

ORDINANCE NO. – 126 B (24)

BOS HELD ON 31.07.2025

Academic council held on 11.03.2026

Executive Council held on 27.06.2026

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)
(Four Years Research with Honors Degree Programme)

Department of Journalism and Mass Communication



FACULTY OF ARTS & SOCIAL SCIENCE
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)


Head of Department
Subharti Department of Journalism &
Mass Communication





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Faculty of Arts & Social Sciences
S.V. Subharti University
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Ordinance No.- 126 B (24)

Bachelor of Arts in Journalism and Mass Communication (BAJMC)**(Four Years Research with Honors Degree Programme)**

Semester	No. of Courses	Credits
I	7	20
II	7	22
III	6	21
IV	5	21
V	5	22
VI	5	22
BAJMC, 3 Yrs	35	128
VII	4	22
VIII	3	22
BAJMC, 4 Yrs	42	172

1. This ordinance is related to the course curriculum and syllabus of "BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)."
2. It shall come into force from academic session 2025-26 .


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Programme Educational Objectives (PEOs)

PEO1- Holistic Development of Media Professionals: Equip students with a comprehensive understanding of journalism, mass communication, and allied disciplines to nurture competent and ethical media professionals capable of addressing contemporary societal challenges.

PEO2- Core Competencies in Journalism and Communication: Develop the ability to produce high-quality journalistic content, utilize emerging communication tools, and critically analyze media practices to foster a responsible and well-informed society.

PEO3- Ethical and Responsible Media Practices: Instill strong ethical values, sensitivity to diversity, and social responsibility in students to ensure fair and balanced media representation while adhering to professional standards.

PEO4- Research and Innovation in Media Studies: Foster a research-oriented mindset and encourage innovative approaches to exploring media dynamics, audience behavior, and communication strategies to contribute to academic and industry advancements.

PEO5- Leadership and Entrepreneurial Skills: Cultivate leadership, collaboration, and entrepreneurial abilities to empower graduates to establish independent ventures and excel in team-based roles within the media and communication industry.

PEO6- Lifelong Learning and Global Citizenship: Encourage lifelong learning, critical thinking, and a global perspective, enabling graduates to engage with cultural diversity, international trends, and global media practices effectively.

Programme Outcome (POs)

PO1- Professional Communication Skills: Demonstrate proficiency in oral, written, and multimedia communication, adhering to journalistic standards and practices while effectively addressing diverse audiences.

PO2- Critical Thinking and Media Literacy: Apply critical thinking to analyze media content, understand its impact on society, and develop informed perspectives on global and local communication issues.

PO3- Ethical and Social Responsibility: Uphold ethical principles in media production and communication, promoting fairness, objectivity, and respect for cultural and social diversity.

PO4- Research and Analytical Competency: Conduct independent and collaborative research using qualitative and quantitative methods to explore media trends, audience behavior, and communication strategies.

PO5- Technological Adaptability and Innovation: Effectively utilize current and emerging digital tools, platforms, and technologies to create and disseminate engaging media content in dynamic environments.

Programme Specific Outcomes of the Course (PSOs)

PSO1- Mastery of Media Production: Develop expertise in producing high-quality content across various media platforms, including print, broadcast, digital, and social media, while adhering to journalistic ethics and industry standards.

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PSO2- Proficiency in Multimedia Storytelling: Demonstrate the ability to craft compelling multimedia narratives by integrating audio, video, graphics, and written content to effectively engage diverse audiences.

PSO3- Research-Driven Communication Strategies: Apply research methodologies to study media effects, audience behaviors, and communication patterns, enabling data-driven decision-making and innovation in journalism and mass communication.

PSO4- Understanding of Media Laws and Ethics: Exhibit a thorough understanding of media laws, regulations, and ethical principles to ensure accountability, transparency, and responsible journalism practices.

PSO5- Global and Cultural Media Competency: Analyze and address global and cross-cultural communication issues, fostering an inclusive and socially responsible approach to media and journalism.

Programme Structure:

The B.A Four-Years Honors with Research in Journalism and Mass Communication is four years full time Programme divided into eight semesters.

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Course Structure & Evaluation Scheme
Semester-I

Semester-I									
Course Code	Course Name	Course Type	Teaching Load per week			Cred it	Marks		
			L	T	P		CC A	ES E	Total Marks
Major Course									
BAJMC - 101	Content Writing for Mass Media	MJC-1	6	0	0	6	30	70	100
Minor Course									
BAJMC - 102	Basics of Mass Communication	MIC-1	3	0	0	3	30	70	100
Multi-Disciplinary Course									
M.Dis - GMO	Global Media Organizations (or from the basket)	MDC-1	3	0	0	3	30	70	100
Ability Enhancement Course									
AEC - 01	English Communication Skill	AEC-1	2	0	0	2	30	70	100
Skill Enhancement Course									
SEC - ANP	(from the basket)	SEC-1	0	0	6	3	30	70	100
VAC									
VAC - CSM	Copywriting for Social Media	VAC	3	0	0	3	30	70	100
BAC - RB	Rastra Bodh	Qualifying							
						Total Credits- 20 Hours:26			

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Semester-II

Semester-II									
Code	Course	Course Type	Teaching Load per week			Credit	Marks		
			L	T	P		CCA	ESE	Total Marks
Major Course									
BAJMC-201	Digital Photography	MJC-2	6	0	0	6	30	70	100
Minor Course									
BAJMC-202	Print Journalism	MIC-2	3	0	0	3	30	70	100
Multi-Disciplinary Course									
M.Dis.-AIMC	AI Tools in Mass Communication (or from the basket)	MDC-2	3	0	0	3	30	70	100
Ability Enhancement Course									
AEC - 02	Environment Science	AEC-2	2	0	0	2	30	70	100
Skill Enhancement Course									
SEC - PMD	Print Media Design and Production-Practical (or from the basket)	SEC-2	0	0	6	3	30	70	100
VAC									
VAC - CW	Cricket Writing (from the basket)	VAC	3	0	0	3	30	70	100
VAC - IKS	Indian Knowledge System	VAC	2	0	0	2	20	30	50
						Total Credits- 22 Hours - 26			

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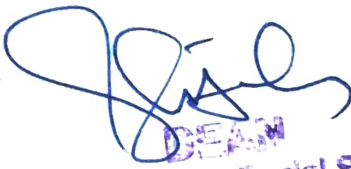
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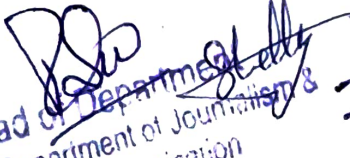
Semester-III									
Code	Course	Course Type	Teaching Load per week			Credit	Marks		
			L	T	P		CCA	ESE	Total Marks
Major Course									
BAJMC-301	Radio Production and Techniques	MJC-3	5	0	0	5	30	70	100
Major Course									
BAJMC-302	Fundamentals of Advertising	MJC-4	5	0	0	5	30	70	100
Minor Course									
BAJMC-303	Health Communication	MIC-3	3	0	0	3	30	70	100
Multidisciplinary Course									
M. Dis.-SMC	Sociology of Media and Communication (from the basket)	MDC-3	3	0	0	3	30	70	100
Ability Enhancement Course									
AEC - DRM	Disaster Risk Management	AEC-3	2	0	0	2	30	70	100
Skill Enhancement Course									
SEC - AVP	Audio and Video Production-Practical (or from the basket)	SEC-3	0	0	6	3	30	70	100
						Total Credits- 21 Hours - 26			

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Semester-IV									
Course Code	Course Name	Course Type	Teaching Load per week			Credit	Marks		
							CCA	ESE	Total Marks
Major Course			L	T	P				
BAJMC-401	TV Production and Techniques	MJC-5	6	0	0	6	30	70	100
Major Course									
BAJMC-402	Concept of Film and Cinema	MJC-6	5	0	0	5	30	70	100
Major Course									
BAJMC-403	Media Law and Ethics	MJC-7	5	0	0	5	30	70	100
Minor Course									
BAJMC-404	Community Radio	MIC-4	3	0	0	3	30	70	100
Ability Enhancement Course									
AEC-NNSS	NCC/NSS/NGO'S/ SCOUT GUIDES/ SPORTS JOURNALISM	AEC-4	0	0	4	2	30	70	100
						Total Credits- 21 Hours - 28			


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Semester-V

Course Code	Course Name	Course Type	Teaching Load per week			Credit	Marks		
							CCA	ESE	Total Marks
Major Course			L	T	P				
BAJMC-501	Communication Research	MJC-8	6	0	0	6	30	70	100
Major Course									
BAJMC-502	New Media Technology	MJC-9	6	0	0	6	30	70	100
Minor Course									
BAJMC-503	Indian Political Structure	MIC-5	3	0	0	3	30	70	100
Minor Course									
BAJMC-504	Digital Media Management	MIC-6	3	0	0	3	30	70	100
Internship									
BAJMC-505	Internship/ Society and Media*	INT-1	-	-	-	4	30	70	100
						Total Credits- 22 Hours - 18			

*Note: Society and Media will be applicable for ODL program

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Semester-VI

Course Code	Course Name	Course Type	Teaching Load per week			Credit	Marks		
							CCA	ESE	Total Marks
Major Course									
BAJMC-601	Media Planning and Management	MJC-1	6	0	0	6	30	70	100
Major Course									
BAJMC-602	Inter- cultural Communication	MJC-11	5	0	0	5	30	70	100
Major Course									
BAJMC-603	Development Communication and Rural India	MJC-12	5	0	0	5	30	70	100
Minor Course									
BAJMC-604	Media and Human Rights	MIC-7	3	0	0	3	30	70	100
Minor Course									
BAJMC-605	Documentary / Short Film Production- Practical	MIC-8	0	0	6	3	30	70	100
						Total Credits- 22 Hours - 25			

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Semester-VII

Course Code	Course Name	Course Type	Teaching Load per week			Credit	Marks		
							CCA	ESE	Total Marks
Major Course			L	T	P		CCA	ESE	
BAJMC-701	Research Ethics and Contemporary Media Issues	MJC-13	6	0	0	6	30	70	100
Major Course									
BAJMC-702	Project Management and Proposal Writing	MJC-14	6	0	0	6	30	70	100
Major Course									
BAJMC-703	Public Relation and Corporate Communication	MJC-15	6	0	0	6	30	70	100
Minor Course									
BAJMC-704	Media and Cultural Studies	MIC-9	4	0	0	4	30	70	100
						Total Credits- 22			
						Hours - 24			

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Semester-VIII

Course Code	Course Name	Course Type	Teaching Load per week			Credit	Marks		
							CCA	ESE	Total Marks
Major Course			L	T	P		CCA	ESE	
BAJMC-801	Statistics in Media Research	MJC-16	6	0	0	6	30	70	100
Minor Course									
BAJMC-802	Global Media Scenario	MIC-10	4	0	0	4	30	70	100
Research Project									
BAJMC-802	Research Project/ Dissertation	RP-1	-	-	-	12	30	70	100
						Total Credits- 22 Hours - 22			

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Program	BA-JMC	Semester	1
Course Title	Content Writing for Mass Media	Course Code	BAJMC-101
Credits	6	Max. Marks	100

Course Learning Outcome: By the end of the course, students will be able to:

- Demonstrate the ability to write clear, engaging, and persuasive content suitable for various mass media platforms such as print, broadcast, and digital media.
- Adapt writing style and tone according to different media formats, target audiences, and communication objectives.
- Apply journalistic, advertising, and PR writing techniques to produce news stories, features, press releases, and promotional content.
- Show proficiency in editing and reviewing media content for accuracy, structure, grammar, and ethical standards.
- Explore and utilize creative writing techniques to express ideas effectively and innovatively.
- Identify and pursue freelance writing opportunities by developing diverse professional writing skills.

Course Learning Objective: By the end of the course, students will be able to:

- Explain the concepts of creativity, writing elements, and the role of reading in developing creative writing skills.
- Apply writing skills to produce accurate and engaging content for various media formats including print, broadcast, PR, and digital platforms.
- Analyze different styles of journalistic, advertising, and promotional content, and identify elements that enhance message effectiveness.
- Create original written content such as news stories, features, copy, social media posts, and press releases tailored to target audiences.
- Evaluate written content for factual accuracy, ethical standards, structure, readability, and style.
- Develop professional writing portfolios and demonstrate competency in freelance writing skills and opportunities in the media industry.

Unit-No	Description	No. of Lectures
1	Basics of Creativity and Creative writing, Creativity and elements of creativity, Need and importance of creative writing, Importance of reading in writing, Steps to learn creative writing: Creative writing and its process, Elements of effective writing, Different types of creative writing, Diary writing as a means of creative writing	25
2	Writing Formats: News- Interview- Editorial – Column –Travelogue and other, Feature: Concept and Meaning, Ingredients of feature writing, Types of Feature Editorial: Editorial Writing & Letter's to Editor	25
3	Technical Writing, Crime, educational, political, sports, science, business, environmental, Story Writing, Copy Writing, Promo Writing, Use and style of language in writing, Writing for Broadcast Media: Radio and Television, Writing for Digital Media: Blogging and Social Media, Writing for PR: Press releases, media kits, crafting the brand message, crisis communication.	25
4	Freelance Writing, Qualities of Freelance Journalist, Qualities of a good writer & opportunities	15

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Suggested Readings:

1. Joseph, Chandu. *Writing for the Media*. 3rd ed., Universities Press, 2019.
2. Sharma, R. C., and Krishna Mohan. *Business Correspondence and Report Writing*. Tata McGraw Hill, 2020.
3. Dor, Daniel. *The Psychology of News Language and Content*. Cambridge University Press, 2022.
4. Mencher, Melvin. *News Reporting and Writing*. 13th ed., McGraw-Hill Education, 2019.
5. Burke, James, and Richard Logan. *Content Writing Fundamentals for Digital and Mass Media*. Routledge, 2021.



Program	BA-JMC	Semester	1
Course Title	Basics of Mass Communication	Course Code	BAJMC-102
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- Understand the basic concepts, processes, and elements of mass communication.
- Identify and explain major theories and models of communication.
- Describe the characteristics and functions of various media formats.
- Analyze the effects of mass media on society and culture.

Course Learning Objective:

- To provide students with a foundational understanding of mass communication, its history, and its impact on society.
- To introduce core theories, models, and processes of communication.
- To explore different forms of media and their role in shaping public opinion and culture.
- To analyze the ethical and social implications of mass media.

Unit-No	Description	No. of Lectures
1	Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication, Communication Games for Ice Breaking, Indian concepts of communication: Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model	15
2	Communication Models: Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication, Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation and other Relevant Theories of Communication	15
3	Journalism: Meaning, Definition and Function of Communication Journalism Education in India, Journalism as a Profession, Types of Journalism, Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India, Duties and responsibilities of a journalist, Values and Ethics of Journalism, Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism	15

Suggested Readings:

1. Kumar, Keval J. Mass Communication in India. 5th ed., Jaico Publishing House, 2020.
2. Narula, Uma. Mass Communication: Theory and Practice. 2nd ed., Himalaya Publishing House, 2019.
3. Baran, Stanley J., and Dennis K. Davis. Mass Communication Theory: Foundations, Ferment, and Future. 8th ed., Cengage Learning, 2021.
4. McQuail, Denis. McQuail's Mass Communication Theory. 7th ed., SAGE Publications, 2020.
5. Dominick, Joseph R. The Dynamics of Mass Communication: Media in the Digital Age. 13th ed., McGraw-Hill Education, 2018.

Program	BA-JMC	Semester	1
Course Title	Global Media Organisations	Course Code	M.Dis-GMO
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- To provide foundational understanding of communication as a discipline.
- To familiarize students with classical and contemporary communication models.
- To explore Western perspectives of communication.
- To develop analytical skills to apply theories to media and real-world communication.

Course Learning Objective:

- Explain major communication theories and their relevance.
- Critically analyse the Western models.
- Apply communication models in analysing media content and campaigns.
- Understand cultural contexts of communication in a global and Indian framework.

