |
| 23. | Advertising (Lab) | BJMC-405 | 2 |
| 24. | Public Relations (Lab) | BJMC-406 | 2 |
| Discipline Specific Electives | | | |
| 1. | Introduction to Film Studies | BJMC-501(I) | 4 |
| 2. | Media Management | BJMC-501(II) | 4 |

| | | | |
|--|--|--------------|------------|
| 3. | Television Anchoring and Radio Jockeying | BJMC-502(I) | 4 |
| 4. | New Media | BJMC-502(II) | 4 |
| 5. | Introduction to Film Studies (Lab) | BJMC-503(I) | 2 |
| 6. | Media Management (Lab) | BJMC-503(II) | 2 |
| 7. | Television Anchoring and Radio Jockeying (Lab) | BJMC-504(I) | 2 |
| 8. | New Media (Lab) | BJMC-504(II) | 2 |
| 9. | Communication Research | BJMC-601(I) | 4 |
| 10. | TV Production | BJMC-601(II) | 4 |
| 11. | Major Project- Documentary | BJMC-602(I) | 6 |
| 12. | Major Project- Research Dissertation | BJMC-602(II) | 6 |
| 13. | Communication Research (Lab) | BJMC-603(I) | 2 |
| 14. | TV Production (Lab) | BJMC-603(II) | 2 |
| Skill Enhancement Courses | | | |
| 1. | Radio Production | BJMC-307 | 4 |
| 2. | Photography | BJMC-407 | 4 |
| 3. | Web News Production | BJMC-505 | 4 |
| 4. | Documentary Production | BJMC-605 | 4 |
| Ability Enhancement Compulsory Courses | | | |
| 1. | Environmental Science | BEVS -101 | 4 |
| 2. | Creative Writing for English | BJMC-207 | 4 |
| Open Elective Courses (Generic Electives) | | | |
| | #Open Elective | -- | 4+4=8 |
| | | | |
| | | | 132 |

PROGRAMME EDUCATION OBJECTIVES

| | |
|------|--|
| PEO1 | To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need. |
| PEO2 | To instil knowledge and fundamentals of communication in the students and hone written and spoken communication skills essential for various media platforms. |
| PEO3 | To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students. |
| PEO4 | Prepare students to undertake further study at PG level. |

PROGRAMME OUTCOMES

| | |
|-----|--|
| PO1 | Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry. |
| PO2 | Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach. |
| PO3 | Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc. |
| PO4 | Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law. |
| PO5 | Develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning. |
| PO6 | Develop self-confidence and awareness of general issues prevailing in the society. |
| PO7 | Develop an understanding of various media tools, techniques and software. |

SEMESTER I

| S. No. | Course Code | Course Title | L | T | P | Sessional | Final Exam Marks | Total | Credit | Category Code |
|---|--------------|---------------------------------------|-----------|----------|-----------|-----------|------------------|------------|-----------|---------------|
| Discipline Core Course (DCC) – Compulsory | | | | | | | | | | |
| 1. | BJMC-100 | Fundamental of English Language | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 2. | BJMC-101 | Introduction to Communication | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 3. | BJMC-102 | Fundamentals of Journalism | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 4. | BJMC-103 | Fundamental of English Language (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 5. | BJMC-104 | Basic Computer Skills (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 6. | BJMC-105 | News Reporting and Writing (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| Ability Enhancement Compulsory Course (AECC) – Compulsory | | | | | | | | | | |
| 7. | BEVS -101 | Environmental Science | 4 | 0 | 0 | 25 | 75 | 100 | 4 | AECC |
| | Total | | 16 | 0 | 12 | | | 550 | 22 | |

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC- Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops (Ref: CBCS document), OEC (GE): Open Elective Course (Generic Elective)

L – Lecture; T - Tutorial; P – Practical
Project Assessment: continuous.

SEMESTER II

| S. No. | Course Code | Course Title | L | T | P | Sessional | Final Exam Marks | Total | Credit | Category Code |
|---|--------------|-------------------------------------|-----------|----------|-----------|-----------|------------------|------------|-----------|---------------|
| Discipline Core Course (DCC) – Compulsory | | | | | | | | | | |
| 1. | BJMC-201 | व्यवहारिक हिन्दी | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 2. | BJMC-202 | Reporting and Editing for Print | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 3. | BJMC-203 | Media Ethics and Media Laws | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 4. | BJMC-204 | व्यवहारिक हिन्दी (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 5. | BJMC-205 | Designing & Editing For Print (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 6. | BJMC-206 | Script Writing (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| Ability Enhancement Compulsory Course (AECC) – Compulsory | | | | | | | | | | |
| 7. | BJMC-207 | Creative Writing for English | 4 | 0 | 0 | 25 | 75 | 100 | 4 | AECC |
| | Total | | 16 | 0 | 12 | | | 550 | 22 | |

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC- Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops (Ref: CBCS document), OEC (GE): Open Elective Course (Generic Elective)

L – Lecture; T - Tutorial; P – Practical
Project Assessment: continuous.

SEMESTER III

| S. No. | Course Code | Course Title | L | T | P | Sessional | Final Exam Marks | Total | Credit | Category Code |
|--------------------------------|--------------|--|-----------|----------|-----------|-----------|------------------|------------|-----------|---------------|
| Discipline Core Course (DCC) | | | | | | | | | | |
| 1. | BJMC-301 | Effective Communication in English | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 2. | BJMC-302 | History of Print & Broadcasting Media In India | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 3. | BJMC-303 | Introduction to Broadcast Media | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 4. | BJMC-304 | Effective Communication in English (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 5. | BJMC-305 | Photography (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 6. | BJMC-306 | Videography (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| Skill Enhancement Course (SEC) | | | | | | | | | | |
| 7. | BJMC-307 | Radio Production | 4 | 0 | 0 | 25 | 75 | 100 | 4 | SEC |
| | Total | | 16 | 0 | 12 | | | 550 | 22 | |

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC- Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops (Ref: CBCS document), OEC (GE): Open Elective Course (Generic Elective)

L – Lecture; T - Tutorial; P – Practical
Project Assessment: continuous.

SEMESTER IV

| S. No. | Course Code | Course Title | L | T | P | Sessional | Final Exam Marks | Total | Credit | Category Code |
|--------------------------------|--------------|-----------------------------------|-----------|----------|-----------|-----------|------------------|------------|-----------|---------------|
| Discipline Core Course (DCC) | | | | | | | | | | |
| 1. | BJMC-401 | प्रयोजन मूलक हिन्दी और अनुवाद | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 2. | BJMC-402 | Advertising and Public Relations | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 3. | BJMC-403 | Development Communication | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DCC |
| 4. | BJMC-404 | प्रयोजनमूलक हिन्दी और अनुवाद(Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 5. | BJMC-405 | Advertising (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| 6. | BJMC-406 | Public Relations (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DCC |
| Skill Enhancement Course (SEC) | | | | | | | | | | |
| 7. | BJMC-407 | Photography | 4 | 0 | 0 | 25 | 75 | 100 | 4 | SEC |
| | Total | | 16 | 0 | 12 | | | 550 | 22 | |

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC- Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops (Ref: CBCS document), OEC (GE): Open Elective Course (Generic Elective)

L – Lecture; T - Tutorial; P – Practical
Project Assessment: continuous.

SEMESTER V

| S. No. | Course Code | Course Title | L | T | P | Sessional | Final Exam Marks | Total | Credit | Category Code |
|---|--------------|--|-----------|----------|-----------|-----------|------------------|------------|-----------|---------------|
| Discipline Specific Elective (DSE) – Students have to select any two papers and respective Lab out of the following: | | | | | | | | | | |
| 1. | BJMC-501 | Elective-I | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| 2. | BJMC-502 | Elective-II | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| 3. | BJMC-503 | Elective-I (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| 4. | BJMC-504 | Elective-II (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| Skill Enhancement Course (SEC) | | | | | | | | | | |
| 5. | BJMC-505 | Web News Production | 4 | 0 | 0 | 25 | 75 | 100 | 4 | SEC |
| Open Elective Course (Generic Elective) | | | | | | | | | | |
| 6. | # OEC | Open Elective Course | 4 | 0 | 0 | 25 | 75 | 100 | 4 | OEC |
| 7. | BJMC-506 | Seminar/Workshop | 0 | 0 | 4 | 15 | 35 | 50 | 2 | OEC |
| Total | | | 16 | 0 | 12 | | | 550 | 22 | |
| Discipline Specific Elective (Elective I and Elective II): Select any one course each from the following with respective lab: | | | | | | | | | | |
| 1A | BJMC-501(I) | Introduction to Film Studies | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| | BJMC-501(II) | Media Management | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| 2A | BJMC-502(I) | Television Anchoring and Radio Jockeying | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| | BJMC-502(II) | New Media | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| 3A | BJMC-503(I) | Introduction to Film Studies (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| | BJMC-503(II) | Media Management (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| 4A | BJMC-504(I) | Television Anchoring and Radio Jockeying (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| | BJMC-504(II) | New Media (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC- Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops (Ref: CBCS document), OEC (GE): Open Elective Course (Generic Elective)# OEC: The students will study one of the courses offered on centralized basis.

L – Lecture; T - Tutorial; P – Practical
Project Assessment: continuous.

SEMESTER VI

| S. No. | Course Code | Course Title | L | T | P | Sessional | Final Exam Marks | Total | Credit | Category Code |
|--|--------------|-------------------------------------|-----------|----------|-----------|-----------|------------------|------------|-----------|---------------|
| Discipline Specific Elective (DSE) – Students have to select any one paper from BJMC-601 and BJMC-602 with respective labs and one paper from BJMC-603 and BJMC-604. | | | | | | | | | | |
| 1. | BJMC-601 | Elective-I | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| 2. | BJMC-602 | Elective-II | 0 | 0 | 12 | 30 | 120 | 150 | 6 | DSE |
| 3. | BJMC-603 | Elective-I (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| 4. | BJMC-604 | Elective-II (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| Skill Enhancement Course (SEC) | | | | | | | | | | |
| 5. | BJMC-605 | Documentary Production | 4 | 0 | 0 | 25 | 75 | 100 | 4 | SEC |
| Generic Elective (GE) – Select one paper and respective Lab out of the following: | | | | | | | | | | |
| 6. | # OEC | Open Elective Course | 4 | 0 | 0 | 25 | 75 | 100 | 4 | OEC |
| 7. | BJMC-608 | Seminar/Workshop | 0 | 0 | 4 | 15 | 35 | 50 | 2 | OEC |
| | Total | | 16 | 0 | 12 | | | 550 | 22 | |
| Discipline Specific Elective (Elective I and Elective II): Select any one course each from the following with respective lab, if any: | | | | | | | | | | |
| 1A | BJMC-601(I) | Communication Research | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| | BJMC-601(II) | TV Production | 4 | 0 | 0 | 25 | 75 | 100 | 4 | DSE |
| 2A | BJMC-602(I) | Major Project-Documentary | 0 | 0 | 12 | 30 | 120 | 150 | 6 | DSE |
| | BJMC-602(II) | Major Project-Research Dissertation | 0 | 0 | 12 | 30 | 120 | 150 | 6 | DSE |
| 3A | BJMC-603(I) | Communication Research (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |
| | BJMC-603(II) | TV Production (Lab) | 0 | 0 | 4 | 15 | 35 | 50 | 2 | DSE |

DCC – Discipline Core Course; DEC – Discipline Specific Course, AECC – Ability Enhancement Compulsory Course; SEC- Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshops (Ref: CBCS document), OEC (GE): Open Elective Course (Generic Elective)# OEC: The students will study one of the courses offered on centralized basis.

