

FACULTY OF JOURNALISM AND MASS COMMUNICATION

CURRICULUM & SYLLABI

BA in Journalism & Mass Communication BAJMC (Hons.)

[Academic Session 2021-24]



PRAYAGRAJ

[Established under the U.P.Private Universities Act. No. 12 of 2019]

FACULTY OF JOURNALISM AND MASS COMMUNICATION

BAJMC(Hons.)
3 Year (6Semester) Degree Programme
[Academic Session 2021-24]

CREDITS DISTRIBUTION

S.N.	Category	Number of Courses	Credit
1	Professional Core (PC)	43	116
2	Basic Science (BS)	1	2
3	Computer Applications (CA)	4	10
4	Humanities and Social Sciences (HS)	7	20
5	Project Work, Seminar, Internship (PWSI)	8	20
6	Mandatory Audit Courses (AU)	5	-
Total		68	168

COURSE STRUCTURE
BAJMC(Hons.)
3 Year (6Semester) Degree Programme
[Academic Session 2021-24]

SEMESTER I						
S. No.	Course Code	Course Title	Category	L	P	Credit
1	JMUCJM101T	Introduction to Journalism	PC	4	-	4
2	JMUCJM102T	History of Media	PC	4	-	4
3	JMUCJM103T	Communication: Concepts & Processes	PC	4	-	4
4	JMUCJM104T	Communicative English	HS	4	-	4
5	JMUCJM105T	Communicative Hindi	HS	2	-	2
6	JMUCJM106T	News Analysis	PC	2	-	2
7	JMUCJM101P	Introduction to Journalism Practical	PC	-	4	2
8	JMUCJM102P	History of Media Practical	PC	-	4	2
9	JMUCJM103P	Communication: Concepts & Processes Practical	PC	-	4	2
10	JMUCJM107P	Minor Project-JM (Print)	PWSI	-	2	2
11	PTSPJMJ10T	Professional Proficiency(JM)-1	AU	2	-	0
		Total		22	14	28

SEMESTER II

S. No.	Course Code	Course Title	Category	L	P	Credit
1	JMUCJM201T	Introduction to Print Media	PC	4	-	4
2	JMUCJM202T	News Writing	PC	4	-	4
3	JMUCJM203T	Reporting & Editing for Print Media	PC	4	-	4
4	JMUCJM204T	Digital Photography & Photo Journalism	PC	2	-	2
5	CASCPJM20T	Fundamental of Computers & Application	CA	2	-	2
6	SCSEPJM20T	Environmental Studies	BS	2	-	2
7	JMUCJM205T	Film Studies & Digital Film Making	PC	2	-	2
8	JMUCJM201P	Introduction to Print Media Practical	PC	-	4	2
9	JMUCJM202P	News Writing Practical	PC	-	4	2
10	JMUCJM203P	Reporting & Editing for Print Media Practical	PC	-	4	2
11	JMUCJM206P	Minor Project-JM (Web & Mobile)	PWSI	-	2	2
12	PTSP PJM20T	Professional Proficiency(JM)-2	AU	2	-	0
		Total		22	14	28

SEMESTER III

S. No.	Course Code	Course Title	Category	L	P	Credit
1	JMUCJM301T	Introduction to Electronic Media	PC	4	-	4
2	JMUCJM302T	Basics of Editing	PC	4	-	4
3	JMUCJM303T	Radio Journalism & Production	PC	4	-	4
4	JMUCJM304T	History of Documentary & Production	PC	2	-	2
5	JMUCJM305T	Social Media	CA	2	-	2
6	JMUCJM306T	Web Journalism	PC	2	-	2
7	JMUCJM301P	Introduction to Electronic Media Practical	PC	-	4	2
8	JMUCJM302P	Basics of Editing Practical	PC	-	4	2
9	JMUCJM303P	Radio Journalism & Production Practical	PC	-	4	2
10	JMUCJM304P	History of Documentary & Production Practical	PC	-	2	2
11	JMUCJM307P	Minor Project-JM (Television)	PWSI	-	2	2
12	PTSPJ30T	Professional Proficiency(JM)-3	AU	2	-	0
		Total		20	16	28

SEMESTER IV						
S. No.	Course Code	Course Title	Category	L	P	Credit
1	JMUCJM401T	Television Journalism	PC	4	-	4
2	JMUCJM402T	Indian Constitution, Media Law & Ethics	HS	4	-	4
3	JMUCJM403T	Introduction to Communication Research	PC	4	-	4
4	JMUCJM404T	Communication Skills	HS	4	-	4
5	JMUCJM405T	Media Industry & Management	PC	2	-	2
6	JMUCJM406T	Mobile Journalism	PC	2	-	2
7	JMUCJM401P	Television Journalism Practical	PC	-	4	2
8	JMUCJM402P	Indian Constitution, Media Law & Ethics Practical	HS	-	4	2
9	JMUCJM403P	Introduction to Communication Research Practical	PC	-	2	2
10	JMUCJM407P	Minor Project-JM (Advertising)	PWSI	-	2	2
11	PTSPJ40T	Professional Proficiency(JM)-4	AU	2	-	0
		Total		22	12	28

Note- Project or Internship (6 Weeks) shall be conducted during summer break after fourth semester and be subsequently assessed during fifth semester.