Unit-No	Description	No. of Lectures
1	Concept and Scope of Global Media, Historical evolution of international media networks, Global media theories (Media Imperialism, Cultural Globalization, Hybridization, Glocalisation), Role of media in shaping global public opinion, Overview of transnational communication flows, Press Trust of India(PTI), United News of India(UNI), Asian News International (ANI), Associated Press (AP), Reuters, Agence France-Presse (AFP), Xinhua News Agency, ANTARA News, Australian Associated Press, The German Press Agency (dpa), BBC World News, CNN International, Al Jazeera English, DW News (Deutsche Welle), Voice of America (VOA)	15
2	Global media conglomerates and their influence: Disney, Warner Bros. Discovery, Paramount Global, Sony, Comcast/NBC Universal Role of tech giants in global media: Google, Meta, Amazon, Apple, Netflix Social media as global media platforms (YouTube, X(Twitter), Instagram, Facebook, LinkedIn), Issues of ownership, monopoly, and media ethics in the digital era, Global advertising networks and media marketing	15
3	Issues, Challenges, and Future of Global Media: Media freedom and censorship across the world, International media regulations and organizations (UNESCO, ITU, WTO in media context), Representation and diversity in global media, Fake news, disinformation, and fact-checking at a global level, Future trends: AI in global newsrooms, cross-border collaborations, immersive media (AR/VR), Case studies of global media coverage of major events (wars, pandemics, climate change, sports, etc.)	15



Suggested Readings:

1. Thussu, Daya Kishan. International Communication: Continuity and Change. 3rd ed., Bloomsbury Academic, 2019.
2. McPhail, Thomas L. Global Communication: Theories, Stakeholders, and Trends. 6th ed., Wiley-Blackwell, 2020.
3. McQuail, Denis. Media Performance: Mass Communication and the Public Interest. SAGE Publications, 2018.
4. Seneviratne, Kalinga. Asian Media Information and Communication Centre: Global Media Frontiers in the Changing World. AMIC Publications, 2021.
5. Boyd-Barrett, Oliver. Media Imperialism: Continuity and Change. 2nd ed., Routledge, 2020.



Program	BA-JMC	Semester	1
Course Title	Anchoring and News Presentation (Practical)	Course Code	SEC-ANP
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- Demonstrate effective on-camera presentation skills and professional anchoring techniques.
- Use vocal techniques, body language, and facial expressions to engage viewers.
- Adapt content for various news formats, including breaking news, interviews, and live reporting.
- Handle ethical challenges and understand the responsibilities of a news anchor.

Course Learning Objective:

- To introduce students to the fundamentals of news anchoring and presentation.
- To develop skills in live reporting, news reading, and teleprompter use.
- To improve on-camera presence, voice modulation, and body language.
- To familiarize students with ethical considerations and best practices in news presentation.

Unit-No	Description	No. of Lectures
1	Overview of anchoring; qualities of a successful news anchor; types of news presentation., Importance of voice modulation, articulation, tone, and pitch; breathing exercises, Effective use of facial expressions, gestures, and eye contact; posture and movement in front of the camera.	30
2	Basics of script reading; techniques for teleprompter use; maintaining natural flow while reading, Techniques for interviewing on air; live interactions with guests and audience; maintaining composure. Debate Moderation, and Panel Discussion	30
3	Essentials of live reporting, handling crisis situations, breaking news reporting techniques, Ethical responsibilities of news anchors, dealing with bias, maintaining neutrality, audience trust.	30

Suggested Readings:

1. Harrower, Tim. Inside Reporting: A Practical Guide to the Craft of Journalism. 4th ed., McGraw-Hill Education, 2020.
2. Singh, Bhavana. Broadcast Journalism: Techniques of News Anchoring and Presentation. Kanishka Publishers, 2019.
3. Burton, Graeme. Broadcast Journalism: A Critical Introduction. 3rd ed., Routledge, 2021.
4. Parthasarathy, Rangaswamy. Basic Journalism. National Book Trust, 2018.
5. Fang, Irving E. Writing for Broadcast News. 5th ed., Routledge, 2019.

Program	BA-JMC	Semester	I
Course Title	Copywriting for Social Media	Course Code	VAC-CSM
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- To introduce students to the fundamentals of copywriting in the context of social media.
- To develop skills to craft compelling and engaging content for various social platforms.
- To understand the psychology of audiences and how to influence them through words.
- To expose students to platform-specific writing styles (Facebook, Instagram, Twitter, LinkedIn, etc.)

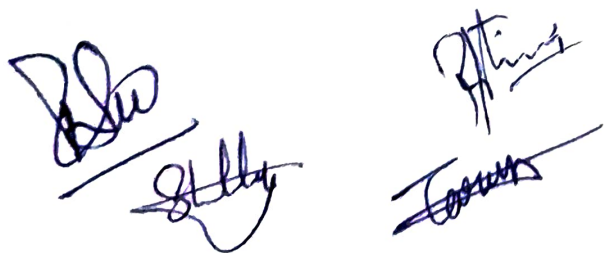
Course Learning Objective:

- Demonstrate understanding of core copywriting principles for digital platforms.
- Write effective and platform-appropriate social media content.
- Apply persuasive writing techniques to influence online audiences.
- Use tools and techniques to ideate, draft, and edit social media copy.

Unit-No	Description	No. of Lectures
1	What is Copywriting? Evolution & Importance, Overview of Major Social Media Platforms, Role of Copywriting in Digital Marketing, Ethics in Social Media Communication, Identifying Target Audience Personas, Brand Voice, Tone & Messaging, Storytelling for Social Media,	15
2	Headlines, Hooks, Short-form vs. Long-form Content, Hashtags, Emojis, and Visual Alignment, Practical: Writing sample posts for different platforms	15
3	Facebook: Conversational tone, storytelling, Instagram: Caption writing, hashtag strategy, Twitter now X: Brevity, trends, threads, LinkedIn: Professional tone and engagement writing, Practical: One post per platform for a single brand Basics of Campaign Strategy and Planning, Copy Calendar and Content Scheduling, Introduction to A/B Testing and Metrics	15

Suggested Readings:

1. Chandler, David, and Aisha Kassim. Digital Copywriting: Writing for Social Media and Online Platforms. Routledge, 2021.
2. Sethi, Jyotika. Copywriting and Content Marketing: A Practical Guide for Social Media. Kogan Page India, 2020.
3. Bly, Robert W. The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells. 4th ed., Henry Holt, 2019.
4. Gunelius, Susan. Content Marketing for Social Media: Engaging Audiences Online. McGraw-Hill Education, 2022.
5. Sastry, V. Suresh. Advertising, Branding and Social Media Communication. PHI Learning Pvt. Ltd., 2019.



Program	BA-JMC	Semester	1
Course Title	Rashtra Bodh	Course Code	VAC - RB
Credits	Qualifying	Max. Marks	100

Course Learning Outcome: By the end of the course, students will be able to:

- Students will demonstrate informed understanding of India's history, national identity, constitutional values, and freedom movement.
- Students will practice ethical behavior, civic duties, healthy lifestyles, and responsible use of technology in daily life.
- Students will appreciate Indian philosophies, national symbols, and contributions of national heroes and unsung freedom fighters.
- Students will exhibit patriotism, social responsibility, environmental consciousness, and commitment to national and global well-being.

Course Learning Objective: By the end of the course, students will be able to:

- To develop awareness about India's cultural, social, constitutional, and historical foundations for responsible citizenship.
- To inculcate national values, ethical conduct, healthy living, and civic responsibility among students.
- To promote understanding of India's freedom struggle, national symbols, and sacrifices of freedom fighters and soldiers.
- To nurture respect for unity in diversity, Indian traditions, and India's contribution to global knowledge and civilization.

SECTION-1: PRESENT DAY INDIA:

Overview of India's current society, cultural, economic, and social landscape. Recent advancements, social challenges, and the role of citizens in modern India.

1. **Respect for Elders and Authorities:** Emphasizing respect for parents, teachers, gurus, and saints.
2. **Daily Values and Behavior:** Good conduct in daily life, such as politeness, work ethic, and adherence to social rules.
3. **Healthy Living:** Focus on exercise, yoga, meditation, clean eating, fruit intake and the dangers of intoxication.
4. **Civic Responsibility:** Following traffic rules, caring for the environment, plantation of trees, responsible use of technology (like mobile phones), and awareness about pollution and global warming.
5. **Religious and Philosophical Heritage:** Understanding Sanatan Dharma, Indian philosophies, and religious tolerance for inner balance of life.
6. **National Symbols and Identity:** Knowledge of national anthems, the flag, constitution, judiciary system, insignia, and the country's history, including independence.
7. **Community and National Service:** Honoring soldiers and their families and learning about significant national events and days.
8. **Unity in Diversity:** Recognition and respect for the diversity of states, union territories, and cultural uniqueness across India.
9. **Parent and Family Involvement:** Issues such as drug monitoring addressed for parents.

SECTION 1A: KNOW YOUR NATION:

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1. **Religious and Philosophical Heritage:** Understanding concepts like Sanatan and Sanatan Dharma, and gaining insight into Indian philosophies and traditions.
2. **National Symbols and Identity:** Learning about India's national anthems (Vande Mataram, Jana Gana Mana, Azad Hind Anthem), the Indian flag, constitution, judiciary, and government insignia.
3. **Patriotism and National Service:** Honouring soldiers and their families, understanding the struggle for independence, the significance of Independence Day, and the importance of unity and national integration.
4. **Unity in Diversity:** Acknowledging the diversity of Indian states, capitals, union territories, and appreciating the broad spectrum of cultures within India.
5. **Parental and Community Involvement:** Addressing parental responsibilities, such as drug monitoring, and social guidance.

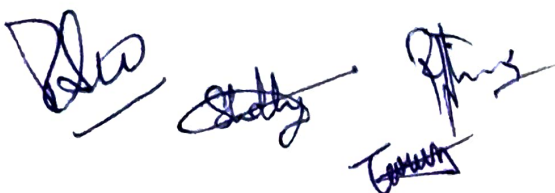
SECTION 1B: National Character:

1. **National Anthem – Vande Mataram:** History and background of "Vande Mataram", composed by Bankim Chandra Chattopadhyay. Its role and significance during India's freedom movement as a source of inspiration and unity. Understanding the lyrics, meaning, and why it is regarded as the National Song of India.
2. **National Anthem – Jana-Gana-Mana:** Details the history and significance of "Jana Gana Mana", composed by Rabindranath Tagore. Guidelines for respectful conduct during the anthem, and the values it represents.
3. **Azad Hind Anthem:** Introduction to the anthem used by the Indian National Army led by Subhas Chandra Bose. Its historical significance as a patriotic rallying call during the struggle for independence.
4. **Jai Hind:** The origin and meaning of the slogan "Jai Hind" (Victory to India). How it became a popular national greeting and symbol of patriotism during the freedom movement. Significance of greeting by this slogan in our university.
5. **Honoring Soldiers and Their Families:** Importance of acknowledging, respecting, and supporting Indian soldiers and their families. Contributions and sacrifices made for the security and sovereignty of the nation. Specially information about Subharti Shaheed Upwan.
- **History of Bharat:** An overview of key historical periods, including ancient dynasties, medieval invasions, colonial rule, and the journey to independence.
6. **Indian National Flag:** - Understanding the symbolism, history, and significance of the tricolor flag, along with the protocols for their respect and usage. History, symbolism, and evolution of the Indian National Flag. Meanings of the three colors and the Ashoka Chakra. Flag code and dignity guidelines
7. **Meaning of 17 National Symbols in Historical Perspectives:** In-depth analysis of national symbols such as the Ashoka Chakra, National Emblem, and others, exploring their historical origins, cultural significance, and role in uniting the nation.

SECTION 2: FREEDOM MOVEMENT & NATIONAL HEROES

This part will delve into the sacrifices and contributions of individuals and movements that shaped modern India:

- a) **How Did we Got Independence?**
 1. Chronological account of India's struggle for independence.
 2. Key movements, leaders, and pivotal events from colonial era to 1947.



3. Lessons on values such as perseverance, unity, and non-violence.

b) Independence Day of United India

4. Significance of 21st OCTOBER as India's original Independence Day.

5. Why 15 August is not celebrated but we organize it as PRARTHANA AND SANKALP DIVAS.

c) United Republic of India

Subharti's vision of a United Republic of India. Concept of India-Pakistan, Bangladesh, Nepal-Bhutan to together establish a United Republic.

d) India's Unsung Freedom Fighters & Their Contribution to Free India: Detailed accounts of lesser-known heroes who played pivotal roles in the independence struggle, highlighting their courage, strategies, and impact on the freedom movement.

e) Role of Netaji Subhash Chandra Bose and INA in Freeing India: An in-depth study of Netaji's leadership, the formation of the Indian National Army (INA), and their military campaigns against colonial rule

f) Post-Independence War & Martyrs: Examination of key conflicts after 1947, such as the Indo-Pak wars, Kargil war and other military engagements, along with tributes to soldiers and civilians who sacrificed their lives for the nation's sovereignty.

g) Details of all great Indian personalities on whom different colleges, roads and areas are names in the university: Every college is named after a great Indian freedom fighter or reformer. detailed teaching of their life cycle.

SECTION 3: BEST PRACTICES OF UNIVERSITY

a) Know your university: the ethics and vision of the university and fostering a sense of belonging and responsibility

b) Uttishthata Jagrata Prapya Varan Nibodhata: inspirational ideals and visionary goals of the University, encouraging students to embody excellence and awareness in their personal and professional lives. Highlighting the University's commitment to holistic development and social responsibility through actionable practices:

c. Duties First, Rights Later: Emphasizing the importance of fulfilling responsibilities towards society and the nation before claiming individual rights, fostering a culture of accountability.

d. Wellness is a Holistic Loom: Understanding wellness as a comprehensive concept that integrates physical, mental, and spiritual health, with practical approaches to achieving balance.

e. Gender Quality and Women Empowerment is our Strength: Detailed focus on initiatives and ideologies that promote gender equality, empower women, and recognize their contributions as vital to societal progress.

f. Environmental practices to achieve zero carbon foot print: Exploration of sustainable practices, green initiatives, and environmental consciousness aimed at reducing the University's ecological impact and inspiring students to adopt eco-friendly lifestyles.

SECTION 4: INDIAN CONTRIBUTION TO THE GLOBAL CAUSE

This unit focuses on India's historical and contemporary contributions to global knowledge, culture, and governance, showcasing the country's role as a beacon of wisdom and innovation.

a) Education and Science A deep dive into India's ancient intellectual heritage and its impact on global learning.

b) Ancient Indian Scientists & Mathematicians and Their Contribution: Detailed study of luminaries such as Aryabhatta (concept of zero), Varahamihira (astronomy), Bhaskaracharya (mathematics), Boudhayana (geometry), Brahmagupta (algebra), Kanad (atomic theory), and Nagarjun (chemistry), highlighting their groundbreaking discoveries and enduring relevance.



c.) Medical Science and Wellness

1. Ancient Indian Medical Science & Physicians: Comprehensive analysis of medical pioneers like Dhanvantri (father of Ayurveda), Charaka (author of Charaka Samhita), Muni Agnivesa (early medical texts), Sushrut (father of surgery), Jeevak (physician to Buddha), Vagbhata (Ashtanga Hridaya), and Palakapya (veterinary science), focusing on their methodologies and contributions to holistic healing.
2. Meditation and Yoga in Ancient India: Detailed study of the origins, philosophies, and practices of meditation and yoga, their spiritual and physical benefits, and their global adoption as tools for mental peace and health.
3. Religions & Philosophies of India: Comprehensive overview of major Indian religions (Hinduism, Buddhism, Jainism, Sikhism) and philosophical schools (Vedanta, Nyaya, etc.), emphasizing their teachings on ethics, coexistence, and spirituality.
4. Best Indian Practices to Prepare Ecosystem: Exploration of ancient and traditional Indian practices for environmental conservation, sustainable agriculture, and community-based resource management.