L – Lecture; T - Tutorial; P – Practical
Project Assessment: continuous.

SEMESTER-I**FUNDAMENTAL OF ENGLISH LANGUAGE (BJMC-100)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To prompt introspection and motivate students towards self-appraisal, goal-setting and problem solving.
2. Familiarize students with negotiation techniques and importance of right attitude for better coordination and team building.
3. Guide students to better drafting in creative and critical compositions.
4. Help students review policies of global importance affecting corporate interactions.

UNIT-I: CRITICAL THINKING AND BEHAVIORAL SKILLS:

Scientific Temper; SWOC and STEP, Logical Fallacies; Positive Attitude, Problem Solving Skills, Ways to Argue Politely, Group Discussions, Corporate Dialogue/Role Play Conflict and Resolution.

UNIT-II: LEADERSHIP & PARTICIPATION:

Leadership skills, Attitudes, Sensitivity training – Learning / ‘Take-aways’ from scenarios/situations; Communication Skills; Seven Cs of Communication; Barriers to Effective Communication; Crisis-handling; Negotiation-Conflict resolution exercises.

UNIT –III: CREATIVE COMPOSITION AND TECHNICAL WRITING:

Exercises in creative writing: USP and image building; Setting Goals; Charting Objectives; Hypothesis; Thesis; Writing Abstracts; Reports; Resume and Covering Letter.

UNIT-IV: CORPORATE INTERACTION AND COMMUNICATION:

Review of social, political and corporate scene; Group Discussions with prior briefs on CSR and IPR and role of important international bodies like WTO and IMF; Presentations; Presentation Skills; Mock-interviews.

COURSE OUTCOME:

1. Students will be able to connect science and technology with society.
2. Students will learn to prepare for Group Discussions and thus, be able to perform well in discussions, debates and interviews; Students will understand forms of corporate communication and learn about formats and layouts of report writing and other forms of business communication.
3. Students will learn about conflict negotiation and crisis handling.
4. Students will have emulated good communication practices for better leadership and team-building.

REFERENCES:

1. Rizvi, M Ashraf, Effective Technical Communication, McGraw - Hill.
2. Mohan Krishna & Meera Banerji. Developing Communication Skills, Macmillan.
3. Krishnaswami, N and Sriraman, T., Creative English for Communication, Macmillan.
4. Jain, Alok, Pravin S.R. Bhatia & A.M., Sheikh Professional Communication Skills, S Chand.

INTRODUCTION TO COMMUNICATION (BJMC-101)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVE:

1. To broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication.
2. To appraise the students with the use of various theories of communication in carrying out both pure and applied research in this discipline.
3. To help them improve the quality of their communication by making effective use of media.

UNIT-1:

Communication: meaning, definition and forms (intra-personal, inter-personal, group & mass); Concepts and characteristics of mass, mass society, mass media & mass communication, Communication process – source, message, channel, receiver, feedback & noise, Encoding & Decoding process.

UNIT-2:

Functions of communication; Bullet theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model; Attitude: definition, structure & role; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory.

UNIT-3:

Mass Communication – Meaning of Mass Communication, Functions of Mass Communication, Elements of Mass Communication, public opinion – definition, role of mass media in public opinion information, influence of mass media on society

UNIT-4:

Agenda Setting Model: basic model; model of differential agenda-setting, criticism. Uses & Gratifications perspective: basic model; Rosengren's model; criticism. Neuman's Spiral of Silence model; McLuhan's Media Determinism, concepts of Global Village and hot & cool media.

COURSE OUTCOME:

1. After the completion of course, the students will have a clear understanding of communication and its need, importance and relevance to media.
2. They will also understand mass media the historical aspect of various media, importance of audiences, viewers measuring systems and skills which enable them to work efficiently.
3. Assess the impact of media on society.

REFERENCES:

1. Keval J Kumar. Mass communication in India, Publisher: Jaico 2012.
2. Kamath M V. Professional Journalism, Publisher: Vikas Pub House.
3. Malti Mehta, Sharma S R (Ed) The development of mass communication, Sarup 2013.
4. Vilanilam. Mass communication in India, Sage Publications. 2011.
5. Arthur Asaberger. Essentials of mass communication on theory, Sage Publications.
6. Everett M. Rogers, (1976), Communication and Development. Beverly Hills, Sage Publications.
7. E.S. Herman & Noam Chomsky, (1994), Manufacturing Consent, Vintage.

8. Berelson, Bernard & Janowitz, Morris (ed.), (1966), Reader in Public Opinion & Communication. The Free Press, New York.
9. Carwright, Dorwin & Zander, Alvin (ed.), (1968), Group Dynamics Tavistock, London.
10. McQuail, Denis, (1994), Mass Communication Theory, SAGE, London.
11. McQuail, Denis (ed.), (1976), Sociology of Mass Communication. Penguin, London.
12. Rogers, Everett M. (ed), (1982), Communication & Development. SAGE, Beverly, Hills.
13. Sage, (1981 onwards), Mass Communication Year Books. SAGE, Beverly Hills.

FUNDAMENTALS OF JOURNALISM (BJMC-102)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVE:

1. To make students conversant with pattern, structure and elements of news writing and editing.
2. Describe News and how to write it.
3. Write different stories on various subjects with responsibility.

UNIT 1:

Understanding News Ingredients of news, News: meaning, definition, nature ;The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

UNIT 2:

Yellow journalism, Penny press, tabloid press, jazz journalism, gonzo journalism-alternative journalism.

UNIT 3:

Understanding the structure and construction of news, Organising a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news.

UNIT 4:

Importance of lead in a story, types of leads, process of newsgathering, making and maintaining sources of news, basic differences between the print, electronic and online journalism, Citizen Journalism.

COURSE OUTCOME:

1. The students will be conversant with basics of Journalism.
2. The students will be conversant with various aspects of news writing styles.
3. They would acquire skills necessary in communicating in the print media with emphasis on writing, interviewing, observing, reporting, reacting and synthesizing.

REFERENCES:

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

FUNDAMENTAL OF ENGLISH LANGUAGE (LAB) (BJMC-103)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. Familiarization with the English phonemic chart.
2. To acquire English pronunciation in a short amount of time.
3. To pronounce correctly all the individual speech sounds in English.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Listening Comprehension / Direct and Indirect Speech |
| 2. | Writing Skills |
| 3. | Effective Writing |
| 4. | Interview Handling Skills |
| 5. | Effective Communication |
| 6. | Figures of Speech |
| 7. | E-Mail etiquette |
| 8. | Presentation Skills |

COURSE OUTCOMES:

1. Build the language proficiency of the students in English with emphasis on LSRW skills.
2. Develop communication skills through various language learning activities.
3. Summarize to the nuances of English speech sounds, stress, rhythm, intonation and syllable division.
4. Acquire and exhibit acceptable etiquette essential in social & professional settings.
5. Improve the fluency in spoken English and neutralise mother tongue influence.
6. To define a core list of English pronunciation items Methods to deal with the problems in pronunciation.
7. To prompt introspection and motivate students towards self-appraisal, goal-setting and problem solving.
8. Familiarize students with negotiation techniques and importance of right attitude for better coordination and team building.
9. Guide students to better drafting in creative and critical compositions.

BASIC COMPUTER SKILLS (LAB) (BJMC-104)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To familiarise you with computers and Microsoft Windows.
2. To train the students in word processing especially typing in Hindi/English.
3. To make the students familiar with basic of computer operations and keyboard.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Hardware and software: <ul style="list-style-type: none"> • The main components of a computer, including input and output devices • The function of communication devices such as smartphones and tablets • The role of Operating Systems, programs and apps |
| 2. | Windows: <ul style="list-style-type: none"> • Turning on the computer and logging on • The Windows screen • Running programs from the Start Menu • Minimising, maximising, moving, resizing and closing windows • Logging off and shutting down your computer • Use of Internet and Emails |
| 3. | Working with programs: <ul style="list-style-type: none"> • Running multiple programs • Desktop icons and creating a desktop shortcut • Managing programs from the taskbar • Closing programs |
| 4. | File management: <ul style="list-style-type: none"> • Managing Windows Explorer • Creating, moving, renaming and deleting folders and files • Understanding file extensions • Viewing storage devices and network connections • Managing USB flash drives |
| 5. | Word processing: <ul style="list-style-type: none"> • Creating documents in Microsoft Word • Typing text in Hindi/English, numbers and dates into a document • Easy formatting • Checking the spelling in your document • Making and saving changes to your document |
| 6. | Spreadsheets: <ul style="list-style-type: none"> • Understanding spreadsheet functionality • Creating spreadsheets in Microsoft Excel • Typing text numbers and dates into a worksheet • Easy formulas • Easy formatting • Charting your data • Making and saving changes to your workbook |

| | |
|----|--|
| | <ul style="list-style-type: none">• Printing a worksheet |
| 7. | Printing: <ul style="list-style-type: none">• Print preview• Print settings• Managing the print queue |
| 8. | Using email: <ul style="list-style-type: none">• The Outlook mail screen elements• Composing and sending an email message• Managing the Inbox |
| 9. | Accessing the internet: <ul style="list-style-type: none">• Going to a specific website and bookmarking• Understanding how to search/Google effectively• Copy and paste Internet content into your documents and emails• Stopping and refreshing pages• Demystifying the Cloud• Understanding social media platforms such as Facebook and Twitter• Computer security best practices |

COURSE OUTCOMES:

1. Appropriately start up and shut down your computer
2. Navigate the operating system and start applications
3. Perform basic functions of file management
4. Perform basic functions in a word processor and spreadsheet
5. Manage print settings and print documents
6. Receive and send emails
7. Use a web browser to navigate the Internet.