SEMESTER V

S. No.	Course Code	Course Title	Category	L	P	Credit
1	JMUCJM501T	Development Communication	PC	4	-	4
2	JMUCJM502T	Introduction to Advertising and its Strategy	PC	4	-	4
3	JMUCJM503T	Communication Technology	CA	4	-	4
4	JMUCJM504T	Introduction To Public Relation & Corporate Communication	PC	4	-	4
5	JMUCJM505T	Creative Writing	PC	2	-	2
6	JMUCJM506T	Media Planning & Buying	PC	2	-	2
7	JMUCJM507T	Multimedia	CA	2	-	2
8	JMUCJM508T	Introduction to New Media	PC	2	-	2
9	JMUCJM509P	Research Project/Internship Assessment-JM	PWSI	-	4	2
10	JMUCJM510P	Minor Project-JM (PR)	PWSI	-	2	2
11	PTSPJMJ50T	Professional Proficiency(JM)-5	AU	2	-	0
		Total		26	8	28

SEMESTER VI

S. No.	Course Code	Course Title	Category	L	P	Credit
1	JMUCJM602T	Global Media	PC	4	-	4
2	JMUCJM603T	Event Management	PC	2	-	2
3	JMUCJM604T	Media Research	PC	2	-	2
4	JMUCJM605T	Current Affairs	HS	2	-	2
5	JMUCJM606T	Data Journalism	PC	2	-	2
6	JMUCJM607T	Social Media Marketing	HS	2	-	2
7	JMUCJM608T	Field Visit & Documentation	PC	2	-	2
8	JMUCJM601T	Basics of Camera, Lights & Sound	PC	2	-	2
9	JMUCJM601P	Basics of Camera, Lights & Sound Practical	PC	-	4	2
10	JMUCJM609P	Major Project-JM	PWSI	-	12	6
11	JMUCJM610P	Minor Project-JM (Documentary)	PWSI	-	2	2
		Total		18	18	28

SYLLABUS

FOR

JOURNALISM AND MASS COMMUNICATION



PRAYAGRAJ

**FACULTY OF JOURNALISM
AND MASS COMMUNICATION**

SEM I AND II

Syllabus for BAJMC (Hons.)

Course Title: INTRODUCTION TO JOURNALISM

Course Code: JMUCJM101T

Semester: I

L	T	P	C
4	0	0	4

Objectives:

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.

Unit	Content	Hours
1.	Journalism: Concept, nature, scope, function and types, Role of Journalism in Society, Journalism and Democracy, Concept of Fourth Estate.	9
2.	Journalism: Contemporary Issues in Journalism, Debates in Journalism, Elements of Journalism, Types of Journalism, Alternative Journalism.	9
3.	Process of Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism	9
4.	Skills of journalism, Convergence, Changing technology, online journalism, New trends in journalism	9
5.	Technical terms of Journalism, Jargons of Journalism, Journalism and globalization, Journalism and society	9

Course Outcomes

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.

Recommended Text Book

- Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
- Mishra Dr Krishna Bihari Hindi Patrakarita, Lokbharti Prakashan Allahabad.
- Tiwari Dr. Arjun, Adhunik Patrakarita, Viswavidyalaya Prakashan Varansi.
- News Papers and Magazines based on current affairs.

Recommended Reference Books

- Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
- Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
- Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media

Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO JOURNALISM
PRACTICAL**

Course Code: JMUCJM101P

Semester: I

L	T	P	C
0	0	4	2

Objective:

The aim of this practical is to teach the students theoretically as well as with more emphasized on practically for better understanding, skilling of the students with basic knowledge of principle and practices of Journalism.

- Highlights mainly to practical oriented topics.
- Evaluation done not on the theory but on the basis of practical.
- Aim of study to practically skilled the student on the scale of Learning by doing.

Course Syllabus (Practical)

Practicals / Assignments

- Students should start taking initiative to design a news package (text, video, graphics, vox-Populi, PTC).
 - Students will prepare a profile of newspaper writings (types and style).
- Visit to important media centers observing their functioning and writing reports thereof.

Syllabus for BAJMC (Hons.)

