

Year	Semester	Course Code	Paper Title	Theory/Practical	Credits
B.A-1	I	A270101T	Basics of Mass Communication and Journalism	THEORY	4
	I	A270102P	Computer for Mass Media	PRACTICAL	2
	II	A270201T	Reporting and Editing	THEORY	4
	II	A270202P	Media Related Software	PRACTICAL	2
B.A-2	III	A270301T	Advertising and Public Relations	THEORY	4
	III	A270302P	Graphics and Design for Advertising	PRACTICAL	2
	IV	A270401T	Media Law and Ethics	THEORY	4
	IV	A270402P	Print Media Production	PRACTICAL	2
B.A-3	V	A270501T	Communication Research	THEORY	4
	V	A270502T	New Media Technology	THEORY	4
	V	A270503P	Content Production for New Media	PRACTICAL	2
	V	A270504R	News Paper Production	PROJECT	3
	VI	A270601T	Media Management	THEORY	4
	VI	A270602T	Development Communication	THEORY	4
	VI	A270603P	Audio-Visual Production	PRACTICAL	2
	VI	A270604R	Profile Study	PROJECT	3

#### Proposed Year wise Structure of UG Program in Journalism

##### Program Outcomes (POs)

1. The program has been framed in such a manner that students receive real feel of quality education by touching all aspects of Journalism and Mass Communication.
2. Designed to enhance the capacity of students to understand universal and domain-specific values of Journalism and Mass Communication
3. Develop the ability to address the complexities and interface among of self, societal and national priorities
4. Inculcate both generic and subject-specific skills to succeed in the employment market and standards of life
5. Promote research, innovation and design all the disciplines of Journalism and Mass Communication.
6. This programme develops scientific and practical approaches among the students which helps in their day to day life and understand media culture.

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## Certificate in Fundamentals of Journalism

B.A. First Year

### Program Specific Outcomes (PSOs)

At the end of program following outcomes are expected from students:

Learn about the discipline of Journalism and Mass Communication as a holistic field of study covering multiple facets and requirements of human beings as well as media in day to day living, for example, achievement of appropriate milestones in Content Writings, Reporting, Understanding Media Niche, Enhancing Communication skills.

May have capabilities to start earning by enhancing their skills in the field of Journalism and New Media.

Semester.	Name of Paper	Credits	No of Lectures
I	Basics of Mass Communication and Journalism	4	60
I	Computer for Mass Media (Practical)	2	30
Total		4	90
II	Reporting and Editing	4	60
II	Media Related Software(Practical)	2	30
Total		6	90

### B.A. Second Year : Diploma in Mass Communication and Journalism

#### Program Specific Outcomes (PSOs)

At the end of program following outcomes are expected from students:

1. Students will be able to create, Design advertising and also message for Public Relations
2. Able to understand media law and ethics so that they can work accordingly.
3. Students will be able to Design Newspaper and content writing.

Year	Semester	Name of Paper	Credits	No. of Lecture
B.A-2	III	Advertising and Public Relations	4	60
	III	Graphics and Design for Advertising(Practical)	2	30
	Total		6	90
	IV	Media Law and Ethics	4	60
	IV	Print Media Production(Practical)	2	30
	Total		6	90

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## B.A. Third Year: Bachelor of Arts in Journalism

### Program Specific Outcomes (PSOs)

- Programme is framed to Encourage a genre of responsible students with a passion for lifelong learning and entrepreneurship, it also generate multi-skilled leaders with a holistic perspective that cuts across disciplines.
- Promote research, innovation and Audio-Visual Production favouring all the disciplines in Mass Communication and Journalism.
- Enhance digital Media literacy and apply them to engage in real time problem solving and ideation related to all fields of Mass Communication and Journalism.
- Appreciate and benefit from the symbiotic relationship among the all core disciplines of Mass Communication and Journalism.
- After this degree programme students can be benefitted by getting jobs in various fields like government sector, working with NGOs & Media Houses, Education etc. and also they can feel the sense of entrepreneurship as well.

Year	Semester	Name of The Paper	Credits	No. of Lecture	
B.A-3	V	Communication Research	4	60	
	V	New Media Technology	4	60	
	V	Content Production for New Media	2	30	
	V	News Paper Production	3	45	
	<b>Total</b>			<b>13</b>	<b>195</b>
	VI	Media Management	4	60	
	VI	Development Communication	4	60	
	VI	Audio-Visual Production	2	30	
	VI	Radio Production	3	45	
	<b>Total</b>			<b>13</b>	<b>195</b>

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**B.A. I Semester I Journalism Paper 1**  
Basics of Mass Communication and Journalism(Theory)

Programme/Class: Certificate	Year: 1	Semester: 1
<b>Subject: Journalism</b>		
Course Code: A270101T	Course Title: Basics of Mass Communication and Journalism	
<b>Course outcomes:</b> The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> <li>▪ Prepare the students to understand physiology based courses</li> <li>▪ Students will get familiar with different types of Communication and Journalism.</li> <li>▪ Acquaint students with practical knowledge of Media related Computer softwares</li> <li>• Explain the need and importance of studying Communication across life span</li> <li>• Identify the factors affecting Journalism.</li> </ul>		
Credits: 4	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures-60		
Units	Topic	No of Lectures
<b>Part- A: COMMUNICATION</b>		
I	Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication.Communication Games for Ice Breaking	09
II	Indian concepts of communication, Communication in Puranas and other Mythological Books, Narad as a Communicator, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model	06
III	Communication Models: Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication	07
IV	Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory	08
<b>Part -B :JOURNALISM</b>		
V	Journalism: Meaning, Definition and Function of Communication Journalism Education in India Journalism as a Profession, Types of Journalism	07
VI	Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India	10
VII	Duties and responsibilities of a journalist. Values and Ethics of Journalism	04
VIII	Press Council of India. Prasar Bharati Board. RNI, Committees for Journalism	09
<b>Suggested Readings:</b>		

