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Department of Journalism Mass Communication Studies and Research

Syllabus of All Programme

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Rani Durgavati Vishwavidyalaya, Jabalpur, M.P.
Department of Communication Studies and Research,
Learning Outcomes-based Curriculum Framework
(LOCF)
For
Undergraduate Programme

B.A. MASS COMMUNICATION
2020

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1. INTRODUCTION

The Learning Outcomes-based Curriculum Framework (LOCF) for B.A HONS. (B.A.MC) In Mass Communication degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the undergraduates to achieve skills for digital and cyber world of the present and future era.

The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

2. LEARNING OUTCOMES-BASED APPROACH TO CURRICULUM PLANNING AND DEVELOPMENT: (LOACPD)

2.1 Nature and extent of B.A. HONS. (Mass communication)

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualification such as B.A HONS. In Mass Communication are awarded on the basis of demonstrated achievement of outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic qualities expected from a graduate of professional programme such as B.A. HONS. In Mass communication. The learning outcomes specify what exactly graduates after successfully completing Mass communication degree programme of study are expected to know, understand and able to practice on the professional level.

The expected learning outcomes are very important in present day context, as it is generally observed that graduates of professional programmes such as Mass communication are mostly not employable in view of M & E Industry. Therefore, higher education degrees must formulate Graduate Attributes (GAs), qualification descriptors, learning outcomes and course learning outcomes which will help in curriculum planning and development in the form of design and delivery. The overall formulation of the professional degree programme must equip learner to have competencies to provide deliverables to the human capital hungry industry.

2.2 Aims of Bachelor’s Degree Programme in Mass communication

Programme Educational Objectives (PEOs):

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

1. To empower learners by communication, professional and life skills.
2. To impart the basic knowledge of Mass communication and related areas of studies.
3. To prepare socially responsible media academicians, researchers, professionals with global vision.
4. To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.

3. GRADUATE ATTRIBUTES (GAs)

The Graduate Attribute (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by Mass communication graduates at the Higher Education Institutions (HEIs). The graduate attributes include capabilities to strengthen one’s professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond study of a particular area and programme. Any graduate of Mass communication should be media literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

Graduate Attributes include:-

- 1. Disciplinary Knowledge:** Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
- 2. Understanding the Role of Press:** The press in democratic society, importance of freedom of press and impact of media in general.
- 3. Skilled and Industry-ready Professionals:** Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.

4. Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.

5. Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

6. Cooperation/ Team work/leadership quality: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency. Build up leadership quality.

7. Digital Literacy: Ability to use digital sources, and read them critically and to use digital resources for presentations.

4. QUALIFICATION DESCRIPTORS (QDS)

A qualification descriptor of Mass communication undergraduate programme indicates the generic outcomes and graduate attributes expected for the award of the Bachelor of Arts, B.A. (Hons.) in Mass communication degree programme. Qualification descriptors also describe the academic standard for a specific qualification in terms of the levels of knowledge and understanding, skills and competencies and attitudes and values that the holders of the qualification are expected to attain and demonstrate, in terms of actual outputs after acquiring B.A. (Hons.) degree in Mass Communication. These descriptors also indicate the common academic standards for the qualification and help the degree-awarding bodies in designing, approving, assessing and reviewing academic programmes. The learning experiences and assessment procedures are designed to provide every student with the opportunity to achieve the Intended Learning Outcomes (ILO). The qualification descriptors reflect both disciplinary knowledge, professional skills and understanding of Mass communication & Journalism discipline including generic skills and global competencies that all students in different academic fields of study should acquire/attain and demonstrate. The students who will complete three years of full-time study of an undergraduate programme of study in Mass communication will be awarded a Bachelor's Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree level programme includes the following:

Qualification descriptors for a Bachelor's Degree with honors in Mass communication includes the following:

- Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Journalism & Mass Communication; (ii) Procedural knowledge that creates different types of professionals related to the Media & Entertainment Industry, including research and development, teaching and government and public service; (iii) Professional and communication skills in the field of mass media, advertising, public relations, corporate communication,

photography, animation, political communication, media management and new media and other such emerging areas of knowledge and Media Branches and current developments in the academic field of Media studies, including a critical understanding of the latest developments, and an ability to use established techniques of analysis and enquiry within the area of Journalism & Mass Communication.

- Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities

5. PROGRAMME LEARNING OUTCOMES (PLOs)

The key outcomes planned in this undergraduate programme in Mass communication & Journalism is underpinned as follows:

After completing this undergraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

9. Shall have an understanding of acquiring knowledge throughout life.

6. COURSE LEARNING OUTCOMES

Course means the different papers a student undertakes in a programme of study. Course outcomes describe details of the student's abilities after completion of the course. Programme learning outcomes are attained through the learning of different Courses in a given programme or one can say that the achievement by student of course learning outcomes lead to his acquisition of programme learning outcomes. The course learning outcomes are linked to the different Graduate Attributes but not all course learning outcomes are linked to all Graduate Attributes as Graduate Attributes are developed through the entirety of the overall course learning outcomes after the completion of the programme of study. Given herewith are the tables indicating the connection between course learning outcomes and programme learning outcomes :

TABLE I: CORE COURSES						
Programme Outcomes	Reporting	Editing	Public relation	Photo journalism	Electronic media	Languages
Basic skills in literary Communication	✓	✓	✓	✓	✓	✓
Systematic knowledge of the field	✓	✓	✓	✓	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓	✓	✓	✓	
Ability to think and write critically	✓	✓	✓	✓	✓	
Evaluation of literary texts	✓	✓	✓	✓	✓	
Understanding of literary and other Values	✓	✓	✓	✓	✓	
Development of student's creative and analytical faculties	✓	✓	✓	✓	✓	✓
Use and application of Digital Knowledge Systems	✓	✓	✓	✓	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓	✓	✓	✓	✓
Research-related skills	✓	✓	✓	✓	✓	✓
Career options on completion of graduate programme	✓	✓	✓	✓	✓	✓
Life-long learning abilities	✓	✓	✓	✓	✓	✓

TABLE II : ABILITY ENHANCEMENT COURSES

Programme Outcomes	Skill Development: Communication skill and personality development	Skill Development: Minor Project
Basic skills in literary communication	✓	✓
Systematic knowledge of the Field	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓
Ability to think and write Critically	✓	✓
Evaluation of literary texts	✓	✓
Understanding of literary and other values	✓	✓
Development of student's creative and analytical faculties	✓	✓
Use and application of Digital Knowledge Systems	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓
Research-related skills	✓	✓
Life-long learning abilities	✓	✓

7. Teaching Learning Process:

Learning is a challenge which has to be accepted. It is the most important activity one needs to accomplish throughout his life and career. One has to encourage the student to learn. A student needs to be engaged in a rigorous process of learning and self-discovery by adopting a highly focused and yet flexible approach to education as opposed to rote learning. Each day the student should be encouraged to focus on key areas of the course and learn its fundamentals and its application in life and society. Teaching and learning pedagogy now envisages a shift from domain or conclusions-based approach to the experiential or process-based approach.

The present programme will promote learning on a proportionate scale of 40:20:40 principle, where lectures (listening/hearing) will constitute 40 percent of the delivery; visuals (seeing) 20 percent of the learning methods; and experience (doing/participating) 40 percent. This ratio is subject to change as per the needs of the programme from time to time. In order to achieve its objective of focused process based learning for the holistic development of students, the University uses a variety of knowledge delivery methods:

a. Lectures

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures should be interactive in a way that students work with their teachers to get new insights in the subject area, on which they can build their own bridges to higher learning.

b. Discussions

Discussions are critical components of learning, and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem solving and, ultimately to success.

c. Simulations

provide students opportunities to understand real life situations and scenarios, and solve challenges in a controlled environment or make use of them in simulating cultural experiences by locating/transposing them in new (local, regional, national and international) situations.

d. Case Studies:

Real case studies, wherever possible, should be encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned.

e. Role Playing:

Assuming various roles, as in real life, is the key to understanding and learning. Students are challenged to make strategic decisions through role-plays, and to analyze the impact of these decisions. For this purpose, incidents from literary texts may also be used.

f. Team Work

Positive collaboration in the form of team work is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of team work, learners will acquire the skills of managing knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.

g. Study Tours/Field Visits:

Study Tours/ Field trips provide opportunities to the learners to test their in-class learning in real life situations as well as to understand the functional diversity in the learning spaces. These may include visits to sites of knowledge creation, preservation, dissemination and application. Institutions may devise their own methods to substitute/modify this aspect.

8. Assessment Methods:

a. Alignment of Programme Learning Outcomes and Course Learning Outcomes:

The assessment of learners' achievement in B.A HONS. In Mass Communication will be aligned with the following:

- a. Programme learning outcomes (graduate descriptors)
- b. Course learning outcomes (qualification descriptors)
- c. Academic and professional skills suggested in the graduate learning descriptors in the LOCF recommendations (indicated and illustrated in the Learning Outcomes in respect of select courses).

b. Assessment priorities: Institutions will be required to prioritize formative assessments (in-semester activities including tests done at the department or instructor level) rather than giving heavy and final weight age to summative assessments (end-semester and/or midsemester tests traditionally done centrally). Progress of learners towards achieving learning outcomes may be assessed making creative use of the following, either independently or in combination: time-constrained examinations (say 1-hour or 2-hour tests); closed-book and open-book tests (if applicable, rather than doing as a rule); problem based assignments; real life simulations; observation of practical skills (speaking, listening, problem solving within a peer group or a class); individual project reports (case-study or term papers within a given word limit); team project reports; oral presentations, including seminar presentation; viva-voce, interviews; computerized adaptive testing for MCQ; peer

and self- assessment etc. and any other pedagogic approaches as may be relevant keeping in view the learners' level, credit load and class size.

c. Diversity in Assessment Methods: Allowing for the diversity in learning and pedagogical methods adopted by different universities and institutions, stakeholders (Academic Councils, Boards of Studies or statutory bodies) are expected to ensure that the objectives of the course(s) are clearly aligned to learning outcomes. It is expected that the curricula developed by institutions will maintain a transparent roadmap of (a) pedagogical methods and priorities and (b) learning outcomes that reflect the weightage points given to different aspects of skills and achievements identified in the recommendations.

d. Learning Outcomes Index: While devising assessment modes and criteria, institutions may look to gridlock course learning outcomes and programme learning outcomes as indicated in the LOCF mass communication & journalism, and work out ways to assign credit loads and distribute weightage points for each. The following table shows one possible way to develop a Learning Outcomes index for the Programme and the courses.

e. Innovation and Flexibility: Within each category, institutions are expected to

encourage instructors to bring in innovative and flexible methods to guarantee the fullest realization of Learning Outcomes outlined in the document. All such instructional and assessment requirements must be clearly communicated to all stakeholders at the time of course registration. Any subsequent change or minor modification necessary for fuller realization of learning outcomes must be arranged with due notice and institutional arrangement at the relevant level.

f. Freedom and Accountability: Freedom and accountability of the stakeholder are key attributes that determine the success of the Learning Outcomes framework. For example, in research work, learners may be asked to pay attention to library work and survey of literature, originality of ideas, formulation of arguments, and creativity. Components may be assigned weightage points accordingly (say, x:y:z for different components out of 15 points). The excellence of institutions will be increasingly determined by Learning Outcomes rather than programme or course objectives. Hence it is necessary to innovate continually in learning and assessment in order to ensure meaningful and socially relevant learning (with transparent Learning Outcomes indices) rather than rote learning.

g. Clustering of Activities: Each cluster of activity may be assigned weightage points in accordance with the priorities of the institution without diluting the principles given in the LOCF. So an institution may choose to have any or all of the following in its in-semester activities with clear and transparent methods of communication to learners: open viva voce, group quiz or individual, classroom simulations and problem solving activities, library or field visits, term papers, individual and group reports, poster presentations. Credit hour and L-T-O distribution shall be crucial to any such clustering.

h. Review and Amendment: It is important for institutions to review, periodically and without fail, the efficacy of any method adopted to meet the learning outcomes proposed in the LOCF recommendations. Institutions are also required to make statutory provisions to

adapt/modify/amend rules and clauses as may be necessary without violating the spirit of the larger programme outcomes outlined by the UGC in the CBCS guidelines.

i. Spirit Rather than Letter of the LOCF: The guidelines for assessment given here and elsewhere in the LOCF recommendations are indicative rather than exhaustive. So institutions are expected to frame assessment modes and criteria relevant to their situation and context, in keeping with the spirit of the LOCF. The basic idea of LOCF (B.A. HONRS IN MASS COMMUNICATION)—that learners at this level should understand their position(s) in the light of regional, national and global perspectives—must find a true and transparent reflection in the assessment.

