



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

(For University Department)
(Four Years / Eight Semester 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 fulfil these goals systematic education of Journalism and Mass Communication has become inevitable.

B.A. Journalism and Mass Communication Honours (BAJMC-H) is a carrier-oriented course spread over eight semesters (Four Years). According to new guidelines by NEP after completion first year of the Course, students will get Certificate in Journalism and Mass Communication, after two years they will get diploma in Journalism and Mass Communication and after three years students will get Degree in BAJMC (Honours), after four years they will get BAJMC (Honours) with research/academic project.

General Rules:

1. The whole programme (BAJMC) is divided into eight semesters (Four Years). There will be four theory papers in Ist, IInd, IIIRD, IVth, Vth, VIIth and VIIIth semester, in VIth semester there will be three practicals-viva, one project-viva, one internship-viva. In Ist, IInd, IIIRD, IVth, Vth, VIIth and VIIIth semesters there will be a course related practical in mentioned semesters. 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. Each course carries 4 credits.
2. The sixth semester shall be devoted to practical of Print_Media Practical-Viva, TV and Radio Practical-Viva, Digital Media Practical-Viva, Project-Viva and Internship-Viva as described in the syllabus details. These practical-viva shall be held towards the end of sixth 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.

R.S. Singh

Manoj

Deepak

The Course BAJMC-II is designed to offer comprehensive fundamental training in various fields of Mass Communication like: Print Media, Radio, Television, Photo Journalism, New Media, Advertising, Public Relations, Corporate Communication, Media Management, Development Communication, Research and more.

The objective of BAJMC-II 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 providing them an exposure to contemporary media skills and to give 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.

Ben

May

Deep

Chaudhary Charan Singh University, Meerut,
(Only for Campus)

Syllabus of BAJMC Honors w.e.f. 2025-26

(Four Years / Eight Semesters Programme)

(B.O.S. 08/05/2025 AC.....)

(For University Department Only)

Year	Sem	Course/ Paper	Paper Name	Credit	Marks:100	
					Ext.	Int.
I	I	Course-I	Introduction to Communication	4	75	25
	I	Course-II	Introduction to Journalism	4	75	25
	I	Course-III	प्रयोजन मूलक हिंदी	4	75	25
	I	Course-IV	Environment Communication	4	75	25
	I	Course-V	Course Related Practical-Viva	4	100 (External Only)	
	II	Course-VI	Print Media	4	75	25
	II	Course-VII	Digital Journalism	4	75	25
	II	Course-VIII	Communicative English	4	75	25
	II	Course-IX	Advertising	4	75	25
	II	Course-X	Course Related Practical – Viva	4	100 (External Only)	
II	III	Course-XI	Media Organization: Structure and Function	4	75	25
	III	Course-XII	Electronic Media-I (Radio)	4	75	25
	III	Course-XIII	Graphics and Illustrations	4	75	25
	III	Course-XIV	Social and Political System of India	4	75	25
	III	Course-XV	Course Related Practical-Viva	4	100 (External Only)	
	IV	Course-XVI	Media Laws and Ethics	4	75	25
	IV	Course-XVII	Electronic Media-II (Television Journalism)	4	75	25
	IV	Course-XVIII	Corporate Communication and Media Management	4	75	25
	IV	Course-XIX	Introduction to Film Studies	4	75	25
	IV	Course-XX	Course Related Practical-Viva	4	100 (External Only)	
III	V	Course-XXI	Bhartiya Communication System	4	75	25
	V	Course-XXII	Value Education	4	75	25
	V	Course-XXIII	Public Relations and Event Management	4	75	25
	V	Course-XXIV	Basics of Research	4	75	25
	V	Course-XXV	Course Related Practical-Viva	4	100 (External Only)	

[Signature]

[Signature]

[Signature]

III	VI	Course-XXVI	Print Media Practical-Viva	4	100 (External Only)	
	VI	Course-XXVII	TV and Radio Practical-Viva	4	100 (External Only)	
	VI	Course-XXVIII	Digital Media Practical-Viva	4	100 (External Only)	
	VI	Course-XXIX	Project -Viva	4	100 (External Only)	
	VI	Course-XXX	Internship - Viva	4	100 (External Only)	
IV	VII	Course- XXXI	Development Communication	4	75	25
	VII	Course- XXXIII	Social and Political Thinkers	4	75	25
	VII	Course- XXXIII	Sports Journalism	4	75	25
	VII	Course-XXXIV	Business Journalism	4	75	25
	VII	Course-XXXV	Course Related Practical-Viva		100 (External Only)	
	VIII	Course-XXXVI	Advance Communication Research	4	75	25
	VIII	Course-XXXVII	Rural and Health Communication	4	75	25
	VIII	Course-XXXVIII	Media and Cultural Studies	4	75	25
	VIII	Course-XXXIX	Iconic Personalities of Media : Post-Independence	4	75	25
	VIII	Course-XXXX	Course Related Practical – Viva	4	100 (External Only)	

[Signature]

[Signature]

[Signature]

Certificate in Journalism and Mass Communication

YEAR-I

SEMESTER- I

Year	Sem.	Course/ Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
I	I	Course/ Paper -I	Introduction to Communication	4	75	25
	I	Course/ Paper -II	Introduction to Journalism	4	75	25
	I	Course/ Paper -III	प्रयोजन मूलक हिंदी	4	75	25
	I	Course/ Paper -IV	Environmental Studies	4	75	25
	I	Course/ Paper -V	Course Related Practical-Viva	4	100 (External Only)	

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: I
Course/ Paper- I			
C- I	Course Title: Introduction to Communication		
Course Outcomes: The student at the completion of the course will be able to:			
<ul style="list-style-type: none">• Learn about the key concepts, definitions and importance of communication in personal and societal development.• Investigate the characteristics and purposes of mass communication, as well as many types of media and their impact on contemporary society.• Examine key mass communication concepts to gain a better understanding of how the media influences public opinion, culture and behaviour.• Understand essential communication models and use them to examine communication processes in personal, professional and social settings.• Gain a critical awareness of how communication theories and models influence media practices and audience engagement techniques.			
Credits: 4		Compulsory	
Max. Marks: 100			
(External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Meaning and concept of Communication: <ul style="list-style-type: none">• The concept and meaning of communication• Need for Communication• Elements of Communication• Types of Communication• Process of Communication• 7 Cs of Communication		15
II	Mass Communication& Mass Media <ul style="list-style-type: none">• The Function and Context of Mass Communication• Scope and the concept of Mass & Mass Culture of Mass Communication• Mass Media- Definition and meaning• Tools of Mass Media-Books, Newspaper, Radio, Television• Digital media: Books, Newspapers, Magazines, Radio, TV, Films, Video• Modern Mass Media Channels, Internet, social networking media, Blog, Podcasts, Vlog		15
III	Mass Communication Theories <ul style="list-style-type: none">• Introduction: Meaning and need for "Theory"• Direct effect paradigm- Hypodermic or bullet Theory• Limited Effect Paradigm- Individual differences, Personal influence theory		15

	<ul style="list-style-type: none"> • Sociological Theories-Cultivation theory, Agenda setting theory, The uses and gratification theory, Dependency theory • Normative theories- Authoritarian, Libertarian or free press theory, social responsibility theory, Communist theory, Development communication theory, Democratic- Participation theory 	
IV	Communication Models <ul style="list-style-type: none"> • Model: Definition and concept • Understanding some basic principles/models of communication- SMR, SMCR, Newcomb, Lasswell, Osgood, Shannon and Weaver, Wilbur Schramm and George Gerbner, Dance model 	15

Suggested Readings:

- Narula, Uma: 2006: Hand book 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, Veerbala 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.)
- Mc Quail, 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
- नटराजन, जे, 2002, भारतीय पत्रकारिता का इतिहास, नई दिल्ली, प्रकाशन विभाग,
- कुमार, केवल जे.: 2017 भारत में जनसंचार, मुम्बई, जयको पब्लिकेशन्स
- पातंजलि, प्रेमचंद, 2002: संचार सिद्धांत की रूपरेखा, गाजियाबाद, के०एल०पचौरी प्रकाशन
- सिंह, श्रीकांत: जनसंचार प्रतिरूप एवं सिद्धांत, वाराणसी, विश्वविद्यालय प्रकाशन

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: I
Course/ Paper- II			
C- II	Course Title: Introduction to Journalism		
Course Outcomes: The student at the completion of the course will be able to:			
<ul style="list-style-type: none">• Understand journalism's core concepts, purpose, ethics as well as its role in a democratic society.• Investigate the historical evolution of media and its influence on current journalism approaches.• Differentiate between various genres of journalism, including investigative, broadcast, digital citizen journalism, and comprehend their distinct qualities and challenges.• Gain insight into the operations and activities of major media organisations and committees in India and around the world.• Assess the effects of journalism techniques on society, culture and governance.			
Credits: 4		Compulsory	
Max. Marks: 100			
(External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Introduction to Journalism: <ul style="list-style-type: none">• Journalism: Meaning, Definition• History of Journalism in India• Journalism Education in India• Journalism as a Profession		15
II	Origin and Development of Media <ul style="list-style-type: none">• Newspaper• Radio• Television• Digital Media• Pioneer Journalist of India (Pre-Independence)		15
III	Types of Journalism <ul style="list-style-type: none">• Investigative Journalism• Yellow Journalism• Crime Journalism• Sting Journalism• Page Three Journalism• Photo Journalism• Values and Ethics of Journalism		15

IV	Important Media Organizations and Committees <ul style="list-style-type: none"> • Press Council of India • RNI, ABC, IRS, NRS • Editors Guild • Chanda Committee, Varghese Committee, Joshi Committee • First Press commission, Second Press Commission 	15
----	---	----

Suggested Readings:

- Agarwal, Veerbala 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 edt.)
- Natrajan. J.:2017, History of Indian Journalism, New Delhi, Publication Division
- नटराजन,जे, 2002, भारतीय पत्रकारिता का इतिहास, नई दिल्ली, प्रकाशन विभाग
- कुमार, केवल जे, : 2017 भारत में जनसंचार, मुम्बई, जयको पब्लिकेशन्स

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: I
Course/ Paper-III			
C- III		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, संबधबोधक, 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-IV			
C-IV		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

- 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:

- Agarwal, K. C. *Environmental Biology*. Bikaner: Nidi Publ. Ltd.
- Bharucha, Erach. *Textbook of Environmental Studies for Undergraduate Courses*. New Delhi: UGC.
- Miller, T. G. Jr. *Environmental Science*. Wadsworth Publishing Co.
- Odum, E. P. *Fundamentals of Ecology*. W.B. Saunders Co.
- Sharma, B. K. *Environmental Chemistry*. Goel Publishing House.
- Asthana, D. K., and Meera Asthana. *A Textbook of Environmental Studies*. S. Chand & Company Ltd.
- Divan, Shyam, and Armin Rosencranz. *Environmental Law and Policy in India*. Oxford University Press.

Programme/Class: Certificate in Journalism and Mass Communication	Year: First	Semester: I
Course /Paper-V		
C-V	Course Title: Course Related Practical-Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will learn how to type in Hindi using the Kruti Dev 10 and Mangal fonts.• Students will enhance their persuasive communication skills by writing impactful "Letters to the Editor" for National publications.• The ability to write precise and powerful news releases for real-world scenarios will be mastered by the students.		
Maximum Marks: 100 (Only External)		
Credits: 4	Compulsory	
Max. Marks: 100 (External only)		
<ul style="list-style-type: none">• Students must be proficient in Hindi typing, using the Kruti Dev 10 and Mangal fonts.• Each student must write at least one "Letter to the Editor" for a national publication.• Students must produce news pieces that include one hard news piece and one light news article. '• Students should practise draughting press releases efficiently.		

Certificate in Journalism and Mass Communication

YEAR-I

SEMESTER- II

Year	Sem.	Course/Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
I	II	Course/ Paper -VI	Print Media	4	75	25
	II	Course/ Paper -VII	Digital Journalism	4	75	25
	II	Course/ Paper -VIII	Communicative English	4	75	25
	II	Course/ Paper -IX	Advertising	4	75	25
	II	Course/ Paper -X	Course Related Practical-Viva	4	100 (Only External)	

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: II
Course/ Paper-VI			
C-VI	Course Title: Print Media		
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			
Unit	Topics		No. of Lectures
I	News <ul style="list-style-type: none">• Concept, Meaning and Definition of News,• Elements of News, News Value,• Selection of News, Objectivity of News, Types of News• News Reporting, Translation of news		15
II	Intro: <ul style="list-style-type: none">• Definition and Types• Headline: Definition & Types• Beat: Meaning, Importance and Types: Crime, Sports, Political, Parliamentary, Court, Education• Art and Culture, Rural, Women		15
III	Editing: <ul style="list-style-type: none">• 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.		15
IV	Different Sections and Department of Newspaper Organization: <ul style="list-style-type: none">• Editorial Department, Circulation Department• Advertising, Printing and Administrative Department• News Room of a Daily, weekly newspaper, and periodicals Role and Responsibilities of Media Persons: <ul style="list-style-type: none">• Editor, Sub Editor, Reporter, Layout Designer, Proof Reader.		15

Suggested Readings:

- Harimohan, Joshi Shankar 1995: Khoji Patrakarita, New Delhi, Taxshila Publication (1st edt.)
- Srivastava, K.M.2003: News Reporting and Editing, Delhi, Starline Publication
- Flemming and Hemmingway 2005, An Introduction to Journalism, New Delhi, Vistaar Publications
- Sharma, Seema2005: Journalism Reporting, New Delhi, Anmol Publication (1st edt.)
- Puri, Manohar 2006: Art of Reporting, New Delhi, Pragan Publication
- Tripathi, RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan
- Palanithurai, G2008, 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, Pultizer Institute of Comm. Studies (1st edt.)
- Harimohan 2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd edt.)
- Jain, Ramesh 2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1st edt.)
- Moen, Daryl2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5th edt.)
- Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd edt.)

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: II
Course/Paper-VII			
C-VII		Course Title: Digital Journalism	
Course outcome: <ul style="list-style-type: none">• To provide introduction to Digital Journalism.• To impart the knowledge of Computer Networks and social Networking Sites.• Students will be able to use digital platforms, tools, and technologies to create, curate, and distribute information in journalism.• Students will demonstrate their understanding of ethical norms and legal considerations relevant to digital journalism, such as copyright, privacy, and fact-checking.• Students will learn how to analyse audience behaviour with analytics tools and optimise content strategies for increased reach and engagement.			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures=60			
Unit	Topics	No. of Lectures	
I	Digital Communication: <ul style="list-style-type: none">• Meaning and Definition• Characteristics of Digital Communication• Characteristics of Internet• Brief History of ISP• Limitations of Digital Journalism	15	
II	Services of Internet: <ul style="list-style-type: none">• News Portal• Email: Need and Importance E-Commerce• E-Newspapers and its importance	15	
III	Mobile Journalism <ul style="list-style-type: none">• New Dimensions of Social Media• Reporting from Mobile Phone• Photo and Video Editing on Mobile• Identifying Fake Information• Ethics and Best Practices in Mobile Journalism	15	

IV	Writing for Digital Media: Internet Language Hashtags, Importance of Hashtags SEO, SMO Uploading Photographs and Videos Writing News Content	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 & Management, New Delhi, Parikalpna Publisher.