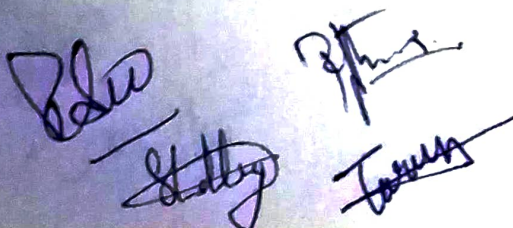
SECTION 5: CONSTITUTION AND SOCIETY

This segment covers the framework of Indian democracy and societal structures, linking historical values to modern governance:

1. Making of Indian Constitution: Detailed study of the drafting process, key figures like Dr. B.R. Ambedkar, and the historical context that shaped the world's longest written constitution.
2. Fundamental Duties of a Citizen of India: In-depth explanation of the 11 duties enshrined in the Constitution, emphasizing their role in fostering responsible citizenship.
3. Fundamental Rights of a Citizen in India: Comprehensive overview of the six fundamental rights guaranteed to citizens, their legal implications, and their importance in protecting individual freedoms.
4. Directive Principles, Federal Structure: Exploration of the Directive Principles of State Policy as guidelines for governance, and an analysis of India's federal system balancing central and state powers.
5. Independence of Judiciary and the Parliamentary System: Detailed discussion on the separation of powers, the role of an independent judiciary in upholding justice, and the functioning of India's parliamentary democracy.
6. Indian Family System, The Concept, Practices, and Current Relevance: Examination of the traditional joint family system, its values of unity and support, evolving dynamics in modern times, and its continued significance in Indian society.
7. Celebration of National Days: Understanding the historical and cultural importance of days like Independence Day, Republic Day, and Gandhi Jayanti, along with their role in reinforcing national unity and pride.

Reference books for Teaching

1. RASHTRIYA ANUBHUTI (hindi & English version)
2. SUBHARTI EK PARICHAY(hindi & English version)



Program	BA-JMC	Semester	II
Course Title	Digital Photography	Course Code	BAJMC-201
Credits	6	Max. Marks	100
Course Learning Outcome: By the end of the course, students should be able to:			
• Understand and apply key principles of digital photography • Master your camera settings for optimal image quality • Learn the art of composition and storytelling through photography • Gain skills in editing and post-processing			
Course Learning Objective:			
• Understand and apply key principles of digital photography • Master your camera settings for optimal image quality • Learn the art of composition and storytelling through photography • Gain skills in editing and post-processing			
Unit-No	Description		No. of Lectures
1	Introduction to Photography & Camera, Brief history of Photography, Basics of Photography, principles of Camera Obscura, Working of Camera. Various types of Cameras & its Parts (Including pinhole, compact camera, Polaroid Camera, T.L.R, S.L.R D.S.L.R camera). Sensors: CCD and CMOS, Soft focus, long exposure, short exposure, multiple exposures, White Balance, Focus.		20
2	Understanding lenses (Prime, Telephoto lenses, Wide Angle, Normal, Fish eye, etc.), Use of different Mode dial in photography. Composition: Formats of a digital image, Focal length, field of view and depth of field, Rule of Thirds, Balancing Elements, Symmetry and Patterns, Viewpoint, Depth, Framing.		20
3	Different types of Photography, Photo essay, Portrait, Landscape, Wildlife, Environment Photography, Photography for Advertising, Candid Photography, Sports photography, Fashion Photography, Political and Social Photography.		20
4	Tools and Techniques of Photography: Camera movements: shots and angles, blur, freeze, panning, zooming, Planning for News Photography, Photo Feature Essential Qualities of a Photojournalist, Lighting and Natural Light Photography, Artificial Lighting and Flash Photography, Editing and Post-Processing Basics- Overview of Light room, Photoshop, and mobile apps, Cropping, adjusting exposure, color correction, and sharpening		30
Suggested Readings:			
1. Hedgecoe, John. The Digital Photography Handbook. DK Publishing, 2020. 2. Freeman, Michael. The Photographer's Eye: A Graphic Guide. Revised ed., Ilex Press, 2021. 3. Langford, Michael, et al. Langford's Basic Photography: The Guide for Serious Photographers. 10th ed., Routledge, 2019. 4. Prakash, Om. Fundamentals of Digital Photography. Kanishka Publishers, 2020. 5. Ghosh, Arindam. Photojournalism and Digital Photography. McGraw Hill India, 2019			






Program	BA-JMC	Semester	II
Course Title	Print Journalism	Course Code	BAJMC-202
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- Develop a strong understanding of journalism's role, ethics, and responsibilities in society.
- Gain proficiency in news writing, including crafting leads, headlines, and using the inverted pyramid structure.
- Learn to write and structure various types of articles, including news stories, feature stories, and editorials.
- Acquire editing and proofreading skills for clarity, accuracy, and adherence to style guidelines

Course Learning Objective:

- Introduce students to the fundamentals of print journalism
- Develop core skills in reporting, interviewing, writing, and editing for print
- Understand ethical, legal, and practical aspects of journalism
- Provide hands-on experience in creating and editing news stories

Unit-No	Description	No. of Lectures
1	Introduction to Journalism and News Writing: History and evolution of print journalism, Role of journalism in society and democracy, Understanding News: Concept, Meaning, Definition and Importance of News , News values and elements (timeliness, impact, proximity, etc.), Difference between hard news and soft news	15
2	News Writing Basics: The inverted pyramid structure, Crafting headlines and leads, Types of beats and reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting, Reporting and Interviewing Skills: Developing a News Sense, Reporting Techniques, Interviewing Skills	15
3	Editing: concept, process and significance, Editing: Nature and need for editing. Principles of editing, editorial desk and its function, style sheet – editing symbols, Photo editing, Editorial Values: objectivity, facts, impartiality and balance, Translation: Meaning, Definition and uses of translation in Journalism, Importance of Translation in Journalism, Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader	15

Suggested Readings:

1. Parthasarathy, Rangaswamy. Basic Journalism. National Book Trust, 2018.
2. Aggarwal, Vir Bala. Essentials of Practical Journalism. 2nd ed., Concept Publishing Company, 2020.
3. Mencher, Melvin. News Reporting and Writing. 13th ed., McGraw-Hill Education, 2019.
4. Harrower, Tim, and Chip Scanlan. Inside Reporting: A Practical Guide to the Craft of Journalism. 4th ed., McGraw-Hill Education, 2021.
5. Floyd, Stuart, and Rowan Howard-Wiggins. Print Journalism: A Critical Introduction. Routledge, 2022.




Program	BA-JMC	Semester	II
Course Title	AI Tools in Mass Communication	Course Code	M.Dis-AIMC
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- Use AI-powered tools to create, analyze, and distribute content effectively in mass communication contexts.
- Critically evaluate ethical issues surrounding AI in media, including bias, privacy, and misinformation.
- Develop and present a media project utilizing AI tools, demonstrating a comprehensive understanding of AI's potential and limitations.

Course Learning Objective:

- Familiarize students with AI applications in journalism and mass communication.
- Equip students with skills to use AI tools for content creation, data analysis, social media management, and audience engagement.
- Discuss ethical, social, and professional implications of AI use in media.
- Provide hands-on experience with popular AI tools in media contexts.

Unit-No	Description	No. of Lectures
1	Overview of AI in Media: Understanding AI, machine learning, and natural language processing (NLP), How AI is transforming journalism, advertising, and public relations. Key AI Applications in Mass Communication: Content creation, data analysis, fact-checking, personalization, and audience analytics	15
2	Introduction to AI tools like OpenAI's, ChatGPT, Jasper, and Quillbot for writing support, Gemini, Perplexity AI for generating news summaries, press releases, and reports Overview of AI-powered image and video tools Ethical considerations in AI-generated visual content	15
3	AI for Fact-Checking: Tools for fact-checking and detecting misinformation, AI in Social Media Management and Audience Engagement, Introduction to Chatbots and Conversational AI	15

Suggested Readings:

1. Biswal, Santosh Kumar, and Anand Kulkarni. Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm. Routledge, 2024. Routledge
2. Shukla, Rakesh. Mind, Machine and Magic: Artificial Intelligence in Media. IBP Books, 2025.
3. Sarisakaloglu, Aynur, and Martin Löffelholz, editors. The Handbook of Artificial Intelligence and Journalism. Routledge, 2025.
4. Connock, Alex. Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age. Routledge, 2022.
5. Mehmood, R., et al. "Journalism, Media, and Artificial Intelligence: Let Us Define ..." Journalism, Media and Artificial Intelligence, MDPI, 2025.

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Program	BA-JMC	Semester	II
Course Title	Print Media Design and Production (Practical)	Course Code	SEC-PMD
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- Analyze and apply design principles to create visually effective and impactful print media.
- Utilize Adobe InDesign, Photoshop, and Illustrator to execute professional-level print designs.
- Develop a polished, multi-page print project demonstrating mastery of print media design concepts.

Course Learning Objective:

- Understand and apply foundational principles of print media design, including typography, color, and layout.
- Gain proficiency in industry-standard design software for creating print media (Adobe InDesign, Photoshop, Illustrator).
- Apply creative and technical design skills to produce a cohesive, high-quality print media project.

Unit-No	Description	No. of Lectures
1	Overview of Print Media: Types of print media: brochures, posters, magazines, newspapers, business cards, packaging Basics of visual communication and the role of design in print media Introduction to design principles: balance, contrast, hierarchy, alignment, proximity, Layout Design Basics: Working with grids, margins, columns, and alignment Creating balance and readability in multi-page layouts	30
2	Color Theory in Print Design RGB vs. CMYK, color harmonies, and using color to evoke emotion Understanding color profiles, Pantone, and managing color consistency Image Preparation for Print, Image resolution, DPI (dots per inch), and color correction, Editing and optimizing images in Photoshop for print quality, Adobe InDesign Basics: Setting up documents, working with grids, placing images, arranging text, Using templates, master pages, and styles for efficient layout creation, Adobe Illustrator and Photoshop for Print, Vector graphics in Illustrator (logos, icons) and photo editing in Photoshop	30
3	All the students have to design two pages of Newspaper in A3 size using InDesign software, All the students have to make their Institute's House Journal of at least of 20pages including articles, Photographs, and stories etc. All assignment should be submitted in a C.D format to the concerned Department.	30

Suggested Readings:

1. Ambrose, Gavin, and Paul Harris. The Fundamentals of Graphic Design. 3rd ed., Bloomsbury Visual Arts, 2020.
2. Sharma, R. S. Print Media Design and Production. Kanishka Publishers, 2019.
3. Lupton, Ellen. Graphic Design: The New Basics. Revised and expanded ed., Princeton Architectural Press, 2022.
4. Bhatia, Ramesh. Layout and Typography in Print Media. PHI Learning Pvt. Ltd., 2021.
5. Samara, Timothy. Making and Breaking the Grid: A Graphic Design Layout Workshop. 3rd ed., Rockport Publishers, 2023.

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Program	BA-JMC	Semester	II
Course Title	Cricket Writing	Course Code	VAC-CW
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- Develop writing skills specifically for cricket journalism.
- Understand the nuances of cricket and its terminology.
- Learn to write engaging match reports, player profiles, and feature articles.
- Analyze and critique cricket writing styles.
- Learn to make commentary in form of text of live cricket matches.

Course Learning Objective:

- Students will be able to independently produce well-structured and engaging match reports, insightful player profiles, and compelling feature articles related to cricket.
- Students will accurately and effectively utilize cricket-specific terminology and demonstrate an understanding of the game's nuances in their journalistic pieces.
- Students will be able to identify and discuss the strengths and weaknesses of various narrative, descriptive, and analytical approaches in cricket journalism.
- Students will be able to prepare for and conduct interviews with players and coaches, and skilfully incorporate quotes, anecdotes, and relevant statistics into their articles.
- Students will be able to develop informed opinions and critiques on cricket events, demonstrating an understanding of cricket statistics and data analysis.

Unit-No	Description	No. of Lectures
1	Overview of cricket journalism, Key elements of cricket writing (match reports, player profiles, features), Understanding cricket terminology, Writing match reports (format, structure, and style), Capturing key moments and performances, Analysing team and player strategies, Writing player profiles (format, structure, and style), Conducting interviews with players and coaches, Crafting feature articles on cricket-related topics	15
2	Analyzing cricket matches and series, Writing commentary pieces (opinion, analysis, and critique), Understanding cricket statistics and data analysis, Different writing styles (narrative, descriptive, analytical), Using anecdotes, quotes, and statistics effectively, Crafting engaging headlines and introductions	15
3	Writing for different platforms (print, online, social media), Understanding the role of social media in cricket journalism, Ethics and challenges in cricket writing, Students work on a cricket writing project, Presenting and critiquing each other's work	15

Suggested Readings:

1. Guha, Ramachandra. A Corner of a Foreign Field: The Indian History of a British Sport. Rev. ed., Picador India, 2021.
2. Majumdar, Boria, and J. A. Mangan. Sport in South Asian Society: Past and Present. Routledge, 2019.
3. Haigh, Gideon. On Warne. Simon & Schuster, 2018.
4. Bose, Mihir. The Nine Waves: The Extraordinary Story of Indian Cricket. 2nd ed., Roli Books, 2022.
5. Roebuck, Peter. A Whiff of Cricket. New ed., Fairfield Books, 2020.

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SWAMI VIVEKANAND
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OFFICE OF THE REGISTRAR

Gp Capt M Yakoob

M-In-D (Retd.), M.Tech.

REGISTRAR

registrar@subharti.org

Ref. No. U-261/SVSU/2024/ 826

Date: 03.12.2024

To,

1. Dean, Academics
2. All Deans / HOIs/Principals/ Directors/HODs
3. The Controller of Examination
4. Prof. (Dr.) Anoj Raj, HOD, Dept. of Education-IKS Coordinator
5. Dr. Monoj Tripathi , Associate Professor, HOD, Dept. of Liberal Arts & Humanities- IKS Coordinator

Sub; Inclusion of Rashtra Bodh & Indian Knowledge system (IKS) in the curriculum at all levels of education- regarding

Please refer to University Ordinance No. V-124A on Value Added Courses notified vide letter U-508/SVSU/2024/917 dated 20.03.2024 and National Education Policy 2020.

National Education Policy 2020 has recommended and emphasized on inclusion of Indian Knowledge system in the curriculum at all levels of education. Accordingly, UGC has issued a 'guideline for incorporating Indian Knowledge System' on 13th June 2023 to facilitate a seamless integration of Indian traditional knowledge with modern subjects. It has recognized the importance of IKS as the bedrock of Higher Education System in India and accordingly suggested incorporating curriculum related IKS in related subjects in letter and spirit.

The undergraduate curriculum is said to be diverse and has varied subjects. The primary purpose is to support institutions to come up with courses that will introduce all aspects of IKS related to their field of study.

Swami Vivekanand Subharti University has introduced mandatory qualifying subject Rashtra Bodh which will be the part of IKS.

As per above referred Ordinance V-124A, the University notified to offer mandatory Value added course (VAC) Courses of Rashtra Bodh and Indian Knowledge System of 2 credits each. This would be the over and above the mandated credits suggested by UGC and University ordinances.

The following Model Curriculum of Rashtra Bodh and Indian Knowledge System (IKS) has been approved by Academic Council in its 33rd meeting held on 29.12.2023 vide its resolution No. 33(3) for implementation in current academic session 2024-25;

1. Model Curriculum of Rashtra Bodh under VAC-Compulsory for All enrolled first year undergraduate Students of the University
2. Model Curriculum of IKS under VAC-Compulsory for All enrolled first year undergraduate Students of the University
3. Model Curriculum for Major Discipline Specific IKS- Topics of IKS that are part of Major Discipline Courses of first year undergraduate studies.

