



Chaudhary Charan Singh University, Meerut,

Syllabus of BAJMC (Honors)

w.e.f.2022-23(B.O.S 17/05/2022.....AC.....)

(For University Department Only)

(Three Years / Six Semesters Programme)

PROGRAM OBJECTIVE

In the era of information revolution journalism and mass Communication is playing a vital role in spreading information in inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of Journalism and Mass Communication has become inevitable.

BAJMC Honors is a career oriented course spread over Six semesters (Three Years). After Completion 1st year of the Course, students can get certificate in Journalism and Mass Communication, after 2nd year they can get Diploma in Journalism and Mass Communication after 3rd year students can get Bachelor Degree in Journalism and Mass Communication.

General Rules:

1. The whole programme (BAJMC Honors) is divided into six semesters (Three Years). There will be four theory papers in I, II, III, IV and V semesters. In Semesters I, II, III, IV and V there will be a course related practical -viva. In Semester VI the number of practical-viva will be three, one internship viva and one project viva. Each theory paper will carry 100 marks, out of which an external examination will be held carrying 75 marks and internal assessment of 25 marks and Course related practical-viva (Max. Marks 100) will be conducted by one external and one internal examiner.

2. The six semester shall be devoted to practical of Print Media Practical (**Project based viva**), Electronic Media Practical (**Assignment based Viva**), New Media Practical (**Assignment based Viva**) Internship-viva and Project (**Assignment based Viva**). All Practical, Project and Internship record practical-viva shall be held towards the end of six semesters and each separately will be examined by a board of examiners consisting of one External and one Internal Examiner. The examination of each practical shall be held towards the end of each semester.

Note: Admission rules the same as per G.O. and University Norms.

The Course BAJMC Honors (B.A. Honors in Journalism and Mass Communication) is designed to offer comprehensive fundamental training in various fields of Mass Communication like: Print Media, Radio, Television, Photo Journalism, Digital Media, Advertising, Public Relations, Corporate Communication, Media Management, Development Communication, Artificial Intelligence and more.

The objective of BAJMC Honors (B.A. Honors in Journalism and Mass Communication) is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream and to go for a career.

PROGRAMME OUTCOMES

- To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.
- To instill knowledge and fundamentals of communication in the students and hone written -spoken communication skills essential for various media platforms.
- To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.
- To enhance the capacity of students to understand universal and domain – specific values of Journalism and Mass Communication.
- Inculcate both generic and subject-specific skills to succeed in the field of employment and standards of life.
- This Programme develops scientific and practical approaches among the students which helps in their daily life.

Chaudhary Charan Singh University, Meerut,
Syllabus of BAJMC Honors (Journalism and Mass Communication w.e.f.2022-23
(Three Years / Six semesters Programme) (B.O.S.17/05/2022.AC.....)
(For University Department Only)

Year	Sem	Subject	Paper Name	Credit	Marks:100	
					Ext.	Int.
1	I	Course-I	Basics of Mass Communication and Journalism	4	75	25
	I	Course-II	General Hindi	4	75	25
	I	Course-III	Digital Journalism <i>(Value Added Course)</i>	4	75	25
	I	Course-IV	Advertising and Public Relations <i>(Value Added Course)</i>	4	75	25
	I	Course-V	Course Related Practical-Viva	2	100 (External Only)	
	II	Course-VI	Print Media (Reporting and Editing)	4	75	25
	II	Course-VII	General English	4	75	25
	II	Course-VIII	Photo Journalism <i>(Value Added Course)</i>	4	75	25
	II	Course-IX	Value Education	4	75	25
	II	Course-X	Course Related Practical – Viva	2	100 (External Only)	
2	III	Course-XI	Broadcast Journalism	4	75	25
	III	Course-XII	Mass Media Writing Skills <i>(Value Added Course)</i>	4	75	25
	III	Course-XIII	Social and Political System of India	4	75	25
	III	Course-XIV	Corporate Communication and Media Management <i>(Value Added Course)</i>	4	75	25
	III	Course-XV	Course Related Practical-Viva	2	100 (External Only)	
	IV	Course-XVI	Television Journalism	4	75	25
	IV	Course-XVII	Rural and Environmental Communication <i>(Value Added Course)</i>	4	75	25
	IV	Course-XXVIII	History of Press and Media Laws <i>(Value Added Course)</i>	4	75	25
	IV	Course-XIX	Development and International Communication <i>(Value Added Course)</i>	4	75	25
	IV	Course-XX	Course Related Practical-Viva	2	100 (External Only)	
3	V	Course-XXI	Introduction to Film Studies	4	75	25
	V	Course-XXII	Business and Sports Journalism <i>(Value Added Course)</i>	4	75	25
	V	Course-XXIII	IT and Computer Application in Mass Media	4	75	25
	V	Course-XXIV	Media and Cultural Studies	2	75	25
	V	Course-XXV	Course Related Practical	2	100 (External Only)	
	VI	Course-XXVI	Print Media Practical (Project based Viva)	4	100 (ExternalOnly)	
	VI	Course-XXVII	Electronic Media Practical (Assignment based Viva)	4	100 (ExternalOnly)	
	VI	Course-XXVIII	New Media Practical (Assignment based Viva)	4	100 (ExternalOnly)	
	VI	Course-XXIX	Internship-Viva	4	100 (ExternalOnly)	
VI	Course-XXX	Project (Assignment based Viva)	4	100 (ExternalOnly)		

Programme/Class:Certificate BAJMC Honors		Year:First	Semester:First
Course/Paper- I			
C-I	CourseTitle:Basics of Mass Communication and Journalism		
Course Outcomes: The Student at the completion of the course will be able to :			
<ul style="list-style-type: none"> • Prepare the students to understand physiology based course • Students will get familiar with different types of Communication and Journalism • Explain the need and importance of studying communication across life span • Identifying the factors affecting Journalism 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Part-A : Communication			
Unit	Topics		No. of Lectures
I	Communication: Concept, Meaning and Definitions, Need for Communication, Elements of Communication, Types of Communication, Process of Communication, 7 Cs of Communication.		09
II	Indian Concepts of Communication, Dialogue with Nature, Need & Relevance of Indian Model of Communication with special reference to Sadharnikaran		06
III	Communication Models :Berlo's Model of SMCR, Osgood Model of Communication, Laswell Model of Communication, Shanon-Weaver Model, Multi Step, Barriers in Communication		07
B	Theories of Mass Communication: Hypodermic theory of Mass Communication, Individual Difference Theory, Personal Influence Theory, Sociological Theories of Mass Communication, Normative theories of Mass Media.		08
Part-B : Journalism			
V	Journalism: Meaning, Definition and Function, 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 Journalist, Values and Ethics of Journalism.		04
VIII	Press Council of India, RNI, Committees for Journalism.		09

