



SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY
UGC Approved Meerut



AN ISO 21001: 2018 ORGANIZATION

OFFICE OF THE REGISTRAR

Gp Capt M Yakoob

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

REGISTRAR

registrar@subharti.org

Ref.No.U-508(i)/SVSU/2025/1586

Date:25.01.2025

NOTIFICATION

It is hereby notified for information of all the concerned that the Academic Council in its 34th meeting held on 25-07-2024 vide resolution No.34(7) has approved the ordinance relating to course curriculum & syllabus of degree of Four Year Degree Program (FYDP) of the following:

Ordinance No.V-126 (B24), relating to B.A.J.M.C. program

The copies of all above are enclosed and shall be applicable from Academic Session 2024-25 onwards.

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

Ref.No.U-508(i)/SVSU/2025/1586

Copy forwarded to information of:

1. Hon'ble Vice-Chancellor
2. Controller of Examination
3. Dean-Academics
4. Director-IQAC
5. Dean-Faculty of Arts & Social Sciences (for compliance please)
6. CTO (with a request to upload the ordinance on University website)
7. Additional Registrar-Academics
8. Guard File

M. Yakoob
25.01.2025
Registrar

Date: 25.01.2025

M. Yakoob
25.01.2025
Registrar



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

ORDINANCE NO. – 126 B (24)

**BACHELOR OF ARTS IN JOURNALISM AND MASS
COMMUNICATION (BAJMC)
(Four Years 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)


DEAN

**Faculty of Arts & Social Sciences
S.V. Subharti University
MEERUT**


Head of Department
Journalism & Mass Communication

Ordinance No.- 126 B (24)

**BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)
(Four Years Degree Programme)**

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 202 -2 .

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


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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.

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



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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 Honours with Research in Journalism and Mass Communication is four years full time Programme divided into eight semesters.

Detailed Semester- Wise Syllabi

Semester-I											
Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks	
			L	T	P	Total Classes		CC A	ESE		
Major Course											
BAJMC-101	Creative Writing for Mass Media	MJC-1	6	1	0	15X6=90	6	30	70	100	
Minor Course											
BAJMC-102	Basics of Mass Communication	MIC-1	4	1	0	15X4=60	4	30	70	100	
Multi Disciplinary Course											
BAJMC-103	Studies of Government Media Organizations (or from the basket)	MDC-1	4	1	0	15X3=45	3	30	70	100	
Ability Enhancement Course											
AEC-1	English Communication Skill	AEC-1	2	1	0	15X2=30	2	30	70	100	
Skill Enhancement Course											
BAJMC-SEC-1	Anchoring and News Presentation -Practical (or from the basket)	SEC-1	1	0	3	15X3=45	3	30	70	100	
Value Added Course											
-	From the University basket	VAC-1	1	0	3	15X3=45	3	30	70	100	
										Total Credits- 21	

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Semester-II

Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks
			L	T	P	Total Classes		CC A	ESE	
Major Course			L	T	P	Total Classes		CC A	ESE	
BAJMC-201	Digital Photography	MJC-2	6	1	0	15X6=90	6	30	70	100
Minor Course										
BAJMC-202	Print Journalism	MIC-2	4	1	0	15X4=60	4	30	70	100
Multi Disciplinary Course										
BAJMC-203	AI Tools in Mass Communication (or from the basket)	MDC-2	4	1	0	15X3=45	3	30	70	100
Ability Enhancement Course										
AEC-2	Environment Science	AEC-2	2	1	0	15X2=30	2	30	70	100
Skill Enhancement Course										
BAJMC-SEC-2	Print Media Design and Production-Practical (or from the basket)	SEC-2	1	0	3	15X3=45	3	30	70	100
Value Added Course										
-	From the University basket	VAC-2	1	0	3	15X3=45	3	30	70	100
Total Credits- 21										

Note: Exit option to students with U.G. Certificate: After completing I, II Semester earning full credits will be awarded U.G. Certificate only if he or she takes one Vocational Course of 4 Credits (during Summer Vacation). This course will not be included in SGPA and CGPA Calculations.

Semester-III

Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks
			L	T	P	Total Classes		CC A	ESE	
Major Course			L	T	P	Total Classes		CC A	ESE	
BAJMC-301	TV Production and Techniques	MJC-3	5	1	0	15X5=75	5	30	70	100
Major Course										
BAJMC-	Fundamentals of	MJC-4	3	1	0	15X4=60	4	30	70	100

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302	Advertising										
Minor Course											
BAJMC-303	Ethical Journalism	MIC-3	4	1	0	15X3=45	3	30	70	100	
Multidisciplinary Course											
BAJMC-304	Sociology of Media and Communication (or from the basket)	MDC-3	4	1	0	15X3=45	3	30	70	100	
Ability Enhancement Course											
AEC-3	Disaster Risk Management	AEC-3	2	1	0	15X2=30	2	30	70	100	
Skill Enhancement Course											
BAJMC-SEC-3	Audio and Video Production-Practical (or from the basket)	SEC-3	1	0	3	15X3=45	3	30	70	100	
											Total Credits- 20

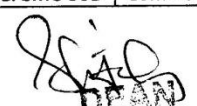
Semester-IV

Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks	
			L	T	P	Total Classes		CC A	ESE		
Major Course											
BAJMC-401	Radio Production Techniques	MJC-5	5	1	0	15X5=75	5	30	70	100	
Major Course											
BAJMC-402	Concept of Film & Cinema	MJC-6	5	1	0	15X5=75	5	30	70	100	
Major Course											
BAJMC-403	Media Law and Ethics	MJC-7	5	1	0	15X5=75	5	30	70	100	
Minor Course											
BAJMC-404	Data Journalism	MIC-4	4	1	0	15X3=45	3	30	70	100	
Ability Enhancement Course											
AEC-4	NCC/NSS/NGO'S/ SCOUT GUIDES/ SPORTS	AEC-4	2	1	0	15X2=30	2	30	70	100	
											Total Credits- 20

Note: Exit option to students with U.G. Certificate: After completing I, II, III & IV Semester earning full credits will be awarded U.G. Diploma only if he or she takes one Vocational Course of 4 Credits (during Summer Vacation). This course will not be included in SGPA and CGPA Calculations.

Semester-V

Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks
			L	T	P	Total Classes		CC A	ESE	
Major Course										
BAJMC-501	Communication Research	MJC-8	5	1	0	15X5=75	5	30	70	100


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Major Course											
BAJMC-502	New Media Technology	MJC-9	5	1	0	15X5=75	5	30	70	100	
Minor Course											
BAJMC-503	Indian Political Structure	MIC-5	4	1	0	15X3=45	3	30	70	100	
Minor Course											
BAJMC-504	Business Journalism	MIC-6	4	1	0	15X3=45	3	30	70	100	
Internship											
BAJMC-551	Internship	INT-1	-	-	-	-	4	30	70	100	
											Total Credits- 20

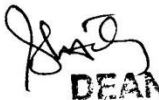
Semester-VI


Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks	
			L	T	P	Total Classes		CC A	ESE		
Major Course											
BAJMC-601	Media Planning and Management	MJC-1	4	1	0	15X5=75	5	30	70	100	
Major Course											
BAJMC-602	Inter- cultural Communication	MJC-11	5	1	0	15X5=75	5	30	70	100	
Major Course											
BAJMC-603	Development Communication & Rural India	MJC-12	3	1	0	15X3=45	3	30	70	100	
Minor Course											
BAJMC-604	Media and Human Rights	MIC-7	4	1	0	15X3=45	3	30	70	100	
Minor Course											
BAJMC-605	Documentary / Short Film Production- Practical	MIC-8	1	1	4	15X4=60	4	30	70	100	
											Total Credits- 20

Note: Exit option: A student may be awarded 3 year U.G. Degree in the Major & Minor discipline, provided he/she earns all credits of I, II, III, IV, V & VI Semester.

Semester-VII

Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks
			L	T	P	Total Classes		CC A	ESE	
Major Course										
BAJMC-701	Research Ethics and Contemporary Media Issues	MJC-13	5	1	0	15X5=75	5	30	70	100
Major Course										
BAJMC-702	Project Management and	MJC-14	5	1	0	15X5=75	5	30	70	100


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	Proposal Writing										
Major Course											
BAJMC-703	Public Relation and Corporate Communication	MJC-15	6	1	0	15X6=90	6	30	70	100	
Minor Course											
BAJMC-704	Media and Culture Studies	MIC-9	4	1	0	15X4=60	4	30	70	100	
											Total Credits- 20

Semester-VIII

Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks	
			L	T	P	Total Classes		CC A	ESE		
Major Course											
BAJMC-801	Statistics in Media Research	MJC-16	4	1	0	15X4=60	4	30	70	100	
Minor Course											
BAJMC-802	Global Media Scenario	MIC-10	4	1	0	15X4=60	4	30	70	100	
Research Project											
BAJMC-851	Research Project/ Dissertation	RP-1	-	-	-	-	12	30	70	100	
											Total Credits- 20

Note: A student may be awarded 4 years degree with research in the Major and Minor Discipline, provided he/she earns all credits of all the semesters.