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Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005 (U.P.) INDIA

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I. Model Curriculum of Rashtra Bodh under VAC-Compulsory for All enrolled first year undergraduate Students of the University

Unit	Topics of Rashtra Bodh that are part of VAC	Responsibility of conducted course
1	Know your Nation • Introduction of Akhand Bharat • Civilization of India • A Short History of Bharat • Indian National Flag, National Anthem, & Rashtriya Gaan • Meaning of 17 National Symbols in Historical Perspectives	Dept. of Education,
	Know your University • Foundation Philosophy of the University: Shiksha, Seva, Sanskar & Rashtriyata • Inspirational Utkrisht Jagrat Prayay Varnibodhat Best Practices of University: • Duties First, Rights Later • Wellness is a Holistic Loom • Gender Equality and Women Empowerment is our strength • Environmental Practices to achieve zero carbon foot print	Dept. of Liberal Arts & Humanities,
	Freedom Movement & National Heroes • India's unsung Freedom Fighters & their contribution to free India • Role of Netaji Subhash Chandra Bose and INA in freeing India • Post-Independence War & Martyrs	Dept. of Education, Netaji Subhash Chandra Bose Chair
2	Indian Contribution to the Global Cause • Education & Educational Institutions in Ancient India • Ancient Indian Scientists & Mathematicians and their contribution (Aryabhatta, Varahamihira, Bhaskaracharya, Boudhayana, Brahmagupta, Kanad, Nagarjun)	Dept. of Education,
	Indian Contribution to the Global Cause • Ancient Indian Medial Science & Physicians (Dhanvantri, Charaka, Muni (Agnivesa), Sushrut, Jeevak, Vagbhata, Palakapya • Meditation and Yoga in Ancient India	Faculty of AYUSH
	Indian Contribution to the Global Cause • Ancient Indian Architecture • Political thoughts of Ancient India- Chankya Niti & Arth Shastra • Religions & Philosophies of india • Best Indian Practices to prepare ecosystem	Faculty of Management & Commerce
	Indian Contribution to the Global Cause • Making of Indian Constitution	Faculty of Law

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	• Fundamental Duties of a Citizen of India • Fundamental Rights of a Citizen in India • Directive Principles, Federal Structure • Independence of Judiciary and the Parliamentary System • Indian Family System, The Concept, Practices and Current Relevance • Celebration of National Days	
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II. **Model Curriculum of IKS under VAC-Compulsory for All enrolled undergraduate Students of the University**

Unit	Topics of IKS that are part of VAC	Responsibility of conducted course
1	Introduction to IKS 1. Introduction to IKS and Its importance • Introduction & importance of IKS • Various IKS Systems	Dept. of Education, Faculty of Education
	Shastra- Foundational Literature of Bharatvarsha • What is Shastra • Importance of Shastra • Classification of Sashtra	Dept. of Liberal Arts & Humanities, Faculty of Social Sciences
	Base of IKS Proliferation • Bhartiya education system and its philosophy • Domain of education: Gurukul, Pathshala, Vidyalyaya, Vishwavidyalaya	Dept. of Education, Faculty of Education
2	Contribution of IKS; Mathematics & Astronomy • Numbers and Numeric System • Algebra and Arithmetic • Geometry • Trigonometry • Planetary System • Speed of light • Eclipse	Dean, Faculty of Science
	Contribution of IKS; Life Science • Physics • Chemistry • Botany	Dean, Faculty of Science
	Contribution of IKS; Metal Technology • Mining Techniques • Types of metals • Tools and techniques for metal smelting with example	Dean, Faculty of Engineering & Technology

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Contribution of IKS; Town planning and Temple architecture • Indigenous tools and technologies for town planning and temple architecture • Science of architecture • Lothal, Mohanjo Daro, Dholavira • Angkorvat, Lepakshi Temple, Jagannath Puri Temple, Thanjavur Temple, Modhera and Konark sun Temple, Hampi Temple etc.	Dean, Faculty of Engineering & Technology
Contribution of IKS; Ayurveda • Introduction of Ayurveda • Concept of Tri-Dosh and importance of its balance in the body • Indic Medical Science achievement- tools and technology	Dean, Faculty of AYUSH
Contribution of IKS; Arts & Traditions • History and Origin • Skills enhancement with 64 kala • Science behind our traditions and rituals	Dept. of Liberal Arts & Humanities Dean, Faculty of Social Sciences

III. Model Curriculum for Major Discipline Specific IKS- Topics of IKS that are part of Major Discipline Courses

Major Discipline Specific IKS- Topics of IKS that are part of Major Discipline Courses	Faculty Departments Responsible
Indian Geography: Splendid geographical isolation of Indian's prosperity (Abundant rain, sunshine and warmth, vegetation, animals, and minerals wealth) and Uniqueness of Indian culture	Faculty of Science
Literature of Indian civilization: The important regional versions and foundational text on Mahabharata, Ramayana, Puranas, and Vedas. Foundational text on Indian Philosophies including Jain, and Buddha.	Dept. Of Languages Dept. of Buddhist Studies
The Vedangas and Other Streams of IKS: Six Vedangas- Siksha, Vyakarana, Chandas, Nirukta, Jyotisha and Kalpa Other Streams: Sthapatya, Natyasastra, Dharmasastra, Arthasastra	Dept. of Liberal Arts & Humanities
Indian Health Science: AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy), Meditation, Vedic foundation of Ayurveda, Charaka and Sushruta on the qualities of Vaidya, Panch mahabhuta and Sapta dhatu, importance of digestion	Faculty of AYUSH
Indian Language Science: Word formation in Sanskrit and Indian languages. Some topics on Vyakarana established by Panini	Dept. Of Languages
Indian Mathematics: Numbers, fractions, geometry, decimal nomenclature of numbers in Vedas. Panini's Astadhyayi, Pingala's Chandahsastra, Aryabhata's Aryabhata, Development of combinatorics, Lilavati and Bijaganita of Bhaskaracharya, Ganitakaumudi of Narayana Pandit, Magic squares, Trigonometry	Dept. of Mathematics, Faculty of Science

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Indian Astronomy: Ancient records of the observation of the motion of celestial bodies like Sun, Moon, Nakshatra and Graha. Elements of Indian calendar system, important text of Indian astronomy, basic idea of planetary model of Aryabhata and its revision by Nilakantha, Astronomical endeavors of Jaisingh, Sankaravarman, Chandrasekhara Samanta	Faculty of Science
Classical literature in Sanskrit and Other Indian Languages: The nature and purpose of Kavya, Drisya and Sravya Kavyas, important example of classical literature in Sanskrit and other languages	Dept. Of Languages
Indian Architecture and Town Planning: The importance of Sthapatya, The ancient cities of the Indus-Saraswati region, town planning and drainage system, examples of the significance of Architecture and materials in Ramayana and Mahabharata, examples of high Indian architecture from ancient and medieval periods from different parts of India.	Dept. Of Civil Engineering Faculty of Engineering & Technology
Indian Fine Arts: The importance of Gandhrva, Nyaysastra on the nature and purpose of fine arts, basic concepts of Indian music and dance, important texts and examples of Indian music, dance, painting, and Indian musical instruments	Dept. of Fine Arts, Faculty of Fine Arts
Indian Agriculture: The significance of agriculture and irrigation in Ramayana and Mahabharata, Indian agriculture mentioned by Greek historians and other travellers, significance of agriculture and irrigation of the kings of Indian tradition, productivity of Indian agriculture in medieval Thanjavur and eighteenth-century Allahabad and Chengalpattu, etc.	Dept. of Agriculture, Faculty of Science
Indian Textiles: Text about the formation of cotton and silk fabrics, weaving process, process of Patola fabrics and garments, and varieties of textiles and dyes developed in ancient India. Kachchh textiles, Bandhani, Mashroo, etc.,	Dept. of Fashion Design, Faculty of Fine Arts
Indian Metallurgy: Text refers to metallurgy, working on metal, mining and manufacture of Zinc, Iron, Copper, Gold etc., in ancient India, Important specimen of metal workmanship, Ironsmith.	Faculty of Engineering & Technology
Indian polity and economics: The notion of Bharatvarsha as a Chkravarti Kshetra, Chakravarti Kings and their contributions, meaning of Varta, Krishi, Gopalan, and Vanijya.	Dept. of Liberal Arts & Humanities
Indian Handicrafts: About famous crafts of India and their making process like Matikaam, leather work, Paper crafts, Coconut coir and their products, bamboo works, etc.	Faculty of Fine Arts

Prof. (Dr.) Anoj Raj, Dept. of Education & Dr. Monoj Tripathi, Associate Professor, Dept. of Liberal Arts & Humanities were selected for Training and Orientation in the UGC-recognized institutions such as Human Resource Development Centers and Pandit Madan Mohan Malviya National Mission on Teacher Training (PMMNMTT).









2020
03.12
2024

On successful completion of training, IKS Coordinators Prof. (Dr.) Anoj Raj, Dept. of Education & Dr. Monoj Tripathi, Associate Professor, Dept. of Liberal Arts & Humanities were entrusted responsibilities to design syllabus of IKS to ensure implementation of IKS in the Course Curriculum of the University in the current academic session 2024-25.

Since, the timely implementation of IKS in the correct academic session 2024-25 is not commenced yet for various reasons. IKS Coordinators Prof. (Dr.) Anoj Raj, Dept. of Education & Dr. Monoj Tripathi, Associate Professor, Dept. of Liberal Arts & Humanities are requested to ensure implementation of following;

- a. Registration of Students in Rashtra Bodh and IKS under VAC
- b. The syllabus of Compulsory Model Curriculum of Rashtra Bodh under VAC to be communicated to all registered students
- c. The syllabus of Compulsory Model Curriculum of IKS under VAC to be communicated to all registered students
- d. Coordination and conduct of classes on compulsory Rashtra Bodh & IKS under VAC
- e. Implementation of Model Curriculum for Major Discipline Specific IKS- Topics of IKS that are part of Major Discipline Courses
- f. Organizing expert lectures on Rashtra Bodh Byakhyan Mala (subject related to Rashtra Bodh & IKS connect series lectures) on theme "Nation Building through Character Building" AND OTHER TOPICS.
- g. Organizing workshop for faculties and students on Rashtra Bodh and IKS related subject.
- h. Inviting eminent persons for lectures to sensitize students, faculty, and staff on Rashtra Bodh and Indian Knowledge System.
- i. Support faculty in designing new papers on Rashtra Bodh & IKS within University.
- j. Disseminate knowledge and training of IKS among the teachers and students in SVSU
- k. Support students and faculties to pursue multidisciplinary research on subject related to IKS.
- l. Conduct National and International Conference/ Seminars/ Webinar
- m. Conduct Certificate Programs on Indian Contributions to Science, Technology and Management, Indian Architecture, Indian Art, Global footprints of Indian diaspora, Political Science and Arthashastra, Indian Culture and Tradition and Indian Classical Literature.

This issues with the approval of the Hon'ble Vice Chancellor

Memo. No. U-261/SVSU/2024/ 826

Copy forwarded to information of:-

1. Hon'ble Vice-Chancellor
2. CEO
3. CTO, I.T. Dept with a request to facilitate registration of students for mandatory VAC Course in ERP.
4. Guard File

Gp Capt M Yakoob
Registrar

Date: 03.12.2024

03.12.2024
Registrar

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Environmental Science

Course Code: AEC-2		
Course Credit: 2	Lecture: 2	Tutorial:
Course Type:	Ability Enhancement Course-2	
Lectures delivered:	30	

End Semester Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
100	40	3 Hours

Continuous Comprehensive Assessment (CCA) Pattern

Tests	Assignment/ Tutorial/ Presentation/class test	Attendance	Total
10	10	10	30

Course Objective:

- To gain the knowledge of current status of environment and develop an attitude of concern for the environment.
- Motivating students to participate in environment protection and environment improvement.

UNIT	Content	Hours
I	Definition, Components of Environment, scope and importance	2
II	Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources. d) Food resources: World food problems, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.	7

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	Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources.	
III	Ecosystems • Concept of an ecosystem. • Structure and function of an ecosystem. • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem Biodiversity and its conservation • Introduction – Definition : genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • India as a mega-diversity nation Hot-spots of biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. • Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.	7
IV	Environmental Pollution Definition • Source, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Noise pollution e. Thermal pollution f. Nuclear hazards • Solid waste Management : Causes, effects and control measures • Role of an individual in prevention of pollution. • Pollution case studies. • Disaster management	7
V	Social Issues and the Environment • From Unsustainable to Sustainable development • Urban problems related to energy • Water conservation, rain water harvesting, • Environmental ethics : Issues and possible solutions. • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. • Environment Protection Act. • Air (Prevention and Control of Pollution) Act. • Water (Prevention and control of Pollution) Act • Wildlife Protection Act • Forest Conservation Act • Public awareness. Human Population and the Environment • Population growth • Population explosion –Environment and human health. • Value Education. • Role of Information Technology in Environment and human health.	7






Course Outcomes: After studying this course the student should be able to

1. Students be able to recognize the physical, chemical, and biological components of the earth's systems and how they function.
2. Students can understand delicate system of different environmental component.
3. Gain the knowledge of current pollution level and how rapidly we are degrading our natural component also how we can minimize it.
- 4 Students will be able to critically examine all sides of environmental issues and apply understanding from science, law, history, and policy to create informed opinions about how to interact with the environment both personally and societally.

Reference and Text Books

- Jadhav, H. & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p.
- Mckinney, M.L. & Schoch, R.M. 1996. Environmental Science System & Solutions, Web enhanced edition. 639p.
- Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB).
- Trivedi R.K., Handbook of Envirpnmental Laws, Rules, Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R).
- Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno -Science Publications (TB)



Program	BA-JMC	Semester	III
Course Title	Radio Production and Techniques	Course Code	BAJMC-301
Credits	5	Max. Marks	100

Course Learning Outcome: By the end of the course, students should be able to:

- A professional knowledge and skills - to work in a radio station/ audio studio.
- Entrepreneurial skill - to start a podcast and market it to earn revenue.
- Communication skills - to give out a message in the most effective way.
- Leadership capacity and team spirit - by bringing in different departments of production like the creative, technical and anchoring team together for a common goal.
- Social responsibility - towards the improvement of society with the dissemination of valuable information

Course Learning Objective:

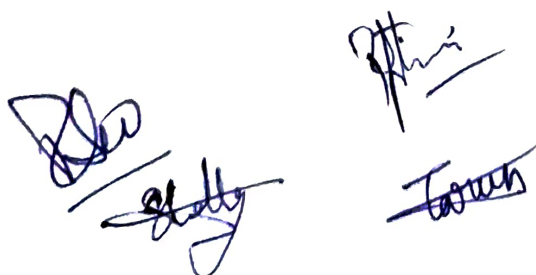
- Understand the fundamentals of radio broadcasting and production.
- Develop skills in audio editing, scripting, and content creation for radio.
- Learn and apply voice modulation, diction, and microphone techniques.
- Gain experience with digital audio workstations and recording equipment

Unit-No	Description	No. of Lectures
1	Evolution and growth of radio, characteristics of radio, strengths & limits of audio, the physics of sound, history of broadcast, AM, FM, All India Radio, Prasar Bharti, podcasting and internet radio, community radio, pirate radio, satellite radio.	20
2	Formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events, Field reporting, reporting specialized areas, investigative reporting, voice dispatches, structuring a radio report – news capsuling and radio commentary, and entertainment.	20
3	Radio feature production, radio documentary production, Radio, Drama, studio chain, live studio broadcast with multiple sources – radio news production, using sound bites and actualities, spacebridge with field sources of news, studio production of radio newsreel and current affairs programmes.	20
4	Public service advertisements, jingles, radio magazine, interview, talk show, vox-pop, live-updates, discussion, feature, elements of a radio news story, newsgathering, writing, elements of a radio news bulletin, style book, spontaneous genres. Types of microphones and their uses – field recording skills, prepare a radio programme: News, Commentary, Interview, talk show etc.	15

Suggested Readings:

1. McLeish, Robert, and Jeff Link. Radio Production. 7th ed., Routledge, 2020.
2. Pavarala, Vinod, and Kanchan K. Malik. Other Voices: The Struggle for Community Radio in India. SAGE Publications, 2019.
3. Hausman, Carl, et al. Modern Radio Production: Production, Programming, and Performance. 11th ed., Cengage Learning, 2021.
4. Chatterjee, P. C. Broadcast Journalism: Techniques of Radio and Television News. 3rd ed., CBS Publishers & Distributors, 2020.
5. Crisell, Andrew. Understanding Radio. 3rd ed., Routledge, 2018.

Program	BA-JMC	Semester	III
Course Title	Fundamentals of Advertising	Course Code	BAJMC-302
Credits	5	Max. Marks	100
Course Learning Outcome: By the end of the course, students should be able to: - Analyze and interpret advertising objectives, message strategies, and media choices. - Create advertising copy and visuals that are persuasive, ethical, and culturally aware. - Develop a complete advertising campaign, from ideation through execution. - Utilize audience insights to optimize campaign strategies for impact and efficiency. - Evaluate the effectiveness of advertising campaigns and adjust strategies accordingly.			
Course Learning Objective: - Analyze various advertising strategies and their suitability for different audiences, media, and industries. - Learn the principles of crafting compelling messages, visual content, and layouts for advertising. - Design advertising campaigns, considering budget constraints, timelines, and target audience. - Apply metrics and tools to assess the impact and effectiveness of advertising campaigns.			
Unit-No	Description		No. of Lectures
1	Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising, Ad agency management, various specialist departments in an ad agency.		15
2	Advertising tools and practice; consumer behavior: analysis, definitions and factors; defining consumer behavior and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.		15
3	Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand. Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns, Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.		15
4	Advertising research: scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzing research (psychographic/life style research, psycho-physiological research), Analysis of 3 different types of print advertisements on the basis of Idea/Concept, Copy, Design & Layout, Design display advertisement, classified & display classified (One each), Design an advertisement for hoarding, Writing and recording of a radio spot with jingle , prepare a TV commercial (writes script and develops story board)		30



Suggested Readings:

1. Gupta, Nishant, and Richa Sharma. Advertising Principles and Practices in India. PHI Learning, 2021.
2. Belch, George E., and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. 13th ed., McGraw-Hill Education, 2023.
3. Aaker, David A., and Kevin Lane Keller. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 5th ed., Pearson, 2020.
4. Chunawalla, S. A. Advertising: Theory and Practice. 4th ed., Himalaya Publishing House, 2022.
5. Kotler, Philip, and Gary Armstrong. Principles of Marketing. 18th ed., Pearson, 2022.