Suggested Readings:

- Narula, Uma: 2006: Handbook of Communication, New Delhi, Atlantic Pub.
- Narula, Uma: 2006: Communication Models, New Delhi, Atlantic Pub.
- Narula, Uma, 2008, Mass Communication Theory and Practice, New Delhi, Haranand Publication
- Agarwal, Veerbal and Gupta, V.S.: 2001, Hand Book of Journalism and Mass Communication, New Delhi, Concept Publishing
- Kumar, Keval J.: 2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd ed.)
- McQuail, Denis :
2008: Mass Communication Theory, New Delhi, Vistar Pub.,
- Malhan P.N. : 2017, Communication Media : Yesterday, Today and Tomorrow, New Delhi, Publication Division
- Natrajan. J.: 2017, History of Indian Journalism, New Delhi, Publication Division
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- dqekj] dsoy ts]% 2017 Hkkjr es tulapkj] eqEcbZ] t;dks izdk'ku
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Suggested Digital Platforms : e-PG Pathshala, Swayam Portal, IGNOU and UPRTOU online Study Material

Programme /Class : Certificate BAJMC Honors		Year : First	Semester-I
Course/Paper-II			
C- II		CourseTitle: General Hindi	
Courseoutcome:			
<ul style="list-style-type: none"> To learn Hindi language and develop proficiency To become competent in use the Hindi Language in Journalistic Approach 			
Credits:4		Compulsory	
Max.Marks:100			
(External : 75 + Internal :25)			
TotalNo.ofLectures- 60			
Unit	Topics	No.ofLectures	
I	'kCn fopkj] okD;] IKk] fyax] opu] SSSdkjd	7	
II	lqZuke] fØ;k] fo'ks" k.k] sfØ;k & fo'ks" k.k] lac/kcks/kd] leqPp;cks/kd] foLe;kfncks/kd	8	
III	lk:kZ:okph 'kCn] foykse] le:ih] ,dkFkZd] vusdkFkZd 'kCn] milxZ vkSj izR;;	6	
IV	okD;ka'k ds fy, ,d 'kCn ,oa vFkZHksn okys 'kCn] eqgkojs] vyadkj	4	
V	i=ys[ku] vuqPNsn ys[ku] vuqokn] lkjh'k	10	
VI	ys[k] fucU/k] vifBr] IEiknd ds uke i=	10	
VII	ehfM;k dh Hkk"kk] lekpkjksa esa iz;ksx gksus okys 'kCn	07	
VIII	foKkiu esa iz;ksx gksus okys yksdfiz; 'kCn] dgkuh ys[ku	08	
SuggestedReadings:			
<ul style="list-style-type: none"> Ckkgjh] gjnso% lkekU; fgUnh] bykgkckn] iz;kx izdk'ku dqekj] lq'khy % lkekU; fgUnh] iVuk] iVuk izdk'ku flag] oklqnsa izlkn % lkekU; fgUnh ,oa Hkk"kk f'k{k.k] iVuk] iVuk izdk'ku 			

Programme/Class:Certificate BAJMC Honors	Year:First	Semester:First
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Course/Paper-III		
C-III	Course Title : Digital Journalism (Value Added Course)	
Course outcome: This course aims: <ul style="list-style-type: none"> To provide introduction to Digital Journalism. To impart the knowledge of Computer Networks and social Networking Sites. 		
Credits:4	Compulsory	
Max.Marks:100 (External : 75 + Internal :25)		
Total No.ofLectures=60		
Unit	Topics	No.ofLectures
I	Digital Communication: Meaning and Definition Characteristics of Digital Communication	6
II	CharacteristicsofInternet BriefHistoryof ISP	6
III	Search Engines Websites and its type	8
IV	Email: Need and Importance E-Commerce	8
V	Brief History of e-newspapers in Hindi and English Reasons for the Growing Popularity of e-newspaper	8
VI	Future aspects of e-newspapers Limitations of Digital Journalism	6
VII	Elements of Online Newspaper Difference between Print and Online Journalism	6
VIII	News Portals Reporting, Writing and Editing for Online Newspaper	10
SuggestedReadings: <ul style="list-style-type: none"> Nath,Shyam, 2002 : Assessing the State of Web Journalism, New Delhi, Author Press Ahmad,Tabraj,2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication Menon,Shailja,2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press Talesra,Hemlata/Nagda, M.L.,2003 : Web Paged Learning, Delhi, Authors Press Chakravarthy,Jagdish,2004 : Net, Media and the Mass Communication, New Delhi, Author Press Ray, Tapas,2009:OnlineJournalism:ABasicText,NewDelhi,CambridgeUniversityPressIndiaPvt.Ltd. Verma,Deepika,2020:TheEra ofNewMedia,NewDelhi,A.R.Publication 2nd Edition) Verma,Deepika,2020: Social Media :Language, Policy & Management, New Delhi, Parikalpna Publisher. 		
SuggestedDigital Platforms : e-PG Pathsala, Svayam Portal, IGNOU and UPRTOU online Study Material		