NEWS REPORTING AND WRITING (LAB) (BJMC-105)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. Perform basic reporting techniques, including conducting interviews and using online databases to gather information.
2. To write a basic news story.
3. To cover various University and Departmental activities and events.
4. To generate their story ideas and write articles for the Departmental newspaper.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|---|
| 1. | Learning of basic news gathering techniques |
| 2. | Effective interviewing |
| 3. | Sources building |
| 4. | News Writing under deadlines |
| 5. | Editing news for print media |
| 6. | Writing of news articles and features |
| 7. | Covering at least ten University events and filing of stories |
| 8. | Translation of News copy in Hindi or English |

COURSE OUTCOMES:

1. The students will be able to write a hard news/summary that incorporates at least 3 of the 5 Ws, is 30 words or less.
2. Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story.
3. The students will be able to write a complete hard news story using the inverted pyramid format.

ENVIRONMENTAL SCIENCE (BEVS- 101)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES

1. To build conceptual understanding of students by exposing them to the basic principles behind various environmental processes.
2. To identify the major challenges in environmental issues and evaluate possible solutions.
3. To Develop analytical skills, critical thinking and demonstrate socio-economic skills for sustainable development.
4. To analyze an overall impact of specific issues and develop environmental management plan

UNIT 1: INTRODUCTION TO ENVIRONMENTAL STUDIES:

Multi-disciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

UNIT 2: ECOSYSTEMS:

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT 3: NATURAL RESOURCES: RENEWABLE AND NON-RENEWABLE RESOURCES:

Land resources and land use change; Land degradation, soil erosion and desertification, Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations, Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state), Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT 4: BIODIVERSITY AND CONSERVATION:

Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hotspots, India as a mega-biodiversity nation; Endangered and endemic species of India, Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity, Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT 5: ENVIRONMENTAL POLLUTION:

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution; Nuclear hazards and human health risks, Solid waste management : Control measures of urban and industrial waste, Pollution case studies.

UNIT 6: ENVIRONMENTAL POLICIES AND PRACTICES:

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD), Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT 7: HUMAN COMMUNITIES AND THE ENVIRONMENT:

Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons; case studies, Disaster management: floods, earthquake, cyclones and landslides, Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

UNIT 8: FIELD WORK:

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc, Visit to a local polluted site- Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems-pond, river, Delhi Ridge, etc.

COURSE OUTCOME:

1. Understand the principles of ecology and environmental issues that apply to air, land, and water issues on a global scale,
2. Develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment,
3. Demonstrate ecology knowledge of a complex relationship between biotic and abiotic components
4. Apply their ecological knowledge to illustrate and graph a problem and describe the realities that managers face when dealing with complex issues

REFERENCE

1. Carson, R. 2002. *Silent Spring*. Houghton MifflinHarcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
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10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.

SEMESTER-II

व्यवहारिक हिन्दी (BJMC-201)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

पाठ्यक्रम के उद्देश्य:

1. विद्यार्थियों में लेखन की क्षमता विकसित करना।
2. विद्यार्थियों को कार्यालय में प्रयुक्त होने वाली हिंदी शब्दावली से अवगत करवाना।
3. हिन्दी में संचार कौशल में निपुण बनाना।

इकाई-1: प्रशासनिक हिंदी का स्वरूप, उद्देश्य तथा क्षेत्र

अभिप्राय तथा उद्देश्य; प्रशासनिक हिंदी का क्षेत्र; सामान्य हिंदी तथा आधिकारिक हिंदी: संबंध या अंतर; प्रशासनिक हिंदी की स्थिति एवं संभावनाएँ।

इकाई-2: प्रशासनिक हिंदी की शब्दावली

प्रशासनिक हिंदी की पारिभाषिक शब्दावली; पदनाम तथा अनुभाग के नाम; मुख्य कार्यालय, क्षेत्रीय कार्यालय और अन्य प्रशासनिक अधिकारियों के लिए प्रयुक्त होने वाले संबोधन, निर्देश आदि; औपचारिक पदावलि/अभिव्यक्ति।

इकाई-3: प्रशासनिक पत्राचार के विविध प्रकार

सामान्य परिचय, कार्यालय से निर्गत पत्र, ज्ञापन, परिपत्र, अनुस्मारक, पृष्ठांकन, आदेश, सूचनाएँ, निविदा आदि; रिक्त पदों पर भर्ती हेतु विज्ञापन; आवेदन-लेखन।

इकाई-4: टिप्पणी, प्रारूप और संक्षेप

टिप्पणी का स्वरूप, विशेषताएँ और भाषा शैली, प्रारूप के प्रकार, भाषा शैली, प्रारूप की विधि संक्षेप के प्रकार, विशेषताएँ और संक्षेप की विधि, उपर्युक्त सभी इकाइयों पर आधारित व्यावहारिक प्रश्न।

पाठ्यक्रमकेपरिणाम:

1. प्रशासनिक हिन्दी के स्वरूप को समझ सकेंगे।
2. प्रशासनिक हिन्दी के विविध रूपों की पहचान एवं प्रयोग कर सकेंगे।
3. प्रशासनिक हिंदी की पारिभाषिक शब्दावली क्या है जान सकेंगे।

सहायकग्रंथ

1. प्रयोजनमूलक हिंदी- माधव सोन टक्के
2. प्रारूप शासकीय पत्राचार और टिप्पण लेखन विधि – राजेंद्र प्रसाद श्रीवास्तव

3. प्रयोजनमूलक हिंदी की नई भूमिका – कैलाशनाथ पाण्डेय
4. प्रयोजनमूलक भाषा और प्रशासनिक हिंदी- कृष्णकुमार गोस्वामी
5. प्रयोजनमूलक हिंदी: सिद्धांत और प्रयोग- दंगल झाल्टे

REPORTING AND EDITING FOR PRINT (BJMC-202)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To develop an understanding among the student about the set up of a daily newspaper and reporting and editing jobs performed in it.
2. To tell them in particular about Newsroom operations and it's functioning in the Local/ National context.
3. To apprise the students with the role of design in the process of communication. Typography, image, space, colour, and form will be integrated as the term progresses.

UNIT 1: COVERING NEWS:

Reporter- role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting, Covering Speeches, Meetings and Press Conferences; Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.

UNIT 2: INTERVIEWING/TYPES OF NEWS LEADS INTERVIEWING:

Doing the research, Setting-up the interview, Conducting the interview, News Leads/intros, Structure of the News Story– Inverted Pyramid style, Lead: importance, Types of lead, Body of the story, Features, Types of features and Human interest stories, Difference between articles and features.

UNIT 3: THE NEWSPAPER NEWSROOM:

Organizational setup of a Newspaper, Editorial Department, Introduction to editing, Principles of editing, Headlines, importance, Functions of headlines, Typography and Style, Language, Types of headline, Style sheet, Importance of pictures, Selection of News Pictures.

UNIT 4: EDITORIAL PAGE:

Structure, Purpose, Edits, Middles, Letters to the Editor, Special Articles, Op. Ed Page; Role of Sub/Copy-Editor, News Editor and Editor, Chief of Bureau and Correspondents.

COURSE OUTCOMES:

1. After the completion of course, the students will learn the essential skills of reporting, feature writing, subbing, interviewing, researching, designing and layout.
2. They will also be able to demonstrate the ability to research and evaluate appropriate sources and background materials for a news story and write a complete hard news story using various writing styles.
3. The students will be sensitized to the art and craft of editing and inculcate the qualities required to be a competent and responsible Sub-editor.

REFERENCES:

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
5. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
6. The Newspaper's Handbook, Richard Keeble, Routledge Publication
7. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
8. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003

MEDIA ETHICS AND MEDIA LAWS (BJMC-203)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To enhance the knowledge of the students regarding press laws vis-à-vis media.
2. To develop knowledge and understanding of the principle and concepts of media ethics.
3. To apply relevant ethical frameworks to case studies from the media.

UNIT-I:

Freedom of expression (Article 19(1)(a) and Article 19(1)2); Freedom of expression and defamation- Libel and slander; Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC.

UNIT-2:

Legality and Ethicality of Sting Operations; Discussion of Important cases-eg- Operation Westend- Tehelka's Westend . School Teacher Uma Khurana case; Right to Information; Trial by Media; Intellectual Property Rights

UNIT-3:

Importance of ethics in journalism; Key Components- Truth, Objectivity, Accuracy, Fairness; Code of ethics-PCI, AINEC Code of Ethics, NBA Guidelines.

UNIT-4:

Press Commission: Formation and Recommendations; Mc Bride Commission; Press Council of India (Working, Composition and Powers); Press Committees: Sengupta Committee, Verghese Committee, Joshi Committee, Chanda Committee; PrasarBharati Act: Constitution of PrasarBharti Board and its constitution.

COURSE OUTCOMES:

1. Students will gain knowledge of Laws and Ethics related to media.
2. Ability to solve problems of competing values, both news values and social values, when making writing and publishing decisions.
3. Ability to collect and analyze news, information and documents in away that complies with law, but also maintains the boundaries of press freedom and responsibility.

REFERENCES:

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

व्यवहारिक हिन्दी(LAB) (BJMC-204)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

पाठ्यक्रम के उद्देश्य:

1. विद्यार्थियों में हिन्दी में व्याकरण और लेखन की क्षमता विकसित करना।
2. सरकारी कामकाज में प्रयुक्त होने वाली शब्दावली से परिचित करवाना।
3. प्रशासनिक हिन्दी के विविध रूपों की पहचान करवाना।

| क्रम संख्या | व्यावहारिक गतिविधियां |
|-------------|--|
| 1. | कार्यालय निर्गत पत्र, ज्ञापन, परिपत्र, अनुस्मारक, पृष्ठांकन, आदेश, सूचनाएँ, निविदा लेखन। |
| 3. | हिन्दी में विज्ञापन लेखन। |
| 4. | हिन्दी में टाइपिंग अभ्यास। |
| 5. | हिन्दी में प्रैस विज्ञप्ति बनाना। |
| 6. | हिन्दी में रचनात्मक लेखन अभ्यास। |

पाठ्यक्रम के परिणाम:

1. विद्यार्थियों को प्रशासनिक पत्राचार की जानकारी मिलेगी।
2. प्रशासनिक हिन्दी के विविध रूपों की पहचान एवं प्रयोग कर सकेंगे।
3. हिन्दी में रचनात्मक लेखन करने में सक्षम होंगे।
4. अंग्रेजी से हिंदी में अनुवाद करने में सक्षम होंगे।

DESIGNING AND EDITING FOR PRINT (LAB) (BJMC-205)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To make the students proficient news editing.
2. To make the students understand the layout of Newspapers.
3. To provide hands on training on software - Adobe Photoshop and QuarkXpress.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Designing layout of newspaper on QuarkXpress software. |
| 2. | Editing of captured images with the help of Photoshop. |
| 3. | Rewriting and editing of news stories as per news value and requirement of design. |
| 4. | Proof-reading of news and write-ups |
| 5. | Creating effective headlines, sub-headings and bullet points according to news stories |

COURSE OUTCOMES:

1. Students will be ready to become newspaper designers.
2. Students will become proficient in photo editing.
3. Students will understand the elements and designing of newspaper.