Program	BA-JMC	Semester	III
Course Title	Health Communication	Course Code	BAJMC-303
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Understand the role of communication in promoting public health.
- Analyze health communication campaigns and messages critically.
- Explain how media, culture, and society impact health perception and communication.

Course Learning Objective:

- To introduce students to the principles and practices of health communication.
- To explore how media and strategic communication shape health behavior and public health outcomes.
- To equip students with skills to critically evaluate health campaigns and design basic health communication strategies.

Unit-No	Description	No. of Lectures
1	Definition, Scope, Importance in Public Health, WHO Framework and SDGs, Health Belief Model, Social Cognitive Theory, Diffusion of Innovation, Agenda Setting	15
2	Role of Print, Radio, TV, Social Media in Health Messaging; Fake News & Misinformation	15
3	Designing, Implementing, and Evaluating Health Campaigns; Target Audience Segmentation, Risk Communication, Stigma & Health, Behavioural Change Communication (BCC), Ethics in Health Reporting	15

Suggested Readings:

1. Gupta, Vatsala, and R. S. Hooda. Health Communication in India: Issues and Perspectives. Rawat Publications, 2020.
2. Raghav, P. K. Public Health and Communication Strategies. Sage Publications India, 2021.
3. Berry, Dianne. Health Communication: Theory and Practice. 2nd ed., McGraw-Hill Education, 2019.
4. Thomas, Reuben. Health Journalism and Communication: Reporting Health in the Digital Era. Kanishka Publishers, 2022.
5. Schiavo, Renata. Health Communication: From Theory to Practice. 3rd ed., Jossey-Bass, 2023.

Program	BA-JMC	Semester	III
Course Title	Sociology of Media and Communication	Course Code	M.Dis-SMC
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Explores the complex relationship between media, communication, and society.
- It examines how media and communication shape, and are shaped by, social structures, cultural practices, political systems, and economic processes.
- Through a multidisciplinary approach, the course integrates perspectives from sociology, media studies, communication theory, and cultural studies.

Course Learning Objective:

- Understand the role of media and communication in contemporary society.
- Analyze the impact of media on social behavior and cultural norms.
- Explore the relationship between media, power, and politics.
- Examine the economic dimensions of media industries.
- Critically assess the ethical issues in media and communication practices.

Unit-No	Description	No. of Lectures
1	Communication : meaning, definition nature and scope, types and models of communication, Origin and growth of mass media in India: Press-Film-Television-Internet, Characteristics of Mass Audience - Typology of Audience, Media, Society, and Culture: Media as a social institution, Cultural studies and media analysis, Media representation and cultural identity	15
2	Media and Socialization: Media effects on socialization processes, Media and the construction of reality, Media influence on youth and children, Gender, race, and class in media content, Media, Power, and Politics: Media as a political actor, The public sphere and media, Media ownership and control, Communication and the Process of Diffusion Technology and Communication: Communication Technology and Social Change - Formation of Public Opinion, Propaganda.	15
3	Media Economics and Industry: The economics of media production and distribution, globalization, Advertising, consumer culture, and media, Digital economies and the future of media, Role of communication in development of digital divide, functions of mass media, Global Culture, Sociological Dimensions - Scope and Functions of Communication in the Society - Social Aspects in Shaping Communication Behavior - Influence of Socio-Cultural Institutions - Family.	15

Suggested Readings:

1. McQuail, Denis. McQuail's Media and Mass Communication Theory. 7th ed., SAGE Publications, 2020.
2. Kumar, Keval J. Mass Communication in India. 5th ed., Jaico Publishing House, 2020.
3. Couldry, Nick, and Andreas Hepp. The Mediated Construction of Reality. Polity Press, 2017.
4. Prasad, Kiran, and N. V. Sivakumar, editors. Sociology of Communication in India: Issues and Perspectives. B R Publishing, 2021.
5. Laughhey, Dan. Key Themes in Media Theory. 2nd ed., Routledge, 2021.

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Program	BA-JMC	Semester	III
Course Title	Audio and Video Production (Practical)	Course Code	SEC-AVP
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Operate audio and video production equipment with proficiency.
- Develop and edit audio and video content to produce high-quality final products.
- Plan and execute all stages of a production, from concept to post-production.
- Create engaging video and audio stories using sound design, visual storytelling, and narrative flow.

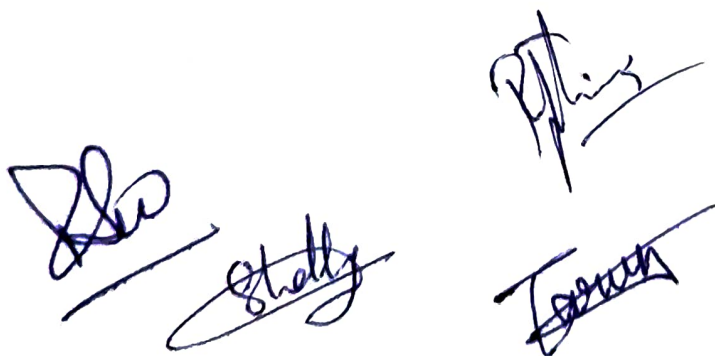
Course Learning Objective:

- Grasp foundational concepts in audio and video production, including pre-production, production, and post-production phases.
- Gain hands-on experience with cameras, microphones, lighting, and editing software.
- Learn essential editing techniques to enhance storytelling, improve quality, and create seamless transitions.

Unit-No	Description	No. of Lectures
1	History and evolution of audio-visual media, Introduction to cameras, microphones, and lighting equipment, reflectors, Hands-on practice with basic equipment, Writing for audio-visual media, Developing a screenplay	30
2	Overview of editing software for audio & video, Basic editing techniques, Transitions, effects, etc., Radio Program Production: All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview. (One each)	30
3	Television Program Production: All the students have to Prepare- News, Talk, TV Interview. (One each), News Bulletin of 15 Minutes	30

Suggested Readings:

1. Millerson, Gerald, and Jim Owens. Video Production Handbook. 7th ed., Routledge, 2019.
2. Sarkar, R. C. Practical Video Production: Techniques and Applications. Kanishka Publishers, 2021.
3. Zettl, Herbert. Video Basics. 9th ed., Cengage Learning, 2020.
4. Ghosh, Arindam. Television Production: A Practical Approach. McGraw Hill India, 2019.
5. Reynolds, Greg. Audio Production and Editing Techniques. Focal Press, 2022.



STRUCTURE OF MODEL CURRICULUM

Course type: Ability Enhancement Course ---Disaster Risk Management

Unit I: Understanding Disaster Risk Management

Unit II: Preparedness, Mitigation and Response Planning

Unit III: Life Saving Skills

Unit IV: Field Exposure and Community Engagement

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Ability Enhancement Course-3	AEC-3	AEC – DRM	Disaster Risk Management	1	0	2	2	30	70	100

Total Hours: 45 (15 hours lecture and 30 hours practical)

Assessment Criteria:100 (30 Marks Continuous Assessment and 70 Marks End Semester Examination)

Course Objective:

To equip students with the knowledge, skills and competencies to identify, assess, mitigate disasters and design effective disaster management plans and strategies at individual, institutional and community levels, aligning with national and global frame works.

Learning Outcome:

By the end of this course, students will be able to:

1. Identify hazards, vulnerabilities and risks at individual, institutional and community levels.
2. Outline the legal and institutional frame works of DRR in India and globally.
3. Demonstrate life-saving skills, emergency communication, disaster response and risk mitigation techniques.
4. Utilize and implement basic tools and technologies for risk assessment, preparedness and resilience-building.
5. Prepare disaster management plans and design community awareness activities, or prototypes in regional/local contexts.

Unit:1 Understanding Disaster Risk Managements

- Basic concepts and terminology: Hazard, Vulnerability, Capacity, Exposure, Disaster, Risk, Disaster Management & Disaster Risk Reduction.
- Hazard profile of India: Regional profile.
- Disaster Management Cycle: Mitigation, preparedness, response, relief, recovery, rehabilitation.
- Policy and legal frameworks :DM Act 2005,DM Amendment Act 2025,National Policy, State-specific Acts; PM10 Points agenda.
- International Frameworks: Sendai Frame work, Paris Agreement, SDGs. Role of Institutions in DRR(over view only):NDMA, NIDM, IMO, CWC, GSI, BIS, ISRO, INCOIS, SDMA, DDMA, NDRF.
- Case studies of different disasters in India: Lessons learned (minimum2).

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Unit:2 Preparedness, Mitigation and Response Planning

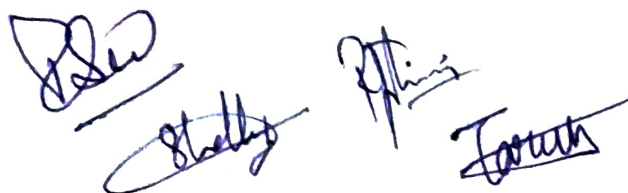
- Frame work for Developing Disaster Management Plans.
- Hazard, Vulnerability, Capacity and Risk (HVCR) Assessment tools and techniques: Transect walk, Hazard mapping, Problem tree, Chapatti diagram etc.
- Mitigation and Preparedness: Evacuation planning, mock drills, tabletop exercises; disaster- specific mitigation, Crowd Management techniques.
- Basics of Incident Response System (IRS).
- Role of emergency forces: NDRF, SDRF, police, fire services, armed forces, NCC, NSS.
- Planning for more vulnerable groups.
- Emerging technologies: Drones, digital literacy, mobile apps (GIRI tool, SAFAR, Meghdoot, UMAN, Sachet, CWC Flood Alerts, IMD, BIS, IHIP), social media for DRR.
- Basics of safe construction and structural & non structural audit exercise (safety of home/ college buildings).
- Funding mechanisms for disasters in India.
- Emergency Communication Network.

Unit:3 Life-Saving Skills

- First Aid in disasters: Golden hour concept, CPR, wounds, choking, burns, fractures, animal bites(snake/dog/rabid), heat-related illnesses, triaging, stampede.
- Household and personal preparedness and protection: 72-hour emergency kit, safe food storage, water purification, ORS use, water sanitation and hygiene (WASH) and Infection Prevention Control(IPC) practices, Basic Sign Language.
- Search and Rescue methods.
- Fire safety and electrical/gas/LPG safety: Causes, prevention, fire extinguisher demonstration, indigenous methods (Natural first-aid remedies- aloe vera, turmeric, coconut oil, salt solution); traditional risk-reduction practices.
- Disaster-specific response: Floods, landslides, earthquakes, CBRN emergencies, pandemics, drowning, lightning, gas leakage, cyclone, heat wave, cold wave.
- Psycho social support in DRR; Steps for implementing psychological first aid and its importance.
- Public health preparedness: Public health impacts of various disasters, Prevention of post-disaster water-borne and vector-borne diseases.

Unit:4 Field Exposure and Community Engagement

- Field visits: District Emergency Operations Centre, State Disaster Response Force/ National Disaster Response Force units, fire stations, State Emergency Operations Center, hazard- prone communities, heat- prone areas (flood-prone village, fire-vulnerable urban slum).
- Practical exposure: Mock drills, demonstrations and simulations(multi-hazard, evacuation, earthquake, flood); interaction with responders and officials (Aapda Mitras, National Cadet Corps/ National Service Scheme/ Nehru Yuva Kendra Sangathan, Red Cross).
- Community Engagement projects: Street plays (nukkad natak), awareness campaigns, DRR clubs (institute and community level clubs), Information, Education and Communication material (podcasts, videos, comics, photo essays, posters, Knowledge exchange webinars).
- Environmental hazards: Youth /community participation(tree plantation, soil conservation).
- Project/assignment: Preparation of institutional/household DM plan in local



language; budget-friendly multi-disaster survival kit prototype; reflective field report, youth-led community engagement projects and creation of IEC/digital communication materials.

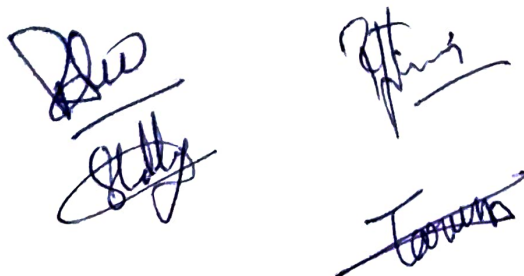
- Multidisciplinary integration: Links with local governments, HEIs, youth/adolescent networks.
- Activities for mitigating disaster risks: Increasing green cover, plantation and knowledge of human anatomy.
- Interaction with: State, district, gram panchayat level officials, DRR help line numbers, and knowledge of physical resources required and available locally; interview /session with disaster survivors.





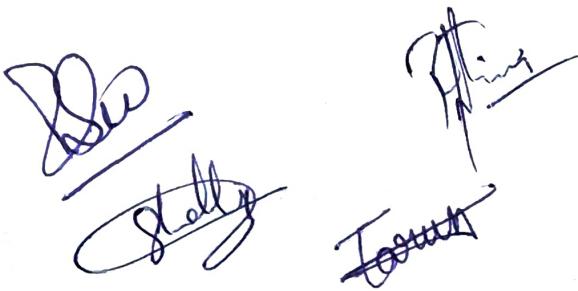


Program	BA-JMC	Semester	IV
Course Title	TV Production and Techniques	Course Code	BAJMC 401
Credits	6	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to: • A professional knowledge and skills - to work in a TV Channel. • Entrepreneurial skill - to start a You-Tube channel and market it to earn revenue. • To create a TV show based on the specific production models used professionally today. • They would have a clear grasp of the pre-production, production and postproduction processes involved in the creation of a short or long form TV show. • Social responsibility - towards the improvement of society with the dissemination of valuable information.			
Course Learning Objective: • Grasp the foundational concepts of TV production, including planning, scripting, and storyboarding. • Learn to operate key production equipment like cameras, microphones, lighting, and editing software. • Master techniques for both studio-based and on-location filming, focusing on shot composition, framing, and continuity. • Develop analytical skills to evaluate and critique TV shows, understanding factors that make successful productions.			
Unit-No	Description	No. of Lectures	
1	Evolution and growth of TV, characteristics of TV, strengths & limits of TV, TV license in India and its process, Working of a news room, various functionaries in a news room and their qualities, process of news reporting and its types, concept of breaking news, writing of TV news, production stages	25	
2	Shooting with TV camera, parts of camera, type of lenses, basic shots and camera movement, formats of TV programmes – studio interview – studio discussion - studio chat shows with audience participation, type of TV reporting, human interest stories, Types of microphones and their uses, TV lighting in field, using reflectors, studio lighting – three-point lighting, studio sets and make-up, deadlines, presentation skill/ voice modulation/ diction screen present/ body language/ ptc/ phono/ Vox –pop/chit-chat/walk through /live.	25	
3	TV Studio layout, recording equipment, writing for television programmes – research, visualization and production script, interview techniques, piece to camera and voice over, sequencing and editing news packages, planning, production and compilation of news programmes – writing lead-in/intro to news packages,	25	
4	Voice broadcast skills – enunciation, flow, modulation - facing a camera – eye contact - use of teleprompter, moderating TV studio discussions; anchoring chat shows and cross-fire, prepare TV programmes. Students have to submit below recorded and edited assignments at the time of practical (2 each with script): • TV news bulletin, Interview, Entertainment program, Advertisements, Promos of a show, Piece to camera, Vox-pop	15	



Suggested Readings:

1. Zettl, Herbert. Television Production Handbook. 13th ed., Cengage Learning, 2021.
2. Ghosh, Arindam. Television Production: Techniques and Practices. McGraw Hill India, 2020.
3. Moran, Albert. Understanding the Global TV Format. 2nd ed., Routledge, 2019.
4. Singh, R. P. Television Production and Broadcast Techniques. Kanishka Publishers, 2021.
5. Millerson, Gerald. Television Production. 6th ed., Focal Press, 2018.

