# SYLLABUS

**BACHELOR OF JOURNALISM & MASS COMMUNICATION (BJMC)**

(To be effective from Academic Session 2014-2015)

## FIRST SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>S. No</th>
<th>Course Code</th>
<th>Subject</th>
<th>Periods</th>
<th>Credits</th>
<th>Evaluation Scheme</th>
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<td>1</td>
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<td>Introduction to Communication &amp; Media</td>
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<td>2</td>
<td>BJ(MC) 102</td>
<td>Introduction to Journalism (Reporting, Writing &amp; Editing) + Practical</td>
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<td>BJ(MC) 103</td>
<td>Indian Social System</td>
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<td>BJ(MC) 104</td>
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Note: P- Practical & T- Theory

## SECOND SEMESTER EXAMINATION

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<td>Theory of Communication</td>
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<td>Application of Computer in Media</td>
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<td>State Politics &amp; Constitution</td>
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<td>Writing for Media</td>
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## THIRD SEMESTER EXAMINATION

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<td>Media Laws &amp; Ethics</td>
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<td>Media Management</td>
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<td>Folk Media</td>
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Note: P- Practical & T- Theory

## FOURTH SEMESTER EXAMINATION
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<td>Development &amp; Communication</td>
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<td>BJ(MC) 402</td>
<td>Design &amp; Graphics</td>
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<td>BJ(MC) 403</td>
<td>Fundamentals of Economics &amp; Indian Economy</td>
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<td>BJ(MC) 404</td>
<td>National &amp; International Affairs</td>
<td>4</td>
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Note: P- Practical & T- Theory

IMPORTANT NOTE: Soon after the Fourth Semester End-Term Examination, students will undergo training in Print Media for two weeks and will submit a comprehensive Internship Report (IR) of the work done during the training.

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<td>Introduction to Advertising</td>
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<td>Communication Research</td>
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<td>Internship Report</td>
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Note: P- Practical & T- Theory

SIXTH SEMESTER EXAMINATION

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<td>Radio Journalism</td>
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<td>Television Journalism</td>
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<td>Value Education</td>
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<td>BJ(MC) 604</td>
<td>Tribal Study</td>
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<td>BJ(MC) 605</td>
<td>Study Tour</td>
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Note: P- Practical & T- Theory

Note: Total marks for the BJ(MC) programme = 2600 & credits=104

FIRST SEMESTER

OBJECTIVES OF THE COURSE: On completion of the course the student should be able to:
1. understand the importance, functions & scope of communication and media.
2. describe the growth and development of communication and media.
3. understand the periodic changes in the media.

Marks for Internal Assessment: 30

UNIT I [COMMUNICATION & MEDIA]
1. Communication & Media: Definition, meaning & concept.
2. Different types of communication: Verbal and written
3. Scope and Process of Communication

UNIT II [HISTORY OF MASS MEDIA]
1. Mass Media: Meaning & Concept
2. Introduction to Indian Press
3. Brief account of the origin and development of newspaper and magazine in India

Unit-III [Mass media & Mass Culture] L-15
1. Role, objectives functions & achievements of Mass Media
2. Relation between Mass Media and Mass Culture and their development.
3. Media as fourth pillar of democracy

Unit-IV [Media, Market and Technology] L-15
1. Changing trends of Mass Communication under the process of globalization
2. Private and Public Media
3. Technology in the development of Media

Suggested Readings:
1. Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi,

FIRST SEMESTER
INTRODUCTION TO JOURNALISM
(Reporting, Writing & Editing)

Course Code : BJ(MC) 102 L : 4 T/P : 2 CREDITS : 4

Objectives of the Course: On completion of the course the student should be able to:
1. understand the art of writing, report and editing.
2. develop skills of writing, report and editing.

Marks for Internal Assessment: 15

Unit-I [Introduction to News] L-15
1. News: Meaning & definition
2. Sources and elements of news
3. Characteristics of news
5. Different styles of news writing.
6. Headline: Importance & types

Unit-II [Different Types of writing] L-15
1. Writing for newspaper and magazines: Nature & Difference
2. Feature writing: Meaning, definition & nature.
3. Editorial: Importance & art of writing
4. Writing column, Reportage, analysis etc.

Unit-III [Reporting for Print Media] L-15
1. Definition, scope, concept & principles of news reporting
2. Types & techniques of news reporting
3. Functions of reporting: Interview, collection of data, research
4. Qualities & Responsibilities of a reporter.
5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

Unit-IV [Editing for Print Media] L-15
1. Theories and Principles of Editing
2. Preparing good copies for Newspaper, Magazine & others
3. Introduction to editing symbol, proof reading symbols & Copy desk
4. Role, functions and responsibilities of Copy editor

Practicals
The practical assignments should include the exercises of the followings
1. Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.
2. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross checking, headlines writing and making intros.

