

MAHARSHIDAYANAND UNIVERSITY ROHTAK

(A State University established under Haryana Act No. XXV of 1975) A+ Grade University
Accredited by NAAC)

SCHEME of EXAMINATION

B.A. (Journalism and Mass Communication), CBCS- 2020-2021

SEMESTER I

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	20BJM21C1	Core Course	English Compulsory -I	80	-----	20	100	5	0	1	06
2.	20BJM21C2	Core Course	Introduction to Communication	80	-----	20	100	5	0	1	06
3.	20BJM21C3	Core Course	Introduction to Mass Communication	80	-----	20	100	5	0	1	06
4.	20BJM21AECC1	Ability Enhancement Compulsory Course	English Communication/Functional Hindi	80	-----	20	100	3	0	1	04
Total Credit											22

SEMESTER II

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	20BJM22C1	Core Course	English Compulsory-II	80	-----	20	100	5	0	1	06
2.	20BJM22C2	Core Course	Media: A Historical Perspective	80	-----	20	100	5	0	1	06
3.	20BJM22C3	Core Course	Introduction to Journalism	80	-----	20	100	5	0	1	06
4.	20BJM22AECC1	Ability Enhancement Compulsory Course	Environmental Studies	80	-----	20	100	2	2	0	04
Total Credit											22

SEMESTER III

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	20BJM23C1	Core Course	Hindi Compulsory-I	80	-----	20	100	5	0	1	06
2.	20BJM23C2	Core Course	Basics of Print Media	60	25	15	100	4	2	0	06
3.	20BJM23C3	Core Course	Basics of New Media	60	25	15	100	4	2	0	06
4.	20BJM23SEC1	Skill Enhancement Courses	Print Production	60	25	15	100	2	2	0	04
Total Credit											22

SEMESTER IV

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	20BJM24C1	Core Course	Hindi Compulsory-II	80	-----	20	100	5	0	1	06
2.	20BJM24C2	Core Course	Basics of Electronic Media	60	25	15	100	4	2	0	06
3.	20BJM24C3	Core Course	Basics of Advertising & Public Relations	60	25	15	100	4	2	0	06
4.	20BJM24SEC2	Skill Enhancement Courses	Computer Applications	60	25	15	100	2	2	0	04
Total Credit											22

SEMESTER V

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	20BJM25SEC3	Skill Enhancement Courses	Electronic Media Production	60	25	15	100	2	2	0	04
2.	20BJM25DSE1A Or 20BJM25DSE1B	Discipline Specific Elective	Development Communication Or Introduction to Sociology	80	-----	20	100	5	0	1	06
3.	20BJM25DSE2A Or 20BJM25DSE2B	Discipline Specific Elective	Media Laws & Ethics Or Media Management	80	-----	20	100	5	0	1	06
4.	Generic Elective Course to be taken from other department										06
Total Credit											22
Generic Elective Course offered by the department for the students of other departments											
5.	20BJM25GEC1 A or 20BJM25GEC1B	Generic Elective	Media Literacy or Social Media	80	-----	20	100	5	0	1	06

SEMESTER VI

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	20BJM26SEC3	Skill Enhancement Courses	Basics of Film Studies	80	----	20	100	3	0	1	04
2.	20BJM26DSE3	Discipline Specific Elective	Project Work	--	-----	--	60+40	5	0	1	06
3.	20BJM26DSE4 A Or 20BJM26DSE4 B	Discipline Specific Elective	Understanding International Politics/ Photo Journalism Or Communication Technology	80	-----	20	100	5	0	1	06
4.	Generic Elective Course to be taken from other department										06
Total Credit											22
Generic Elective Course offered by the department for the students of other departments											
5.	20BJM26GEC2 A or 20BJM26GEC2 B	Generic Elective	Current Affairs Or Communication Skills and Personality Development	80	-----	20	100	5	0	1	06

B.A. Journalism and Mass Communication

English Compulsory-I

Paper BJMC-01(Core)-20BJM21C1

Time: 3 hours

1st Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Introduction to Communication
Paper BJMC-02(Core)-20BJM21C2

Time: 3 hours

1st Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such , all question in unit five shall be compulsory.