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Semester- I

Creative Writing for Mass Media

BAJMC	Certificate	Year	II	Semester	II
Subject	Journalism and Mass Communication				
Course Code	BAJMC-101	Course Title	Creative Writing for Mass Media		
Course Learning Outcome: By the end of the course, students should be able to:					
<ul style="list-style-type: none"> • Write engaging and compelling content across different media platforms. • Adapt their creative voice to meet the requirements of various media formats. • Develop skills in journalistic, advertising, and PR writing. • Critically assess and edit media content for accuracy, style, and ethics. 					
Course Learning Objective:					
<ul style="list-style-type: none"> • To develop a creative writing style adaptable to various mass media platforms. • To understand and apply genre-specific writing techniques for journalism, advertising, public relations, and digital media. • To explore storytelling, persuasive writing, and ethical communication in media. • To enhance critical thinking, editing, and feedback skills relevant to media writing. 					
Credits – 6	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 90					
	Topic				No. of Lectures
I	Basics of Creativity and Creative writing: Creativity and elements of creativity, Need and importance of creative writing, Importance of reading in writing				8
II	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				7
III	Writing Formats: News- Interview- Editorial – Column –Travelogue and other				7
IV	Feature: Concept and Meaning, Ingredients of feature writing, Types of Feature Editorial: Editorial Writing & Letter's to Editor				8
V	Technical Writing : Crime, educational, political, sports, science, business, environmental, Story Writing, Use and style of language in writing.				10
VI	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.				20


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VII	Freelance Writing Qualities of Freelance Journalist Qualities of a good writer & opportunities	10
VIII	Practical: 10-10 different type of news for newspaper (Crime, educational, political, sports etc.) 2 Editorial 2 Features 2 Travelogue 2 Stories 2 Script for TV 2 Press Release	20
Suggested Readings:		
<ul style="list-style-type: none"> • Chadhdha, Savita: Modern Journalism and News Writing ,Delhi, Taxshila Prakashan, • George, A. Hough: Newswriting, New Delhi, Kanishka Publishers • Tripathi. RC.and Agarwal Pawan: Media Lekhan, Lucknow, Bharat Prakashan • Tripathi,RC : Patrakarita ke sidhant, New Delhi, Naman Prakashan • Pant., N.C.: Media Lekhan ke Sidhant, Delhi, Taxshila Prakashan • Mishra, Chandra Prakash: Media Lekhan Sidhant aur Vyavhar, Sanjay Publisher • Mehta.Yashoddhara: Media lekhan Sidhant aur Prayog, Delhi, Rawat Publication • Prasad. Govind and Pandey Anupam: Media Lekhan aur Sampadan Kala, N. Delhi Discovery Pubishing House 		

Basics of Mass Communication

BAJMC	Certificate	Year	I	Semester	I
Subject	Journalism and Mass Communication				
Course Code	BAJMC-102	Course Title	Basics of Mass Communication		
Course Learning Outcome: By the end of the course, students should be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 4	Max. Marks: 100		Min. Passing Marks : 40		


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Marking

Full Marking

Total No. of Lectures – 60		
Unit	Topic	No. of Lectures
I	Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication, Communication Games for Ice Breaking	09
II	Indian concepts of communication: Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model	06
III	Communication Models: Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication	07
IV	Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation and other Relevant Theories of Communication	08
V	Journalism: Meaning, Definition and Function of Communication Journalism Education in India, Journalism as a Profession, Types of Journalism	07
VI	Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India	10
VII	Duties and responsibilities of a journalist, Values and Ethics of Journalism	04
VIII	Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism	09
Suggested Readings:		
<ul style="list-style-type: none"> • McQuail Denis: Mass Communication Theory, 4th ed., Sage Publication Ltd., London • Wadsworth Julia T, Wood, Communication Mosaics: An Introduction to the Field of Communication • Littlejohn, W. Stephen: Theories of Human Communication, 3rd ed., Belmont, California, 1989 • Wilbur Schram: Mass Communication, Sage Publication, New Delhi • Uma Narula: Mass Communication Theory & Practice, Hiranand Publication, New Delhi • V.S. Gupta & Vir Bala Aggarwal: Hand Book of Journalism & Mass Communications, Concept Publishers, New Delhi • Marshal McLuhan: Understanding Media, Sage Publication • Kumar. J. Keval: Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.) • Schramm, W. & Roberts, D. F.: The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press • Rayudu. C.S.: Communication, Himalaya Publishing House, Mumbai • Joshi, P.C. : Communication & Nation – Building – Perspective and Policy, Publication Division, NewDelhi • Malhan P.N.: Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi • Agee, Warren K., Ault Philip H.: Introduction to Mass Communication, Oxford & IBH PublishingCompany, New Delhi 		


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Studies of Government Media Organizations

BAJMC	Certificate	Year	I	Semester	I
Subject	Journalism and Mass Communication				
Course Code	BAJMC-103	Course Title	Studies of Government Media Organizations		
Course Learning Outcome: By the end of the course, students should be able to: <ul style="list-style-type: none"> • Understand the structure and functioning of major government media organizations. • Analyze the role of government media in shaping public opinion and disseminating information. • Evaluate the patterns of work and management in government media organizations. • Critically examine the challenges faced by these organizations in a changing media landscape. 					
Course Learning Objective: <ul style="list-style-type: none"> • This course provides an in-depth understanding of government media organizations, focusing on their structure, policies, functioning • The role in public communication. • It explores the patterns of work, challenges, and transformations of government media in the digital age. 					
Credits – 3	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 45					
Unit	Topic				No. of Lectures
I	Broadcast Media: All India Radio (AIR), Doordarshan (DD), Autonomy for the Electronic Media				5
II	News and Information Services: Press Information Bureau (PIB), Directorate of Advertising and Visual Publicity (DAVP), New Media Wing (NMW), Photo Division				10
III	Film and Audio-Visual Media: Films Division of India, National Film Development Corporation (NFDC), Central Board of Film Certification (CBFC), Children's Film Society India (CFSI), Directorate of Film Festivals, National Film Archives				6
IV	Publishing Media: Publications Division, Press Registrar General of India (PRGI), Indian News Paper Society				9
V	Press Council of India, National Library, Research and Reference Division News Agencies: Press Trust of India (PTI), United News of India (UNI)				7
VI	Specialized Media Organizations: Song and Drama Division, Employment News, Indira Gandhi National Centre for the Arts (IGNCA), NSD				4
VII	Various magazines/ generals published by different ministries and departments (Kurukshetra, Vigyan Pragati, Uttar Pradesh, Monthly Magazine etc.)				4


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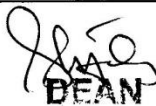

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Suggested Readings:

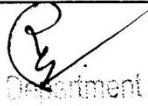
- www.prasarbharti.gov.in
- www.pib.gov.in
- www.davp.nic.in
- www.filmsdivision.org
- www.nfdcindia.com
- www.rni.nic.in
- www.employmentnews.gov.in
- Annual Reports of Prasar Bharati
- Ministry of Information and Broadcasting (MIB)
- India's Communication Revolution by Arvind Singhal and Everett M. Rogers.
- Media in India: Diversity and Development by S. J. Baran

Anchoring and News Presentation

BAJMC	Certificate	Year	I	Semester	I
Subject	Journalism and Mass Communication				
Course Code	BAJMC-SEC-1	Course Title	Anchoring and News Presentation (Practical)		
Course Learning Outcome: By the end of the course, students should be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 3		Max. Marks: 100		Min. Passing Marks : 40	
Total No. of Lectures – 45					
Unit	Topic				No. of Lectures
I	Overview of anchoring; qualities of a successful news anchor; types of news presentation.				5
II	Importance of voice modulation, articulation, tone, and pitch; breathing exercises.				10
III	Effective use of facial expressions, gestures, and eye contact; posture and movement in front of the camera.				6


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IV	Basics of script reading; techniques for teleprompter use; maintaining natural flow while reading.	9
V	Techniques for interviewing on air; live interactions with guests and audience; maintaining composure.	6
VI	Essentials of live reporting, handling crisis situations, breaking news reporting techniques.	6
VII	Ethical responsibilities of news anchors, dealing with bias, maintaining neutrality, audience trust.	3
Suggested Readings: <ul style="list-style-type: none"> • C.A. Tuggle, Forrest Carr, and Suzanne Huffman: Broadcast News Handbook: Writing, Reporting, and Producing in a Converging Media World • Nancy Reardon and Tom Flynn: On Camera: How to Report, Anchor, and Interview • Teresa Keller and Steve Hawkins: Television News: A Handbook for Reporting, Writing, Shooting, Editing, and Producing • Robert Mayer: The Art of Interviewing: Techniques for Success • James Alburger: The Art of Voice Acting: The Craft and Business of Performing for Voiceover • Jaco Ferreira: Make the Most of Your Voice: How to Maintain a Healthy and Strong Voice • Bernard Baskin: A Reporter's Guide to the Television Newsroom • Janet Trewin: Presenting on TV and Radio: An Insider's Guide • Raza Elahi: News Anchoring and Presentation: A Beginner's Guide to TV Journalism • Erving Goffman: Performance of Self in Everyday Life 		

Semester- II

Digital Photography

BAJMC	Certificate	Year	I	Semester	II
Subject	Journalism and Mass Communication				
Course Code	BAJMC-201	Course Title	Digital Photography		
Course Learning Outcome: By the end of the course, students should be able to: <ul style="list-style-type: none"> • Confidently use camera settings to control exposure, depth of field, and motion in their images. • Apply composition techniques to create visually compelling and balanced photographs. • Recognize and work with different lighting conditions to enhance image quality and mood. • Capture and edit high-quality photos across various genres, including portrait, landscape, and low-light photography. 					
Course Learning Objective: <ul style="list-style-type: none"> • 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 					







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Department of Journalism & Mass Communication