**Marks for External Practical Assessment: 25**

**Suggested Readings:**
1. Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi,
4. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi,

**FIRST SEMESTER**

**INDIAN SOCIAL SYSTEM**

<table>
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<th>Course Code</th>
<th>L : 4</th>
<th>T/P : 0</th>
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**Objectives of the Course:** On completion of the course the student should be able to:
1. understand the social structure of Indian society
2. role and importance different factors in social change.

**Marks for Internal Assessment: 30**

**Unit-I [Society & Religions]**

1. Concept and types of Society
2. Introduction to Indian Society: Structure, Characteristics & background
3. Definition and Concept of religions

**Unit-II [Family in Indian Society]**

1. Marriage and kinship in India
2. Functions of family
3. Types of family
4. Changes in Indian family system
5. Evil practice of Dowry in Indian marriage.

**Unit-III [Caste system in India]**

1. Characteristics of caste system in India
2. Socio-cultural, economic, political dimension of caste system in India
3. Power dimension of caste system in India
4. Inter-caste relations, changes in caste system in India

**Unit-IV [Social Change]**

1. Factors of social change
2. Education in social change: Importance & Need
3. Globalization & Social change
4. Media & Social change
5. Technology for Social change.

**Suggested Readings:**
1. Shyam Benegal Bhарат Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I &B Facts about India
Objectives of the Course: On completion of the course the student should be able to:
1. define, explain the meaning, characteristics and importance of language, communication.
2. know brief history and relation between language and culture.
3. understand the language of media.

इक़ाई–I
भाषा— परिभाषा, महत्त्व, विशेषताएं, संक्षिप्त इतिहास, भाषा एवं समाज, भाषा एवं संस्कृति, शब्द रचना एवं प्रयोग, शब्द और वाक्य।

इक़ाई–II
वाक्य— रचना एवं प्रकार, सामान्य विचित्रियाँ, संज्ञा, सर्वनाम, क्रिया, विशेषण, वाक्य और कल्पना, वाक्य और अनुभव।

इक़ाई–III
कहावट, नृत्यार्थ, अलंकार, हिंदी की प्रमुख बोलियाँ— अवधी, बृजभाषा, छत्तीसगढ़ी, मालवी, बुढ़लचंदी, बैंधली, राजस्थानी, मूजपुरी न भें मैं तुली आदि से संक्षिप्त परिवर्तन।

इक़ाई–IV
मीडिया की भाषा, मीडिया में भाषा का प्रयोग एवं महत्व, मीडिया की भाषा की प्रकृति एवं विशेषताएं, समाचार में प्रयोग होने वाले शब्द, विज्ञापन में प्रयोग होने वाले लोकप्रिय शब्द, प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषा नए प्रचलन एवं प्रयोग, मीडिया भाषा में अन्तर, प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषा समस्या।

Suggested Readings:
1. डॉ हरदेव— ‘भाषा एवं भाषा विद्वान’
2. डॉ मानक— ‘रचना और रचनात्मकता’
3. डॉ मानक— ‘‘भाषा एवं भाषा विद्वान’’

SECOND SEMESTER
THEORY OF COMMUNICATION

Objectives of the Course: On completion of the course the student should be able to:
1. define and explain the meaning, importance, functions & scope of communication.
2. describe different forms of communication.
3. list and explain different types of communication.
4. explain important theories of communication.
5. explain various models of communication.

Marks for Internal Assessment: 30

Unit-I [Defining Communication] L-15
1. Communication: Definition, meaning, concept, elements, process, functions and scope.
2. Types and forms of communication
3. Barriers to communication
4. 7 C’s of communication

Unit-II [Introduction to Communication Theories] L-15
1. Communication theory: Need & importance
2. Two Step and Multi Step Theory
3. Bullet Theory
4. Hypodermic needle theory

Unit-III [Introduction to Communication Models] L-15
1. Communication model: Need & importance
2. SMCR Model
3. Shannon and Weaver Model
4. Harold D. Lasswell Model

Unit-IV [Normative Theory and Seibert Theory of Communication] L-15
1. Authoritarian Theory
2. Libertarian Theory
3. Social Responsibility Theory
4. Developmental Theory
5. Democratic Participant Theory

Suggested Readings:

1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
3. Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
4. D.M. Silviera Personal Growth Companion, Classic Publishing

SECOND SEMESTER
APPLICATIONS OF COMPUTER IN MEDIA

<table>
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Objectives of the Course: On completion of the course the student should be able to:
1. define and explain the meaning, importance and concept of information communication technology (ICT)
2. describe applications of ICT in media.
3. get acquainted with computer and its operations.
4. understand the application of DTP softwares in print media industry.