9. Structure of the Programme:

B.A. (HONS) IN MASS COMMUNICATION

There shall be five Courses in each semester, four theories and one practical. Each Course is divided in two components. Component A and Component B. Passing in each component shall be compulsory. Each theory Course will be divided in to Five Units. The students will be required to solve one question from each of five units. Details and marks are as following:

B.A. HONS IN MASS COMMUNICATION

Semester I – Scheme

S.N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 1 (Core)	English	BAMC-101	05	05	60	40	100
2	Course 2 (Core)	Hindi	BAMC 102	05	05	60	40	100
3	Course 3 (Core)	Introduction to mass Communication	BAMC-103	05	05	60	40	100
4	Course 4 (Core)	History of Media	BAMC - 104	05	05	60	40	100
5	Course 5 (Core)	Practical & Viva-Voce	BAMC - 105	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.A. HONS Semester II - Scheme

S. N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 6 (Core)	Writing For Mass Media	BAMC - 201	05	05	60	40	100
2	Course 7 (Core)	Computer Application	BAMC - 202	05	05	60	40	100
3	Course 8 (Core)	Economic Development & Planning in India	BAMC - 203	05	05	60	40	100
4	Course 9 (Core)	Public Administration, Society and Media	BAMC - 204	05	05	60	40	100
5	Course 10 (Core)	Practical & Viva-Voce	BAMC - 205	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.A. HONS Semester III - Scheme

S. N	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 11 (Core)	Reporting	BAMC-301	05	05	60	40	100
2	Course 12 (Core)	Editing	BAMC 302	05	05	60	40	100
3	Course 13 (Core)	Photo Journalism	BAMC-303	05	05	60	40	100
4	Course 14 (Core)	Indian Government Politics and International Relations	BAMC -304	05	05	60	40	100
5	Course 15 (Core)	Practical & Viva-Voce	BAMC -305	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.A. HONS. Semester IV- Scheme

S. N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 16 (Core)	Advance Reporting	BAMC - 401	05	05	60	40	100
2	Course 17 (Core)	Advance Editing	BAMC - 402	05	05	60	40	100
3	Course 18 (Core)	Design & Graphics	BAMC - 403	05	05	60	40	100
4	Course 19 (Core)	Indian constitution and media law.	BAMC - 404	05	05	60	40	100
5	Course 20 (Core)	Practical & Viva-Voce	BAMC - 405	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.A. HONS. Semester V- Scheme

S. N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 21 (Core)	Advertising	BAMC-501	05	05	60	40	100
2	Course 22 (Core)	Public Relation	BAMC 502	05	05	60	40	100
3	Course 23 (Core)	Current Affairs	BAMC-503	05	05	60	40	100
4	Course 24 (Core)	Introduction to Audio- Visual Media	BAMC - 504	05	05	60	40	100
5	Course 25 (Core)	Practical & Viva-Voce	BAMC - 505	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.A. HONS. Semester VI- Scheme

S. N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 26 (Core)	Development communication.	BAMC - 601	05	05	60	40	100
2	Course 27 (Core)	Film journalism.	BAMC - 602	05	05	60	40	100
3	Course 28 (Core)	Editorial & Feature Writing	BAMC - 603	05	05	60	40	100
4	Course 29 (Core)	Newspaper management.	BAMC - 604	05	05	60	40	100
5	Course 30 (Core)	Practical & Viva-Voce	BAMC - 605	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.A. HONS IN MASS COMMUNICATION

Credit - 05

Cce- 40

Theory-60

Total-100

SEMESTER: 1

Course 1: ENGLISH

Detailed course

Unit 1

*Sentences: Simple, Compound, Complex, Assertive, Interrogative, Imperative, And Exclamatory.

*Articles: use of A, An & The. *Parts of speech: Exercise: with examples.

Unit 2

*Tenses; simple present, progressive perfect, present perfect, progressive along with past and indications of futurity.

*Reported; will, shall, should, would and other speech models. *Voice; Active and passive

Unit 3

*Comprehension; Reading, Writing

*Synonyms and Antonyms

*Language of Newspaper

Unit 4

*Essay writing; use of difficult words in creative writing, Paragraph writing, letter writing.

Unit 5

*Idioms and their use, Prominent English books, authors and awards.

Course Outcomes

1. Students would be able to create linguistic skills.
2. Students would be able to impart knowledge about advanced vocabulary for effective communication.
3. Students would be able to understand the societal cultural perspectives.
4. Students would be able to inculcate the knowledge of compositional and comprehension skills.
5. Students would be able to develop the knowledge of various forms of English literature.

Credit - 05
Cce- 40
Theory-60
Total-100

Course: 2 HINDI

Unit 1

- * वर्णमाला एवं व्याकरण , बोली एवं भाषा
- * हिन्दी भाषा की विकास यात्रा
- * व्याकरण: संज्ञा , सर्वनाम , क्रिया , विशेषण , क्रिया विशेषण , अव्यय और काल

Unit 2

- शब्द एवं शब्द भंडार , शब्दों का वर्गीकरण , समानार्थी , विलोम , पर्यायवाची , अनेकार्थी शब्द
- * वाक्य रचना , अनुच्छेद , गद्य - पद्य , नाटक , शुद्ध एवं अशुद्ध शब्द , मुहावरें एवं लोकोक्तियां

Unit 3

- * हिन्दी में प्रभावी लेखन एवं उसकी विशेषताएँ , निबंध लेखन , अनुच्छेद लेखन , पत्र लेखन एवं आवेदन लेखन , संक्षिप्त लेखन।

Unit 4

- * प्रयोजनमूलक हिन्दी का अभिप्राय एवं विशेषताएँ , प्रयोजनमूलक हिन्दी के विविध रूप । हिन्दी एवं उसकी पारिभाषा , शब्दावली: प्रशासनिक , वैज्ञानिक , कला , सूचना प्रौद्योगिकी , जनमाध्यम।

Unit 5

- * हिन्दी साहित्य का संक्षिप्त इतिहास , प्रमुख सम्मान - पुरस्कार।
- * हिन्दी के विकास में योगदान देने वाली प्रमुख संस्थाएँ ।
- * साहित्य एवं जन माध्यमों की भाषा।
- * प्रमुख पुस्तकें परिकृत

हिन्दी भाषा की ध्वनि संरचना - भोलानाथ तिवारी

आधुनिक जनसंचार और हिन्दी - प्रो . हरिमोहन

हिन्दी भाषा अतीत से आज तक - डॉ. विजय अग्रवाल

हिन्दी व्याकरण और रचना- डॉ. अर्जुन तिवारी

हिन्दी साहित्य का इतिहास आचार्य- रामचन्द्र शुक्ल

Course Outcomes

1. Students would be able to strengthen oral communication skills in Hindi/ Regional Language.
2. Student would be able to develop the knowledge of writing in Hindi/ Regional Language.
3. Students would be able to improve vocabulary in Hindi/ Regional Language.
4. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. Students would be able to inculcate the knowledge of grammar in Hindi/ Regional Language.

Course 3: Introduction to Mass Communication

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

Unit 1

Communication: Meaning, Definition, Nature, Scope Communication: characteristics, Process, Importance of communication.

Unit 2

Types of communication

Difference between communication & Mass Communication, Use of communication.

Unit 3

Various Medium of communication: Traditional media, Newspaper, Book, Magazine, Mobile, Television, Films, Internet, satellite, Digital, other media.

Unit 4

Models of communication and mass communication- Lasswell's, Shannon Weaver and Osgood.

Unit 5

Mass media and modern society, Mass media and democracy.

Course Outcomes

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication.
5. Students would be able to strengthen the 5Cs of Communication.

Course 4: History of Media

Credit - 05

Cce- 40

Theory-60

Total-100

Detailed course:

Unit 1

* The Birth of Journalism in India

*Important development in the History of the Indian Press before and after independence

Unit 2

* History of Hindi Journalism, *Main Newspapers, magazines & Personalities

Unit 3

* The Growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and Personalities)

Unit 4

* Development of News agencies in India

* Changing role and nature of the Press

Unit 5

*Inception, growth and future of electronic media

*International Electronic Media

*National, State level Electronic Media

Course Outcomes

1. Students would be able to acquaint themselves with the glorious journey of journalism.
2. Students would be able to enhance understanding of the origin and of the print, electronic and web media.
3. Students would be able to inculcate the knowledge of growth of print, electronic and web media.
4. Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
5. Students would be able to throw light on the present status of various mass media.

FIRST SEMESTER

COURSE - 5

PRACTICAL

Credit - 04

CCE: 40 Marks

Practical work & Viva-Voce: 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the Courses of First Semester

There will be Two parts for practical which will be conducted by External and Internal examiner.

1. Course - 1. English
2. Course - 2. Hindi
3. Course - 3. Introduction To Mass Communication
4. Course - 4. History Of Media

B.A. (HONS) IN MASS COMMUNICATION

SEMESTER: 2

Credit - 05

Cce- 40

Theory-60

Total-100

Course 6: Writing For Mass Media

Detailed course:

Unit 1

- *Introduction to Writing
- *Historical background
- *Elements of language
- *Fundamentals of Writing

Unit 2

- *Characteristics of good Writing
- *Lucidity & Directness
- *Credibility & Objectivity
- *Forms of Writing & Essay, Poetry, Feature, Articles, Novels.

Unit 3

- *Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion
- *Writing Style
- *Translation

Unit 4

- *Art in Writing, *Art Symbols, *Situations, *Aesthetics Sense

Unit 5

- *Data use & handling
- *Preparing Glossary & Index
- *Bibliography

Course Outcomes:

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Students would be able to understand different writing techniques.
4. Students will have the knowledge of web writing.
5. Students will be having the knowledge of news and background.