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- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.→
- Wadsworth Julia T , Wood, Communication Mosaics: An Introduction to the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989→
- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- Uma Narula, Mass Communication Theory & Practice, Hiranand Publication, New Delhi.
- V.S. Gupta & VirBala Aggarwal, Hand Book of Journalism & Mass Communications, Concept Publishers, New Delhi.
- Marshal McLuhan, Understanding Media, Sage Publication.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.).
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication→ & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
- केवल जे कुमार, भारत में जनसंचार, जैकब पब्लिशिंग हाउस.
- प्रो. श्रीकांत सिंह, जनसंचार प्रतिरूप एवं सिद्धांत, विश्वविद्यालय प्रकाशन वाराणसी.
- जे नटराजन, भारतीय पत्रकारिता का इतिहास, प्रकाशन विभाग, भारत सरकार
- प्रो. देवव्रत सिंह, इलेक्ट्रॉनिक मीडिया

**Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material Svayam Portal**

This course can be opted as an elective by the students of following subjects: Open for all  
The eligibility for this paper is 10+2 with any subject

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions

Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software

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**B.A. I Semester I Journalism Paper 2  
Computer for Mass Media (Practical)**

Programme/Class: Certificate	Year: 1	Semester: 1
<b>Subject: Journalism (Practical)</b>		
Course Code: A270102P	Course Title: Computer for Mass Media	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"> <li>▪ Students will get familiar with computer</li> <li>▪ Acquaint students with practical knowledge of basics of computer</li> </ul>		
Credits: 2	Core Compulsory	
Max. Marks: 25-75	Min. Passing Marks: 40%	
Total No. of Lab Periods-30 (60 hours)		
Unit	Topic	No. of lab.periods
I	Fundamental of Computer <ul style="list-style-type: none"> <li>• History of Computer</li> <li>• Hardware and Software</li> </ul>	04
II	MS Word <ul style="list-style-type: none"> <li>• Interface, mail merge, Basics of MS Word</li> <li>• Typing: Hindi/English</li> </ul>	10
III	MS Excel and PowerPoint Presentation <ul style="list-style-type: none"> <li>• Interface, Operating of MS Excel</li> <li>• Preparing PowerPoint Presentation</li> </ul>	10
IV	Internet <ul style="list-style-type: none"> <li>• History of Internet</li> <li>• Surfing, Content Searching, Finding Authentic Sources of Content, Social media handling ( Facebook, Twitter etc</li> </ul>	06
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>❖ S Patnaik, Fundamentals of Information Technology, Dhanpat Rai &amp; son, New Delhi</li> <li>❖ Pradeep K sinha and Priti Sinha, Computer Fundamentals, BPB Publications</li> <li>❖ Anita Goel, Computer Fundamentals, Pearson India,</li> <li>❖ Basandra, S.K.Computers Today.New Delhi: Galgotia Publications.</li> <li>❖ Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House.</li> <li>❖ Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI</li> <li>❖ Thareja. Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition→ Balagurusamy, E.Fundamentals of Computers. New Delhi: Mcgraw Hill→</li> <li>❖ Faithe Wampen, Computing Fundamentals: Introduction to Computers, Willey Eastern.</li> <li>❖ Niranjan Shrivastava Fundamentals of Computers and Information System,</li> <li>❖ Pankaj Sharma, Introduction to Web Technology, SK Kataria &amp; sons, New Delhi</li> <li>❖ A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.</li> <li>❖ Bauer, Peter. Photoshop CC for Dummies. New Jersey: John Wiley→ &amp; Sons Inc</li> <li>❖ Dewis, Glyn. The Photoshop Workbook: Professional Retouching and Compositing Tips,→ Tricks, and Techniques. Peachpit Press.</li> <li>❖ Faulkner, Andrew and Chavez, Conrad. Adobe Photoshop Classroom in a Book. Adobe</li> <li>❖ Ralf, Steinmetz and Nahrstedt, Klara. "Multimedia Systems". Illinois: Springer.</li> <li>❖ Raven, Fiona.. Book Design made simple. Canada : 12 Pines Press</li> <li>❖ G S Baluja, Web Technology, Dhanpat Rai &amp; son, New Delhi</li> </ul>		

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This course can be opted as an elective by the students of following subjects: <b>Open for all</b>
<b>Suggested Continuous Evaluation Methods:</b> <ul style="list-style-type: none"><li>• Test with multiple choice questions/short and long answer questions</li><li>• Mailing a Number of respondents in Single time using Mail Merge of MS Word</li><li>• Prepare PPT on Various current and other Important Issues</li></ul>
Course prerequisites: NA
<b>Suggested equivalent online courses</b> <ul style="list-style-type: none"><li>• IGNOU and other centrally/state operated Universities/MOOC platforms such as "SWAYAM" in India and abroad.</li></ul>
<b>Further Suggestions:</b> <p>After completion of this course students are capable to work in their day to day computer works.</p>

