



Ch. Charan Singh University, Meerut,
Syllabus of B.A. Journalism and Mass Communication (BAJMC)
w.e.f. 2025-26 (B.O.S. 08/05/2025 AC)

(For University Affiliated Colleges)
(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.

B.A. Journalism and Mass Communication (BAJMC) is a career-oriented course spread over six semesters (Three Years). After Completion I year of the Course, students will get a Certificate in (JMC - Journalism and Mass Communication) after IInd year they can get Diploma in JMC (JMC-Journalism and Mass Communication) and after third year students will get Degree in Journalism and Mass Communication (B.A. JMC)

General Rules:

1. The whole programme (BAJMC) is divided into six semesters (Three Years). There will be four theory papers in I, II, III, IV and Vth semesters. In I, II, III, IV and V semesters there will be a course related practical-viva in each semester. In semester VI, the number of practical-viva will be five. 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 external examiner only.
2. The six semesters shall be devoted to Digital Media Practical-Viva, Print Media Practical-Viva, Audio-Visual Production Practical-Viva, Profile Study (Project Report-Viva), Internship-Viva as described in the syllabus details. All practical-viva shall be held towards the end of six semester 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.


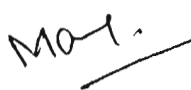





The Course BA JMC (B.A. in Journalism and Mass Communication) is designed to offer comprehensive fundamental training in various fields of Mass Communication like: Print Media, Radio, Television, Photo Journalism, Digital Journalism, Advertising, Public Relations, Media Management and Corporate Communication,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

The objective of BA JMC (B.A. Journalism and Mass Communication) is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train 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 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 install knowledge and fundamentals of communication in the students and improve 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



Ch. Charan Singh University, Meerut,
Revised Uniform Syllabus of B.A. (Journalism and Mass Communication w.e.f.2024-25
(B.O.S.09/12/2024 AC.....)

(For University Affiliated Colleges)

(Three Years / Six semesters Programme)

Year	Sem	Subject	Paper Name	Credit	Marks:100	
					Ext.	Int.
I	I	Course-I	Basics of Mass Communication and Journalism	4	75	25
	I	Course-II	प्रयोजन मूलक हिंदी	4	75	25
	I	Course-III	Environmental Studies	4	75	25
	I	Course-IV	Advertising and Public Relations	4	75	25
	I	Course-V	Computer for Mass Media (Course related practical-viva)	4	100 (External Only)	
	II	Course-VI	Print Media (Reporting and Editing)	4	75	25
	II	Course-VII	Communicative English	4	75	25
	II	Course-VIII	Mass Media Writing Skills	4	75	25
	II	Course-IX	Photo Journalism	4	75	25
	II	Course-X	Media Related Software (Course Related Practical – Viva)	4	100 (External Only)	

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II	III	Course-XI	Value Education	4	75	25
	III	Course-XII	Media Management and Corporate Communication	4	75	25
	III	Course-XIII	Radio	4	75	25
	III	Course-XIV	Indian Political System	4	75	25
	III	Course-XV	Graphics and Design (Course Related Practical-Viva)	4	100 (External Only)	
	IV	Course-XVI	Media Laws and Ethics	4	75	25
	IV	Course-XVII	Media and Cultural Studies	4	75	25
	IV	Course-XVIII	Television Journalism	4	75	25
	IV	Course-XIX	Indian Social System	4	75	25
	IV	Course-XX	Course Related Practical-Viva	4	100 (External Only)	

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III	V	Course-XXI	Communication Research	4	75	25
	V	Course-XXII	Digital Journalism	4	75	25
	V	Course-XXIII	Development Communication	4	75	25
	V	Course-XXIV	Bhartiya Communication System	4	75	25
	V	Course-XXV	Course Related Practical-Viva	4	100 (External Only)	
	VI	Course-XXVI	Digital Media Practical-Viva	4	75	25
	VI	Course-XXVII	Print Media Practical-Viva	4	75	25
	VI	Course-XXVIII	Audio-Visual Production (Electronic Media Practical-Viva)	4	100 (External Only)	
	VI	Course-XXIX	Profile Study (Project Report)	4	100 (External Only)	
	VI	Course-XXX	Internship-Viva	4	100 (External Only)	





B.A. JMC

SEMESTER- I

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
I	I	Course/ Paper -I	Basics of Mass Communication and Journalism	4	75	25
	I	Course/ Paper -II	प्रयोजन मूलक हिंदी	4	75	25
	I	Course/ Paper -III	Environmental Studies	4	75	25
	I	Course/ Paper -IV	Advertising and Public Relations	4	75	25
	I	Course/ Paper -V	Computer for Mass Media (Course Related Practical-Viva)	4	100 (External Only)	

Programme/Class: Certificate B.A.JMC Journalism and Mass Communication		Year: First	Semester: First
Course/Paper- I			
C-I	Course Title: 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 psychology-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: <ul style="list-style-type: none">• Concept, Meaning and Definitions• Need for Communication• Elements of Communication• Types of Communication• Process of Communication• 7 Cs of Communication• Indian Concepts of Communication• Dialogue with Nature• Need & Relevance of Indian Model of Communication with special reference to Sadharnikaran		15
II	Communication Models: <ul style="list-style-type: none">• Berlo's Model of SMCR• Osgood Model of Communication• Laswell Model of Communication• Shannon- Weaver Model• Multi Step• Barriers in Communication• Naradmuni Communication Pattern• Sadharnikaran Model• Indian Knowledge System (IKS) Model Theories of Mass Communication: <ul style="list-style-type: none">• Hypodermic theory of Mass Communication• Individual Difference Theory• Personal Influence Theory• Sociological Theories of Mass Communication		15

	<ul style="list-style-type: none"> • Normative theories of Mass Media 	
Part-B: Journalism		
III	Journalism: <ul style="list-style-type: none"> • Meaning, Definition and Function • Journalism Education in India • Journalism as a Profession • Types of Journalism 	15
IV	Origin and Development of Media: <ul style="list-style-type: none"> • Newspaper • Radio • Television • Digital Media • Role of Meerut Region Press in Freedom Struggle • Duties and Responsibilities of Journalist • Values and Ethics of Journalism • Press Council of India • RNI • Committees for Journalism. 	15

Suggested Readings:

- Narula,Uma: 2006: Handbook of Communication, NewDelhi, Atlantic Pub.
- Narula,Uma: 2006: Communication Models, NewDelhi, Atlantic Pub.
- Narula, Uma, 2008, Mass Communication Theory and Practice, New Delhi, HaranandPublication
- Agarwal, Veerbala and Gupta, V.S.:2001, Hand Book of Journalism and Mass Communication, New Delhi, Concept Publishing
- Kumar,KevalJ.:2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd edt.)
- McQuail,Denis : 2008:Mass Communication Theory,NewDelhi,VistarPub.,
- 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