Marks for Internal Assessment: 30

Unit-I [Introduction to Computer]
1. Information and Communication Technology: Meaning importance and Concept
2. Introduction to computer: History & Classification of computer
3. Computer: Characteristics & application

Unit II [Components of Computer System]
1. Central Processing Unit (CPU)
2. VDU (Visual Display Unit) Keyboard and Mouse
3. Other input/output Devices
4. Computer Memory
5. Storage device.

Unit III [MS Office, Use of Printer & Scanner]
1. Microsoft Office: Word, Power Point, excel
2. Using printers & scanners

Unit-IV [DTP Software]
Features and their basic application:
- Corel draw
- PageMaker
- Photoshop

Suggested Readings:
1. Author Adobe Adobe Pagemaker – Publisher Techmedia
   Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today
4. D.P. Mukherjee Fundamentals of computer graphics
Objectives of the Course: On completion of the course the student should be able to:
1. understand the Indian political system.
2. describe the role, rights and duties of a citizen.
3. explain the power and functioning of democratic Institutions
4. apprise students of our electoral system.

Marks for Internal Assessment: 30

Unit-I [Indian Constitution]  L-15
1. Indian Constitution: Salient Features & preamble
2. Fundamental Rights and Fundamental duties.
4. States and Union Territories & Centre-State Relations

Unit-II: [Power and functioning of democratic Institutions]  L-15
1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

Unit-III: [Judicial System]  L-15
1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

Unit-IV: [Electoral System]  L-15
1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President
5. Multi Party System - National and Regional Parties

Suggested Readings:
4. D. D. Basu An introduction to the Constitution of India
5. J.C. Johri Indian Political System

SECOND SEMESTER
WRITING FOR MEDIA

Course Code : BJ(MC) 204  L : 4  T/P : 0  CREDITS : 4

Objectives of the Course: On completion of the course the student should be able to:
1. understand the process of writing for print, radio & TV
2. explain the principles of writing for the print, radio, radio & TV

Marks for Internal Assessment: 40

Unit -I [Essentials of Good Writing]  L-18
1. Art of Writing
2. Kinds of Media Writing: Inform, Describe & Persuade
3. The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment

Unit -II [Writing for Print Media ]  L-18
1. Basic principles of writing for print.
2. Elements and Importance of News writing
3. Steps & elements of writing : editorial, features & review

Unit -III [Writing for Electronic Media ]  L-18
1. Basic principles of writing for electronic media: Radio & TV
2. Elements and Importance of News writing for Radio & TV

Unit-IV [Translation in Media]  L- 18
1. Concept & Definition of Translation.
3. Types of Translation
i. Word to Word Translation
ii. Literal Translation
iii. Summarised Translation
4. The need and importance of Translation in Journalism.
5. Guidelines for Translation:

Practical Assignment: Write news story & feature talk (one each for print, radio & TV)

Suggested Readings:
2. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College PB. Orlando.
3. Wren & Martin High School English Grammar & Composition, S. Chand
4. Thomas S. Kane Oxford Essentials Guide To Writing
5. George A. Hough News Writing, Kanishka
7. Dr. K.K. Rattu Translation through media in New Millennium, Surubhi Publication, Jaipur
8. Jitendra Gupt and Priyadarshan Patrkarita Mein Aanuad, Radha Krishna Prakashan, New Delhi
9. Dr. Laxmikant Pandey Translation, Objects and Methods
10. डॉ हरदेव बाहुरो हिन्दी भाषा के लिए वास्तविक वास्तव
11. डॉ पाण्डेय मानक हिन्दीत्व और रचना
12. डॉ मानक हिन्दीत्व

THIRD SEMESTER
MEDIA LAWS & ETHICS

Course Code : BJ(MC) 301 L : 4 T/P : 0 CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. understanding basic laws relating to media
2. give an overview of recent amendments in media laws
3. develop students as responsible media person

Marks for Internal Assessment: 30
Unit- I [Press Freedom and Law]
1. Constitution and freedom of speech and expression
2. Contempt of court
3. Official secrets act 1923
4. Right to information
5. Right to privacy

Unit-II [Media Laws]
1. Civil and criminal law of defamation
2. Indian penal Code 1860 (Section -124A, 153AB, 292,293)
3. Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327)
4. Intellectual property rights
5. Copy Right Act 1957
6. Prasar Bharti Act 1990
7. Cable TV network regulation Act 1995
8. Information technology Act 2000