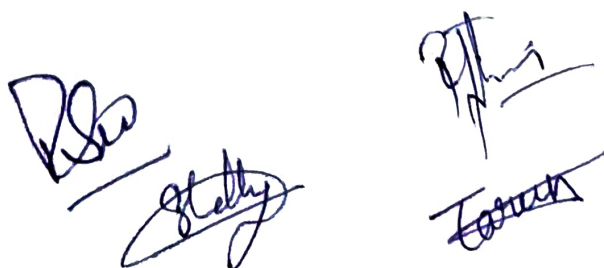


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Program	BA-JMC	Semester	IV
Course Title	Concept of Film & Cinema	Course Code	BAJMC-402
Credits	5	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to: • Demonstrate knowledge of the history and development of cinema. • Analyze films using theoretical frameworks and cinematic techniques. • Identify key genres, movements, and directors in world cinema. • Understand the role of cinema in reflecting and shaping society. • Apply critical and creative thinking in film-related discussions and projects.			
Course Learning Objective: • Explore the evolution of cinema and its socio-cultural impact. • Understand the fundamental concepts, theories, and aesthetics of film. • Analyze different genres, movements, and styles in cinema. • Develop critical thinking through film analysis and appreciation. • Examine the relationship between film and other forms of art and media.			
Unit-No	Description	No. of Lectures	
1	History of Cinema: Origins and Early Developments, Understanding Film as Art, Industry, and Technology, Elements of Film: Story, Characters, Setting, and Theme, Cinematic Language: Shots, Angles, Lighting, and Editing, Introduction to Film Theories: Auteur, Feminist, and Structuralist, Approaches Semiotics and Symbolism in Film, Narrative Structures: Classical, Non-linear, and Experimental Narratives, Role of Sound, Music, and Silence in Cinema	15	
2	Exploration of Genres: Drama, Comedy, Action, Horror, Sci-Fi, etc., Major Film Movements: German Expressionism, Italian Neorealism, French New Wave, Indian Cinema: From the Silent Era to Contemporary Bollywood, Global Cinema: Asian, European, and African Contributions	20	
3	Cinema as a Reflection of Society: Political and Cultural Influences, Representation and Stereotypes in Film: Gender, Race, and Identity, The Role of Cinema in Shaping Public Opinion and Ideologies, Ethics and Censorship in Film	20	
4	Basics of Scriptwriting and Storyboarding, Understanding the Filmmaking Process: Pre-production to Post-production, Film Appreciation and Criticism: Writing Reviews and Analytical Essays, Group Project: Create a Short Film or Detailed Film Analysis Presentation	20	
Suggested Readings: 1. Bordwell, David, and Kristin Thompson. Film Art: An Introduction. 12th ed., McGraw-Hill Education, 2020. 2. Dissanayake, Wimal, and Malti Sahai, editors. Indian Popular Cinema: A Narrative of Cultural Change. Trentham Books/Orient Blackswan, 2019. 3. Garga, B. D. So Many Cinemas: The Motion Picture in India. Eminence Designs, 2018. 4. Monaco, James. How to Read a Film: Movies, Media, and Beyond. 4th ed., Oxford University Press, 2020. 5. Rajadhyaksha, Ashish, and Paul Willemen. Encyclopedia of Indian Cinema. 2nd ed., Routledge, 2019.			
Program	BA-JMC	Semester	IV




Course Title	Media Laws and Ethics	Course Code	BAJMC - 403
Credits	5	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to:			
• Demonstrate knowledge of media laws and ethical principles. • Apply legal and ethical standards to media content creation. • Identify and address legal and ethical challenges in media practices. • Critically assess case studies of legal and ethical issues in media. • Promote responsible media practices respecting diversity and human rights.			
Course Learning Objective:			
• Understand key legal concepts and frameworks governing media. • Analyze ethical dilemmas in media practices. • Examine media regulations, copyright, and defamation laws. • Evaluate the role of media in upholding democratic values and accountability. • Develop critical thinking on ethical decision-making in journalism and content creation.			
Unit-No	Description		No. of Lectures
1	Constitution of India, Fundamental rights, freedom of speech and expression and their limitations, Brief history of press laws in India, emergency powers of President		20
2	Provisions for legislature reporting, parliamentary privileges in reference with media. Contempt of Court, Defamation, Right to Information, Official secret act		15
3	Press and registration of books act 1867, Press & Registration of Periodicals Act-2023, working journalist Act 1955, Cinematograph Act (1953), Information Technology Act, Film Censorship, Prasar Bharati Act, Copyright Act, PCI.		20
4	Sedition and inflammatory writings, Bhartiya Nyay Sanhita (BNS), Bhartiya Dand Sanhita(BDS), Bhartiya Sakshya Adhiniyam (BSA) IPC and CrPC, Code of conduct for journalists.ASCI Code of Conduct PRSI Code of Conduct, Media Related Issue		20
Suggested Readings:			
1. Rao, R. Rajeshwari. Media Law in India: A Comprehensive Guide. LexisNexis, 2021. 2. Chadha, Kiran, and Purnima Dhavan. Freedom of Expression and the Media in India. Oxford University Press, 2020. 3. Barendt, Eric. Freedom of Speech. 2nd ed., Oxford University Press, 2019. 4. Kaul, Vijay. Media Ethics and Accountability in India. Sage Publications India, 2021. 5. Pavlik, John V. Media Ethics: Cases and Moral Reasoning. 10th ed., Routledge, 2020.			



Program	BA-JMC	Semester	IV
Course Title	Community Radio	Course Code	BAJMC - 404
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Define the concept and objectives of community radio.
- Understand licensing processes and operational frameworks of community radio stations in India.
- Identify the role of community radio in rural development, education, health awareness, and empowerment.
- Prepare basic scripts, record, edit, and broadcast community-centric content.

Course Learning Objective:

- To familiarize students with the concept, history, and importance of community radio.
- To equip students with technical knowledge regarding the setting up and running of a community radio station.
- To encourage hands-on experience through exposure to the university's own community radio station.
- To promote awareness of community engagement, participatory communication, and inclusive media practices.

Unit-No	Description	No. of Lectures
1	Introduction to Community Radio: Definition, History in India and World, Scope, Objectives, Policy & Guidelines: Government policy, Ministry of I&B guidelines, Licensing process, Regulatory bodies	15
2	Setting up a Community Radio Station: Infrastructure, Studio setup, Equipment, Frequency, Transmission basics, Narrow Casting, Educational Radio, Gyanvani, Web Radio, Programming and Production: Script Writing, Interview-based Programs, Field Reporting, Editing, Community Participation	15
3	Community Radio in Practice: Role in rural development, Women empowerment, Education, Health, Local culture, Practical Orientation at University's Community Radio Station	15

Suggested Readings:

1. Pavarala, Vinod, and Kanchan K. Malik. Other Voices: The Struggle for Community Radio in India. SAGE Publications, 2019.
2. Meikle, Graham, and Sherman Young. Media Convergence: Networked Digital Media in Community Contexts. 2nd ed., Palgrave Macmillan, 2020.
3. Prasad, K. S., and R. S. Sharma. Community Radio in India: Concepts and Practices. Kanishka Publishers, 2021.
4. Girard, Bruce. A Passion for Radio: Radio Waves and Community Engagement Worldwide. Black Rose Books, 2018.
5. Fraser, Colin, and David Lowe. Community Media: A Global Introduction. 2nd ed., Rowman & Littlefield, 2020.

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Sports Journalism

BAJMC	Degree	Year	II	Semester	IV
Subject	Journalism and Mass Communication				
Course Code	AEC - NSS	Course Title	Sports Journalism		

Course Learning Outcome: By the end of this course, students will be able to:

- Define Meaning, scope and changing trends of sports journalism.
- Differentiate Radio and T.V communication for sports information.
- Write various types of sports news and features .
- Identify key elements for sports news.

Course Learning Objective:

- To understand meaning, scope and changing trends of sports journalism.
- To differentiate Radio and T.V communication for sports information.
- To develop writing skill on various types of sports news and features .
- To observe events and data to identify key elements for sports news..

Credits –2	Max. Marks: 100	Min. Passing Marks : 40
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Total No. of Lectures – 30

Unit	Topic	No. of Lectures
I	Understanding the role and importance of sports journalism, Historical development of sports journalism, Key skills and qualities of a sports journalist, Meaning, scope and changing trends of sports journalism in sports, Importance of journalism in sports promotion & vice- versa, Public relation media - advertising, press release, conference, films, etc., Purpose of mass media for the propagation of sports, Growth of sports communication, Ethics in sports reporting: fairness, accuracy, and accountability Legal considerations and challenges in sports reporting Fundamentals of a sports news, News- Types Sports terminators & its use	15
II	Effective research methods for sports stories, Conducting interviews with athletes, coaches, and sports personalities, Analyzing data and statistics in sports journalism, Fundamentals of sports writing: structure, style, and tone, Writing feature stories, match reports, and opinion pieces, Write- ups feature, follow-ups, advance story, articles, editorials	15

Suggested Readings:

1. Himalaya Publishing House. (2023). Sports journalism (Sem 6, BAMMC Mumbai Univ.). Himalaya Publishing House.
2. Sandhu, R. S. Sports media and journalism: A textbook for physical education and communication. Pothi.com.
3. Andrews, P. (2014). Sports journalism: A practical introduction. SAGE.
4. Steen, R., Novick, J., & Richards, H. (Eds.). (2020). Routledge handbook of sports journalism. Routledge.
5. Anderson, R. (2024). Sports journalism: An introduction to reporting and writing. Rowman & Littlefield.

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Program	BA-JMC	Semester	V
Course Title	Communication Research	Course Code	BAJMC - 501
Credits	6	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to: • Demonstrate proficiency in communication research methodologies. • Conduct and present original research projects effectively. • Critically evaluate communication studies and their findings. • Apply research insights to address real-world communication challenges.			
Course Learning Objective: • Understand foundational theories and methods of communication research. • Develop skills in designing and conducting research studies. • Analyze and interpret qualitative and quantitative data in communication. • Apply ethical principles to research practices in communication.			
Unit-No	Description		No. of Lectures
1	Communication research: Meaning Definition and Importance, Scientific approach for Communication Research , Communication research in India, Nature and scope of communication research, Research and communication theory's, Process of Research, Types of research, Formulating a Research Problem, Research Design: Meaning, Definition and Importance, Types of Research Design		20
2	Variable: Meaning, Definition and types, Scaling Techniques, Hypothesis: Meaning Definition and Importance , Types of Hypothesis, Methods of communication research: Census Method, Survey Method, Observation Method, Clinical Studies, Case studies, Pre Election, Studies, Exit Poll, Content Analysis		25
3	Data : Meaning definition and Importance of Data in Research Types of Data: Primary data , Secondary data, Data Collection Tools: Questionnaire, Schedule, Observation and Interview, Source of Data, Sampling: Meaning definition and Importance of Sampling , Types of Sampling, Sampling Errors and Distribution Data Analysis		25
4	Report writing, Coding Techniques and Tabulation, Non Statistical Methods, Descriptive-Historical- Statistical Analysis, Research paper writing		20
Suggested Readings: 1. Wimmer, Roger D., and Joseph R. Dominick. Mass Media Research: An Introduction. 12th ed Cengage Learning, 2021. 2. Krishnaswamy, K., et al. Research Methodology in Communication. 2nd ed., Sage Publications India 2020. 3. Berger, Arthur Asa. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. 3rd ed., SAGE Publications, 2019. 4. Parasher, Rajiv. Communication Research in India: Approaches and Applications. Kanishk Publishers, 2021. 5. Wimmer, Roger D., and Joseph R. Dominick. Mass Media Research: An Introduction. 12th ed Cengage Learning, 2021.			




Program	BA-JMC	Semester	V
Course Title	New Media Technology	Course Code	BAJMC - 502
Credits	6	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Demonstrate knowledge of the principles and functions of new media technologies.
- Critically evaluate the influence of new media on global communication and cultural practices.
- Apply new media tools to design and execute effective digital communication strategies.
- Adapt to emerging trends in new media and assess their potential for innovation.

Course Learning Objective:

- Understand the evolution and foundational concepts of new media technologies.
- Explore the impact of new media on communication, society, and culture.
- Analyze the tools, platforms, and trends shaping digital communication.
- Develop practical skills in utilizing new media technologies for creative and professional purposes.

Unit-No	Description	No. of Lectures
1	Definition, Meaning, Scope and importance of Multimedia, Emergence and Importance of Multimedia. Video on Demand, Interactive TV, Wi-Fi, Wireless cable, Fiber optics, E-Newspaper-Brief History of the E-Newspaper in English and Hindi, Reasons for the growing popularity of e-newspaper, Present and Future of E-newspaper, Limitations of online newspapers	25
2	Internet TV and Internet Radio, Future of Mass Media technologies, Cyber journalism and cyber laws. Technological advancement and its impact on entertainment.	20
3	Websites and its types, E-mail: need and importance, Web tools : Blogs, Social Media and Search Engine, Traditional vs Web Journalism : Meaning, Definition and Difference	20
4	Elements of a web newspaper: Report writing, Editing for web Journalism, Web Journalism and Law	25

Suggested Readings:

1. Deuze, Mark. Media Work. 2nd ed., Polity Press, 2020.
2. Kaur, Jaspreet, and R. P. Singh. New Media Technologies and Digital Communication in India. Kanishka Publishers, 2021.
3. Lister, Martin, et al. New Media: A Critical Introduction. 4th ed., Routledge, 2020.
4. Sarkar, Arvind. Digital Media and Communication Technologies: Theory and Practice. PHI Learning, 2019.
5. Jenkins, Henry. Convergence Culture: Where Old and New Media Collide. 2nd ed., NYU Press, 2019.

Program	BA-JMC	Semester	V
Course Title	Indian Political Structure	Course Code	BAJMC - 503
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Demonstrate a comprehensive understanding of the Indian political structure and its constitutional foundations.
- Critically analyze media's influence on political processes, campaigns, and public discourse.
- Evaluate the role of media as a watchdog, agenda-setter, and propagator in a democracy.
- Apply media theories and concepts to assess the coverage and framing of political events.

Course Learning Objective:

- Understand the framework and functioning of the Indian political system.
- Analyze the role of media in shaping political communication and public opinion.
- Examine the symbiotic relationship between media and politics in India.
- Develop critical insights into ethical challenges in political reporting and media influence.

Unit-No	Description	No. of Lectures
1	Indian Political System: Structure of the Indian Government: Legislature, Executive, and Judiciary, Federalism and Political Decentralization, Electoral System and Political Parties, Role of the Constitution in Governance, Media and Political Communication: Evolution of Political Reporting in India, Role of Media in Elections and Campaigns, Political Advertising and Spin Doctoring, Case Studies: Landmark Elections and Media Impact	15
2	Media's Role in Democracy: Media as the Fourth Estate, Agenda Setting, Gatekeeping, and Framing in Political Reporting, Investigative Journalism and Exposing Political Scandals, Challenges: Fake News, Paid News, and Misinformation, Media, Governance, and Public Policy: Media's Role in Policy Advocacy and Public Awareness, Social Media's Influence on Governance and Political Mobilization, Media Ownership Patterns and their Impact on Political Coverage, Ethical and Legal Considerations in Political Journalism	15
3	Media and Political Movements: Role of Media in Grassroots and Protest Movements, Coverage of Regional and National Political Issues, Media's Contribution to Shaping Political Narratives, Future Trends: Digital Media and Political Engagement, Issues and Challenges in Indian Politics: Corruption, Communalism, and Regionalism, Caste and Gender in Indian Politics, Politics of Reservation and Affirmative Action, Challenges to Democratic Governance	15

Suggested Readings:

1. Basu, Durga Das. Introduction to the Constitution of India. 23rd ed., LexisNexis Butterworths Wadhwa, 2021.
2. Pal, Shri. Indian Political System: Structure, Process, and Policies. Kanishka Publishers, 2020.
3. Austin, Granville. The Indian Constitution: Cornerstone of a Nation. 2nd ed., Oxford University Press, 2019.
4. Verney, Douglas, et al. Politics in India: Structure, Process and Governance. Routledge, 2020.
5. Chand, Tara. Indian Government and Politics. 3rd ed., S. Chand Publishing, 2021.

