

# **FACULTY OF JOURNALISM AND MASS COMMUNICATION**

## **CURRICULUM & SYLLABI**

### **BA in Journalism & Mass Communication BAJMC (Hons.)**

[Academic Session 2025-26]



**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 2025-26]**

## **CREDITS DISTRIBUTION**

<b>S.N.</b>	<b>Category</b>	<b>Number of Courses</b>	<b>Credit</b>
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	-
<b>Total</b>		<b>68</b>	<b>168</b>

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

<b>SEMESTER I</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
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	PTSPJIM10T	Professional Proficiency(JM)-1	AU	2	-	0
		<b>Total</b>		<b>22</b>	<b>14</b>	<b>28</b>

<b>SEMESTER II</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
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	<b>CASCPJM20T</b>	<b>Fundamental of Computers &amp; Application</b>	CA	2	-	2
6	<b>SCSEPJM20T</b>	<b>Environmental Studies</b>	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	<b>JMUCJM206P</b>	<b>Minor Project-JM (Web &amp; Mobile)</b>	PWSI	-	2	2
12	PTSPJM20T	Professional Proficiency(JM)-2	AU	2	-	0
		<b>Total</b>		<b>22</b>	<b>14</b>	<b>28</b>

<b>SEMESTER III</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
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	<b>JMUCJM307P</b>	<b>Minor Project-JM (Television)</b>	PWSI	-	2	2
12	PTSPJ30T	Professional Proficiency(JM)-3	AU	2	-	0
		<b>Total</b>		<b>20</b>	<b>16</b>	<b>28</b>

<b>SEMESTER IV</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
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	<b>JMUCJM407P</b>	<b>Minor Project-JM (Advertising)</b>	PWSI	-	2	2
11	PTSPJ40T	Professional Proficiency(JM)-4	AU	2	-	0
		<b>Total</b>		<b>22</b>	<b>12</b>	<b>28</b>

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

<b>SEMESTER V</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
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	<b>JMUCJM509P</b>	<b>Research Project/Internship Assessment-JM</b>	PWSI	-	4	2
10	<b>JMUCJM510P</b>	<b>Minor Project-JM (PR)</b>	PWSI	-	2	2
11	PTSPJ50T	Professional Proficiency(JM)-5	AU	2	-	0
		<b>Total</b>		<b>26</b>	<b>8</b>	<b>28</b>

<b>SEMESTER VI</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
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	<b>JMUCJM601P</b>	<b>Basics of Camera, Lights &amp; Sound Practical</b>	PC	-	4	2
10	<b>JMUCJM609P</b>	<b>Major Project-JM</b>	PWSI	-	12	6
11	<b>JMUCJM610P</b>	<b>Minor Project-JM (Documentary)</b>	PWSI	-	2	2
		<b>Total</b>		<b>18</b>	<b>18</b>	<b>28</b>

# SYLLABUS

FOR

## JOURNALISM AND MASS COMMUNICATION



**UNITED**  
**UNIVERSITY**

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, LokbhartiPrakashan Allahabad.
- Tiwari Dr. Arjun, AdhunikPatrikarita, ViswavidyalayaPrakashanVaransi.
- News Papers and Magazines based on current affairs.

#### Recommended Reference Books

- Thakur Prof. (Dr). Kiran, Handbook of Pint 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**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### 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

### 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**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### 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 Thanmbj 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, Viswavidalayaprakashan, Varansi.
- Kumar Chand, Jansanchaar Madhyamo me Hindi, classical publishing company, delhi.

### Recommended Reference Books

- Ayyar Vishwanath, Anuvaadkala, Prabhat Prakashan, Delhi
- Godre Dr. Vinod PrayojanmoolakHindi, 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**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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

UNITED UNIVERSITY

## Syllabus for BAJMC (Hons.)

**Course Title: NEWS WRITING**

**Course Code: JMUCJM202T**

**Semester: II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### 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
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.

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## Syllabus for BAJMC (Hons.)

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

**Course Code: JMUCJM203T**

**Semester: II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**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

## Syllabus for BAJMC (Hons.)

**Course Title: FUNDAMENTAL OF COMPUTERS & APPLICATION**

**Course Code: CASCPJM20T/  
CASCPJM20P**

**Semester: II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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

UNITED UNIVERSITY

## 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

UNITED UNIVERSITY

**Syllabus for BAJMC (Hons.)**

**Course Title: FILM STUDIES & DIGITAL FILM MAKING**

**Semester: II**

**Course Code: JMUCJM205T**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

## 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 cinemaIranian cinema; Third world cinema.	6
4.	Indian Cinema- Arrival of the cinema; Pioneers of Indian cinema- Dada SahebPhalke; 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 MrinalSen	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

- NasreenMunniKabir, Guru Dutt life in Cinema, Oxford University Press, 2005
- Huda, Anwar. The Art and Science of Cinema. New Delhi. Atlantic Publishers and Distributers, 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.

**SYLLABUS**

**FOR**

**JOURNALISM AND MASS COMMUNICATION**



**UNITED**  
**UNIVERSITY**

**PRAYAGRAJ**

**FACULTY OF JOURNALISM  
AND MASS COMMUNICATION  
SEM III and IV**

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO ELECTRONIC MEDIA**

**Course Code: JMUCJM301T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

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

Unit	Content	Hours
1.	Characteristics of Television as a Medium. Television Language, Writing and Editing Television News, Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept),	9
2.	Three tier service system of DD (National, Regional and Local), Role of DD in national development ( SITE project and Educational TV ), Educational Media: GyanDarshan, Zed TV ,	9
3.	Commercial Media Television: growth and development of private channels in India, Introduction to major news channels: Star News, Zee News, Aaj Take etc.,	9
4.	Web Media Computer revolution and development of new media, Theories of new media, Introduction to major Indian portals: Rediff, com, Webduniya.com etc.,	9
5.	Elements of Television News Bulletins, Elements of a Television News Story: Gathering, Writing/Reporting. Basics of Editing for TV – Broadcast News: Critical Issues and Debates, Changing Character of Television News 24-hrs. News format, News Production cycle, News 'Lingo', News 'Formulae'.	9

### Course Outcomes

5. Students would be able to understand the basics of Electronic media.
6. Students would be able to inculcate the knowledge elements of journalism.
7. Students would be able to acquaint them with important aspects of the process of journalism.
8. Students would be able to develop the knowledge of skills of journalism.

### Recommended Text Book

1. Zetfl Herbert, Television Production Handbook. (Pgenos: 20-80,85-135)
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25-78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105)
5. McLeish, Robert, and Jeff Link. Radio Production. Focal Press, 2016. Recommended Reference Books

## Syllabus for BAJMC (Hons.)

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

**Course Code: JMUCJM301P**

**Semester: III**

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 Electronic Media.

- 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**

- Production of TV News Packages and encapsulation Bulletin for 24 minutes.
- Production of TV news Debate or panel Discussion (1+2, 1+3)

## Syllabus for BAJMC (Hons.)

**Course Title: BASICS OF EDITING**

**Course Code: JMUCJM302T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### 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.	Editing-meaning concept and significance, Understanding the publications-it's audiences ,ideology and demography etc., Preparation, use and importance of stylebook, Editing symbol/proof reading symbol, and how the computer has revolutionized editing, Reorganizing and restructuring of a story.	9
2.	Editing principles, tools and techniques, principles of layout and designing, Newsroom function and coordination, Role and function of copy desk, Art of hard and soft copy editing, steps and precautions, Difference between newspaper and magazine editing.	9
3.	Editing copies of news agencies, bureaus, special correspondents, city reporters, stringers etc., Copy writing, abstracting, synoptic writing, Editing ,Editing for feature pages : Sunday magazine, special sections, special supplements and city pullouts., for target audience excerpting, slanting, streamlining, rewriting ,integration ,translation, trans creation and transliteration, Editing of article, feature and other stories.	9
4.	Reorganizing and restructuring of a news story, Various types of intro's and lead, Editing of first page, sports page and business page, Specific language inputs: word, phrases and specific grammatical problems. Editing to fit available space: cutting and expanding the copy to fill a space.	9
5.	Photo selection: role and significance, qualities of effective photographers, Photo editing: techniques and procedure of cropping, reducing and enlarging of photographs, captions, sub-captions and cutline, Preparation of graphs, charts, diagrams, illustration and cartoons.	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 editing of the print media.
3. Students would be able to inculcate the knowledge of growth of print.
4. Students would be able to throw light on the present status of various mass media.