SCRIPT WRITING (LAB) (BJMC-206)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. Understand the techniques, formats and style of story breakdowns, outlines, treatments, and screenplay.
2. Identify current trends and major practitioners of the screenwriting craft.
3. To train the students in reflecting critically on the conventions of film storytelling.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|---|
| 1. | Introduction to dramatic storytelling / generating ideas: <ul style="list-style-type: none"> • Specific techniques for generating ideas. |
| 2. | The drafting process: Techniques for approaching the first draft |
| 3. | Characterization: <ul style="list-style-type: none"> • Techniques for creating effective screen characters |
| 4. | The art and craft of screen dialogue: <ul style="list-style-type: none"> • Dialogue writing exercise (dialogue as dramatic action) • Dialogue writing exercise (subtext) • Dialogue writing exercise (sound, rhythm, voice) |
| 5. | Scene structure: <ul style="list-style-type: none"> • Discussion on anatomy of a well-crafted scene. • Analysis of key scenes from viewed films. |
| 6. | Revision and rewriting: <ul style="list-style-type: none"> • Techniques for evaluating your draft. • The rewriting process – tips and techniques |

COURSE OUTCOMES:

1. Students will be able to write with the rigorous discipline of the committed writer.
2. Students will be enabled to work on both self-assigned and commissioned stories
3. Students will understand the role of screenwriters and others in the industry, and how to present screenplays and story ideas to industry gatekeepers

CREATIVE WRITING FOR ENGLISH (BJMC-207)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To discuss communication process and elements of communication with the help of popular models.
2. To discuss types of communication.
3. To improve spoken English and ability to articulate ideas.
4. To improve comprehension.
5. To improve formal writing skills.

UNIT 1:

Introduction: Theory of Communication, Types and modes of Communication

UNIT 2:

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

UNIT 3:Speaking Skills: Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication
Interview Public Speech**UNIT 4:**Reading and Understanding Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation
Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts**UNIT 5:**

Writing Skills Documenting Report Writing Making notes Letter writing.

COURSE OUTCOME:

1. To learn about communication process and ways to make communication effective by giving attention to all elements involved.
2. To understand the value of verbal communication as well as non-verbal aspects of communication in making inter-personnel communication effective and intra-personnel communication insightful.
3. To gain confidence by enhancing their abilities to articulate their ideas.
4. To be able to scan, skim and revise documents for fruitful reading and comprehension.
5. To acquire better writing skills in formal communication.

REFERENCES:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

SEMESTER III**EFFECTIVE COMMUNICATION IN ENGLISH(BJMC-301)**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To improve the students' accuracy and fluency in English through a well-developed vocabulary, and enable them to listen to English spoken at normal conversational speed by educated English speakers and respond appropriately in different socio-cultural and professional contexts.
2. To enable them communicate their ideas relevantly and coherently in writing.
3. To enable them to express their ideas relevant to given topics.

UNIT 1: TECHNICAL WRITING:

5 Ws and 1 H approach; IMRD Structure; OCAR structure; SPSE structure; Classifying, Categorizing; Defining; Graphic to text; Text to Graphic conversions; Sentence Correction; localization; human factor.

UNIT 2: TECHNICAL COMMUNICATION AND EDITING TECHNIQUES:

Writing Drafts and revising; Technical writing style; Hedging; Nominalization; Generalization; Forms of Discourse; Chronological and Reverse chronological writing and arrangement for resume writing.

UNIT 3: SELF-DEVELOPMENT AND ASSESSMENT:

SWOC analysis; Perceptions and Attitudes; Values and Belief; Personal Goal –setting; Problem-Solving; Creative and Critical thinking; Note-Taking.

UNIT 4: CORPORATE COMMUNICATION:

Public speaking, Group Discussion; Presentations; Interviews, Writing Reports; Project Proposals; telephone and e-mail etiquette.

COURSE OUTCOMES:

1. Students will have learnt to structure content following recognized patterns with the ability to classify, define, compare and categorize.
2. Students will be able to write better drafts to communicate technical content which is guided by understanding of hedging and generalization.
3. Students will demonstrate ability for self-development through periodic SWOC and Goal-setting aided by basic problem solving and critical thinking.
4. Students will be comfortable with corporate communication.

REFERENCES:

1. Simon Sweeny, "English for Business Communication", CUP, First South Asian Edition, 2010.
2. M. Ashraf Rizvi, "Effective Technical Communication", Tata McGraw-Hill Publishing Company Ltd. 2005.
3. Dr A Ramakrishna Rao, Dr G Natanam & Prof SA Sankaranarayanan, "English Language Communication: A Reader cum Lab Manual", Anuradha Publications, Chennai, 2006.
4. Dr. Shalini Verma, "Body Language- Your Success Mantra", S. Chand, 2006.
5. Andrea J. Rutherford, "Basic Communication Skills for Technology", 2nd Edition, Pearson Education, 2007.
6. Sunita Mishra & C. Muralikrishna, "Communication Skills for Engineers", Pearson Education, 2007.

HISTORY OF PRINT & BROADCASTING IN INDIA (BJMC-302)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To enable the students to describe Indian Journalism in a pluralistic society
2. Enumerate the historical moments of print and broadcasting in India
3. Identify the contribution of press and broadcast in social communication

UNIT-I: INDIAN HISTORY:

Introduction The forerunners (1780 – 1818) : Hicky and Buckingham Stage I (1818 – 1868) : Early restrictions Stage II (1869 – 1919) : Rise of nationalist press, Vernacular Press Act and other restrictions Stage III (1919 - 1947) : Assertive role of press.

UNIT-II: GROWTH OF PRESS IN THE INDEPENDENT INDIA: STAGE I (1947-1975):

1st Press Commission; 2nd Press Commission : Press Council of India; **Stage II (1975-date)** : Press during Emergency, Changing media scene post- liberalization; Media Organisations- PIB, DAVP, PTI.

UNIT-III: HISTORY OF RADIO BROADCASTING IN INDIA:

Origin and development of radio in India; All India Radio—Organizational structure, functions of different divisions and Departments/units; Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; Autonomy of All India Radio---Chanda Committee to Verghese Group-Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.

UNIT-IV: GROWTH OF TELEVISION BROADCASTING IN INDIA:

Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE; Doordarshan : The slow Beginings, Doordarshan as an information, education and entertainment media; Doordarshan—Organizational structure, Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast; Television channels for niche audiences — entertainment, news, sports, science, health & life style.

COURSE OUTCOMES:

1. Students shall be able to regulate their writing according to cultural context.
2. Students will learn to earn credibility for their work by respecting copyrights and IPR regime.
3. Students will learn to avoid needless controversy by avoiding libel and slander and be competent to understand that issues are greater than people.
4. Learn about self-regulation and censorship debate on content circulation.

REFERENCES:

1. Barns, Margarita, (1940), *Indian Press*, George Allen & Unwin, London.
2. Basu, Durgada, (1982), *The Law of the Press in India*, Prentice-Hall, New Delhi.
3. Cheney, William, (1955), *Freedom of the Press*, Harcourt-Brace, New York.
4. Elliott, Deni (ed.), (1986), *Responsible Journalism*, Sage Beverly Hills.
5. Herd, Harold, (1976), *The March of Journalism*, Greenwood Press, Connecticut.
6. Karkhanis, Sharad, (1981), *Indian Politics & Role of the Press*, Vikas Publishers, New Delhi.
7. Kubre, Sidney, (1970), *Foundations of American Journalism*, Greenwood Press, Conn.
8. Mankekar, D.R., (1973), *The Press versus the Govt. Indian Book Co*, New Delhi.

9. Natarajan, J, (1955), *History of Indian Journalism*, Publications Division, I & BMin.
10. Payne, Lee & George Henry, (1940), *History of Journalism in the U.S.*, Greenwood Press, Connecticut.
11. Julie Hidgepeth Williams, James D. Startt, William David, (1994), *The History of American Journalism*, Greenwood Press.
12. KC Sharma, & JN Sharma, (2008), *Journalism in India: History Growth Development*, Oscar Publications.
13. Shakuntala Rao, (2009), *Globalization of Indian Journalism 'Journalism Studies*, Routledge
14. Martin D Corhoy, (2008), *Journalism*, Sage.
15. Andrew Mar, (2005), *Mytrade: A short history of British Journalism*, Pan Books.
16. Christopher Callahan, (2002), *A Journalists Guide to the Internet: The Net as a Reporting Tool*, Ally & Bacon.

INTRODUCTION TO BROADCAST MEDIA (BJMC-303)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To learn how is radio different from other media.
2. To teach and demonstrate the ability to effectively apply oral presentation techniques in various communication settings
3. Apply the principles of intrapersonal communication in collaborative production work.

UNIT 1:

Visual Language: Perception; Composition; Classification of Shots; Video Camera: Parts of a Video Camera; Working of a Video Camera.

UNIT 2:

Camera Features and their Effects: Optical Zoom, Digital Zoom, Focal Length, Focus, Depth of Field, Aperture, Neutral Density Filter, Shutter Speed, White Balance, Image Distortion, Shooting Frame Rate and Aspect Ratio.

UNIT 3:

Role of Radio & TV in social change, education & entertainment; T.V Channel Structure and Working, Functioning of a TV Studio, Packaging Design and Capsule.

UNIT 4:

Video production team, Role of producer, director; cameraman, floor manager, editor etc., Radio Production team. Production Process: Pre-Production, Production and Post Production.

COURSE OUTCOMES:

1. Students will be sensitized about the development of concepts for documentaries and television programs, scripting, directing, camera handling, programming and editing.
2. Students will understand the basic concepts and terminology specific to the media of radio and television.
3. Students will have practical knowledge to conduct research in radio and TV communication.

REFERENCES:

1. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105).