Programme/Class: Certificate In Journalism and Mass Communication		Year: First	Semester: I
Course/ Paper-II			
C- II		Course Title: प्रयोजन मूलक हिंदी	
Course outcome:			
<ul style="list-style-type: none">To learn Hindi language and develop proficiencyTo become competent in the use of Hindi Language in Journalistic ApproachLearn Hindi grammar, vocabulary and syntax to improve your language skills and accuracy.Apply Hindi language skills in real-world circumstances such as creative writing, professional correspondence and media contact.Improve critical thinking and analytical skills by studying Hindi literature and contemporary sources.			
Credits: 4		Compulsory	
Max. Marks: 100			
(External: 75 + Internal :25)			
Total No. of Lectures- 60			
Unit	Topics	No. of Lectures	
I	शब्द विचार, वाक्य, सज्ञा, लिंग, वचन, कारक सर्वनाम, क्रिया, विशेषण, क्रिया – विशेषण, संबंधबोधक, समुच्चयबोधक, विस्मयादिबोधक	15	
II	पर्यायवाची शब्द, विलोम, समरूपी, एकार्थक, अनेकार्थक शब्द, उपसर्ग और प्रत्यय वाक्यांश के लिए एक शब्द एवं अर्थभेद वाले शब्द, मुहावरे, अलंकार,	15	
III	पत्रलेखन, अनुच्छेद लेखन, अनुवाद, सारांश लेख, निबन्ध, अपठित, सम्पादक के नाम पत्र	15	
IV	मीडिया की भाषा, समाचारों में प्रयोग होने वाले शब्द विज्ञापन में प्रयोग होने वाले लोकप्रिय शब्द, कहानी लेखन	15	
Suggested Readings:			
<ul style="list-style-type: none">बाहरी, हरदेव: सामान्य हिन्दी, इलाहाबाद, प्रयाग प्रकाशनकुमार, सुधील : सामान्य हिन्दी, पटना, पटना प्रकाशनसिंह, वासुदेव प्रसाद : सामान्य हिन्दी एवं भाषा, पटना प्रकाशन			

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: I
Course/ Paper-III			
C-III		Course Title: Environmental Studies	
Course outcomes: This course aims to provide a basic understanding of the environment and its components, the impact of human activities on the environment, and the importance of conservation and sustainable development. This syllabus covers essential topics to create environmental awareness and responsibility among students across all disciplines.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures =60			
Unit	Topics	No. of Lectures	
I	<ul style="list-style-type: none">• Definition, scope and importance• Need for public awareness.• Natural resources and associated problems. (Forest Resources, Water Resources, Mineral Resources, Food Resources, Land Energy Resources).• Role of individual in conservation of natural resources.• Equitable use of resources for sustainable lifestyles.	15	
II	<ul style="list-style-type: none">• Concept of Ecosystem.• Concept, function, characteristics features of an ecosystem (Forest, Grassland, Desert, Aquatic).• Producers, consumers, and decomposers.• Energy Flow in the ecosystem, ecological succession.• Food Chains, food webs and ecological pyramids.	15	
III	<ul style="list-style-type: none">• Biodiversity and its conservation (Introduction-Definition).• Biogeographical classification of India.• Value of biodiversity: Consumptive use, Productive use, Social, Ethical, Aesthetic and option values.• Biodiversity at global, National and local levels.• Hot-spots of biodiversity.• Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.• Endangered and endemic species of India.• Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	15	

IV	<ul style="list-style-type: none"> • Environmental Pollution (Air, Water, Soil, Marine, Noise, Thermal, Nuclear Hazard). • Solid waste management: Cause, effects and control measures of urban and industrial wastes. • Disaster management: floods, earthquake, cyclone, landslides. • Social issues and environment (Unsustainable to sustainable development). • Urban problems related to energy. • Wasteland reclamation, Water conservation, Environmental ethics: Issues and possible solutions. • Climate change, global warming, acid rain, nuclear accident and holocaust (Case studies). • Environment Protection Act (Air, Water, Wildlife, Forest), Issues involved in enforcement of environmental legislation. • Public awareness. • Human Population and The Environment (Population growth, variation among nations, population explosion – Family Welfare Programme.), Environment and Human Health. • Health Rights, Value Education, HIV / AIDS, Women and Child Welfare. • Role of IT in Environmental and human health. • Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain. • Visit to a local polluted site – Urban / Rural / Industrial / Agriculture. 	
Suggested Readings: <ul style="list-style-type: none"> • Agarwal, K. C. <i>Environmental Biology</i>. Bikaner: Nidi Publ. Ltd. • Bharucha, Erach. <i>Textbook of Environmental Studies for Undergraduate Courses</i>. New Delhi: UGC. • Miller, T. G. Jr. <i>Environmental Science</i>. Wadsworth Publishing Co. • Odum, E. P. <i>Fundamentals of Ecology</i>. W.B. Saunders Co. • Sharma, B. K. <i>Environmental Chemistry</i>. Goel Publishing House. • Asthana, D. K., and Meera Asthana. <i>A Textbook of Environmental Studies</i>. S. Chand & Company Ltd. • Divan, Shyam, and Armin Rosencranz. <i>Environmental Law and Policy in India</i>. Oxford University Press. 		

Programme/Class: Certificate B.A.JMC Journalism and Mass Communication		Year: First	Semester: First
Course/Paper-IV			
C-IV		Course Title: Advertising and Public Relations	
Course outcome: <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. of Lectures
I	Advertising: <ul style="list-style-type: none">• Concept, Definitions• Types and Functions• Evolution of Advertising		15
II	Advertising Agencies: <ul style="list-style-type: none">• Functions, organizational structure• Advertising and Marketing mix• Advertising and Market Research• Theories of Advertising• Motivation theory• Consumer behavior• Advertising Appeals		15
III	Consumer Behavior: <ul style="list-style-type: none">• Factors, models and Brand positioning• Creative Strategies, creating ads for FMCG products• Brand promotions and sales promotions• Advertisements and Ethics• ASCI		15
IV	Advertising Research: <ul style="list-style-type: none">• Importance and Types Online Advertising: <ul style="list-style-type: none">• Process, Scene, Types, Creating Measuring Online Advertising• CPC, CPM and other Methods• Digital Marketing		15

Suggested Readings:

- Sharma, S. & Kumar Deepak : 2003: Advertising Planning, implementation & Control, Jaipur, Mangaldeep Publication
- Pant, N. C.: 2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication (1stedt.)
- Kulkara, Shyama : 2005: Introduction to Advertising and Public Relations, New Delhi Anmol Publication (1st edt.)
- Mohan Savita: 2012: Trends in Advertising Management ,NewDelhi, Enkay Pub.
- Patanjali, Frenchand : 2008, Aadhunik Vigyapan, New Delhi, Vanl Prakshan
- Gupta, U.C.:2012, Aadhunik Vigyapan Aur Jansampark, NewDelhi, Arjun Publishing House
- Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.

Programme/Class: Certificate B.A.JMC Journalism and Mass Communication		Year: First	Semester: First
Course/Paper-V			
C-V		Course Title: Computer for Mass Media (Course Related Practical-Viva)	
Course Outcomes: <ul style="list-style-type: none">Students will get familiar with ComputerAcquaint students with practical knowledge of basics of Computer			
Credits: 4		Compulsory	
Max.Marks:100 (External only)			
Total no. of Lab Periods: 30 (60 Hours)			
Unit	Topic		No. of Lab. Periods
I	Fundamental of Computer <ul style="list-style-type: none">Hardware and SoftwareApplications of Computer Technology in Journalism and Mass Communication		15
II	MS Word <ul style="list-style-type: none">Interface, Mail Merge, Basics of MS WordTyping Hindi and English		15
III	MS Excel and PowerPoint Presentation <ul style="list-style-type: none">Interface, Operating of MS Excel, Creating charts (bar, pie, line), Statistical functions and data analysis toolsPreparing Power Point Presentation		15
IV	Internet <ul style="list-style-type: none">Surfing, Content Searching, Finding Authentic Sources of Content		15
Suggested Readings: <ul style="list-style-type: none">Sinha, Pradeep and Priti: 2010, Computer Fundamentals, New Delhi, BPB PublicationsRajaraman, V and Adbala, Neeharika: 2015, Computer Fundamentals, New Delhi, PHI,Pvt. Ltd.Thareja, Reema: 2019, Fundamentals of Computers, Oxford University PressFaithe, Wampen : 2014, Computing Fundamentals : Introduction to Computer, WilleyEasternShrivastava, Niranjana: 2013, Fundamentals of Computers and Information System, New Delhi, Dreamtech PressVerma, Deepika:2020, The Era of New Media, New Delhi, A. R. Publishing Co.Verma, Deepika:2020, Social Media: Language, Policy and Management, New Delhi,Parikalpna Pub.			

BAJMC**SEMESTER- II**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
I	II	Course/ Paper –VI	Print Media (Reporting and Editing)	4	75	25
	II	Course/ Paper –VII	Communicative English	4	75	25
	II	Course/ Paper –VIII	Mass Media Writing Skills	4	75	25
	II	Course/ Paper –IX	Photo Journalism	4	75	25
	II	Course/ Paper –X	Media Related Software (Course Related Practical-Viva)	4	100 (External Only)	

Programme/Class: Certificate B.A. JMC (Journalism and Mass Communication)		Year: First	Semester: Second
Course/Paper-VI			
C-VI	Course Title: Print Media (Reporting and Editing)		
Course outcome: <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. of Lectures
I	<p>News:</p> <ul style="list-style-type: none">• Concept, Meaning and Definition• Importance of News• Elements of News• News Value• Selection of News• Objectivity of News• Types of News <p>Intro:</p> <ul style="list-style-type: none">• Definition & Types of Intro• Definition and Types Headline <p>Beat:</p> <ul style="list-style-type: none">• Meaning, Importance and Types: Crime, Sports, Political,Parliamentary, Court, Education, Art and Culture, Rural, Women		15
II	<p>Types of Reporting:</p> <ul style="list-style-type: none">• Crime, Civil, Society, Culture, Politics,Commerce and Business, Education, Development, Investigative Reporting• Structure and Functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions		15

Part – B: Editing		
III	Editing: <ul style="list-style-type: none"> • Concept, Process, and significance • Nature and Need for Editing, Principles of editing, editorial desk and its function, Style Sheet – editing symbols, photo editing Editorial Values: <ul style="list-style-type: none"> • Objectivity, facts, impartiality and balance 	15
IV	Structure of editorial Department: <ul style="list-style-type: none"> • Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader 	15

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 on 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 Eavm 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 edt.)

- Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan(2nd edt.)

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

Programme/Class: Certificate B.A. JMC (Journalism and Mass Communication)		Year: First	Semester: Second
Course/Paper-VII			
C-VII		Course Title: Communicative English	
Course outcome: This course is designed with an aim: <ul style="list-style-type: none">To learn language and develop proficiencyTo become competent in 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. of Lectures	
I	<ul style="list-style-type: none">ArticlesParts of SpeechFigure of Speech	15	
II	Sentences: <ul style="list-style-type: none">Simple, Complex and Compound Propositions propositional phrasesTensesCorrection of Common ErrorsChoosing Correct FormsRewriting SentencesCompound WordsWords often mis-speltMisused Idioms, Antonyms, SynonymsHomonyms, Acronyms One Word SubstitutesComposition and Mechanics of WritingTranslationPrécis, Paragraph, Expansion	15	
III	Translation: <ul style="list-style-type: none">Meaning, Definition, UsesImportance of translation in JournalismTranslation of Government Orders	15	
IV	Proof Reading: <ul style="list-style-type: none">Meaning, Definitions, and ImportanceProof Reading SymbolsNew Techniques of Proof ReadingUse of English Words in Hindi NewspaperCurriculum Vitae/Resume writingArticle WritingLetter & Application WritingUses of references in writing	15	

Suggested Readings:

- Wren, P.C.& Martin: High School Grammar & Composition, New Delhi, 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 SS

Programme/Class: Certificate B.A. JMC (Journalism and Mass Communication)		Year: First	Semester: Second
Course/Paper-VIII			
C-VIII		Course Title: Mass Media Writing Skills	
Course outcome: <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. of Lectures
I	Media Writing: <ul style="list-style-type: none">• Types of Media Writing• Writing for Newspapers and Magazines• Creative Writing, Narrative Writing, Interpretative writing		15
II	Feature: <ul style="list-style-type: none">• Concept and Meaning• Types of Features• Ingredients of feature writing• Reportage• Writing for Radio and TV Programme		15
III	Edit Page writing: <ul style="list-style-type: none">• Leader writing• Write-Ups• Middles• Opinion Writing Letter's to Editor		15
IV	Technical Writing: <ul style="list-style-type: none">• Science, Business, Environmental• Difference between Newspaper and Magazine Writing• Freelance Writing• Qualities of Freelance Journalist		15

Suggested Readings:

- Chadhdha, Savita : 1998 : Modern Journalism and News Writing, Delhi, Taxshila Prakashan,
- George, A. Hough : 2006, Newswriting, New Delhi, Kanishka Publishers
- Tripathi, R.C. and Agarwal Pawan, Media Lekhan, Lucknow, Bharat Prakashan
- Tripathi, R.C. 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, Sanjay Publisher
- 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 Publishing House

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

Programme/Class: Certificate B. A. JMC Journalism and Mass Communication		Year: First	Semester: Second
Course/Paper-IX			
C-IX		Course Title: Photojournalism	
Course outcome: <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. of Lectures	
I	Photography: <ul style="list-style-type: none">• Origin, History and Definitions of Photography• Camera And It's Evolution• Renowned Indian Photographers• Modernization of Photography and its use in Mass Media• DigitalPhotography• Challenges of photo journalism• Cameras, Lenses, Tripods, Monopods, Camera bags, Digital Storage	15	
II	Different types of Lighting: <ul style="list-style-type: none">• Natural Lighting, Artificial Lighting, The reflection of light• Outdoor and Indoor Lighting Equipmentand photographing• Principles of Composition• News Photography• Sports Photography• Portrait Photography• Photo Caption• Fashion Photography• Wild Photography• Advertisement Photography• Photo Feature.	15	
III	Photo Editing Software: <ul style="list-style-type: none">• Microsoft Office Picture Manager• Adobe Photoshop Elements, Photoshop CC(Creative Cloud)	15	
IV	Correcting Imperfect images: <ul style="list-style-type: none">• Picture Orientation, Cropping• Levels, Altering Brightness and Contrast, Red eye• How to identify photo subject• How to click impactful photo in news coverage	15	

Suggested Readings:

- 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

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

Programme/Class: Certificate B. A. JMC Journalism and Mass Communication		Year: First	Semester: Second
Course/Paper-X			
C-X		Course Title: Media Related Software (Course Related Practical-Viva)	
Course Outcomes: <ul style="list-style-type: none">• Ability to Handle Media Related Software• Able to Edit Audio-Video Content• Able to Prepare Graphics			
Credits: 4		Compulsory	
Max.Marks:100 (External :100)			
Total No of Lab periods: 30 (60 Hours)			
Unit	Topic	No. of Lab Periods	
I	Software related to Print Media: <ul style="list-style-type: none">• Adobe PageMaker• Coral Draw• Photoshop	15	
II	<ul style="list-style-type: none">• QuarkXPress• InDesign• Canva• Introduction to Mobile based Journalism	15	
III	Audio-Visual Software: <ul style="list-style-type: none">• Sound Forge• Nuendo• Adobe premiere Pro• Adobe After Effects	15	
IV	<ul style="list-style-type: none">• VFX Software (Visual Effect Software / Motion Graphic Software)	15	
Suggested Readings: <ul style="list-style-type: none">• User Guide of Various Software			

BAJMC

Diploma in Journalism and Mass Communication

SEMESTER-III

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
II	III	Course/ Paper -XI	Value Education	4	75	25
	III	Course/ Paper -XII	Media Management and Corporate Communication	4	75	25
	III	Course/ Paper -XIII	Radio	4	75	25
	III	Course/ Paper -XIV	Indian Political System	4	75	25
	III	Course/ Paper -XV	Graphics and Design (Course Related Practical-Viva)	4	100 (Only External)	

Programme/Class: Diploma B.A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Third
Course/Paper-XI			
C-XI	Course Title: Value Education		
Course Outcomes: 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 personal development and Nation building.			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures=60			
Unit	Topics	No. of Lectures	
I	<ul style="list-style-type: none">Meaning and Significance of ValueTypes of ValueRole of Culture and Tradition in Value EducationValue Education in Indian SocietyRole of Shrimad Bhagwat Geeta in the Indian Values and Culture	15	
II	<ul style="list-style-type: none">Value Education for Self-DevelopmentSelf-Analysis and IntrospectionSensitization towards Equality Physically and Mentally Challenged Respect to persons according the basis of their age, Experience etc.	15	
III	<ul style="list-style-type: none">Value Education for Nation BuildingRespect to Indian constitution and National ValuesDemographic Character of Indian SocietyIntegrity of India	15	
IV	<ul style="list-style-type: none">Media and Social ValuesRole of Voluntary organizations in value educationRole of Media in creating awarenessRole of Various Institutions in inculcating values	15	
Suggested Readings: <ul style="list-style-type: none">Chitakra,M.G. :2003: Education and Human Values, New Delhi, APN Publishing CorporationChakravarthy,S.K.: 1999 : Values and Ethics for Organizations : Theory and Practice, N.Delhi,Oxford University PressSachchidananda,M.K. 1991 : Ethics, education, Indian Unity and Culture, Delhi,Ajanta PublicationsGoel,ArunaandGoel, S.L. 2004:Human Values and Education, New Delhi, JBA Publisher			

Programme/Class: Diploma B.A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Third
Course/Paper-XII			
C-XII		Course Title: Media Management and Corporate Communication	
Course outcome: <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 PressBriefing			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics	No. of Lectures	
I	<ul style="list-style-type: none">• Introduction to Management• Meaning, Importance and Principles of Management according to Henry Fayol• Management process• Levels of management• Media Management - Functions of Media Management• Media organization and its management Structure and different departments role and functions	15	
II	<ul style="list-style-type: none">• Role of Advertising and Marketing in Media Management• Print Media, Radio, TV, Digital, New Media management• Media Scene in India and its impact, Effective Marketing strategies, Brand promotion and media market surveys.• New media and its impact in Media Management Process	15	
III	<ul style="list-style-type: none">• Working of media organization- Press Commissions, Press council of India, Press institute of India, Audit bureau of Circulation, Press Information Bureau Indian newspaper society, DAVP (Directorate of Audio- Visual publicity)	15	
IV	Corporate Communication: <ul style="list-style-type: none">• Concept and Definitions• Evolution of Corporate Communication in India• Corporate Communication Functions• Need for Corporate Communication• Corporate Public Relations	15	

	<ul style="list-style-type: none"> • Corporate Social Responsibility • Corporate Communication and Management • Defining strategy and its relevance in Corporate Communication • Campaign planning 	
	Crisis management Techniques	
Suggested Readings: <ul style="list-style-type: none"> • Jethwani, Jaishree J.: Corporate Communication, Oxford University Press • Cutlip, Scott M. ; Center, Allen H., Broom Glen M., ; Effective Public Relations, Person Education • Wilcox, Dennis L, Study Guide for Public Relation : Strategies 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; Kogan Page • Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co. 		

Programme/Class: Diploma B.A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Third
Course/Paper-XIII			
C-XIII		Course Title: Radio	
Course outcome: <ul style="list-style-type: none">Students will get the knowledge of history and development of RadioStudents 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. of Lectures
I	<ul style="list-style-type: none">History and Development of Radio in World Scenario,History and Growth of Radio in IndiaCharacteristics of RadioThree Modes of Transmission AM, SW, FMOrganizational Structure of All India RadioDigital Radio		15
II	Radio Programs: <ul style="list-style-type: none">Spoken Words, MusicSpecific Audience Programme, Interview, Talk, DiscussionRadio Feature, Radio Play, Radio PodcastRadio Bridge, Radio CommentaryLanguage of Radio		15
III	Writing of Radio News: <ul style="list-style-type: none">Structuring Radio Copy, Editing Agency Copy, Reporter's Copy, Compiling RadioNews Programmes, News CapsulingRadio Commercials, Radio Jingles, Fiction and Non-Fiction programsEducational RadioCommunity RadioCampus RadioQualities of Presenter / Radio JockeyImportance of Pronunciation and Voice ModulationIntroduction to Microphones		15
IV	Radio Programme Production: <ul style="list-style-type: none">Pre-ProductionProductionPost Production		15
Suggested Readings: <ul style="list-style-type: none">Luthra,HR : 1986: Indian Broadcasting, New Delhi, Publication Division,Govt. of IndiaRavindran,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,New Delhi,Pratibha PublicationKatheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan PrakshanKumar,Prashant : 2015,BharatMeinRadioPrasaran,NewDelhi,A.R.Publication			

Programme/Class: Diploma B.A, JMC (Journalism and Mass Communication)		Year: Second	Semester: Third
Course/Paper-XIV			
C-XIV		Course Title: Indian Political System	
Course outcome: <ul style="list-style-type: none">Students will get familiar with Indian ConstitutionStudents will get the knowledge of Indian Political System			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics	No. of Lectures	
I	Indian Constitution: <ul style="list-style-type: none">The Simon CommissionGovernment of India Act 1935Foundation of Indian ConstitutionPreamble and Specific Features of Indian ConstitutionFundamental Rights and Fundamental DutiesDirective Principles of State	15	
II	Indian Parliament: <ul style="list-style-type: none">Rules of Procedure and Conduct of BusinessPresident, Speaker of Lok Sabha, Chairman of Rajya SabhaPrime Minister and Council of MinistersLegislative and other procedure, Passing of Bills, Procedure of Passing Budget and Constitution Amendment BillsParliamentary Committees and FunctionsCenter State Relations	15	
III	State Legislature: <ul style="list-style-type: none">Governor, Chief Minister, and Council of MinistersPanchayati Raj and Local Government	15	
IV	Judicial System In India: <ul style="list-style-type: none">Supreme Court, High Court, Subordinate CourtCitizenship and CAA, NRC, Article 370 AbolitionChanging nature of Indian Party SystemNational Parties, Regional PartiesInterest and Pressure GroupPolitical Participation and Voting Behavior	15	

Suggested Readings:

- **Bhat, D.D. :** 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Butterworths India
- **Bhat, D.D. :** 2013, Bharat ka Samvidhan Ek Parichay, New Delhi, Lexis Nexis Butterworths India
- **Krishnan, Subram :** 2011, Hamari Sansad, New Delhi, National Book Trust
- **Jain, Purnraj :** 2013, Bharatya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan
- **Jain, Purnraj and Rajesh :** 2013, Bharatya Samvidhan, Delhi, SEPD Publishing House


Suggested Digital Platforms : e-PG Pathshala, Swayam Portal, IGNOU and UPRTOU
Online Study Material

Programme/Class: Diploma B.A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Third
Course/Paper-XV			
C-XV		Course Title: Graphics and Design (Course Related Practical-Viva)	
Course outcome: <ul style="list-style-type: none">• Able to design advertising and make plan for that• Understand Public Relations and able to make good Public Relations campaign• Know Press Briefing, Press Conference and others			
Credit: 4		Compulsory	
Max.Marks:100 (External Only)			
Total No. of Lab Periods: 30 (60 Hours)			
Unit	Topics		No. of Lectures
I	<ul style="list-style-type: none">• Design Print Advertising for His/her Institute		15
II	<ul style="list-style-type: none">• Design Visual Advertising for His / her Institute and for any Historical or Religious Place, Prepare Radio Logo		15
III	<ul style="list-style-type: none">• Prepare Radio Advertisement for His / her Institute• Radio Jingle, Radio Talk, Radio Interview		15
IV	<ul style="list-style-type: none">• Case Study of any one the Advertising National Campaign		15
Suggested Readings: <ul style="list-style-type: none">• Parker A. David and Batra Rajiv, Advertising Management, New Delhi, Practice Hall• Ahuja, B.N. and Chhabra S.S., Advertising, New Delhi, Surjeet Publications• Chunawalla, S.A. and Sethia K.C.: 2014, Foundation of Advertising: Theory and Practice, Mumbai, Himalaya Publishing House• Mehta, D.S., 1998, Handbook of Public Relations in India, New Delhi, Allied Publisher• Kulshrestha, Vijay, Vigyapan aur Prachar Madhyam, Jaipur, Panchsheel Prakashan• Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna PublishingCo.			

BAJMC**Diploma In Journalism & Mass Communication****YEAR-II****SEMESTER-IV**

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
II	IV	Course/ Paper-XVI	Media Laws and Ethics	4	75	25
	IV	Course/ Paper-XVII	Media and Cultural Studies	4	75	25
	IV	Course/ Paper-XVIII	Television Journalism	4	75	25
	IV	Course/ Paper-XIX	Indian Social System	4	75	25
	IV	Course/ Paper-XX	Course Related Practical- Viva	4	100 (Only External!)	

Programme/Class: Diploma B. A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Fourth
Course/Paper-XVI			
C-XVI		Course Title: Media Laws and Ethics	
Course outcome: <ul style="list-style-type: none">To know about the concept of lawTo 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: <ul style="list-style-type: none">Concept, Meaning and DefinitionLaw and Justice SocietyPress and LawIndian Constitution and PressFreedom of Speech and Expression	15	
II	<ul style="list-style-type: none">Parliamentary PrivilegesContempt of Court, 1971Press and Registration of Book Act,1867Official Secret Act, 1923Bhartiya Nyay Sanhita	15	
III	<ul style="list-style-type: none">Defamation, 1860Copy Right Act,1957Working Journalist Act,1955Digitations and Conditional Access,2002SystemCinematography Act,1952IT Act, 2000, IT Act 2008(Amended)Right to Information Act2005Prasar Bharti Act,1990Cable TV Regulation Act, 1995	15	
IV	Media Associations and Organizations: <ul style="list-style-type: none">PCIINSEditors GuildAudit Bureau of Circulation Different Committees: <ul style="list-style-type: none">Chanda CommitteeNayyar CommitteeVerghese CommitteeJoshi Committee	15	
Suggested Readings: <ul style="list-style-type: none">Trikha,NK:2012, Press Vidhi, Varanasi, Vishvidyala PrakashanNeelamdar,M:2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd.R.S. Myneni:2020, Media Law, New Delhi, Asia Law HouseBansi, Munna:2014, Mass Media and Related Laws in India, Kolkata, BookswayKundra,S:2005, Media Laws and Indian Constitution, New Delhi, Anmol PublicationPrasad, Kiran:2011, Media Law In India, Kluwer Law International			

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- 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 Kanon evam Uttardayitva, New Delhi, Satyam Publishing House
 - Singh, S. Swaroop : 2004, Pressaur Bhartiya Sansad, New Delhi, Classical Publishing Co.

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

Programme/Class: Diploma B. A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Fourth
Course/Paper-XVII			
C-XVII		Course Title: Media and Cultural Studies	
Course outcome: 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. of Lectures	
I	Culture: <ul style="list-style-type: none">• Concept, Meaning and Definitions• Nature of Culture• Characteristics of Culture• Communication and Culture• Role of Religion and Tradition in Cultural Integration• Importance of Ramayana and Mahabharata in Indian Culture	15	
II	Media & Culture: <ul style="list-style-type: none">• Popular Culture• Mass Culture• Folk Media as a form of Mass Cultural• Mass Media and Cultural Change• Mass Media and Intercultural Change	15	
III	Understanding media Culture: <ul style="list-style-type: none">• Media as Texts• Signs and Codes in Media• Discourse and Analysis• Nation, Class, and caste issues in Media	15	
IV	Media Sub Cultures: <ul style="list-style-type: none">• Reception Studies• Active Audiences• Women as Audiences• Fandom• Digital Media Sub Cultures.	15	
Suggested Readings: <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:Mass Communication Theory, New Delhi,Vistar Pub.• Kumar, Keval J.:2015: Mass Communication in India, Mumbai, JaicoPub.• Gupta,N.L:1998, Cross Cultural Communication, New Delhi Concept Publishing Co. Suggested Digital Platforms : e-PG Pathshala, Swayam Portal, IGNOU and UPRTOU online Study Material			

Programme/Class: Diploma B. A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Fourth
Course/Paper-XVIII			
C-XVIII	Course Title: Television Journalism		
Course outcome: <ul style="list-style-type: none">To make students aware of nature and importance of TelevisionTo impart knowledge about different types of Television programmesTo 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. of Lectures
I	<ul style="list-style-type: none">History and Development of Television in IndiaEvolution of Television Broadcasting in IndiaKey Milestones: From Doordarshan to Digital EraNature and Importance of TelevisionCharacteristics of TV as Compared to other mediaMode of Transmission: Terrestrial Satellite TV, Cable TV		15
II	<ul style="list-style-type: none">Nature and Types of TV ProgrammesRole of TV in Public Awareness and EntertainmentFictional Programme: Soap Opera, Serials, FilmsModes of TransmissionNews Based Programme: Talk, Discussion, etc.Educational ProgrammeCommentaryDocumentaryReality Shows		15
III	<ul style="list-style-type: none">Elements of TV NewsSources of TV NewsStructure and Format of News BulletinTypes of TV News Bulletins and their StructureBasic Principles of TV News WritingNews PackageTelevision Programme ProductionPre-ProductionProductionPost Production		15
IV	<ul style="list-style-type: none">Anchoring and Presentation:PronunciationBody LanguageNews ReadingArt of AnchoringArt of Interview		15

Suggested Readings:

- Ravindran, R.K. : 1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication (1st ed.)
- Sinha, P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st ed.)
- Firoz, Mohd : 2005: Television in India, Delhi, Sage Publication (1st ed.)
- Todorovic, Aleksendar Louis: 2006: Television Technology, New Delhi, Focal press
- Friedmann, Anthony : 2007 : Writing for Visual Media, New Delhi, Focal Press (2nd ed.)
- Boyd, Andrew: 2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th ed.)
- Ivan, Cury : 2011: Directing and producing for Television, London, Focal Press
- Singh, Mahaveer : 2014: Doordarshan Live, Delhi, Shilpyan Prakashan
- Singh, Mahaveer : 2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

Suggested Digital Platforms : e-PG Pathshala, Svayam Portal, IGNOU and UPRTOU online Study Material

Programme/Class: Diploma B. A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Fourth
Course/Paper-XIX			
C-XIX		Course Title: Indian Social System	
Course outcome: <ul style="list-style-type: none">• Students will get Familiar with Indian Society• Students will get the knowledge of Social Structure of Indian Society			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Society: <ul style="list-style-type: none">• Concept and Definitions• Introduction to Indian Social Structure• Social Stratification in India• Faith and Belief in India• Social Institutions: Family, Community, Social Groups.		15
II	Social Change: <ul style="list-style-type: none">• Concept and Process• Types and agents/factors• Types of Society and Communication: Ancient, Recent, Past and Present.• Family Structure in Indian Society• Family Culture in India.• Marriage and Kinship in Indian Social System• Changing Indian Society• Caste System in Indian Society• Characteristics of Caste System• Intercultural Communication• Role of Intercultural Communication in diverse society		15
III	Culture: <ul style="list-style-type: none">• Tradition and Values• Various aspects of Indian Culture• Individualism and Collectivism		15

IV	Social Issues and Mass Media: <ul style="list-style-type: none"> • Human Rights • Consumerism • Women Empowerment • Access • Community Participation • Impact of Media on Society • Globalization 	15
Suggested Readings: <ul style="list-style-type: none"> • Ravindran,R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1st edt.) • Campbell,Richard 2000: Media And Culture,New York, Bedford Publication, (IInd edt.) • Singh,J.K.2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st edt.) • Sharma,R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1st edt.) • Prabhakar,Manohar/Bhanawat Sanjeev 2004: Human Right ,Jaipur, University Book House (P) Ltd(1stedt.) • Kumar,Kavel J.2015: Mass Communication in India ,Delhi, Jaico Publication House (IIIrd edt.) • Ahuja,Ram 1993, Indian Social System, New Delhi, Rawat Publisher • Ahuja,Ram 1992, Social Problems in India, New Delhi, Rawat Publisher Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material		

Programme/Class: Diploma B. A. JMC (Journalism and Mass Communication)		Year: Second	Semester: Fourth
Course/Paper-XX			
C-XX		Course Title: Course Related Practical-Viva	
Course outcome: <ul style="list-style-type: none">• Able to Produce Photo Feature• Plan & Prepare Print Media Content• Develop understanding for House Journal Publication			
Credit: 4		Compulsory	
Max.Marks:100 (External Only)			
Total No. of Lab Periods: 30 (60 Hours)			
UNIT	Topics	No. of Lab Periods	
I	<ul style="list-style-type: none">• Create 3-5 minutes news bulletin	15	
II	<ul style="list-style-type: none">• Produce 5-10 minutes documentary on a social, local or campus life.	15	
III	<ul style="list-style-type: none">• Create 1-2 minutes PSA (Public Service Announcement) video road safety, anti-ragging, digital literacy etc	15	
IV	<ul style="list-style-type: none">• Write a TV news report.	15	
Suggested Readings: <ul style="list-style-type: none">• Sarkar, N.N. 2013, Art and Print Production, Oxford University Press• Pace Kayanna, Designer's Guide to Print Production• Collins Wayne, Graphic Design and Print Production			