### Recommended Text Book

- T. J. S. George, Editing: A Handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989
- M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003
- George Hough, News Writing, New Delhi: Kanishka Publishers, 2004
- Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002
- M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002

## Recommended Reference Books

- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
- Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
- Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
- Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986

UNITED UNIVERSITY

**Course Title: BASICS OF EDITING PRACTICAL**

**Course Code: JMUCJM302P**

**Semester: III**

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 editing.

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**

- Proof reading
- Photo Editing
- Page make up
- Caption Writing
- Audio Editing.
- News editing

## Syllabus for BAJMC (Hons.)

**Course Title: RADIO JOURNALISM & PRODUCTION**

**Course Code: JMUCJM303T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To acquaint students with the glorious journey of radio journalism.
2. To enhance understanding of the origin of the traditional electronic 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.	Radio as an oral medium, Radio program formats, News, Newsreel, Feature, Talk, Discussion, Phone in program commentary, Drama, Music program.	9
2.	Audio Studio, Audio Equipment's, Microphones, Working of Microphones, Types of Microphones.	9
3.	Basics of Audio recording, Programme Planning, Programme Production Process, Producing Field based Radio Programs, Radio Production Team	9
4.	Introduction to Audio Editing, Non Linear Audio Editing, Types of Sound effects, Mixing Techniques, Dubbing Techniques	9
5.	Voice Modulation, Pitch, Tempo, Rhythm, Voice culture, Pronunciation, Common errors in Pronunciation	9

### Suggested Readings:

- Ford Meg, Radio Production, Createspace Independent Publishing Platform, 2013
- Gandhi Ved Prakash, Handbook of Television and Radio Broadcasting, Kanishka Publishers Distributors, New Delhi, 2009.
- Medoff Norman J. & Kaye Barbara K., Electronic Media (Then, Now and Later), Routledge 711 Third Avenue, New York, 2017.
- Sharma Ajay Kumar, Radio and Television Broadcasting, Random Publications, New Delhi, 2012.
- Trewin Janet, Presenting on TV and Radio, focal press, 2003.

### e-Resources:

- <https://epdf.tips/radio-production-fifth-edition.html>
- [https://www.researchgate.net/publication/317850997\\_INTRODUCTION\\_TO\\_RADIO\\_PRODUCTION](https://www.researchgate.net/publication/317850997_INTRODUCTION_TO_RADIO_PRODUCTION)
- [https://www.researchgate.net/publication/234632450\\_Radio\\_Programme\\_Production\\_A\\_Manual\\_For\\_Training](https://www.researchgate.net/publication/234632450_Radio_Programme_Production_A_Manual_For_Training)
- <https://www.amazon.in/RADIO-PROGRAMME-PRODUCTION-M-NEELAMALAR-ebook/dp/B08FX2LYVG?asin=B08FX2LYVG&revisionId=&format=2&depth=1>
- [https://www.researchgate.net/publication/278026278\\_The\\_Handbook\\_of\\_English\\_Pronunciation\\_Introduction](https://www.researchgate.net/publication/278026278_The_Handbook_of_English_Pronunciation_Introduction)

## Syllabus for BAJMC (Hons.)

**Course Title: RADIO JOURNALISM &  
PRODUCTION PRACTICAL**

**Course Code: JMUCJM303P**

**Semester: III**

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

- Prepare a radio talk
- Prepare a radio drama
- Create a 2 minute radio jockey program

### Practical/Project:

1. Exercises of voice modulation, pronunciation and articulation.
2. Exercises of bite selection.
3. Recording of interviews with experts on local and regional issues.
4. Any other assignment given by the concerned faculty.

## Syllabus for BAJMC (Hons.)

**Course Title: HISTORY OF DOCUMENTERY & PRODUCTION**

**Course Code: JMUCJM404T**

**Semester: III**

**L T P C**  
**2 0 0 2**

### Objectives:

1. Analyse the Relationship between Filmmaker and Subject;
2. Understand Various Ethical Issues in Filmmaking;
3. Describe Ethical Responsibilities to Subjects and Viewers;
4. Describe Ethical Challenges for the Filmmakers.

Unit	Content	Hours
1.	History of documentary film, Documentary Film: Is it Journalistic.	6
2.	Ethics of Documentary Film Making, Relationship Between Filmmaker and Subject, Code of Ethics in Documentary Filmmaking, Filmmakers: Their Role in addressing the Imbalance of Power	6
3.	Documentary Filmmaking: Its Various Ethical Issues and Responsibility, Various Ethical Issues in Filmmaking, Ethical Responsibility to Subjects and Viewers, Ethics in Indian Social Documentary	6
4.	Ethical Challenges for the Filmmakers, Documentary Filmmakers & Ethical Challenges, Ethical Challenges During Filming and Editing, Decision-making Process.	6
5.	Different modes of filmmaking Poetic documentary Expository documentary Observational documentary Participatory documentary Reflexive documentary Performative mode.	6

### 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

1. K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.

### Recommended Reference Books

1. James Monaco: How to Read a Film
2. Angela Wadia: Television and Film Production; Kaniska Publisher
3. Satyajit Ray: Our Films Their Films
4. Renu Saran: History of Indian Cinema; Diamond Books
5. M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford.

## Syllabus for BAJMC (Hons.)

**Course Title: HISTORY OF DOCUMENTERY & PRODUCTION PRACTICAL**

**Course Code: JMUCJM304P**

**Semester: III**

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 Documentary film.

- 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 documentary film making on different issues.

## Syllabus for BAJMC (Hons.)

**Course Title: SOCIAL MEDIA**

**Course Code: JMUCJM305T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

**Objectives:**

1. Identify major social media platforms and the role they play
2. Create content for various social media platforms
3. Create and maintain a blog
4. Use social media professionally and strategically
5. Have an online presence for their job search

Unit	Content	Hours
1	Social Media Past & Present, Clearly define social media, Communicate a solid understanding of social media and how it has changed over time, Identify various types of social media	6
2	Identify the basic uses of social media, Discuss the positive and negative influences of social media on individuals, businesses, and society as a whole, and Discuss how Facebook and Twitter have evolved.	6
3	Identify the uses of Facebook and Twitter in personal, academic, and professional realms, Identify and use security features for each platform, Identify strategies for achieving academic and professional goals using Facebook and Twitter.	6
4	Discuss how LinkedIn, Google+, and Pinterest have evolved, Identify the uses of LinkedIn, Google+, and Pinterest in personal, academic, and professional realms. identify strategies for achieving academic and professional goals using each platform.	6
5	Guest lectures on current and topical issues by leading practicing journalists	6

**Course Outcomes**

1. Identify various types of social media outcasts.
2. Discuss the history and evolution of each social media outcast.
3. Identify some of the ways each social media outcast is used.
4. Identify strategies for implementing each social media outcast.
5. Discuss the overall impact the social media outcasts have had on academics, professions, and society in general.