Course Title: HISTORY OF MEDIA

Course Code: JMUCJM102T

Semester: I

L	T	P	C
4	0	0	4

Objectives:

1. To acquaint students with the glorious journey of journalism.
2. To enhance understanding of the origin of the traditional print, electronic and web media.
3. To inculcate the knowledge of growth of print, electronic and cinema.
4. To acquaint learner's with technological advancements in print, electronic and web media.
5. To throw light on the present status of various mass media.

Unit	Content	Hours
1.	Origin and development of the press in India, The press and freedom movement ,Bhartendu era, Tilak and Gandhi era , Post-independence journalism	9
2.	Traditional media ,Folk dances and music, Folk theatre , Puppetry , Reviving traditional media	9
3.	Invention of Radio and its advent as a tool of information/entertainment , History of Radio in India Public service ,Commercial service , Community service	9
4.	Evolution and development of Television, History of TV in India ,SITE ,Growth of doordarshan and privet channels, Public service and commercial TV broadcasting	9
5.	Evolution of Cinema, Introduction to major Film Genres ,Silent Era of Indian Cinema Major Features and Personalities ,The 'Talkies' Popular Cinema , New Wave and 'Middle' Cinema	9

Course Outcomes

1. Students would be able to acquaint themselves with the glorious journey of journalism.
2. Students would be able to enhance understanding of the origin and of the print, electronic and web media.
3. Students would be able to inculcate the knowledge of growth of print, electronic and web media.
4. Students would be able to throw light on the present status of various mass media.

Recommended Text Book

- Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
- GargaB.D., So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Chatterjee, P.C., Broadcasting in India, New Delhi News Papers and Magazines based on current affairs.

Recommended Reference Books

- SenNarayanSunetra, Globalization and Television, Oxford University Press Delhi.
- Singh, Devvrat, Indian Television: Content, Issues and Challenges, HarAnand Publications Delhi,
- Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.

Syllabus for BAJMC (Hons.)

Course Title: HISTORY OF MEDIA PRACTICAL

Course Code: JMUCJM102P

Semester: I

L	T	P	C
0	0	4	2

Objective:

The aim of this practical is to teach the students theoretically as well as with more emphasized on practically for better understanding, skilling of the students with basic knowledge of principle and practices of mass communication.

- Highlights mainly to practical oriented topics.
- Evaluation done not on the theory but on the basis of practical.
- Aim of study to practically skilled the student on the scale of Learning by doing.

Course Syllabus (Practical)

Practical's / Assignments

- Prepare a series of Essay (10), choosing two from each units. (Word limit-500)

Syllabus for BAJMC (Hons.)

Course Title: COMMUNICATION:CONCEPTS & PROCESSES

Course Code: JMUCJM103T

Semester: I

L T P C
4 0 0 4

Objectives:

1. Explain the meaning of communication and why human beings communicate.
2. State how we communicate non-verbally and verbally.
3. List and explain different types of communication.
4. Discuss the meaning of self-communication.

Unit	Content	Hours
1.	Communication concept elements and process, Defining meaning and scope of communication, Types of communication, Barriers to communication, Function of communication.	9
2.	Models of Mass Communication, Aristotle's model, Lasswellmodel,Shanon and Weaver model Osgood's model.	9
3.	Theories of Communication ,Dependency Theory, cultivation theory , Agenda Setting Theory, Use and Gratification Theory , Hypodermic Needle Theory , Limited Effects Theory	9
4.	Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter, The Internet- discussion around media and everyday life Discussions around mediated and non-mediated communication.	9
5.	Relevance of communication theories to practice - Persuasion ,Perception , Diffusion of Innovations ,Social Learning ,Participatory Communication	9

Course Outcomes

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication.
5. Students would be able to strengthen the 5Cs of Communication.

Recommended Text Book

- Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.

Recommended Reference Books

- Schramm, W. & Roberts, D. F. The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press
- Agee, Warren K., Ault Philip H., Introduction to Mas Communication, Oxford & IBH Publishing Company, New Delhi
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai

Syllabus for BAJMC (Hons.)

Course Title: COMMUNICATION:CONCEPTS & PROCESSES PRACTICAL

Course Code: JMUCJM103P

Semester: I

L	T	P	C
0	0	4	2

Objectives of the Course

- Demonstrate proficiency of effective Communication Skills
- Utilize knowledge gained in planning, designing and presenting a multi-media presentation

Exercises/Assignments

1. Presentation on Self: Extempore (1-2 minutes)
2. Dialogue: to be recorded on mobile camera
3. Group discussion
4. Listening and reviewing of an audio programme
5. Identify and analyse newspaper/magazine content based on one or more models of communication
6. Identify and analyse newspaper/magazine content based on one or more theories of mass communication
7. Letter to the Editor
8. Multi-media presentation

Internal Assessment:

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The student will also be evaluated on general awareness and current affairs.