EFFECTIVE COMMUNICATION IN ENGLISH(LAB) (BJMC-304)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To improve the students' accuracy and fluency in English through a well-developed vocabulary, and enable them to listen to English spoken at normal conversational speed by educated English speakers and respond appropriately in different socio-cultural and professional contexts.
2. To enable them to communicate their ideas relevantly and coherently in writing.
3. To enable them to express their ideas relevant to given topics

| SR.NO. | PRACTICAL ACTIVITIES |
|--------|--|
| 1. | Resume writing: <ul style="list-style-type: none"> • CV – structural differences, structure and presentation, planning, defining the career objective |
| 2. | Interview Skills: <ul style="list-style-type: none"> • formal & informal interviews, concept and process, pre-interview planning, opening strategies, answering strategies, interview through tele and video-conferencing |
| 3. | Technical Report Writing/ Project Proposals: <ul style="list-style-type: none"> • Types of formats and styles, subject matter – organization, clarity, coherence and style, planning, data-collection, tools, analysis.- Feasibility, Progress and Project Reports |
| 4. | Listening comprehension: <ul style="list-style-type: none"> • Achieving ability to comprehend material delivered at relatively fast speed; comprehending spoken material in Standard Indian English, British English, and American English; intelligent listening in situations such as interview in which one is a candidate. |

COURSE OUTCOMES:

1. Students will be able to use language accurately, fluently and appropriately.
2. They will be able to show their skills of listening, understanding and interpreting.
3. They will be able to write project reports, reviews and resumes.
4. Students will also exhibit advanced skills of interview, debating and discussion.

PHOTOGRAPHY (LAB)(BJMC-305)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 100

COURSE OBJECTIVES:

1. Handle Digital SLR Camera
2. Compose and Shoot in different lighting conditions.
3. Make a photo feature on a specific topic

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Outdoor Shoot: <ul style="list-style-type: none"> • Using Digital SLR and Mobile camera/developing an idea and practice. • Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera |
| 2. | Studio Photo Shoot: <ul style="list-style-type: none"> • Shooting exercise in artificial lights. • Effective ways of taking pictures of different types. |
| 3. | Landscape, Portraits and Photo Feature: <ul style="list-style-type: none"> • Selection and framing the Subject, Landscape (scenic, people, birds/animals, monuments), Portraits, Silhouette,Freezing movement, Montage, • Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera. |

COURSE OUTCOMES:

1. At the end of this subject the students will be able to understand the basics and techniques of Camera operation, and photography.
2. They will also be able to understand the usefulness of photojournalism in the various platforms of media and communication.
3. Students will be able to work as free-lance photojournalist.

VIDEOGRAPHY (LAB) (BJMC-306)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To develop the competency to handle video camera.
2. To shoot appropriate visuals for video programmes.
3. Use lights effectively inside and outside the studio.
4. Use audio equipment appropriately.
5. Conceive and produce a video programme

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Exercises on Camera: <ul style="list-style-type: none"> • Operation and handling of video camera. • Camera Movements, White balance, lenses and Types, Focal length and Audio Output |
| 2. | Camera Shots: <ul style="list-style-type: none"> • Composition of different shots • Types, P to C, Sound Bites, Sequences, location • Floor Plan and Light Plan, Multiple Camera Shoot |
| 3. | Exercises in Lighting: <ul style="list-style-type: none"> • Different types of lights used in videography. • Use of filters and reflectors |
| 4. | Exercises in Sound: <ul style="list-style-type: none"> • Use of different types of microphones for indoor and on location video recordings. |

COURSE OUTCOMES:

1. The student will be able to understand operating and handling of video camera.
2. The students will be able to conduct indoor and outdoor shootings.
3. The students will be able to understand basics of videography.

RADIO PRODUCTION (BJMC-307)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To teach students about Radio, its functioning and the industry associated with it.
2. To understand concept, reach, presentation and impact of audio media.
3. To develop in the student the skills, techniques and art of radio news through sound and the spoken word.

UNIT 1: WRITING FOR RADIO:

Concept: Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio Script - Spoken, immediate, person to person, entertain, & inform.

UNIT 2: RADIO PROGRAMME FORMATS:

Radio format, Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

UNIT 3: RADIO PROGRAM PRODUCTION PROCESS:

Basic Equipment - Microphone-Types, Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Nuendo, Audicity and Sony Vegas). Packaging: music and sound effects.

UNIT 4: RADIO TRANSMISSION:

Signals: Definition, Types- AM, FM, Shortwave, Digital. Future of Radio: Satellite Radio, Community Radio, Internet Radio, Radio as a tool for Development.

COURSE OUTCOMES:

1. The students will be able to develop a practical knowledge of Radio and its backhand working.
2. The students will also be able to work in the radio industry after having a clear view of various radio programme formats and writing for the same.
3. The students will know the techniques of audio tape editing, especially for use in radio news.

REFERENCES:

1. McLeish, R. (2012). Radio Production. CRC Press.
2. Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&C Black.
3. Fleming, C. (2009). The Radio Handbook. Rutledge.
4. Harris, M. (2007). Writing for Radio. Creative Writing THE HANDBOOK OF, 273.
5. McInerney, V. (2001). Writing For Radio. Manchester University Press.

SEMESTER IV

प्रयोजनमूलक हिन्दी और अनुवाद (BJMC-401)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 4

Max. Marks: 50

पाठ्यक्रम के उद्देश्य:

1. प्र योजनमूलक हिन्दी और अनुवाद की जानकारी प्रदान करना।
2. विद्यार्थियों में हिन्दी अनुवादक्षमता विकसित करना।
3. विविध क्षेत्रों में प्रयुक्त शब्दावली और अनुवाद की जानकारी प्रदान करना।

इकाई-1: प्रयोजनमूलक हिन्दी: अनुवाद और अनुवाचन

प्रयोजनमूलक हिन्दी और अनुवाद का अंतः संबंध, प्रयोजनमूलक हिन्दी की अवधारणा और क्षेत्र, अनुवाद की अवधारणा और क्षेत्र, प्रयोजनमूलक हिन्दी और अनुवाद।

इकाई-2: अनुवाद: प्रविधि और प्रक्रिया

अनुवाद प्रक्रिया के चरण, अंग्रेजी-हिन्दी व्यावहारिक अनुवाद: समस्या और सीमाएं और अनुवाद के उपकरण एवं साधन।

इकाई-3: तत्काल भाषांतर और अनुवाद

तत्काल भाषांतर अवधारणा, स्वरूप और महत्व, तत्काल भाषांतर की प्रक्रिया एवं क्षेत्र, तत्काल भाषांतर और अनुवाद में साम्य-वैषम्य।

इकाई-4: हिन्दी के विविध क्षेत्र और अनुवाद

- प्रशासनिक हिन्दी और अनुवाद: शब्दावली, टिप्पणियां प्रयुक्ति, विभिन्न पत्र, पदनाम और अनुभाग नाम संक्षिप्ताक्षर।
- विज्ञान, प्रौद्योगिकी, बैंक, वित्त और वाणिज्य क्षेत्र की शब्दावली, अनुच्छेद और प्रयुक्तियां।
- विधि क्षेत्र में अनुवाद: विधि शब्दावली एवं सामग्री का अनुवाद।
- सामाजिक एवं सांस्कृतिक क्षेत्र में अनुवाद: खान-पान की शब्दावली और अनुवाद, रिश्ते-नातों की शब्दावली और अनुवाद, पर्व-उत्सवों और संस्कार आदि की भाषा और अनुवाद, मुहावरे-लोकोक्तियों के अनुवाद।
- संचार माध्यम और अनुवाद - प्रिंट तथा इलेक्ट्रॉनिक माध्यमों का संदर्भ, समाचार लेखन, वाचन और अनुवाद, विज्ञापन-निर्माण और अनुवाद प्रक्रिया, आंखों देखा हाल, उदघोषणाएं और अनुवाद, मीडिया की अन्य सामग्री और अनुवाद।

पाठ्यक्रम के परिणाम:

1. विद्यार्थी हिन्दी भाषा अनुवादक के रूप में अवसरों का लाभ उठाने में सक्षम होंगे।
2. विद्यार्थी इलेक्ट्रॉनिक मीडिया रिपोर्टिंग के लिए जरूरी तत्काल भाषांतर का ज्ञान हासिल करेंगे।
3. विद्यार्थी विविध क्षेत्रों की हिन्दी शब्दावली से परिचित होंगे, जिससे तकनीकी एवं विशिष्ट विषय लेखन कार्य में मदद मिलेगी।

संदर्भ पुस्तकें:

1. अनुवाद कला सिद्धांत और प्रयोग, कैलाश चन्द्र भाटिया
2. अनुवाद प्रक्रिया और स्वरूप, कैलाश चन्द्र भाटिया
3. अनुवाद विज्ञान और संप्रेषण, हरिमोहन
4. अनुवाद शास्त्र:व्यवहार से सिद्धांत की ओर, हेमचन्द्र पांडे
5. सर्जनात्मक साहित्य का अनुवाद, सुरेश सिंहल
6. अनुवाद प्रक्रिया, रीतारानी पालीवाल
7. अनुवाद सिद्धांत और समस्याएं, रविन्द्रनाथ श्रीवास्तव
8. अनुवाद का उत्तरजीवन, रमणसिन्हा
9. भाषांतरणकला - एकपरिचय, मधुधवन

ADVERTISING AND PUBLIC RELATIONS(BJMC-402)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To understand the reach and impact of Advertising as a tool of mass communication.
2. To understand current developments and problems concerning advertising, organization and structure of advertising agencies and various bodies associated with it.
3. To deal with theory and practice of Public Relations and Corporate Communication, essential and crucial for building an image of any corporate entity
4. To communicate effectively with audiences, and prepare public relations and marketing communication strategies in an appropriate style

UNIT-1 INTRODUCTION TO ADVERTISING:

Meaning and significance of Advertising; Types, Appeals and Functions of Advertising; Ethical and legal Aspects of Advertising; Impact of Advertising on society and Current Trends; DAGMAR, PACT and AIDCA (Meaning and application).

UNIT-2 ADVERTISING AGENCY:

Meaning and Types of Advertising Agency (Full-service, Satellite, In House, Independent etc), Functions of Advertising Agency, Various Specialist departments and their functions (Account planning, account servicing, Creative-copy and Art, media planning), Client-agency relationship, the pitching process.

UNIT-3: INTRODUCTION TO PUBLIC RELATIONS:

Definition, significance and PR Publics; PR in different Sectors and its Functions; PR Tools; Public Opinion, publicity, propaganda; Crisis Communication; PR strategy- steps involved in planning & implementation, functions of a PR Executive.