**Recommended Text Books:**

1. Social media simplified, author ,VijyendraHaryal ,Anandan Pillai
2. The art of social media:power tips for power users,GuyKawasaki&Peg Fitzpatrick

**Recommended Reference Books:**

1. Social Media 2016 Edition by David Kelly , Lulu.com

## Syllabus for BAJMC (Hons.)

**Course Title: WEB JOURNALISM**

**Course Code: JMUCJM306T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

**Objectives:**

1. Impart knowledge of various aspects of Digital media.
2. To provide extensive hands-on training in the Digital technologies.
3. To familiarize and equip them with a range of Technical skills.
4. Introduce students about significance and usage of New Media.
5. Introduce students about significance of Cyber ethics.

Unit	Content	Hours
1	New Media- meaning and scope, how does it differ from conventional mass media, Development of Information Technology, communication technology, impact of new technology on media. Application of computer.	6
2	Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, Convergence and New Media: Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media	6
3	Characteristics, advantage over other mass media, how internet has changed the media landscape, reach and access of internet in India, World Wide Web, Types of websites, E-mail, Video conferencing, Webcasting, Advertising on Internet.	6
4	Online Communication : Definition, Meaning & Features of Online Communication, its tools, knowledge of HTML podcast and webcast, online journalism in India, Traditional vs Online Journalism-difference in news consumption, Online Writing & Editing.	6
5	The new breaking news medium, Citizen and participatory journalism, social activism & internet, Problem of Control, verification, accuracy and fairness, Cyber Laws & Ethics and the difficulty in enforcing them	6

**Recommended Text Books:**

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. —What is New Media? In The Language of New Media.
3. Cambridge: MIT Press. pp. 19-48.
4. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
5. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
6. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of
7. Borderless World. Oxford University Press US.

**Course Title: MINOR PROJECT-JM(TELEVISION)**

**Course Code: JMUCJM307P**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Objectives:**

5. To learn the format of News Writing
6. To learn how to suggest effective Headline
7. To know how to make Newsletter/Newspaper
8. To know Article Writing

**News Writing:**

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

**Effective Headline Writing**

Watch 5 news headline from television news channel and change

**Making news for television)**

Prepare two story for television news channel

**COURSE OUTCOME**

Students could be capable to work in Television.

## Syllabus for BAJMC (Hons.)

**Course Title: TELEVISION JOURNALISM**

**Course Code: JMUCJM401T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

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

Unit	Content	Hours
1	Evolution and development of TV, Television Broadcasting: Characteristics as a medium of communication, History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite Channel Distribution, MSO's, CAS, HITS, DTH, IPTV ,TV on Mobile 3G & Notebook, Prospects of 4G	9
2	Organizational structure of TV news channels, Modern TV newsroom: Input/output and Assignment Desks ,TV news production desk and its functions, Visual sources: servers, graphics. archives. MSR and OB	9
3	TV Reporters Tools and techniques, Locating TV stories ,Developing TV stories, Structuring a TV news report, V/O's, packages & story formats, PTC: Opening, Bridge and closing., The equipment. Field work. TV news interviews. shooting. recording and editing.	9
4	The production team and the process, Line producers, field producers and their role, The production process, Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow. Back timing and going on air, News analysis and experts, Commercials and promo breaks	9
5	Indian TV Industry, Public service TV broadcasting ,Commercial TV broadcasting Economics of TV broadcasting ,National and International TV news agencies , ITU, WARC, International Television agreements	9

### Course Outcomes:

1. Students would able to understand the working pattern of various Electronic media platform.
2. Students would be able to familiarize themselves with the basics of writing of TV.

### Recommended Text Book

- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, MaritaSturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by SunetraSen Narayan Oxford University Press, 2013
- Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by ArvindRajgopal, New York University Economics of Culture Industry.

## Syllabus for BAJMC (Hons.)

**Course Title: TELEVISION  
PRACTICAL**

**JOURNALISM**

**Course Code: JMUCJM401P**

**Semester: IV**

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

##### TV news (Practical)

- TV writing for different types of visuals
- Structuring TV news reports
- Reporting TV news stories
- Different types of PTC
- Interactive OB exercises
- Facing the camera and voice training
- Studio anchoring and Use of Teleprompter
- Voice over, sound track for features.
- Moderating studio news programmes

## Syllabus for BAJMC (Hons.)

**Course Title: INDIAN CONSTITUTION, MEDIA LAW & ETHICS**

**Course Code: JMUCJM402T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
4	0	0	4

### Objectives:

1. To introduce students to legal and ethical issues related to mass media
2. To help students gain an understanding of media laws in India and their implications on the profession of Journalism
3. To identify and analyze ethical questions pertaining to Journalism

Unit	Content	Hours
1.	Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy	9
2.	: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information	9
3.	Press Council of India, PrasarBharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship	9
4.	IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation	9
5.	Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)	9

### LEARNING OUTCOMES

1. Students gain an understanding of laws pertaining to media
2. Students gain an analytical knowledge into ethical issues related to media
3. Students learn to apply media laws to case studies and evaluate the relative merits and demerits of laws and ethical questions pertaining to media
4. Creating an understanding among students about the importance of responsible Journalism which works within the framework of laws and ethics

### Recommended Text Book

- Development of Media and Media Law – MittikaSingalBhushan, Aadi Publications, 2014
- Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
- Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
- Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
- Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011

## Syllabus for BAJMC (Hons.)

Course Title: INDIAN CONSTITUTION, MEDIA  
LAW & ETHICS PRACTICAL

Course Code: JMUCJM402P

Semester: IV

L	T	P	C
0	0	2	4

### Objectives:

4. To understand basics of Media Law.
5. To understand different media law.

### Practicals / Assignments

- Students are required to work in groups and present case studies pertaining to media law and ethical issues related to media as a part of their assignments. [This activity helps student's insight into real-life ethical issues and applications of media laws.]
- At the end of the semester, students work in groups on a term paper on issues pertaining to media law
- And ethics under the guidance of a faculty member, who would mentor them and guide them through the process. [This activity helps student's gain in-depth understanding of a particular law or ethical consideration and how it affects society, as a whole.]

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO COMMUNICATION RESEARCH**

**Course Code: JMUCJM403T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
4	0	0	4

### Objectives:

1. To understand the basics of media research.
2. To familiarize the students with different types of media research.
3. To create understanding of specialized research.

Unit	Content	Hours
1.	Introduction to Research, Definition and importance, Basic and Applied Research, Types of research, Research process.	9
2.	Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis	9
3.	Sampling, Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data, Observation, Interview, Questionnaire and schedule.	9
4.	Methods of analysis and report writing. Data Analysis Techniques; Coding and Tabulation, Writing Citations, Bibliography, Writing the research report.	9
5.	Research in print media, electronic media, advertising, public relations and online media	9

### Course Outcomes

1. Students would be able to understand the basics of research.
2. Students would be able to familiarize themselves with different types of research.
3. Students would be able to create understanding of media research.
4. Students would be able to develop the general understanding of media research

### Recommended Text Book

1. Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81; 83-98.
2. Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
3. John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
4. David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.
5. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO COMMUNICATION RESEARCH PRACTICAL**

**Course Code: JMUCJM403P**

**Semester: IV**

L	T	P	C
0	0	2	4

### Objectives:

4. To understand the basics of media law.
5. To familiarize the students with different types of media research.
- 6.

### Practicals / Assignments

**Conducting surveys, interviews, brief introduction to statistical software'**

## Syllabus for BAJMC (Hons.)

**Course Title: COMMUNICATION SKILLS**

**Course Code: JMUCJM404T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To improve the student's Written and Oral expression of thought and teach them the effective use of Body-language and Voice tones.
2. To improve the listening and Reading skills of students to follow and comprehend discourse and develop their critical thinking skills.
3. To develop the Presentation skills and enhance confidence to expand the potential of the students.
4. To prepare students to apply for jobs and write effective resumes.
5. To equip the students with knowledge and techniques to effectively tackle interviews