Credits – 6		Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures – 90			
Unit	Topic	No. of Lectures	
I	Introduction to Photography & Camera, Brief history of Photography, Basics of Photography, principles of Camera Obscura, Working of Camera.	12	
II	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.	11	
III	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.	10	
IV	Different types of Photography, Photo essay, Portrait, Landscape, Wildlife, Environment Photography, Photography for Advertising, Candid Photography, Sports photography, Fashion Photography, Political and Social Photography.	15	
V	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	13	
VI	Lighting and Natural Light Photography, Artificial Lighting and Flash Photography	9	
VII	Editing and Post-Processing Basics- Overview of Lightroom, Photoshop, and mobile apps, Cropping, adjusting exposure, color correction, and sharpening	10	
VIII	Practical: Practical exercises- • Proper way of holding a DSLR Camera. (Battery, Card, Lenses) • Handling accessories- Tripod, Base Plate, Camera flash, etc. • Auto Manual Focus use • Vertical vs. Horizontal	10	
Suggested Readings:			
<ul style="list-style-type: none"> • Zakia, R. D., & Page, D.: Photographic composition: A visual guide. Routledge. • Langford, M.: Basic photography. Routledge. • Peterson, B.: Understanding exposure: how to shoot great photographs with any camera. Am Photo books. • Langford Michael: Basic Photography, Plume; 5 edition • Peterson , Bryan: Understanding Exposure, Amphoto Books; 3rd Revised edition. • David Taylor: Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks • Scott Kelby: The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros 			



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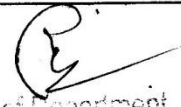

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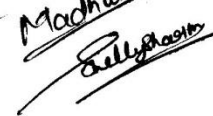

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Print Journalism

BAJMC	Certificate	Year	I	Semester	II
Subject	Journalism and Mass Communication				
Course Code	BAJMC-202	Course Title	Print Journalism		
Course Learning Outcome: By the end of the course, students should be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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 					
Credits – 4	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 60					
Unit	Topic				No. of Lectures
I	Introduction to Journalism and News Writing: History and evolution of print journalism, Role of journalism in society and democracy				09
II	Understanding News: Concept, Meaning, Definition and Importance of News , News values and elements (timeliness, impact, proximity, etc.), Difference between hard news and soft news				06
III	News Writing Basics: The inverted pyramid structure, Crafting headlines and leads				07
IV	Types of beats and reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting				08
V	Reporting and Interviewing Skills: Developing a News Sense, Reporting Techniques, Interviewing Skills				07
VI	Editing: concept, process and significance, Editing: Nature and need for editing. Principles of editing, editorial desk and itsfunction, style sheet – editing symbols , Photo editing Editorial Values: objectivity, facts, impartiality and balance				10
VII	Proof reading: Meaning, Definition and Importance , Proof reading symbols New Technique of Proof Readings Translation: Meaning, Definition and uses of translation in Journalism,Importance of Translation in Journalism				04


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 Sub-Head Department of Journalism &
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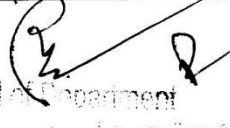
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VIII	Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader	09
Suggested Readings:		
<ul style="list-style-type: none"> • F. W. Hodgson: Modern News paper Editing and Production, Elsevier Science & Technology Books, • KM Srivastav: News reporting and Editing, Sterling Publishers Pvt. Ltd • Seema Sharma: Journalism Reporting, Anmol Publications Pvt. Limited, • Seema Sharma: Editing: theory and Practices, Anmol Publications Pvt. Limited, • Ambrish Saxena: fundamental of Reporting and Editing, Kanishka Publishers Distributors • Kobre Kenneth: Photo Journalism The Professionals Approach , Focal Press Oxford , . • Fincher Terry: Creative Techniques in Photo Journalism , BT Batsford Ltd. London , • Belt Angela Faris: The Elements of Photography understanding and creating Sophisticated • शर्मा शशिप्रभा: , फोटो पत्रकारिता के मूल तत्व, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स नई दिल्ली, • त्रिखा, नन्दकिशोर: समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ • कुमार, मनोज: साक्षात्कार, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल • तिवारी, डा. रामचन्द्र: पत्रिका सम्पादन कला, आलेख प्रकाशन, दिल्ली • दीक्षित, कमल: समाचार संपादन, माखनलाल चतुर्वेदी पत्रकारिता विश्वविद्यालय, भोपाल • चतुर्वेदी, प्रेमनाथ: समाचार संपादन, उपहार प्रकाशन, दिल्ली • चतुर्वेदी, आचार्य सीताराम लेखन कला, हिन्दी साहित्य सम्मेलन, प्रयाग • राजेन्द्र, संवाद और संवाददाता, हरियाणा साहित्य अकादमी, चण्डीगढ़ 		

AI Tools in Mass Communication

BAJMC	Certificate	Year	I	Semester	II
Subject	Journalism and Mass Communication				
Course Code	BAJMC-203	Course Title	AI Tools in Mass Communication		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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-					
<ul style="list-style-type: none"> • 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. 					


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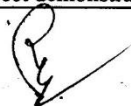

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<ul style="list-style-type: none"> • Discuss ethical, social, and professional implications of AI use in media. • Provide hands-on experience with popular AI tools in media contexts. 		
Credits – 3	Max. Marks:	Min. Passing Marks :
Total No. of Lectures – 45		
Unit	Topic	No. of Lectures
I	Overview of AI in Media: Understanding AI, machine learning, and natural language processing (NLP) How AI is transforming journalism, advertising, and public relations	8
II	Key AI Applications in Mass Communication: Content creation, data analysis, fact-checking, personalization, and audience analytics	10
III	Introduction to AI tools like OpenAI's ChatGPT, Jasper, and Quillbot for writing support AI for generating news summaries, press releases, and reports Overview of AI-powered image and video tools Ethical considerations in AI-generated visual content	12
IV	AI for Fact-Checking: Tools for fact-checking and detecting misinformation	6
V	AI in Social Media Management and Audience Engagement, Introduction to Chatbots and Conversational AI	9
Suggested Readings:		
<ul style="list-style-type: none"> • Tamara Witschge and Sandra Borden: Artificial Intelligence in Journalism and Media: Ethics, Practice, and Technology • Jessie Harvey and Jordan C. Hall: AI and Machine Learning in Media: Understanding Applications in Newsrooms and PR • Shoshana Zuboff: The Age of Surveillance Capitalism • Chris Brecheen and Daniel Broussard: The Algorithmic Journalist: Tools and Techniques for Journalistic AI • Online Tutorials and Guides for AI tools like ChatGPT, DALL-E, Google Analytics, Tableau, and Hootsuite 		

Print Media Design and Production

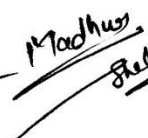
BAJMC	Certificate	Year	I	Semester	II
Subject: Journalism and Mass Communication					
Course Code	BAJMC-SEC-2	Course Title	Print Media Design and Production (Practical)		
Course Learning Outcomes: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • Analyze and 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. 					


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Course Learning Objective:		
<ul style="list-style-type: none"> 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. 		
Credits – 3	Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures – 45		
Unit	Topic	No. of Lectures
I	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	09
II	Layout Design Basics: Working with grids, margins, columns, and alignment Creating balance and readability in multi-page layouts	06
III	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	07
IV	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	08
V	All the students have to design two pages of Newspaper in A3 size using InDesign software.	07
VI	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.	08
Suggested Readings:		
<ul style="list-style-type: none"> NN Sarkar: Art and Print Production Kayanna: Pace Designer's Guide to Print Production Wayne Collins: Graphic Design and Print Production Fundamentals Amy E. Arntson Graphic Design Basics The Print Handbook: A Practical Guide to Print Production Kelly Kordes Anton and Tina DeJarld: Adobe InDesign Classroom in a Book James Felici: The Complete Manual of Typography Sean Adams and Terry Stone: Color Design Workbook 		


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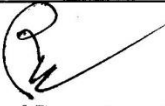
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SEMESTER-III

TV Production and Techniques

BAJMC	Diploma	Year	II	Semester	III
Subject	Journalism and Mass Communication				
Course Code	BAJMC-301	Course Title	TV Production and Techniques		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none">• 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:					
<ul style="list-style-type: none">• 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.					
Credits – 6	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 90					
Unit	Topic				No. of Lectures
I	Evolution and growth of TV, characteristics of TV, strengths & limits of TV, TV license in India and its process				10
II	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				15
III	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				13
IV	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.				12
V	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,				10


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VI	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.	10
VII	Students have to submit below recorded and edited assignments at the time of practical (2 each with script): <ul style="list-style-type: none"> • TV news bulletin • Interview • Entertainment program • Advertisements • Promos of a show • Piece to camera • Vox-pop 	20
Suggested Readings: <ul style="list-style-type: none"> • H.R. Luthra: Indian Broadcasting, Publications Division, New Delhi. • Robert Mc Leish: Radio Production, Focal Press • James R. Alburger: The Art of Voice Acting, Focal Press • U L Baruah: This is All India Radio • P C Chatterjee: Broadcasting in India, Sage Publication • J Natrajan: History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India • S C Bhatt: Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi • P.K Ravindran: Indian Regional Journalism, Author Press, New Delhi • Partha sarthy Rangaswami: Journalism in India, Sterling Publishers Private Limited, New Delhi • Wainwright David: Journalism made Simple, Rupa& Company New Delhi • Hohnberg John: The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi 		

Fundamentals of Advertising

BAJMC	Diploma	Year	II	Semester	III
Subject	Journalism and Mass Communication				
Course Code	BAJMC-302	Course Title	Fundamentals of Advertising		
Course Learning Outcome: By the end of this course, students will be able to: <ul style="list-style-type: none"> • 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. 					