Course 7: Computer Application for Mass Media

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit I

Introduction to Computers – Block diagram of a computer, History and generation of computers, types of computer – Analog, Digital, Hybrid, parts of computer – hardware & software, input and output devices, Storage Devices, Memory, characteristics of computer, types of software.

Unit II

Introduction to Windows – features of Windows XP, Next Generation, Internet – Introduction to Internet, usefulness of Internet, Advantages and Disadvantages.

Unit III

MS – Word – Word Processor, various editing features, various menus – File, Edit, View, Insert, Format, Tools, Table, Window, Help and options available, Hyperlink, Header Footer, Mail Merge, Table feature, Inserting Objects, advantages of word processor.

Unit IV

MS – Excel – Spread Sheet, various packages – Lotus 1-2-3, Excel. Features of spread sheet, Inserting chart, Hyperlink, Header and Footer, Data Functions, Goal seek, Pivot Table & Report, Auditing features.

Unit V

MS – PowerPoint – Introduction to PowerPoint, Various types of slides, various animation features, effects, Inserting objects in a slide, various slide show reviewing options, slide design, slide design, slide show, slide Transition.

Course Outcomes:

1. Students will learn about computer.
2. Students will be able to understand Software and Operating System.
3. Students will have the knowledge of IT Communication.
4. Students will learn about Office Automation Package.
5. Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package.

Course 8: ECONOMIC DEVELOPMENT & PLANNING IN INDIA

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

Economic growth: Meaning & Concept

*Economic backwardness: concept and, Measurements, *Developing nations- their common characteristics, *General requirements for economic developments

Unit 2

Various Theories of growth and development

Unit 3

Problems of economic development

* Population growth and economic development

* Unemployment, poverty and economic development

Unit 4

Planning and development

* Origin and growth of economic planning in India, * Objects and achievements of planning in India, * Pre-requisites for effective planning in India

Unit 5

Planning and Economic development in India: Strategies and policy

*Globalization and economic development

*Problems of rural economy of India and Indian planning

*Role of media for betterment of planning and proper implementation of development plus in India

Course Outcomes

1. Students will be able to identify the back regions problems and write articles concerning the problems.
2. Students will be able to ascertain and understand characteristics of underdevelopment.
3. Students can analyse the rural economy, Budget state and central and manufacturing industries.
4. Students will capable of developing ability to examine the rule of international bodies such as World Bank, IMF, WHO, United Nations, UNESCO, SAARC, G-20, and other importance bodies.
5. Students will be competent to analyse issues of poverty, social justice, SDGs (SustainableDevelopment Goals) of United Nations.

Course 9: PUBLIC ADMINISTRATION, SOCIETY AND MEDIA

Detailed course

Credit - 05
Cce- 40
Theory-60
Total-100

Unit 1

Concept of administration

- *Administration in historical perspective.
- *What is Public administration?
- *Public administration organizational principles

Unit 2

Composition of administration

- *Personnel administration
- *Recruitment, Promotion, Training.
- *Executive legislative and judicial control over administration.
- *Administration reforming and their impacts.

Unit 3

Forms and areas of administration.

- * Public administration and its character in India.
- *Public undertaking administration.
- *Public administration in India: Administrative tribunals, intelligence administration, Law and order administration.

Unit 4

Administration and society

- *Administration of various levels central, state, district, panchayat raj and gram sarkar, *Lokpal and lok ayukta
- *Administration and backward society.

Unit 5

*Press, society and administration

- *Media understanding of administration, coverage and relation.
- *Administration and freedom of press.

Course outcome

1. Students will get to know about administration and its composition.
2. Student will learn about freedom of press.
3. Students will get knowledge about public administration in India and their law and orders.

SECOND SEMESTER

COURSE - 10

PRACTICAL

Credit - 04

CCE: 40 Marks

Practical work & Viva-Voce: 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the Courses of Second Semester

There will be Two parts for practical which will be conducted by External and Internal examiner.

1. Course – 6. Writing For Mass Media
2. Course – 7. Computer Application
3. Course – 8. Economic Development & Planning In India
4. Course – 9. Public Administration, Society And media.

B.A. (HONS) IN MASS COMMUNICATION

Semester 3

Credit - 05
Cce- 40
Theory-60
Total-100

Course 11: REPORTING

Detailed course

Unit 1

Journalism: Concept, Types- Citizen Journalism, Embedded Journalism, String Journalism.

Unit 2

* Concept of news, values, Sources of news. News—gathering. Structure of a news report. 5 W & 1 H

Lead: Meaning, Types of lead, suspended interest. Quotation, non—traditional structure of a news report.

Unit 3

* Concept and kinds of beat. Categories of reporters City, special correspondent, Foreign correspondent, stringer, Columnist, function & responsibilities, , follow-up story.

Unit 4

*Headlines: Meaning, Types, Importance of headlines.

Unit 5

*What is an Interview, Types of Interview, Interviewer & its Qualities.

*Press conferences.

*Press Release.

Course Outcomes

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports reporting.
5. Students would be able to know about crime reporting.

Course 12: EDITING

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

*Concept & Definition of Editing, Importance of Editing.

Unit 2

*Editing Principles of editing elements of Editing, precautionary measures and golden rules.

Unit 3

*Structure of an editorial department.

Unit 4

*Role of news editor, deputy news editor, chief sub-editor.

*Qualities of a good sub-editor.

Unit 5

* Editing of broadsheet, Tabloid, Magazine.

Course Outcomes

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to understand about the dummy, printing and layout.
5. Students would be able to develop the knowledge of photography.

Course 13: Photo Journalism

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

Unit 1

* Photo Journalism its Role & Importance, Meaning, Definition of Photography & History of photography, Tools of photography, Types of Camera, Parts of Camera, Digital Photography, Selecting Image Size & Quality

Unit 2

*Role of Lighting, Different types of lighting & it's uses, Quality of Photographs.

Unit 3

1. Development of Photographs (Printing Process- Black & White, Lab Printing, Thermal, Inkjet)
2. Editing & Cropping
3. Composition of Photography

Unit 4

1. Branches of Photography
2. Final finish before printing

Unit 5

1. Use of Printer, Scanner, PAN Drive (Media), CD, DVD Burning

Course Outcomes

1. Learner would learn the concepts and importance of photography.
2. Learner would be able to understand photo coverage and photo Journalism.
3. Learner would be to ready to join any media organization as photo Journalist.
4. Learner would know the importance of photo features.
5. Learner would know different branches of photography and may be self-employed.

Course 14: Indian Government, Politics and International Relations

Detailed course:

**Credit - 05
Cce- 40
Theory-60
Total-100**

Unit 1

*Government Formation: State & Central

Unit 2

*Current issues in governance at state and central level of state autonomy in India.

Unit 3

*The electoral system — process

*Panchayatiraj Local & Self governance

Unit 4

*Fundamental problems & solutions of our society.

Unit 5

*UN & its main agencies and their functions: ASEAN. SAARC.

Course Outcomes

1. Students will be able to have understanding of the world in historical and contemporary context.
2. Students will be having the understanding of the world politics and economics.
3. Students would have the knowledge of writing on global issues.
4. Students would have the knowledge of international developments.
5. Students will know about India's foreign policy.

THIRD SEMESTER

COURSE - 15

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner .

The practical will cover all the Courses of Third Semester

There will be Two parts for practical which will be conducted by External and Internal examiner

1. Course – 11. Reporting
2. Course – 12. Editing
3. Course – 13. Photo Journalism
4. Course – 14. Indian Government Politics And International Relations

B.A. (HONS) IN MASS COMMUNICATION

Semester: 4

Course 16: Advance Reporting

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

*Specialized reporting: Interpretative, investigative, advocacy, covering sports, science and technology, economics and commerce.

Unit 2

*Rural reporting- problems, policies, caste, community, Development reporting, feedback, evaluation. Civic reporting- social, cultural, political, seminars, workshop.

Unit 3

*News Bureau : Functions of news bureau, special beats like embassies, ministries, public sector undertakings, national headquarters of political parties., *Parliamentary reporting.

Unit 4

*Book review, film review, TV programme & cultural reporting.

Unit 5

*News Agencies: Indian and Foreign news agencies

Course Outcomes

1. Students would be able to understand the basics of advance reporting.
2. Students would be able to familiarize themselves with different types of advance reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports Reporting and rural reporting.
5. Students would be able to know about crime reporting, parliamentary reporting and the coverage.

Course 17: Advance Editing

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

*Rewriting the copy of mofussil correspondent, editing political and foreign copy.

Unit 2

* Re-writing, page make-up and layout

Unit 3

*Headlining- principles, types & techniques.

Unit 4

*Photo editing, cropping, composition, colours, caption writing, placements of photographs, photo feature.

Unit 5

*On line editing, word processing spell check, page makeup on computers.

Course Outcomes

1. Students would be able to familiarize themselves with the basics of advance editing.
2. Students would be able to understand the process of advance editing for various platforms.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to understand about the dummy, printing and layout.
5. Students would be able to develop the knowledge of photography and photo feature.

Course 18: DESIGN & GRAPHICS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

*Brief History of Printing

*Difference between Daily/ Weekly/Fortnightly/Magazines & Newspaper

(A) Style, (B) Format.

Unit 2

*A Brief History of Typography & Composition.

*Kinds of proofs: proof reading symbols, essential qualification of proofreader

Unit 3

*A Brief History of Printing press

*Screen printing : organization and functions of printing department

Unit 4

*Principles of design and lay out, *Photo editing, *Dummy page make-up

*Colours and their production aspects

Unit 5

*Kinds of printing technology & process, *colour printing technology & process

Course outcomes:

1. The students will get with proper knowledge of principles of design and layout.
2. To understand the history of printing
3. To create understanding of kinds of printing courses.
4. To inculcate the knowledge of dummy page makeup, printing and layout.
5. To develop the knowledge of photography, their editing, screen printing and leaflets and handbills.

Course 19: INDIAN CONSTITUTION & MEDIA LAW

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

Unit 1

*Salient features of Indian constitution

*Fundamental Rights, *Fundamental duties.

Unit 2

*Laws relating to the freedom & press, *Right to Information

*Cinematography Act

Unit 3

*The working Journalists Act, *Press & Registration of Books Act

*Official Secrets Act.

Unit 4

*Prasar Bharti, *Press Council, *Copyright Act.

Unit 5

*Code of Ethics

*Drug education & Youth

Course Outcomes:

1. Shall have understanding of our Indian Constitution.
2. Shall get aware to legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.
5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

FOURTH SEMESTER

COURSE - 20

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the Courses of Fourth Semester.

There will be Two parts for practical which will be conducted by External and Internal examiner.

1. Course – 16. Advance Reporting
2. Course – 17. Advance Editing
3. Course – 18. Desing & Graphics
4. Course – 19. Indian Constitution And Media Law

B.A. (HONS) IN MASS COMMUNICATION

Semester 5

Course 21: Advertising

Credit - 05

Cce- 40

Theory-60

Total-100

Detailed course:

Unit 1

*Advertising design - Importance of Trend. Vocabulary. Basic Principles.

Unit 2

*Product advertising - Advertising strategies: appeals. Advertising spiral. Market and its segmentation, sales promotion

Unit 3

*Advertising Campaign - The Concept. As Marketing Tool. Definition. Types and

*General objectives. concept of scheduling.