### Course Outcomes

Unit	Content	Hours
6.	Need and Importance of Effective Communication, Non-Verbal Communication- Personal Appearance Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Tips for Improving Non-Verbal Communication	9
7.	Effective Writing Skills, Elements of Effective Writing- Sentence, Phrases and Clauses, Understanding and Applying Vocabulary- Words Often Confused, One Word Substitutes, Synonyms and Antonyms, Word Formation: Prefixes, Bases and Suffixes	9
8.	Purpose and Process of Listening, Benefits of Effective Listening, Barriers to Listening, Measures to improve Listening, Active listening, Reading- Purpose, Process, Methodologies	9
9.	Oral Presentation and Public Speaking skills, Group Discussions, Presenting a Paper, Business Presentation- Purpose, Audience, Locale, Steps in making a Presentation, Technology based Communication, Writing emails, Power Point Presentation	9
10.	Identifying Job openings, Applying for a Job, Guidelines for writing Resume, Contents of a good Resume, Types of Resume, Cover letters- Formats and Types	9

1. Recognize the different aspects of communication and appreciate the role of body language and voice tone in effective communication.
2. Communicate their message in an effective and engaging way for the recipients.
3. Enhance the ability to accurately receive and interpret message in the communication process.
4. Build Presentations that create maximum impact.
5. The ability to highlight their achievements and prove their value added worth to prospective employees.

### Recommended Text Book

1. Communication Skills: Towards Better Writing 1st Edition 2019 by Jindagi Kumari, New Age International (P) Ltd Publishers.
2. Effective Communication Skills 1st Edition 2018 by KulBhushan Kumar, RS Salaria, Khanna Publishing House

## Syllabus for BAJMC (Hons.)

**Course Title: MEDIA INDUSTRY & MANAGEMENT**

**Course Code: CASCPJM405T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

### Objectives:

- i. To learn about media industry
- ii. To understand about media industry.

Unit	Conte	Hours
6.	Understanding management-Principles & Functions of management Media Management- definition, need, practices. Factors influencing media management. Profit making and social commitment.	6
7.	Media Industry: Role, Challenges & issues. Ownership patterns of media industries. Media industry as manufacturers- news, opinion pieces, entertainment. Content management. Market Forces, Performance evaluation (TAM, TRP, BARC and HITS)	6
8.	Media organization: Structure and functions of media organizations. Media organizations in India. Hierarchy & Workflow. Managing director, Managing editor, editor.	6
9.	Understanding Media Economics- Media as an industry & business. Issues and concerns of media economics and management- Capital inflow, Revenue generation, Budgeting, Financial management. Circulation, Advertising and Promotion.	6
10.	Structure and functions of l Newspaper, Television, AIR. Doordarshan. Student will be required to prepare a project report detailing the structure and functions of any one media organization to be submitted to the department before commencement 5th semester End term examination.	6

### Course Outcomes:

1. Students will be able to know the current trends in Media Management.
2. Students will gain understanding of various patterns of Ownership.
3. Understanding of professional and ethical responsibilities and commitment to them.
4. Acquires skills to commence new ventures in Media Industry and be able to work independently.
5. Analyze individual Media Businesses and understand the driving force of the Media Economics.

### Recommended Text Book

1. Vinita KohliKhandeka, Indian Media Business, Sage
2. PradipNinan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications

### Recommended Reference Books

1. Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations

## Syllabus for BAJMC (Hons.)

**Course Title: MOBILE JOURNALISM**

**Course Code: JMUCJM406T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

### Objectives:

This innovative certificate course in Mobile Journalism popularly known as MOJO is designed for students with passion for entrepreneurship in Journalism. The Course intends to provide the students with the necessary skills required to understand the history, economics, techniques and prospects of Mobile Journalism. The Course aims to offer an in depth understanding of Mobile Journalism through social media and other streaming platforms. Some new developments in technology are fascinating enough to attract anyone interested in journalism. The course is designed to familiarize students with all the current and upcoming advancement in technology concerning mobile journalism.

Unit	Content	Hours
1.	Mobile Journalism Basic concept – definition, nature and scope. Origin and development of Mobile Journalism. Advantages of Mobile Journalism. Challenges to Mobile Journalism.	6
2.	Skills required for Mobile Journalism. Workflow of Mobile Journalism. Introduction to Mobile Journalism Apps. Type of apps. Apps for iOS. Apps for Android.	6
3.	Mobile phone as audio recording and editing podcasting. Usage of Mobile camera for Photography and editing, Videography and editing. Video Uploading.	6
4.	Live streaming of audio and platforms. Live streaming of video and platforms. Recent trends mobile journalism apps.	6
5.	To have knowledge of Mobile Journalism. The students have to complete the following assignments: Practical component carries 50 marks. Practical Assignment- 30 marks. Practical Record- 1) Audio News package and audio Interview for podcasting 2) Video news package and video interview 3) Live streaming of Audio, Video.	6

### Course Outcomes

- Journalism of late has gone handy with your pocket-size mobile phone and a tripod. You can create a news story in just a few minutes from anywhere anytime if you know the real hacks of creating the news stories with this pocket-size instrument.
- Witness this transformative news generation process in a much compact way, replacing the old traditional heavyweight camera that paves the way for smooth journalism.

### Recommended Text Book

Mobile journalism, Dr. Rahul Dass 2001

Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.) Gupta, Om, Jasra, Ajay S. 2002;

Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.) Harimohan 2002;

Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)

Sharma, GK, Sharma, Hemant 2002,

Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.) Bansal, S.K. 2004:

## Syllabus for BAJMC (Hons.)

Course Title: MINOR PROJECT-JM(ADVERTISING)

Course Code: JMUCJM407P

Semester: IV

L	T	P	C
0	0	4	2

### Objectives:

5. To learn the style of advertising.
6. To gain knowledge about advertising.
7. To know how to write a advertising script.
8. To know creative use of mobile phones for advertising.

**Practical component of this paper includes preparing advertisements, advertisement campaign formulation for print and electronic media**

Each student will be required to prepare a record of practical assignments and submit it to the department before term end examination.

### COURSE OUTCOME

Students could be capable to work for advertising agency.

## Syllabus for BAJMC (Hons.)

**Course Title: DEVELOPMENT COMMUNICATION**

**Course Code: JMUCJM501T**

**Semester: V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Course objectives:**

1. To understand role and use of media in development communication
2. To understand various aspects of society, its place in the world, its major development issues and how communication can help to bridge the gap.
3. To highlight the linkages between development and communication.