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 Subharti University

Course Learning Objective:		
<ul style="list-style-type: none"> 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. 		
Credits – 4	Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures – 60		
Unit	Topic	No. of Lectures
I	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.	10
II	Ad agency management, various specialist departments in an ad agency.	8
III	Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.	7
IV	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.	8
V	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.	6
VI	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)	8
VII	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,	8
VIII	Writing and recording of a radio spot with jingle , prepare a TV commercial (writes script and develops story board)	5


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Suggested Readings:

- Kumar, Kewal J., Jaico Publication: Mass Communication in India
- Dr. Umesh Kumar: Digital Advertising
- David A. Parker, Rajiv Batra, Advertising Management, Practice Hall M97, Connaught Circus, New Delhi
- Dr. Umesh Kumar: Advance Advertising
- JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications, New Delhi.
- Mohan Mahender: Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
- Ogilvy David: Ogilvy on Advertising; Prion Books Ltd.
- Lewis Herschell Gordion: The Complete Advertising and Marketing
- Handbook: East West Books (Madras) Pvt. Ltd., Chennai
- White Roderick: Advertising: What it is and How to do it: McGrawHill Book Company, London
- Bulmore Jeremy: Behind the scenes in Advertising; NTC Publishers, Henley
- मधु अग्रवाल: भारतीय विज्ञापन में नैतिकता प्रकाशन विभाग, नई दिल्ली
- मदन गोपाल: जनसम्पर्क, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, दिल्ली
- कालीदत्त झा: जनसम्पर्क, माखनलाल चतुर्वेदी पत्रकारिता विश्वविद्यालय, भोपाल
- चन्द्रकांत सरदाना, एवं सुशमा कसबेकर: जनसम्पर्क, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
- डा. सुशील त्रिवेदी: जनसम्पर्क, और व्यवहार, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल
- डा. मनोहर प्रभाकर, एवं डा संजीव भानावत, प्रभावी जनसम्पर्क, युनिवर्सिटी बुक हाउस प्रा.लि., जयपुर
- डा. मनोहर प्रभाकर, एवं डा संजीव भानावत, जनसम्पर्क, दिग्दर्शन पब्लिक रिलेशन्स सोसायटी ऑफ इण्डिया

Ethical Journalism

BAJMC	Diploma	Year	II	Semester	III
Subject	Journalism and Mass Communication				
Course Code	BAJMC-303	Course Title	Ethical Journalism		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none">• Understand the fundamental principles and ethics of journalism.• Analyze ethical dilemmas and challenges faced by journalists in a dynamic media environment.• Explore the role of ethics in shaping credible journalism and public trust.• Learn to apply ethical decision-making frameworks in journalistic practices.• Examine the impact of new technologies on journalistic ethics.					
Course Learning Objective:					
<ul style="list-style-type: none">• Demonstrate an understanding of journalistic codes of ethics and professional standards.• Analyze real-world cases of ethical dilemmas in journalism.• Evaluate the ethical implications of media practices in various contexts.• Develop ethical reporting strategies in challenging scenarios.• Understand the intersection of technology and journalism ethics, including issues of misinformation and AI.					


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Credits – 3	Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures – 45		
Unit	Topic	No. of Lectures
I	Introduction to Ethical Journalism- Journalism and Its Role in Society: Responsibility and Credibility, Overview of Journalism Ethics: Key Concepts and Principles, Codes of Ethics: SPJ, Press Council of India, and International Guidelines	5
II	Ethics in News Reporting- Accuracy, Fairness, and Objectivity in Reporting, Confidentiality and Protecting Sources, Ethical Challenges in Investigative Journalism	6
III	Addressing Ethical Dilemmas- Privacy vs. Public Interest: Striking the Balance, Reporting Sensitive Issues: Crime, Conflict, and Disasters, Ethics in Photojournalism and Visual Reporting	6
IV	Media Ethics in the Digital Age- Fake News, Misinformation, and Fact-Checking Practices, Social Media and the Journalist's Responsibility, Ethical Implications of AI in Journalism	5
V	Case Studies and Practical Application- Case Studies of Ethical Journalism Success and Failures, Ethical Decision-Making Frameworks: Practical Approaches Developing Personal Ethical Guidelines for Journalists	8
Suggested Readings: <ul style="list-style-type: none"> • Philip Meyer - Ethical Journalism: A Guide for the 21st Century • Stephen Ward - The Invention of Journalism Ethics • Lee Wilkins and Clifford G. Christians - The Handbook of Mass Media Ethics • Gene Foreman - The Ethical Journalist: Making Responsible Decisions in the Pursuit of News • Chris Frost - Journalism Ethics and Regulation 		

Sociology of Media and Communication


BAJMC	Diploma	Year	II	Semester	III
Subject	Journalism and Mass Communication				
Course Code	BAJMC-304	Course Title	Sociology of Media and Communication		
Course Learning Outcome: By the end of this course, students will be able to: <ul style="list-style-type: none"> • 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. 					

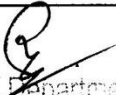

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 Head of Department
 Subharti University, Dept. Journalism &
 Mass Communication



Madhusudan


Course Learning Objective:		
<ul style="list-style-type: none"> • 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. 		
Credits – 3	Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures – 45		
Unit	Topic	No. of Lectures
I	Communication : meaning, definition nature and scope, types and models of communication	5
II	Origin and growth of mass media in India: Press-Film-Television-Internet Characteristics of Mass Audience - Typology of Audience	6
III	Media, Society, and Culture: Media as a social institution, Cultural studies and media analysis, Media representation and cultural identity	6
IV	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	5
V	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.	7
VI	Media Economics and Industry: The economics of media production and distribution, globalization, Advertising, consumer culture, and media, Digital economies and the future of media	6
VII	Role of communication in development of digital divide, functions of mass media, Global Culture	4
VIII	Sociological Dimensions - Scope and Functions of Communication in the Society - Social Aspects in Shaping Communication Behavior - Influence of Socio-Cultural Institutions - Family.	6
Suggested Readings:		
<ul style="list-style-type: none"> • McQuail, D.: McQuail's Mass Communication Theory. • Silverstone, R.: Why Study the Media? • Hall, S. : Representation: Cultural Representations and Signifying Practices. • Appadurai, A.: Modernity at Large: Cultural Dimensions of Globalization. • Bandura, A.: Social Cognitive Theory of Mass Communication. • Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. : Living with Television: The Dynamics of the Cultivation Process. • Habermas, J.: The Structural Transformation of the Public Sphere. • Chomsky, N., & Herman, E. S.: Manufacturing Consent: The Political Economy of the Mass Media. • Castells, M.: The Rise of the Network Society. • Jenkins, H.: Convergence Culture: Where Old and New Media Collide. 		



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Audio and Video Production

BAJMC	Diploma	Year	II	Semester	III
Subject	Journalism and Mass Communication				
Course Code	BAJMC-SEC-3	Course Title	Audio and Video Production (Practical)		
Course Learning Outcome: By the end of this course, students will be able to: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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. 					
Credits – 3	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 45					
Unit	Topic				No. of Lectures
I	History and evolution of audio-visual media, Introduction to cameras, microphones, and lighting equipment, reflectors, Hands-on practice with basic equipment				6
II	Writing for audio-visual media, Developing a screenplay				7
III	Overview of editing software for audio & video, Basic editing techniques, Transitions, effects, etc.				7
IV	Radio Program Production: All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview. (One each)				08
V	Television Program Production: All the students have to Prepare- News, Talk, TV Interview. (One each)				09
VI	News Bulletin of 15 Minutes				08



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Audio and Video Production

BAJMC	Diploma	Year	II	Semester	III
Subject	Journalism and Mass Communication				
Course Code	BAJMC-SEC-3	Course Title	Audio and Video Production (Practical)		
Course Learning Outcome: By the end of this course, students will be able to: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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. 					
Credits – 3	Max. Marks: 100	Min. Passing Marks : 40			
Total No. of Lectures – 45					
Unit	Topic				No. of Lectures
I	History and evolution of audio-visual media, Introduction to cameras, microphones, and lighting equipment, reflectors, Hands-on practice with basic equipment				6
II	Writing for audio-visual media, Developing a screenplay				7
III	Overview of editing software for audio & video, Basic editing techniques, Transitions, effects, etc.				7
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V	Television Program Production: All the students have to Prepare- News, Talk, TV Interview. (One each)				09
VI	News Bulletin of 15 Minutes				08


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Suggested Readings:

- Awasthy G.C.: Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R.: Indian Broadcasting, Publication Division, New Delhi, 19986.
- AkashBharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II ,
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Edger E. Willis & Henry B. Aldrige: Television and Radio, Prentice Hall.
- Stuart W. Hyde: Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie: Perspective on radio and TV. Harper & Raw NY.
- MacLiesh Robert: Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van.: The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett: India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler: Local Radio, Focal press.
- Ash, William: The Way to Write radio Drama, BBC.