Programme/Class:Diploma BAJMC Honors	Year:First	Semester:First
Course/Paper- IV		

C-IV		Course Title :Advertising and Public Relations
Courseoutcome:		
<ul style="list-style-type: none"> • Prepare the Students to understand basic concept of Advertising • Students will get familiar with different types of Advertising • To know about the ethics of Advertisement 		
Credits:4		Compulsory
Max.Marks:100		
(External : 75 + Internal :25)		
Total No. of Lectures : 60		
Unit	Topics	No.ofLectures
I	Advertising : Concept, Definitions, Types and Functions, Evolution of Advertising	03
II	Advertising Agencies : Functions, organizational structure, Advertising and Marketing mix. Advertising and Market Research.	10
III	Theories of Advertising, Motivation theory, Consumer behavior, Advertising Appeals	09
IV	Consumer Behavior: Factors, models and Brand positioning-Creative Strategies-creating ads for FMCG products-Brand promotions and sales promotions. Advertisements and Ethics. ASCI	08
V	Advertising Research : Importance , Types Online Advertising: Process, Scene, Types, Creating Measuring Online Advertising : CPC, CPM and other Methods	08
VI	Public Relations : Nature and Scope, History, Definition, Role and Function of Rr, Publicity, Public Opinion, Propaganda, Public Affairs and Lobbying	6
VI	PR Tools: House Journals, Press Conferences, Press Releases, Exhibitions, Advertising, Media Tours. PR in Public Sector, Private Sector, Multi Nationals	8
VIII	PRSI Theories of PR : Symmetrical & Asymmetrical, PRO, Corporate Communication : Corporate : Image, Identity	8
SuggestedReadings:		
<ul style="list-style-type: none"> • Sharma,S.&KumarDeepak : 2003:Advertising Planning, implementation & Control,Jaipur, Mangaldeep Publication • Pant,N.C.: 2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication(1st edt.) • Kundra,Shipra : 2005:introduction to Advertising and Public Relations, New Delhi • Anmol Publication (1st edt.) • JethwaneyJaishri&JainShruti : 2006:Advertising Management, New Delhi, Oxford University Press • Mohan Savita : 2012:TrendsInAdvertisingManagement,NewDelhi,EnkayPub. • Patanjali,Premchand : 2008, Aadhunik Vigyapan, New Delhi, Vani Prakshan • Gupta, U.C.:2012,Aadhunik VigyapanAurJansampark,NewDelhi,ArjunPublishingHouse • Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co. 		
SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material		

Programme/Class:Diploma BAJMC Honors	Year: First	Semester : First
Course/Paper-V		
C-V	CourseTitle : Course Related Practical-Viva	
Maximum Marks : 100 (Only External)		

Programme/Class:Certificate BAJMC Honors	Year:First	Semester:Second
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Course/Paper-VI		
C-VI	Course Title :Print Media (Reporting and Editing)	
Courseoutcome:		
<ul style="list-style-type: none"> • Students will get Familiar with Art and Challenges of Reporting • Students will get knowledge of Editing Methods, Tools and Symbol • Students will learn about Role and importance of Translation in the field of Journalism 		
Credits : 4	Compulsory	
Max.Marks:100		
(External : 75 + Internal :25)		
Total No. of Lectures : 60		
Part – A: Reporting		
Unit	Topics	No.ofLect ures
I	News: Concept, Meaning, Definition and Importance of News, Elements of News, News Value, Selection of News, Objectivity of News, Types of News.	10
II	Intro : Definition and Types, Headline : Definition & Types Beat: Meaning, Importance and Types : Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women	06
III	Types of Reporting : Crime, Civil, Society, Culture, Politics, Commerce and Business, Education, Development, Investigative Reporting	08
IV	Structure and Functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.	06
Part – B: Editing		
V	Editing: Concept , Process and significance Editing : Nature and Need for Editing, Principles of editing, editorial desk and its function, Style Sheet – editing symbols, photo editing Editorial Values: Objectivity, facts, impartiality and balance.	8
VI	Proof Reading: Meaning, Definitions and Importance, Proof Reading Symbols, New Techniques of Proof Reading	8
VII	Translation: Meaning, Definition, uses and importance of translation in Journalism, Translation of Government Orders	8
VIII	Structure of editorial Department: Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, and Proof Reader.	6

Suggested Readings:

- Harimohan, Joshi Shankar 1995: Khoji Patrakarita, New Delhi, Taxshila Publication (1st ed.)
- Srivastava, K.M. 2003: News Reporting and Editing, Delhi, Starline Publication
- Flemming and Hemmingway 2005, An Introduction to Journalism, New Delhi, Vistaar Publications
- Sharma, Seema 2005: Journalism Reporting, New Delhi, Anmol Publication (1st ed.)
- Puri, Manohar 2006: Art of Reporting, New Delhi, Pragan Publication
- Tripathi, RC 2013: Patrakarita ke Sidhant, New Delhi, Naman Prakashan
- Palanithurai, G 2008, Dynamics of New Panchayati Raj System in India, New Delhi, Concept Publishing Co.
- Chaturvedi, Prem Nath 2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
- Prabhakar, Manohar/Bhanavat, Sanjeev 2002: Sampadan Evam Mudran Technic Jaipur, Pulitzer Institute of Comm. Studies (1st ed.)
- Harimohan 2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd ed.)
- Jain, Ramesh 2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1st ed.)
- Moen, Daryl 2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5th ed.)
- Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd ed.)

Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material

Programme/Class:Certificate BAJMC Honors		Year:First	Semester:Second
Course/Paper-VII			
C-VII		Course Title : General English	
Courseoutcome: Thiscourseisdesignedwithanaim: <ul style="list-style-type: none"> • Toearnlanguageanddevelopproficiency • To becomecompetentin the use of English Language in Journalistic Approach. 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics	No.ofLectures	
I	Articles Parts of Speech Figure of Speech	10	
II	Sentences : Simple, Complex and Compound Propositions propositional phrases Tenses	08	
III	Correction of Common Errors Choosing Correct Forms Rewriting Sentences	06	
IV	Compound Words Words often mis-spelt and misused Idioms, Antonyms, Synonyms	06	
V	Homonyms, Acronyms One-Word Substitutes	06	
VI	Composition and Mechanics of Writing Translation Précis, Paragraph, Expansion	08	
VII	Use of English Words in Hindi Newspaper Curriculum Vitae/Resume	06	
VIII	Article Writing Letter & Application Writing	10	
SuggestedReadings: <ul style="list-style-type: none"> • Wren,P.C.&Martin: HighSchoolGrammar&Composition,NewDelhi,S.Chand&Co. Ltd. • Agarwal Malti :2008, Remedial English Language, Meerut, Krishna Publication • Agarwal, Malti:2008, Professional Communication, Meerut, Krishna Publication • Sinha R.P.: 2002, How to write Correct English, Patna, Prabhat Publication 			