UNIT-4: PR ORGANIZATIONS AND MEDIA RELATIONS:

Public Relations Code of Ethics; PRSI and PRCI, Media Relations: Press Release, Briefing and Press Conference, media relations management.

COURSE OUTCOMES:

1. At the end of this subject the students will be able to understand basics of Public Relations and their role in organizations/corporations.
2. They will also be able to develop corporate communication strategies, understand corporate identity, vision and values, and how to enable organizations to achieve marketing and corporate objectives.
3. Students will be able to understand advertising and its role in Sale promotion, Social outreach and Cultural bonding. The impact of different forms of advertising in global scenario.
4. They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects and how a campaign is made keeping in view varied objectives and audiences.

REFERENCES:

1. Cutlip&Center, Effective Public Relations, Pearson Education Inc.
2. Ravindran RK, Handbook of Public Relations, Anmol Publications Pvt. Ltd
3. McDonough William, Cradle to Cradle: Remaking the Way We Make Things. North Point Press
4. Anderson Ray, Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model. Chelsea Green Publishing Company
5. Kumar Keval J, Advertising in India, Jaico Publishing House.
6. Sandage, C.H., Advertising:Theory and Practice, Chicago Irwin.
7. Sethia&Chunawala, Advertising- Principles and Practice, New Delhi: Himalaya Publishing House
8. Otto Kleppner, Advertising Procedure, Prentice-Hall
9. Chris Wharton, Advertising: Critical Approaches, Routeledge
10. JaishriJethwany&Shruti Jain, Advertising Management, second ed. (New Delhi:OUP) 2012.

DEVELOPMENT COMMUNICATION(BJMC-403)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To understand role and use of media in development communication
2. To understand various aspects of society, its place in the world, its major development issues and how communication can help to bridge the gap.
3. To highlight the linkages between development and communication.

UNIT-1 DEVELOPMENT- CONCEPT AND PROCESS:

Development: Concept and Meaning, Role of Communication in the Third World Countries, Basic minimum needs and priority areas in Development, Strategies and Tools of Development Communication

UNIT-2 INDICATORS AND APPROACHES OF DEVELOPMENT:

Economic & Social Indicators of Development: living standard, GDP, HRD index etc, Social and Economic Barriers to Development Communication: literacy, Living standard, Traditions etc, Communication as an Indicator of Development, Approaches of Development Communication, development policy and development planning.

UNIT-3 MODELS AND THEORIES OF DEVELOPMENT COMMUNICATION:

Development theories: Diffusion of Innovation, Paradigms in Development Communication: Alternative, Dominant etc, Participatory model mechanistic, organic models of development for communication, Extension, Dependency, Gandhian Model.

UNIT-4 DEVELOPMENT JOURNALISM AND SUPPORT COMMUNICATION:

Development Journalism: Concept and Relevance, development of messages, IEC and social marketing, Areas of Rural Development, health, population, Agriculture, Panchayati Raj; Campaigns and their evaluation, Concept and Definition of Development Support Communication, Relevance of Traditional Media in Development Communication, Information and Educational Technologies for Development.

COURSE OUTCOMES:

1. The students will be able to engage in learning and understanding the need to keep abreast of socio-economic developments.
2. They will understand the development scenario and role of communication in the development process.
3. Students will be able to distinguish between communication and development communication.
4. Students will be able to describe use of different media in development communication.

REFERENCES:

1. Narula Uma, Development Communication- Theory and Practice, HarAnand Publications
2. Gupta V.S., Communication Technology, Media Policy and National Development, Concept Publishing Company
3. Tiwari, I P, Communication Technology and Development, Publications Division
4. Rogers Everett, Communication and Development: Critical Perspective, SAGE Publication
5. Todaro, Michael P, Economic Development in the Third World, Longman Publication
6. Bella Moody, Designing Messages for Development Communication, SAGE Publication
7. Ravindran N., Perspectives in Development Communication, SAGE Publication
8. JaishriJethwani, Social sector communication (ND: Sage), 2016

प्रयोजनमूलक हिन्दी और अनुवाद (LAB)(BJMC-404)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

पाठ्यक्रम के उद्देश्य:

1. विद्यार्थियों को अनुवाद की अवधारणा से परिचित करवाना।
2. हिन्दी से अंग्रेजी तथा अंग्रेजी से हिन्दी भाषा में अनुवाद कौशल प्रदान करना।
3. विद्यार्थियों को विभिन्न क्षेत्रों में प्रयुक्त होने वाली शब्दावली और व्यवहारिक अनुवाद का अभ्यास प्रदान करना।

| क्रम संख्या | व्यावहारिक गतिविधियां |
|-------------|---|
| 1. | विज्ञान, प्रौद्योगिकी, तकनीकी, विधि, संचार एवं अन्य गतिविधियों में प्रयुक्त होने वाली हिन्दी की शब्दावली का समाचार लेखन में अभ्यास। |
| 2. | हिन्दी से अंग्रेजी तथा अंग्रेजी से हिन्दी भाषा में अनुवाद का अभ्यास। |
| 3. | तत्काल भाषांतरण के अनुवाद का अभ्यास। |
| 4. | हिन्दी में समाचार वाचन का अभ्यास। |
| 5. | आंखों देखे घटनाक्रम का हिन्दी में वर्णन। |

पाठ्यक्रम के परिणाम:

1. विद्यार्थी हिन्दी में तकनीकी तथा विशिष्ट विषय में लेखन का कौशल प्राप्त करेंगे।
2. उपसंपादन तथा अनुवादक के रूप में रोजगार अवसरों का लाभ उठाने में सक्षम होंगे।
3. भाषांतरण तथा उदघोषक के रूप में रोजगार अवसरों का लाभ उठाने में सक्षम होंगे।

ADVERTISING (LAB) (BJMC-405)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To provide hand-on practice on various tools of advertisement.
2. To develop understanding on reach and impact of Advertising as a tool of mass communication.
3. To conversant the students with techniques of social media and outdoor advertisements.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Copy writing for different types of Advertising. |
| 2. | Planning and designing of Advertisement Campaign. |
| 3. | Development of Concept, Story Board, Body copy |
| 4. | Jingle writing, colour combination, importance of visuals and product packaging in Advertising |
| 5. | Social Media advertising campaign. |
| 6. | Placement of advertisement in outdoors and its technicalities |
| 7. | Cross Cultural and International Advertising copy. |
| 8. | CorelDraw: hands-on practice on designing Advertisement |

COURSE OUTCOMES:

1. The student will be ready to work in advertisement agencies.
2. They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects of advertising.
3. The student will learn how to launch an advertisement campaign keeping in view varied objectives and audiences.

PUBLIC RELATIONS (LAB) (BJMC-406)

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To provide hand-on practice on various tools of Public Relations.
2. To develop understanding on reach and impact of Public Relations towards creating brand identity.
3. To conversant the students with techniques of PR campaigns.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|---|
| 1. | Copy writing for different types of PR tools. |
| 2. | Planning and designing of PR Campaign. |
| 3. | Pre and post preparation of Press Releases and Press Conference Materials |
| 4. | CorelDraw: Designing of Logos, pamphlets, brochures, house journals and other publicity materials |
| 5. | Social Media PR campaign. |
| 6. | Cross Cultural and International PR copy. |

COURSE OUTCOMES:

1. The student will be ready to work in Public Relations firms.
2. They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects of Public Relations.
3. The student will learn how to launch anPRcampaign keeping in view varied objectives and audiences.

PHOTOGRAPHY(BJMC-407)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To understand the technical aspects of photography and role of visuals in making a story more impactful.
2. To understand the relevance of photography in today's media industry.
3. To make the students conversant with digital photography and editing.

UNIT I: UNDERSTANDING THE MECHANISMS OF PHOTOGRAPHY:

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot and Metrics) and Focus and Depth of Field.

UNIT II: UNDERSTANDING LIGHT AND SHADOW:

Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc), Three Point Lighting Technique and Metering for Light and Filters and Use of a Flash Unit,

UNIT III: DIGITAL PHOTOGRAPHY AND EDITING:

Sensor Sizes, Formats and Storage, Introduction to Editing and Digital Manipulation, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud).

UNIT IV: PHOTOJOURNALISM:

Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Types of Photography: Portraits, Nature and Wildlife, Aerial, Fashion, Press, Sports, Arts; Manipulation of Elements; Caption Writing, Photo Appreciation; Selection of News Photographs, Photo Essays and Photo Features.

COURSE OUTCOMES:

1. The students will be able to understand the basics and techniques of Camera operation, and photography.
2. The students will become proficient in photo editing software - Adobe Photoshop and CorelDraw.
3. They will be able to understand the usefulness of photojournalism in the various platforms of media and communication.

SEMESTER V
INTRODUCTION TO FILM STUDIES (BJMC-501(I))

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To learn how to read and analyze film as you would a novel, a poem or a short story.
2. To familiarize the students with certain theoretical ideas presented by major film theorists.
3. To explore the major aesthetic trends in the history of cinema.

UNIT I: LANGUAGE OF CINEMA:

Language of Cinema I - Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element ; Genre and the development of Classical Hollywood Cinema.

UNIT II: FILM FORM AND STYLE:

German Expressionism and Film Noir; Italian Neorealism; French New-Wave.

UNIT III: ALTERNATIVE VISIONS:

Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur- Film Authorship with a special focus on Ray or Kurusawa.

UNIT IV: HINDI CINEMA:

Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalisation and Indian Cinema; Film Culture.

COURSE OUTCOMES:

1. Students will be able to recognize formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film.
2. Students will understand how film has changed over time as an aesthetic form, as an industry, and as a social institution.
3. IT will construct focused knowledge in one area and reflect on its relation to Film Studies as a field of interdisciplinary inquiries about cinema.

RECOMMENDED SCREENINGS OR CLIPS:

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by Dziga Vertov
4. Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. Pather Panchaliby Satyajit Ray
7. The hour of the Furnaces by Fernando Solanas
8. Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
9. Pyaas by Guru Dutt

REFERENCES

1. Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol.I
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/HarcourtBrace Jovanovich, Publishers: 1977, 45-63
5. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.
6. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17-34.
7. Paul Schraeder "Notes on Film Noir" in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
8. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory,"

MEDIA MANAGEMENT(BJMC-501(II))

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To learn the process of infusing management theories and principles in media business.
2. To understand the managerial work involved in the ever-growing media industry and to initiate team spirit, development for creative work among students.
3. To learn about media economics, strategic management and marketing.

UNIT 1: MEDIA MANAGEMENT: CONCEPT AND PERSPECTIVE:

Concept, origin and growth of Media Management; Fundamentals of management; Management School of Thought.