Unit	Content	Hours
1.	Development Communication: Definition, Meaning and Process, gap between developed and developing societies. Characteristics of developing countries. (High dependence on primary sector, Unemployment, population, Low productivity, Low level of living). Economic and social indicators of development: GDP/GNP, Human Development Index, Per capita Income, Happiness Index and others.	9
2.	Theories and Models of development: : Social, Political and Economic theory; Dominant paradigm, dependency model, alternative paradigm, Basic needs models, Nehruvian model, Gandhian model.	9
3.	Role of Media in Development: Print, Radio, TV, Video, Traditional Media. Role of NGOs in development. Process of Development in India: Pre and post-Independence era. Five year plan of development, NitiAyaoga	9
4.	Development communication policy– strategies and action plans – democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels. Agricultural communication and rural development.	9
5.	Cyber Media and Development –e-governance, e-chaupal, national knowledge network, ICT for development, Narrow casting. Development Support Communication (DSC), Development support communication in India in the areas of: Agriculture, health & family welfare, population control, women empowerment. SITE, KrishiDarshan, Kheda, Jhabua, MNREGA.	9

**Course Outcomes**

1. The students will be able to engage in learning and understanding the need to keep abreast of socio-economic developments.
2. They will understand the development scenario and role of communication in the development process.
3. Students will be able to distinguish between communication and development communication.
4. Students will be able to describe use of different media in development communication

**Recommended Text Book**

1. Narula Uma, Development Communication- Theory and Practice, HarAnand Publications
2. Gupta V.S., Communication Technology, Media Policy and National Development, Concept Publishing Company
3. Tiwari, I P, Communication Technology and Development, Publications Division
4. Rogers Everett, Communication and Development: Critical Perspective, SAGE Publication

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO ADVERTISING AND ITS STRATEGY**

**Course Code: JMUCJM502T**

**Semester: V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Course objectives

1. To understand the reach and impact of Advertising as a tool of mass communication.
2. To understand current developments and problems concerning advertising, organization and structure of advertising agencies and various bodies associated with it.
3. Acquaint students with practical knowledge of various types of advertising.
4. Students will be able to utilize knowledge gained to plan and design advertising campaign.

Unit	Content	Hours
1.	Advertising: concepts, Definition, Type and Functions. History of Advertising, Evolutions of Advertising. Importance and Functions, types of advertising, Economic, cultural, Psychological and Social aspects of advertising, Types of Media for advertising.	9
2.	Models of Advertising Communication -- AIDA model, DAGMAR model, Maslow's Hierarchy Model. Theories of Advertising – Ethical and Regulatory aspects of Advertising: ASCI and AAAI model.	9
3.	Meaning and Types of Advertising Agency (Full-service, Satellite, In House, Independent etc), Functions of Advertising Agency, Various Specialist departments and their functions (Account planning, account servicing, Creative-copy and Art, media planning), Client-agency relationship, the pitching process. Role and functions of DAVP.	9
4.	Advertising Campaign—Definition, Concept and stages of Product Life Cycle. Budgeting Process and Factors affecting Advertising Budget. Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose	9
5.	Creativity in Advertising: Concept and Importance. Elements of Advertisement: Copy, Slogan and Audio-Visual Elements. Concept of Brand; Segmentation, Targeting and Positioning. Online Advertising: Process, Scene, types, Creating Measuring Online Advertising: CPC, CPM and other Methods	9

### Course Outcomes

1. At the end of this subject the students will be able to understand basics of Advertising and their role in organizations/corporations.
2. Students will be able to understand advertising and its role in Sale promotion, Social outreach and Cultural bonding. The impact of different forms of advertising in global scenario.
3. They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects and how a campaign is made keeping in view varied objectives and audiences.
4. They will be able to understand different elements of an advertisement.

### Recommended Text Book

- Mass Communication in India: Kumar, Kewal J., Jaico Publication
- Dr. Umesh Kumar, Digital Advertising
- Advertising Management: David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New Delhi
- Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House

## Syllabus for BAJMC (Hons.)

**Course Title:** COMMUNICATION TECHNOLOGY

**Course Code:** JMUCJM503T

**Semester:** V

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
4	0	0	4

### Course Objectives:

After studying this course, students will be able to:

1. Know about the basic functioning of WWW and websites
2. Learn various WWW concepts
3. Learn the concepts of web designing
4. Learn how to host websites

Unit	Content	Hours
1.	<b>Web Essentials:</b> Clients, Servers, and Communication. The Internet-Basic Internet Protocols. The World Wide Web-HTTP request message-response message-Web Clients, What is server, choices, setting up servers, Logging users, dynamic IP. Understanding hyperlinks, URLS, Domain names. Concepts of web hosting. Introduction to Web servers- Windows based/Linux based. Introduction to W3C	9
2.	Types of Websites: Static and Dynamic websites, Ideas about Open Source, Creative Commons, world wide web-based philanthropic projects. <b>Web Design:</b> Concepts of effective web design, Web design issues including Browser, Bandwidth and Cache, Display resolution, Look and Feel of the Website, Page Layout and linking, User centric design, Sitemap, Planning and publishing website, Designing effective navigation.	9
3.	<b>Introduction to HTML:</b> Elements of HTML Document; HTML Elements and HTML Attributes, Headings, Paragraph, Division, Formatting: b, i, small, sup, sub; Spacing: Pre, Br; Formatting Text Phrases: span, strong, tt; Image element; Anchors; Lists: Ordered and Unordered and Definition; Tables; Frames; Forms: Form Elements, ID attributes, Class Attributes of HTML Elements; Meta Tag, Audio, Video, Canvas, Main, Section, Article, Header, Footer, Aside, Nav, Figure Tags;	9
4.	<b>Introduction to database-</b> MySQL, Introduction to server-side scripting language- PHP, Introduction to Client -side scripting- Javascript, Understanding how MySQL and PHP works together to create a dynamic website, Integrating XML,DHTML <b>Understanding content management system (CMS):</b> Introduction to open source CMS- Joomla, Concepts of Categories and Articles, Concepts of Modules, components and plugins	9
5.	<b>Blog Interface:</b> What are blogs, The most popular blog engines- Word press and Blogger, Introduction to the blog interface dashboard, Categories, tags, permalinks and short links. <b>Search Engine Optimization:</b> Introduction to SEO, Search Engines- how search engines work, Black Hat vs White Hat SEO, Best SEO practices, Keywords, How to write web content, Parameters/standard of good SEO.	9

### Suggested Readings:

Text Books:

1. Web Technologies, Uttam K Roy, Oxford University Press
2. The Complete Reference PHP – Steven Holzner, Tata McGraw-Hill
3. Web Applications : Concepts and Real World Design, Knuckles, Wiley-India
4. Internet and World Wide Web How to program, P.J. Deitel& H.M. Deitel Pearson.

### Reference Books:

1. Developing Web Applications, Ralph Moseley and M. T. Savaliya, Wiley-India
2. Steven Holzner, "HTML Black Book", Dremtech press.
3. Web Technologies, Black Book, Dreamtech Press

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Course Code: JMUCJM504T**

**Semester: V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Course Objectives:

1. To describe the role and importance of Public Relations.
2. To utilize knowledge gained in planning and designing a public relations campaign.
3. Students will know about the various mean of Public Relations.
4. To deal with theory and practice of Public Relations and Corporate Communication, essential and crucial for building an image of any corporate entity

Unit	Content	Hours
1.	Defining Public Relations: Functions and Types of Publics. Evolution of Public Relations. Importance, Role and Functions of PR Principles and Tools of Public relations. Public Opinion, publicity, propaganda.	6
2.	Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool. Ethics in PR, PRSI Code, IPRA	6
3.	PR agency: Concept, Structure and Functions. Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours. House Journal, Bulletin Board, Open House and Annual Reports, Exhibitions.	6
4.	Role and Responsibility of PRO. PR in Public and Private sector (CSR). Role of PR in Education and Health sector. Role of PR in Political Parties and Election Campaigns. Use of Digital Media and Emerging trends in PR.	6
5.	Evolution of Corporate Communications. Corporate Communications and Public Relations. Defining PR Pitch and Campaign. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation	6

### Course Outcomes

1. At the end of this subject the students will be able to understand basics of Public Relations and their role in organizations/corporations.
2. They will also be able to develop corporate communication strategies, understand corporate identity, vision and values, and how to enable organizations to achieve marketing and corporate objectives.
3. They will acquaint themselves with the ethical and regulatory aspect of Public Relations and Corporate Communication.