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: II
Course/ Paper-VIII			
C-VIII		Course Title: Communicative English	
Course outcome: <ul style="list-style-type: none">• To learn language and develop proficiency• To become competent in the use of English Language in Journalistic Approach.• Students will improve their reading, writing, speaking, and listening skills in English, enabling for more effective everyday communication.			
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">• Articles• Parts of Speech• Figure of Speech• Sentences: Simple, Complex and Compound• Propositions, propositional phrases• Tenses		15
II	<ul style="list-style-type: none">• Correction of Common Errors• Choosing Correct Forms• Rewriting Sentences• Compound Words• Words often mis-spelt and misused• Idioms, Antonyms, Synonyms		15
III	<ul style="list-style-type: none">• Homonyms, Acronyms• One-Word Substitutes• Composition and Mechanics of Writing• Translation• Précis, Paragraph, Expansion		15

IV	<ul style="list-style-type: none"> • Use of English Words in Hindi Newspaper • Curriculum Vitae/Resume • Article Writing • Letter & Application 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

Programme/Class: Certificate in Journalism and Mass Communication		Year: First	Semester: II
Course/Paper- IX			
C-IX		Course Title: Advertising	
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 and Definitions,• Types and Functions• Evolution of Advertising Advertising Agencies: <ul style="list-style-type: none">• Functions, organizational structure,• Advertising and Marketing mix. Advertising and Market Research.	15	
II	Theories of Advertising: <ul style="list-style-type: none">• Motivation theory• Consumer Behaviour: Factors, models and Brand positioning• Advertising Appeals	15	
III	Creative Strategies: <ul style="list-style-type: none">• 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, Types• Online Advertising: Process, Scene, Types,• Measuring Online Advertising: CPC, CPM and other Methods	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 (1st ed.)
- Kundra, Shipra : 2005: Introduction to Advertising and Public Relations, New Delhi Anmol Publication (1st ed.)
- Jethwaney Jaishri & Jain Shruti: 2006: Advertising Management, New Delhi, Oxford University Press
- Mohan Savita : 2012: Trends in Advertising Management, New Delhi, Enkay Pub.
- Patanjali, Premchand : 2008, Aadhunik Vigyapan, New Delhi, Vani Prakshan
- Gupta, U.C.: 2012, Aadhunik Vigyapan Aur Jansampark, New Delhi, Arjun Publishing House
- Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.

Programme/Class: Certificate in Journalism and Mass Communication	Year: First	Semester: II
Course/ Paper-X		
C-X	Course Title: Course Related Practical-Viva	
Course Outcomes:		
<ul style="list-style-type: none">• Acquaint students with practical knowledge of basics of Content writing for Digital Media• Designing advertisement of any product, service for social media platform• Students will get familiar with practical aspect of Digital Journalism and Advertisement		
Credits: 4	Compulsory	
Max. Marks: 100 (External only)		
<ul style="list-style-type: none">• Students must be skilled in English typing.• Students are asked to write two sorts of news reports: Hard and soft.• Students must create a news release.• Students are assigned to write an article regarding current events.• Logo designing, Advertisement and Poster designing		

Diploma in Journalism and Mass Communication

YEAR-II

SEMESTER-III

Year	Sem.	Course/ Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
II	III	Course/ Paper -XI	Media Organization: Structure and Function	4	75	25
	III	Course/ Paper -XII	Electronic Media-I (Radio)	4	75	25
	III	Course/ Paper -XIII	Graphics and Illustration	4	75	25
	III	Course/ Paper -XIV	Social and Political System of India	4	75	25
	III	Course/ Paper -XV	Course Related Practical-Viva	4	100 (Only External)	

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: III
Course/Paper-XI			
C-XI		Course Title: Media Organization: Structure and Function	
Course outcome: <ul style="list-style-type: none">• Students will get the knowledge of different media organizations.• Students will come to know about structure and functions of media organizations• Students will come to know about Government information system.			
Credits:4		Compulsory	
Max.Marks:100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics	No. of Lectures	
I	Media Organization and Management <ul style="list-style-type: none">• Principles of Management• Types of Organization and their functions• Ownership patterns• Advantages and Disadvantages of Various forms of Ownership	15	
II	Newspapers finance and control <ul style="list-style-type: none">• Budgeting and Financial management• Newspaper registration – RNI – •Recruitment policy – training –• Wage policy - Wage boards – Readerships surveys• ABC-Advertising policy	15	
III	Organizational Structure of Media houses <ul style="list-style-type: none">• Organizational Structure of Print Media Organizations• Organizational structure of Radio station• Organizational Structure of Television News Channels• Organizational Structure of News Agencies	15	

IV	Government Information Systems: <ul style="list-style-type: none"> • Concept and Philosophy • Prasar Bharti, AIR, Doordarshan, • Cable TV, DTH, CAS-TV • PIB, DAVP, DFP, • Song and Drama Division, Films Division, etc 	15
----	---	----

Suggested Readings

- Williams, H. L. (1978). *Newspaper organization and management* (5th ed.). Ames: Iowa State University Press.
- Chatterji, P. C. (1987). *Broadcasting in India*. New Delhi: Sage Publications.
- Rangaswami, P. (1989). *History of journalism*. New Delhi: Sterling Publishers.
- Natarajan, J. (1955). *History of Indian press*. New Delhi: Publications Division.
- Iyer, V. (2000). *Mass media laws and regulations in India*. New Delhi: Bahri Publications.
- Thakurta, P. G. (2009). *Media ethics*. New Delhi: Oxford University Press.
- Kiran, R. N. (2000). *Philosophies of communication and media ethics: Theory*. New Delhi: Authors Press.
- Aggarwal, V., & Gupta, V. S. (2002). *Handbook of journalism and mass communication in India*. New Delhi: Concept Publishing Company.

- | | | |
|--|--|--|
| | <ul style="list-style-type: none">• Qualities of Presenter / Radio Jockey• Importance of Pronunciation and Voice Modulation | |
|--|--|--|

Suggested Readings:

- 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:Radio Prasaran, NewDelhi, Pratibha Publication
- Katheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan
- Kumar,Prashant : 2015,Bharat Mein Radio Prasaran, New Delhi, A.R. Publication

- Heller, Steven, and Seymour Chwast. *Illustration: A Visual History*. (For understanding historical styles that can be replicated digitally).
- McCloud, Scott. *Understanding Comics: The Invisible Art*. (Relevant for digital sequential art/webcomics).
- Software documentation and online learning resources for industry-standard tools like Adobe Creative Suite (Illustrator, Photoshop, InDesign basics), Procreate, Affinity Designer/Photo, etc.
- Online tutorials and courses from platforms like Skillshare, Coursera, Udemy, Adobe Learn.
- Portfolios and case studies of influential digital graphic designers and illustrators.
- Industry publications, design blogs, and online communities focusing on digital design and illustration trends.