UNIT 2: MEDIA INDUSTRY:

Issues & Challenges; Media industry as manufacturers- Manufacturing Consent, news and content management; Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts; Changing Ownership patterns.

UNIT 3: STRUCTURE OF NEWS MEDIA ORGANIZATIONS IN INDIA:

Role responsibilities & Hierarchy; Workflow& Need of Management Shift Patterns, Circulation; & Guidelines

UNIT 4: MEDIA ECONOMICS, STRATEGIC MANAGEMENT AND MARKETING:

Understanding Media Economics- Economic thought; Theoretical foundations, issue and concerns of media economics; Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

COURSE OUTCOME:

1. After the completion of this course the students will be able to understand the management matrix applied in media industry.
2. To understand the trends, strength and revenue resources and its administrations.
3. Students will be conversant about the structure of news media organizations.

REFERENCES:

1. Mehra S, Newspaper Management
2. Rucker & Williams, Newspaper Organization and Management, Books On Demand
3. Sindhvani, Newspaper Economics and Management, Ankur Publishing House
4. Herbert Williams, Newspaper Organization and Management, Books on Demand
5. Rayadu CS, Media and Communication Management, Himalaya Publishing House
6. Mocavati& Pringle, Electronic media Management, Focal Press

TELEVISION ANCHORING AND RADIO JOCKEYING (BJMC-502(I))

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To develop knowledge and understanding of Techniques of TV and Radio presentation.
2. To develop the practical skills of Presentation in Television and Radio.
3. To understand the importance of voice modulation in TV Anchoring and Radio Jockeying.

UNIT-1 INTRODUCTION TO TELEVISION ANCHORING:

Importance of Anchoring in a programme; Role of digitization in Anchoring ; Difference between News Reader and News Anchor ; Duties and Responsibilities of an Anchor; Do's and Don'ts of Anchoring ; Anchoring for different formats.

UNIT-2 ANCHORING ESSENTIALS:

Voice over for different programming formats; Art of public speaking, gestures, voice and its functions, body language, voice exercise, improvements and attention holding ; On- Air essentials of Anchoring ;importance of dressing and Makeup in Anchoring

UNIT-3 RADIO JOCKEY: INTRODUCTION:

Basics of Radio Jockey; Importance of RJ in audio medium of communication; Role of digitization in Radio Jockeying; Future of Radio Jockeying in the age of digital media; Duties and responsibilities of RJ; Difference between Audio and Audio Visual presentation ; Radio Jockeying for different formats of programs ;Do's and Don'ts of RJ

UNIT-4 RADIO JOCKEYING ESSENTIALS:

Importance of Voice modulation and quality of voice in Radio presentation; Importance of Tone, Base, Breathing and resonance in Radio Presentation; On air essentials of Radio presentation; Importance of exercise and improvement of voice in Radio presentations.

COURSE OUTCOMES:

1. At the end of this subject the students will be able to identify the various nuances of TV anchoring and Radio jockeying.
2. They will also be able to develop the practical skills of a Presenter and will make them Industry ready.
3. Students will be conversant with different formats of Anchoring and Radio Jockeying.

REFERENCES:

1. Kalraricha, ABC of News Anchoring, Pearson Educations
2. Gupta Swaty, Romancing the Microphone, Rupa and Company
3. Tiwari Praveen, News Anchors...The face of the news, Media Academics PVT. Ltd.
4. George A. Hough, News Writing, Kanishka Publication New Delhi.
5. ParthasarthyRangaswami, Here is The News Reporting for The Media, Sterling Publishers, Private Limited.

NEW MEDIA (BJMC-502(II))

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. Acquire an understanding of the historical context, current trends and future projections of digital communication methods.
2. Develop an awareness of unintended consequences of new technology.
3. To make the students conversant with Linear and Non Linear writing skills.

UNIT 1:KEY CONCEPTS AND THEORY:

Defining new media, terminologies and their meanings – Digital media, new media, online media; Information society and new media, Technological Determinism, Computer -MediatedCommunication (CMC), Networked Society.

UNIT 2: UNDERSTANDING VIRTUAL CULTURES AND DIGITAL JOURNALISM:

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media.

UNIT 3:DIGITIZATION OF JOURNALISM:

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

UNIT 4: OVERVIEW OF WEB WRITING:

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures.

COURSE OUTCOMES:

1. After the completion of this course the students will be able to understand and explain basic concepts and theory of New Media.
2. They will be able to understand pros and cons and write/use new media for various communication messages and solutions.
3. Students will develop understanding of Virtual cultures and digital journalism.

REFERENCES:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
4. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
5. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
6. O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from http://oreilly.com/web2/archive/whatis_web-20.html
7. Grossman, "Iran Protests: Twitter, the Medium of the Movement"
8. Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
9. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
10. Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian
11. Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

INTRODUCTION TO FILM STUDIES (LAB) (BJMC-503(I))

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To provide knowledge about the different genres of films.
2. To learn how to pitch and develop an idea for story theme.
3. To give practical training towards different aspects of film making.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Planning: <ul style="list-style-type: none"> • Development of story idea • script Write and storyboards making • Planning the shots • Locations and Places • Selection of People as Actor through audition. • Organising the shoot schedule |
| 2. | Filming: <ul style="list-style-type: none"> • Framing • Light • Focus • Sound • Rehearsing • Arrangement of location sound |
| 3. | Editing: <ul style="list-style-type: none"> • Put the shots in order • Trim the shots roughly • Edit the shots precisely, adjust sound levels and add sound and visual effects. • Reviewing • Finishing touch |

COURSE OUTCOMES:

1. The student will have learnt all the skills required to make a short film.
2. They will also be able to evaluate and recognize artistic and technical aspects of film production.
3. The student will learn the different phases of film editing.

MEDIA MANAGEMENT (LAB) (BJMC-503(II))

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To develop an advanced understanding of media management contexts – cultural, industrial, political, scholarly and practical.
2. To instil related autonomous research skills and professional practices.
3. To prepare both current or aspiring media managers and business communication professionals to meet the challenges posed by a period of unprecedented.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Strategic Planning: <ul style="list-style-type: none"> • Gain knowledge of the issues • Look into the future • Determine the objectives • Create flexible structures |
| 2. | Organizing: <ul style="list-style-type: none"> • Identify activities and classify them • Assign the duties and resources • Delegate authority and create responsibilities |
| 3. | Staffing: <ul style="list-style-type: none"> • Manpower planning • Recruitment, selection and placement • Training and development • Remuneration • Performance appraisal • Promotions and transfers of roles |
| 4. | Directing: <ul style="list-style-type: none"> • Supervision • Communication • Motivation • Leadership |
| 5. | Controlling: <ul style="list-style-type: none"> • Establish standards of performance • Measure the actual performance • Compare the actual performance with the expected standards • Take corrective action |

Note: Students will learn all the above steps of media management and will prepare a Detailed Project Report or Case Study of any media organisation.

COURSE OUTCOMES:

1. The political, social and economic contexts of media management.
2. Contemporary creative and/or media industry studies and practices.
3. The global regulatory, legal and market environments in which the media operates.
4. Professional approaches to research and scholarship in the media or related industries.

TELEVISION ANCHORING AND RADIO JOCKEYING (LAB) (BJMC-504(I))

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To expose the students to the broadcast industry, technical and creative aspects of radio programming and T.V. Anchoring.
2. To give practical training in writing and presentation of live compering for radio, voice modulation and compering for various genres.
3. To give basic overview of the sound software.

| SR. NO. | PRACTICAL ACTIVITIES |
|----------------|--|
| 1. | Knowing Voice, Pronunciation and Articulation |
| 2. | Writing Radio Scripts |
| 3. | Presentation techniques including Anchoring and News Reading. |
| 4. | Technical skills such as sound editing and familiarity with equipment. |

COURSE OUTCOMES:

1. The student will have learnt all the skills required for T.V. Anchoring.
2. The student will have learnt all the skills required for Radio Jockeying
3. Students will become adept in writing Radio Scripts.

NEW MEDIA (LAB) (BJMC-504(II))

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To develop an advanced understanding of social media management.
2. To train the students in launching social media campaigns.
3. To teach the students to create and post stories on social media platforms.

| SR. NO. | PRACTICAL ACTIVITIES |
|----------------|---|
| 1. | Creation and maintaining accounts on social media platforms |
| 2. | Content writing for social media |
| 3. | Creating attractive infographics for social media |
| 4. | Developing a social media campaign |
| 5. | Creating and posting stories on YouTube |
| 6. | Report on fake news viral on social media |
| 7. | Case study on citizen journalism |

COURSE OBJECTIVES:

1. The students will have ample practical knowledge about citizen journalism.
2. The students will be able to create effective social media content.
3. The students will become industry ready to handle social media profiles of various organisations.

WEB NEWS PRODUCTION(BJMC-505)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 2

Max. Marks: 100

COURSE OBJECTIVES:

1. Explain the uses of cyber media for journalistic purpose.
2. Understand the applications of the uses of online tools for communication.
3. To train the students about design aesthetics for web news production.

UNIT 1: WEB JOURNALISM:

Definition, origin, development and contemporary relevance; differences from traditional journalistic practices- Audiences of Web Journalism, web broadcasting, search engine optimization.

UNIT 2: WRITING FOR THE WEB:

Online editions of newspapers, Online reporting- tools for newsgathering, principles, limitations and new trends; Editing of web content; Management and economics of online editions; online advertisements and their types.

UNIT 3: CHARACTERISTICS OF THE WEB:

Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence Themes and issues in Web Journalism: Security issues on the Internet- social, political, legal and ethical issues related IT and CT.

UNIT- 4 DESIGN AESTHETICS:

Graphic design- meaning, nature- art/ craft, Design elements Design Process, Principles, stages of designing, typography, layout, design identity.

COURSE OUTCOMES:

1. The students will understand the difference between traditional journalistic practices and web news production.
2. The students will be able to create effective stories for online media.
3. The students will become proficient editing and managing the web content.

REFERENCES:

1. Ambrose, G., & Harris, P. (2009). Basics design 08: design thinking (Vol. 8). Ava Publishing.
2. Ambrose, G., & Harris, P. (2006). The visual dictionary of graphic design. AVA Publishing.
3. Wood, Allan. (2010). The Graphic Designer's Digital Toolkit, London: Focal Press.
4. Samara, Timothy. (2008). Publication Design Workbook: A Real-World Design Guide. Delhi: Orient Longman.

SEMESTER VI**COMMUNICATION RESEARCH (BJMC-601(I))**

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To train young minds for scientific inquiry.
2. To acquainting the students with various methods used for conducting scientific research in media and communication studies.
3. Discuss sampling, scaling techniques and data collection tools.