Syllabus for BAJMC (Hons.)

Course Title: COMMUNICATIVE ENGLISH

Course Code: JMUCJM104T

Semester: I

L	T	P	C
4	0	0	4

Objectives:

1. To create linguistic skills.
2. To impart knowledge about advanced vocabulary for effective communication.
3. To understand the societal cultural perspectives.
4. To inculcate the knowledge of compositional and comprehension skills.
5. To develop the knowledge of various forms of English literature.

Unit	Content	Hours
1.	Tenses: Simple, Present, Progressive, Future (All Types) ,Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses , Models and use of Shall, Should, Will. Reported Speech- Would, May, Might, Can, Could, etc ,Voice-Active and Passive Voice , Narration direct & Indirect	9
2.	Diminutives and Derivatives, Word foundation Jargons of registers, Compound Words, Words Often mis -Spelt and Misused, Idioms, Proverbs, Antonyms, Synonyms, Homonyms, Acronyms, One-Word Substitutes	9
3.	Close Reading, Comprehension, Summary Paraphrasing ,Analysis and Interpretation , Translation (from Indian language to English and vice-versa) ,Technical terminology in the field of Sports, Finance, Economics, IT, Science, Agriculture, Politics, Law and Culture	9
4.	Focus on Listening, Speaking, Reading & Writing Skills (LSRW) note making and note taking skills, Essay Writing ,Report writing ,Correction of Common Errors, Rewriting Sentences as Directed	9
5.	Introduction to various form of English Literature ,Definition and types of Prose, Poetry, Drama and Fiction ,Speaking Skills and Presentation: Presentation Design and Delivery , Monologue Dialogue, Group Discussion and Figures of Speech ,Short Stories of eminent Indian authors	9

Course Outcomes

1. Students would be able to create linguistic skills.
2. Students would be able to impart knowledge about advanced vocabulary for effective communication.
3. Students would be able to understand the societal cultural perspectives.
4. Students would be able to inculcate the knowledge of compositional and comprehension skills.
5. Students would be able to develop the knowledge of various forms of English literature.

Recommended Text Book

- Course in General Linguistics. Bloomsbury Publishing
- Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing
- Peter Roach: English Phonetics and Phonology- A Practical Course 4th Edition
- Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
- The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India
- A Practical English Grammar by Thomson and Marlinet
- Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
- Developing Communication Skills by Krishna Mohan and MeeraBanerji; MacMillan India Ltd., Delhi

Recommended Reference Books

- Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGrawHill Publishing Company Ltd. New Delhi .
- Howard, Peter, Perfect Your Punctuation, Orient Longman, Delh

Syllabus for BAJMC (Hons.)

Course Title: COMMUNICATIVE HINDI

Course Code: JMUCJM105T

Semester: I

L T P C
2 0 0 2

Objectives:

1. To strengthen oral communication skills in Hindi/ Regional Language.
2. To develop the knowledge of written in Hindi/ Regional Language.
3. To improve vocabulary in Hindi/ Regional Language.
4. To enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. To inculcate the knowledge of grammar in Hindi/ Regional Language.

Unit	Content	Hours
1.	भाषाकीसंकल्पना,भाषाईभेद-मौखिक, भाषाईभेद-लिखित,	6
2.	प्रयोजनमूलकहिंदीकाअभिप्राय, जनसंचारमाध्यमऔरहिंदीभाषा,	6
3.	हिंदीव्याकरणशब्दरूपऔरवाक्यरचना, अक्षरवर्णस्वरव्यंजन, उच्चारणअवयव, पर्याय, विलोम, समानार्थी, अनेकार्थीशब्द, हिंदीकीप्रयोगयात्मकत्रुटिया	6
4.	हिंदीसाहित्यकासंक्षिप्तइतिहास, हिंदीसाहित्यिकविधाओकापरिचय, हिंदीगद्य, पद्य	6
5.	मुद्रितमाध्यमऔरहिंदी, रेडियोकीभाषा, टेलीविज़नकीभाषा, विज्ञापनकीभाषा, सोशलमीडियाकीभाषा	6

Course Outcomes

1. Students would be able to strengthen oral communication skills in Hindi.
2. Student would be able to develop the knowledge of writing in Hindi.
3. Students would be able to improve vocabulary in Hindi.
4. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. Students would be able to inculcate the knowledge of grammar in Hindi.

Recommended Text Book

- Bhatia, Dr. Kailsh Chandra, Anuvaadkala: Siddhantaur Prayog, Takshsila Prakashan Delhi
- Sharma
Raghunandan Prasad, Prayojan Moolakhindi: sidhantaur vywahaar, Viswavidalaya prakashan, Varansi.
- Kumar Chand, Jansanchaar Madhyamo me Hindi, classical publishing company, delhi.

Recommended Reference Books

- Ayyar Vishwanath, Anuvaadkala, Prabhat Prakashan, Delhi
- Godre Dr. Vinod Prayojan moolak Hindi, Vaani Prakashan, New Delhi.

Syllabus for BAJMC (Hons.)

Course Title: NEWS ANALYSIS

Course Code: JMUCJM106T

Semester: I

L T P C
2 0 0 2

Objectives:

The students are the fresher's in the field of journalism and mass communication, therefore, they are to be introduced to the news industry from a journalistic perspective through this course of News Analysis. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Unit	Content	Hours
1	Understanding News, Basics of News, objectivity (bias) and subjectivity, Credibility	6
2	Daily national and international news (newspapers, radio & TV), Background of important news, Thumbnail sketches of chief personalities figuring in current news reports, Relevance of these reports to India and the world community or why they are considered to be important,	6
3	Media Bodies –Press Commissions, PCI, BRAI, BCCC, NBA, Editor's Guild, ABC, Government News Monitoring Cells, etc.	6
4	Analyzing daily Current News, Comparing News treatment in various newspapers and news channels, Classroom debates and group discussions on Newspaper/TV/Radio	6
5	Guest lectures on current and topical issues by leading practicing journalists	6

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings.

The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Course Outcomes

1. To describe the process of news analysis.
2. To identify and analyze print and broadcast media news.
3. To demonstrate the functioning and structure of the national and international organizations and groups.
4. To categorize, compare and contrast social, political and economic issues in the overall context of the global scenario.

Recommended Text Books:

- News Papers and Magazines based on current affairs.
- TV News & Debates Program

Syllabus for BAJMC (Hons.)

Course Title: MINOR PROJECT(PRINT)

Course Code: JMUCJM107P

Semester: I

L	T	P	C
0	0	4	2

Objectives:

1. To learn the format of News Writing
2. To learn how to suggest effective Headline
3. To know how to make Newsletter/Newspaper
4. To know Article Writing

News Writing:

Cover 5 News Stories based on Campus activities or your neighboring areas

Effective Headline Writing

Paste 10 News on the pages with Headlines and suggest other Headlines for each of them

Making Newsletter/Newspaper)

Prepare a Newsletter/Newspaper containing 4 pages

Article Writing

Write two Articles on the basis of two News

COURSE OUTCOME

Students could be capable to work in any Print Media House

Syllabus for BAJMC (Hons.)

Course Title: INTRODUCTION TO PRINT MEDIA

Course Code: JMUCJM201T

Semester: II

L	T	P	C
4	0	0	4

Objectives:

1. To understand the working pattern of various print media platforms
2. To familiarize the students with the basics of writing of print media.
3. To create understanding of various print media content.
4. To develop the knowledge of news agency.

Unit	Content	Hours
1.	Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly), Elements of News Writing , Writing a Photo caption for a Newspaper, Writing an Editorial, Article and Feature for a newspaper	9
2.	Style sheet of a Newspaper , Pagination of a Newspaper ,Vocabulary for writing news in a Newspaper , Editorial policy of a Newspaper ,Opinion Writing	9
3.	Roles and responsibilities of different types of Reporters, Reporting techniques, qualities of a reporter, pitfalls and problems in reporting - attribution - off the record, embargo, pool reporting, Principles of reporting, Reporting beats: crime, courts, health etc.	9
4.	Concept of News agency , Indian news agencies, Foreign news agencies	9
5.	Difference between writing for a Newspaper and Magazines , Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.) ,Writing a Travelogue.	9

Course Outcomes:

1. Students would able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing of print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.

Recommended Text Book

- History of Journalism in India - J. Natrajan
- Press - M. ChalapatiRao
- Press Commission Report - Publication Division Govt. of India
- Journalism in India: From the Earliest Times to the Present Day, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1989

Recommended Reference Books

- Journalism in India, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1997
- Modern History of Indian Press, SunitGhosh, Cosmo Publications, New Delhi, 1998
- India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977- 99, St. Martin's Press, New York, 2000
- News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
- PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
- Feature Writing for Journalists, Sharon Wheeler, Routledge, New Yor

Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO PRINT MEDIA
PRACTICAL**

Course Code: JMUCJM201P

Semester: II

L	T	P	C
0	0	4	2

Objectives:

1. To understand the working pattern of various print media platforms
2. To familiarize the students with the basics of writing of print media.
3. To create understanding of various print media content.

Course Syllabus (Practical)

Practical's / Assignments

- Editing news reports
- Editing articles of magazine
- News selection and placement
- Preparing dummies of newspapers and magazine

Syllabus for BAJMC (Hons.)

Course Title: NEWS WRITING

Course Code: JMUCJM202T

Semester: II

L T P C
4 0 0 4

Objectives:

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news
3. To understand different writing techniques.
4. To develop the knowledge of web writing.
5. To inculcate the knowledge of news and backgrounder.

Unit	Content	Hours
1.	Concept & Definitions of News, Elements of News , News values and dynamics of news values, Truth, Objectivity, Diversity, Plurality ,Social welfare and relevance of facts	9
2.	News : structure and content, Differences between news writing and other forms of media writing, Various types of writing style , Headlines: Types, Function and Importance , Various techniques of writing headlines	9
3.	Source of News, cultivation and protection ,Verification and validation of facts, Types of News stories, Introduction to writing news, Article, Features	9
4.	News analysis, Backgrounders, Writing News based on Interviews, Writing News for Newspapers Writing News for Radio, Television	9
5.	News Writing for web, E-paper ,Writing for Blog , Writing photo captions ,Writing for social media ,Comparison of online writing and other forms of writing	9

Course Outcomes:

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Information and writing news.
4. Students would be able to understand different writing techniques.
5. Students will have the knowledge of web writing.
6. Students will be having the knowledge of news and background.

Recommended Text Book

- George, A. H. (1990). News Writing, Kanishka Publications.
- Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Harold Evans, 'Newsmen's English' William Hainemann Ltd, 1972.

Recommended Reference Books

- M.L. Stein. and Susan F Paterno., 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
- George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.
- Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill,
- Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.

Syllabus for BAJMC (Hons.)

Course Title: NEWS WRITING PRACTICAL

Course Code: JMUCJM202P

Semester: II

L	T	P	C
0	0	2	4

Objectives:

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news
3. To understand different writing techniques.

Practicals / Assignments

- Write any five news report for print medium.
- Write any five news report for Television.
- Write any five news report for web.

Syllabus for BAJMC (Hons.)

Course Title: REPORTING AND EDITING FOR PRINT MEDIA

Course Code: JMUCJM203T

Semester: II

L T P C
4 0 0 4

Objectives:

1. To understand the basics of reporting & editing.
2. To familiarize the students with different types of reporting & editing.
3. To create understanding of specialized reporting & editing.
4. To develop the general understanding of art culture and sports reporting & editing.
5. To inculcate the knowledge of crime reporting & editing.

Unit	Content	Hours
1.	Reporter- role, functions and qualities, Covering Speeches, Meetings and Press Conferences, Sports Reporting, beat Reporting, Covering of beats- Crime, Courts, City reporting, Education, Culture.	9
2.	Techniques of Interviewing: doing the research, setting up the interview, conducting the interview, Organizing the news- Headline, Leads/intros, body; attribution, verification, Writing Articles, Features, and human interest stories,	9
3.	Organizational setup of a newspaper, Editorial department- The news desk & News bureau, Role of sub/copy-editor, News editor and Editor, Principles, Purpose and functions of Editing. Style sheet, Changing trend in Headline writing, Importance of pictures, selection of news pictures,	9
4.	Understanding media and news, Objectivity & Sociology of news: factors affecting news treatment, paid news, agenda setting, trial by media, gatekeepers.	9
5.	Basics of Investigative Reporting , How to Cover a Crime Incident , Analytical Coverage of Crime	9

Course Outcomes

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports reporting.
5. Students would be able to know about crime reporting.

Recommended Text Book

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Recommended Reference Books

- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper's Handbook, Richard Keeble, Routledge Publication

Syllabus for BAJMC (Hons.)

**Course Title: REPORTING AND EDITING FOR
PRINT MEDIA PRACTICAL**

Course Code: JMUCJM203P

Semester: II

L	T	P	C
0	0	2	4

Objectives:

1. To understand the basics of reporting & editing.
2. To familiarize the students with different types of reporting & editing.
3. To create understanding of specialized reporting & editing.

Practicals / Assignments

Practical component of this paper includes covering seminars & conferences, sports, cultural functions; writing and editing crime, political, city and campus news, Interview based news and features. Each student will be required to prepare a record of practical assignments and submit it to the department before term end examination.

Syllabus for BAJMC (Hons.)

Course Title: DIGITAL PHOTOGRAPHY & PHOTO JOURNALISM

Course Code: JMUCJM204T

Semester: II

L	T	P	C
2	0	0	2

Objectives:

1. Impart basic concepts and importance of Photography
2. Prepare photo journalist.
3. Encourage self-employment.
4. Encourage creative skills
5. Develop interest in photo journalism

Unit	Content	Hours
1.	History of Photography, Definition and origin of Photography, The birth of Camera and its evolution Modernization of Photography and its use in Mass Media Invention of Digital Photography	6
2.	Equipment of Photography Cameras Lenses Tripods Monopods Camera bags Digital storage Editing: Photo editing software: Microsoft Office Picture Manager, Adobe Photoshop, Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast,	6
3.	Lighting: The different types of lighting: Natural lighting–and Artificial Lighting The reflection of light, outdoor lighting. Indoor lighting and Photography.	6
4.	The basics of photojournalism and importance of context in photojournalism, Types of Photography and Photojournalism: News Photography, Feature photography: Sports Photography, Nature photography, Fashion photography and advertisement photography.	6
5.	Photo Feature. Photography portfolio and practical assignments.	6

Course Outcomes

1. Learner would learn the concepts and importance of photography.
2. Learner would be able to understand photo coverage and photo Journalism .
3. Learner would be to ready to join any media organization as photo Journalist.
4. Learner would know the importance of photo features.
5. Learner would know different branches of photography and may be self-employed.

Recommended Text Book

- Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
- Digital Photography (Hindi) Hardcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
- All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010 New Delhi

Recommended Reference Books

- Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy

Syllabus for BAJMC (Hons.)

Course Title: FUNDAMENTAL OF COMPUTERS & APPLICATION

**Course Code: CASCPJM20T/
CASCPJM20P**

Semester: II

L T P C
2 0 0 2

Objectives:

1. To learn about Computer.
2. To understand Software and Operating System.
3. To understand IT Communication.
4. To learn about Office Automation Package.
5. To learn about Document, creation, manipulation and storage of Chart and Slide Show Package.

Unit	Content	Hours
1.	Introduction to Computer, Software and Devices Computer System Concepts , Types of Computers, Basic Components of a Computer System, Memory, Input Devices, Output Devices, Various Storage Devices, Software - Types - System software, Application software., System Software - Operating System, Utility Program, Assemblers, Compilers and Interpreter, Application Software - Word processing, Spreadsheet, Presentation Graphics, Database Management System.	6
2.	Introduction to Operating System and Network , Introduction of Windows Linux and Mac. Windows - Features, Various versions, Working , My Computer & Recycle bin, Desktop Icons and Windows Explorer, Working with Files & Folders, Accessories and Windows Settings using Control Panel, Creating users, Internet settings, Start button & Program lists, Types of Network - LAN, WAN, MAN, Topologies of LAN - Ring, Bus Star, Mesh and Tree topologies, Components of LAN -Media, NIC, NOS, Bridges, HUB, Routers, Repeater and Gateways.	6
3.	Introduction to MS Office , MS Word: Features & area of use ,Menus, Toolbars & Buttons, Creating a New Document, Different Page Views and layouts , Formatting, Paragraph and Page Formatting; Bullets, Numbering, Printing & various print options, Spell Check, Thesaurus, Find & Replace, Auto texts, Working with Columns , Creation & Working with Tables, Mail Merge	6
4.	MS Excel Concepts of Workbook & Worksheets, Using different features with Data, Cell and Texts, Inserting, Removing & Resizing of Columns & Rows, Working with Data & Ranges, Column Freezing, Labels, Hiding, Splitting etc, Use of Formulas, Calculations & Functions, Cell Formatting including Borders & Shading, Working with Different Chart Types	6
5.	Introduction of MS PowerPoint ,Creating a New Presentation, Working with Presentation, Using Wizards, Slides & its different views, Inserting, Deleting and Copying of Slides, Working with Notes, Handouts, Columns & Lists ,Adding Graphics, Sounds and Movies to a Slide, Working with PowerPoint Objects , Designing & Presentation of a Slide Show, Printing Presentations, Notes, Handouts with print options	6

Course Outcomes:

1. Students will learn about computer
2. Students will be able to understand Software and Operating System
3. Students will have the knowledge of IT Communication
4. Students will learn about Office Automation Package
5. Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package

Recommended Text Book

- Computers Today, S.K. Basandra, Galgotia Publications.
- Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
- Computer EkParichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009

Recommended Reference Books

- Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
- Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010

Syllabus for BAJMC (Hons.)

Course Title: ENVIRONMENTAL STUDIES

Course Code: SCSEPJM20T

Semester: II

L T P C
2 0 0 2

Objectives:

1. To impart basic knowledge of film studies.
2. To develop an attitude of concern for the environment.
3. To acquire skills to help people identifying and creating solutions for the environmentrelated problems.
4. To understand the significance of sustainable development.
5. To provide understanding how media professionals can contribute in creating awarenessabout environmental issues.