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: III
Course/ Paper-XIV			
C-XIV		Course Title: Social and Political System of India	
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• Students 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	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, Process, Types, and agents/factors.• Types of Society and Communication: Ancient, Past and Recent Social Issues and Mass Media: <ul style="list-style-type: none">• Human Rights, Consumerism, Women Empowerment		15
III	Indian Constitution: <ul style="list-style-type: none">• Foundation of Indian Constitution, Preamble and Specific features of Indian Constitution. Fundamental Rights and Fundamental Duties, Directive Principles of State• Indian Parliament: Lok Sabha, Rajya Sabha• President, Speaker of Lok Sabha, Chairman of Rajya Sabha, Prime, Minister and Council of Ministers, Constitutional Authorities		15
IV	Legislative and other procedure: <ul style="list-style-type: none">• Passing of Bills, Procedure of Passing Budget and Constitution• Amendment Bills, Parliamentary Committees and Functions• Nature of the Federal System, Central State Relations• State Legislature: Governor, Chief Minister and Council of Ministers,• Panchayati Raj and Local Government.		15

Judicial System in India:

- Supreme Court, High Court, Subordinate Court

(Citizenship and CAA, NRC, Article 370 Abolition)

Suggested Readings:

- Rayakhan, R.K. 1999. Media and Society, New Delhi, Common Wealth Publications, (1st edit.)
- Campbell, Richard 2000. Media And Culture, New York, Bedford Publication, (1st edit.)
- Singh, J.K. 2002. Media Culture and Communication, Jaipur, Mangaldeep Publications (1st edit.)
- Sharma, R.N. 2002. Material Culture and Social Formation in Ancient India, New Delhi (1st edit.)
- Prakashar, Manvhar/Bhanawat Sanjeev 2004. Human Right, Jaipur, University Book House (P) Ltd (1st edit.)
- Kumar, Kavel J. 2015. Mass Communication in India, Delhi, Jaleo Publication House (1st edit.)
- 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 Butterworths India
- Basu, D.D. : 2013, Bharat ka Samvadhan Ek Parichay, New Delhi, Lexis Nexis Butterworths India
- Kashyap, Subhash: 2011, Hamari Sansad, New Delhi, National Book Trust
- Jain, Pankraj : 2015, Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan
- Jain, Pankraj and Rajesh: 2015, Bhartiya Samvadhan, Delhi, SBPD Publishing House

Programme/Class: Diploma In Journalism and Mass Communication	Year: Second	Semester: III
Course/ Paper-XV		
C-XV	Course Title: Course Related Practical-Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will learn how to write and present a variety of radio formats, such as talk programs, dramas, and interviews.• Students will develop competence in creating professional-grade news packages for mobile journalism.• Students will gain experience creating educational videos and ads for online distribution.		
Credits: 4	Compulsory	
Max. Marks: 100 (External :100)		
<ul style="list-style-type: none">• Students must prepare a 5-minute radio talk as well as scripts for a radio drama, a radio feature, and a radio interview.• Students must create a news package for mobile journalism, an instructional video, and a commercial for MoJo.		

Diploma in Journalism and Mass Communication

YEAR-II

SEMESTER- IV

Year	Sem.	Course/ Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
II	IV	Course/ Paper -XVI	Media Laws and Ethics	4	75	25
	IV	Course/ Paper –XVII	Electronic Media-II (Television)	4	75	25
	IV	Course/ Paper –XVIII	Corporate Communication and Media Management	4	75	25
	IV	Course/ Paper –XIX	Introduction to Film Studies	4	75	25
	IV	Course/ Paper -XX	Course Related Practical- Viva	4	100 (Only External)	

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: IV
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 law• To make students aware of various media Associations and Organizations• Students will exhibit the ability to produce and disseminate media content while abiding by ethical and professional standards.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Ethical Framework and Media practices <ul style="list-style-type: none">• Freedom of expression Article 19(1) and Article 19(1)• Freedom of expression and defamation- Libel and slander• Issues of privacy and Surveillance in Society• Right to Information• Idea of Fair Trial by Media• Intellectual Property Rights• Media ethics and cultural dependence		15
II	Media Technology and Ethical Parameters <ul style="list-style-type: none">• Live reporting and ethics• Legality and Ethicality of Sting Operations, Phone Tapping etc• Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of The Supreme Court)• Discussion of Important cases-e.g. Operation Westend•		15
III	Some Related laws: <ul style="list-style-type: none">• Relevant sections of Broadcast Bill, NBA guidelines• Cyber Laws• Right to Information Act• Prasar Bharti Act• Cable TV Regulation Act		15
IV	Other Important Acts.		15

- | | | |
|--|---|--|
| | <ul style="list-style-type: none">• Copy Right Act• Official Secret Act• Press and Books Registration Act• Contempt of Court• Parliament Privileges | |
|--|---|--|

Suggested Readings:

- 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, New Delhi, Satyam Publishing House
- Singh, S. Swaroop: 2004, Press aur Bhartiya Sansad, N.Delhi, Classical Publishing Co.

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: IV
Course/ Paper-XVII			
C-XVII		Course Title: Electronic Media-II (Television)	
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	History of Television: History and Development of Television in world Scenario Growth of Television in India Nature and Importance of Television Mode of Transmission: Terrestrial Satellite TV, Cable TV Characteristics of TV as Compared to other media		15
II	Nature and Types of TV Programmes: Fictional Programmes: Soap Opera, Serials, Films News Based Programmes: Talk, Discussion, etc. Educational Programme, Commentary, Documentary Reality Shows		15
III	Television News: <ul style="list-style-type: none">Elements of TV NewsSources of TV NewsTypes of TV News Bulletins and their StructureBasic Principles of TV News WritingNews Package		15
IV	Television Programme Production & Anchoring: <ul style="list-style-type: none">Pre-ProductionProductionPost Production Anchoring and Presentation: <ul style="list-style-type: none">PronunciationBody LanguageArt of AnchoringNews ReadingArt of Interview		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

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: IV
Course/ Paper-XVIII			
C-XVIII		Course Title: Corporate Communication and Media Management	
Course outcome: <ul style="list-style-type: none">• Students will study the fundamentals of effective corporate communication.• Students will learn how to handle media relations and corporate branding.• Students will learn how to design and implement communication initiatives that advance organisational goals.• Students will investigate the role of digital media in corporate communication and reputation management.• Students will apply ethical concepts and crisis communication strategies in corporate situations.			
Credit: 2		Compulsory	
Max. Marks: 100 (External Only)			
Total No. of Lectures: 60 Hours			
UNIT	Topics		No. of Lectures
I	Introduction to Corporate Communication <ul style="list-style-type: none">• Definition and Scope: Understanding corporate communication, its objectives and importance in business• Principles of Corporate Communication: Ethics, transparency and credibility• Internal Communication, External Communication• Corporate Branding: Brand image, identity and reputation management• Crisis Communication: Managing corporate crises, building resilience and strategies for effective crisis response		15
II	Corporate Communication and Public Relations <ul style="list-style-type: none">• Corporate Communication Strategy: Planning, implementation and assessment.• Public Relations (PR): Role of PR in corporate communication, building public relations campaigns• Media Relations, Corporate Social Responsibility (CSR)• Government Relations and Lobbying: Regulatory environment, communication with government agencies, and compliance issues		15
III	Media Management and Corporate Advertising <ul style="list-style-type: none">• Media Planning and Buying: Media channels, audience analysis, budgeting and ad placement strategies• Corporate Advertising: Types of corporate advertising, message development and corporate advertising campaigns• Social Media Management: Social media strategy, engagement, content creation and analytics		15

	<ul style="list-style-type: none"> • Digital Media and New Trends: The role of digital media in corporate communication, emerging trends and the impact of AI and automation • Reputation Management: Monitoring and maintaining corporate reputation, tools and techniques • Evaluation and Feedback: Measuring communication effectiveness, media metrics and feedback mechanisms 	
IV	<p>Case Studies and Emerging Issues in Corporate Communication and Media Management</p> <ul style="list-style-type: none"> • Case Studies: Analysis of successful and unsuccessful corporate communication campaigns across industries. • Corporate Communication in Global Context: Cross-cultural communication, challenges, and strategies. • Ethics and Corporate Communication: Ethical dilemmas, corporate social responsibility in media, and legal considerations. • Emerging Issues: Trends like sustainability communication, transparency demands, and adapting to technological changes. • Crisis Management Cases: Analyzing real-life crisis communication scenarios and their handling. • Future of Corporate Communication and Media Management: The evolving role of corporate communication professionals, industry outlook, and competencies for the future. 	15

Suggested Readings:

- "Corporate Communication: Principles and Practices" by Jaishri Jethwaney
- "Public Relations and Corporate Communications" by C. V. Narasimha Reddi
- "Advertising and Media Planning" by Sangeeta Sharma
- "Crisis Communication" by Saroj Datta
- "Digital Media in Public Relations" by Subir Ghosh

Programme/Class: Degree BAJMC Honors		Year: Second	Semester: IV
Course/ Paper-XIX			
C-XIX		Course Title: Introduction to Film Studies	
Course outcome: <ul style="list-style-type: none">• To know about the concept of Film• To make students aware of various aspects of film making• Students will able to understand the film distribution process			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	The Birth of Cinema: <ul style="list-style-type: none">• 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• Usefulness of budgeting, Budget formats, various methods of acquiring Finance for film production.• Govt. Control over film industry, Film laws, Associations & their role		15
II	Fundamentals of film production: <ul style="list-style-type: none">• Stages of film production from script to screen• Various technicians and artists involved in the production work• Film Production stages.• Role and Responsibility of the Film Producer and Director• Technical and financial, interlocking roles of various technicians and artists in the making of a film		15
III	Film Distribution Process: <ul style="list-style-type: none">• 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 various centres		15
	Aims of lighting: <ul style="list-style-type: none">• The concept of good lighting and bad lighting• The horizontal, vertical Combination of horizontal and vertical positioning of light sources and effects		15

IV	<ul style="list-style-type: none"> • 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 	
----	---	--

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: Diploma in Journalism and Mass Communication	Year: Second	Semester: IV
Course/ Paper-XX		
C-XX	Course Title: Course Related Practical-Viva	
Course outcome: <ul style="list-style-type: none">• Students will develop their analytical skills by evaluating films critically and sharing their thoughts.• Students will learn how to write documentary scripts with a focus on research and narrative.• Students will demonstrate their ability to organise, produce and edit a short film that addresses contemporary affairs.		
Credits: 4	Compulsory	
Max. Marks: 100 (External only)		
<ul style="list-style-type: none">• Students must submit a film review.• Students are required to prepare a television news package.• Students must write a script for a documentary.• Students should make a TV interview.• Students are required to create a short film about any current issue.		

BAJMC (Honors)

YEAR-III

SEMESTER- V

Year	Sem.	Course/ Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
III	V	Course/ Paper -XXI	Bhartiya Communication System	4	75	25
	V	Course/ Paper -XXII	Value Education	4	75	25
	V	Course/ Paper - XXIII	Public Relations and Event Management	4	75	25
	V	Course/ Paper - XXIV	Basics of Research	4	75	25
	V	Course/ Paper -XXV	Course Related Practical-Viva	4	100 (External Only)	

Programme/Class: BAJMC(Hons.)		Year: Third	Semester: V
Course/ Paper-XXI			
C-XXI		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

Reading Suggestions:

- Kumar Prashant, Yadav Beenum. (2024), Bhartiya Communication Patterns: Basic Foundation of Communication
- Thapar , R. (1966). Ashoka and the decline of the Mauryas. Oxford University Press.
- Lal , B.B. (1960). The Saraswati flows on : The continuity of Indian Culture, Macmillan.
- Doniger, W. (2010). The hindus : and alternative history. Penguin Books.

Program/Class: BAJMC(Hons.)		Year: Third	Semester: V
Course/ Paper-XXII			
Course Code: XXII		Course Title: Value Education	
Course Outcomes: This course is designed <ul style="list-style-type: none">To introduce meaning, aim and significance of value educationTo explain the role of value education in personal development and Nation building. To develop an understanding of ethical quandaries and equip students with the skills to make moral decisions in a range of settings.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		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">Sensitization towards EqualityPhysically and Mentally ChallengedRespect 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:

- 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, Aruna and Goel, S.L. 2004: Human Values and Education, New Delhi, JBA Publisher

Program/Class: BAJMC(Hons.)		Year: Third	Semester: V
Course/ Paper-XXIII			
Course Code: XXIII		Course Title: Public Relations and Event Management	
Course Outcomes <ul style="list-style-type: none">Students will study about the concepts and practices of public relations in organisational settings.Students will learn how to develop and carry out effective public relations initiatives.Students will learn how to plan, coordinate and manage professional events for diverse audiences.Students will investigate the significance of media and communication strategies in good event management.Students will apply ethical concepts and crisis management techniques in public relations and events.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		Total no. of Lectures
I	Introduction to Public Relations <ul style="list-style-type: none">Definition and Scope of Public Relations (PR)Understanding PR: Definition, history, and evolutionThe role and importance of PR in organizations and societyPR Principles and Ethics, Basic principles of effective PRRole of professional bodies and codes of conduct in PRFunctions of PR, Public opinion, and its role in shaping perceptionsInternal vs. external PR, Crisis management and PRPR Tools and Techniques, Media relations		15
II	PR Campaigns and Strategies <ul style="list-style-type: none">Strategic Planning in PR, PR campaign: research, planning, implementation, and evaluation. Target audience analysis and messaging strategiesBudgeting and resource allocation for PR campaignsPR and Corporate Social ResponsibilityCSR and its impact on brand reputationDigital and Social Media in PRSocial media strategies and platforms for PREvaluation of PR Campaigns		15

III	Fundamentals of Event Management <ul style="list-style-type: none"> • Introduction to Event Management • Definition and types of events (corporate, social, promotional, personal, etc.). Scope and objectives of event management • Role of event managers and key stakeholders in event planning • Event Planning Process, steps in planning an event: concept, theme and objective setting • Budgeting, financing and sponsorships for events • Site selection, logistics and vendor management • Event Promotion and Marketing • Marketing strategies for events (social media, PR, direct marketing) • Sponsorships and partnerships in events • Importance of guest experience and audience engagement 	15
IV	Event Execution and Evaluation <ul style="list-style-type: none"> • Event Production and Execution • On-site management, time management and coordination. • Managing risk and ensuring safety and security at events. • Use of technology in events: virtual and hybrid event models. • Crisis Management in Events • Handling on-site crises: emergency preparedness and response. • Communication during event crises. • Event Evaluation and Post-Event Activities • Methods of event evaluation: feedback, surveys and key performance indicators (KPIs) • Post-event PR and reporting. • Learning from events: case studies and industry best practices. 	15

Suggested Readings:

- "Public Relations and Corporate Communications" by C. V. Narasimha & Gaur, S. S., & Saggere, S. V. (2009). *Event management and marketing*. Vikas Publishing House.
- Jethwaney, J. (2010). *Public relations management*. Oxford University Press.
- Magan, S. (2007). *Essentials of public relations*. Vikas Publishing House.
- Mehta, D. S. (2017). *Handbook of public relations*. Vikas Publishing House.
- Mohan, S. (2014). *Event management and public relations*. Concept Publishing Company.
- Parry, B., & Shone, A. (2004). *Successful event management: A practical handbook*. Cengage Learning EMEA.

- Ravindran, V. (2015). *Media relations: Concepts and practices*. PHI Learning.
- Shone, A., & Parry, B. (2004). *Successful event management: A practical handbook*. Cengage Learning EMEA.