Learning Objectives:

- To familiarize the students with the basics of Mass Communication.
- To make the students aware about the process of mass communication.
- To acquaint the students with inter-relationship of communication with language & society, and mass communication.
- To provide detailed knowledge about various facets of mass communication.

Learning Outcomes:

- Students would gain conceptual knowledge about mass communication, its elements and process of mass communication.
- Students would learn about mass communication, and its role and importance in society.
- Students will develop communication skills- both spoken and written required to be a mass- communicator.

Unit-I

Communication: Definition, Concept, Nature and Scope, Process of Communication, Principles and Elements of human communication, Need and functions of Human Communication, Barriers of communication, Seven C's of Communication.

Unit-II

Types of communication, Verbal and Non-Verbal Communication, Oral and written communication, Visual communication, Intra, Inter, Group, Public and Mass Communication, Listening- importance and art of developing listening habits.

Unit-III

Models of Communication and their importance: Aristotle's Model, Lasswell Model, Shanon and Weaver model, Osgood's Model, Wilbur Schramm's Model, George Gerbner's Model, Westley and Maclean's Model, New Comb's Model.

Unit-IV

Theories of Communication and importance: Agenda Setting Theory, uses and Gratification Theory, Dependency theory, Hypodermic Needle theory, One Step Flow and Two Step Flow Theory, Multi Step Flow.

Suggested Readings:-

Introduction to Mass Communication

Paper BJMC-03(Core)-20BJM21C3

Time: 3 hours

1st Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such , all question in unit five shall be compulsory.

UNIT-I

Nature, Definition and Scope of MassCommunication, Process of MassCommunication, Characteristic Features of MassCommunication, Modern Indian Communicators

UNIT-II

Elements of MassCommunication, Functions of MassCommunication, Process of MassCommunication

UNIT-III

Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet,etc., Role of MassCommunication, Traditional/ Folk Media, characteristics of audience of mass media

UNIT-IV

Mass Media andSociety, Mass Media andDemocracy, Mass Media andCulture, Major Theories of Mass Communication- Authoritarian, Libertarian, Social Responsibility, Democratic participant and Development MediaTheory.

Suggested Readings:-

English Communication

Paper BJMC-04(AECC)-20BJM21AECC1

Time: 3 hours

1st Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such , all question in unit five shall be compulsory.

English Compulsory II

Paper BJMC-05(Core)-20BJM22C1

Time: 3 hours

2nd Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Media: A Historical Perspective

Paper BJMC-06(Core)-20BJM22C2

Time: 3 hours

2nd Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit:1

Origin and Development of Press in India, The Press and Freedom Movement, Indian Press after independence, Bhartendu Era, Tilak and Gandhi Era, Traditional media, Folk Dances and Music, Folk Theatre, Puppetry, Reviving Traditional Media.

Unit-2

Origin and Development of Radio, Radio in India, Radio as a tool of information, Public, Commercial and Community Services

Unit-3

Evolution and Development of Television, History of Television in India, SITE, Kheda Project, Public service and Commercial TV Broadcasting

Unit-4

Growth of Cinema, Silent Era of Indian Cinema, Major Personalities, The Talkies Popular Cinema, Parallel Cinema, History of Internet and Digital revolution in India.

Suggested Readings:-

Introduction to Journalism

Paper BJMC-07 (Core)-20BJM22C3

Time: 3 hours

2nd Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1

Journalism: Definition, Concept, Nature and Scope, Different functions of Journalism, Role of Journalism in Democracy, Role of Journalism in socio-economic development

Unit-2

Contemporary Issues in Journalism, Debates in Journalism, Elements of Journalism, Types of Journalism, Print Journalism, Broadcast Journalism, Online Journalism, Alternative Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism

Unit-3

Skills of journalism, new technologies and trends in journalism, Famous media personalities. Prominent Newspapers and media houses/organizations, News agencies and their role PTI, UNI, VAARTA, BHASHA, ANI.