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**B.A. I Semester 2 Journalism Paper 1**  
Reporting and Editing (Theory)

Programme/Class: <b>Certificate</b>		Year: 1	Semester: 2
Subject: <b>Journalism</b>			
Course Code: <b>A270201T</b>		Course Title: <b>Reporting and Editing (Theory)</b>	
Course outcomes: <ul style="list-style-type: none"> <li>• Learn about Various types of Reporting.</li> <li>• Understanding concepts of Reporting and its Importance</li> <li>• Learn Challenges of Reporting</li> <li>• Understand Editing methods, tools and symbols.</li> </ul>			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No. of Lectures- 60			
Unit	Topic		No. of Lectures
<b>PART A: Reporting</b>			
I	News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news		10
II	Intro: Definition & Types Headline: Definition & Types Beat: Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women		06
III	Types of reporting: Objective, Interpretative, Investigative Reporting,		08
IV	Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.		07
<b>PART B: Editing</b>			
V	Editing: concept, process and significance, Editing : Nature and need for editing, Principles of editing, editorial desk and its function, style sheet – editing symbols , Photo editing Editorial Values: objectivity, facts, impartiality and balance		8
VI	Proof reading: Meaning, Definition and Importance , Proof reading symbols New Technique of Proof Readings		8
VII	Translation: Meaning, Definition and uses of translation in Journalism, Importance of Translation in Journalism		7
VIII	Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader		7
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• F. W. Hodgson, Modern News paper Editing and Production, Elsevier Science &amp; Technology Books,</li> <li>• KM Srivastav, News reporting and Editing, Sterling Publishers Pvt. Ltd</li> <li>• Seema Sharma, Journalism Reporting, Anmol Publications Pvt. Limited,</li> <li>• Seema Sharma, Editing: theory and Practices, Anmol Publications Pvt. Limited,</li> <li>• Ambrish Saxena, fundamental of Reporting and Editing, Kanishka Publishiners Distributors</li> <li>• Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford . .</li> </ul>			

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- Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London ,
- Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated
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This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.

Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL .inclass12<sup>th</sup>.

Suggested equivalent online courses:

IGNOU & Other centrally/state operated Universities/ MOOC platforms such as "SWAYAM" in India and Abroad

Further Suggestions:

- Students may develop their managerial skills after completion this course and may join any filed. As Management of Resources is applicable everywhere.

At the End of the whole syllabus any remarks/ suggestions:

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**B.A. I Semester 2 Journalism Paper 2**  
Media Related Software (Practical)

Programme/Class: <b>CERTIFICATE</b>		Year: 1	Semester: 2
Subject: Journalism			
Course Code: <b>A270202P</b>		Course Title: Media Related Software(Practical)	
Course outcomes: <ul style="list-style-type: none"> <li>• Ability to handle media related software</li> <li>• Able to edit audio-visual content</li> <li>• Able to Prepare Graphics</li> </ul>			
Credits: 2		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No. of lab.periods- 30 (60 hours)			
Unit	Topic	No. of lab.periods	
I	Software related to Print Media : Adobe Page Maker, Coral Draw, InDesign,	10	
II	InDesign, Quark Xpress, Photoshop	5	
III	Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software	7	
IV	VFX software (visual effect software) / motion graphic software	8	
<b>Suggested Readings:</b> 1. User Guide of Various software			
This course can be opted as an elective by the students of following subjects: Open for all			
<b>Suggested Continuous Evaluation Methods:</b> <ul style="list-style-type: none"> <li>• Preparation of samples of Layout Design.</li> <li>• Evaluation Sound quality edited by students.</li> </ul>			
Course prerequisites: To study this course, a student must have had the subject ALL in class 12 <sup>th</sup> .			

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**B.A. II Semester 3 Journalism Paper 1  
Advertising and Public Relations(Theory)**

Programme/Class: Certificate/DIPLOMA	Year: 2	Semester: 3
<b>Subject: Journalism</b>		
Course Code: A270301T	Course Title: <b>Advertising and Public Relations</b>	
<b>Course outcomes:</b> The student at the completion of the course will be able to: <ul style="list-style-type: none"> <li>▪ Prepare the students to understand basic concept of Advertising.</li> <li>▪ Students will get familiar with different types of advertisement.</li> <li>▪ Acquaint students with practical knowledge of various types of advertising.</li> <li>• Students have to understand the concept of Public Relation.</li> <li>• Students will know about the various mean of Public Relations.</li> <li>• To know about the ethics of advertisement and Public relation.</li> </ul>		
Credits: 4	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks:40	
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	Advertising: concepts, Definition, Type and Functions, Evolutions of Advertising.	03
II	Advertising Agencies: functions, organizational structure, Advertising and marketing research.	10
III	Theories of advertising, Motivation theory, Consumer behaviour, Advertising appeals	09
IV	Consumer Behaviour: Factors, and Brand positioning –creative strategies –Brand promotions and sales promotions, Advertisements and Ethics, ASCI.	08
V	Advertising Research: Importance, Types Online Advertising: Process, Scene, types.	8
VI	Public relation: Nature and Scope, History, Definition, Role and Function of PR, Publicity, public opinion, propaganda, Public affairs and lobbying.	6
VII	PR Tools: House journals, press conferences, press releases, exhibitions, advertising, media tour, PR in Public Sector, Private Sector, Multi nationals.	8
VIII	PRSI Theories of PR: Symmetrical & Asymmetrical, PRO, Corporate Communication: Corporate: Image, Identity.	8
<ul style="list-style-type: none"> <li>• Mass Communication in India: Kumar, Kewal J.,Jaico Publication</li> <li>• Dr. Umesh Kumar, Digital Advertising</li> <li>• Advertising Management: DavidA. Parker ,RajivBatra, Practice Hall M97,Connaught Circus, New Delhi</li> <li>• Dr. Umesh Kumar, Advance Advertising</li> <li>• JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications,New Delhi.</li> <li>• Kaul J.M.Public Relation in India, Noya Prakash, CalcuttaPvt. Ltd.</li> </ul>		