BAJMC

Degree in BAJMC

SEMESTER-V

Year	Sem.	Subject	Paper Name	Credit	Marks: 100	
					Ext.	Int.
III	V	Course/ Paper -XXI	Communication Research	4	75	25
	V	Course/ Paper -XXII	Digital Journalism	4	75	25
	V	Course/ Paper -XXIII	Development Communication	4	75	25
	V	Course/ Paper -XXIV	Bhartiya Communication System	4	75	25
	V	Course/ Paper- XXV	Course Related Practical-Viva	4	100 (External Only)	

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Third	Semester: Fifth
Course/Paper-XXI			
C-XXI		Course Title: Communication Research	
Course outcome: <ul style="list-style-type: none">• Gain knowledge of Research Methods and Techniques• Able to develop scientific knowledge• Practical Knowledge of Research on various issues			
Credits: 4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics	No. of Lectures	
I	Introduction to Research: <ul style="list-style-type: none">• Meaning and Definition• Process of Research• Types of Research• Formulating a Research Problem Research Design: <ul style="list-style-type: none">• Meaning and Definition• Importance of Research Design• Types of Research Design Variables and Scaling: <ul style="list-style-type: none">• Meaning and Definition• Types of Variables• Importance of variables• Scaling Technique	15	
II	Hypothesis: <ul style="list-style-type: none">• Meaning and Definition• Importance• Types of Hypothesis• Hypothesis Testing Methods of Communication Research: <ul style="list-style-type: none">• Census Method• Survey Method• Observation Method• Clinical Studies• CaseStudies• Pre-Election Studies• Exit Poll• Content Analysis	15	

III	Data Collection and Sampling: <ul style="list-style-type: none"> • Meaning and Definition • Importance of Data in Research • Types of Data: Primary Data, Secondary Data • Data Collection Tools: Questionnaire, Schedule, observation, and Interview • Source of Data Sampling: <ul style="list-style-type: none"> • Meaning and Definition • Importance of Sampling • Types of Sampling • Sampling Errors and Distribution 	15
IV	Data Analysis: <ul style="list-style-type: none"> • Parametric and non-parametric • Uni-variable, bi-variable, multi-variable • Testing of significant • Level of reliability and validity • SPSS and other statistical package Research Report writing: <ul style="list-style-type: none"> • Coding Techniques and Tabulation • Non-Statistical Methods • Descriptive –Historical-Statistical Analysis 	15

Suggested Readings:

- Wimmer, Roger, D and Dominick, Joseph, R:2015, Mass Media Research an Introduction, Thomson Wadsworth
 - Kothari, C.R:2004, Research Methodology : Methods and Techniques, New Delhi, New Age International Publishers
 - Beterand, Ina and Hughes, Peter : 2017, Media Research Methods; Audiences, Institutions, Texts, Newyork, MacMillan International
 - Mishra, Rajendra:2002, Anusandhan ki Pravidhi aur Prakriya, New Delhi, Taxshila Publication
 - Joshi, Uma:2002, Media Research, Delhi, Author Press
 - Dayal, Manoj, 2005., Media Shodh, Chandigarh, Haryana Granth Academy.
 - Shama, Jainarayan, 2007, Research Methodology, New Delhi, Deep & Deep Publication , Pvt. Ltd.
 - Verma, Deepika:2023, Mass Media Research, Lucknow, Vina Prakashan
- Suggested Digital Platforms : e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU Online Study Material**

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Third	Semester: Fifth
Course/Paper-XXII			
C-XXII		Course Title: Digital Journalism	
Course outcome: <ul style="list-style-type: none">Students will come to know about the fundamentals of multimediaStudents will know about the basics of web media.Students will be familiarizing with web media.The students will get the knowledge about the various tools of web media technology.			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics	No. of Lectures	
I	<ul style="list-style-type: none">DefinitionScope and importance of MultimediaEmergence and Importance of MultimediaVideo on DemandInteractive TVWi-Fi, Wireless cable, Fiber optics.e-Newspaper,Brief History of the e-Newspaper in English and HindiReasons for the growing popularity of e-newspaperPresent and Future of e-newspaperLimitations of online newspapers	15	
II	<ul style="list-style-type: none">Internet TV and Internet RadioFuture of Mass Media TechnologiesCyber journalism and cyber lawsTechnological advancement and its impact on entertainment.	15	
III	<ul style="list-style-type: none">Websites and its typesE-mail: Need and importanceWeb tools: Blogs, Social Media and Search EngineTraditional vs Web Journalism: Meaning, Definition and Difference	15	
IV	<ul style="list-style-type: none">Elements of a web newspaper: Report writing, Editing for web JournalismWeb Journalism and Law	15	

Suggested Readings:

- 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: 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.

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

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Third	Semester: Fifth
Course/Paper-XXIII			
C-XXIII		Course Title: Development Communication	
Course outcome: <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)			
Total No. of Lectures:60			
Unit	Topics	No. of Lectures	
I	Environment: <ul style="list-style-type: none">• Concept and Perspectives• Environment and Society• Environment Pollution• Need for Environmental Communication International Issues of Environment: <ul style="list-style-type: none">• Global Warming• Earth Summits• Role of UNO inEnvironment Protection• India's National Environment Policy• Ministry of Environment andForest Govt. of India• Department of Environment Uttar Pradesh• Environmental Laws• National Mission for Clean Ganga-Namami Gange,• Yamuna Action Plan	15	
II	Important Environmental Movements: <ul style="list-style-type: none">• Chipko Movement• Jungle Bachao Andolan• Narmada Bachao Andolan,• Tehri Dam Project• Bhopal Gas Tragedy• Concept of Rural Area and Rural Community	15	
III	Rural Development: <ul style="list-style-type: none">• Meaning and Objectives Areas of RuralDevelopment: <ul style="list-style-type: none">• Health• Agriculture• Education• Women Empowerment etc.• Role of Panchayati Raj Institutions and Opinion Leaders.	15	

	Rural Communication: <ul style="list-style-type: none"> • Meaning and Scope • Rural Journalism • Newspapers • Community Radio 	
IV	Traditional Media & Development: <ul style="list-style-type: none"> • Traditional and Folk Media • Folk Culture • Folk Song • Dance and Drama • Traditional Folk Media in Rural Campaign and Advocacy • Role of Media and Information Technology in Rural Journalism • Role of NGO's and Volunteering Agencies. 	15

Suggested Readings:

- 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, ConceptPublishing Co.
- Srivastava, M.K, 2016, Environment and Media, Delhi, A.R. Publishing Co.