UNIT-III [Media Councils and Committees]
1. Press commissions
2. Media council/ Press Council
3. Working Journalist Act
4. Autonomy of public broadcasting
Unit -IV [Media Codes and Ethics]
1. Ethics: Meaning & definition
2. Advertising Council of India
3. Parliamentary privileges: article 105, 193 and 361A of constitution
4. AIR code for election coverage
5. Doordarshan commercial code

Suggested Readings:
1. Universal Publishers
2. Universal Publishers
3. D D Basu
4. Vidisha Barua
5. P.K. Ravindranath

Suggested Readings:
1. Universal Publishers
2. Universal Publishers
3. D D Basu
4. Vidisha Barua
5. P.K. Ravindranath

THIRD SEMESTER

MEDIA MANAGEMENT

Course Code : BJ(MC) 302
L : 4
T/P : 0
CREDITS : 4

Objectives of the Course:
1. describe the principles, need and functions of management
2. describe the structure and functions of print media organization
3. explain the economics of media organisation.

Marks for Internal Assessment: 30

Unit-I [Management: Functions & Principles] L-12
1. Management – Definition & Nature
2. Principles and Need for Management
3. Management Functions

Unit-II [Media Management] L-12
1. Media Management: Definition & Concept
2. Principles & Significance of Media Management
3. Media as an industry & profession

Unit-III [Management of Print Media Organization] L-12
1. Organizational Patterns of a Print Media
2. Types of newspaper ownership pattern in India

Unit-IV [Various Types of Media Organisation] L-12
1. Brief Idea of Government Media Organization: Publication Division, Photo Division, PIB, Film Division & CBFC.
2. News agency: PTI & UNI
3. Doordarshan & All India Radio

Suggested Readings:
1. Hargie O, Dickson D, Tourish Denis
2. Dr. Sakthivel Murughan M
3. Redmond, J, Trager R
4. Albarran, Alan B
5. Dr Sudhir Soni

Suggested Readings:
1. Universal Publishers
2. Universal Publishers
3. D D Basu
4. Vidisha Barua
5. P.K. Ravindranath

THIRD SEMESTER

9
FOLK MEDIA

Course Code: BJ(MC) 303

| L : 4 | T/P : 0 | CREDITS : 4 |

Objectives of the Course: On completion of the course students should be able to:
1. understand how folk media reflects societal concerns.
2. describe the scope and characteristics of folk media.
3. know the roots and type of folk art form.

Marks for Internal Assessment: 30

Unit-I [Introduction to Folk Media]
- Folk media: Meaning & definition
- Nature and Scope of Folk media
- Characteristics of folk media

Unit III: [Types of Folk Media]
- Types of folk media: Dance, theatre & music
- Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra
- Folk music: Bengal, Gujarat & Maharashra.
- Folk dance: Garba, Tamasha & Lavani

Unit III: [Fairs & Festivals]
- Types of Festivals: Seasonal & Cultural
- Importance of Fair & Festivals
- Features of Fairs

Unit-IV [Many aspects of Folk Media]
- Merits & demerits of folk media
- Influence of modern media (radio & TV) on folk media
- Folk media for promoting literacy, and social change.

Suggested Reading:
1. Singer, Melton
   Traditions in India: Structure and Change, American Folk society, 1957
2. Doctor, Aspi and Farzana Chaze
   Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
3. Kumar, Keval Kumar
   Mass Communication in India, Mumbai, Jaico Publishers
4. Malik, Madhu
   Traditional Form of Communication and the Mass Media in India, Paris: Unesco
5. Parmar Shyam
   Traditional Folk Media in India New Delhi: Geka Books 1975

THIRD SEMESTER
CYBER MEDIA

Course Code: BJ(MC) 304

| L : 4 | T/P : 2 | CREDITS : 4 |

Objectives of the Course: On completion of the course students should be able to:
1. Explain the uses of cyber media for journalistic purpose.
2. Understand the applications of the uses of online tools for communication.

Marks for Internal Assessment: 15

Unit-I [Online Communication]
- Meaning and definition
- Characteristics of Online Communication

Unit-II [Internet & Web]
- Characteristics of Internet
- Brief Idea about ISP and browsers
- Websites & its types
- Email: Need & Importance
- Web tools: Blogs, Social Media & Search Engine

Unit-IV [E-Newspaper]
- Brief History of the E-newspaper in English & Hindi
- Reasons for the growing popularity of e-newspaper
- Present & Future of E-newspaper
- Limitations of online newspapers
Unit-IV [Web Journalism]  
1. Traditional vs Web Journalism  
2. Elements of a Web newspapers  
3. Reporting Writing, Editing for Web Journalism  

Practical:  
1. Make a list of different types of websites  
2. Analyse the content of a news portal  
3. Learn to use search engines  
4. Create an email and understand its features  
5. Write in Blogs  
6. Open an account in social media website and understand their uses.  
7. Write comments in website.  