Programme/Class:Diploma BAJMC Honors		Year:First	Semester: Second
Course/Paper-VIII			
C-VIII		Course Title : Photojournalism (Value Added Course)	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will come to know about the basics of Photography • Students will gain knowledge about different types of Photography • To make students able to use Photo Editing Software 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLect ures
I	Photography: Origin and Definitions of Photography, Camera And It's Evolution.		7
II	Modernization of Photography and its use in Mass Media, Digital Photography		8
III	Cameras, Lenses, Tripods, Monopods, Camera bags, Digital Storage.		10
IV	Different types of Lighting: Natural Lighting, Artificial Lighting, The reflection of light, Outdoor and Indoor Lighting Equipment and photographing.		5
V	News Photography, Sports Photography, Portrait Photography, Fashion Photography.		7
VI	Wild Photography, Advertisement Photography. Photo Feature.		8
VII	Photo Editing Software : Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)		8
VIII	Correcting Imperfect images: Picture Orientation, Cropping, Levels, Altering Brightness and Contrast, Red eye.		7
SuggestedReadings:			
<ul style="list-style-type: none"> • Barnbuaum, Bruce : 2010, The Art of Photography, San Rafael-USA, Rocky nook • Elkinis, James: 2007, Photography Theory, Routledge • Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House • Kelby, Scott : 2006, Digital Photography, San Francisco, Peachpit Press • Syl,Arena:2012, Lighting for Digital Photography: From Snapshots to Great Shots, Peachpit Press • Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust 			
SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Certificate BAJMC Honors		Year:First	Semester:Second
Course/Paper-IX			
C-IX		CourseTitle:Value Education	
Courseoutcomes: This course is designed			
<ul style="list-style-type: none"> • To introduce meaning, aim significance of value education. • To explain the role of value education in personaldevelopmentand nationbuilding. 			
Credits:4		Compulsory	
Max.Marks:100			
(External : 75 + Internal :25)			
Total No.ofLectures=60			
Unit	Topics		No.ofLect ures
I	Meaning and Significance of Value TypesofValue , RoleofCultureandTradition inValueEducation		07
II	ValueEducation inIndian Society Role of Shrimad Bhagwat Geeta in the Indian Values and Culture		09
III	ValueEducationforSelfDevelopment Self-AnalysisandIntrospection,		08
IV	SensitizationtowardsEquality,PhysicallyandMentallyChalleng edRespecttopersonsaccordingthe basisoftheirage,Experience etc.		07
V	ValueEducationforNationBuilding Respect to Indian constitution and National Values,		07
VI	DemographicCharacterofIndianSociety, IntegrityofIndia		06
VII	MediaandSocialValues RoleofVoluntaryorganizationsin valueeducation		08
VIII	RoleofMediain creatingawareness RoleofVariousInstitutionsininculcatingvalues		08
SuggestedReadings:			
<ul style="list-style-type: none"> • Chitakra,M.G. :2003: Education and Human Values, New Delhi, APN Publishing Corporation • Chakravarthy,S.K.: 1999 : Values and Ethics for Organizations : Theory and Practice, N.Delhi, Oxford University Press • Sachchidananda,M.K. 1991 : Ethics, education, Indian Unity and Culture, Delhi, Ajanta Publications • Goel,ArunaandGoel, S.L. 2004:HumanValuesandEducation,NewDelhi,JBAPublisher 			

Programme/Class: Diploma BAJMC Honors	Year: First	Semester : Second
Course/Paper-X		
C-X	CourseTitle : Course Related Practical-Viva	
Maximum Marks : 100 (Only External)		