Program/ Class: BAJMC(Hons.)		Year: Third	Semester: V
Course Title: Basics of Research			
Course/ Paper-XXIV			
Course Outcomes:			
<ul style="list-style-type: none">Students will demonstrate an understanding of basic research methods used in media studies.Students will assess and evaluate data on media trends, audiences and content.Students will learn how to analyse and analyse existing media research projects.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures-60			
Unit	Topics		No. of Lectures
I	Introduction to Communication Research: <ul style="list-style-type: none">Concept & definition of research in general Communication,Difference between Media Research & Communication ResearchDevelopment of Media ResearchFour Phases of Mass Media ResearchObjectives of Research		15
II	Research Concepts:		15
	Types of Research: <ul style="list-style-type: none">Descriptive, exploratory, Applied, Fundamental, Qualitative, Quantitative etc.Variables- Types of Variables and their conceptsSampling -Meaning, Concept & NeedTypes of Probability Sampling & Non-Probability SamplingHypothesis: Meaning, definitions.		15
III	Research Methods: <ul style="list-style-type: none">Survey MethodObservation MethodContent AnalysisCase StudyExperimental ResearchMoving Image AnalysisPolicy Research		15
IV	Introduction to Statistical Methods: <ul style="list-style-type: none">Measures of Central TendencyMeasures of DispersionCorrelation		

Research Writing

- Report writing & Interpretation, Significance of Report Writing
- Writing Abstracts & Synopsis, Research Paper Writing
- Layout of Research Report
- Bibliography (Introduction to APA)
- Ethics in Research and Publication
- Significance of Report Writing

Suggested Readings:

- Mass Communication Research Methods by Hansen et.al.
- Doing Media Research by S.H. Priest
- Donald Treadwell, Introducing Communication Research: Paths of enquiry
- 4. Arthur Asa Berger, Mass Media and Communication Research methods
- Suggestive digital platform web links:
- a. <https://www.mastersincommunications.com/features/guide-to-communication-researchmethodologies>
- Verma Deepika(2023): Mass Media Research, Lucknow, Vina Prakshan

Programme/Class: BAJMC (Hons.)	Year: Third	Semester: V
Course/ Paper-XXV		
C- XXV	Course Title: Course Related Practical-Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will gain expert PR writing abilities for branding and successful communication.• Students will gain the ability to organise and provide succinct summaries of media initiatives.• Students will show that they can integrate technical writing, creativity, and research.		
Credits: 4	Compulsory	
Max. Marks: 100 (External only)		
<ul style="list-style-type: none">• Students must prepare PR writing.• Students are expected to produce an article about environmental issues.• Students must prepare a synopsis.		

YEAR-III

SEMESTER- VI

Year	Sem.	Course/ Paper	Paper Name	Credit	Marks: 100
III	VI	Course/ Paper - XXVI	Print Media Practical – Viva	4	100 (External Only)
	VI	VI Course/ Paper - XXVII	TV & Radio Practical – Viva	4	100 (External Only)
	VI	Course/ Paper - XXVIII	Digital Media Practical – Viva	4	100 (External Only)
	VI	Course/ Paper - XXIX	Project Report – Viva	4	100 (External Only)
	VI	Course/ Paper -XXX	Internship – Viva	4	100 (External Only)

Programme/Class: BAJMC(Hons.)	Year: Third	Semester: VI
Course/Paper-XXVI		
C-XXVI	Course Title: Print Media Practical – Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will get hands-on experience publishing and managing a monthly publication.• Students will become proficient in magazine production, which includes content creation and graphic design.• Students will be able to document and assess media trends by making scrapbooks.		
Credits: 4	Compulsory	
Max. Marks (Only External)		
<ul style="list-style-type: none">• Students must publish a monthly newspaper with a minimum of 4 pages.• Students are required to prepare a magazine with a minimum of 20 pages.• Students must write 10 articles on current and contemporary topics.• Students are required to prepare a scrapbook on media.		

Programme/Class: BAJMC(Hons.)	Year: Third	Semester: VI
Course/Paper-XXVII		
C-XXVII	Course Title: TV and Radio Practical -Viva	
Course Outcomes: <ul style="list-style-type: none">• The students will become proficient in crafting compelling and cohesive television news programs.• Students will learn how to write scripts for TV documentaries and interviews.• Students will become more proficient at creating content for various radio formats.		
Credits: 4	Compulsory	
Max. Marks (Only External)		
<ul style="list-style-type: none">• Every student must produce a TV news package.• Write a TV documentary screenplay and one TV interview.• Create a documentary on their organisation or a short video about a current event.• Students must write a script for a radio talk, radio play or radio feature.• Record a radio interview.		

Programme/Class: BAJMC(Hons.)	Year: Third	Semester: VI
Course/Paper-XXVIII		
C-XXVIII	Course Title: Digital Media Practical – Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will learn how to create and manage content for multiple social media channels.• Students will have a thorough understanding of the revenue-generating aspects of digital platforms.• Students will improve their ability to strategies for audience engagement and online growth.		
Credits: 4	Compulsory	
Max. Marks (Only External)		
<ul style="list-style-type: none">• Students are required to set up accounts on Facebook, Instagram and X (previously Twitter), as well as to broadcast educational content of their own choosing on a news-focused YouTube channel.• Students must be taught about and get an understanding of how digital media platforms are monetised.		

Programme/Class: BAJMC(Hons.)	Year: Third	Semester: VI
Course/Paper-XXIX		
C-XXIX	Course Title: Project – Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will get the ability to conduct content analysis utilizing systematic research methods.• Students will develop their analytical and critical thinking skills by creating case studies.• Students will learn how to use media research approaches to create well-structured project reports.		
Credits: 4	Compulsory	
Max. Marks (Only External)		
<ul style="list-style-type: none">• Students must conduct a content study of newspapers, radio, television, or new media on a topic selected in consultation with their faculty.• Students are required to prepare a case study on any relevant topic.• Students are expected to do survey research on a chosen topic. <p>Each student will prepare a 1500–2000-word project report on a topic linked to mass communication while adhering to the rules of media research technique. The project report (Project-Viva) will be examined by a board of examiners that includes one external and one internal examiner.</p>		

Programme/Class: BAJMC(Hons.)	Year: Third	Semester: VI
Course/Paper-XXX		
C-XXX	Course Title: Internship-Viva	
Course Outcomes: <ul style="list-style-type: none">• Students will get practical experience and professional skills through real-world work in the media industry.• Students will learn how to align academic learning with professional practices in a real-world setting.• Students will become more confident in their ability to explain their internship experiences and defend their work during the viva-voce. \		
Credits: 4	Compulsory	
Max. Marks (Only External)		
<ul style="list-style-type: none">• Every student will complete a 30 to 45 day internship in a media outlet or other relevant organisation. Throughout their internship, students must maintain a journal, which the supervisor of the agency or organisation will review.• Students will compile a thorough file based on their daily assignments in addition to the diary. Both the diary and the work file with the date-wise entries must be sent to the department.• At the end of the semester, a practical viva-voce (internship viva) test will be given based on the work file and diary. The test will be evaluated by a board of examiners that includes both internal and external examiners.		

BAJMC (Honors) with Research/Academic Project

YEAR-IV

SEMESTER- VII

Year	Sem.	Course/Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
IV	VI	Course/ Paper -XXXI	Development Communication	4	75	25
	VI	VI Course/ Paper -XXXII	Social and Political Thinkers	4	75	25
	VI	Course/ Paper -XXXIII	Sports Journalism	4	75	25
	VI	Course/ Paper -XXXIV	Business Journalism	4	75	25
	VI	Course/ Paper -XXXV	Course Related Practical-Viva	4	100 (External Only)	

Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VII
Course/ Paper-XXXI			
Course Code: XXXI		Course Title: Development Communication	
Course Outcomes: <ul style="list-style-type: none">Students will understand the role of communication in social, economic, and political development.Students will apply communication strategies to address development concerns in various areas.Students will assess the impact of media and communication on developmental outcomes.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		No. of Lectures
I	Development <ul style="list-style-type: none">Concept of Development and DefinitionProcess of DevelopmentIndicators of DevelopmentTheories of DevelopmentDevelopmental issues in India		15
II	Development Communication: <ul style="list-style-type: none">Meaning, Concept and Definitions of Development CommunicationGrowth of Development CommunicationStrategies in Development CommunicationRole of Media in Development Communication		15
III	Rural Development <ul style="list-style-type: none">Rural Development and Village CommunicationEducational Development and ICDSMeaning and Concept of Development Support CommunicationHealth and DSCCommunication and Awareness in Rural Areas		15
IV	Developmental Agencies <ul style="list-style-type: none">Reporting on Development ProjectsCommunity Participation and Sustainable DevelopmentCommunication Technologies and Development Communication		15