Unit 4

*Advertising Testing: Importance. Concept of Pre-testing. Post Testing.

*Some Testing Methods.

*Ethics of Advertising: Need, Essence of Code *Ethics: Issues related to Ethics and Code.

Unit 5

*Advertising Agency: Structure & function, Media Selection- Newspaper, Magazines, Radio, Television, Media Budget, Role of account Executive.

Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.

Course 22: PUBLIC RELATIONS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

*Definition of Public relations, *Nature, Characteristics of Public relations, *Objectives and functions of Public relations, *History of Public relations

Unit 2

*Importance and scope of Public relations, *Concepts of Internal & External Public

*Tools of Public relations

Unit 3

*Media Relations, *Difference between public relations, Advertising, publicity, propaganda

* Public relations Campaign.

Unit 4

* Public relations Process: Research, Planning, Communication and Evaluation

* Public relations Publicity, Public relations Advertising, *PRO: Qualities & Duties.

Unit 5

* Public relations Transfer process., * Making of Public relations Advertisement.

* Making of Corporate or Institutional Advertisement.

Course Outcomes

1. Students would learn about the definitions and concepts of public relations, publicity,

Propaganda, advertising and e-PR.

2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

3. Students would gain knowledge about the tools of public relations.

4. Students would learn the basics of public relations writings.

5. Students would gain knowledge about the basic ethics and laws of public relations.

Course 23: CURRENT AFFAIRS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course

Unit 1

*Current local Issues

Unit 2

*Current Provincial Issues

Unit 3

*Current National Affairs

Unit 4

*Current Inter Provincial Issues

Unit 5

*Current International Issues

Course Outcomes

1. Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.
2. Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues
3. Students would be able to inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.
4. Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues.
5. Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media related issues.

Course 24: INTRODUCTION TO AUDIO-VISUAL MEDIA

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

* Radio: as a medium of mass communication

*Characteristics

*Types of Microphone & its Placement

Unit 2

* Layout of Radio studio & its Acoustics

*Voice Modulation

*Mixers

*Sound Editing software (Nuendo, Sound forge)

Unit 3

*Television: As a medium of mass communication

*Camera & its part & mounting devices

*Television Language & Grammar

*Frame size

*Types of shots

*Composition

*Television Production Process

Unit 4

*Lighting: Types of Lighting

*Directional light, diffused light

*Controlling lights

*Lighting Techniques

*Three Pointing lighting

*Four Pointing lighting

*Concept of Imaginary Line

Unit 5

*Equipment Layout in TV studio

Chroma Key, Microphones, Vision Mixers

*Principles of Editing

*Types of cuts & Continuity

Course Outcomes

1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
2. Students will be able to cover events and news based stories using mobile phones, video cameras.
3. Students will anchor, present and able to produce television news bulletin
4. Students will acquire skills and techniques of television media production
5. Students will be able to do the editing both offline and online programme of television with using the softwares.
6. Students will be able to cover events using mobile phones and right radio news stories
7. Students will be able to interview, make radio promos and jingles
8. Students will be able to apply radio production techniques.
9. Students will be able to undertake radio programme production in different formats

FIFTH SEMESTER

COURSE - 25

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the Courses of Fifth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner.

1. Course – 21. Advertising
2. Course – 22. Public Relation
3. Course – 23. Current Affairs
4. Course – 24. Introduction To Audio- Visual Media

B.A. (HONS) IN MASS COMMUNICATION

Semester 6

Course 26: DEVELOPMENT COMMUNICATION

Credit - 05

Cce- 40

Theory-60

Total-100

Detailed course

Unit 1

- * Concept of development, * Development Indicators, * Approaches to development
- * Problems of development, * Development Policy and Planning

Unit 2

- * Development Journalism: concept & relevance, * Development communication: Meaning, * Strategies in development communication

Unit 3

- * Social, cultural and economic barriers of development communication
- * Use of media and inter-personal communication

Unit 4

- *Traditional media, * Awareness in Tribal & weaker sections

Unit 5

- *Areas of rural journalism: health, agriculture, Panchayati raj, Population, * Campaigns and their evaluation

Course Outcomes

1. Students would learn the concepts meaning and model show the development
2. Students would be able to understand the problems and hurdles in development communication.
3. Learner would understand the working of government and administration in development.
4. Students would know different programmes and policies of the development.
5. Learner would know the rural India and its problems he also will understand the communication gap.

Course 27: FILM JOURNALISM

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

The birth of cinema

- * Lumier brother's package
- * The Grand father of Indian cinema: Dada Saheb Phalke
- * The silent era (1896-1930)
- * The talkie era and decade wise trend up to 1990
- * The new trends in Indian cinema (1991-2007)

Unit 2

The brief study and analysis of trend setter film directors

V Shantaram, Sohrab Modi , Mehboob Khan, Vijay Bhatt, Wadia

Brothers, Raj Kapoor, Gurudutt, Bimal Roy, Satyajit Ray, Hrishikesh Mukherjee , Chetan Anand , Sai Paranjape, Guljar, Basu Bhattacharya, Mahesh Bhatt, Ramesh Sippy, Shyam Benegal, Ketan Mehta, Govind Nihlani, Suraj Barjatya, Vidhu Vinod Chopra, J P Dutta, Raj kumar santoshi , Rakesh Mehra ,Rj kumar Hirani

Unit 3

Film as an art

- * Film and painting
- * Film and theatre
- * Film and literature
- * Film and music

* Film and its kinds of nature

Unit 4

* Film language and grammar

(A) Shot, scene & cut,

(B) Camera Distance,

(C) Camera Angles,

(D) Camera movements

(E) Lighting

(F) Sound in films

(G) Film Editing devices

* Film institutions in India

* Film festivals (National and International)

* Film awards

* Film censorships

Unit 5

Detail study of following films as text - films

Pinjra: V Shantaram, Boot Polish: Raj Kapoor, Kagaj Ke Phool: Gurudutt, Jalsa Ghar : Satyajit Ray, Grih Pravesh : Basu Bhattacharya, Buniyaad Serial: Ramesh Sippy, Ram Rajya: Vijay Bhatt, Mother India: Mehboob Khan, Anupma: Hrishikesh Mukherji, Machis: Gulzar, Bhumika: Shyam Benegal, Aakrosh: Govind Nihlani, 36 Chourngi lane: Aparna sen, Katha: Sai Paranjpe, Eklaya:V. Vinod Chopra, Border:J.P.Dutta, Halla Bole: R Santoshi, Chak de India: Shamit Amin.

Course outcomes:

1. It will provide proper and depth knowledge of cinema and its birth.
2. Students will get knowledge about trend setter film directors.
3. This provide knowledge about film as an art.
4. Student will learn film language and grammar.

Course 28: EDITORIAL & FEATURE WRITING

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

* The Editorial Page: Its Importance, * Main Contents of Editorial page, * Editorial Policies.

Unit 2

*Definition of Editorial, * Style of Writing, * Purpose of Editorial

Unit 3

*Ethics of Editorial Writing, *Eminent editors, *Editor's Guild

Unit 4

* Definition of a feature

*Features vis-a vis fiction and Literature

*Types of features- Descriptive, Historical, Personality

* Distinction between a featurised news story and a feature article

* Search for topics and material for feature

Unit 5

* Titles, Leads and Slant in features

* Planning a feature

* Importance of human interest in features.

* Concept of photo feature

* Scope and approach to free lancing for newspaper and magazines.

Course outcomes:

1. Student will get knowledge about editorial policies, content of editorial page and style of writing.
2. Students will learn ethics of editorial writing and feature writing.
3. Student will know importance of human interest in features.

Course 29: NEWSPAPER MANAGEMENT

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

Unit 1

*Management, Concept & Meaning of Management, 6 m' of Management

Importance of Management for newspaper Industry

Unit 2

*Definition of Newspaper, * Newspaper as an Industrial Product, its unique features.,

* Basic Principles of Management and their application.

Unit 3

*Newspaper & Periodical Organization., * Structure and operation of Editorial department.

* Business Department., * Advertising Department.

Unit 4

* Circulation Department, its importance and basic activities.

* Concept of ownership

* Its effect on Management.

* Newspaper printing department and its multiple activities.

Unit 5

*Problems of small and language Newspapers.

* Conducting Local Surveys of Weekly, Small and Evening Newspaper

*Press Commission Report I & II

Course outcomes:

1. This course provides all detailed information about management and its importance for newspaper industry.
2. Student will learn newspaper as an industrial product and its unique features.
3. It will provide the concept of ownership and newspaper printing department.
4. Student will learn about language of newspaper.

SIXTH SEMESTER

COURSE - 30

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the Courses of Sixth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner.

1. Course – 26. Development Communication
2. Course – 27. Film Journalism
3. Course – 28. Editorial & Feature Writing
4. Course – 29. News Course Management

**Rani Durgavati Vishwavidyalaya, Jabalpur, M.P.
Department of Communication Studies and Research,**

**Learning Outcomes-based Curriculum Framework
(LOCF)**

For

Postgraduate Programme

**MASTER OF ARTS IN MASS COMMUNICATION
M.A.M.C**

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1. INTRODUCTION

The Learning Outcomes-based Curriculum Framework (LOCF) for MASTER OF ARTS (M.A.M.C.) in mass communication, postgraduate degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the undergraduates to achieve skills for digital and cyber world of the present and future era.

The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

2. LEARNING OUTCOMES-BASED APPROACH TO CURRICULUM PLANNING AND DEVELOPMENT: (LOACPD)

2.1 NATURE AND EXTENT OF MASTER OF ARTS IN MASS COMMUNICATION (M.A.M.C)

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualification such as MASTER OF ARTS (M.A.M.C.) JOURNALISM are awarded on the basis of demonstrated achievement of outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic qualities expected from a postgraduate of professional programme such as MASTER OF ARTS (M.A.M.C.) JOURNALISM. The learning outcomes specify what exactly postgraduates after successfully completing Mass communication & Journalism degree programme of study are expected to know, understand and able to practice on the professional level.

The expected learning outcomes are very important in present day context, as it is generally observed that postgraduates of professional programmes such as Mass communication & Journalism are mostly not employable in view of M & E Industry. Therefore, higher education degrees must formulate Graduate Attributes (GAs), qualification descriptors, learning outcomes and course learning outcomes which will help in curriculum planning and development in the form of design and delivery. The overall

formulation of the professional degree programme must equip learner to have competencies to provide deliverables to the human capital hungry industry.

2.2 Aims of Post Graduate Degree Programme in Mass communication & Journalism

Programme Educational Objectives (PEOs):

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

5. To empower learners by communication, professional and life skills.
6. To impart the basic and advance knowledge of Mass communication & Journalism and related areas of studies.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.
8. To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.

3. GRADUATE ATTRIBUTES (GAs)

The Graduate Attribute (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by Mass communication & Journalism graduates at the Higher Education Institutions (HEIs). The graduate attributes include capabilities to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond study of a particular area and programme. Any graduate of Mass communication & Journalism should be media literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

Graduate Attributes include:-

1. **Disciplinary Knowledge:** Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
2. **Understanding the Role of Press:** The press in democratic society, importance of freedom of press and impact of media in general.

3. Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.

4. Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.

5. Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

6. Cooperation/ Team work: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

4. QUALIFICATION DESCRIPTORS (QDS)

A qualification descriptor of Mass communication & Journalism postgraduate programme indicates the generic outcomes and graduate attributes expected for the award of the MASTER OF ARTS (M.A.M.C.) J in Mass communication & Journalism degree programme. Qualification descriptors also describe the academic standard for a specific qualification in terms of the levels of knowledge and understanding, skills and competencies and attitudes and values that the holders of the qualification are expected to attain and demonstrate, in terms of actual outputs after acquiring M.A.M.C degree in Journalism & Mass Communication. These descriptors also indicate the common academic standards for the qualification and help the degree- awarding bodies in designing, approving, assessing and reviewing academic programmes. The learning experiences and assessment procedures are designed to provide every student with the opportunity to achieve the Intended Learning Outcomes (ILO). The qualification descriptors reflect both disciplinary knowledge, professional skills and understanding of Mass communication & Journalism discipline including generic skills and global competencies that all students in different academic fields of study should acquire/attain and demonstrate. The students who will complete two years of full-time study of a postgraduate programme in Mass communication & Journalism will be awarded a Master's Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree level programme includes the following:

Qualification descriptors for a Master's Degree in Mass communication &

Journalism include the following:

- Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Journalism & Mass Communication; (ii) Procedural knowledge that creates different types of professionals related to the Media & Entertainment Industry, including research and development, teaching

and government and public service; (iii) Professional and communication skills in the field of mass media, advertising, public relations, corporate communication, photography, animation, political communication, media management and new media and other such emerging areas of knowledge and Media Branches and current developments in the academic field of Media studies, including a critical understanding of the latest developments, and an ability to use established techniques of analysis and enquiry within the area of Journalism & Mass Communication.

- Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities

5. PROGRAMME LEARNING OUTCOMES (PLOs)

The key outcomes planned in this postgraduate programme in Mass communication & Journalism are underpinned as follows:

After completing this postgraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

9. Shall have an understanding of acquiring knowledge throughout life.

6. COURSE LEARNING OUTCOMES:

Course means the different papers a student undertakes in a programme of study. Course outcomes describe details of the student's abilities after completion of the course. Programme learning outcomes are attained through the learning of different Courses in a given programme or one can say that the achievement by student of course learning outcomes lead to his acquisition of programme learning outcomes. The course learning outcomes are linked to the different Graduate Attributes but not all course learning outcomes are linked to all Graduate Attributes as Graduate Attributes are developed through the entirety of the overall course learning outcomes after the completion of the programme of study. Given herewith are the tables indicating the connection between course learning outcomes and programme learning outcomes:

TABLE I: CORE COURSES						
Programme Outcomes	Reporting	Editing	Public relation	Communication theories	Communications research	New media application
Basic skills in literary Communication	✓	✓	✓	✓	✓	✓
Systematic knowledge of the field	✓	✓	✓	✓	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓	✓	✓	✓	✓
Ability to think and write critically	✓	✓	✓	✓	✓	✓
Evaluation of literary texts	✓	✓	✓	✓	✓	✓
Understanding of literary and other Values	✓	✓	✓	✓	✓	✓
Development of student's creative and analytical faculties	✓	✓	✓	✓	✓	✓
Use and application of Digital Knowledge Systems	✓	✓	✓	✓	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓	✓	✓	✓	✓
Research-related skills	✓	✓	✓	✓	✓	✓
Career options on completion of graduate programme	✓	✓	✓	✓	✓	✓
Life-long learning abilities	✓	✓	✓	✓	✓	✓

TABLE II : ELECTIVE COURSES				
Programme Outcomes	ADVERTISING	ELECTRONIC MEDIA	MEDIA LAW	SPECIALIZED
Basic skills in literary Communication	✓	✓	✓	✓
Systematic knowledge of the field	✓	✓	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓	✓	✓
Ability to think and write critically	✓	✓	✓	✓
Evaluation of literary texts	✓	✓	✓	✓
Understanding of literary and other Values	✓	✓	✓	✓
Development of student's creative and analytical faculties	✓	✓	✓	✓
Use and application of Digital Knowledge Systems	✓	✓	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓	✓	✓
Research-related skills	✓	✓	✓	✓
Career options on completion of graduate programme	✓	✓	✓	✓
Life-long learning abilities	✓	✓	✓	✓

TABLE II : ABILITY ENHANCEMENT COURSES		
Programme Outcomes	Skill Development: Communication skill and personality development	Skill Development: Minor Project
Basic skills in literary Communication	✓	✓
Systematic knowledge of the Field	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓
Ability to think and write Critically	✓	✓
Evaluation of literary texts	✓	✓
Understanding of literary and other values	✓	✓
Development of student's creative and analytical faculties	✓	✓
Use and application of Digital Knowledge Systems	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓
Research-related skills	✓	✓
Life-long learning abilities	✓	✓

7. Teaching Learning Process:

Learning is a challenge which has to be accepted. It is the most important activity one needs to accomplish throughout his life and career. One has to encourage the student to learn. A student needs to be engaged in a rigorous process of learning and self-discovery by adopting a highly focused and yet flexible approach to education as opposed to rote learning. Each day the student should be encouraged to focus on key areas of the course and learn its fundamentals and its application in life and society.

Teaching and learning pedagogy now envisages a shift from domain or conclusions-based approach to the experiential or process-based approach.

The present programme will promote learning on a proportionate scale of 40:20:40 principle, where lectures (listening/hearing) will constitute 40 percent of the delivery; visuals (seeing) 20 percent of the learning methods; and experience (doing/participating) 40 percent. This ratio is subject to change as per the needs of the programme from time to time. In order to achieve its objective of focused process based learning for the holistic development of students, the University uses a variety of knowledge delivery methods:

a. Lectures

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures should be interactive in a way that students work with their teachers to get new insights in the subject area, on which they can build their own bridges to higher learning.

b. Discussions

Discussions are critical components of learning, and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem solving and, ultimately to success.

c. Simulations

Simulations provide students opportunities to understand real life situations and scenarios, and solve challenges in a controlled environment or make use of them in simulating cultural experiences by locating/transposing them in new (local, regional, national and international) situations.

d. Case Studies:

Real case studies, wherever possible, should be encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned.

e. Role Playing:

Assuming various roles, as in real life, is the key to understanding and learning. Students are challenged to make strategic decisions through role-plays, and to analyze the impact of these decisions. For this purpose, incidents from literary texts may also be used.

f. Team Work

Positive collaboration in the form of team work is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of team work, learners will acquire the skills of managing

knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.

g. Study Tours/Field Visits:

Study Tours/ Field trips provide opportunities to the learners to test their in-class learning in real life situations as well as to understand the functional diversity in the learning spaces. These may include visits to sites of knowledge creation, preservation, dissemination and application. Institutions may devise their own methods to substitute/modify this aspect.

1. Assessment Methods:

a. Alignment of Programme Learning Outcomes and Course Learning Outcomes:

The assessment of learners' achievement in MASTER OF ARTS (M.A.M.C.) in mass communication will be aligned with the following:

- a. Programme learning outcomes (Postgraduate descriptors)
- b. Course learning outcomes (qualification descriptors)
- c. Academic and professional skills suggested in the postgraduate learning descriptors in the LOCF recommendations (indicated and illustrated in the Learning Outcomes in respect of select courses).

b. Assessment priorities: Institutions will be required to prioritize formative assessments (in-semester activities including tests done at the department or instructor level) rather than giving heavy and final weight age to summative assessments (end-semester and/or mid semester tests traditionally done centrally). Progress of learners towards achieving learning outcomes may be assessed making creative use of the following, either independently or in combination: time-constrained examinations (say 1-hour or 2-hour tests); closed-book and open-book tests (if applicable, rather than doing as a rule); problem based assignments; real life simulations; observation of practical skills (speaking, listening, problem solving within a peer group or a class); individual project reports (case-study or term papers within a given word limit); team project reports; oral presentations, including seminar presentation; viva-voce, interviews; computerized adaptive testing for MCQ; peer and self- assessment etc. and any other pedagogic approaches as may be relevant keeping in view the learners' level, credit load and class size.

c. Diversity in Assessment Methods: Allowing for the diversity in learning and pedagogical methods adopted by different universities and institutions, stakeholders (Academic Councils, Boards of Studies or statutory bodies) are expected to ensure that the objectives of the course(s) are clearly aligned to learning outcomes. It is expected that the curricula developed by institutions will maintain a transparent roadmap of (a) pedagogical methods and priorities and (b) learning outcomes that reflect the weightage points given to different aspects of skills and achievements identified in the recommendations.

d. Learning Outcomes Index: While devising assessment modes and criteria, institutions may look to gridlock course learning outcomes and programme learning outcomes as indicated in the LOCF mass communication & journalism, and work out ways to assign credit loads and distribute weightage points for each. The following table shows one possible way to develop a Learning Outcomes index for the Programme and the courses.

e. Innovation and Flexibility: Within each category, institutions are expected to encourage instructors to bring in innovative and flexible methods to guarantee the fullest realization of Learning Outcomes outlined in the document. All such instructional and assessment requirements must be clearly communicated to all stakeholders at the time of course registration. Any subsequent change or minor modification necessary for fuller realization of learning outcomes must be arranged with due notice and institutional arrangement at the relevant level.

f. Freedom and Accountability: Freedom and accountability of the stakeholder are key attributes that determine the success of the Learning Outcomes framework. For example, in research work, learners may be asked to pay attention to library work and survey of literature, originality of ideas, formulation of arguments, and creativity. Components may be assigned weightage points accordingly (say, x:y:z for different components out of 15 points). The excellence of institutions will be increasingly determined by Learning Outcomes rather than programme or course objectives. Hence it is necessary to innovate continually in learning and assessment in order to ensure meaningful and socially relevant learning (with transparent Learning Outcomes indices) rather than rote learning.

g. Clustering of Activities: Each cluster of activity may be assigned weightage points in accordance with the priorities of the institution without diluting the principles given in the LOCF. So an institution may choose to have any or all of the following in its in-semester activities with clear and transparent methods of communication to learners: open viva voce, group quiz or individual, classroom simulations and problem solving activities, library or field visits, term papers, individual and group reports, poster presentations. Credit hour and L-T-O distribution shall be crucial to any such clustering.

h. Review and Amendment: It is important for institutions to review, periodically and without fail, the efficacy of any method adopted to meet the learning outcomes proposed in the LOCF recommendations. Institutions are also required to make statutory provisions to adapt/modify/amend rules and clauses as may be necessary without violating the spirit of the larger programme outcomes outlined by the UGC in the CBCS guidelines.

i. Spirit Rather than Letter of the LOCF: The guidelines for assessment given here and elsewhere in the LOCF recommendations are indicative rather than exhaustive. So institutions are expected to frame assessment modes and criteria relevant to their situation and context, in keeping with the spirit of the LOCF. The basic idea of LOCF MASTER OF ARTS (M.A.M.C.) in mass communication—that learners at this level should understand their position(s) in the light of regional, national and global perspectives—must find a true and transparent reflection in the assessment.