Programme/Class:Diploma BAJMC Honors		Year:Second	Semester:Third
Course/Paper-XI			
C-XI		Course Title : Broadcast Journalism	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will get the knowledge of history and development of Radio • Students will come to know about different types of Radio Programme 			
Credits:4		Compulsory	
Max.Marks:100			
(External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics	No.ofLectures	
I	History and Development of Radio in World Scenario, History and Growth of Radio in India, Characteristics of Radio	08	
II	Three Modes of Transmission AM,SW,FM Organizational Structure of All India Radio	06	
III	Radio Programs : Spoken Words, Music Specific Audience Programmes, Interview, Talk, Discussion	08	
IV	Radio Feature, Radio Play, Radio Bridge, Radio Commentary	08	
V	Language of Radio, Writing of Radio News : Structuring Radio Copy, Editing Agency Copy, Reporter's Copy, Compiling Radio News Programmes, News Capsuling Radio Commercials, Radio Jingles	08	
VI	Educational Radio Community Radio	06	
VII	Qualities of Presenter / Radio Jockey Importance of Pronunciation and Voice Modulation Introduction to Microphones	06	
VIII	Radio Programme Production: Pre-Production, Production, Post Production	10	
SuggestedReadings:			
<ul style="list-style-type: none"> • Luthra,HR : 1986: Indian Broadcasting, New Delhi, Publication Division,Govt. of India • Ravindran,RK: 1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Publication (1st edt.) • Mehra,Ramesh : 2007: Media aur Prasaran, New Delhi, • Sharma,Kaushal : 2007:RadioPrasaran,NewDelhi,PratibhaPublication • Katheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan • Kumar,Prashant : 2015,BharatMeinRadioPrasaran,NewDelhi,A.R.Publication 			
SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Diploma BAJMC Honors		Year:Second	Semester:Third
Course/Paper-XII			
C-XII		Course Title :Mass Media Writing Skills	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will know about types of media writing • To enhance writing skills in students 			
Credits:4		Compulsory	
Max.Marks:100			
(External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLect ures
I	TypesofMediaWriting WritingforNewspapersandMagazines		08
II	NarrativeWriting Interpretativewriting		07
III	Feature: Concept and Meaning Types of Feature Ingredients of feature writing		08
IV	Reportage Writing for Radio and TV Programmes		07
V	Edit Page writing : Leader writing Write-Ups Middles		08
VI	Opinion Writing Letter's to Editor		07
VII	Technical Writing : Science, Business, Environmental Difference between Newspaper and Magazine Writing		08
VIII	Freelance Writing Qualities of Freelance Journalist		07
SuggestedReadings:			
<ul style="list-style-type: none"> • Chadhdha,Savita : 1998 : Modern Journalism and News Writing, Delhi,Taxshila Prakashan, • George,A. Hough : 2006,Newsriting,NewDelhi,KanishkaPublishers • Tripathi.RC. and Agarwal Pawan, Media Lekhan, Lucknow, Bharat Prakashan • Tripathi,RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan • Pant.,N.C.2008, Media Lekhan ke Sidhant, Delhi, Taxshila Prakashan • Mishra, Chandra Prakash:2013 Media Lekhan Sidhant aur Vyavhar, SanjayPublisher • Mehta. Yashoddhara : 2018, Media lekhan Sidhant aur Prayog, Delhi, Rawat Publication • Prasad. Govind and Pandey Anupam:2011, Media Lekhan aur Sampadan Kala, N. Delhi Discovery Pubishing House 			
SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Certificate BAJMC Honors		Year:Second	Semester:Third
Course/Paper-XIII			
C-XIII		Course Title : Social and Political System of India	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will get Familiar with Indian Society and Political system of India. • Students will get the knowledge of Indian Social and Political structure. 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLe ctures
I	Society: Concept and Definitions. Introduction to Indian Social Structure. Social Stratification in India. Faith and Belief in India. Social Institutions: Family, Community, Social Groups.		08
II	Social Change: Concept, Process, Types and agents/factors. Types of Society and Communication: Ancient, Recent, Past and Present.		07
III	Marriage and Kinship in Indian Social System. Changing Indian Society.		05
IV	Culture: Tradition and Values. Various aspects of Indian Culture. Individualism and Collectivism.		06
V	Foundation of Indian Constitution, Preamble and Specific features of Indian Constitution. Fundamental Rights and Fundamental Duties, Directive Principles of State		10
VI	Legislative and other procedure, Passing of Bills, Procedure of Passing Budget and Constitution Amendment Bills, Parliamentary Committees and Functions		12
VII	Citizenship and CAA, NRC, Article 370 Abolition		07
VIII	Changing nature of Indian Party System National Parties, Regional Parties		05
SuggestedReadings:			
<ul style="list-style-type: none"> • Ravindran,R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1st ed.) • Campbell,Richard 2000: Media And Culture,New York, Bedford Publication, (IInd ed.) • Singh,J.K.2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st ed.) • Sharma,R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1st ed.) • Kumar,KavelJ.2015: Mass Communication in India ,Delhi, Jaico Publication House (IIIrd ed.) • Ahuja,Ram 1993, Indian Social System, New Delhi, Rawat Publisher • Ahuja,Ram 1992, Social Problems in India, New Delhi, Rawat Publisher • Basu, D.D. : 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India • Basu, D.D. : 2013, Bharat ka Samvidhan Ek Parichay, New Delhi, Lexis Nexis Bitterworths India • Kashyap,Subhash:2011,Hamari Sansad, New Delhi, National Book Trust • Jain,Pukhraj :2015,Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan • Jain,PukhrajandRajesh:2015, Bhartiya Samvidhan, Delhi, SBPD Publishing House 			
SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Diploma BAJMC Honors		Year:Second	Semester:Third
Course/Paper-XIV			
C-XIV		Course Title : Corporate Communication	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will learn about the basic concept of Corporate Communication • To understand about the process of Media Planning, Press Conference and Press Briefing 			
Credits:4		Compulsory	
Max.Marks:100			
(External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLec tures
I	Corporate Communication : Concept, Definitions and Evolution of Corporate Communication in India.		07
II	Corporate Communication Functions. Need for Corporate Communication. Corporate Public Relations.		08
III	Corporate Social Responsibility, Corporate Communication and Management.		06
IV	Defining strategy and its relevance in Corporate Communication, Campaign planning, crisis management Techniques.		09
V	Media Planning and Media Selection, Building a distinct. Corporate identity. Making of Logo, House style, Lettering and process.,		08
VI	Organizing press Conferences, Press Briefings Proactive and reactive media relations.		07
VII	Brand: Meaning, Concept, significance, Characteristics of brands, Product, Product vs. Corporate Branding, Functions of Brand, Process of Branding.		08
VIII	Developing Brand Identity and Personality, Brand Strategies, Brand Sponsorship, Brand Extension, Multiple Branding, Co-branding its type.		07
SuggestedReadings:			
<ul style="list-style-type: none"> • Jethwani,JaishreeJ.:Corporate Communication, Oxford Unviersity Press • Cutlip, ScottM. :, Center, Allen H., Broom Glen M., ;Effective Public Relations, Person Education • Wilcox, Dennis L, Study Guide for Public Relation : Stratiefies and Tactics; Academic Internet Publisher • Chatterji, Madhumita, Corporate Social Responsibility, Oxford University Press • Keller L Kevin, Strategic Brand Management, Person Education • Majumdar, R., Product Management in India; Person Education • Kapferre, Jean-Noel; The New Strategic Brand Management; Koga Page • Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co. 			
SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Diploma BAJMC Honors	Year: Second	Semester : Third
Course/Paper-XV		
C-XV	CourseTitle : Course Related Practical-Viva	
Maximum Marks : 100 (Only External)		

Programme/Class:Diploma BAJMC Honors		Year:Second	Semester: Four
Course/Paper-XVI			
C-XVI		Course Title : Television Journalism	
Courseoutcome:			
<ul style="list-style-type: none"> • To make students aware of nature and importance of Television • To impart knowledge about different types of Television programmes • To make students understand the process of Television Programme Production 			
Credits:4		Compulsory	
Max.Marks:100			
(External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLec tures
I	History and Development of Television in India Nature and Importance of Television		05
II	Characteristics of TV as Compared to other media Mode of Transmission : Terrestrial Satellite TV, Cable TV		04
III	Nature and Types of TV Programmes Fictional Programmes : Soap Opera, Serials, Films		04
IV	News Based Programmes : Talk, Discussion, etc. Educational Programme Commentary, Documentary Reality Shows		12
V	Elements of TV News Sources of TV News		05
VI	Types of TV News Bulletins and their Structure Basic Principles of TV News Writing News Package		10
VII	Television Programme Production Pre Production Production Post Production		10
VIII	Anchoring and Presentation : Pronunciation Body Language Art of Anchoring News Reading Art of Interview		10
SuggestedReadings:			
<ul style="list-style-type: none"> • Barnbaum, Bruce : 2010, The Art of Photography, San Rafael-USA, Rocky nook • Elkinis, James: 2007, Photography Theory, Routledge • Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House • Kelby, Scott : 2006, Digital Photography, San Francisco, Peachpit Press • Syl,Arena:2012, Lighting for Digital Photography: From Snapshots to Great Shots, Peachpit Press • Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust 			