Semester- IV**Radio Production and Techniques**

BAJMC	Diploma	Year	II	Semester	IV
Subject	Journalism and Mass Communication				
Course Code	BAJMC-401	Course Title	Radio Production and Techniques		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 6	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 90					
Unit	Topic				No. of Lectures

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I	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 Bharati, podcasting and internet radio, community radio, pirate radio, satellite radio.	12
II	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.	13
III	Radio feature production, radio documentary production, 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.	15
IV	Public service advertisements, jingles, radio magazine, interview, talk show, vox-pop, discussion, feature, elements of a radio news story, newsgathering, writing, elements of a radio news bulletin, style book, spontaneous genres.	20
V	Types of microphones and their uses – field recording skills, prepare a radio programme: News, Commentary, Interview, talk show etc.	10
VI	Practical: Bulletin Process, PSA, Use of Nuendo- Editing Software, Imagination through sound, Studio tour, creation of ambience, radio interview, radio bulletin, entertainment programs	10
VII	Practical: Students have to submit below recorded and edited assignments at the time of practical (2 each with script): radio bulletin, interview, entertainment program, jingles, advertisements, promos of a show.	10

Suggested Readings:

- Alexander, R. & Stewart, P.: Broadcast journalism: techniques of radio and television. Focal Press.
- Fleming, C.: The radio handbook. Routledge.
- Ford, M.: Radio production digital broadcast art, Create Space.
- Gilmurray, B.: The media student's guide to radio production. Mightier Pen Pub.
- Hausman, C. et al.: Modern radio production: production, programming and performance. Wadsworth.
- Kaempfer, R.: The radio producer's handbook. Allworth Press.
- Keith, C. M.: The radio station: broadcast satellite and internet. Focal Press.
- Mc Leish, R & Link, J.: Radio production. Focal Press.
- Pavarala, V. & Malik, K. K.: Other voices: the struggles for community radio in India. Sage.
- Siegel, E.H.: Creative radio production. Focal Press.
- Whitaker, J.: Master handbook of audio production. McGraw-Hill/TAB Electronics

Concept of Film & Cinema

BAJMC	Diploma	Year	II	Semester	IV
Subject	Journalism and Mass Communication				
Course Code	BAJMC-402	Course Title	Concept of Film & Cinema		


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I	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 Bharati, podcasting and internet radio, community radio, pirate radio, satellite radio.	12
II	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.	13
III	Radio feature production, radio documentary production, 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.	15
IV	Public service advertisements, jingles, radio magazine, interview, talk show, vox-pop, discussion, feature, elements of a radio news story, newsgathering, writing, elements of a radio news bulletin, style book, spontaneous genres.	20
V	Types of microphones and their uses – field recording skills, prepare a radio programme: News, Commentary, Interview, talk show etc.	10
VI	Practical: Bulletin Process, PSA, Use of Nuendo- Editing Software, Imagination through sound, Studio tour, creation of ambience, radio interview, radio bulletin, entertainment programs	10
VII	Practical: Students have to submit below recorded and edited assignments at the time of practical (2 each with script): radio bulletin, interview, entertainment program, jingles, advertisements, promos of a show.	10

Suggested Readings:

- Alexander, R. & Stewart, P.: Broadcast journalism: techniques of radio and television. Focal Press.
- Fleming, C.: The radio handbook. Routledge.
- Ford, M.: Radio production digital broadcast art, Create Space.
- Gilmurray, B.: The media student's guide to radio production. Mightier Pen Pub.
- Hausman, C. et al.: Modern radio production: production, programming and performance. Wadsworth.
- Kaempfer, R.: The radio producer's handbook. Allworth Press.
- Keith, C. M.: The radio station: broadcast satellite and internet. Focal Press.
- Mc Leish, R & Link, J.: Radio production. Focal Press.
- Pavarala, V. & Malik, K. K.: Other voices: the struggles for community radio in India. Sage.
- Siegel, E.H.: Creative radio production. Focal Press.
- Whitaker, J.: Master handbook of audio production. McGraw-Hill/TAB Electronics

Concept of Film & Cinema

BAJMC	Diploma	Year	II	Semester	IV
Subject	Journalism and Mass Communication				
Course Code	BAJMC-402	Course Title	Concept of Film & Cinema		



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Media Law and Ethics

BAJMC	Diploma	Year	II	Semester	IV
Subject	Journalism and Mass Communication				
Course Code	BAJMC-403	Course Title	Media Law and Ethics		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 5	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 75					
Unit	Topic				No. of Lectures
I	Constitution of India, Fundamental rights, freedom of speech and expression and their limitations.				10
II	Brief history of press laws in India, emergency and its impact on media				9
III	Provisions for legislature reporting, parliamentary privileges in reference with media.				10
IV	Contempt of Court, Defamation, Right to Information, Official secret act				10
V	Press and registration of book act, working journalist Act 1955, Cinematograph Act (1953), Information Technology Act, Film Censorship				7
VI	Prasar Bharati Act, Copyright Act, PCI.				8
VII	Sedition and inflammatory writings, IPC and CrPC Code of conduct for journalists.ASCI Code of Conduct PRSI Code of Conduct				11
VIII	Media Related Issue, Practical				10


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P. K. Mathur


P. K. Mathur

Suggested Readings:

- Don Pember: Mass Media Law, McGraw-Hill Higher Education
- M. Neelamalar: Media Laws and Ethics, PHI Learning Pvt. Ltd.s
- Dileep Kumar, Rakesh Kumar and Amitabh Srivastav: Media Laws and Ethics, MackhingeePublisher
- Shipra Kumari, Indian Laws and Press, Omega publication
- Rayudu, C.S. and Nageshwar Rao SB: Mass Media — Laws and Regulations, Himalaya Publicshing House,
- Nand Kishore Trikha: Press Vidhi
- PK Badhopadhyay and Kuldeep S. Arora: Journalistic Ethics
- Dr.Shrikant Singh: Janmadhyam: Kanoon Evem Uttardayitva
- DD Basu: Press Laws, Prentice Hall Pub.
- Mass Media Laws and Regulations in India, AMIC Publication
- Surender Kumar Manohar Prabhakar: Bharat Mein Press Vidhi

Data Journalism

BAJMC	Diploma	Year	II	Semester	IV
Subject	Journalism and Mass Communication				
Course Code	BAJMC-404	Course Title	Data Journalism		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • Students will develop data framing approach • They will find stories in data and find data to report stories • Students will acquire data from public sources • They will demonstrate skills in cleaning data through open refine, excel • They will demonstrate techniques for analysing data to find pattern, outliers and trends and prepare stories. 					
Course Learning Objective:					
<ul style="list-style-type: none"> • To impart basic knowledge of data journalism • To teach students about techniques for data searching and data organisation • To acquaint students with data analysis and how to interpret for storytelling • To inform students about basics of visualization and its importance • To train students of application of data for journalism 					
Credits – 3	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 45					
Unit	Topic				No. of Lectures
I	Data journalism: concept and definition, data based stories, Computer-assisted reporting (CAR), data driven journalism, Definition of data, types, Open data and its relationship with journalism, Tools for Data Journalism				10
II	Data sources: Online platforms, alternative data sources, social media, Strategic searching, Factsheets, Google sheet, Google power, Common data formats, datasets, Scraping & Cleaning, Organising data and verifying data				10


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III	Visual journalism, visual perception, principles of data visualization, Basics of visual, Formatting, Cleaning techniques, Creating of visualisation, timeline, interactive map	10
IV	storytelling in data journalism, uses of graphics, best practices in data journalism, websites, web portals using data journalism, data security, data regulation and protection, data transparency, data privacy, data management system,	10
V	Challenges in data journalism, future of data journalism	5


Suggested Readings:

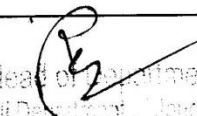
- Jonathan Gray, Liliانا Bounegru, and Lucy Chambers - The Data Journalism Handbook: How Journalists Can Use Data to Improve the News
- Paul Bradshaw - Data Journalism Heist: A Guide to Data Journalism, First Edition
- Steve Lohr - Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else
- Philip Meyer - Precision Journalism: A Reporter's Introduction to Social Science Methods
- Brant Houston - Computer-Assisted Reporting: A Practical Guide
- Cheryl Phillips and Carrie Brown - Journeys in Data Journalism: A Toolkit for Training and Transformation
- John Foreman - Data Smart: Using Data Science to Transform Information into Insight
- Nicola Hughes - Data Journalism: The Future of News?
- Mike Schmoker - Focus on Data Journalism: Tools and Techniques for Better Reporting
- Mindy McAdams - Flash Journalism: How to Create Multimedia News Packages


Semester- V

Communication Research

BAJMC	Degree	Year	III	Semester	V
Subject	Journalism and Mass Communication				
Course Code	BAJMC-501	Course Title	Communication Research		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 5	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 75					


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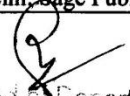

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Unit	Topic	No. of Lectures
I	Communication research: Meaning Definition and Importance Scientific approach for Communication Research Communication research in India Nature and scope of communication research Research and communication theory's	10
II	Process of Research, Types of research Formulating a Research Problem Research Design: Meaning, Definition and Importance Types of Research Design	10
III	Variable: Meaning, Definition and types Scaling Techniques Hypothesis: Meaning Definition and Importance Types of Hypothesis	10
IV	Methods of communication research: Census Method, Survey Method, Observation Method, Clinical Studies, Case studies, Pre Election Studies, Exit Poll, Content Analysis	10
V	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	10
VI	Sampling: Meaning definition and Importance of Sampling Types of Sampling Sampling Errors and Distribution Data Analysis	10
VII	Report writing Coding Techniques and Tabulation, Non Statistical Methods, Descriptive-Historical- Statistical Analysis Research paper writing	15

Suggested Readings:

- C. R. Kothari: Research Methodology- Method and Techniques, New age int. publishers
- R. Kumar: Research Methodology: A step by Step Guide for Beginners
- Wimmer, Roger D. and Joseph R. Dominick: Mass Media research: An Introduction.
- Belomnt: Wadsworth Publishing Company
- Agarwal, Binod C., and S.R. Joshi and Arbind Sinha: Communication research for Development: The ISRO Experience. New Delhi: Concept Publishing Company.
- Berger, Arthur Asa: Media Research Techniques. Thousand Oaks: Sage Publication.
- Berger, Arthur Asa: Media Analysis Techniques. Beverley Hills: Sage Publications.
- Gibaldi, Joseph and Walter S. Achtert.: MLA Handbook for Writers of Research Papers. New Delhi: Affiliated East-West Press Pvt. Ltd. 1994.
- Krishnaswamy, O.R.: Research Methods in Social Sciences
- Natziger, Ralph O. and David M. White: Introduction to Mass Communication Research. Baton Rouge: Louisiana State University Press. 1981.
- Oliver, Paul: Writing your thesis. New Delhi: Sage Publications.



