

CHOICE BASED CREDIT SYSTEM (CBCS)

COURSE SCHEME & SYLLABUS

**For
Under Graduate Programme**

Bachelor of Journalism and Mass Communication

(Effective from Academic Year 2018– 2019 onwards)



**FACULTY OF JOURNALISM AND MASS COMMUNICATION
SWAMI VIVEKANANDA SUBHARTI UNIVERSITY
MEERUT**

Table 1: TYPES OF COURSES OFFERED BY FACULTY OF JOURNALISM AND MASS COMMUNICATION (BJMCx)

Semester	Core Course (CC)	Discipline Specific Elective Course (DSE)	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)
I	Introduction to communication & Practices		AECC – 1 English Communication	
	Brief History of Journalism and Broadcasting			
	Media Writing & Practices			
II	Contemporary Socio Economic and Political Science		AECC – 2 Media and Information Literacy (MIL) Communication	
	Print Media -Reporting / Editing & Practices			
	New Media (Theory) & Practices			
III	Development Communication & Practices		AECC – 3 Indian culture and Human Values	SEC: (Any one) SEC 1. Basics of Script Writing SEC 2. Photo Journalism SEC 3. Marketing Communication Basics
	Electronic Media & Practices			
	Public Relations / Advertisement & Practices			
	Internship Project Report / Presentation / Viva Voce			
IV	Media Laws and Ethics & (Case Study)		AECC – 4 - Environmental Communication	SEC: (Any one) SEC 4. Theater and Folk Communication SEC 5. Documentary Production SECE 6 Design and Graphic
	Media Management & Practices			
	Communication Research & Research Lab / Practices			
V	Internship Project a. Report b. Presentation c. Viva Voce	DSE Course Any Four of the following DSE 1. Creative design & Graphic DSE 2. Photo Journalism DSE 3. Print Media Production DSE 4. T.V Production DSE 5. Radio Production DSE 6. Editing (Audio/Video) DSE 7. Product Branding DSE 8. Event Management		SEC: (Any one) SEC 7. Business Communication and Interview Skills SEC 8 Film Studies SEC 9. Sport Journalism
VI	MEDIA PROJECT a. Report b. Presentation b. viva voce	DSE Course Any Four of the following DSE 9. Communication Research DES10. Research Tools & Techniques DES11. Court & Crime Journalism DSE12. Women and child Related Issues DSE13. Rural Communication DSE14. Health Communication DSE 15. Science & Technology Journalism DSE16. Human Rights		SEC: (Any one) SEC 10 Web Journalism SEC 11. Media Planning SEC 12 Media Agencies
	Core Courses = 15	Discipline Specific Elective Course=8	Ability Enhancement Compulsory Course =4	Skill Enhancement Course =4

TABLE 2 List of Course with Credits Distribution (L+T+P)

Sem	Course	Nature of Course	Credits	Distribution as per L+T+P per week (90 Days/6 Days =15 weeks)						
				L	T	P	Classes L	Classes T	Classes P	Total No. of lecture
I	Introduction to communication & Practices	CC - 1	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Brief History of Journalism and Broadcasting	CC – 2	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Media Writing &Practices	CC – 3	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	English Communication	AECC – 1	2	1	..	1	1x15 =15	..	1x15 =15	30
II	Contemporary Socio Economic and Political Science	CC - 4	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Print Media -Reporting / Editing & Practices	CC – 5	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	New Media (Theory) & Practices	CC – 6	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Media and Information Literacy (MIL) Communication	AECC – 2	2	1	..	1	1x15 =15	..	1x15 =15	30
III	Development Communication & Practices	CC -7	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Electronic Media & Practices	CC-8	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Public Relations / Advertisement & Practices	CC -9	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Indian culture and Human Values	AECC – 3	2	1	..	1	1x15 =15	..	1x15 =15	30
	Skill Enhancement Course (Electives)	SEC	2	1	..	1	1x15 =15	..	1x15 =15	30
	Internship Project - Report / Presentation / Viva Voce	Project -1	10	10	10	10
IV	Media Laws and Ethics & (Case Study)	CC-11	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Media Management & Practices	CC-12	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Communication Research & Research Lab / Practices	CC-13	6	3	1	2	3x15=45	1x15= 15	2x15= 30	90
	Environmental Communication	AECC – 4	2	1	..	1	1x15 =15	..	1x15 =15	30
	Skill Enhancement Course (Electives)	SEC	2	1	..	1	1x15 =15	..	1x15 =15	30
V	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Skill Enhancement Course (Electives)	SEC	2	1	..	1	1x15 =15	..	1x15 =15	30
	Internship Project - Report / Presentation / Viva Voce	Project -1	10	10	10	10
VI	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Discipline Specific Course (Elective)	DSE	1	½	..	½	½ x15 =7	..	½ x15 =7	15
	Skill Enhancement Course (Electives)	SEC	2	1	..	1	1x15 =15	..	1x15 =15	30
	Media Project - Report / Presentation / Viva Voce	Project -1	14	14	14	14
			130	48	12	70	716	180	544+34	1474