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Program	BA-JMC	Semester	V
Course Title	Digital Media Management	Course Code	BAJMC - 504
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- To introduce students to the strategic planning and operations involved in digital media.
- To explore the digital transformation of media organizations and their business models.
- To understand audience engagement, monetization, analytics, and content strategy in digital platforms.

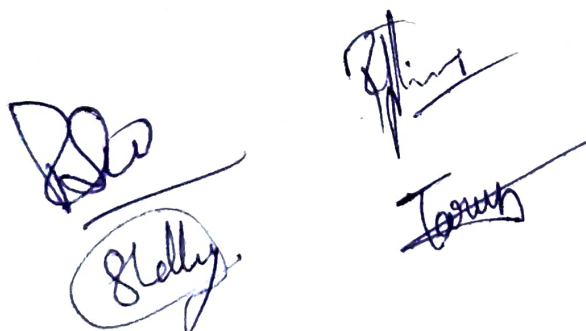
Course Learning Objective:

- Understand the functioning and challenges of digital media organizations.
- Analyze trends in online journalism, content creation, and digital storytelling.
- Manage social media platforms using basic tools for scheduling, analysis, and engagement.
- Apply knowledge of SEO, digital marketing, and audience analytics.
- Design content plans for digital platforms such as YouTube, Instagram, blogs, or web portals.

Unit-No	Description	No. of Lectures
1	Introduction to Social Media: History and Evolution, Features of Modern Communication, Social Media Landscape, Social Media Strategy & Planning: Content Planning, Reputation Management, Social Media Integration with Marketing, Customer Engagement	15
2	Content Creation & Platforms: Types of Content (text, image, video), Micro-blogging, Media Sharing, Scheduling Content, Social Media Tools & Management: Managing Twitter, Instagram, Pinterest, Facebook, LinkedIn, Snapchat; YouTube Channel & Ads Handling	15
3	Social Media Analytics & Advertising: Live Streaming, Advertising Campaigns, YouTube Monetization, Social Media KPIs, Analytics Tools	15

Suggested Readings:

1. Chaffey, Dave, and Fiona Ellis-Chadwick. Digital Marketing: Strategy, Implementation and Practice. 8th ed., Pearson, 2022.
2. Kotler, Philip, and Kevin Keller. Marketing Management. 16th ed., Pearson, 2021.
3. Gupta, Nitin. Digital Marketing in India: Strategies, Tools, and Applications. Kogan Page India, 2020.
4. Ryan, Damian. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 4th ed., Kogan Page, 2019.
5. Jain, Rajesh. Social Media Marketing and Analytics in India. PHI Learning, 2021.



Society and Media

BAJMC	Degree	Year	III	Semester	V
Subject	Journalism and Mass Communication				
Course Code	BAJMC-505	Course Title	Society and Media		

Course Learning Outcome: By the end of this course, students will be able to:

- Define Meaning, scope and changing trends of sports journalism.
- Differentiate Radio and T.V communication for sports information.
- Write various types of sports news and features .
- Identify key elements for sports news.

Course Learning Objective:

- To understand meaning, scope and changing trends of sports journalism.
- To differentiate Radio and T.V communication for sports information.
- To develop writing skill on various types of sports news and features .
- To observe events and data to identify key elements for sports news..

Credits –4 Max. Marks: 100 Min. Passing Marks : 40

Total No. of Lectures – 60

Unit	Topic	No. of Lectures
I	Media Dependency theory, Importance of media, Media impact on society, critical analysis of the role of media, Social responsibility of media. Social groups, Family, Community, Institution, Society, Social change: Concept, Process; Types of Social change and Social change agents, Media and Social Change, Technology for Social Change	15
II	Public sphere, Media and Freedom of speech and expression, Media and Right to information, Media and Right to privacy, media as a watchdog.	15
III	A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements, national integration, communal harmony.	15
IV	Media ownership and content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health. factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news	15

Suggested Readings:

1. Croteau, D., & Hoynes, W. (2022). Media/society: Industries, images, and audiences (6th ed.). SAGE Publications.
2. Silverblatt, A., Brown, D., Piliat, W., & Ferdig, R. E. (2014). Media literacy: Keys to interpreting media messages (4th ed.). Praeger.
3. Tumber, H., & Waisbord, S. (Eds.). (2019). The Routledge companion to media and scandal. Routledge.
4. Kaur, R., & Hutnyk, J. (Eds.). (2012). Frameworking the media: Critical insights into Indian media. Routledge India.
5. Ranganathan, M., & Rodrigues, U. M. (2010). Indian media in a new democracy. Sage Publications India.

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Program	BA-JMC	Semester	IV
Course Title	Internship	Course Code	BAJMC - 505
Credits	4	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to: • Be a responsible and accountable communication professional. • Understand Industry functioning and better relate it to academics. • Be ethically committed media professionals. • Inculcate leadership skills and team spirit.			
Course Learning Objective: • To develop accountability towards the organization. • To understand the newsroom structure and functioning of the media organization. • To fill the gaps between the academic and Media Industry Interface. • To provide real time experience to students working in the industry. • To understand team spirit and leadership skills.			
Unit-No	Description		No. of Lectures
Soon after the 4 th semester End Term Examination, each student will undergo a Functional Exposure Training for four to six weeks in Electronic Media/Advertising /Public Relations and will submit a Functional Exposure Report (FER) along with the Power point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the PowerPoint Presentation.			
Suggested Readings: 1. Not applicable			





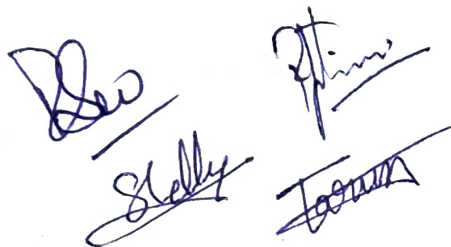
Program	BA-JMC	Semester	VI
Course Title	Media Planning and Management	Course Code	BAJMC - 601
Credits	6	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to: • Demonstrate ability to create comprehensive media plans. • Apply budgeting and scheduling strategies to maximize campaign impact. • Evaluate the effectiveness of media campaigns through performance metrics.			
Course Learning Objective: • Understand the principles and strategies of effective media planning. • Learn to allocate budgets and resources across media platforms. • Develop skills in audience analysis and targeting.			
Unit-No	Description		No. of Lectures
1	Overview of Media and Media Planning: Meaning of Media & Features of Media, Meaning of Media Planning, Scope of Media planning, Media Planning Elements, Role of Media in Business, Media Planning Process. Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning. Ownership Patterns, Distribution, Dual Media Marketing		25
2	Media Research: Meaning, Role and Importance Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, Council for Biotechnology Information (CIB) Listenership Survey, Media Budget, Meaning, Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing ,Frequency of Purchase, Importance of Media Budget, Methods of Setting Media Budget,		25
3	Media Buying: Meaning, Role of Media Buyer, Objectives of Media Buying, Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy, buying brief: Concept & Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback		20
4	Media Scheduling, Meaning, Importance, Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product, Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group. Scheduling Patterns – Continuity, Fighting, Pulsing, Scheduling Strategies for Creating Impact: Road Block , Day or Day part.		20





Suggested Readings:

1. Sissors, Jack Z., and Roger B. Baron. Advertising Media Planning. 8th ed., McGraw-Hill, 2021.
2. Batra, Rajeev, and William D. Wells. Advertising Management. 5th ed., Pearson, 2020.
3. Chunawalla, S. A., and K. C. Sethia. Foundations of Advertising: Theory and Practice. 8th ed., Himalaya Publishing House, 2019.
4. Parsons, Patrick, and Francis M. Bass. Strategic Media Decisions: Understanding the Business End of the Advertising Industry. Routledge, 2022.
5. Belch, George E., and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. 12th ed., McGraw-Hill, 2023.

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Program	BA-JMC	Semester	VI
Course Title	Inter-Cultural Communication	Course Code	BAJMC - 602
Credits	5	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to:			
• Demonstrate an understanding of key intercultural communication theories and principles. • Identify and compare cultural differences in communication practices. • Apply effective strategies for overcoming communication barriers in multicultural environments. • Exhibit improved interpersonal skills for interacting with people from diverse backgrounds. • Evaluate and adapt communication styles to enhance cross-cultural interactions.			
Course Learning Objective:			
• To understand the core concepts and theories of intercultural communication. • To explore the role of culture in shaping communication styles and behaviors. • To develop skills for effective communication across diverse cultural settings. • To analyze and address cultural misunderstandings and conflicts. • To foster cultural sensitivity and global competence in personal and professional contexts.			
Unit-No	Description	No. of Lectures	
1	Culture & Communication: Culture-Meaning and Concept, Definition, Culture and Communication-The Connection, Culture as a Social Institution, Culture, Language and Nonverbal Communication, Intercultural Communication: Definition of Intercultural Communication, Process & Dimensions of Intercultural Communication, Eastern and Western Perspective on Communication, Communication Contexts-Cross-cultural, Intercultural	20	
2	Challenges of Intercultural Communication: Intercultural Difference, Religion, Culture, Lack of Empathy, Barriers of Intercultural Communication: Stereotypes & Prejudice, Misinterpretation, Language, Regional Differences	20	
3	Theoretical backdrop of Intercultural Communication: Culture shock, Melting pot, Composite culture, East-west parallelsim, Political and International communication	15	
	Modern mass media as vehicles of inter-cultural communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification. Case Study discussion and Presentation	20	
Suggested Readings:			
1. Gudykunst, William B., and Young Yun Kim. Communicating with Strangers: An Approach to Intercultural Communication. 5th ed., Routledge, 2017. 2. Hall, Edward T. Beyond Culture. Anchor Books, 1990. 3. Dodd, Carley H. Dynamics of Intercultural Communication. 9th ed., McGraw-Hill, 2018. 4. Sitaram, K. S., and R. U. Dissanayake. Communication and Culture: India and the World. Sage Publications India, 2021. 5. Das, Biswajit, and Vibha Arora. Intercultural Communication: Perspectives and Practices in India. Rawat Publications, 2019			






Program	BA-JMC	Semester	VI
Course Title	Development Communication & Rural India	Course Code	BAJMC - 603
Credits	5	Max. Marks	100
Course Learning Outcome: By the end of this course, students will be able to: • Understand the principles and practices of development communication. • Critically analyze rural challenges and design effective communication interventions. • Utilize traditional and modern media effectively for rural development. • Develop practical skills to contribute to rural and societal growth. • Evaluate the impact of development communication initiatives.			
Course Learning Objective: • To enhance the knowledge among the students to identify the problem causes for problem and to find out remedies. • To provide placements in Government sector and Non Governmental Organizations (NGOs). • To produce competent professional in rural development. • To show a path to move to research in field of rural development.			
Unit-No	Description		No. of Lectures
1	Development: Concept, process and models of development (Gandhian, Western, Eastern, Schumaker, Communist), Approaches to development, Genesis of development, Indicators of development, Problems and issues in development, Concept, definition, and scope of development communication. Historical perspective and significance in societal transformation. Models and theories of development communication (Diffusion of Innovations, Participatory Model). Role of media in development communication.		20
2	Socio-economic and cultural profile of rural India., Issues and challenges: poverty, literacy, health, and infrastructure. Role of communication in addressing rural challenges. Traditional and community-based communication methods in rural contexts. IEC (Information, Education, Communication) approach. Community radio, and social media in rural development. Case studies: Use of mobile technology and ICT in rural India (e-Choupal, Gram Vaani, etc.).		20
3	Governmental programs for rural development (MGNREGA, Digital India, Swachh Bharat Abhiyan). Role of NGOs and International agencies in rural communication. Challenges in the implementation of rural development programs. Monitoring and evaluation of communication strategies. Democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels		20
4	Development support communication; Population and family welfare- health-Education, Development agricultural and rural extension agencies: governmental, semi governmental and non-governmental organizations. Designing communication strategies for rural development campaigns. Field visits and interaction with rural communities (if possible). Developing multimedia content for rural audiences (posters, radio jingles, short films). Group project: Creating a development communication plan for a specific rural issue.		15






Suggested Readings:

1. Rogers, Everett M. Diffusion of Innovations. 5th ed., Free Press, 2003.
2. Melkote, Srinivas R., and H. Leslie Steeves. Communication for Development: Theory and Practice for Empowerment and Social Justice. 3rd ed., Sage Publications, 2022.
3. Servaes, Jan. Communication for Sustainable Development and Social Change. Springer, 2018.
4. Joshi, Uma. Media and Communication in Rural Development. Himalaya Publishing House, 2020.
5. Singhal, Arvind, and Everett M. Rogers. India's Communication Revolution: From Bullock Carts to Cyber Marts. Sage Publications India, 2001.



Program	BA-JMC	Semester	VI
Course Title	Media and Human Rights	Course Code	BAJMC - 604
Credits	3	Max. Marks	100

Course Learning Outcome: By the end of this course, students will be able to:

- Gain a comprehensive understanding of human rights principles, laws, and their relevance in media practices.
- Develop skills to critically evaluate how media covers human rights issues, focusing on ethics and accuracy.
- Learn to use media as a tool for promoting human rights, fostering awareness, and driving positive social change.

Course Learning Objective:

- To analyze the basic concept of Human Rights.
- To understand the key historical, political, legal and moral influences that have shaped the idea of "human rights"
- Identify the major international declarations, treaties, and issues related to Human Rights.

Unit-No	Description	No. of Lectures
1	Concept, Scope and need of Human Rights, Human rights in early ages Law terms and phrases and their uses in Human Rights	15
2	Human Rights and Media - Human Rights and Democracy, Human Rights & Education - Human Rights and environmental air and water pollution - Human Rights and Communal Riots - Human Rights in the terrorized areas	15
3	Human Rights and Crimes against women - Human Rights of Accused persons - Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups, State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression	15

Suggested Readings:

1. McPhail, Thomas L. Global Communication: New Agendas in Communication. 5th ed., Routledge, 2019.
2. Rae, Gavin. Media and Human Rights: The Question of Responsibility. Palgrave Macmillan, 2021.
3. Thomas, Pradip N., and Elske van de Fliert. Communication and Social Change: A Citizen Perspective. Springer, 2015.
4. Kumar, Keval J. Mass Communication in India. 6th ed., Jaico Publishing House, 2020.
5. Chatterji, Roma. Media, Human Rights and Conflict in India. Sage Publications India, 2018.



Program	BA-JMC	Semester	VI
Course Title	Documentary/ Short Film Production (Practical)	Course Code	BAJMC - 605
Credits	3	Max. Marks	100

Course Learning Outcomes: By the end of this course, students will be able to:

- Develop creative concepts for documentaries and short films, including scripting and research.
- Master filmmaking techniques, including cinematography, lighting, and sound design.
- Direct and manage production, overseeing talent, crew, and location logistics.
- Edit and finalize a documentary or short film, ensuring narrative flow and technical quality.

Course Learning Objective:

- To introduce students to the art of producing short films and documentaries.
- To develop students' skills in storytelling, pre-production, production, and post-production.
- To explore the various technical and creative processes involved in filmmaking.
- To understand the ethical and social implications in documentary and short film productions.

Unit-No	Description	No. of Lectures
1	Overview of the differences between documentary and fictional film production History and evolution of documentary filmmaking, Key elements in documentary and short film genres, Fiction and Non-Fiction Formats, Identifying ideas and selecting topics for short films and documentaries, Developing concepts and creating loglines, Conducting research and gathering background material Writing a treatment and concept outline	15
2	Writing the screenplay for a short film: structure, dialogue, and character development, Creating an outline and script for a documentary Difference between documentary script and traditional film script Writing voice-over and interview-based scripts	15
3	Budgeting for short films and documentaries: estimating costs and managing resources, Creating a production schedule: timelines for pre-production, production, and post-production, Role of crew members (director, producer, cinematographer, sound engineer, editor, etc.), Organizing auditions and casting for short films, Students will submit proposals for their documentary or short film project, including treatment, cast, budget, and schedule. Students have to prepare a documentary/ short film	15

Suggested Readings:

1. Rabiger, Michael, and Mick Hurbis-Cherrier. Directing the Documentary. 7th ed., Routledge, 2021.
2. Aufderheide, Patricia. Documentary Film: A Very Short Introduction. Oxford University Press, 2007.
3. Nichols, Bill. Introduction to Documentary. 3rd ed., Indiana University Press, 2017.
4. Garga, B. D. From Raj to Swaraj: The Non-Fiction Film in India. Penguin Books India, 2007.
5. Durga, Prasad. Short Film Making: Techniques and Practice in India. Kanishka Publishers, 2020.