Suggested Digital Platforms : e-PG Pathsala, Svayam Portal, IGNOU and UPRTOU onlineStudy Material

Programme/Class: BAJMC(Hons.)		Year: Third	Semester: V
Course/ Paper-XXIV			
C-XXIV		Course Title: Bhartiya Communication System	
Course outcome: <ul style="list-style-type: none">Discover historical Indian communication technologies and their cultural significance.Investigate how historical literature and oral traditions influence communication habits.Investigate the use of Bhartiya communication principles in current media.Learn about Indian culture's ethical and value-based communication strategies.Recognise the impact of folk media and indigenous practices on community engagement.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Introduction to Communication from Bhartiya prospect: Definition, Types of Vedas, Meaning of Upnishads , Significance of Vedas and Upnishads in communication. Key aspects of Shruti prampra, Key aspects of Smriti parampra, Role of Shruti and Smriti prampra in communication.		15
II	Bhartiya Cpmmunication Theories and Models: Sadharinikarna Model of Communication, Spiritual Communication Model, Olfactory Communication Model, Ashoka Linear Model of Communication.		15
III	Language diversity in Bhartiya Literature: - Connection between communication, language and literature., Importance of Sanskrit Literature and its significance in Bhartiya communication, Role of epics and folk tales in Bhartiya communication		15
IV	Communication and Education: Role of oral tradition in education, Importance of Gurukul system in Bhartiya education system, Significance of storytelling, dialogues, debates and learning.		15

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Third	Semester: Fifth
Course/Paper-XXV			
C-XXV	Course Title: Course Related Practical-Viva		
Course outcome: <ul style="list-style-type: none">• Able to operate various web media platform• Make Use of Audio-Visual aids for Web Media• Able to start You tube Channel and website			
Credit: 4		Core Compulsory	
Max.Marks:100 (External Only)			
Total No. of Lab Periods: 30 (60 Hours)			
Unit	Topic		No. of Lab Periods
I	Develop a 30-60 second video for specific social media platform (Instagram, Facebook, YouTube etc) Create You tube Channel and upload content		15
II	Write a blog post (400-500) words News Writing Creation and Post Writing on Current Issues and News		15
III	Make a 5 minutes podcast Operate social media and Manage Them		15
IV	Produce 3-5 minutes vlog about college life of a student Monetizing Process of Social Media Platform Monetize minimum one Channel of Social Media		15
Suggested Readings: <ul style="list-style-type: none">• User Guide of Various Social Media Platform.• Verma, Deepika,2020:Social Media: Language, Policy and Management, New Delhi,Parikalpna Publisher			

BAJMC

Degree in Journalism and Mass Communication

SEMESTER-VI

Year	Sem	Subject	Paper Name	Marks
III	VI	Course-XXVI	Digital Media Practical-Viva	100 (External Only)
	VI	Course-XXVII	Print Media Practical-Viva	100 (External Only)
	VI	Course-XXVIII	Audio-Visual Production (Electronic Media Practical-Viva)	100 (External Only)
	VI	Course-XXIX	Profile Study (Project Report)	100 (External Only)
	VI	Course-XXX	Internship-viva	100 (External Only)

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Third	Semester: Sixth
Course/Paper-XXVI			
C-XXVI		Course Title: Digital Media Practical-Viva	
Course outcome: <ul style="list-style-type: none">• Knowing Digital Media			
Credits:4		Compulsory	
Max.Marks:100 (External: 100)			

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)	Year: Third	Semester: Sixth
Course/ Paper-XXVII		
C-XXVII	Course Title: Print Media Practical-Viva	
Course outcome:		
Credits: 4	Compulsory	
Max. Marks: 100 (External:100)		

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Thrd	Semester: Sixth
Course/ Paper-XXVIII			
Course-XXVIII		Course Title: Audio-Visual Production (Electronic Media Practical-Viva)	
Course Outcomes: <ul style="list-style-type: none">• Gain Knowledge of Audio-Visual Production• Develop and Understand Script and able to Prepare Script on Various Issues• Practical Knowledge of Production			
Credit: 4		Compulsory	
Marks: 100 (Only External)			
Total No. of Lab Periods: 30 (60 Hours)			
Unit	Topics	No. of Lab Periods	
I	Television Programme Production: <ul style="list-style-type: none">• All the Students have to prepare: - TV News Package, Talk, Script for a Documentary, TV Interview (one each)• 3-5 minutes news package	15	
II	<ul style="list-style-type: none">• Prepare a Short Movie on any Current issue or Documentary on his/her Institute	15	
III	<ul style="list-style-type: none">• All the Students have to prepare 5 minutes news bulletin	15	
IV	<ul style="list-style-type: none">• All the students have to prepare: Script for Radio Play, Radio Feature, Radio Talk (05 Minute), Radio Interview(One Each)	15	
Suggested Reading: <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 Journalism, NewDelhi, Anmol Publication (1st edt.)• Mehra. Ramesh : 2007: Media and Progress, New Delhi			

Pratibha, Naresh: 2007: Radio Prasara, New Delhi,
Pratibha Publication

- Katheria, Naresh :2013, Radio Madhyam evam Takniki, Delhi,
ShilpyanPrakshan
- Kumar, Prashant: 2015, Bharat Mein Radio Prasara, New Delhi, A. R.
Publication

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

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)		Year: Third	Semester: Sixth
Course/ Paper-XXIX			
Course-XXIX		Course Title: Profile Study (Project-Viva)	
Marks: 100			
Total No. of Lectures: 45			
Unit	Topics	No. of Lectures (Hours)	
I	Conduct Content Analysis of Newspaper/Radio/TV/NewMedia on any topic consulted by his/her teacher	15	
II	Feedback and Feed Forward Study	15	
III	Case Study on any topic	15	
IV	Survey Research	15	
A Student will prepare a project report on a topic related to Mass Communication and will submit project report of 15000 to 20000 words following steps of research as prescribed in the Course of Communication Research. The Profile Study (Project-viva) will be examined by a board of examiners consisting of one external and one internal examiner.			

Programme/Class: Degree B. A. JMC (Journalism and Mass Communication)	Year: Third	Semester: Sixth
Course/ Paper-XXX		
Course-XXX	Internship-viva	
Marks: 100		
<p>A Student will be attached for 30 to 45 days with any media agency/organization of his/her special interest. A diary will be prepared of every student which will be certified by agency supervisor. Based on everyday work, a file will be prepared separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the semester by a board of examiners consisting one external and one internal examiner.</p>		