Programme/Class:Diploma BAJMC Honors		Year:Second	Semester: Four
Course/Paper-XVII			
C-XVII		Course Title : Rural and Environmental Communication	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will know about Environment • Students will know the importance of Rural Communication. 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
TotalNo.ofLectures:60			
Unit	Topics		No.ofLect ures
I	Environment : Concept and Perspectives, Environment and Society, Environment Pollution		06
II	Need for Environmental Communication, International Issues of Environment : Global Warming, Earth Summits, Green House Gas Emissions, Role of UNO in Environment Protection		09
III	India's National Environment Policy, Ministry of Environment and Forest Govt. of India, Department of Environment Uttar Pradesh, Environmental Laws.		07
IV	National Mission for Clean Ganga-Namami Gange, Yamuna Action Plan, Important Environmental Movements : Chipko Movement, Jungle Bachao Andolan, Narmada Bachao Andolan, Tehri Dam Project, Bhopal Gas Tragedy		08
V	Concept of Rural Area and Rural Community, Rural Development: Meaning and Objectives, Areas of Rural Development: Health, Agriculture, Education, Women Empowerment etc.		09
VI	Role of Panchayati Raj Institutions and Opinion Leaders. Rural Communication : meaning and Scope, , Rural Journalism , Newspapers, Community Radio		06
VII	Traditional Media & Development: Traditional and Folk Media, Folk Culture, Folk Song, Dance and Drama, Traditional Folk Media in Rural Campaign and Advocacy.		08
VIII	Role of Media and Information Technology in Rural Journalism. Role of NGO's and Volunteering Agencies.		07

SuggestedReadings:

- R.Rajgopalan:2005, Environment Studies From Crisis to Cure, New Delhi, Oxford Press
- Abraham, Rajmola :2010, Journalism and Environment News, New Delhi, Kanishka Publication
- Kumar,KevalJ.:2015: Mass Communication in India, Mumbai, Jaico Pub.
- Gupta,V.S.:2000, Communication & Development, New Delhi, Concept Publishing Co.
- Jain,C.M., 1995, Media and Rural Development, Jaipur, University Book House
- Patil, Jaya:2004, Media for Rural Communication, Delhi, Delta Publishing House
- Narula, Uma:2004, Development Communication, Theory and Practices, New Delhi, Haranand Publication
- Sinha, Arvind Kumar, 1985, Mass Media and Rural Development, New Delhi, Concept Publishing Co.

SuggestedDigital Platforms : e-PG Pathsala, Svayam Portal, IGNOU and UPRTOU online Study Material

Programme/Class:Diploma BAJMC Honors		Year:Second	Semester: Four
Course/Paper-XVIII			
C-XVIII		Course Title : History of Press in India	
Course outcome:			
<ul style="list-style-type: none"> • Students will know about the History of Press in India • Identify and define various kinds of newspapers and understand how newspapers are shaped • Students will know the importance of Press in Freedom Struggle. 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
TotalNo.ofLectures:60			
Unit	Topics	No.ofLectures	
I	The Origin of Press: Invention of Printing Press – Gutenberg Press – Role of Printing in evolution of modern newspapers; Growth of newspapers in India: Hickey's Gazette, Early journalism in Bengal, Bombay and Madras presidencies.	06	
II	Growth of Press and Indian Independence Movement; Role of Newspapers in Indian Freedom struggle; Contribution of Anglo-Indian and Nationalist Press to the field of Journalism in India; Role and responsibility of press in Modern India.	09	
III	Contribution of Eminent Personalities to Indian Journalism: Bal Gangadhar Tilak, Arvind Ghosh, Mahatma Gandhi, Lala Lajpat Rai, Lala Hardayal	07	
IV	Contribution of Important News Papers: Amrit Bazar Patrika, The Times of India – The Hindu; Contemporary News Papers in Telugu – Eenadu, Saakshi, Andhra Jyothy, Andhra Bhoomi, Surya, Vaartha, Prajashakthi, Visalandhra.	08	
V	British Government and Indian Press, Brief History of Journalism In M. U.P, Other Indian Languages and Press History, Leading Indian Journalist and Editor of Indian Press, Freedom of Press	09	
VI	History of Today's Leading News Paper, Danik Bhaskar, Patrika, Dainik Jagaran, Amar Ujala, Hindustan, The Times of India, Hindustan Times, Malayala Manorma and Enadu	06	
VII	Literary Magazines, India Today, The Week, Outlook, Frontline, Organizer, Panchjanya.	08	
VIII	Indian Press institutions and their Role (PCI, Press Institute of India, Press club ABC) B) News Agencies in India (UNI, PTI, UNIVARTA, PTI-BHASHA, SAMACHAR)	07	
Suggested Readings:			
<ul style="list-style-type: none"> • Mazumdar, Aurobindo. Indian Press and Freedom Struggle (1993) Orient Longman • Sarkar, R.C.S The Press in India (1984) Schand & Co Ltd • Natarajan, S. A History of the Press in India (1962) Asia Publishing House, Bombay • Natarajan, J A History of Indian Journalism (1955, Rpt 1997) Publishing Division, New Delhi • Gopal, Madam, Freedom Movement and the Press: The Role of Hindi Newspapers (1990), Criterion Pub. 			

Programme/Class: Diploma BAJMC Honors		Year: Second	Semester: Four
Course/Paper-XIX			
C-XIX		Course Title : Media Laws and Ethics	
Course outcome:			
<ul style="list-style-type: none"> • To know about the concept of law • To make students aware of various media Associations and Organizations 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.of Lectures
I	Law : Concept, Meaning and Definition Law and Justice Society , Press and Law		08
II	Indian Constitution and Press Freedom of Speech and Expression		07
III	Parliamentary Privileges Contempt of Court		08
IV	Press and Registration of Book Act Official Secret Act		07
V	Defamation Copy Right Act Working Journalist Act		08
VI	Digitations and Conditional Access System Cinematography Act Cyber Laws		07
VII	Right to Information Act Prasar Bharti Act Cable TV Regulation Act		08
VIII	Media Associations and Organizations : PCI, INS, Editors Guild Audit Bureau of Circulation, Different Committees : Chanda, Nayyar, Verghese, Joshi Media Ethics		07
Suggested Readings:			
<ul style="list-style-type: none"> • Trikha, NK:2012, Press Vidhi, Varanasi, Vishvidyala Prakashan • Neelamdar, M:2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd. • R.S. Myneni:2020, Media Law, New Delhi, Asia Law House • Bansi, Munna:2014, Mass Media and Related Laws in India, Kolkata, Booksway • Kundra, S:2005, Media Laws and Indian Constitution, New Delhi, Anmol Publication • Prasad, Kiran:2011, Media Law In India, Kluwer Law International • Dixit, Anil K:2006, Press Laws and Media Ethics, Reference Press • Basu, D.D., 2020, Introduction to The Constitution of India, Gurgaon, Lexis Nexis • Basu, D.D. 2005, Law of the Press in India, N. Delhi, Prentice Hall of India • Singh, Srikant: Janmadhyam Kanoon evam Uttardayitva, N. Delhi, Satyam Publishing House • Singh, S. Swaroop : 2004, Press aur Bhartiya Sansad, N. Delhi, Classical Publishing Co. 			
Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Diploma BAJMC Honors	Year: Second	Semester : Four
Course/Paper-XX		
C-XX	CourseTitle : Course Related Practical-Viva	
Maximum Marks : 100 (Only External)		