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New Media Technology

BAJMC	Degree	Year	III	Semester	V
Subject	Journalism and Mass Communication				
Course Code	BAJMC-502	Course Title	New Media Technology		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 5	Max. Marks: 100	Min. Passing Marks : 40			
Total No. of Lectures – 75					
Unit	Topic	No. of Lectures			
I	Definition, Meaning, Scope and importance of Multimedia, Emergence and Importance of Multimedia. Video on Demand, Interactive TV, Wi-Fi, Wireless cable, Fiber optics	12			
II	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	15			
III	Internet TV and Internet Radio, Future of Mass Media technologies	13			
IV	Cyber journalism and cyber laws. Technological advancement and its impact on entertainment.	07			
V	Websites and its types, E-mail: need and importance, Web tools : Blogs, Social Media and Search Engine	08			
VI	Traditional vs Web Journalism : Meaning, Definition and Difference	08			
VII	Elements of a web newspaper: Report writing, Editing for web Journalism	06			
VIII	Web Journalism and Law	06			


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Suggested Readings:

- Nath, Shyam: Assessing the State of Web Journalism, New Delhi, Author Press
- Ahmad, Tabraj: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
- Menon, Shailja: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
- Talesra, Hemlata/ Nagda, M.L.: Web Paged Learning, Delhi, Authors Press
- Chakravarthy, Jagdish: Net, Media and the Mass Communication, New Delhi, Author Press
- Ray, Tapas: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.
- Verma, Deepika, 2020: The Era of New Media, New Delhi, A.R. Publication (2nd Edition)
- Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co.

Indian Political Structure

BAJMC	Degree	Year	III	Semester	V
Subject	Journalism and Mass Communication				
Course Code	BAJMC-503	Course Title	Indian Political Structure		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 4	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures – 60					
Unit	Topic				No. of Lectures
I	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				10
II	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				10
III	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				10


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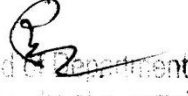

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IV	Media, Governance, and Public Policy: Media's Role in Policy Advocacy and Public Awareness, Social Media's Influence on Governance and Political Mobilization, Media Ownership Patterns and their Impact on Political Coverage, Ethical and Legal Considerations in Political Journalism	10
V	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	10
VI	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	10
Suggested Readings:		
<ul style="list-style-type: none"> • Introduction to the Constitution of India by D.D. Basu • Indian Polity by M. Laxmikanth • Politics in India by Rajni Kothari • Election Commission of India Reports • Law Commission Reports on Electoral Reforms • Supreme Court Judgments on Key Constitutional Cases • Ministry of Law and Justice (India) • Press Information Bureau (PIB) • PRS Legislative Research 		

Business Journalism

BAJMC	Degree	Year	III	Semester	V
Subject	Journalism and Mass Communication				
Course Code	BAJMC-504	Course Title	Business Journalism		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • Demonstrate proficiency in reporting and writing on business and economic topics. • Analyze financial statements, market trends, and economic policies effectively. • Apply ethical and legal standards in business journalism practices. • Utilize digital tools and data visualization for impactful business reporting. 					
Course Learning Objective:					
<ul style="list-style-type: none"> • To familiarize the students with different aspects of business communication. • To develop students into confident young professionals by enabling them to handle conflicting situations, • To manage their time efficiently and develop a positive social image in society • To help students develop their personality with a view to sharpening their listening and oral skills to thereby enable them to be more confident in their personality development. 					
Credits – 3	Max. Marks: 100		Min. Passing Marks : 40		


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Total No. of Lectures – 45		
Unit	Topic	No. of Lectures
I	Tools for a Business Journalist ; Overview of Economic History of Business Journalism in India, Overview of Global Economy, Comparative Study of Major	6
II	Business Publication: Economic Times, Financial Express, Business Standard, Business India, Business World, Business Times etc.	7
III	Government Policies & the Business Journalist: Major Ministries and their Functions: Finance, Industry, Commerce, Agriculture, Telecom, IT, Steel & Mines etc.,	9
IV	Planning Commission : An Overview of its Role and Function, The Central/State Budgets : An Analysis, WTO & the Indian Economy: Policy Measures & Implications, Privatization: A Business Journalist's Viewpoint	8
V	Business correspondence : Business letters/reports (annual committee etc.) précis/summarizing etc.	5
VI	Marketing, Advertising & the Consumer: Growing Importance of Marketing & Advertising, Famous Marketing Works in India: Analysis, Famous Advertising Campaigns & Successful Brands: Analysis,	5
VI I	Consumer Rights & Protection: MRTP, Consumer Courts and Corporate Ethics, Business Media in the Age of Electronic Journalism & the Internet	5
Suggested Readings: <ul style="list-style-type: none"> • Khan & Jain: Financial Management. • Boveen and Thill: Business Communication Today • Asha Kaul: Business Communication, New Delhi, Prentice Hall of India • Murphy and Hildebrandt: Effective Business Communication, New York: McGraw Hill • J.S. Yadava: Communication in India : Some Observations and Theoretical implications • Lawrence D.Kincaid: Communication Theory: Eastern and Western perspective • R.K. Madhukar: Business Communication • Sushil Bahl: Business Communication Today • Angela Wadia: Successful Communication for Business Development • Krishna Mohan and Meera Banerji: Developing Communication Skills – 		

Internship

BAJMC	Degree	Year	III	Semester	V
Subject	Journalism and Mass Communication				
Course Code	BAJMC-551	Course Title	Internship		


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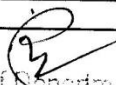
Course Learning Outcome: By the end of this course, students will be able to:		
<ul style="list-style-type: none"> • Be a responsible and accountable communication professional. • Understand Industry functioning and better relate it to academics. • Be ethically committed media professionals. • Inculcate leadership skills and team spirit. 		
Course Learning Objective:		
<ul style="list-style-type: none"> • 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. 		
Credits – 4	Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures –		
Description		
<p>Soon after the fifth 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.</p>		

Semester VI

Media Planning and Management

BAJMC	Degree	Year	III	Semester	VI
Subject	Journalism and Mass Communication				
Course Code	BAJMC-601	Course Title	Media Planning and Management		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 5	Max. Marks: 100	Min. Passing Marks : 40			
Total No. of Lectures – 75					
Unit	Topic				No. of


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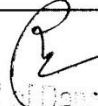

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		Lectures
I	Overview of Media and Media Planning: Meaning of Media & Features of Media, Meaning of Media Planning, Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process.	5
II	Impact of Marketing Objectives 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	9
III	Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning.	6
IV	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, CIB Listenership Survey	15
V	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,	15
VI	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	12
VI I	Media Scheduling, Meaning, Importance, Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product, Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group. Scheduling Patterns – Continuity, Flighting, Pulsing, Scheduling Strategies for Creating Impact: Road Block , Day or Day part.	13

Suggested Readings:

- Bhatia. K.Teji: Advertising and Marketing in Rural India - Mc Millan India
- Ghosal Subhash : Making of Advertising - Mc Millan India
- Jeth Waney Jaishri& Jain Shruti: Advertising Management - Oxford university Press
- Roger Baron (Author), Jack Sissors (Author) : Advertising Media Planning, Seventh Edition Paperback
- Ronald D Geskey: Media Planning and Buying in 21st Century
- Arpita Menon : Media Planning and Buying: Principles and Practice in the Indian Context
- Publications of Indian Institute of Mass Communications
- P. Saravanavel : Advertising and Salesmanship, Margham Publications
- Publications of ASCI


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Inter-Cultural Communication

BAJMC	Degree	Year	III	Semester	VI
Subject	Journalism and Mass Communication				
Course Code	BAJMC-602	Course Title	Inter-Cultural Communication		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 5	Max. Marks: 100	Min. Passing Marks : 40			
Total No. of Lectures – 75					
Unit	Topic				No. of Lectures
I	Culture & Communication: Culture-Meaning and Concept, Definition, Culture and Communication-The Connection, Culture as a Social Institution, Culture, Language and Nonverbal Communication				13
II	Intercultural Communication: Definition of Intercultural Communication, Process & Dimensions of Intercultural Communication, Eastern and Western Perspective on Communication, Communication Contexts-Cross-cultural, Intercultural				10
III	Challenges of Intercultural Communication: Intercultural Difference, Religion, Culture, Lack of Empathy				12
IV	Barriers of Intercultural Communication: Stereotypes & Prejudice, Misinterpretation, Language, Regional Differences				10
V	Theoretical backdrop of Intercultural Communication: Culture shock, Melting pot, Composite culture, East-west parallelsim, Political and International communication				08
VI	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.				12
VII	Case Study discussion and Presentation				10


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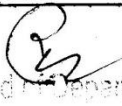
Suggested Readings:

- Fred E Jandt: An Introduction to Intercultural Communication: Identities in a Global Community.
- Ting-Toomey, Stella, Chung, Leeva C.: Understanding Intercultural Communication. Oxford University Press.
- Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel.: Intercultural Communication: A Reader. Wordsworth Publishing.
- Fay Patel, Mingsheng Li, Prahalad Sooknanan: Intercultural Communication: Building a Global Community.
- Ramesh N Rao Intercultural Communication: The Indian Context
- Ingrid Piller Intercultural Communication: A Critical Introduction
- Kathryn Sorrells Intercultural Communication: Globalization and Social Justice
- Becky Stephen India: Culture Smart The Essential Guide to Customs & Culture

Development Communication & Rural India

BAJMC	Degree	Year	III	Semester	VI
Subject	Journalism and Mass Communication				
Course Code	BAJMC-603	Course Title	Development Communication & Rural India		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 5		Max. Marks: 100		Min. Passing Marks : 40	
Total No. of Lectures - 75					
Unit	Topic				No. of Lectures
I	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				10
II	Concept, definition, and scope of development communication. Historical perspective and significance in societal transformation. Models and theories of development communication (Diffusion of Innovations,				15


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	Participatory Model). Role of media in development communication.	
III	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.	10
IV	Strategies for rural communication: IEC (Information, Education, Communication) approach. Role of folk media, community radio, and social media in rural development. Case studies: Use of mobile technology and ICT in rural India (e-Choupal, Gram Vaani, etc.).	10
V	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.	6
VI	Democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels	8
VII	Development support communication; Population and family welfare- health-Education Development agricultural and rural extension agencies: governmental, semi governmental and non-governmental organizations.	6
VIII	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.	10

Suggested Readings:

- Uma Narula: Development Communication, Har Anand Publications Pvt. Ltd., New Delhi.
- Raghvan: Development Communication in India.
- Alam Chalkels: A Manual of Development Journalism (Press Institute of India)
- B. Kupu Swamy: Rural Communication (A.M.C.): Communication & Social Development in India
- William Ward B: Reporting Agriculture
- Rodney Fox: Agricultural Journalism
- Dubae S.C.: India's Changing Villages : Human Factor
- Wilbur Schramm: Mass Media & National Development
- K. Sadanandan: Perspectives on Development Communication: Sage Publication, New Delhi.
- P Sainath: Everybody Loves A Good Drought


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Media and Human Rights

BAJMC	Degree	Year	III	Semester	VI
Subject	Journalism and Mass Communication				
Course Code	BAJMC-604	Course Title	Media and Human Rights		
Course Learning Outcome: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits – 3	Max. Marks: 100	Min. Passing Marks : 40			
Total No. of Lectures - 45					
Unit	Topic				No. of Lectures
I	Concept, Scope and need of Human Rights Human rights in early ages Law terms and phrases and their uses in Human Rights				8
II	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				12
III	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				14
IV	State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression				11
Suggested Readings:					
<ul style="list-style-type: none"> • A.N. Sen: Human Rights, Sri Sai Law Publications, Faridabad. • Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers. • Sen, Amartya. Development as freedom. New York: • Burke, Mary C. : Human trafficking: Interdisciplinary studies • Asish Das & Prasant Kumar Mohanty: Human Rights in India • D P Khanna: Reforming Human Rights • Jack Donnelly: Universal Human Rights in Theory and Practice 					

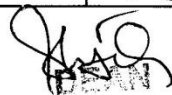

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Documentary/ Short Film Production

BAJMC	Degree	Year	III	Semester	VI
Subject	Journalism and Mass Communication				
Course Code	BAJMC-605	Course Title	Documentary/ Short Film Production (Practical)		
Course Learning Outcomes: By the end of this course, students will be able to: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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. 					
Credits –3	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures –45					
Unit	Topic				No. of Lectures
I	Overview of the differences between documentary and fictional film production History and evolution of documentary filmmaking Key elements in documentary and short film genres				08
II	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				06
III	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				9
IV	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				10
V	<ul style="list-style-type: none"> ➤ 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 				12


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<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Michael Rabiger: <i>Directing the Documentary</i> by • Steven Ascher and Edward Pincus: <i>The Filmmaker's Handbook by On Directing Film</i> by David Mamet • Walter Murch: <i>In the Blink of an Eye: A Perspective on Film Editing</i> • Michael Rabiger : <i>Directing the Documentary</i> • Barry Hampe: <i>Making Documentary Films and Videos</i> • Sheila Curran Bernard: <i>Documentary Storytelling: Creative Nonfiction on Screen</i> • Patricia Aufderheide: <i>Documentary Film: A Very Short Introduction</i> • Alan Rosenthal: <i>Writing, Directing, and Producing Documentary Films and Videos</i> • Ken Dancyger : <i>The Technique of Film and Video Editing: History, Theory, and Practice</i> 		

Semester VII

**Research Ethics and Contemporary
Media Issues**

BAJMC	Honours	Year	IV	Semester	VII
Subject	Journalism and Mass Communication				
Course Code	BAJMC-701	Course Title	Research Ethics and Contemporary Media Issues		
<p>Course Learning Outcomes: By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • 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. 					
<p>Course Learning Objective:</p> <ul style="list-style-type: none"> • 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. 					
Credits -6	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures -90					

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Unit	Topic	No. of Lectures
I	History of Research Ethics, Ethical Theory and Practice of Research, Contemporary Issues and Types of Ethical Violations in Research, Law and Ethics	10
II	Framework for Ethical Analysis: Three Principles: Beneficence, Respect for Persons, Justice	10
III	Academic Freedom and Principles, Roles and Responsibilities of Academics, Academic Honesty and Policy	10
IV	Types of Intellectual Property: Copyrights, Patents, Trademarks, Trade Secrets, Intellectual Property Policy	20
V	Plagiarism: Authorship and Plagiarism, Use and Misuse of Privileged Information	10
VI	Integrity of Data Acquisition and Analysis: Data Ownership and Stewardship, Data Manipulation and Deceiving, Accuracy and Reliability, Protection from Unauthorized Access or Release	15
VII	Introduction to Emerging Media Technologies: Definition and scope of emerging technologies in media, Overview of Artificial Intelligence, Big Data, AR/VR, Blockchain, and IoT in media, Ethical considerations in AI-generated content	15


Suggested Readings:

- Almond, Gabriel Abraham, James Smoot Coleman: The Politics of the Developing Areas. Princeton University Press.
- Barker, C.: Cultural Studies: Theory and Practices. Thousand Oaks, CA: Sage.
- Barker, C., & Galansinski: Cultural Studies and Discourse Analysis: A Dialogue on Language and Identity. Thousand Oaks, CA: Sage.
- Carolyn, M., Byerly, Karen Ross: Women and Media: A Critical Introduction. Blackwell Publishing.
- Castlls, M.: Rise of the Network Society. NY: Willy.
- Christians, C.: Ethics and Politics in Qualitative Research in Denzin and Lincoln. Handbook of Qualitative Research, Thousand Oaks, CA: Sage.
- Creswell, J.: Research Design: Qualitative, Quantitative and Mixed Methods Approaches. Thousand Oaks, CA: Sage.
- Dow, B.: Prime-time Feminism: Television, Media Culture and the women's Movement since 1970. Philadelphia: University of Pennsylvania Press.
- Fiske, J.: Television Culture. New York, Methuen.
- Gauntlett, David: Media, Gender and Identity: An Introduction. Routledge.
- Loomba, Ania: Colonialism / Post Colonialism. New York, Routledge.
- McChesney, Robert W.: Rich Media, Poor Democracy: Communication Politics in Dubious Times. The New Press, New York.
- Orlik, P.: Electronic Media Criticism: Applied Perspectives. Mahwah, NJ: Lawrence Erlbaum.
- Stokes, J.: How to do Media & Cultural Studies. Thousand Oaks, Ca: Sage.

Project Management and Proposal Writing

BAJMC	Honours	Year	IV	Semester	VII
Subject	Journalism and Mass Communication				


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Course Code	BAJMC-702	Course Title	Project Management and Proposal Writing
Course Learning Outcomes: By the end of this course, students will be able to:			
<ul style="list-style-type: none"> • 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:			
<ul style="list-style-type: none"> • 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. 			
Credits –6	Max. Marks: 100	Min. Passing Marks : 40	
Total No. of Lectures –90			
Unit	Topic	No. of Lectures	
I	Introduction to Project Management: Project, Types of Projects, Project Management, Role of the Project Manager, Project Management Profession	10	
II	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	10	
III	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	10	
IV	Information Technology in Project Management: Communication Management in the Project	20	
V	Project Risk Management: Risk Identification, Qualitative Risk Analysis, Quantitative Risk Analysis, Risk Response Planning	10	
VI	Project Procurement Management: Budgets and Contingency Plans	15	
VII	Students have to submit a project	15	


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Suggested Readings:

- Cervone, H. F.: Project Risk Management. OCLC Systems & Services, 22(4), 256-262.
- Cervone, H. F.: Standard Methodology in Digital Library Project Management. OCLC Systems & Services, 23(1), 30-34.
- Date, C. J.: An Introduction to Data Base System. (7th ed.), Reading, Maa: Addison – Wesley.
- Duffy, M.G.: Managing Projects: Expert Solutions to Everyday Challenges. Boston: Harvard Business School Press.
- Elizabeth A. Wentz: How to Design, Write, and Present a Successful Dissertation Proposal. SAGE Publications.
- Hamper, Robert L. Baugh: Handbook for Writing Proposals. Mac Grow Hill.
- Hofmann, Angelika: Scientific Writing and Communication: Papers, Proposals, and Presentations. Oxford University Press.
- Kiritz, Norton and Barbara Floersch: Grantsmanship: Program Planning & Proposal Writing. Paperback.
- Larose, D. T.: Discovering Knowledge in Data: an Introduction to Data mining. Hoboken, N. J: John Wiley & Sons, Inc.
- Miner, Jeremy T. and Lynn E. Miner: Proposal Planning & Writing. (5th ed.), Greenwood.
- Muller, R. & Turner, J.R.: Matching the Project Manager’s Leadership Style to Project Type. International Journal of Project Management. 25 (1), 21-32.
- Schimel, Joshua: Writing Science: How to Write Papers That Get Cited and Proposals That Get Funded. Oxford University Press.
- Wason, Sara: Webster’s New World Grant Writing Handbook. Paperback.
- Wysocki, R. K.: Effective Project Management: Traditional, Agile, Extreme. (5thed.), Indianapolis: Wiley Publishing.