Suggested Readings:

- 1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC
- Mankekar, D.R. 1979: Media and Third World, New Delhi, IIMC
- Stevenson I. Robert 1988: Communication, development and third world, New York, Longman Inc.
- UNESCO 1988: 'Communication and Society- A Documentary History of NWICO', Paris
- Macbride Commission Report 1989: 'Many Voices, One World', Paris
- Melkote, Srinivas R. 2001, Communication for Development in the Third World : Theory and Practice, New Delhi, Sage
- Tiwari, I.P. 2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India

Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VII
Course/ Paper-XXXII			
Course Code: XXXII		Course Title: Social and Political Thinkers	
Course outcome: <ul style="list-style-type: none">Students will demonstrate an understanding of key social and political theories and their historical context.Students will critically analyse the contributions of major social and political thinkers to modern political thought.Students will develop the ability to engage in informed discussions on social and political theory, applying critical thinking skills.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		No. of Lectures
I	Indian Social and Political Thought – I <ul style="list-style-type: none">Indian Renaissance: Raja Ram Mohan Roy, VivekanandLiberal and hardline thinkers: Political Liberalism of G K Gokhale, Nationalism of B G Tilak		15
II	Indian Social and Political Thought – II <ul style="list-style-type: none">Gandhi: Critique of western civilization, Nationalism, Satyagrah,Non-violence, Hind Swaraj, Ideal StateNehruvian ThoughtSocialist Thoughts: Radical Humanism of M N Roy, Socialism of R M Lohia, Total Revolution of J P NarayanB R Ambedkar's thoughts on Social Justice and Social Democracy		15
III	Western Social and Political Thought <ul style="list-style-type: none">Greek Political Thinkers: Plato and AristotleTheories of Government: MachiavelliSocial Contract Theories: Hobbes, LockeSocial and Political Thoughts of George Hegal, Karl Marx		15
IV	Comparative Analysis <ul style="list-style-type: none">Western and Indian Social Political Thought: A Comparative Analysis		15
Suggested Reading- <ul style="list-style-type: none">Appadorai, A.,(1987) <i>Indian Political Thinking in the 20th century</i>, New Delhi, South Asian Publishers.			

- Alnuwalla, B. and Alnuwalla, M., (1991) *Raja Ram Monan Roy and the Indian Renaissance*, New Delhi, Mittal Publications.
- Pantham T. & Deutch K, (1996) *Political Thoughts in Modern India*, Sage, New Delhi.
- Chandra Bipin, (1979) *Nationalism and Colonialism in Modern India*, Orient Longman, New Delhi.
- Ghose, Sankar, (1984) *Modern Indian Political Thought*, Allied Publishers, New Delhi.
- Aristotle, (1960) *The Rhetoric of Aristotle*, Prentice Hall, New Jersey.
- Avineri, Sholomo, (1971) *The Social and Political Thought of Karl Marx*, Cambridge University Press.
- Berki, R. N, (1978) *The History of Political Thought*, London : Dent.
- Curtis M, (1961) *The Great Political Theories*, 2 Volumes, New York: Avon.
- Ebenstein, William, (1967) *Great Political Thinkers: Plato to the Present*, Calcutta: Cambridge University Press.
- Jayaraman, P. (2002) *Swami Vivekananda. The Prophet of India*. U.S.A: Bharatiya

Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VII
Course/ Paper-XXXIII			
Course Code: XXXIII		Course Title: Sports Journalism	
Course Outcomes: <ul style="list-style-type: none">Students will learn the principles of sports reporting and storytelling across multiple media platforms.Students will learn how to cover live sports events correctly and professionally.Students will learn how to produce compelling multimedia material for sports fans, such as interviews, features, and commentary.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		No. of Lectures
I	<ul style="list-style-type: none">Sports journalismSports as a part of cultureInternational and indigenous gamesElementary knowledge of sports policymaking in IndiaSports ministry		15
II	<ul style="list-style-type: none">Functioning of a sports newsroom including hierarchiesAmateur and Professional sportsBasic understanding of the different kinds of popular sporting activities in India and around the world		15
III	<ul style="list-style-type: none">Various sports governing bodies BCCIFootball Federation, Indian Hockey Association, ILTA and BodiesGoverning other major sports like badminton, volleyball, basketball, athletics, swimming, kabaddi, etc		15
IV	<ul style="list-style-type: none">International sporting organizations and regulatory bodies like IOC, FIFA, FIH, ICC, etc.,The Indian government's sports budget and allocations to various sportsBudget for creation of sports infrastructure, corporate promotion of sports like Tata Football Academy		15

Supported Suggestions

- Verma, K. K. (2004). *Sports journalism in India: Ethics and evolution*. Gyan Publishing House.
- Neelamalar, M. (2007). *Journalism and sports reporting*. PHI Learning Pvt. Ltd.
- Ugra, S. (2011). *Sports media: Reporting, producing, and planning*. HarperCollins Publishers India.
- Karnik, V. (2009). *The business of sports*. Sage Publications.
- Majumdar, B. (2006). *Indian sports: Conversations and reflections*. Viking Penguin.

Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VII
Course/ Paper-XXXIV			
Course Code: XXXIV		Course Title: Business Journalism	
Course Outcomes:			
<ul style="list-style-type: none">Students will understand the foundations of business, economics and finance to successfully report on economic issues.Students will learn how to examine and evaluate financial information, market trends and company data for journalistic use.Students will learn how to produce captivating and relevant business stories for various media platforms.Students will practise ethical reporting as they cover business, financial and corporate news.Students will learn to critically evaluate the impact of economic policies and corporate decisions on society.			
Credits: 4		Compulsory	
Max. Marks: 100			
(External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		No. of Lectures
I	<ul style="list-style-type: none">Business Journalism: Functioning of a business newsroom including hierarchiesElementary knowledge of macro economics policy making in IndiaBasic understanding of money, equity and fund reporting.Functioning of Finance Ministry, Budget reporting, Role of RBI.		15
II	<ul style="list-style-type: none">Functioning of the Commerce and Industry MinistryDirectorate General of Foreign TradeForeign Trade and investment scenario in India.BSE Sensex, NSE Nifty, SEBI, GST		15
III	<ul style="list-style-type: none">Understanding various beats in commodity reportingRole of the Ministry of Agriculture, Consumer Affairs, Food processing industry and Commerce and Finance in the agriculture and food sector.		15
IV	<ul style="list-style-type: none">Writing stories on the macro economic 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 write analyse and		

interpret data sheets 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.

Program/Class: BAJMC(H)	Year: Four	Semester: VII
Course /Paper-XXXV		
C- XXXV	Course Title: Course Related Practical-Viva	
Course Outcomes:		
<ul style="list-style-type: none">• Students will learn how to plan, write and produce documentary to effectively highlight local development projects.• To improve students analytical and critical thinking skills, read works about Indian political or social philosophers.• To improve their reporting and observational abilities, write interesting and factual pieces about live sporting events.		
Credits: 4	Compulsory	
Max. Marks :100 (External Only)		
<ul style="list-style-type: none">• Make a 5 minutes documentary about a local development project.• Write a comprehensive review of a book by or about an Indian political or social philosopher.• Write a feature article about an under-represented sport or a budding athlete.• After attending a local athletic event, write a match report.		