Programme/Class:Degree BAJMC Honors		Year:Third	Semester: Fifth
Course/Paper-XXI			
C-XXI		Course Title : Introduction to Film Studies	
Courseoutcome:			
<ul style="list-style-type: none"> • To know about the concept of Film • To make students aware of various aspects of film making 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics	No.ofLec tures	
I	The Birth of Cinema; Pioneers of Cinema- Edison, Lumiere Brothers, Influence of Studios on cinema; Development of Hindi and Regional cinema, Silent era of Indian cinema, Hiralal Sen, D. G. Phalke	08	
II	Fundamentals of film production. Stages of film production from script to screen— various technicians and artistes involved in the production work. Production- three important stage — pre-production stage— preliminary works to be done for film production- Production stage-Post-production stage.	07	
III	Budgeting Usefulness of budgeting— Budget formats — the various methods of acquiring Finance for film production. Govt. Control over film industry — Film laws- Associations & their role.	08	
IV	Film Distribution Process Areas of distribution in India. Different terms of contract — M.G. Basis — Our right basis - advance basis and royalty basis — Contemporary distribution methods. Exhibition — Different types of theatres - Methods of film exhibition — in the various centers	07	
V	Role of the Film Director How we read and understand an image Director's Responsibility, Moral, artistic, Technical and financial — interlocking roles of various technicians and artistes in the making of a film. Film as the Director's medium of expression— Their contribution to the art of film.	08	
VI	Director & Script Idea, Theme, Outline: Deep structure of the story, Treatment, Writer's script: Shooting script, Developing the idea through brooding, Scenes & sequences A simple sequence in terms of long, medium, & close shots	07	
VII	Types of Editing Introduction to linear editing— Non-Linear Film editing— Planning and designing of an editing room. The arrangement of linear film editing room. Non-Linear film editing room.Study of Editing tools and accessories for linear film editing and Non-Linear film editing.	08	
VIII	Aims of lighting – The concept of good lighting and bad lighting. The horizontal positioning of a light source and its effect. The vertical positioning of a light source and its effect. Combination of horizontal and vertical positioning of light sources - Lighting terms	07	

Suggested Readings:

- Michael Freeman: Light, (2014) Publisher : Ilex Press; UK ed. edition
- Gerald Millerson, (1982) The Techniques of Lighting for Television and motion picture –, Publisher: Focal Press; 2nd edition.
- Earnest Walter, (1976). The Techniques of Film Cutting Room , Publisher : Communication Arts Books.
- Don Livingstone, (1953). Film and the Director, Publisher : Macmillan; First Edition.
- David Samuelson, (1984) 'Motion Picture Camera Techniques', Publisher: Focal Press; 2nd edition.
- Douglas Underdahl, (1993) 'The 16mm Camera Book, Long Valley Equipment', Inc.

- David Samuelson, (2014) 'The Hands on Manual for Cinematographers' by, Publisher Routledge; : .2nd edition

Programme/Class:Degree BAJMC Honors		Year:Third	Semester: Fifth
Course/Paper-XXII			
C-XXII		Course Title : Sports Journalism	
Courseoutcome:			
<ul style="list-style-type: none"> • To introduce the students to the concepts of sports journalism • To discuss the fundamentals of sports policymaking in India • To learn how to cover the activities and roles of various National, Regional and International sports governing, regulatory and players' bodies • To understand how sports is covered by the broadcast medium 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLec tures
I	History of sports and its media coverage in the modern era, Concept of sports journalism, Sports as a part of culture, international and indigenous games.		06
II	Functioning of a sports newsroom including hierarchies, Amateur and professional sports, Basic understanding of the different kinds of popular sporting activities in India and around the world		06
III	Elementary knowledge of sports policymaking in India, Sports ministry and various sports governing bodies BCCI, Football Federation, Indian Hockey Association, ILTA and bodies governing other major sports like badminton, volleyball, basketball, athletics, swimming, kabaddi, etc		07
IV	International sporting organizations and regulatory bodies like IOC, FIFA, FIH, ICC, etc., The Indian government's sports budget and allocations to various sports, Budget for creation of sports infrastructure, Corporate promotion of sports like Tata Football Academ		05
V	Understanding various beats in sports reporting in India, Cricket reporting and written commentaries, the role of corporates in cricket, Reporting football, hockey, tennis, Reporting athletics both national and international, Reporting badminton, wrestling, boxing, kabaddi, kho kho, basketball, volleyball, table tennis, chess, Reporting rowing, sailing and shooting.		10
VI	Learning to analyze performance of sports persons and teams, Writing for print media and websites and use of graphics. Online commentary and the shift in commentary styles, Major national and international sporting events and their calendars, Profiles of well-known sports personalities of present and past, Gender neutral reporting of sports in media		10
VII	Personnel and hierarchies in sports production – role and functions: reporters, producers and camerapersons, Live production team – floor manager, talent like anchor guests, sound recordists, Production control room, Teleprompter, live graphics through viZ,		08
VIII	Live commentary, Anchoring for sports, AR Graphics, animations, scorecards, switcher, Director of photography, Show director, show producer, evs operator, audio mixer, playout producer, MCR team, Understanding various beats in sports reporting, Coverage of malpractices and corruption in sports		08

Suggested Readings:

- The Boys of Winter: The Untold Story of a Coach, a Dream, and the 1980 US Olympic Hockey Team by Wayne Coffey
- Open: An Autobiography by Andre Agassi
- Open: An Autobiography by Andre Agassi
- Cricket Country: The Untold History of the First All India Team by Prashant Kidambi