9. Structure of the Programme:

MASTER OF ARTS (M.A.M.C.) in mass communication

Semester I – scheme

S · N ·	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Tota l
1	Course 1 (Core)	Communication Theories	MAMC - 101	05	05	60	40	100
2	Course 2 (Core)	Print Media (Specialized course)	MAMC - 102	05	05	60	40	100
3	Course 3 (Core)	Public Relation	MAMC - 103	05	05	60	40	100
4	Course 4 (Elective)	Advertising	MAMC - 104	05	05	60	40	100
		Adv & Marketing Research						
5	Course 5 (Core)	Practical & Viva-Voce	MAMC - 105	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

Semester II – scheme

S. N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CC E	Total
1	Course 6 (Core)	International Communication	MAMC - 201	05	05	60	40	100
2	Course 7 (Core)	Communication Research	MAMC - 202	05	05	60	40	100
3	Course 8 (Core)	Electronics Communication	MAMC - 203	05	05	60	40	100
4	Course 9 (Elective)	Media Development Laws & Ethics	MAMC - 204	05	05	60	40	100
		Media Laws & Ethics						
5	Course 10 (Core)	Practical & Viva-Voce	MAMC - 205	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

Semester III- scheme

S.N	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CC E	Total
1	Course 11 (Core)	Media Management	MAMC-301	05	05	60	40	100
2	Course 12 (Core)	Editing Photo Journalism & Comp. Application	MAMC-302	05	05	60	40	100
3	Course 13 (Core)	Inter Culture Communication	MAMC-303	05	05	60	40	100
4	Course 14 (Elective)	Radio Journalism	MAMC-304	05	05	60	40	100
		TV Journalisms						
5	Course 15 (Core)	Practical & Viva-Voce	MAMC-305	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

Semester IV- scheme

S.N	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CC E	Total
1	Course 16 (Core)	New Media Application	MAMC – 401	05	05	60	40	100
2	Course 17 (Core)	Corporate Communication	MAMC – 402	05	05	60	40	100
3	Course 18 (Elective)	Specialized Paper Print	MAMC – 403	05	05	60	40	100
		Specialized Paper Electronic						
4	Course 19 (Core)	Dissertation	MAMC – 404	05	05	60	40	100
5	Course 20 (Core)	Practical & Viva-Voce	MAMC – 405	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

MASTER OF ARTS (M.A.M.C.) JOURNALISM

Credit - 05
Cce- 40
Theory-60
Total-100

FIRST SEMESTER

COURSE – 1: Communication Theories

Detailed course:

UNIT-I:

Introduction to Communication, Communication: Concept, Definition,

Process, Scope, Elements & Functions, Nature of Human Communication, Verbal &

Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT-II:

Models of Communication, Lass well Model of Communication,

Shannon & Weaver Model , Wilber-Schramm Model of Mass Communication, Osgood & Schramm Model, De' Fleur Model

UNIT-III: Different Theories of Communication, Bullet Theory, Hypodermic

Needle Theory, Cognitive Consistency, Agenda Setting, Cultivation Theory, Media System Dependency Theory, Selective Perception, Selective Retention, Selection Exposure

UNIT-IV: Development Communication Meaning And Strategies, Normative

Theories of Communication, Social responsibility Theory, Democratic Participation Theory

UNIT-V: Mass Media & Society, Communication & Public Opinion, Media

Audiences, Information technology & Society, Mass Communication & Culture

Course outcomes:

1. Students would learn the concepts meaning and model show the development
2. Students would be able to understand the problems and hurdles in development communication.
3. Learner would understand the working of government and administration in development.
4. Students would know different programmes and policies of the development.
5. Learner would know the rural India and its problems he also will understand the communication gap.

COURSE – 2: PRINT MEDIA (SPECIALIZED REPORTING)

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I:

News : definition. Concept: Indian and Western. Elements, values, sources, lead writing, kinds of reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

UNIT II:

Interview – kinds, purposes, techniques, different channels of Interview how to interview for various Media: TV, Radio, Newspaper, Periodicals. Interpretative reporting- purposes, techniques. Investigative reporting – Purpose, sources, styles, techniques, Political Reporting, Legislative reporting, Diplomatic reporting.

UNIT III:

Columns – development, criticism, reviews, feature writing news analysis, back grounding. Specialized Reporting- Political Reporting, Legislative reporting, exclusives and specialized reporting science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

UNIT IV:

Rural Reporting- agricultural- Practice, Problems and Policies, caste community relations- rural and urban relation.

UNIT V:

News Agencies Development and growth special reference to world. Major News Agencies in the world. Non Aligned News Agencies, New International and World Information and communication Order (NIWICO).

Course Outcomes

1. Students would be able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing of print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.
5. Students would be able to inculcate the knowledge of book editing.

COURSE – 3: PUBLIC RELATIONS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Public Relation– definition– PR a communication function- history of PR- growth of PR in India, PR, Publicity, propaganda and public opinion- PR as a management function.

UNIT II :

Stage of PR- planning- implementation- research- evaluation PR practitioners and media relations– press conference– press releases- other PR tools.

UNIT III :

Communication with public– internal and external- community relations- employee relations; PR in India- public and private sectors; PR counseling; PR agencies; PR and advertising- PR for media institutions.

UNIT IV :

Shareholder relations- dealer relations; PR for hospitals- PR for charitable institutions; defense PR; for NGOs; PR for political parties; crisis management- Case studies.

UNIT V :

PR research- techniques- PR and law- PR and new technology- Code of ethics for PR- international PR- professional organizations of PR- emerging trends in PR.

Course Outcomes

1. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students would gain knowledge about the basic ethics and laws of public relations.

COURSE – 4 : ADVERTISING

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I :

Advertising– definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising– co-corporate–industrial retail- national– trade- professional- social.

UNIT II :

Product advertising- target audience- brand image- positioning; advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT III :

Advertising agency- structure and function, creativity- media selection- newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

UNIT IV :

Copy writing and advertising production techniques: print, radio, television, films. Outdoor, ideation, visualization, use of computers.

UNIT V :

Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; ever going trends.

Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.

COURSE – 4 : ADVERTISING & MARKETING RESEARCH

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Evolution of advertising – nature, scope and functions of advertising effects of advertising social, culture and economic Criticisms against advertising , Role of advertising in Marketing.

UNIT II : Elements of advertising – Copy writing: Purpose, types and sources of information – Headlines, functions and types – Layout and visualization and Illustrations and their importance – Creativity in advertising.

UNIT III : Colour in advertising – Slogans, Trademarks – Brand names – production aspects of advertising print – TV – Cinema – outdoor etc.

UNIT VI : Campaign planning – planning and preparation – Factors affecting selection of media – Target audience – Consumer behavior – Research and effect of various media – newspaper Magazines, Radio, Television, Cinema, outdoor, Transit –Direct Mail and others.

UNIT V : Research areas in advertising and marketing – legal and ethical aspects of advertising, Advertising Budget, Testing and Effectiveness. Role of Consumer forums.

Course outcomes:

1. Student will learn evolution of advertising , effective functions and role of advertising.
2. It will provide knowledge about copy writing, layout and visualization and creativity in advertising.
3. Students will learn slogans, trademarks, about brand names etc.
4. They will get knowledge about legal and ethical aspects of advertising, role of consumer forums.

FIRST SEMESTER

COURSE - 5

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of First Semester

There will be Two parts for practical which will be conducted by External and Internal examiner.

1. Course – 1. Communication Theories
2. Course – 2. Print Media (Specialized course)
3. Course – 3. Public Relation
4. Course – 4. Advertising / Advertising & Marketing Research

SECOND SEMESTER

COURSE – 6 : INTERNATIONAL COMMUNICATION

Credit - 05

Cce- 40

Theory-60

Total-100

Detailed course:

UNIT I : Political; economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation- international news flow-imbalance- media growth-international, regional and internal disparities.

UNIT II : Communication as a human right – UNO-s Universal Declaration of Human Rights and communication-international news agencies and syndicates, their organizational structure and functions-a critique of western news values.

UNIT III : Impact of new communication technology on news flow-satellite communication-its historical background – status – progress – effects-in-formation super highways – international telecommunication and regulatory organizations.

UNIT VI : UNESCO'S efforts in removal imbalance in news flow-de-bate on new international information and Economic Order-Mac Bride Commission's report-non-aligned news agencies news pool-its working, success, failure.

UNIT V : Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information – prompted cultural imperialism – criticisms; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Course outcomes:

1. It will provide detailed knowledge of cultural dimensions of international communication, political and economic.
2. It will provide information about communication as human right and UNO-s Universal declaration of human rights.
3. Students will get knowledge about new communication technology and its impact on news flow satellite.
4. Students will learn writing and coverage of issues in international communication.

COURSE – 7: COMMUNICATION RESEARCH

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Definition – elements of research – scientific approach – research and communication theories – function – scope and importance of communication research – basic and applied research.

UNIT II : Research design components – experimental, quasi - experimental, bench mark, longitudinal studies, simulation- panel studies – co relational designs, Methods of communication research – census Method, survey method, observation method-clinical studies – case studies – content analysis.

UNIT III : Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys online polls. Random sampling methods and representativeness of the samples sampling errors and distributions in the findings.

UNIT VI : Media research – evaluation, feedback – feed forward – media habits public opinion surveys – pre – election studies and exit polls.

UNIT V : Report writing – data analysis techniques – coding and tabulation – non – statistical methods -- descriptive – historical – statistical analysis- parametric and non – parametric – uni-vaiate-bi-variante – multi – variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Course Outcomes

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain knowledge about the need, role importance, functions and ethics of research.
4. Students would learn the concept of each element of research and the interrelations between elements.
5. Students would learn the various types of research.

COURSE – 8: ELECTRONICS COMMUNICATION

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Radio Programme, production, process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses- field recording skills; radio feature production; radio documentary production, studio chain; live studio broadcast with multiple sources – news production.

UNIT II : Using sound bytes and actualities; spacebridge with field sources of news; studio production or radio newsreel and current affairs programmes-formats of radio programmes-studio interviews-studio discussions-phone-in programmes- O.B. production of sporting and mega events.

UNIT III : Visual communication-communicating with still pictures and video- shooting with TV camera - camera mounting. colour balance, basic shots and camera movement. Basic of TV production: TV lighting in field, using reflectors. Lighting grid - luminaries. Studio lighting – three – point lighting – high key and low key lighting, properties, studio sets and make – up.

UNIT VI : Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue’s and commands - formats of TV programmes – studio interview - studio discussion – studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

UNIT V : Writing for Television: Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting; visualizing news – ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories. Television news editing; planning, production and compilation of news programmes – writing lead – intro to news packages – headlines writing, teasers and promos.

Course Outcomes

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will be able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of online journalism.

COURSE – 9 MEDIA DEVELOPMENT LAWS & ETHICS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course :

UNIT I : Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

UNIT II : The press in India after independence: social, political and economic issues and the role of the Indian press problems and prospects. (Issues like backward class movement – Dalit) movement – green revolution – agitation for and against reservation – nationalization – privatization – globalization – WTO – land reforms – social issues of the region – political events.