Marks for External Practical Assessment: 25

Suggested Readings:  
1. Ronal Dewolk  
   Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895  
2. John Vernon Pavlik  
   New Media Technology Allyn & Bacon ISBN 020527093X  
3. Michael M. Mirabito, Barbara Mogrenstorn,  
4. Suresh Kumar  
   Internet Patrakarita, Takshila Publication, Delhi

FOURTH SEMESTER  
DEVELOPMENT & COMMUNICATION

Course Code : BJ(MC) 401  
L : 4  
T/P : 0  
CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:  
1. understand the concept of development.  
2. explain the indicators of development.  
3. understand development issues, particularly in Indian perspective

Marks for Internal Assessment: 30

Unit-I [Concept of Development]  
1. Definition, meaning and process of development  
2. Ingredients (5Ms) of development and money generation, MNCs and foreign aid  
3. Characteristics of developing countries  
   i. High dependence on primary sector  
   ii. Unemployment, population  
   iii. Low productivity  
   iv. Low level of living

Unit-II [Indicators of Development]  
1. Economic and social indicators of development:  
   i. GDP/GNP  
   ii. Human Development Index  
   iii. Physical Quality of Life Index  
2. Other indicators:  
   i. Communication as an indicator  
   ii. Democracy as an indicator  
   iii. Human Rights as an indicator

Unit-III [Development Issues]  

11
i. Poverty Alleviation  
ii. Women and child development  
iii. Health and Family Welfare  
iv. Tribal rights on forest  

**Unit-IV [Media & Development]**  

i. Use of traditional media for development  
ii. Role of print media in development  
iii. Contribution of radio & TV to development  

**Suggested Readings:**  

1. Tiwari, IP., Communication Technology and Development, Publication Division, Govt.of India, New Delhi, 2001  
3. Singhal, Arvind., Rogers, M India’s Information Revolution, Sage, New Delhi, 1989  
5. Ostman, Ronals E., Communication and Indian Agriculture, Sage, New Delhi, 1989  

**FOURTH SEMESTER**  

**DESIGN AND GRAPHICS**  

**Course Code : BJ(MC) 402**  

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**Objective of the course:** To educate the students with regard to theory of design and graphics, printing technology, colour section and layout.  

**Marks for Internal Assessment:** 15  

**Unit-I [Principles of Design & Graphics]**  

1. Concept and theory of Design and Graphics  
2. Principles of design  
3. Basic elements of graphic and design  
4. Design and layout  

**Unit-II [Printing & Typography]**  

1. Art of Printing: Evolution, Types, & Technical Revolution  
2. Physical form, aesthetics and function, fonts  
3. Printing methods - Letter press, Gravure, Offset, & Screen printing  
4. Printing paper – Types & size  

**Unit-III [Layout for Print ]**  

1. Magazine layout, pagination, designing various parts  
2. Layout of broadsheet and tabloid  

**Unit-IV [DTP & Multimedia]**  

1. Computer Composing & Design  
2. Multi media : Characteristics and function  
3. Digital and Coloured Printing  

**Practical:**  

1. Designing a layout of leaflet, bookmark & letter head  
2. Design a poster on development issue  
3. Designing of cover page of a magazine  
4. Designing a front page of news paper  
5. Design a wall magazine.  

**Marks for External Practical Assessment:** 25  

**Suggested Readings:**  

1. K.S. Duggal Book Publishing  
2. A.K. Dhar Printing and Publishing  
3. N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001  
4. N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi
Objective of the course: To enable the students understand the fundamentals of economy and Indian economy.