### Recommended Text Book

1. Balan, K. R., &Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
3. Mass Communication in India: Kumar, Kewal J.,Jaico Publication
4. Ravindran RK, Handbook of Public Relations, Anmol Publications Pvt. Ltd
5. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

## Syllabus for BAJMC (Hons.)

**Course Title: CREATIVE WRITING**

**Course Code: JMUCJM505T**

**Semester: V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Objectives:**

1. To make the students familiar with the various Genres and the Craft of Story Writing.
2. To develop the skill of Persuasive Writing
3. To improve spoken English and ability to articulate ideas.
4. To improve comprehension.
5. To improve formal writing skills.

Unit	Content	Hours
1.	Characteristics of Good writing. Theme, Plot, Character, Point of View. Setting, Tone, Symbolism. Genre- Science Fiction, Adventure, Horror, Romance.	6
2.	Verse- Concept and Definition. Diction and Theme. Imagery, Figures of Speech. Metre , Rhythm and Sound. Structure and Form, Symbolism. Characteristics of a Good Drama, Elements of a Drama- Theme, Developing Characters and Relationship with other Characters. Plot, Form , Scene building.	6
3.	Speaking Skills: Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech. Dialouge writing.	6
4.	Translation- Concept and Importance. Translation as a Creative art. Linguistic and Cultural aspects of Translation. Translation of Poetry, Short story, Articles. Technical Translation of Pamphlets, Brochures, Leaflets, and Advertisements.	6
5.	Writing Skills, Documenting, Report Writing, Making notes, Letter writing. Persuasive Writing, Importance of Persuasive Writing. Writing Advertising Copy.	6

**Course Outcomes**

1. Understand the basic techniques and terminology of Creative Story writing.
2. Understand the basic techniques and terminology of Poetry writing
3. Understand the basic techniques and terminology of writing for Drama.
4. Develop an understanding and capabilities of creative writing and Translation
5. Provide better writing skills in formal communication and persuasive writing.

**Recommended Text Books:**

1. Fluency in English - Part II, Oxford University Press, 2006
2. Language, Literature and Creativity, Orient Blackswan,2013.
3. James Scott Bell, Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips,Readers from Start to Finish, Fifth edition,Writer`s Digest Books ,2004
4. Annie Dillard, The Writing Life: Harper Perennial, 2013

## Syllabus for BAJMC (Hons.)

**Course Title: MEDIA PLANNING AND BUYING**

**Course Code: JMUCJM506T**

**Semester: V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

### Course Objectives:

1. Understand the key terminology and concepts of media planning
2. Explain how media planning fits into the advertising process
3. Outline how media planners set media objectives
4. Know the process of developing and implementing media strategies
5. Analyse and critique a media plan

Unit	Content	Hours
1.	Media Planning – Definition & Role, Developing Media Plan, Media Objectives, Media Strategy. Functions of Media Planning, Importance of a Media Plan. Media Planner, Challenges in media planning.	6
2.	Media Planning Strategies: Media Weight Theories, The Wave Theory, The Media Dominance Theory, Media Concentration Theory. Developing the Media Plan: Market Analysis and Target Market Identification, Establishing Media Objectives, Developing and Implementing Media Strategies.	6
3.	Media Mix & Media Scheduling. Target Market Coverage, Geographic Coverage, Competitor's Strategy, Media Scheduling, Frequency v/s Reach, Creative Aspects and Mood, Flexibility, Budget Considerations, Media Planning Indexes, Media Planning in Digital Age,	6
4.	Media Buying, Media Buyer, Functions of a Media Buyer, Criteria for selecting media vehicles: Reach, Frequency, GRP, TV Ratings, CPRP, Circulation etc.	6
5.	Print Media Buying: Newspaper Buying, Magazine Buying, Merits and Demerits, Television Media Buying: Advantage and Disadvantage, Digital Media Buying: Ways of buying media.	6

### Recommended Text Books:

- Belch and Belch (2001), Advertising and Promotion, 5th Edition, Tata McGraw Hill, New Delhi
- Baron. R and Sissors J.Z (2010), Advertising Media Planning, McGraw- Hill, Seventh Edition
- Chunnawala S. A. and Sethia K.C (2003), Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai
- Duncan T (2005), Principles of Advertising and IMC, Second edition, Tata McGraw Hill, Indian Edition
- Guinn, Allen and Semenik (2007), Advertising and Integrated Brand Promotion, 4th Indian Edition, Akash Press, Delhi
- Jethwani. J.N. (1999), Advertising, Phoenix Publishing House, New Delhi

## Syllabus for BAJMC (Hons.)

**Course Title: MULTIMEDIA**

**Course Code: JMUCJM507T**

**Semester: V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

### Course Objectives:

1. To provide knowledge about to use Multimedia in the field of Journalism and Mass Communication.
2. Students can use of different hardware and software in media organization.
3. Working with photo, visuals and sound to create a informative content for communication.

Unit	Content	Hours
1.	Fundamentals of Multimedia – Definition, Elements of multimedia – Fundamentals of visual communication – Video Conferencing. Blogs, Vlogs and Email – OTT Platform	6
2.	Multimedia Hardware, Multimedia Software, Multimedia Operating System, Multimedia Communication System. Introduction to Internet – Origin and development - Software for Newspaper and TV Production: Page Maker, Adobe InDesign, Adobe Premier, Photoshop.	6
3.	Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound. Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story.	6
4.	Writing, video editing with interviews and B-roll, streaming. MS Office – Word, Power Point , Photo editing, uploading images, visuals and text software.	6
5.	Mobile Journalism: Working with mojo. Brainstorming about story ideas, developing a portfolio – print and online. Websites and Interactive- Viewers Marketing websites, corporate websites, web feature stories.	6

### Course Outcomes:

1. The students will able to understand to use different software and hardware Students would be able to familiarize themselves with the basics of writing of TV.
2. Students can prepare content for communication with more creativity and approaching for the viewers.

### Recommended Text Book

1. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
2. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
3. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO NEW MEDIA**

**Course Code: JMUCJM508T**

**Semester: V**

**L T P C**

**Course Objectives:**

**2 0 0 2**

1. Acquire an understanding of the historical context, current trends and future projections of digital communication methods.
2. Develop an awareness of unintended consequences of new technology.
3. To make the students conversant with Linear and Non Linear writing skills.

Unit	Content	Hours
1.	Defining new media, terminologies and their meanings – Digital media, new media, online media; Information society and new media, Technological Determinism, Computer –Mediated Communication (CMC), Networked Society.	6
2.	Characteristics, advantage over other mass media, how internet has changed the media landscape, reach and access of internet in India, World Wide Web, Types of websites, E-mail, Video conferencing, Webcasting, Advertising on Internet.	6
3.	Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics	6
4.	Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment.	6
5.	Digital Divide and Information Society. ICT and its applications and E-governance. Convergence and its Types: Synergy between Electronic and Mobile Commerce. Social Media Platforms: Importance and Usage	6

### LEARNING OUTCOMES

1. The students will be able to understand and explain basic concepts and theory of New Media.
2. They will be able to understand pros and cons and write/use new media for various communication messages and solutions.
3. Students will develop understanding of Virtual cultures and digital journalism.

### Recommended Text Book

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Mishra , R.C, (2008) Cyber Crime: Impacts in the New Millennium, Author Press
3. Rajgopalan, S.,(2006) The Digital Divide, ICFAI Books

## Syllabus for BAJMC (Hons.)

**Course Title: RESEARCH PROJECT/ INTERNSHIP  
REPORT**

**Course Code: JMUCJM509P**

**Semester: V**

L	T	P	C
0	0	4	2

### Objectives:

- To understand basics of Media Research.
- To understand different media researches.