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- BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi
- C K Sardhana, Challenge of Public Relations, Har-Anand Publication, New delhi
- William F, Contemporary Advertising, Arens & Bovee
- मधु अग्रवाल, भारतीय विज्ञापन में नैतिकता प्रकाशन विभाग, नईदिल्ली
- राधेश्याम शर्मा, विकास पत्रकारिता, हरियाणा साहित्य अकादमी, चण्डीगढ़
- अशोक महाजन, विज्ञापन, हरियाणा साहित्य अकादमी, चण्डीगढ़
- डा. विजयकुलश्रेष्ठ, विज्ञापन माध्यम एवं प्रचार, पंचशील प्रकाशन, जयपुर
- मदन गोपाल, जनसम्पर्क, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, दिल्ली
- कालीदत्त झा, जनसम्पर्क, माखनलाल चतुर्वेदी पत्रकारिता विश्वविद्यालय, भोपाल
- चन्द्रकांत सरदाना, एवं सुषमा कसबेकर, जनसम्पर्क, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
- डा. सुशील त्रिवेदी, जनसम्पर्क, और व्यवहार, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल
- डा. मनोहर प्रभाकर, एवं डा संजीव भानावत, प्रभावी जनसम्पर्क, युनिवर्सिटी बुक हाउस प्रा.लि., जयपुर
- डा. मनोहर प्रभाकर, एवं डा संजीव भानावत, जनसम्पर्क, दिग्दर्शन पब्लिक रिलेशन्स सोसायटी ऑफ इण्डिया
- जनसंचार, जनसंपर्क एवं विज्ञापन-डॉ.सुजातावर्मा, जी. पी. वर्माकुमार, केवलजे., भारतमें जनसंचार, जैको पब्लिकेशन
- यादव, नरेन्द्र, सिंह(2009). विज्ञापन प्रबंध. जयपुर राजस्थान हिन्दी ग्रंथ अकादमी.
- पंत, एन., सी., द्विवेदी मनीष (2006). पत्रकारिता एवं जनसंपर्क नई दिल्ली कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels as per their socio-economic structure.

At the End of the whole syllabus any remarks/ suggestions:

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**B.A. 2 Semester 3 Journalism Paper 2**  
**Graphics and Design for Advertising ( Practical)**

Programme/Class: DIPLOMA		Year: 2	Semester: 3
Subject: Journalism			
Course Code: A270302P		Course Title: <b>Graphics and Design for Advertising(Practical)</b>	
Course outcomes:			
<ul style="list-style-type: none"> <li>• Able to design advertising and Make Plan for that.</li> <li>• Understand Public Relation and able to make a good Public Relation.</li> <li>• Know press briefing, Press Conference and Others</li> </ul>			
Credits: 2		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40	
Total No. of lab.periods-30(60 hours)			
Unit	Topic		No. of lab. periods
I	Design Print Advertising for his/her Institute		6
II	Design Visual Advertising for his/her Institute and also for any historical or religious place		12
III	Prepare Radio Advertisement for his/her Institute		5
IV	Case Study of Any one the advertising National Campaign		7
Suggested Readings:			
<ul style="list-style-type: none"> <li>• Advertising Management: David A. Parker ,RajivBatra, Practice Hall, New Delhi</li> <li>• BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi</li> <li>• William F, Contemporary Advertising, Arens &amp; Bovee</li> <li>• अशोक महाजन, विज्ञापन, हरियाणा साहित्य अकादमी, चण्डीगढ़</li> <li>• डा. विजयकुल श्रेष्ठ, विज्ञापन माध्यम एवं प्रचार, पंचशील प्रकाशन, जयपुर</li> <li>• यादव,नरेन्द्र, सिंह(2009).विज्ञापन प्रबंध. जयपुर राजस्थान हिन्दी ग्रंथ अकादमी.</li> </ul>			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods:			
<ul style="list-style-type: none"> <li>• Assessment of observation report.</li> <li>• Preparation of advertising.</li> <li>• Evolution of Case Study.</li> </ul>			
Course prerequisites:			

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**B.A. II Semester 2**  
**Journalism Paper 1 : Media Law and Ethics (Theory)**