UNIT 1:

Meaning of Research; Objectives of Research; Types of Research; Significance of Research. Definition of Research Problem; Technique involved in Defining a problem; Features of a Good Design;

UNIT II:

Types of data: primary and secondary ; Types of data: primary and secondary; Definition and importance of sampling;Types of probability (simple, systematic, stratified random sampling, cluster sampling, multistage sampling) and non-probability (convenience, purposive, volunteer, quota, snowballing) sampling methods

UNIT III:

Data collection strategies: Observation, Interview, Questionnaire, Schedule, Projective Techniques; Case Study, Focus Group Discussions.

UNIT IV:

Data Preparation Process: questionnaire checking, Editing, Coding, Classification, Tabulations, Graphical Representations, Data Cleaning , Data Adjusting; Descriptive Statistics: Measures of Central Tendency, Measures of Dispersion, Measures of Skewness, Definition of Hypothesis, Basic concepts concerning testing of hypothesis, limitations; Report writing.

COURSE OUTCOMES:

1. Students will be equipped to conduct projects and dissertation studies.
2. Students will be able to devise a cogent and coherent research plan.
3. They will be equipped with known techniques of data interpretation and analysis.

REFERENCES:

1. Berger, A.A. (2000) Media and Communication Research Methods, Sage Publications, N.D.
2. Brennen, B.S. (2013) Qualitative Research Methods for Media Studies. Oxon and New York: Routledge.
3. Hansen, A. & Machin, D. (2013) Media and Communication research Methods. Palgrave Macmillan
4. Keyton, J. (2001) Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield
5. Merrigan, G. & Huston, C.L. (2014) Communication Research Methods. Oxford University Press
6. Neuman, L.W. (2007) Social Research Methods, Pearson Education. N.D.
7. Wimmer, R.D & Dominick, J.R. (1987) Mass Media Research: An Introduction. London: Thomson/ Wadsworth Publishers. Yadava, K.N.S and Yadava, Surender S., (1995) Statistical Analysis for Social Scientists, Manak Publishers, N.D

T.V.PRODUCTION (BJMC-601(II))

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To make the students conversant with three phases of T.V. Production.
2. To make the students understand the significance of lighting and sound in video production.
3. To make the students conversant with multimedia production.

UNIT 1:

Production: Phases of production; Advantages and Disadvantages of Field Production; Pre-Production Stage: Generating idea; mind map, scripting, writing the treatment, storyboarding, planning, auditioning, budgeting, shooting schedule.

UNIT 2:

Production Stage: Managing video equipment, Blocking, Rehearsing, Shooting, Planning and Executing Shoots, Handling the master Shot, Dealing with visualising problems, reviewing the shots, Post Production Stage: Logging, Editing, Closing the file.

UNIT 3:

T.V. Genres and Formats, Lighting: Properties of light; Factors influencing lighting needs; Lighting instruments; Sound: properties of sound, Microphones, Transition types.

UNIT 4:

Editing: Need of editing; Grammar of Edit, Transitions, Linear Editing, Non Linear Editing; Multimedia Production, tools for multimedia journalism, single camera vs multi-camera production; virtual studios.

COURSE OUTCOMES:

1. Students will be able to produce videos of different formats.
2. Students will be conversant with virtual studios and its functioning.
3. Students will understand basics of Field Production.

REFERENCES:

1. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
2. Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
3. Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
4. Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.
5. How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
6. The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007
7. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007 (Page 172-400)
8. Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007

MAJOR PROJECT-DOCUMENTARY (BJMC-602(I))

L T P

0 0 12

Time Allowed: 3 Hours

I.A./Practical: 50 Marks

Theory: 100 Marks

Total Credits: 6

Max. Marks: 150

COURSE OBJECTIVES:

Under the guidance of the supervisor to prepare a documentary on any subject chosen which lies in the domain of communication and media. In this paper we have to finally come up with an outcome (documentary) informed by research and methodology and equipped with skills learnt in editing.

COURSE OUTCOMES:

After conducting guided research and following the methodology discussed, the students will be able to produce a documentary on their chosen subject in the domain of media and communication. This product will have significant social or market value.

MAJOR PROJECT-DISSERTATION (BJMC-602(II))

L T P

0 0 12

Time Allowed: 3 Hours

I.A./Practical: 50 Marks

Theory: 100 Marks

Total Credits: 6

Max. Marks: 150

COURSE OBJECTIVES:

Under the guidance of the supervisor to prepare a dissertation on any subject chosen which lies in the domain of communication and media. In this paper we have to finally come up with an outcome (dissertation) informed by research and methodology and equipped with skills learnt in editing.

COURSE OUTCOMES:

After conducting guided research and following the methodology discussed, the students will be able to produce a dissertation on their chosen subject in the domain of media and communication. This product will have significant social or market value.

COMMUNICATION RESEARCH LAB(603(I))

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To train the students in identifying Research Gap.
2. To train the students in collecting Data.
3. To apprise the students with graphical representation of Data.

| SR. NO. | PRACTICAL ACTIVITIES |
|----------------|---|
| 1. | Practice in identifying Research Gap in any area of Research related to Media |
| 2. | Practice in Defining and Redefining a Research Problem. |
| 3. | Practice in Choosing appropriate Research Design. |
| 4. | Hands on Training in using Data Collection Methods: Observation, Interview, Questionnaire, Schedule, Projective Techniques; Case Study, Focus Group Discussions |
| 5. | Feeding the Data in Excel. |
| 6. | Analysing the Data |
| 7. | Graphical Representation of Data |
| 8. | Report Making. |

COURSE OUTCOMES:

1. Students will become research oriented and inculcate scientific temper.
2. Students will become conversant with format of a long Report.
3. Students will be able to analyse data and make inferences.

T.V. PRODUCTION LAB(BJMC-603(II))

L T P

0 0 4

Time Allowed: 3 Hours

I.A./Practical: 15Marks

Theory: 35 Marks

Total Credits: 2

Max. Marks: 50

COURSE OBJECTIVES:

1. To provide hands-on training in conducting Vox –Pop using Mic- Id.
2. To provide training to prepare complete Electronic News, Package using teleprompter and Adobe premiere
3. To train the students in Video-Editing using Adobe Premiere.

| SR. NO. | PRACTICAL ACTIVITIES |
|---------|--|
| 1. | Training in operating and handling video camera. |
| 2. | Hands-on training in D-Live Reporting at outdoor location. |
| 3. | Training to prepare complete Electronic News Package using teleprompter, Adobe premiere. |
| 4. | Video-Editing using Adobe Premiere |

COURSE OUTCOMES:

1. The students shall become proficient in handling and operating video camera.
2. The students would be ready to take any job in Electronic media.
3. The students would be able to conduct survey on any topic related to media and analyse the same.

DOCUMENTARY PRODUCTION (BJMC-605)

L T P

4 0 0

Time Allowed: 3 Hours

I.A./Practical: 25Marks

Theory: 75 Marks

Total Credits: 4

Max. Marks: 100

COURSE OBJECTIVES:

1. To train the students to produce, direct, film and edit documentary productions.
2. To make the students understand ethical issues related to documentary production.
3. To make the students understand types of documentary fiction.

UNIT 1:

Understanding the Documentary- Introduction to Realism Debate; Observational and Verite documentary; Introduction to Shooting Styles; Introduction to Editing Styles; Structure and scripting the documentary

UNIT 2:

Documentary Production-Pre-Production; Researching the Documentary; Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting

UNIT 3:

Question of evidence' power of rhetoric; actual situations; non-actors; fresh perspectives; debates on realism and Reality, Thinking in Pictures, Interviewing, Types of documentary Fiction.

COURSE OUTCOMES:

1. Students will critically evaluate documentary forms and production techniques;
2. Students will be able to effectively research and write documentary proposals.
3. It will enable the students to reflect upon and analyse the documentary form.

SUGGESTED SCREENINGS:

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by AnandPatwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

REFERENCES:

1. Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries. Henry Holt: 2007
2. Searle Kochberg. Introduction to Documentary Production. Wallflower Press. 2002
3. James Quinn .The This Much is True - 15 Directors on Documentary Filmmaking. Bloomsbury.
4. Bill Nicholas. Introduction to Documentary .Indiana University Press, 2010.
5. Thomas Austin. Rethinking Documentary: New Perspectives, New Practices. Open University Press: 2008.
6. Betsy A. McLane. A New History of Documentary Film: Second Edition. Bloomsbury. 2012.

OUTLINES OF CHOICE BASED CREDIT SYSTEM

1. **Core Course** (14 for honours courses; 4 discipline specific papers each for regular courses and 2 papers each for English and Hindi/MIL in B.A./B.Com): The papers under this category are going to be taught uniformly across all universities with 30% deviation proposed in the draft. The purpose of fixing core papers is to ensure that all the institutions follow a minimum common curriculum so that each institution/university adheres to common minimum standard. Also the course designed for papers under this category aim to cover the basics that a student is expected to imbibe in that particular discipline. A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Corecourse.
2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

Discipline Specific Elective (DSE) Course (4 for honours courses and 2 each for regular courses): Elective courses offered under the main discipline/subject of study is referred to as Discipline Specific Elective. The list provided under this category are suggestive in nature and each University has complete freedom to suggest their own papers under this category based on their expertise, specialization, requirements, scope and need. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Dissertation/Project*: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

Generic Elective (GE) Course (4 for honours courses and 2 each for B.A./B.Com. regular courses): An elective course chosen from an unrelated discipline/subject, with an intention to seek exposure beyond discipline/s of choice is called a Generic Elective. The purpose of this category of papers is to offer the students the option to explore disciplines of interest beyond the choices they make in Core and Discipline Specific Elective papers. The list provided under this category are suggestive in nature and each University has complete freedom to suggest their own papers under this category based on their expertise, specialization, requirements, scope and need.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/Hindi/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/Hindi Communication/MIL Communication.

Skill Enhancement Courses (SEC) (minimum 2 for honours courses and 4 for regular courses): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge and should contain both theory and lab/hands-on/training/field work. The main purpose of these courses is to provide students life-skills in hands-on mode so as to increase their employability. The list provided under this category are suggestive in nature and each University has complete freedom to suggest their own papers under this category based on their expertise, specialization, requirements, scope and need.

4. **Practical/tutorials** (One each with every core and discipline/generic specific elective paper): The list of practical provided is suggestive in nature and each university has the freedom to add/subtract/edit practical from the list depending on their faculty and infrastructure available. Addition will however be of similar nature.

* **Introducing Research Component in Under-Graduate Courses**

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

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