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Program	BA-JMC	Semester	VII
Course Title	Research Ethics and Contemporary Media Issues	Course Code	BAJMC - 701
Credits	6	Max. Marks	100
Course Learning Outcomes: By the end of this course, students will be able to: - Identify, and analyze the ethical issues in the context of novel and potentially problematic areas of social sciences research. - Examine and identify the ethical issues that arise in different social contexts. - Analyze controversial ethical issues related to research. - Apply the principles and applied ethical designs to conduct the scientific research involving in human participants.			
Course Learning Objective: - Develop a thorough understanding of ethical principles in media research, including integrity, consent, and confidentiality. - Learn to identify and promote ethical practices in media production, distribution, and consumption. - Explore the balance between freedom of expression and ethical responsibilities in contemporary media. - Examine ethical dilemmas arising from emerging media technologies like AI, big data, and surveillance.			
Unit-No	Description		No. of Lectures
1	History of Research Ethics, Ethical Theory and Practice of Research, Contemporary Issues and Types of Ethical Violations in Research, Law and Ethics, Framework for Ethical Analysis: Three Principles: Beneficence, Respect for Persons, Justice		25
2	Academic Freedom and Principles, Roles and Responsibilities of Academics, Academic Honesty and Policy, Types of Intellectual Property: Copyrights, Patents, Trademarks, Trade Secrets, Intellectual Property Policy		25
3	Plagiarism: Authorship and Plagiarism, Use and Misuse of Privileged Information, Integrity of Data Acquisition and Analysis: Data Ownership and Stewardship, Data Manipulation and Deceiving, Accuracy and Reliability, Protection from Unauthorized Access or Release		20
4	Introduction to Emerging Media Technologies: Definition and scope of emerging technologies in media, Overview of Artificial Intelligence, Big Data, AR/VR, Block chain, and IoT in media, Ethical considerations in AI-generated content		20
Suggested Readings: - Berger, Arthur Asa. Media Ethics and Global Justice in the Digital Age. Routledge, 2022. - Day, Louis A. Ethics in Media Communications: Cases and Controversies. 9th ed., Routledge, 2021. - Kumar, Keval J. Mass Communication in India. 6th ed., Jaico Publishing House, 2020. - Nair, Janaki, and Arvind Rajagopal, editors. The Crisis of Secularism in India: Media, Politics and Culture. Permanent Black, 2021. - Thussu, Daya Kishan. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches in India. Sage Publications India, 2019.			






Program	BA-JMC	Semester	VII
Course Title	Project Management and Proposal Writing	Course Code	BAJMC - 702
Credits	6	Max. Marks	100
Course Learning Outcomes: By the end of this course, students will be able to:			
• Examine the implications, challenges, and opportunities of organizational dynamics in projects. • Examine serious failure factors and strategies to reduce project malfunctions. • Establish, control and monitor the progress of the project. • Utilize project management tools, techniques, and skills. • Prepare plans effectively and organize events with confidence.			
Course Learning Objective:			
• To develop systematic and comprehensive understanding of key concepts and skills necessary to effective program, development and project management. • The student will be familiar with aid and development project work, language and terminology used, implementation practices • To understand different project structures, managing and evaluating systems of projects, and strategies to address in the area of media.			
Unit-No	Description		No. of Lectures
1	Introduction to Project Management: Project, Types of Projects, Project Management, Role of the Project Manager, Project Management Profession, How to Plan a Project : Framework of the Project Management, Strategic Plan for the Project Management, Development Project Management, Project Integration Management, Planning Checklist and Documentation, Risk Monitoring and Control		25
2	Planning of the Resource Management: Time Management and the Strategic Plan, Cost Management of the Project, Quality Management of the Project, Human Resource Management and Its Strategy,		25
3	Information Technology in Project Management: Communication Management in the Project, Project Risk Management: Risk Identification, Qualitative Risk Analysis, Quantitative Risk Analysis, Risk Response Planning		20
4	Project Procurement Management: Budgets and Contingency Plans, Students have to submit a project		20
Suggested Readings:			
1. Kerzner, Harold. Project Management: A Systems Approach to Planning, Scheduling, and Controlling. 13th ed., Wiley, 2022. 2. Wysocki, Robert K. Effective Project Management: Traditional, Agile, Extreme. 8th ed., Wiley, 2019. 3. Chandra, Prasanna. Projects: Planning, Analysis, Selection, Financing, Implementation, and Review. 9th ed., McGraw-Hill Education India, 2021. 4. Roy, Nirmala. Project Proposal Writing: A Practical Approach for Development Projects in India. Sage Publications India, 2020. 5. Lock, Dennis. Project Management. 12th ed., Routledge, 2021.			



Program	BA-JMC	Semester	VII
Course Title	Public Relations and Corporate Communication	Course Code	BAJMC - 703
Credits	6	Max. Marks	100

Course Learning Outcomes: By the end of this course, students will be able to:

- Demonstrate knowledge of PR concepts and their application in the corporate world.
- Develop and execute strategic PR campaigns for various organizational needs.
- Exhibit strong writing and communication skills tailored for media and corporate contexts.
- Evaluate real-world PR cases and provide critical insights and solutions.
- Uphold ethical standards in addressing corporate communication challenges.

Course Learning Objective:

- Understand the fundamentals of public relations and corporate communication.
- Analyze the role of PR in building and maintaining a positive corporate image.
- Develop effective communication strategies for internal and external stakeholders.
- Master practical skills like press release writing, media handling, and campaign planning.
- ☐ Explore ethical practices and challenges in PR and corporate communication.

Unit-No	Description	No. of Lectures
1	Public relations - Definitions of public relations, publicity, propaganda, public affairs, lobbying, etc.) , Ethics of PR (PRSI code of ethics) Interface of PR with various management disciplines (HRD, finance, marketing, law, etc.) Tools for PR (interpersonal, mass media and targeted media)	20
2	PR in industry, in central and state governments) Role of PR in crisis communication PR writings: House journals, bulletin boards, suggestion boxes, In house documentaries, presentations etc) PR writing for media (press release/backgrounder, press brief, rejoinders, etc.)	25
3	Corporate communication : Advent, role, strategic importance - Corporate culture, corporate philosophy, corporate citizenship - Skills and talents of a corporate communicator - Building a distinct corporate identity	20
4	Making presentations, preparing for meetings, writing speeches - Selection of media for corporate communication, Proactive and reactive media relations - Ethical aspects in media relations, Analyze a real-world public relations campaign, Create a professional press release for a product launch Design a comprehensive PR campaign for a specific scenario.	25

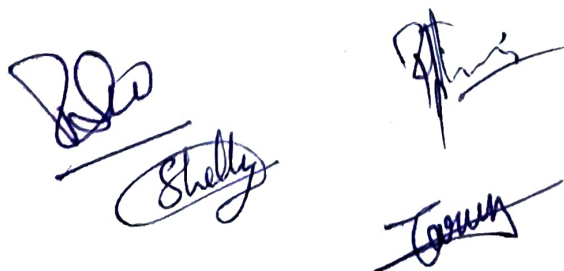
Suggested Readings:

1. Cutlip, Scott M., Allen H. Center, and Glen M. Broom. Effective Public Relations. 11th ed., Pearson, 2020.
2. Gregory, Anne. Planning and Managing Public Relations Campaigns: A Strategic Approach. 4th ed., Kogan Page, 2016.
3. Jefkins, Frank, and Daniel Yadin. Public Relations. 6th ed., Pearson Education, 2020.
4. Black, Sam. Practical Public Relations. 7th ed., Kogan Page India, 2019.
5. Kaul, V. K., and Sangeeta Sharma. Corporate Communication: A Strategic Approach to Building Reputation. 3rd ed., PHI Learning India, 2021.

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Program	BA-JMC	Semester	VII
Course Title	Media and Cultural Studies	Course Code	BAJMC - 704
Credits	4	Max. Marks	100
Course Learning Outcomes: By the end of this course, students will be able to:			
• Interpret and evaluate contemporary global culture through a critical framework. • Reply and identify foundational context from the field of communication and media studies to an examination of the contemporary world. • Explore the impact of mass media critically. • Analyse media text critically.			
Course Learning Objective:			
• To engage with contemporary media forms actively and critically in its diversity of music, films, graffiti, new media and folk media. • To contextualize the developments of the media and its role though political and economic changes across the world.			
Unit-No	Description		No. of Lectures
1	Media and Society: Definition, nature and scope. Function of mass media. Characteristics. Effects of mass media on individual, society and culture-basic issues. Media and realism (gender, minorities, children), Mass media and mass culture.		15
2	Audience Analysis: Audience – Its nature & types, Theories of audiences, Audience is a mass & market Audience parameter System, Audience and M & E Industry: Audience and media economics		15
3	Media and Culture: Key concepts and theories: Media, Culture, High/Low Culture, Popular Culture and Mass Culture. Discourse and popular culture; The _dialogical‘ approach to popular culture; Cultural populism		15
4	Interpreting Mass Media: Media text and sub-text. Media Literacy. Marxist Approach to media analysis. Semiotics, Psychoanalysis, Rhetoric of image. Media Myth		15
Suggested Readings:			
1. Hall, Stuart. Representation: Cultural Representations and Signifying Practices. Sage Publications, 2013. 2. Kellner, Douglas. Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Postmodern. Routledge, 2021. 3. During, Simon, editor. The Cultural Studies Reader. 4th ed., Routledge, 2019. 4. Nayar, Pramod K. An Introduction to Cultural Studies. 2nd ed., Viva Books, 2020. 5. Thussu, Daya Kishan. International Communication: Continuity and Change. 4th ed., Bloomsbury, 2019.			



Program	BA-JMC	Semester	VIII
Course Title	Statistics in Media Research	Course Code	BAJMC - 801
Credits	6	Max. Marks	100

Course Learning Outcomes: By the end of this course, students will be able to:

- Examine the logic of statistical inference and hypothesis testing.
- Familiarize with different statistical techniques.
- Define content analysis and articulate how it can be used in mass communication research.
- Present and analyze data sheets.
- Improve the student's critical reasoning abilities.
- Employ statistical software in data analysis.

Course Learning Objective:

- To train students both in theoretical development and in real life applications of modern advanced statistical methodology.
- To understand the different methods of investigation, planning and the ways of conducting research, types of analysis and interpretations.
- To understand sampling, probability, estimation, averages, dispersion and tests of association, significance and the statistical software packages.

Unit-No	Description	No. of Lectures
1	Introduction to Statistics and SPSS: Introduction, Primary and Secondary Data, Sampling, Nominal, Ordinal, Ratio, Interval scales, Tabulation, Graphical Representation of data: Bar-charts, Pie charts, Frequency Histograms, Polygon, Ogive, R Studio	20
2	Measures of Central Tendency: Mean, Median and Mode, their Properties and Graphical Significance, Percentiles, Weighted Means, Relationships between Variables: Regression and Correlation, ANOVA	25
3	Non-Parametric Statistics: Difference between Parametric & Non-parametric Statistics, Chi-square & T-test, ,	20
4	Fact Analysis, Confidence Intervals, Confidence Levels, Hypothesis Testing, Inference, Non-parametric tests for Uncorrelated Data – Mann-Whitney U-test and Kruskal-Wallis Test, Types of Error, Sampling and Non Sampling Errors, Margin of Errors	25

Suggested Readings:

1. Wimmer, Roger D., and Joseph R. Dominick. Mass Media Research: An Introduction. 10th ed., Cengage Learning, 2020.
2. Berger, Arthur Asa. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. 5th ed., Sage Publications, 2022.
3. Kothari, C. R., and Gaurav Garg. Research Methodology: Methods and Techniques. 4th ed., New Age International Publishers, 2019.
4. Gupta, S. C. Fundamentals of Statistics. 7th ed., Himalaya Publishing House, 2021.
5. Neuman, W. Lawrence. Social Research Methods: Qualitative and Quantitative Approaches. 8th ed., Pearson, 2018.

BA-JMC 2025-26 Structure & Syllabi

Program	BA-JMC	Semester	VIII
Course Title	Global Media Scenario	Course Code	BAJMC - 802
Credits	4	Max. Marks	100

Course Learning Outcomes: By the end of this course, students will be able to:

- Demonstrate knowledge of global media structures, ownership patterns, and policies.
- Critically analyze the impact of global media on cultural diversity and identity.
- Assess the role of transnational media corporations and their influence on local media ecosystems.
- Apply theoretical frameworks to evaluate global media content and its societal implications.

Course Learning Objective:

- Understand the historical evolution and current trends in global media systems.
- Analyze the influence of globalization on media practices, ownership, and content.
- Evaluate the role of international media in shaping public opinion and global narratives.
- Develop critical perspectives on media ethics, regulations, and cultural representation in a global context.

Unit-No	Description	No. of Lectures
1	Global Communication: Historical Perspective, The Great North – South Divide. Domination of Transnational news agencies , Global news and information flow: the flip side, Barriers to the flow of news and information,	15
2	Struggle for Balance of Information Flows, Demand for NWICO , MacBride Commission, Recommendations of MacBride Commission & NWICO, Role of UN & UNESCO in bridging the gap between north and south Bi-lateral, Multi-lateral and Regional /information Co-operation	15
3	Contemporary Trends, Emergence of Global village of media, The policies of global communication, Global communication & culture , Democratization of communication	15
4	Global Media Impact on India, Hegemony of International media mughals Transnational media and India, Global media and the promotion of the cult of stars. Hollywood's foray into film industry	15

Suggested Readings:

1. McQuail, Denis. McQuail's Mass Communication Theory. 7th ed., Sage Publications, 2020.
2. Thussu, Daya Kishan. International Communication: Continuity and Change. 4th ed., Bloomsbury Academic, 2019.
3. Nordenstreng, Kaarle, and Daya Kishan Thussu, editors. Mapping BRICS Media. Routledge, 2015.
4. Kumar, Keval J. Mass Communication in India. 6th ed., Jaico Publishing House, 2020.
5. Hesmondhalgh, David. The Cultural Industries. 4th ed., Sage Publications, 2019.

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Program	BA-JMC	Semester	VIII
Course Title	Research Project/ Dissertation	Course Code	BAJMC - 802
Credits	12	Max. Marks	100
Course Learning Outcomes: By the end of this course, students will be able to: • Understand the philosophy, concept and process of communication & media research based on social issues. • Conduct media research on the basis of different research methodologies. • Analyse the data on the basis of different statistical tools. • Understand teamwork and leadership skills. • Acquire presentation skills.			
Course Learning Objective: • To develop the research ability among the students. • To conduct media research by making use of any of the research methods. • To write a report after analysis and interpretation of data. • To understand teamwork and leadership skills.			
Unit-No	Description		No. of Lectures
By the start of the semester, students will select a research topic related to any field of communication and media and she/he will submit and present a plan of the research on a selected theme/topic which will be part of the internal assessment. The Final Dissertation/Research Project will be pursued by her/him under the supervision of an internal supervisor. Three hardbound copies of the Dissertation/Research Project will be submitted by the students at least two weeks prior to the date of commencement of the End-Term Examination. At the time of viva, the students will make a PowerPoint Presentation of the Dissertation/Research Project. Note: It will be evaluated finally after viva by the external and internal examiner.			
Suggested Readings: 1. Creswell, John W., and J. David Creswell. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 6th ed., Sage Publications, 2023. 2. Wimmer, Roger D., and Joseph R. Dominick. Mass Media Research: An Introduction. 10th ed., Cengage Learning, 2020. 3. Kothari, C. R., and Gaurav Garg. Research Methodology: Methods and Techniques. 4th ed., New Age International Publishers, 2019. 4. Berger, Arthur Asa. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. 5th ed., Sage Publications, 2022. 5. Hansen, Anders, et al. Media and Communication Research Methods. 3rd ed., Palgrave Macmillan, 2019.			