Programme/Class: <b>DIPLOMA</b>		Year: 1	Semester: 2
Subject: Journalism			
Course Code: A270401T		Course Title: <b>Media Law and Ethics (Theory)</b>	
Course outcomes: <ul style="list-style-type: none"> <li>• Learn about history of media laws.</li> <li>• To know about the various laws applicable to media paerson.</li> <li>• Understand basics about the media laws.</li> </ul>			
Credits: 4		Core Compulsory / Elective	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures- 60			
Unit	Topic	No. of Lectures	
I	Constitution of India, Fundamental rights, freedom of speech and expression and their limitations.	7	
II	Brief history of press laws in India, emergency and its impact on media	8	
III	Provisions for legislature reporting, parliamentary privileges in reference with media.	8	
IV	Contempt of Court, Defamation, Right to Information, , Official secret act	7	
V	Press and registration of book act, working journalist Act 1955, Cinematograph Act (1953), Information Technology Act, Film Censorship	8	
VI	Prasar Bharati Act, Copyright Act, PCI.	8	
VII	Sedition and inflammatory writings, IPC and CrPC Code of conduct for journalists. ASCI Code of Conduct PRSI Code of Conduct	7	
VIII	Media Related Issue	7	
Suggested Readings: <ul style="list-style-type: none"> <li>• Don Pember Mass Media Law, McGraw-Hill Higher Education</li> <li>• M Neelamalar, Media Laws and Ethics, PHI Learning Pvt. Ltd.s</li> <li>• Dileep Kumar, Rakesh Kumar and Amitabh Srivastav, Media Laws and Ethics, Mackhingee Publisher</li> <li>• Shipra Kumari, Indian Laws and Press, Omega publication</li> <li>• Rayudu, C.S. and Nageshwar Rao SB, Mass Media — Laws and Regulations, Himalaya Publicshing House,</li> <li>• Nand Kishore Trikha, Press Vidhi</li> <li>• PK Badhopadhyay and Kuldeep S. Arora, Journalistic Ethics</li> </ul>			

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- Janmadhyam: Kanoon Evem Uttardayitva - Dr.Shrikant Singh
- DD Basu, Press Laws, Prentice Hall Pub.
- Mass Media Laws and Regulations in India, AMIC Publication
- Surender Kumar ManoharPrabhakar, Bharat Mein Press Vidhi
- डॉ. उमेश कुमार- मीडिया मुददे
- Mk- संजीव भानावत, प्रेस कानून और पत्रकारिताए सिद्धी प्रकाशन, जयपुर
- डा. नन्दकिशोर त्रिखा, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणासी
- शेखर सुचि पाण्डेय, सूचना का अधिकार कानून 2005: एक प्रवेशिका, नेशनल बुक ट्रस्ट, नई दिल्ली

This course can be opted as an elective by the students of following subjects: Open for all  
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Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as "SWAYAM" in India and Abroad.

At the End of the whole syllabus any remarks/ suggestions:  
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**B.A. 2 Semester 4 Journalism**  
**Paper –II Print Media Production (Practical)**

Programme/Class: <b>DIPLOMA</b>	Year: 2	Semester: 4
Subject: Journalism		
Course Code: A270402P	Course Title: Print Media Production (Practical)	
Course outcomes:		
<ul style="list-style-type: none"> <li>• Able to produce photo feature</li> <li>• Plan &amp; prepare Print Media content.</li> <li>• Develop understanding for house journal publication.</li> </ul>		
Credits: 2	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lab.periods-30 (60 hours)		
Unit	Topic	No. of lab.periods
<b>I</b>	All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D format to the concerned Department.	8
<b>II</b>	All the students have to make their Institute's House Journal of at least of 20 pages including articles, Photographs, and stories etc.	8
<b>III</b>	All the students have to write 05 articles on any two current social issue and make a separate file and submit it to the concerned Department.	7
<b>IV</b>	All the students have to create a photo feature with at least 07 photographs of size 12x15 inches and submit the print out of the same in the concerned Department.	7
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. NN Sarkar, Art and Print Production</li> <li>2. Kayanna Pace Designer's Guide to Print Production</li> <li>3. <b>Wayne Collins</b> Graphic Design and Print Production Fundamentals</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all .....		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> <li>• Evaluate Newspaper layout and design</li> <li>• Evaluate Magazine quality</li> <li>• Evaluate Articles written by Students</li> </ul>		
Further Suggestions:		
<ul style="list-style-type: none"> <li>• Students may develop their managerial skills &amp; Interior designing skills after completion this course with the capability to opt for a job or start their own ventures.</li> </ul> <p>The program giving an opportunity to advancement their knowledge by enrolling for advanced specialized program of their own area of need &amp; interest.</p>		
At the End of the whole syllabus any remarks/ suggestions: ..... .....		