### Practical's / Assignments

Students are required to work in groups and present case studies pertaining to media law and ethical issues related to media as a part of their assignments [This activity helps student's insight into real-life ethical issues and applications of media laws.]

At the end of the semester, students work in groups on a term paper on issues pertaining to media law and ethics under the guidance of a faculty member, who would mentor them and guide them through the process. [This activity helps student's gain in-depth understanding of a particular law or ethical consideration and how it affects society, as a whole.]

## Syllabus for BAJMC (Hons.)

**Course Title: MINOR PROJECT (PR)**

**Course Code: JMUCJM510P**

**Semester: V**

L	T	P	C
0	0	4	2

### Objectives:

- To provide hand-on practice on various tools of Public Relations.
- To develop understanding on reach and impact of Public Relations towards creating brand identity.
- To conversant the students with techniques of PR campaigns..

### Course Syllabus (Practical)

#### Practical's / Assignments

- Copy writing for different types of PR tools.
- Planning and designing of PR Campaign.
- Pre and post preparation of Press Releases and Press Conference Materials
- CorelDraw: Designing of Logos, pamphlets, brochures, house journals and other publicity materials
- Social Media PR campaign

## Syllabus for BAJMC (Hons.)

**Course Title: Global Media**

**Course Code: JMUCJM602T**

**Semester: VI**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Course Objectives:

1. To define the role and nature of international media organisations.
2. To distinguish between World Press and Indian Press
3. To introduce students to global newspapers and electronic media platforms.
4. To get a comparative analysis of Media in various global socio-political systems.

Unit	Content	Hours
1.	Transnational News Agencies and TV Network: UPI, AP, Reuters, Agence France Presse. TASS, DPA, Xinhua, Kyodo, ANSA etc. BBC, FOX, CNN, DW, Al Jazeera etc	9
2.	Leading Global Newspapers: The Guardian, Wall Street Journal, New York Times, Washington Post, China Daily, Sydney Morning Herald, Asahi Shimbun, Dawn, Daily Mail etc. International Journalists who shaped the global journalism: Pulitzer, Hertz, Malcolm Muggeridge, Bob Woodward, Julian Assange, Kamal Khashoggi etc.	9
3.	International Women Media Foundation, Women in Media in Developing Nations. International Journalist Organisation: IPI, IFJ, ICFJ, ICIJ, EFJ, Reporters without Borders etc.	9
4.	Social Media Giants: Threat to mainstream journalism and privacy. Threat to democratization through data control. CFonvergence: Too much interference of technology. Facebook-Cambridge Analytica Data Scandal.	9
5.	Global Media Systems: Media in Free Economy; Media in Communist Countries; Media in Dictatorships; Media in Monarchial Systems; Media in Absolute Democracies.	9

### Course Outcomes:

1. Student will able to understand Media, Types of Media, Concepts of Global Media
2. Student will able to know about global newspapers and electronic media platforms
3. Student will able to understand the global media scenario with the help of case studies.

### Recommended Text Book

1. Edward S. Herman, Noam Chomsky: Manufacturing Consent: The Political Economy of the Mass Media
2. Philip N. Howard Muzammil M. Hussain : Democracy's Fourth Wave?: Digital Media and the Arab Spring (Oxford Studies in Digital Politics)
3. Arvind M Singhal: India's Communication Revolution: From Bullock Carts to Cyber Marts

### Recommended Reference Books

1. Communication and Power in the Global Era by Marwan M. Kraidy
2. Barriers Down by Diana Lemberg
3. Globalization and Media in the Digital Platform Age by Dal Yong Jin

## Syllabus for BAJMC (Hons.)

**Course Title:** Event Management

**Course Code:** JMUCJM603T

**Semester:** VI

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

### Course Objectives:

1. To understand the process of managing and marketing events from Conceptualization, planning, and feasibility analysis to staging the event, and post event evaluation.
2. Students will able to understand roles & responsibilities of organizers & sponsors.
3. To understand the policies & procedures given by the HR management.

Unit	Content	Hours
1.	Events: Definition, Need, Types of events, Events as tool of public relations, Role of events in promotion, Exhibitions, seminars and conventions, Events as communication tool, Events as marketing tool	6
2.	Understanding event management, Elements of event management, Infrastructure required for an event, Role of organizers, sponsors, logistics, Conceptualization of an event, Designing and planning an event	6
3.	Event planning: Process and tools, Nature of planning, Project planning, Planning the setting, location and site, Setting up an event organization structure, Formation of committees, meetings with management, Programme planning, elements of style, Developing a programme portfolio, Programme life cycle, scheduling	6
4.	HR Management: Need Assessment, policies and procedures, Finalizing job descriptions, recruitment and motivation, Revenue Generation: Fund raising, grants, sponsorship, Financial and Risk Management, Budget and cost-revenue management, Cash flow management, accounting, Financial statements, measures of financial performance, Financial controls for reducing risk	6
5.	Research to find out people's orientation for events, Consumer research on events, Visitors surveys, attendance counts and estimates, Market area surveys, Communications Mix for reaching the customer, Developing and communicating a positive image, Evaluation and impact assessment, Evaluation concepts, observation techniques, Evaluation of costs and benefits	6

### Course Outcomes:

1. Student will able to understand all the components and various roles involved in planning, organizing, running and evaluating an event;
2. Student will able to understand the theory and skills necessary to professionally plan, organise and run a business event; and

### Recommended Text Book

1. History of Journalism in India - J. Natrajan
2. Press - M. ChalapatiRao
3. Press Commission Report - Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, Ranga swami Parthasarthy, Sterling Publishers, New Delhi, 1989

## Syllabus for BAJMC (Hons.)

**Course Title: Media Research**

**Course Code: JMUCJM604T**

**Semester: VI**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

### Course Objectives:

1. To familiarize students with the process of research .
2. To sharpen their research skills in the field of investigation.
3. To enable the students for research proposal formulation in the field of enquiry.

Unit	Content	Hours
1.	Research: An Introduction, Need, Role, and Importance of Research, Major Aspects of Research, Media Research: An Introduction, Social Research and Media Research Differentiated, Feedback and Feed Forward Studies, Media Research as a Tool of Reporting	6
2.	Developing a research proposal and research design, types of research design, Experimental Research Designs, features of a good	6
3.	Introduction to sampling: Sampling as a part of research process, The basics of Sampling theory, Population, Sampling frame, Types of sampling: Probability Sampling, Non- probability Sampling	6
4.	Introduction, tools of data collection: primary and secondary sources, data collection-structured and unstructured, designing questionnaire, types of questionnaire, elements of questionnaire, pre-testing of questionnaire, merits & demerits of questionnaire	6
5.	Data driven decision making, recent developments and application areas in media research, newspaper and magazine research, research in the electronic media, research in advertising research, public relations research	6

### Course Outcomes:

1. To understand the definitions and basic concepts of research, communication research, media research and social research with its features and differences.
2. To understand the concept of each element of research and the interrelations between various elements.
3. To conduct an independent media research on a topic of interest.

### Recommended Text Book

1. Rogers D. Wimmer and Joseph R, Dominick. Mass Media Research: An Introduction.
2. Introduction to Communication Research by John C. Reinard (Benchmark,1994)
3. Doing Media Research - An Introduction by Susanna Houring Priest
4. Mass Media IV by Ray Eldon Hiebert et al

### Recommended Reference Books

1. Keval j Kumar Mass Communication in India.
2. Handbook of journalism Mass Communication vs Gupta.

## Syllabus for BAJMC (Hons.)

**Course Title: General Knowledge & Current Affairs**

**Course Code: JMUCJM605T**

**Semester: VI**

**L T P C**  
**2 0 0 2**

### Course Objectives:

This course intends to give basic general knowledge about Indian political system, economy, geography, and culture, and current affairs (national and International) which is essential and beneficial for a budding journalist.