Unit	Content	Hours
1.	Introduction to Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.	6
2.	Ecosystems: What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case Studies of the following ecosystems a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (Ponds, streams, lake, rivers, oceans, estuaries)	6
3.	Natural Resources: Renewable and non-renewable Resources, Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impact due to mining dam building on environment, Forest, biodiversity and tribal populations. Water: use and over exploitation of surface and ground water, floods, droughts, conflicts over water (International & Inter-state).Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources growing energy needs case studies.	6
4.	Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic 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 e-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.	6
5.	Field Work: Visit to an area to document environmental assets: river/ forest/ flora, 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.	6

Course Outcomes

1. Students would gain understanding of the concepts of environmental studies.
2. Students would be able to utilize media for different sustainable developmental activities.
3. Students would be able to utilize media for different promotional activities for protecting environment.
4. Students will be able to create awareness about environmental issues in society.

Recommended Text Book

- Carson, R. 2002. Silent Spring.Houghton Mifflin Harcourt.
- Gadgil, M., &Guha, R. 1993. This Fissured Land : An Ecological History of India.

Univ. of California Press.

- Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and environment, London, Routledge.
- Gleick, P.H. 1993. Water in crisis. Pacific Institute for Studies in dev., Environment & Security. Stockholm Eny, Institute, Oxford Univ. Press.

Recommended Reference Books

- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats From India's Himalaya dams. Science, 339:36.37.
- Mc Cully, P.H. 1996. Rivers on more the environmental effects of dams (PP. 29-64). Zed Books

Syllabus for BAJMC (Hons.)

Course Title: FILM STUDIES & DIGITAL FILM MAKING

Course Code: JMUCJM205T

Semester: II

L T P C
2 0 0 2

Objectives:

1. To impart basic knowledge of film.
2. To provide outlook on various genres of films and film appreciation.
3. To introduce the students to the fundamentals of film production.

Unit	Content	Hours
1.	History and origin of cinema. The beginning and the experiments: Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. W. K. L. Dickson, David Wark Griffith and Charlie Chaplin	6
2.	Development of cinema- Silent cinema - The birth of the Talkies, Great depression era, Second World War era, The western era, Cold war era, Box- office era.	6
3.	World cinema- Different schools of world cinema; German expressionism- Style and characteristics- Fritz Lang- The golden age of German cinema, French impressionism, surrealism and new wave cinema; Soviet montage- Italian neo realism- Japanese cinema Iranian cinema; Third world cinema.	6
4.	Indian Cinema- Arrival of the cinema; Pioneers of Indian cinema- Dada Saheb Phalke; Talkie era, Studio system- Dynasty of actors and director- Mehboob, Raj Kapoor and Guru Dutt; Golden fifties of Indian cinema; New wave cinema- Satyajit Ray and Mrinal Sen	6
5.	Overview of the film crew, Introduction to various departments of film making, Collaborating and working with team. Introduction to stages of film production	6

Course Outcomes

1. Students would gain understanding of the concepts of film studies.
2. Students will learn about film.
3. Students would be able to utilize film for different promotional activities.
4. 4. Students would be able to acquaint themselves with the glorious journey of film.

Recommended Text Book

- Geoffrey Nowell-Smith, The History of Cinema: A short Introduction, OXFORD 2018
- Cook, David A., A History of Narrative Film, 4th ed. New York: Norton, 2004
- Braudy, Leo and Marshall Cohen, Film Theory and Criticism, 6th ed. Oxford: Oxford University Press, 2004
- Yves Thoraval, The Cinema of India, MacMillan India, 2000.

Recommended Reference Books

- Nasreen Munni Kabir, Guru Dutt life in Cinema, Oxford University Press, 2005
- Huda, Anwar. The Art and Science of Cinema. New Delhi. Atlantic Publishers and Distributors, 2004
- Jane Barnwell, The Fundamentals of Film Making, AVA book publishing, SA, 2019
- Nicholas Proferes, Film Directing Fundamentals: See Your Film Before Shooting, Focal press, 2012
- Amy Villarejo, Film Studies: The Basics, Routledge, 2013

Syllabus for BAJMC (Hons.)

Course Title: MINOR PROJECT(Web & Mobile)

Course Code: JMUCJM206P

Semester: II

L	T	P	C
0	0	4	2

Objectives:

1. To learn the style of Blog Writing.
2. To gain knowledge about news websites.
3. To know how to write a critical report.
4. To know creative use of mobile phones.

Creation of Blog site

(Create your Blog site and write 5 write ups on the different issues. Submit the write ups and links of the same.)

Review of News Websites

(Write a critical review of any two News Websites.)

Critical Report Writing

(Write a critical Report on five WhatsApp messages received on your mobile phone. The theme should be social, entertainment, fake news, health related and so on, not personnel.)

Creative use of Mobile Phone

Using your mobile phone, make any one of these:

1. TV Advertisement- 1 (Maximum 2 Minutes)
2. TV News Bulletin- 1 (Minimum 5 Minutes)

COURSE OUTCOME

Students could be capable to work for News Website. They could know creative use of Mobile Phone.