**B.A. 3 Semester 5**  
**Paper I: Communication Research (Theory)**

Programme/Class: DEGREE		Year: 3	Semester: 5
<b>Subject: Journalism</b>			
Course Code: A270501T		Course Title: <b>Communication Research</b>	
Course outcomes:			
1- Gain knowledge of Research methods and Technique 2- Able to develop scientific knowledge. 3- Practical knowledge of Research on various issues			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No. of Lectures-60			
Unit	Topics		No. of Lectures
I	Communication research: Meaning Definition and Importance Scientific approach for Communication Research Communication research in India Nature and scope of communication research		07
II	Process of Research Types of Research Formulating a Research Problem Research Design: Meaning, Definition and Importance Types of Research Design:		07
III	Variable: Meaning, Definition and types Important of variables Scaling Techniques Hypothesis: Meaning Definition and Importance Types of Hypothesis Hypothesis Testing		10
IV	Methods of communication research: Census Method, Survey Method, Observation Method, Case studies, Pre Election Studies, Exit Poll, Content Analysis		07
V	Data : Meaning definition and Importance Types of Data: Primary data , Secondary data Data Collection Tools: Questionnaire, Schedule, Observation and Interview		08
VI	Sampling: Meaning definition and Importance of Sampling Types of Sampling Data Analysis		04
VII	Parametric and non-parametric Uni- variable, bi- variable, multi -variable, test of significant, level of reliability and validity, SPSS and other statistical package		08

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VIII	<ul style="list-style-type: none"> <li>• Report writing</li> <li>• Coding Techniques and Tabulation,</li> <li>• Non Statistical Methods,</li> <li>• Descriptive-Historical- Statistical Analysis</li> </ul>	08
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. C. R. Kothari: Research Methodology- Method and Techniques, New age int. publishers</li> <li>2. R. Kumar: Research Methodology: A step by Step Guide for Beginners</li> <li>3. एल एन कोली, शोध प्राविधि, वाई के प्रकाशन, आगरा.</li> <li>4. राम आहूजा, शोध प्राविधि, वाराणसी प्रकाशन, वाराणसी.</li> <li>5.</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all		
<b>Suggested Continuous Evaluation Methods:</b>		
<ul style="list-style-type: none"> <li>• Test with multiple choice questions/short and long answer questions</li> <li>• Preparation of Questionnaire on Current Issues and others</li> <li>• Develop Synopsis for Research</li> </ul>		
<b>Suggested equivalent online courses:</b>		
IGNOU and other centrally/state operated Universities/MOOC platforms such as "SWAYAM" in India and abroad <a href="http://heecontent.upsdc.gov.in/Home.aspx">http://heecontent.upsdc.gov.in/Home.aspx</a>		
<b>Further Suggestions:</b>		

At the End of the whole syllabus any remarks/ suggestions:

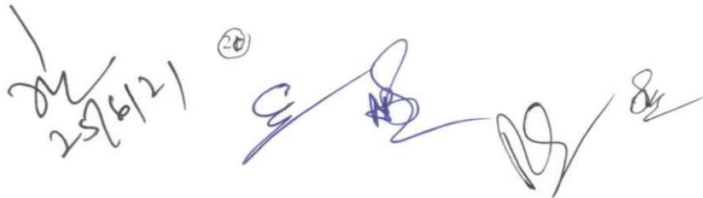
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**B.A. III Semester 5 Journalism Paper 2  
New Media Technology (Theory)**

Programme/Class: Degree		Year: 3	Semester: 5
Subject: Journalism			
Course Code: A270502T		Course Title: New Media Technology	
<b>Course outcomes:</b> The student at the completion of the course will be able to: <ul style="list-style-type: none"> <li>▪ The students will know about the fundamentals of multi media.</li> <li>▪ The students will know about the basics of new media.</li> <li>▪ Students will be familiarizing with the new media.</li> <li>▪ The students will get the knowledge about the various tools of news media technology.</li> </ul>			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No. of Lectures-60			
Units	Topic	No of Lectures	
I	Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.	09	
II	E-Newspaper – Brief History of the E-newspaper in English & Hindi Reasons for the growing popularity of e-newspaper and online News Portal ,Limitations of online newspapers	09	
III	Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology impact and cultural perspective.	09	
IV	Internet TV and Internet Radio Future of mass media, Technological advancement and its impact on entertainment.	10	
V	Online journalism vs. traditional journalism–difference in news consumption Websites & its types, Blogs, Social Media & Search Engine	08	
VI	Traditional vs Web Journalism Meaning, Definition and Difference	06	
VII	Elements of a Web newspapers Report Writing, Editing for Web Journalism	05	
VIII	Web Journalism & Law	04	
This course can be opted as an elective by the students of following subjects: Open for all			


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Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"><li>• Seminar/ Presentation on any topic of the above syllabus</li><li>• Test with multiple choice questions/ short and long answer questions</li></ul>
Further Suggestions: It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels as per their socio-economic structure.
At the End of the whole syllabus any remarks/ suggestions: ..... .....

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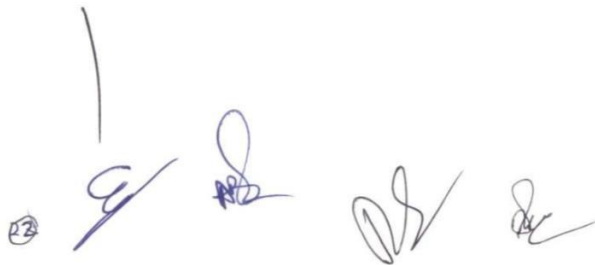


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**B.A. 3 Semester 5 Journalism Paper 3**  
**Content Production for New Media(Practical)**