Programme/Class:Degree BAJMC Honors		Year:Third	Semester: Fifth
Course/Paper-XXIII			
C-XXIII		Course Title : Business Journalism	
Courseoutcome:			
<ul style="list-style-type: none"> • Students will be able to identify and recognize of how a business newsroom functions across various media platforms. • Students will be able to relate to the basics of macroeconomic policymaking in India. • Students will be able to identify various facets of corporate and commodity reporting in India including the functioning of various markets. 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures : 60			
Unit	Topics		No.ofLec tures
I	What is Business Journalism? Functioning of a business newsroom including hierarchies, Elementary knowledge of macroeconomic policymaking in India, Basic understanding of money, equity, commodity and fund reporting.		
II	Functioning of the Finance Ministry including the Department of Economic Affairs, Department of Expenditure, Department of Revenue including the Central Board of Direct Taxes (CBDT) and Central Board of Indirect Taxes and Customs (CBIC), Department of Financial Services and Department of Investment and Public Asset Management, Relevance of the Union Budget and its preparation, Role of RBI.		
III	Functioning of the Commerce and Industry Ministry including that of the Department of Commerce and Department for Promotion of Industry and Internal Trade, Directorate General of Foreign Trade, Directorate General of Trade Remedies (Anti-Dumping), understanding foreign trade and the investment scenario in India,		
IV	Understanding various macroeconomic indicators and their implications on the Indian economy, Role of Credit Rating Agencies in macroeconomic policymaking in India, Reporting funds and understanding the importance of IRDAI and PFRDA, Role of Ministry of Corporate Affairs including that of Registrar of Companies, Competition Commission of India and the Serious Fraud Investigation Office, Role of Ministry of Labour and EPFO, Role of NITI Aayog		
V	Understanding various beats in corporate and equity reporting, Role and importance of various industries:, Understanding how the stock markets and indices (BSE Sensex and NSE Nifty) work, Understanding the role of SEBI in market regulation Learning how to analyse quarterly and annual results of corporates and PSU corporations and undertakings, Reporting mergers, acquisitions and takeovers		
VI	Understanding various beats in commodity reporting, Role of the Ministry of Agriculture, Consumer Affairs, Food Processing Industry and Commerce and Finance in the agriculture and food sector.		
VII	Understanding the need to cover courts as part of business reporting, Covering courts (Supreme Court, High Court and District Courts) and Tribunals (Authority for Advance Rulings, Central Electrical Regulatory Authority, National Company Law Tribunal.		
VIII	Writing stories on the macroeconomic policy framework including analytical pieces on various issues surrounding the economy, Learning pre-Budget and post-Budget stories and interviews, Learning how to write market trends (money, equity, commodity), Learning how to analyze and interpret datasets and writing spot stories and analytical pieces, Learning how to write pre-result copies and post-result copies		

Suggested Readings:

- Hayes, K. (2014). Business Journalism. Apress.
- Siegel, J.G. (2000). Accounting Handbook. Barron's Educational Series.
- Beattie, V., Fearnley, S., Brandt, R. (2001). Behind Closed Doors: What Company Audit is Really About. Palgrave Macmillan.
- Leder, M. (2003). Financial Fine Print: Uncovering a Company's True Value. John Wiley & Sons Inc.
- Fridson, M. S. (1995). Financial Statement Analysis: A Practitioner's Guide. John W. Wiley & Sons.
- Comiskey, E.E., Mulford, C.W. (2000). Guide to Financial Reporting and Analysis. John Wiley & Sons, July 2000
- Andrew, J. (1993). How to Understand the Financial Press. Kogan Page Ltd.

Programme/Class:Degree BAJMC Honors		Year:Third	Semester: Fifth
Course/Paper-XXIV			
C-XXIV		Course Title : Media and Cultural Studies	
Courseoutcome: Students will gain knowledge about: <ul style="list-style-type: none"> • Concept of Culture • Intercultural change 			
Credits:4		Compulsory	
Max.Marks:100 (External : 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics	No.ofLec tures	
I	Culture : Concept, Meaning and Definitions Nature of Culture, Characteristics of Culture.	06	
II	Communication and Culture Role of Religion and Tradition in Cultural Integration Importance of Ramayana and Mahabharata in Indian Culture	09	
III	Popular Culture, Mass Culture, Folk Media as a form of Mass Cultural, Mass Media and Cultural Change	08	
IV	Mass Media and Intercultural Change	07	
V	Media as Texts, Signs and Codes in Media, Discourse and Analysis, Understanding media Culture,	08	
VI	Nation, Class and caste issues in Media	07	
VII	Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Fandom, Media Sub Cultures:	09	
VIII	Digital Media Sub Cultures.	06	
SuggestedReadings: <ul style="list-style-type: none"> • R. Hammer and K. Douglas :2009, Media/Cultural Studies, Newyork, Peterlong • C.James and M David:2005, Media and Cultural Theory, London, Routledge • K.Douglas:2020, Media Culture, London, Routledge • McQuail,Denis : 2008:MassCommunicationTheory,NewDelhi,VistarPub. • Kumar,KevalJ.:2015: Mass Communication in India, Mumbai, Jaico Pub. • Gupta,N.L:1998, Cross Cultural Communication, New Delhi Concept Publishing Co. SuggestedDigital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class:Degree BAJMC Honors	Year:Third	Semester : Fifth
Course/Paper-XXV		
C-XXV	CourseTitle : Course Related Practical-Viva	
Maximum Marks : 100 (Only External)		

Programme/Class:Degree BAJMC Honors	Year: Third	Semester : Six
Course/Paper-XXVI		
C-XXVI	CourseTitle : Print Media Practical (Project based Viva)	
Maximum Marks : 100 (Only External)		

rogramme/Class:Degree BAJMC Honors	Year: Third	Semester : Six
Course/Paper-XXVII		
C-XXVII	CourseTitle : Electronic Media Practical (Assignment based Viva)	
Maximum Marks : 100 (Only External)		

Programme/Class:Degree BAJMC Honors	Year: Third	Semester : Six
Course/Paper-XXVIII		
C-XXVIII	CourseTitle : New Media Practical (Assignment based Viva)	
Maximum Marks : 100 (Only External)		

Programme/Class:Degree BAJMC Honors	Year: Third	Semester : Six
Course/Paper-XXIX		
C-XXIX	CourseTitle : Internship - Viva	
Maximum Marks : 100 (Only External)		

Programme/Class:Degree BAJMC Honors	Year: Third	Semester : Six
Course/Paper-XXX		
C-XXX	CourseTitle : Project (Assignment based Viva)	
Maximum Marks : 100 (Only External)		