BAJMC (Honors) with Research/Academic Project

YEAR-IV

SEMESTER- VIII

Year	Sem.	Course/ Paper	Paper Name	Credit	Marks: 100	
					Ext.	Int.
IV	VII	Course/ Paper - XXXVI	Advance Communication Research	4	75	25
	VII	VI Course/ Paper - XXXVII	Rural and Health Communication	4	75	25
	VII	Course/ Paper - XXXVIII	Media and Cultural Studies	4	75	25
	VII	Course/ Paper - XXXIX	Iconic Personalities of Media: Post Independence	4	75	25
	VII	Course/ Paper - XXXX	Course Related Practical-Viva	4	100 (External Only)	

Program/Class:
BAJMC (Honors) with
Research/Academic Project

Year: Four

Semester: VIII

Course/ Paper-XXXVI

Course Code: XXXVI

Course Title: Advance Communication Research

Course Outcomes:

- Students will gain familiarity with complex qualitative and quantitative research methods.
- Students will study and synthesise scholarly research findings for academic and professional goals.
- Students will collect, analyse and present data in accordance with ethical research principles.

Credits: 4

Compulsory

Max. Marks: 100

(External: 75 + Internal :25)

Total No. of Lectures- 60

Units	Topic	No. of Lectures
I	Introduction to Research: <ul style="list-style-type: none">• Concept & definition of Research• Objectives of Research• Descriptive Vs Exploratory Research• Significance of Research• Longitudinal Research• Naturalistic Enquiry (Ethnographical Research)	15
II	Types of Research: <ul style="list-style-type: none">• Grounded Theory in brief• Triangulations / Mixed Methods in brief• Experimental Researches- Experimental and Control Groups• Cross –sectional research	15
III	Research Concepts I: <ul style="list-style-type: none">• Variables- Types of Variables and their concepts• Reliability & Validity in Research• Concepts and Constructs Research Concepts II: <ul style="list-style-type: none">• Generating Research Questions & Hypotheses• Probability & Non Probability Sampling• Types of Probability Sampling & Non-Probability Sampling• Hypothesis: Meaning, definitions.	15
IV	Research Methods: <ul style="list-style-type: none">• Survey Method• Observation Method• Interview Method• Content Analysis• Case Study• Experimental Method• Data Preparation Research Writing:	15

- Report writing and Interpretation
- Types of Report
- Writing Abstracts and Synopsis
- Layout of Research Report
- Research Paper Writing
- APA Style of in-text citation and reference

Research& Publication Ethics:

- Ethics in Publication
- Ethics in Research
- Impact factor, H-index, i10 index etc.
- Ethics in Research

Suggested Readings:

- C.R Kothari, Research Methodology
- Wimmer and Dominick, Mass Media Research
- Donald Treadwell, Introducing Communication Research: Paths of enquiry
- Arthur Asa Berger, Mass Media and Communication Research methods
- Verma Deepika (2023): Mass Media Research, Lucknow, Vina Prakshan

Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VIII
Course/ Paper-XXXVII			
Course Code: XXXVII		Course Title: Rural and Health Communication	
Course Outcomes: <ul style="list-style-type: none">Students will recognise the importance of communication in tackling rural development and health issues.Students will learn how to create effective communication plans for rural and health programs.Students will assess the efficacy of communication tactics in meeting rural and public health goals.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		No. of Lectures
I	Foundations of Rural and Health Communication <ul style="list-style-type: none">Definition and Scope of Rural and Health CommunicationsCharacteristics of Rural Communities and AudienceTraditional and Folk Media in Rural Communication.Health Communication: Concepts, Importance, and Challenges.		15
II	The Role of Media in Rural and Health Development <ul style="list-style-type: none">Media Strategies for Rural Development and Health AwarenessInvestigative journalism in the rural and healthcare sectorsEthical Guidelines for Reporting on Rural and Health IssuesCase Studies: Effective use of media in health campaigns.Role of Community Media and Grassroots Journalism		15
III	Techniques for Effective Communication <ul style="list-style-type: none">Developing and implementing rural and health communication programs.ICT applications in rural areas include social media and digital tools for communication and health promotion.Participatory approaches to rural and health communication. Content Development for Rural and Healthcare Audiences		15
IV	Covers policy, advocacy and global perspectives <ul style="list-style-type: none">Government and Non-governmental Organisation (NGOs) Initiatives in Rural and Health CommunicationNational Policies for Rural Development and Health Communication.Promoting Health Rights and Rural Development.		15

- Global Case Studies: Best Practices for Rural and Healthcare Communication

Suggestions Readings:

- Singh, K. (2009). *Rural development: Principles, policies, and management*. Sage Publications.
- Agrawal, B. C. (2010). *Rural communication: Practices, strategies, and theories*. Concept Publishing Company.
- Shrivastava, O. P. (2012). *Media and communication for rural development*. Sarup & Sons.
- D'souza, Y. K. (2004). *Development communication and rural development*. Himalaya Publishing House.
- Dutta, T. K. (2008). *Rural communication systems*. Oxford University Press.
- Singhal, A. (2014). *Health communication in India: Contexts, challenges, and strategies*. Sage Publications.
- Priya, R., & Ravindran, D. J. (2017). *Public health communication in India*. Routledge.
- Menon, P. (2013). *Social and behaviour change communication in health*. Sage Publications.
- Pandya, S. K. (2011). *Health promotion and communication strategies*. SAGE Publications India.
- Das Gupta, M. (2010). *Health and development: Intersectoral linkages in India*. Oxford University Press.

Program/Class: Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VIII
Course/ Paper-XXXVIII			
Course Code: XXXVIII		Course Title: Media and Cultural Studies	
Course Outcomes:			
<ul style="list-style-type: none">• Students will study the relationship between media, culture, and society utilising core theoretical frameworks.• Students will study the impact of globalisation and technology on cultural production and consumption.• Students will investigate the media's influence on cultural identities and social norms.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		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	Popular Culture: <ul style="list-style-type: none">• Mass Culture• Folk Media as a form of Mass Cultural• Mass Media and Cultural Change, Intercultural Change		15
III	<ul style="list-style-type: none">• Uses and Gratification Approach• Reception Studies• Active Audiences• Women as Audiences• Fandom, Media Sub Cultures		15
IV	<ul style="list-style-type: none">• Digital Media Sub Cultures		15

Suggested Readings:

- 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.

Program/Class: Program/Class: BAJMC (Honors) with Research/Academic Project		Year: Four	Semester: VIII
Course/ Paper-XXXIX			
Course Code: XXXIX		Course Title: Iconic Personalities of Media: Post Independence	
Course Outcomes:			
<ul style="list-style-type: none">Students will look at how significant media figures shaped post-independence Indian journalism and communications.Students will examine the evolution of Indian media from the perspective of famous journalists, editors and broadcasters.Students will examine how post-independence media figures maintain ethical norms and journalistic values.			
Credits: 4		Compulsory	
Max. Marks: 100 (External: 75 + Internal :25)			
Total No. of Lectures- 60			
Units	Topic		No. of Lectures
I	<ul style="list-style-type: none">Pt. Deendayal UpadhyayaBhanu Pratap ShuklRam Bhadur RaiNarandra MohanShashi ShekharAtul MaheswariChorama SwamiS. Guru MurtiAjay MittalVishambhar Sahay "Premi"Main contributors of Regional Journalism		60

Suggested Readings:

- Natarajan, J. (2002). *History of Indian journalism*. Sterling Publishers.
- Raghavan, G. N. S. (2007). *The press in India*. Allied Publishers.
- Rao, S., & Chattarji, S. (Eds.). (2013). *Indian journalism in a new era: Changes, challenges, and perspectives*. Sage Publications.
- Ranganathan, M. (2014). *Regional journalism in India*. Sage Publications.

Program/Class: BAJMC(H)	Year: Four	Semester: VIII
Course /Paper-XXXX		
C- XXXX	Course Title: Course Related Practical-Viva	
Credits: 4	Compulsory	
Max. Marks :100 (External Only)		
<ul style="list-style-type: none">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.		