UNIT III : Media Law Constitution of India : fundamental rights - freedom of speech and expression and their limits – directive principles of state policy. Provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

UNIT VI : Cinematograph Act. 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislation including Copyright Act, Trade Marks Act and patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

UNIT V : Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – press council of India and its broad guidelines for the press – codes suggested for the press by press council and press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Course Outcomes

1. Shall have understanding of our Indian Constitution.
2. Shall get aware to legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.
5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

Course – 9: Media Laws & Ethics

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Indian Constitution and Media, Basics of Indian Constitution and Fundamental Rights, Freedom of Speech and Expression, History of Press Law In India

UNIT-II : Media Ethics and Principles, Concept and Definition of Ethics, Fundamental Values of truth, fairness and objectivity, Ethical Issues and Challenges For Media, Press Council Code on Journalistic Ethics.

UNIT-III : Law Related To Print Media in India, Press Commission, Press Council Of India, Books and Newspaper Registration Act, Working Journalist Act, Copyright Act

UNIT-IV : Law Related To Broadcast Media in India, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act 1990, Information Technology Act 2000

UNIT-V : Restrictions on Media, Contempt of Court, Defamation, Right To Privacy, Official Secret Act, IPC and Cr. PC Provisions

Course Outcomes

1. Shall have understanding of our Indian Constitution.
2. Shall get aware to legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.
5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

SECOND SEMESTER

COURSE - 10

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Second Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6 International Communication
2. Course – 7 Communication Research
3. Course – 8 Electronics Communication
4. Course – 9 Media Development Laws & Ethics/ Media Laws & Ethics

THIRD SEMESTER

COURSE – 11 : MEDIA MANAGEMENT

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Principles of media management and their significance – media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

UNIT II : Ownership patterns of mass – media in India – sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co- operatives, religious institutions (societies) and Franchisees (cgaubs), Policy formulation – planning and control; problems, process and prospects of launching media ventures, Organization theory, delegation, decentralization, motivation, control and co-ordination.

UNIT III : Hierarchy functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections, apex bodies: DAVP, INS and ABC, Changing roles of editorials staff and other media persons. Editorial – Response system.

UNIT VI : Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

UNIT V : Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Foreign equity in Indian media (including print media) and press Commission on India newspaper management structure.

Course outcomes:

1. It will provide all depth knowledge about media management and their significance.
2. Students will learn ownership patterns of mass media in india.
3. It will give full information about economics of print and electronic media,budgeting and finance, business and legal aspects.
4. It will provide knowledge about programme production and about foreign equity in Indian media.

COURSE – 12: EDITING, PHOTO JOURNALISM & COMPUTER APPLICATION

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Editing, Meaning, purpose, Tools, Body paragraphing, News desk, Editorial Department Setup, News flow, copy management and organization.

UNIT II : Proof reading, meaning, Symbol, Headline, Techniques, Style, Purpose, Kinds of headlines, Page makeup, Dummy Layout, Magazine Editing, Layout, Graphics.

UNIT III : Printing method – screen, Off – set, Plate making, designing and printing of cover page, colour printing, colour combination, colour scanning, colour separation, colour correction, colour positive, colour negative, preparation of bromides, Art pulls.

UNIT VI : Photo journalism, News value for picture, Photo essays, Photo feature, Picture magazine, Colour Photograph, Photo editing, Photography equipments type and function, caption writing, placement of photograph important of Photography in modern scenario.

UNIT V : On-line editing, Word processing, Spell check, Grammar check, Page makeup on computer, DTP, MS world use of computer software and multimedia.

Course outcomes:

1. Students would be able to understand the process of editing for various platforms.
2. Students would be able to familiarize themselves with the basics of editing.
3. Students would be able to create understanding of specialized reporting .
4. Students would be able to understand about the dummy , printing and layout.
5. Students would be able to develop the knowledge of photography.
6. Students will learn about computer
7. Students will be able to understand Software and Operating System
8. Students will have the knowledge of IT Communication
9. Learner would be to ready to join any media organization as photo Journalist.
10. Learner would know the importance of photo features.
11. Learner would know different branches of photography and may be self-employed.

COURSE – 13: INTER CULTURE COMMUNICATION

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Culture – definition – process – culture as a social institution – value systems – primary secondary – eastern and western perspectives. Inter – cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non – verbal communication.

UNIT II : Perception of the world – Western and Greek 0 (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

UNIT III : Communication as a concept in western and eastern cultures (Ewaitha – Adwaitha – Vishishtawaitha – Chinese (Dao Tsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara – Mandanamisra - Chomsky – Thoreau and others – linguistic aspects of inter – cultural communication.

UNIT VI : Modern mass media as vehicles of inter – cultural communication – barriers in inter – cultural communication – religious, political and economic pressures; inter – cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as cultural institution; mass culture typologies – criticism and justification.

UNIT V : Culture, communication and folk media – character, content and functions – dance and music as instruments of inter – cultural communication; UNESCO’S efforts in the promotion of inter – cultural communication – other organizations – code of ethics.

Course outcomes:

1. This course provides knowledge about cultural communication, value systems and cultural symbols in verbal and non verbal communication.
2. Students will learn perception of the world, varied eastern concepts and retention of information.
3. Students will get knowledge about modern mass media as vehicle of intercultural communication and its barriers, impact of new technology on culture.

Course – 14 : Television Journalism

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Understanding Television, Evolution And Development Of TV, History Of TV in India , Television : Characteristics as a Medium of communication, TV industry in India

UNIT-II : Television Program Formats, Concept, Ideation and Formatting , Fiction and Non-Fiction, Scripted and Unscripted TV Program, TV Genres

UNIT-III : Television Program Production, Pre Production, Post Production, In House Production and Outdoor Production, SFX and Visual Effects

UNIT-IV : Television News , Television News Reporting, Bulletin, Live Program, Talk Show, Docudrama and Documentary

UNIT-V : Broadcasting Ethics, Broadcasting Guidelines of Prasar Bharti, Freedom of Broadcaster, Viewer's Right, Different Regulatory Bodies.

Course Outcomes

1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
2. Students will be able to cover events and news based stories using mobile phones, video cameras.
3. Students will anchor, present and able to produce television news bulletin
4. Students will acquire skills and techniques of television media production
5. Students will be able to do the editing both offline and online programme of television with using the softwares.

Course – 14 : Radio Journalism

Credit - 05

Cce- 40

Theory-60

Total-100

Detailed course:

UNIT-I : Introduction of Radio, General Characteristics of Radio, Development of Radio Broadcasting in Europe and America, Development of Radio Broadcasting in India (Pre Independence Era), Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II : All India Radio, Development of All India Radio, Organizational Structure and Functions of AIR, AIR Services, AIR and Nation's Development

UNIT-III : Writing for Radio, Radio Language, Radio Scripting and its Formats, Non Fiction Radio Writing, Fiction Radio Writing

UNIT-IV : Radio Program Production, Ideation and Format of Radio Program, Scripted and Unscripted Program, Pre Production & Post Production, Art of Presentation

UNIT-V : New Trends in Radio, FM Radio, Community Radio, Satellite Radio, POD casting

Course Outcomes

1. Students will be able to cover events using mobile phones and right radio news stories
2. Students can produce radio news bulletin
3. Students will be able to interview, make radio promos and jingles
4. Students will be able to apply radio production techniques.
5. Students will be able to undertake radio programme production in different formats

THIRD SEMESTER

COURSE - 15

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Third Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course - 11 Media Management
2. Course - 12 Editing, Photo Journalism & Computer Application
3. Course - 13 Inter Culture Communication
4. Course - 14 Television Journalism/ Radio Journalism

FOURTH SEMESTER

COURSE – 16 : NEW MEDIA APPLICATION

Credit - 05

Cce- 40

Detailed course :

Theory-60

Total-100

UNIT I : Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS – word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page set up printing; formatting techniques; graphics and drawings. Communication Technology (CT); concept and scope CT and IT : similarities and differences – telephone electronic digital exchange C - Dot – Pagers, Cellular telephone.

UNIT II : Multi – Media – definitions – CD – ROM and multimedia – business applications – educational application – public utility ritual reality – multi – media skills. Cyber Journalism: On – line editions of newspapers – management and economics; cyber newspapers – creation, feed, marketing, revenue and expenditure, online editing e-publishing: security issues on internet: social, political, legal and ethical issues related IT and CT.

UNIT III : Image, bitmaps, drawings, principles of animation; use of video – broadcast video standards: NTSC – PAL – SECAM – HDTV, integration of computers and television, video editing, finer aspects, Internet – sourcing – priorities and utilization.

UNIT VI : Web vs print – a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research: design of contents.

UNIT V : Website elements – visual design, background, colours: sales promotion, service, promotion in the website. Interactivity – diversity : legal challenges – copy right issues; technology issues: political issues; social; issues; economic issues – ethical issues.

Course outcomes:

1. Learner will gain basic understanding of communication technology.
2. Learner will have the basic knowledge of various audio editing tools.
3. Learner will have hands on experience on video editing techniques.
4. Learner will be able to create content on various platforms.
5. Learner will be able to communicate on social media effectively.
6. Learner will gain basic understanding of communication technology.
7. Learner will have the basic knowledge of various audio editing tools.
8. Learner will have hands on experience on video editing techniques.
9. Learner will be able to create content on various platforms.
10. Learner will be able to communicate on social media effectively.

Course – 17: Corporate Communication

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Corporate Communication: An Introduction, Evolution and Growth of Corporate Communication, Market Scenario and Corporate Communication, Media and Corporate Communication, Tools of Corporate Communication

UNIT-II : Corporate Communication Application, Towards Building Corporate Identity, Image Management and Brand Equity, Financial Communication, Event Management and Media Tracking

UNIT-III : Corporate Communication: Crisis Management, Defining Crisis and Disaster Management, Crisis Handling Theories and Models, Role of Corporate Communication in Crisis Management, Media Handling in Critical Time and Case Studies

UNIT-IV : Corporate Communication: Strategic Management, Strategy in Corporate Communication, Campaign Planning: Management & Execution, Corporate Social Responsibility, Investor Relation and Corporate Reputation

UNIT-V : Corporate Communication: Issues and Challenges, Globalization, Consumerism, Social Concern and Social Values, New Trends in Corporate Communication.

Course outcomes:

1. It will build students communication skill and provides knowledge of corporate communication.
2. Students will learn the tools of building corporate identity, image management and brand equity.
3. They will learn about how to deal or manage crisis management, crises handling theories.
4. They will learn about new trends in corporate communication.

COURSE – 18: SPECIALIZED PAPER – PRINT

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Kind of Reporting, Problems and Techniques : Crime, Speech, Accident, Weatera, Diastur, Court, Cultural, Religions, Election, Social, Riot, Tension and City life.

UNIT II : Specialized Reporting: Political, Legislative, Diplomatic, Science, Sport, Economic, Development, Commerce, Rural, Agricultural and Allied area repotting for magazine.

UNIT III : Policy making for news paper and current affairs programme/event on various issues International, National and Regional, Online Editing, Assessing, The news through Internet and Web page, Different between News paper and opinion paper, Editor is a thinker and opinion maker.

UNIT IV : Planning the front page and Inside page, Designing special page, Use of Pictures and illustration, Photocopy, Caption photos, Printing method-Off set, Plate making, Colour Printing, Colour combination, Colour separation, Colour positive, Colour negative and colour Scaning.