Marks for Internal Assessment: 30

Unit-I [Fundamentals Economics]
1. Meaning of economy
2. Understanding of basic economic terms
   (i) Sensex-Index
   (ii) Inflation & deflation
   (iii) Cost of Living Index
   (iv) FDI
   (v) FII
   (vi) Balance of Payment
   (vii) HDI
   (viii) GDP
3. Understanding of Stock market Markets: Bulls & Bears

Unit-II [Indian Economy]
1. Nature of Indian Economy (reasons for underdevelopment)
2. Indian Economy 5-year plans
3. Realities of Indian Economy based on HDI
4. Mixed Economy: Public Sector Undertakings and Private Enterprises
5. Role of SEBI

Unit-III [Indian Economy: Issues and Concerns]
1. Globalization and opening up of Indian Economy
2. Indian Economy and Privatisation
3. Disinvestment and Indian Economy
4. Economic Reforms and Indian Society
5. Indian economy and rural India

Unit-IV [Indian Economy & Foreign Trade]
1. Importance of foreign trade for a developing economy
2. Foreign trade and balance of payment.
3. Foreign Exchange Reserve – its importance and use
4. Role of FII & FDI in Indian Economy

Suggested Readings:
1. R. Datt & K.P. M Sundham Indian Economy, S. Chand, 2004
2. Uma Kapila Understanding the problems of Indian Economy, Academic Foundation 2004
3. India and UN
4. Role of UN & UNESCO in bridging the gap between north and south

**Unit-II [India and Major Concerns]**

1. Rapid Urbanization
2. Food Self-Sufficiency
3. Criminalization of Politics
4. Naxalism

**Unit-IV [Global Issues]**

1. Terrorism and anti-terror measures
2. Human Rights Issues
3. Gender Issues

**Suggested Readings:**

1. Tapan Biswal: Human Rights Gender and Environment, Vina Books
2. Prof. S.D. Muni: Indian and Nepal, Konark Publisher
3. Madan Gopal: India through the Ages, Publication Division
4. Muchkund Dubey: Political Issues
5. Prakash Chander: International Politics

**FIFTH SEMESTER**

**INTRODUCTION TO PUBLIC RELATIONS**

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**Objectives of the Course:** On completion of the course students should be able to:
1. define PR and its function
2. apply tools and techniques for handling public.
3. define and explain event management and its functions
4. explain the revenue generating process for an event

**Marks for Internal Assessment: 30**

**Unit I [Introduction to Public Relations]**

1. Public Relations: Meaning, Definition & Concept
2. Objective of Public Relations
3. Need, nature and scope of Public Relations
4. History and growth of PR in India
5. How PR is different from advertising, publicity and propaganda

**Unit-II [Tools & Techniques]**

1. Tools and techniques of Public Relations
2. Press Release: Importance and need
3. Media relations - press conference and press tours

**Unit-III [Internal and External PR tools]**

1. House journal
2. Annual report,
3. Corporate film
4. Speech writing, minutes and official memo.

**Unit-IV [Role & Organisational setup]**

1. Organisational Set-up of PR agency and department
2. Effect of Public Relations
3. Role of PR in government organization
4. Role of PR in public sector
5. Role of PR in private Sector

**Suggested Readings:**

1. Black Sam & Melvin L. Sharpe: Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene: Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank: Public Relations Techniques, Butterworth-
INTRODUCTION TO ADVERTISING

Course Code: BJ(MC) 502  L : 4  T/P : 2  CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:

1. define and explain advertising, its role and functions.
2. Identify various types of advertising.
3. Explain the elements of advertising

Marks for Internal Assessment: 15

Unit I [Introduction to Advertising]  L-10

1. Advertisement: Definition, Meaning & Concept
2. Importance and Role of Advertising
3. Need, nature and scope of Advertising
4. Role and functions of Advertising
5. History & growth of Advertising in India

Unit II [Advertising as a social process]  L-15

1. Advertising consumer welfare
2. Advertising standard of living
3. Advertising & cultural values

Unit III [Classification & Aspects]  L-15

Classification of Advertising on the basis of
i. Target Audience
ii. Geographical Area
iii. Medium
iv. Purpose

Unit III [Classification & Aspects]  L-15

1. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations
2. Characteristics, Advantages & Disadvantages of
   i. Broadcast media – Television, Radio,
   ii. Print Media – Newspaper, Magazines

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising

1. Analyse 2 Print Advertisements
2. Critically evaluate 2 print ads of competing brands
3. Design display advertisement, classified & display classified (one each)
4. Writing radio spots and jingles

Marks for External Practical Assessment: 25

Suggested Readings

1. Sandage C H, Fryburger Vernon & Rotzoll Kim
   Advertising Theory and Practice: A.I.T.B.S.
   Publishers & Distributors, Delhi
2. Mohan Mahender
   Advertising Management: Concepts & Cases;
   Tata McGraw Hill Publishers
3. Ogilvy David
   Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion
   The Complete Advertising and Marketing
   Ltd., Chennai
5. White Roderick
   Advertising: What it is and How to do it;
Course Code: BJ(MC) 503  |  L : 4  |  T/P : 0  |  CREDITS : 4

Objectives of the Course: On completion of the course the student should be able to:
4. understand the significance of tribal communication.
5. describe sources of tribal communication
6. meaning & features of different mediums of tribal communication.