Programme/Class: <b>DEGREE</b>	Year: 3	Semester: 5
Subject: Journalism		
Course Code: A270503P	Course Title: Content Production for New Media (Practical)	
Course outcomes: <ul style="list-style-type: none"> <li>• Able to operate various new media platform</li> <li>• Make use of Audio-visual aids for New Media</li> <li>• Able to start You tube Channel and website</li> </ul>		
Credits: 2	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of lab.periods 30(60 hours)		
Unit	Topic	No. of lab.periods
I	Create Youtube Channel and Upload content	8
II	Blog Creation and Post writing on Current Issues and News	7
III	Create Social Media and Manage them	7
IV	Monetizing Process of social Media Platform Monetize minimum one channel of Social Media	8
Suggested Readings: 1. User guide of various social media platforms		
This course can be opted as an elective by the students of following subjects: Open for all .....		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> <li>• Assessment of Audio-visual Aids and their use.</li> <li>• Assessment of techniques and communication skills.</li> <li>• Assessment of Educational Plan and Visits Record.</li> <li>• Attendance.</li> </ul>		
Course prerequisites: Tostudythiscourse,astudentmusthavehadthesubject ALL . inclass12 <sup>th</sup> .....		

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**B.A. 3 Semester 5 Journalism Paper 4**

**News Paper Production**

Programme/Class: <b>Degree</b>	Year: 3	Semester: 5
Subject: Journalism		
Course Code: A270504R	Course Title: News Paper Production	
Course outcomes: <ul style="list-style-type: none"><li>• Learns to Design Newspaper and Magazine</li><li>• Able to Edit, Layout Design and all process of Newspaper Production</li></ul>		
Credits: 3	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of lectures-45 hours		
Unit	Topics	No. of hours
I	Publish Monthly Newspaper	12
II	Prepare Minimum One Magazine of 28 Pages	11
III	Write Minimum 10 Articles on Archive Minimum 100 Articles on any 10 Topics on current and contemporary topics	12
IV	Prepare a Scrap Book on Media	10
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"><li>• Evaluate the Quality of Newspaper Layout and Design</li><li>• Analyze Scrap Book.</li><li>• Check Spelling, Grammar and sentence formation</li></ul>		
Course prerequisites: To study this course, a student must have had cleared the 4th semester		

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**B.A. 3 Semester 6 Journalism Paper 1  
Media Management (Theory)**

Programme/Class: Degree	Year: 3	Semester: 6
Subject: Journalism		
Course Code: A270601T	Course Title: <b>Media Management (Theory)</b>	
Course outcomes:		
<ul style="list-style-type: none"> <li>• Knowing Media Management</li> <li>• Identify the different techniques of Media Management</li> <li>• Know media scene in India</li> </ul>		
Credits: 4	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 60		
Unit	Topics	No. of Lecture
I	Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited. companies, public limited companies, trusts, cooperatives, religious institutions (societies) and franchisees (chains)	8
II	Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination. Hierarchy, functions and organisational structure of different departments.	8
III	General management, finance, personnel management, production and reference sections.	8
IV	Economics of print and electronic media management, business, legal and financial aspects of media management, advertising and sales strategy, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience	8
V	Planning and execution of programme production – production terms, Administration and programme management in media – scheduling, transmitting, record keeping, quality control.	6
VI	Press Commissions and Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of Audio-visual Publicity (DAVP)	7
VII	Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human research development for media.	7

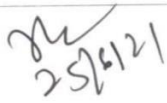



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VIII	Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.	8
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Print media communication and management –Aruna Zachariah</li> <li>• Media politics and ownership Jagdish Machani Journalism ethics and codes-Nayyar Shamsi</li> <li>• Media laws and ethics –Kiran Prasad</li> <li>• Ethics &amp; Journalism –Karen Sanders</li> <li>• Media politics and ownership –Jagdish Vachani</li> <li>• Media selling –Charles Warner and Joseph Buchman</li> <li>• Media development and management –Biswajeet Guha</li> <li>• Newspaper management by Gulab Kothari.</li> </ul>		
This course can be opted as an elective by the students of following subjects: Open for all		
<b>Suggested Continuous Evaluation Methods:</b> <ul style="list-style-type: none"> <li>• Seminar on any topic of the above syllabus.</li> <li>• Test with multiple choice questions/ short and long answer questions.</li> <li>• Subjective long questions</li> <li>• Attendance.</li> </ul>		
Course prerequisites: To study this course, a student must have had the subject ALL in class/12 <sup>th</sup> .		

**B.A. 3 Semester 6 Journalism Paper 2  
Development Communication ( Theory)**

Programme/Class: <b>Degree</b>	Year: 3	Semester: 6
Subject: Journalism		
Course Code: A270602T	Course Title: <b>Development Communication (Theory)</b>	
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>• Understand the Development.</li> <li>• Understand about the development communication.</li> <li>• Identify the Indicator of Development.</li> <li>• Impart skills to implement, monitor &amp; evaluate programmes.</li> </ul>		
Credits: 4	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 60		
Unit	Topic	No. of Lectures
I	Development: Meaning, Definition, Process. Definition, meaning, scope and concept of development communication, gap between developed and developing societies.	8
II	Characteristics of developing countries, Indicators of Development (GDP/GNP, Human Development Index,	8