Unit-4

Technical terms and Jargons of Journalism, Introduction to regional Journalism, Journalism and globalization, Journalism and society

Suggested Readings

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
2. मिश्र प
3. frokj]MkW-v tu]vk/kqfu di =dkfjrk]fo'ofok|ky ; izdk'ku]okj kkkh
4. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
5. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
6. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
7. News Papers and Magazines based on current affairs.

Environmental Studies

Paper BJMC-08 (AECC)-20BJM21AECC1

Time: 3 hours

2ndSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1 Introduction to environmental studies

- Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere.
- Scope and importance; Concept of sustainability and sustainable development.

(2 Lectures)

Unit-2 Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web 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)

(6 Lectures)

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).
- Heating of earth and circulation of air; air mass formation and precipitation.
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

(8 Lectures)

Unit-4: Biodiversity and Conservation

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots

- 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.

(8 Lectures)

Unit-5: Environmental Pollution

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

(8 Lectures)

Unit-6: Environmental Policies & 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 conservation on Biological Diversity (CBD). The Chemical Weapons Convention(CWC).
- Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context

(7 Lectures)

Unit:7 : Human Communities and the Environment

Human population and growth: Impacts on environment, human health and welfares.

- Carbonfoot-print.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquakes, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnios 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).

(6 Lectures)

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.

(Equal to 5 Lectures)

Suggested Readings:

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. McNeil, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*.

AcademicPress.

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.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C.E. 1971. *Biology and Water Pollution Control*. WBSaunders.
19. Wilson, E.O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on environment and Development. 1987. *Our Common Future*. Oxford University Press.
21. www.nacwc.nic.in
22. www.opcw.org

Hindi Compulsory-1

Paper BJMC-09 (Core)-20BJM23C1

Time: 3 hours

2nd Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Basics of Print Media

Paper BJMC-10 (Core)-20BJM23C2

Time: 3 hours

3rdSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Learning Objectives:

- To provide knowledge about developmental journey of Print Media.
- To provide basic knowledge about Print Media.
- To provide practical knowledge of various aspects of Print Media including reporting in Print Media.
- To provide theoretical and practical knowledge about various facets of editing in Print Media.

Learning Outcomes:

- Students would be able to define Print Media and tell about its development.
- Students would gain knowledge about conceptual and practical aspects of reporting for Print Media.
- Students would develop basic skills required for a career in Print Media.

Unit 1

Origin of print media, News: meaning, definition, nature; Elements and Principles of news; The News Process, Hard News And Soft , Attribution, Embargo, Verification, Balance And Fairness, Brevity, Dateline, Credit Line, Byline.

Unit 2

Understanding the structure and construction of news in Print Media, Organizing news story for print, 5W's and 1H, Inverted pyramid, sources of print news

Unit 3

Concept of book publishing, Journals and periodicals publishing, Annual report publishing, Various types of Magazines and their writing style and publishing

Unit 4

Hoardings, Banners, Displays Printing and Publishing, Why print media shifting to electronic, technology, Advantages of print media comparison to other mode of communication

Basics of New Media

Paper BJMC-11 (Core)-20BJM23C3

Time: 3 hours

3rdSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit 1

Introduction of Cyber Journalism and its basics, Emergence of Cyber Space International, perspective and in India, Information Super Highway, Cyber Crime and Cyber Security

Unit2

Introduction of New Media: Definition, Nature, Scope, Adoption of New Media as medium of Journalism, Introduction to Over-The-Top-Media (OTT), Mobile Journalism, Comparison of New Media with Print, Radio and T.V. ; Impact of New Media on society, Feedback, Online Survey

Unit 3

Writing for New Media and its basics, Presentation style, layouts of online newspaper and magazines, Internet based Radio ,T.V ,Webcasting Live stream, Podcasting, Web publishing tools and applications, Advantages and disadvantages of New media

Unit4

Introduction to important Indian news portals and their presentation style, New trends in New Media, Applications: Facebook, Instagram, Tik-Tok, Tinder, YouTube etc. Trending, Trolling, Hashtags, Online Books, Journals, E-governance, Magazines,

Print Production

Paper BJMC-12 (SEC)-20BJM23SEC1

Time: 3 hours

3rdSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit 1

Historical perspective of printing, Fundamentals of print production, Emergence of printing technology in India, Importance of printing in human communication

Unit 2

Printing Technology Used In Modern Time, Manual Printing and Digital Printing, Printing Technology Used By Print Media House

Unit 3

Style Sheet , Formats And Design Used In Print Production, Colours And Raw Materials Used In Printing

Unit 4

Introduction To Printing Software Used In Print Media, Coral Draw, Photoshop, Newspaper Designing, Magazine Cover Designing, Pamphlet Designing, Book Cover Designing

Suggested Readings:-

Hindi Compulsory-1

Paper BJMC-13 (Core)-20BJM23C1

Time: 3 hours

4thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Basics of Electronic Media

Paper BJMC-14 (Core)-20BJM24C2

Time: 3 hours

4thSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1

Brief History of broadcasting, Various Committees on Broadcasting: Chanda Committee, Varghese Committee, Prasar Bharti Act, Economic Liberalisation policy and Indian Broadcasting.

Unit-2

Radio as a medium of Communication, Characteristics of Radio, Role of Radio in socio-economic and cultural development, Community Radio: Definition, Concept, Nature and Scope. History of CRS in India; Structure and Management; Programming and Presentation; CRS as Tool of Development; Evaluation. Radio Newsroom, Employee and Working Process, Writing News for Radio

Unit-3

Television as a Medium of Communication, Characteristics of T.V. Broadcasting in India and the World, P.C. Joshi Committee, Working process of T.V. news Channel, Writing news for TV, Expansion and Reach of T.V. Media. Programme Pattern of Different D.D. Channels & Private News Channels

Unit-4

Web Journalism: Concept, Origin of web Journalism, its functions, New trends in web journalism, Mobile based Web Journalism, Web broadcasting and Web reporting, Advantages of Web Journalism

Basics of Advertising and Public Relations

Paper BJMC-15 (Core)-20BJM24C3

Time: 3 hours

4thSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit- 1

Definition of Advertising, Concept, need and scope of Advertising, Functions of Advertising, Various types of Advertisements, Advertising as a marketing function

Unit-2

Advertising Agencies- Structure and Functioning, Important Advertising Agencies, Advertisement Planning and Branding, Advertising Campaign: Stages, Process, Target Audience, Ad appeals, Copy Writing, Visualization, Advertising and Creativity

Unit-3

Public Relations (PR): Introduction- Definition, Concept of PR, History of PR in India, PR as a Communication Function, PR- Publicity, Propaganda, Public Opinion, PR as a Management Function

Unit-4

Stages of PR- Planning, Implementation, PR and Media Relations, PR Publics- External and Internal, PR Tools, Press Conference, Press Releases, House Journal, PR Campaign

Computer Application

Paper BJMC-16 (SEC)-20BJM24SEC2

Time: 3 hours

4thSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Learning Objectives:

- To provide theoretical knowledge about origin and History of computers.
- To provide knowledge about various applications of computer, especially in realm of mass communication.
- To provide knowledge about Internet, especially use of Internet in Journalism & Mass Communication.

Learning Outcomes:

- Students would be able to operate and perform various tasks and applications on computers, especially in the area of mass communication.
- Students would be able to use internet for journalistic and mass communication purpose.

Unit 1

Introduction to Computer- History and Generations of computers, use of computer in human life, Basic elements of Computer Networks,

Unit 2

Types of Computers, Various Parts and functioning of Computers, Computer Hardware and Software, Search Engines

Unit - 3

Introduction to Operating Systems, Memory - Real and Virtual; ROM and RAM, Working with Text, Important Commands

Unit - 4

Computer softwares - MS - Word, Ms - Office - Applications, MS – Excel, MS PowerPoint. Introduction to printing software s PageMaker and Quark Express

Electronic Media Production

Paper BJMC-17 (SEC)-20BJM25SEC3

Time: 3 hours

5thSemester

{Maximum marks -60}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 12 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain six short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1

Radio Station: Structure, Functions and Production Professionals, different types of radio transmission: AM (Medium & short wave), FM, community radio, educational radio, Internet radio. Basics of Studio Setup, Equipment,

Unit-2

Types of Radio Programs: Radio Talks, Commentaries, Discussions, Radio Features, and Documentaries, Radio Play, Ads/Commercials; Phone-Ins and Radio Bridges; Etc. Planning and Production of Radio Programs, Basics of Sound Recording, Development of Voice Skills, Voice Modulation Techniques, Introduction to Various Audio Editing Software's,

Unit-3

Television Production, Various stages of T.V. Production, Fictional and Non Fictional Programme, Basic Structure of TV Studio, Different Shots, Camera Movements and Angles, Duties and responsibilities of Team Members.

Unit-4

Television News writing, Creativity and Television Writing, Equipment, Different types of Video formats, Single Camera and Multi Camera Production, Mobile Shooting, Introduction and importance of Video Editing, Various Video Editing software, Voice Over basics.

Development Communication

Paper BJMC-18 (DSE-1A)-20BJM25DSE1A

Time: 3 hours

5thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit -1

Definition, Meaning and Process of Development, Problems and issues in development, Concept of Development Communication: Evolution, Historical Perspectives and Debates, Priority areas in Development

Unit -2

Role of Government in Development: Policies for Development and new approaches. Human Rights based Approach to Development: Education, Food, Employment and Health, Development and Marginal Communities, Economic and Social Indicators of Development

Unit - III

Use of media in development communication, Media and Nation development, development coverage in India, Use of traditional and new media in development

Unit - IV

Communication for Urban and rural Development: Sanitation and social Awareness, Development Communication for Wild Life and Natural Resource Conservation

Introduction to Sociology

Paper BJMC-19 (DSE-1B)-20BJM25DSE1B

Time: 3 hours

5thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1

Nature, Scope and Importance of Sociology, Relation of Sociology with other Social Sciences, Significance of Studying Sociology for media Students.

Unit-2

Group, Community, Institution, Society, Social Interdependence, Family, Kinship, Caste, Class, Clan, Tribe, Marriage

Unit-3

Social Change-Concept, Process, Types of Social Change, Agents of Social Change, Concept of Socialization. Role of Media in Socialization

Unit-4

Characteristics of India Society, Major Social Problems in India, Important Social Issues in India

Media Laws & Ethics

Paper BJMC-20 (DSE-2A)-20BJM25DSE2A

Time: 3 hours

5th Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such , all question in unit five shall be compulsory.

Learning Objectives:

- To provide knowledge about the constitutional provisions related to Freedom of Expression in India.
- To provide knowledge about various laws & regulations related to Press and Media.
- To provide conceptual knowledge about Media Ethics, and its importance in Journalism.

Learning Outcomes:

- Students would be able to gauge the importance of Freedom of Expression in India, and know the Constitutional provisions related to it.
- Students would gain knowledge about important Media Laws and Press regulations in India.
- Students would gain knowledge about the importance of Media Ethics in Journalism.

UNIT - 1

Indian Constitution and freedom of Speech and Expression, Defamation laws in India
Contempt of legislature, Contempt of courts

UNIT - 2

Right to Information act and it's importance, Press and Registration of Books Act 1967,
Censorship, Media Freedom – Issues, Information Technology Act 2000

UNIT - 3

Copy Right Act 1957 Press Council Act 1978 Press Council of India - Functions, etc.
PrasarBharati Act 1990, Cable T. V. , Networks (Regulations) Act 1995

UNIT - 4

Issues of Media Ethics, Invasion of Privacy, Obscenity, Code of Ethics, Ethics in Advertising ,Press ombudsman

Media Management

Paper BJMC-21(DSE-2B)-20BJM25DSE2B

Time: 3 hours

5th Semester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Learning Objectives:

- To provide knowledge about the present Media scenario in India, including emerging trends and challenges.
- To provide theoretical knowledge about various aspects of Media Management, and various depts.. of media organizations.
- To provide knowledge about economic/ commercial aspects of media organizations, and knowledge of important media related organizations.

Learning Outcomes:

- Students would be able to identify and pin- point the emerging media trends in India, and know about the complete media scenario.
- Students would gain knowledge about various facets of Media Management.
- Students would gain knowledge about the economic/ financial/ commercial aspects of Media industry.

Unit-1

Concept, Origin and emergence of media management, Fundamentals of media management, Role of management in development of media industry, Need of management in work flow of media organisations, Ownership Patterns

Unit2

Media industry as manufacturers of news and content management, Media marketing and space buying. Media research and evaluation by media organisations and agencies (TAM, BARC, HITS)

Unit3

Human resource management in media industry: Cast, Crew, Talent, Artist, Location, Technical Staff, Skilled Person's; Financial Management In Media Industry: Spending, Profit ,Loss, Advertising, Image Building , Management Strategies

Unit4

Structure and management of media organisations in India, Management of government and private media news channels in India, Audience measurement, readership, viewership, listenership management by media industry, Corporate Social Responsibility activities by media organisations.

Media Literacy

Paper BJMC-22 (GE)-20BJM25GEC1A

Time: 3 hours

5thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

UNIT I

Media: Introduction and types, Media as an opinion maker, Media Literacy: Definition, Concept, Nature and Scope, Importance and purpose of media Literacy, Digital Literacy and Visual literacy, News literacy, Information Literacy, Interactive Media

Unit-2

Indian model of Media Literacy, Building Blocks of Media Literacy: Personal Locus, Knowledge Structure and Skills, Approaches in Media Literacy, Social responsibility and Economic Responsibility of audience

Unit-3

Media Messages Reception, Process of Message Generation and Communication Media Vehicles for messages and their types, Nature of media messages; Media Exposure and Filters Mediastereotypes, Need of Media Literacy in Education

Unit-4

Media Ecosystem in Globalization, media effect and impact, Media Ecosystem, Media Empires and Ownership and control of Media, Globalization of Media, Media markets, Propaganda and Hegemony

Social Media

Paper BJMC-23 (GE)-20BJM25GEC1B

Time: 3 hours

6thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1

InformationTechnology: Concept, Growth anddevelopment, Use of communicationtechnology, Mediaconvergence, Internet, Cyber Ethics and social media, Cyberlaws

Unit-2

New DigitalMedia, Social Media: Concept, Evolution andCharacteristics, Usage of Social Media, Impact of SocialMedia, Social Media: Risks andChallenges

Unit-3

Introduction to Social Media, Online Community, Web portals, Introduction to SocialNetworking sites, social media terms: Viral, Trolling, Hashtags, Trending, meme etc.

Unit-4

Blogging:Introduction, Blog writing, Social mediamarketing, Social media management tools, Social media analytictools, Tools for checking on various fake news on socialplatforms

Basics of Film Studies

Paper BJMC-24 (SEC)-20BJM26SEC4

Time: 3 hours

6thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Learning Objectives:

- To provide knowledge about the developmental journey of Films, and the role & importance of Films as a medium of mass communication.
- To provide knowledge about Films technical aspects including visual language, cinematography, sound, etc.
- To provide knowledge about impact of Films on society, prominent cinema personalities, film journalism, film review, etc.

Learning Outcomes:

- Students would gain knowledge about the history of Films, its developmental journey world- wide.
- Students would be able to know and appreciate the technical aspects of Films.
- Students would be able to appreciate films, write film reviews, and gain knowledge about the inter- relationship between films and society.

Unit 1

Brief history of film making International perspective, Introduction of visual language in film making, Development of classical Hollywood Cinema

Unit 2

Film technologies and techniques used in early stage. Kinetoscope by Thomas Edison, Lumire Brothers, Use of sound and colour at early stage of film making, Film making techniques in modern time, Prominent film personals of World Cinema

Unit 3

Brief History of Indian cinema, Different era's of Indian film history, new wave Indian Cinema, Prominent film personals of Indian Cinema, Film culture in India and it's relevance

Unit 4

Globalisation and Indian Cinema, Modern film technology in Indian cinema, Role of Cinema in Indian society, Indian culture and diversity of Indian Cinema

Project Work

Paper BJMC-25 (DSE)-20BJM26DSE3

Time: 3 hours

6thSemester

{Maximum marks -80}

Learning Objectives:

- To provide conceptual knowledge to the students to undertake Field Project Report based on field media study.

Learning Outcomes:

- Students would be able to undertake write and report about any topic of field media study done by them.

Photo Journalism

Paper BJMC-26 (DSE) - 20BJM26DSE4A

Time: 3 hours

6thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-1

Introduction and Development of Photography, Photo Journalism: Role and importance in media, Tools of Photography, types of camera, Parts of Camera, Camera controls, Types of Lenses

Unit-2

Types of Photography, Digital Photography, Emergence of Digital technology in Photography, Picture Composition,.

Unit-3

Role of lighting in photography, Lighting principles, Different types of lighting and its uses, Indoor and Outdoor Photography, Photograph Software and Editing Techniques

Unit-4

Ethics of Photo Journalism, Role and responsibilities of a Photo Journalists, Caption writing, Mobile Photography, Selecting Images, Size, and quality,

Communication Technology

Paper BJMC-27 (DSE)-20BJM26DSE4B

Time: 3 hours

6thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-I

Communication Technologies: Introduction, Introduction to the technologies for mass communication: Printing, photography, Audiography, videography, cinematography and technologies for new media.

Unit-2

Media Convergence: An introduction. Internet, mobile phones, interactive television, video games, IPod, IPTV, CCTV Live, Wi-fi Routers, Skype, e-business, e-democracy, e-banking, e-shopping, e-governance, e-learning, e-publishing,

Unit-III

New media and digital divide, Cyber Security Issues and new media, Comparative analysis of ten websites, Fiber optics, Live Streaming, FM and AM (MW and SW), Radio bands and frequencies Satellite and web radio, Origin, growth and new trends in cable industry in India

Unit-4

Television technology Television standards: NTSC, PAL and SECAM, Conditional Access System, Direct to Home (DTH), Set top box: SD and HD, interactive television, HDTV, LCD TV, LED, Ultra High Definition TV, 3D Cinema, Dolby Digital, Virtual Reality

Current Affairs

Paper BJMC-28 (GE)-20BJM26GEC2A

Time: 3 hours

6thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Learning Objectives:

- To provide information and knowledge about major political issues/ events at national level.
- To provide knowledge about various social, economic, political issues and problems.
- To provide knowledge about current issues related to socio- economic development, including higher education, gender, environment, economic- policies & programmes.

Learning Outcomes:

- Students would be able to identify/ pin- pointy major contemporary political issues/ events.
- Students would gain knowledge about important socio- economic- political issues.
- Students would gain knowledge about socio- economic developmental issues, especially related to public policy planning.

Unit 1

Major Political issues of National level, Current debates in Indian parliament, Major development in international affairs, Major Current political issues discussed by media

Unit2

Regional issues and Problems, Social issues and Problems, Communal_Problems Economic Issues and Problems

Unit 3

Current Issues in Social Development, Higher Education, Health schemes, Sanitation and family welfare, Girl Child & Women Development, Social Development of Marginalized groups

Unit 4

Current Issues in Economic Development, Major Economic policies, Flagship Programmes for Haryana and India, NITI Aayog Green_Economics, Economic Development & Environment Issues

Communication and Personality Development

Paper BJMC-29 (GE)-20BJM26GEC2B

Time: 3 hours

6thSemester

{Maximum marks -80}

Note: The Question paper will be divided into five Units carrying equal marks i.e. 16 Marks for each question. Each of the first Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-I

Human Communication: Meaning and nature, Process of Human Communication, Verbal and non-verbal communication, barriers in communication, the seven C's of effective communication,.

Unit-2

Intra-Personal, interpersonal communication, dyadic communication, small group communication. Public communication. Mass Communication. Art of Listening, Reading and Observation. Email Do's and Don'ts.

Unit-3

Personality Development: Introduction, Concept and Significance, The concept of success and failure in life, Hurdles in success, how to deal with them, Factors responsible for success and failure, SWOT analysis, Preparing for interviews, CV/Biodata

Unit-4

Attitude & Motivation Attitude, Positive attitude, Negative attitude, Development Body language, Problem-solving, Conflict and Stress Management - Decision-making skills, Leadership, Character building, Team-work, Time management, Good manners and etiquette