Public Relation and Corporate Communication


BAJMC	Honours	Year	IV	Semester	VII
Subject	Journalism and Mass Communication				
Course Code	BAJMC-703	Course Title	Public Relation and Corporate Communication		

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.

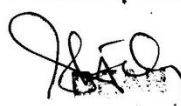

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Course Learning Objective:		
<ul style="list-style-type: none"> • Understand the fundamentals of public relations and corporate communication. • Analyze the role of PR in building and maintaining a positive corporate image. • Develop effective communication 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. 		
Credits –6	Max. Marks: 100	Min. Passing Marks : 40
Total No. of Lectures –90		
Unit	Topic	No. of Lectures
I	Public relations - Definitions of public relations, publicity, propaganda, public affairs, lobbying, etc.)	10
II	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)	10
III	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.)	10
IV	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
V	Making presentations, preparing for meetings, writing speeches - Selection of media for corporate communication	10
VI	Proactive and reactive media relations - Ethical aspects in media relations	15
VII	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	15
Suggested Readings:		
<ul style="list-style-type: none"> • Reader in Public Opinion & Mass Communication : Morris, Janowitz and Paul Hirsch (ed.). • Public Relations– A Scientific Approach : Sahai, Baldeo. • Handbook of Public Relations in India : Mehta, D.S. • Corporate Public Relations : Balan K.R. • Public Relations Handbook : Dilenschneider, Robert L. and Forrestal, Dan J. • Public Relations Principles Cases and Problems : Moore, Frazier H., Kalupa, Frank B. • Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar. • Public Relations Concept : J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi. • Handbook of Public Relation and Communication : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd. • Corporate Communication, Goodwin Newman, State Uni. of New York, New York. • Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delhi. 		


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Media and Cultural Studies

BAJMC	Honours	Year	IV	Semester	VII
Subject	Journalism and Mass Communication				
Course Code	BAJMC-704	Course Title	Media and Cultural Studies		
Course Learning Outcomes: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits -4	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures -60					
Unit	Topic				No. of Lectures
I	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.				20
II	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				10
III	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				10
IV	Interpreting Mass Media: Media text and sub-text. Media Literacy. Marxist Approach to media analysis. Semiotics, Psychoanalysis, Rhetoric of image. Media Myth				20


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 P. K. Mishra
 Professor
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Suggested Readings:

- Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications
- Binod Mishra, Gaendra S Chandan. Communication in a Global World: Let's Speak up. Authors Press. 2009.
- Dorothy G. Singer, Jerome L. Singer Handbook of Children and the Media.. Sage 2001
- Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
- Jennings Bryant. Mary Beth Oliver (Ed). Media Effects: Advances in Theory and Research. II Edition. Routledge. 2009
- John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
- Kathryn Woodward(Ed.). Identity and Differences. Sage. 1997
- Potter, James W (1998) Media Literacy. Sage Publications 9. Shuang Liu, Zola Volcie,
- Cindy. Introducing Intercultural Communication: Global Cultures and Contexts. Gallois. Sage. 2011
- VirBala Aggarwal. Media and Society: Challenges and Opportunities. Concept. 2002
- Audience Research Methodologies: Between Innovation and Consolidation By Geoffroy
- Patriarche, Helena Bilandzic, Jakob Linaa Jensen, Jelena Jurišić, Rutledge, 2012

**Semester- VIII
Statistics in Media Research**

BAJMC	Honours	Year	IV	Semester	VIII
Subject	Journalism and Mass Communication				
Course Code	BAJMC-801	Course Title	Statistics in Media Research		
Course Learning Outcomes: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits -6	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures -90					
Unit	Topic				No. of Lectures

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I	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	20
II	Measures of Central Tendency: Mean, Median and Mode, their Properties and Graphical Significance, Percentiles, Weighted Means, Relationships between Variables: Regression and Correlation, ANOVA	20
III	Non-Parametric Statistics: Difference between Parametric & Non-parametric Statistics, Chi-square & T-test, ,	10
IV	Fact Analysis, Confidence Intervals, Confidence Levels,	20
V	Hypothesis Testing, Inference, Non-parametric tests for Uncorrelated Data – Mann-Whitney U-test and Kruskal-Wallis Test	10
VI	Types of Error, Sampling and Non Sampling Errors, Margin of Errors	10

Suggested Readings:

- Agresti, A., & Finlay, B., (2009). Statistical Methods for the Social Sciences: With SPSS from A to Z: A Brief Stepby-Step Manual. (4th ed.), Boston: Allyn& Bacon.
- Argyrous, George, (2011). Statistics for Research: With a Guide to SPSS. (3rd ed.), SAGE Publications Ltd.
- Babbie, E. (1998). The Practice of Social Research. Belmont, CA: Wadsworth.
- Coolidge, Francis, L. (2006). Statistics: A gentle Introduction. Thousand Oaks, CA: sage Publication.
- Dowdy, Shirley, Stanley Wearden, Daniel Chilko, (2004). Statistics for Research. Wiley-Inter science.
- Field, A., (2002). Discovering Statistics using SPSS for Windows: Advanced Techniques for Beginners. Thousand Oaks, CA: Sage.
- Freund, J. E., (2000). Mathematical Statistics. India, Prentice Hall.
- Jackson, S., (2009). Research Methods and Statistics. (3rd ed.) Belmont, California: Wadsworth.
- Ken Black, (2004). Business Statistics for Contemporary Decision Making. John Wiley and Sons.
- Mark Sirkin, R., (2005). Statistics for the Social Sciences. (3rd ed). Sage Publications, Inc.
- Mukhopadhyay, P., (2006). Mathematical Statistics. Kolkata, Books and Allies (P) ltd.
- Sharma, J. K., (2005). Business Statistics. New Delhi, Pearson Education.
- Sirkin, R. M., (2006). Statistics for the Social Sciences. (3rd ed.), Thousand Oaks, CA: Sage Publications.
- Witte, R., & Witte, J., (2001). Statistics. (6th ed.), Fort Worth, TX: Harcourt Brace College Publishers.
- Utts, Jessica, M., (2004). Seeing Through Statistics. Pacific Grove, CA: Duxbury Press.


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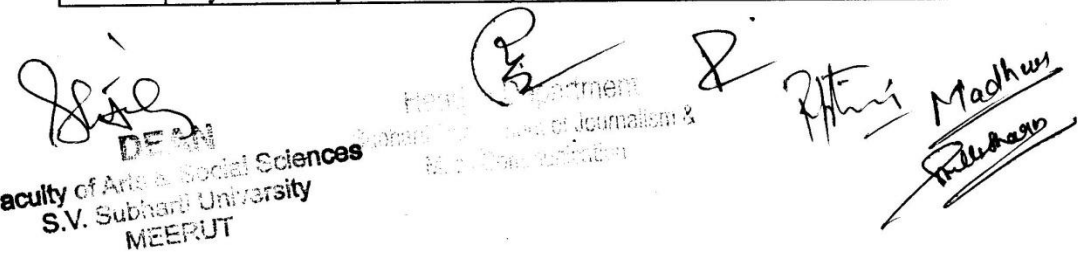

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Department of Journalism &
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Professor
Sharma

Global Media Scenario

BAJMC	Honours	Year	IV	Semester	VIII
Subject	Journalism and Mass Communication				
Course Code	BAJMC-802	Course Title	Global Media Scenario		
Course Learning Outcomes: By the end of this course, students will be able to:					
<ul style="list-style-type: none"> • 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:					
<ul style="list-style-type: none"> • 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. 					
Credits –6	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures –90					
Unit	Topic				No. of Lectures
I	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				20
II	Struggle for Balance of Information Flows Demand for NWICO MacBride Commission Recommendations of MacBride Commission & NWICO				10
III	Role of UN & UNESCO in bridging the gap between north and south Bi-lateral, Multi-lateral and Regional /information Co-operation				10
IV	Contemporary Trends Emergence of Global village of media The policies of global communication				20
V	Global communication & culture Democratization of communication				10
VI	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				20



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Ritesh Madhus
 Ritesh


Suggested Readings:

- Many Voices One World : A Report published by UNESCO
- The No Non-Sense Guide to Global Media by Peter Steven; Rawat publications, New Delhi
- Media Policy and Globalisation by Paula Chakravarty and Katharine
- Sarikakis, MacMillan Publishers, New York
- International Communication by IGNOU
- World Journalism Today by Akhil Bahuguna by ABD Publishers, New Delhi

Research Project/ Dissertation

BAJMC	Honours	Year	IV	Semester	VIII
Subject	Journalism and Mass Communication				
Course Code	BAJMC-851	Course Title	Research Project/ Dissertation		
Course Learning Outcomes: By the end of this course, students will be able to:					
<ul style="list-style-type: none">• 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:					
<ul style="list-style-type: none">• 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. •					
Credits -12	Max. Marks: 100		Min. Passing Marks : 40		
Total No. of Lectures -					
Description					
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.					


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