Unit	Content	Hours
1.	Basic Structure of Indian Political System, Brief knowledge of the Constitution of India, Centre and its powers, Fundamental rights, President, Vice President, Prime Minister, Election Commission, Parliament houses-Upper House and Lower House. National & Regional parties.	6
2.	National Income, GDP; GNP, agriculture, industry and commerce, Budget and its terminology, Economy post COVID 19, World Economy	6
3.	States, Rivers and Dams, Agriculture, Forest reserves, Indian demography, Unity in diversity in India: religions, fairs and festivals, Folk dances, languages.	6
4.	International Organizations: United Nation, IMF, World Bank, WTO, European Union, OPEC, NATO & ASEAN	6
5.	Awareness about current regional, national; international issues and events: Economic crisis in Sri Lanka and Pakistan; India's G20 Presidency.	6

### Course Outcomes:

1. Understand what Indian Political system & knowledge of constitution of India.
2. Develop an effective understanding of National and International affairs.
3. Learn about government structure in India.

### Recommended Reference Books

1. Pratiyogita Darpan (Monthly)
2. Competition Wizard (Monthly)
3. National and Regional Newspaper, (Times of India, Hindustan Times, The Hindu, Indian Express, Garhwal Post, The Economic Times)
5. Magazines (India Today, Frontline, Outlook, and Yojana) Manorama Year Book; Malayala Manorama

## Syllabus for BAJMC (Hons.)

**Course Title:** Data Journalism

**Course Code:** JMUCJM606T

**Semester:** VI

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

### Course Objectives:

1. To understand the definition & historical perspective of Data Journalism.
2. To understand the working with Excel & correcting bad formatting.
3. To understand the graphical representation of information.

Unit	Content	Hours
1.	Introduction to Data Journalism: Definition, Scope: Why Data Journalism is important for a reporter, Skills required by a data journalist.	6
2.	Historical perspective: Data surveillance: the dark side of the internet, Wiki Leaks & the Gorilla war on data secrecy.	6
3.	Working with Data: Working with Excel, Cleaning data, Correcting bad formatting; taking care of misspellings.	6
4.	Evaluating Data: Newsroom math and statistics, Summarizing data with pivot tables, Looking for patterns	6
5.	Putting the Data Story Together: Deciding the central focus, Including data within a narrative, Ethics of finding and using data, Data Visualisation.	6

### Course Outcomes:

1. Able to understand the concept of data journalism & skills required by the data journalist.
2. Able to understand the working of data on Excel.
3. Able to understand ethics of data journalism.

### Recommended Text Books

1. Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting, Oliver Hahn and Florian Stalph
2. I Am a Book. I Am a Portal to the Universe, Stephanie Posavek and Miriam Quick
3. Learning to See Data: How to Interpret the Visual Language of Charts, Ben Jones
4. Data Journalism in the Global South, Bruce Mutsvairo, SabaBebawi and Eddy Borges-Rey
5. Journalism in the Data Age, Dr.Jingrong Tong
6. The Data Storytelling Workbook, Anna Feigenbaum and Aria Alamalhodaie

### Recommended Reference Books

1. The Functional Art: An Introduction to Information Graphics and Visualization, Alberto Cairo
2. Facts are Sacred: The Power of Data, Simon Rogers
3. Presenting Data Effectively: Communicating Your Findings for Maximum Impact, Dr. Stephanie Evergreen
4. Finding Stories in Spreadsheets -Scraping for Journalists, Paul Bradshaw

## Syllabus for BAJMC (Hons.)

**Course Title: Social Media Marketing**

**Course Code: JMUCJM607T**

**Semester: VI**

**L T P C**  
**2 0 0 2**

### Course Objectives:

1. To understand the what social media is, the various channels through which it operates and its role in marketing strategy.
2. To understand the different types of social media & using its benefits for the brand.
3. To understand the Collaborative Marketing & Crowd sourcing.

Unit	Content	Hours
1.	Introduction - Introduction to Social Media, What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management – Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets	6
2.	Blogs – Blogger, Tumblr, Wordpress, Influencers Who are they? How to find them How to use them to benefit your brand	6
3.	Facebook&Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests, YouTube Long - form video platforms, Setting up a channel, Managing content.	6
4.	Twitter - Set-up and usage Tips.LinkedIn - Tips and Guides Review of profiles.Pinterest - Visual social media and bookmarking, Set-up and management.	6
5.	Collaborative Marketing & Crowdsourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	6

### Course Outcomes:

1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
2. Develop social media marketing goals, objectives and content.
3. Design and develop an effective Blog.
4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
5. Establish a Video Marketing Strategy and learn YouTube Advertising.
6. Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
7. Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing.

### Recommended Text Books

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)
3. The Social Media Marketing Book (Dan Zarrella)
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

## Syllabus for BAJMC (Hons.)

**Course Title:** Field Visit & Documentation

**Course Code:** JMUCJM608T

**Semester:** VI

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

### Course Objectives:

This course intends to provide video & audio production, students will be able to understand the making of television production & radio production.

Unit	Content	Hours
1.	Television Production: TV News Magazine Story – (Minimum 24 minutes) 2. News Reports with Piece to Camera (2 No.s) 3. Event Report. ( 25-30 minutes) 4. Television Sitcom (2 Episodes with maximum 5 characters- each episode not lesser than 15 minutes)	6
2.	Radio Production Module: 1. Radio News Magazine Story – (Minimum 15 minutes) 2. Radio Feature/ Radio Drama (Not less than 2 characters) 3. Radio Commercials (5 No.s – 30 seconds each) 4. Radio Sitcom –( 2 Episodes)	6
3.	Video Production Module: 1. Music Video (4 – 7 minutes) 2. Short Film (Fiction) (10 minutes)	6

### Course Outcomes:

1. Students will be able to understand the making of television & radio production.
2. Able to design & develop radio production & television production programme.
3. Able to understand & create radio & television commercials.

### Recommended Text Books

1. Television Production, Gerald Millerson, 1999
2. Television production handbook, Herbert Zettl, 1961
3. Studio Television Production and Directing: Concepts, Equipment, and Procedures Andrew Hicks Utterback, 2015
4. Effective TV production, Gerald Millerson, 1976
5. The TV Studio Production

### Recommended Reference Books

1. Radio production, Robert McLeish, 1994
2. Radio Secrets: An Insider's Guide to Presenting and Producing Powerful Content for Broadcast and Podcast, David Lloyd, 2019
3. Beyond Powerful Radio: A Communicator's Guide to the Internet Age--News, Talk, Information and Personality for Broadcasting, Podcasting, Internet, Radio, Valerie Geller, 2012

## Syllabus for BAJMC (Hons.)

**Course Title:** Basics of Camera, Lights & Sound

**Course Code:** JMUCJM601T

**Semester:** VI

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

### Course Objectives:

The students will identify different kinds of video camera, camera shots, movements, compositions, along with basic operations and functions of video camera. It also offers the knowledge of light and sound.

Unit	Content	Hours
1.	Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses –functions and its types.	6
2.	Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship	6
3.	Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting	6
4.	Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects	6
5.	Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.	6

### Course Outcomes:

1. Understand what basic of camera, lights & sound.
2. Develop proper audio & video program.
3. To understand the different types of microphones use in media industries.

### Recommended Text Books

1. Understanding Exposure - Bryan Peterson.
2. The Photographer's Eye – Michael Freeman.
3. The Art of Photography - Bruce Barnbaum.
4. How to Create Stunning Digital Photography

### Recommended Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson