

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

(B.J.M.C.) – SEMESTER SYSTEM

THIRD AND FOURTH SEMESTER

W.e.f. session 2011-2012

SCHEME OF EXAMINATION

THIRD SEMESTER

| Paper No. | Paper Name | Theory Marks | Internal Assessment |
|------------|---------------------------------------|--------------|---------------------|
| PAPER XI | SOCIOLOGY | 90 | 10 |
| PAPER XII | POLITICAL SCIENCE | 90 | 10 |
| PAPER XIII | INTRODUCTION TO MASS COMMUNICATION | 90 | 10 |
| PAPER XIV | NEWS WRITING-I | 90 | 10 |
| PAPER XV | PRODUCTION PORTFOLIO-I | 100 | --- |

FOURTH SEMESTER

| | | | |
|-------------|------------------|----|----|
| PAPER XVI | PSYCHOLOGY | 90 | 10 |
| PAPER XVII | ECONOMICS | 90 | 10 |
| PAPER XVIII | PRINT MEDIA | 90 | 10 |
| PAPER XIX | NEWS WRITING-II | 90 | 10 |
| PAPER XX | PRINT PRODUCTION | 90 | 10 |

SEMESTER III

PAPER XI

SOCIOLOGY

Max. Marks-90

Time- 3 Hours

UNIT-I

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

UNIT-II

- Group, Community, Institution, Society
- Social Inter Dependence
- Family, Kinship, Caste, Class, Clan, Tribe, Marriage

UNIT-III

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

UNIT-IV

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

SEMESTER III

PAPER XII

POLITICAL SCIENCE

Max. Marks-90

Time- 3 Hours

UNIT-I

- Concept, Definition of Political Science
- Relations of Political Science with other Social Sciences
- Importance of Political Science for the Media Students

UNIT-II

- Introduction to Political Thought
- Nature and Significance of Political Thought
- Nation, State, Government, Power and Authority

UNIT-III

- Concepts- Rights and Liberty, Equality and Justice
- Concepts- Democracy
- Governance, People Participation in Democratic process

UNIT-IV

- Basic Features of Indian Constitution
- State and Institutions in India: Legislature, Executive and Judiciary
- Indian Political System, Political Parties in India. Election Process in India.

SEMESTER III

PAPER XIII INTRODUCTION TO MASS COMMUNICATION

Max. Marks-90

Time- 3 Hours

UNIT-I

- Nature, Definition and Scope of Mass Communication
- Process of Mass Communication
- Characteristic Features of Mass Communication

UNIT-II

- Elements of Mass Communication
- Functions of Mass Communication
- Process of Mass Communication

UNIT-III

- Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet, etc.
- Role of Mass Communication
- Traditional/ Folk Media

UNIT-IV

- Mass Media and Society
- Mass Media and Democracy
- Mass Media and Culture
- Major Theories of Mass Communication- Authoritarian, Libertarian, Social Responsibility, Democratic participant and Development Media Theory.

SEMESTER III

PAPER XIV

NEWS WRITING - I

Max. Marks-90

Time- 3 Hours

UNIT-I

- Concept, Definition and Constituent elements of News
- News Values, Dynamics of News Values
- Truth, Objectivity, Diversity and Plurality in News

UNIT-II

- News : Structure and Content
- News Style- Inverted Pyramid, Chronological
- Source of News, Verification of News

UNIT-III

- Headlines- Types, Functions, Importance
- Techniques of Writing Headlines
- Writing News for Newspapers

UNIT-IV

- Types of News- Hard News, Soft News
- Writing News Stories, News Features, Interview
- News Analysis, Back Grounders

SEMESTER III

PAPER XV

PRODUCTION PORTFOLIO – I

Max. Marks-100

Each candidate will submit a Portfolio of their production work listed below:

| Sr. No. | Item | No. of Items |
|---------|---|--------------|
| 1. | Letter to Editor | 5 |
| 2. | News Item(s) | 5 |
| 3. | Article on Social Issue | 2 |
| 4. | Film Review/Book Review | 2 |
| 5. | Creative Writing (Poem/Personality Feature/Humorous Piece, etc.) | 1 |
| 6. | Bio-data with Forwarding Letter | 1 |
| 7. | Interview | 1 |
| 8. | Editorial | 2 |

Note: The candidates are required to submit a portfolio of their production work as listed above by the end of the semester. The Production Portfolio must be submitted in A-4 size bond paper neatly typed either in Hindi or English or both. The Production Portfolio will be assessed by an External Examiner after a Viva Voce.

SEMESTER IV

PAPER XVI

PSYCHOLOGY

Max. Marks-90

Time- 3 Hours

UNIT-I

- Introduction to Psychology, Concept, Definition
- Nature and Scope of Psychology, Relation of Psychology with other Social Sciences
- Significance of Psychology for Media Students

UNIT-II

- Application of Psychology
- Elements of Human Behavior
- Attitude, Positive and Negative Attitude

UNIT-III

- Cognitive Process- Perception, Learning and Thinking
- Intelligence- Nature and Theories
- Intelligence and Creativity

UNIT-IV

- Motivation- Needs, Drives and Motives
- Theories of Motivation, Role of Media in Motivation
- Personality, Socio-Cultural Determinants of Personality

SEMESTER IV

PAPER XVII

ECONOMICS

Max. Marks-90

Time- 3 Hours

UNIT-I

- Economics- Introduction, Definition
- Nature and Scope of Economics, Relation of Economics with other Social Sciences
- Significance of Economics for Media Students

UNIT-II

- Principles of Demand and Supply
- Understanding Union Budget, Inflation
- Economic Growth and Development

UNIT-III

- Basic Features of Indian Economy
- Planning Process- Planning Commission, Five Year Plans
- State of Indian Agricultural Sector, Industry Trade and Commerce

UNIT-IV

- Population Growth and Economic Development
- Globalization, Liberalization, Privatization, Swadeshi Consumerism- Concepts
- Current/Important Economics Issues

SEMESTER IV

PAPER XVIII

PRINT MEDIA

Max. Marks-90

Time- 3 Hours

UNIT-I

- Origin of Indian Print Media
- Role of Press in Indian Freedom Movement
- Journalism as a Mission, Role of Print Media in Social Reformation

UNIT-II

- Indian Print Media- Its Role Post Independence
- Role of Press in Democratic Processes
- Press Council of India, Press Commission(S)

UNIT-III

- News Agencies- History, Function, Role, PTI, UNI, VAARTA, BHASHA
- National Press, Regional Press
- Emergence of Hindi Print Media

UNIT-IV

- Emerging Trends in Indian Print Media
- Introduction to Magazines- News Magazines, Women's Magazines, Sports Magazines, Business Magazines
- Important Newspapers of India

SEMESTER IV

PAPER XIX

NEWS WRITING - II

Max. Marks-90

Time- 3 Hours

UNIT-I

- Basics of Writing for Radio
- Elements of Radio Writing- Content and Form
- Writing News for Radio, News Bulletin

UNIT-II

- Radio Features
- Radio Talk, Radio Interview
- Script Writing- Radio Programmes

UNIT-III

- Basics of Writing for Television
- Writing News for Television
- Script Writing- T.V. Programmes

UNIT-IV

- Writing for New Media- Basics
- Essential of Writing for Advertising, Copy Writing, etc.
- Essential of Writing for Public Relations, Writing Press Release(s), etc.

SEMESTER IV

PAPER XX

PRINT PRODUCTION

Max. Marks-90

Time- 3 Hours

UNIT-I

- Introduction to Printing Process
- Typography and Graphic Art
- Type of Composition- Manual, Mechanical, Lino, Mono, Hudlow, Photo

UNIT-II

- Basic Principals of Layout Designing
- Tools of Layout Designing
- Desk Top Publishing (D.T.P.)

UNIT-III

- Newspaper Make Up
- Magazine Lay-out
- Basic Elements and Principles- Design Lay Out, Graphics

UNIT-IV

- Visual Communication and Colours
- Use of Multi-Media
- Creativity and Visualization

NOTE:

1. Internal Assessment- 10 Marks (In terms of A.C.'s Resolution No. 36 dated 31.1.2006, Resolution No. 50 of E.C.'s meeting dated 3.10.2009, and E.C.'s Resolution No. 34 dated 1.5.2010).
2. Question Paper for each Theory paper will have two questions from each of the Four Units of syllabus. Students will be required to answer anyone question from each Unit. Unit V of the question paper will have Eight short answer questions, covering the entire syllabus, out of which the students will be required to answer any six questions. Each Unit will carry equal marks i.e. 18 marks. The Sixth Short-answer questions to be answered from the Unit V will carry 3 marks each i.e. 3 marks x 6 = 18 marks.

All the questions will be set in English as well as Hindi, except the language papers.