TABLE 3 CODE DISTRIBUTIONS FOR THE SUBJECT OF BACHELOR IN JOURNALISM AND MASS COMMUNICATION

Discipline Specific Core Course (DSCC)		
SEMESTER	COURSE	COURSE CODE
I	Introduction to communication & Practices	BJ – 101 CC
	Brief History of Journalism and Broadcasting	BJ – 102 CC
	Media Writing & Practices	BJ – 103 CC
II	Contemporary Socio Economic and Political Science	BJ – 201 CC
	Print Media -Reporting / Editing & Practices	BJ – 202 CC
	New Media (Theory) & Practices	BJ – 203 CC
III	Development Communication & Practices	BJ – 301 CC
	Electronic Media & Practices	BJ – 302 CC
	Public Relations / Advertisement & Practices	BJ – 303 CC
IV	Media Laws and Ethics & (Case Study)	BJ – 401 CC
	Media Management & Practices	BJ – 402 CC
	Communication Research & Research Lab / Practices	BJ – 403 CC

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSEC)		
SEMESTER	COURSE	COURSE CODE
V	DSE Course Any Four of the following	
	DSE 1. Creative design & Graphic	BJ – 501 DSE
	DSE 2. Photo Journalism	BJ – 502 DSE
	DSE 3. Print Media Production	BJ – 503 DSE
	DSE 4. T.V Production	BJ – 504 DSE
	DSE 5. Radio Production	BJ – 505 DSE
	DSE 6. Editing (Audio/Video)	BJ – 506 DSE
	DSE 7. Product Branding	BJ – 507 DSE
	DSE 8. Event Management	BJ – 508 DSE
VI	DSE Course Any Four of the following	
	DSE 9. Communication Research	BJ – 601 DSE
	DSE10. Research Tools & Techniques	BJ – 602 DSE
	DSE11. Court & Crime Journalism	BJ – 603 DSE
	DSE12. Women and child Related Issues	BJ – 604 DSE
	DSE13. Rural Communication	BJ – 605 DSE
	DSE14. Health Communication	BJ – 606 DSE
	DSE 15. Science & Technology Journalism	BJ – 607 DSE
	DSE16. Human Rights	BJ – 608 DSE

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)		
SEMESTER	COURSE	COURSE CODE
I	AECC – 1 English Communication	BJ – 104 AECC
II	AECC – 2 Media and Information Literacy (MIL) Communication	BJ – 204 AECC
III	AECC – 3 Indian culture and Human Values	BJ – 304 AECC
IV	AECC – 4 - Environmental Communication	BJ – 404 AECC

SKILL ENHANCEMENT COURSE (SEC)		
SEMESTER	COURSE	COURSE CODE
III	SEC: (Any one of the following)	
	SEC 1. Basics of Script Writing	BJ – 305 SEC
	SEC 2. Photo Journalism	BJ – 306 SEC
	SEC 3. Marketing Communication Basics	BJ – 307 SEC
IV	SEC: (Any one of the following)	
	SEC 4. Theater and Folk Communication	BJ – 405 SEC
	SEC 5. Documentary Production	BJ – 406 SEC
	SECE 6 Design and Graphic	BJ – 407 SEC
V	SEC: (Any one of the following)	
	SEC 7. Business Communication and Interview Skills	BJ – 509 SEC
	SEC 8. Film Studies	BJ – 510 SEC
	SEC 9. Sport Journalism	BJ – 511 SEC
VI	SEC: (Any one of the following)	
	SEC 10 Web Journalism	BJ – 609 SEC
	SEC 11. Media Planning	BJ – 610 SEC
	SEC 12 Media Agencies	BJ – 611 SEC

INTERNSHIP PROJECT REPORT WORK (PRACTICAL)		
SEMESTER	COURSE NAME	COURSE CODE
III	Internship Project	BJ – 351 CC
V	Internship Project	BJ – 551 CC
VI	Media Project	BJ – 651 CC

COURSE EVALUATION

All Courses (Core and Elective) offered by Department of JOURNALISM AND MASS COMMUNICATION will have an evaluation system that comprises of the following two components:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% (30 Marks) of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% (70 Marks) of the final grade that the student gets in a course.

A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course. The pass percentage is 20 (Twenty percent) in CCA and 40 (Forty Percent) in ESE. i.e. 6 marks out of 30 in CCA and 28 marks out of 70 in ESE.

1. **CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA)** Continuous Comprehensive Assessment (CCA) will have following components:

Sr. No.	Component	When	Marks
I	Class Room Attendance	During the Semester	10
II	Mid Term Test(one or more)	After 40 – 45 teaching days, ideally covering at least 1/2 syllabus	15
III	Practical including Seminar/ Assignment /Term Paper /other activities	During the Semester	05
TOTAL (I+II+III)			30