Marks for Internal Assessment: 30

Unit-I [Communication in Tribal Life]  |  L-15
5. Tribal Communication: Meaning & Concept
6. Sources and Medium of tribal communication.
7. Features of tribal communication

Unit-II [Performing art for Tribal Communication]  |  L-15
1. Types of performing art: Dance & music
2. Features of tribal performing art
3. Tribal performing art: Significance

Unit-III [Visual art for Tribal Communication]  |  L-15
4. Visual art for Communication among tribes
5. Types of visual art: Tattoo, wall-painting, cloth-painting.
6. Tribal visual communication: Significance

Unit-IV [Tribal Communication: Conservation & Promotion]  |  L-15
1. Initiatives for preservation of tribal art: Government & voluntary organization
2. Promotion of tribal art & communication
3. Fund and resources for conservation

Suggested Readings
1. Surjit Sinha. Tribes in Indian civilization
2. L.P. Vidyarthi. Tribal Culture of Indian
3. Moonis Raza (NCERT Publication) General Geography of India
4. Nadeem Husnain Tribal India

FIFTH SEMESTER
COMMUNICATION RESEARCH

Course Code: BJ(MC) 504  |  L : 4  |  T/P : 2  |  CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. Define and explain the process of media research.
2. Conduct media research by making use of any of the research methods.
3. Write report after analysis and interpretation of data.

Marks for Internal Assessment: 15

Unit I [Communication Research]
1. Communication research: Meaning & Concept
2. Communication research: Role and function
3. Scope and importance of communication research
4. Method of Communication and media research

Unit II [Research: Process & Design]
1. Research Process – the steps involved
2. Research Design – Meaning and different types
3. Sampling – Selecting a sample, types of sampling – Probability and Non-Probability
4. Hypothesis

Unit-III [Data Collection]  |  L-20
1. Primary and Secondary data
2. Observation method
3. Interview method
4. Collection of data through questionnaire
5. Collection of data through schedule

Unit-IV [Data Analysis and Report Writing]  |  L-20
1. Writing research report: parts of a report, steps involved.
2. Processing of data –classification & tabulation
3. Analysis and interpretation of data
4. Role of computer in communication research

Practical
Using any of the research technique students will conduct communication/media survey culminating into hard copies of the report.
1. Design a research
2. Design a questionnaire
3. Conduct survey
4. Write report

Marks for Internal Assessment: 25

Suggested Readings:
1. C.R. Kothari
   Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi
   Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma
   Research Methodology, Mangal Deep Publications
4. Sadhu Singh
   Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal
   Research Methodology, Raj Publishing House, Jaipur

FIFTH SEMESTER
INTERNSHIP

Course Code: BJ(MC) 505  
L : 4  T/P : 2  CREDITS : 4

Soon after the Fourth Semester End-Term Examination, students will undergo training in Print Media for two weeks and will submit a comprehensive Internship Report (IR) of the work done during the training.

The hard copy of the Internship Report (in duplicate) is to be submitted at least 4 weeks before the commencement of End Term Examination of the fifth semester. Internship Report (IR) will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately.

External Assessment: The report will be evaluated by External and Internal Examiners separately. The marks prescribed for external evaluation are 70.

Internal Assessment: Student should be evaluated on the basis of the assigned media activities/report submitted. The marks prescribed for internal evaluation are 30.

FIFTH SEMESTER
RADIO JOURNALISM

Course Code: BJ(MC) 601  
L : 4  T/P : 2  CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. describe the characteristics of radio as a medium of mass communication and its limitations
2. identify different modes of broadcasting and types of radio stations
3. describe different formats of radio programmes
4. list basic inputs and main elements of radio production-Human Voice-Music-Sound 5. Effects and Silence
5. distinguish & describe the qualities of different types of microphones used in radio production

Marks for Internal Assessment: 15

Unit-I [Radio as a medium]  L - 10
1. Radio as a medium of mass communication in today’s context
2. Characteristics of radio
3. Limitations of radio

Unit-II [Different modes of transmission & stations]  L - 16
1. Three Modes of transmission: AM, SW and FM
2. Different types of radio stations

Unit-III [Radio Journalism]  L – 12
1. Radio journalism: Meaning & Definition.
2. Qualities of an anchor/presenter
3. Importance of pronunciation & voice modulation

Unit-IV [Radio Formats] L – 16
1. Radio format: Meaning & Importance
2. Radio news
3. Radio talks
4. Radio features

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in radio production
1. Preparation of audio brief
2. Write a news for radio
3. Write a feature for radio
4. Write questions for a radio talk.
5. Research and drafting of questions for interview.

Marks for External Practical Assessment: 25

Suggested Readings:
1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Lishe Radio Production, Focal Press

SIXTH SEMESTER
TELEVISION JOURNALISM

Course Code : BJ(MC) 602 L : 4 T/P : 2 CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. explain the salient features of TV as a medium
2. list the different formats of TV
3. describe the process of gathering news and report for TV.

Marks for Internal Assessment: 15

Unit-I [TV as a medium] L-15
1. Understanding the medium – Nature & Importance.
2. Objectives and principles of TV Broadcasting
4. Distinguishing characteristics of TV as compared to other Media
5. Mode of transmission: Terrestrial, Satellite Television & Cable TV

Unit-II [TV formats] L-15
1. TV formats: Meaning & Needs
2. Fictional programs: soap operas, sitcoms, serial & films
3. News based programme: Talk, Discussion, Interview etc.

Unit-III [TV Journalism] L-20
1. Definition and elements of TV News
2. Basic principles of TV News Writing
3. Sources of TV News
4. Types of TV News bulletins and their structure
5. Planning and conducting of various types of interviews: Factual, Opinion and Ideas

Unit-IV [TV newsroom] L-20
1. Video Editor and
2. Producer of TV News
3. Structure and working of News room of a Television Production Centre
4. Duties and Functions of TV Reporter

Suggested Readings:
1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.

SIXTH SEMESTER
VALUE EDUCATION

| Course Code : BJ(MC) 603 | L : 4 | T/P : 0 | CREDITS : 4 |

Objectives of the Course: On completion of the course students should be able to:
- understand the meaning, aim, purpose, significance of value education.
- explain the role of value education in personal development.
- describe the application of value education in nation building.
- know how media, civic body and voluntary organization can contribute in the spreading value education.

Unit I: [Value Education: An Introduction] L-15
1. Value education- Aim, Purpose & significance
2. Types of value
3. Components of value education
4. Role of culture and tradition in value education.
5. Value Education in Tribal life.

Unit II [Value Education for Personal Development] L-10
1. Self analysis and Introspection
2. Sensitization towards gender equality, physically challenged & intellectually challenged.
3. Respect to - age, experience, maturity, family members etc.

Unit III [Value Education for Nation Building] L-15
1. Constitutional or national values
2. Democracy
3. Socialism
4. Secularism
5. Equality

Unit IV [Value Education and Media] L-15
1. Media & Social Values
2. Media Activism for Welfare of citizen
3. Civic body, spiritual organization for spreading value education
4. Role of voluntary organization in value building.

Suggested Readings:

SIXTH SEMESTER
TRIBAL STUDY

| Course Code : BJ(MC) 604 | L : 4 | T/P : 0 | CREDITS : 4 |

Objectives of the Course: On completion of the course students should be able to:
1. get acquainted with the fundamental features of Indian tribes
2. understand basic structure of tribal life.

Unit-I [Tribes of India] L-10
1. Tribal: Meaning, definition & characteristics
2. Classification of Indian Tribes: Linguistic & Geographical Distribution.
Unit-III [Tribal Society]  L-10
1. Characteristics of Tribal Society
2. Family and Kinship
3. Marriage

Unit-II [Tribal life in India]  L-10
1. Tribal Life: Social, Economic & Cultural
2. Physical features of Indian Tribes
3. Culture & traditions

Unit-IV [Religion & Supernaturalism]  L-10
1. Supernaturalism among tribes
2. Religion & faiths among Tribes
3. Rituals & Magic

Suggested Readings
5. Tribes in Indian civilization – Surjit Sinha.
6. Tribal Culture of Indian – L.P. Vidyarthi.
7. General Geography of India – Moonis Raza (NCERT Publication)
8. Tribal India – Nadeem Husnain

SIXTH SEMESTER
STUDY TOUR

| Course Code : BJ(MC) 605 | L : 4 | T/P :0 | CREDITS : 4 |

Objective: The objective of the study tour is to get students acquainted with the media industry or for media activities (reporting, editing, photography etc.).

Instruction for assignment/report:
Every student has to submit the assignment of the media activities (reporting, editing etc.) or tour report. The hard copy of the assignments/study tour report (induplicate) has to be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the sixth Semester.

External Assessment: The Assignment/ study Tour Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately. The marks prescribed for external evaluation are 70.

Internal Assessment: Student should be evaluated on the basis of the assigned media activities/report submitted. The marks prescribed for internal evaluation are 30.