	Physical Quality of Life Index, Per capita Income and others indicators)	
III	Theories of development: Models of development: Western, Eastern, Gandhian, Schumacher's Development communication, process -special reference to India	7
IV	Use of traditional media, Print media and Electronic Media for development. Role of NGO's in development.	7
V	Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.	7
VI	Development communication policy, Panchayati Raj- planning at national, state, regional, district, block and village levels.	8
VII	Agricultural communication and rural development: The genesis of agricultural extension approach system – approach in agricultural communication – diffusion of innovation – case studies of communication support to agriculture.	7
VIII	Nongovernmental (NGOs) organizations problems faced in effective communication, micro – macro – economic frame work. Writing development messages for media	8
<p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Uma Narula, Development Communication: Theory and Practice,</li> <li>• Understanding Development communication-Uma Joshi</li> <li>• Communication, Modernisation &amp; Social Development-Edited: Ito Youichi, KiranPrasad,K. Mahadevan.</li> <li>• India Economy-Ruddar Dutt, K.P.M.Sundharam</li> <li>• International Development Communication-bellamody</li> <li>• Traditional Media and Development Communication-K.Madhusudan</li> <li>• Development Communication –V.S. Gupta</li> </ul>		
<p>This course can be opted as an elective by the students of following subjects: Open for all  .....</p>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <ul style="list-style-type: none"> <li>• Seminar on any topic of the above syllabus.</li> <li>• Test with multiple choice questions/ short and long answer questions.</li> <li>• Attendance.</li> </ul>		
<p>Course prerequisites: To study this course, a student must have had the subject ALL in class 12<sup>th</sup>  .....</p>		

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**B.A. 3 Semester 6 Journalism Paper 3**

**Audio-Visual Production(Practical)**

Programme/Class: <b>Degree</b>	Year: 3	Semester: 6
<b>Subject: Journalism (Practical)</b>		
Course Code: A270603P	Course Title: Audio-Visual Production	
Course outcomes: 1- Gain knowledge of Audio-Visual Production 2- Develop and understand Script and able to prepare script on various issues 3- Practical knowledge of Production		
Credits: 2	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of lab.periods -30(60 hours)		
Unit	Topic	No. of lab.periods
I	Television Program Production: All the students have to Prepare- News, Talk, Script for Documentary, TV Interview. (One each)	06
II	Prepare a Short Movie on any current issue or documentary on his/her Institute	08
III	News Bulletin of 15 Minutes	08
IV	Radio Program Production: All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview.(One each)	08
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>• Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.</li> <li>• Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.</li> <li>• Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.</li> <li>• Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.</li> <li>• AkashBharti National Broadcast Trust : Publication Division, New Delhi, 1987.</li> <li>• Report of the Working Group on Television 'software for Doordarshan Vol. I &amp; II ,</li> <li>• Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart &amp; Winston. NY. 1980</li> <li>• Edger E.Willis&amp;HenryB.Aldrige, Television and Radio, Prentice Hall.</li> <li>• Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.</li> <li>• Smith E. Leslie, Perspective on radio and TV. Harper &amp; Raw NY.</li> <li>• Macliesh Robert, Radio Production Techniques. Macmillan. NY.</li> <li>• Nostrum William J. Van. The Script Writers' Handbook.</li> <li>• SinghalArvind,&amp; Rogers Everett, India's Information revolution. Sage. New Delhi.</li> <li>• Sim Harris &amp; Paul Chantler, Local Radio, Focal press.</li> <li>• Ash, William, The Way to Write radio Drama, BBC,</li> <li>• Crook, Tim, Radio Drama: Theory and Practice. Landon.</li> </ul>		
This course can be opted as an elective by the students of following subjects: Open for all .....		
<b>Suggested Continuous Evaluation Methods:</b>		
<ul style="list-style-type: none"> <li>• Test with multiple choice questions/short and long answer questions</li> <li>• Menu planning and calculation of nutrient requirement</li> </ul>		

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Course prerequisites: To study this course, a student must have had the subject ..... in class/12<sup>th</sup>/ certificate/diploma.

**Suggested equivalent online courses:**

IGNOU and other centrally/state operated Universities/MOOC platforms such as "SWAYAM" in India and abroad Svayam Portal,  
<http://heecontent.upsdc.gov.in/Home.aspx>

**Further Suggestions:**

Students can opt. dietitian, nutrition advisor/ Nutritionist as a career in private and government sector as well as extend knowledge by joining advance course in same discipline.

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**B.A. 3 Semester 6 Journalism Paper 4**

Research Project

Programme/Class: <b>Degree</b>	Year:3	Semester: 6
Subject: Profile Study		
Course Code: A270604R	Course Title: Profile Study	
Course outcomes: <ul style="list-style-type: none"><li>• Able to design research projects</li><li>• Know Research and Process of Research</li><li>• Able to conduct various types of research</li></ul>		
Credits: 3	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of Lectures- 45( hours)		
Unit	Topics	No. of Lectures(hours)
I	Conduct Content Analysis of Newspaper/Radio/TV/New Media on any topic consulted by his/her teacher	12
II	Feedback and Feed forward Study	11
III	Case Study on any one topic	12
VI	Survey Study	10
This course can be opted as an elective by the students of following subjects: Open for all .....		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"><li>• Prepared intervention plan on any one of the above areas</li><li>• Collection of data related to the area.</li><li>• A letter certifying the authenticity of work done from the mentor</li><li>• Report of the implemented plan and impact/experience of intervention.</li></ul>		
Course prerequisites: To study this course, a student must have had cleared the 4th semester		

25/6/21

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