UNIT V : Elements of Research, Basic and applied research, Methods of communication research: Census, Survey, Observation clinical studies, Case studies, Co-relational, Data collection, Source, Project writing, Readership survey, Preparation of research reports.

Course Outcomes

1. Students would able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing of print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.
5. Students would be able to inculcate the knowledge of book editing.
6. Student will learn research techniques and learn about data analysis.

COURSE – 18 : SPECIALIZED PAPER – ELECTRONIC

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Radio: Innovations in broadcasting; New Broadcasting Technologies. Interactive programmes. Radio management and marketing; Radio Broadcast system and management patterns. Management of a Radio Station. Planning programmes, Audience Research, Programmers, Radio Formats; Presentation Technique, News and Newsreels, Drama and Serials, Features, Documentaries, Music programmers, Advertising programmers for Women. Children, Youth and other specific audience, Microphones and audio mixing.

UNIT II : Visual Communication; Visualizing, TV reporting, Voice- over editing, TV news capturing, Planning and production of TV programmes, Floor plan, Camera Positions, Studio exercises, Cues and commands, Story board, Different programme; News presentation, News anchoring, TV current affairs, Chat shows, Cross fire, TV advertising and sponsoring.

UNIT III : Video Technology: Video camera, Basic design, Electronic editing, off-line and on-line editing, Shooting, Script collection, Recording, Sound effect Writing for current affairs, Basic shots, terminology, Cable communication, Laws related to video racy How to made films approaches, Film production, Appreciation, Documentary film, NFDC, TTII.

UNIT IV : Satellite Communication: Cable communication, Laws related to cable communication, Dish Antenna, DTH, Ownership of cable channels, News policy for broadcast media, Media policy commissions on broadcast.

UNIT V : Elements of Research: Basic and Applied research, Methods of communication research, Census, Survey, Observation, Clinical studies, Case Studies, Co-relational, Data collection, Sources, Project writing, Audience survey, Preparation of research reports.

Course Outcomes

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of online journalism.

FOURTH SEMESTER

COURSE - 19

DISSERTATION

Credit - 05

Marks - 60

Synopsis & viva- voice- 40

Total marks-100

Every student has to submit a dissertation at the end of session on the date as declared by Registrar of Examination HOD. Students have to write a dissertation under the guidance of a teacher of the Department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance. All students have to submit a synopsis of subject and normal monthly progress report will be required before the submission. I Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by Internal and External Examiner separately. Student will be awarded an average marks received from both examiners. Duly forwarded and certified by the guide of the dissertation will be accepted in two copies. In case dissertation is rejected or student fails to get minimum average marks he will be allowed to submit his/her dissertation with subsequent examination.

FOURTH SEMESTER

COURSE - 20

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce: 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Fourth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 16 New Media Application
2. Course – 17 Corporate Communication
3. Course – 18 Specialized Paper Print/ Specialized Paper Electronic

Rani Durgavati Vishwavidyalaya, Jabalpur, M.P.

Department of Communication Studies and Research,

**Learning Outcomes-based Curriculum Framework
(LOCF)**

For

**Masters of Journalism & Communication
(M.J.C)**

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1. INTRODUCTION

The Learning Outcomes-based Curriculum Framework (LOCF) for MASTER OF JOURNALISM & COMMUNICATION (M.J.C.) postgraduate degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the undergraduates to achieve skills for digital and cyber world of the present and future era.

The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

2. LEARNING OUTCOMES-BASED APPROACH TO CURRICULUM PLANNING AND DEVELOPMENT: (LOACPD)

2.1 NATURE AND EXTENT OF MASTER OF JOURNALISM & COMMUNICATION (M.J.C.)

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualification such as MASTER OF JOURNALISM & COMMUNICATION (M.J.C) are awarded on the basis of demonstrated achievement of outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic qualities expected from a postgraduate of professional programme such as Master of journalism & communication. The learning outcomes specify what exactly postgraduates after successfully completing Mass communication & Journalism degree programme of study are expected to know, understand and able to practice on the professional level.

The expected learning outcomes are very important in present day context, as it is generally observed that postgraduates of professional programmes such as Mass communication & Journalism are mostly not employable in view of M & E Industry. Therefore, higher education degrees must formulate Graduate Attributes (GAs), qualification descriptors, learning outcomes and course learning outcomes which will help in curriculum planning and development in the form of design and delivery. The overall

formulation of the professional degree programme must equip learner to have competencies to provide deliverables to the human capital hungry industry.

2.2 Aims of Post Graduate Degree Programme in Mass communication & Journalism

Programme Educational Objectives (PEOs):

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

9. To empower learners by communication, professional and life skills.
10. To impart the basic and advance knowledge of Mass communication & Journalism and related areas of studies.
11. To prepare socially responsible media academicians, researchers, professionals with global vision.
12. To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.

3. GRADUATE ATTRIBUTES (GAs)

The Graduate Attribute (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by Mass communication & Journalism graduates at the Higher Education Institutions (HEIs). The graduate attributes include capabilities to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond study of a particular area and programme. Any graduate of Mass communication & Journalism should be media literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

Graduate Attributes include:-

1. **Disciplinary Knowledge:** Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
2. **Understanding the Role of Press:** The press in democratic society, importance of freedom of press and impact of media in general.

3. Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.

4. Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.

5. Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

6. Cooperation/ Team work: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

4. QUALIFICATION DESCRIPTORS (QDS)

A qualification descriptor of Mass communication & Journalism postgraduate programme indicates the generic outcomes and graduate attributes expected for the award of the MASTER OF JOURNALISM & COMMUNICATION (M.J.C) in Mass communication & Journalism degree programme. Qualification descriptors also describe the academic standard for a specific qualification in terms of the levels of knowledge and understanding, skills and competencies and attitudes and values that the holders of the qualification are expected to attain and demonstrate, in terms of actual outputs after acquiring M.J.C. degree in Journalism & Mass Communication. These descriptors also indicate the common academic standards for the qualification and help the degree-awarding bodies in designing, approving, assessing and reviewing academic programmes. The learning experiences and assessment procedures are designed to provide every student with the opportunity to achieve the Intended Learning Outcomes (ILO). The qualification descriptors reflect both disciplinary knowledge, professional skills and understanding of Mass communication & Journalism discipline including generic skills and global competencies that all students in different academic fields of study should acquire/attain and demonstrate. The students who will complete two years of full-time study of a postgraduate programme in Mass communication & Journalism will be awarded a Master's Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree level programme includes the following:

Qualification descriptors for a Master's Degree in Mass communication & Journalism include the following:

- Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Journalism & Mass Communication; (ii) Procedural knowledge that creates different types of professionals related to the Media & Entertainment Industry, including research and development, teaching and government and public service; (iii) Professional and communication skills in

the field of mass media, advertising, public relations, corporate communication, photography, animation, political communication, media management and new media and other such emerging areas of knowledge and Media Branches and current developments in the academic field of Media studies, including a critical understanding of the latest developments, and an ability to use established techniques of analysis and enquiry within the area of Journalism & Mass Communication.

- Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities

5. PROGRAMME LEARNING OUTCOMES (PLOs)

The key outcomes planned in this postgraduate programme in Mass communication & Journalism are underpinned as follows:

After completing this postgraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

9. Shall have an understanding of acquiring knowledge throughout life.

6. COURSE LEARNING OUTCOMES:

Course means the different papers a student undertakes in a programme of study. Course outcomes describe details of the student's abilities after completion of the course. Programme learning outcomes are attained through the learning of different Courses in a given programme or one can say that the achievement by student of course learning outcomes lead to his acquisition of programme learning outcomes. The course learning outcomes are linked to the different Graduate Attributes but not all course learning outcomes are linked to all Graduate Attributes as Graduate Attributes are developed through the entirety of the overall course learning outcomes after the completion of the programme of study. Given herewith are the tables indicating the connection between course learning outcomes and programme learning outcomes:

TABLE I: CORE COURSES						
Programme Outcomes	Reporting	Editing	Public relation	Communication theories	Communications research	New media application
Basic skills in literary Communication	✓	✓	✓	✓	✓	✓
Systematic knowledge of the field	✓	✓	✓	✓	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓	✓	✓	✓	✓
Ability to think and write critically	✓	✓	✓	✓	✓	✓
Evaluation of literary texts	✓	✓	✓	✓	✓	✓
Understanding of literary and other Values	✓	✓	✓	✓	✓	✓
Development of student's creative and analytical faculties	✓	✓	✓	✓	✓	✓
Use and application of Digital Knowledge Systems	✓	✓	✓	✓	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓	✓	✓	✓	✓
Research-related skills	✓	✓	✓	✓	✓	✓
Career options on completion of graduate programme	✓	✓	✓	✓	✓	✓
Life-long learning abilities	✓	✓	✓	✓	✓	✓

TABLE II : ELECTIVE COURSES				
Programme Outcomes	ADVERTISING	ELECTRONIC MEDIA	MEDIA LAW & ETHICS	SPECIALIZED PAPER
Basic skills in literary Communication	✓	✓	✓	✓
Systematic knowledge of the field	✓	✓	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓	✓	✓
Ability to think and write critically	✓	✓	✓	✓
Evaluation of literary texts	✓	✓	✓	✓
Understanding of literary and other Values	✓	✓	✓	✓
Development of student's creative and analytical faculties	✓	✓	✓	✓
Use and application of Digital Knowledge Systems	✓	✓	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓	✓	✓
Research-related skills	✓	✓	✓	✓
Career options on completion of graduate programme	✓	✓	✓	✓
Life-long learning abilities	✓	✓	✓	✓

TABLE II : ABILITY ENHANCEMENT COURSES		
Programme Outcomes	Skill Development: Communication skill and personality development	Skill Development: Minor Project
Basic skills in literary communication	✓	✓
Systematic knowledge of the Field	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓
Ability to think and write Critically	✓	✓
Evaluation of literary texts	✓	✓
Understanding of literary and other values	✓	✓
Development of student's creative and analytical faculties	✓	✓
Use and application of Digital Knowledge Systems	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓
Research-related skills	✓	✓
Life-long learning abilities	✓	✓

7. Teaching Learning Process:

Learning is a challenge which has to be accepted. It is the most important activity one needs to accomplish throughout his life and career. One has to encourage the student to learn. A student needs to be engaged in a rigorous process of learning and self-discovery by adopting a highly focused and yet flexible approach to education as opposed to rote learning. Each day the student should be encouraged to focus on key areas of the course and learn its fundamentals and its application in life and society.

Teaching and learning pedagogy now envisages a shift from domain or conclusions-based approach to the experiential or process-based approach.

The present programme will promote learning on a proportionate scale of 40:20:40 principle, where lectures (listening/hearing) will constitute 40 percent of the delivery; visuals (seeing) 20 percent of the learning methods; and experience (doing/participating) 40 percent. This ratio is subject to change as per the needs of the programme from time to time. In order to achieve its objective of focused process based learning for the holistic development of students, the University uses a variety of knowledge delivery methods:

a. Lectures

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures should be interactive in a way that students work with their teachers to get new insights in the subject area, on which they can build their own bridges to higher learning.

b. Discussions

Discussions are critical components of learning, and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem solving and, ultimately to success.

c. Simulations

Simulations provide students opportunities to understand real life situations and scenarios, and solve challenges in a controlled environment or make use of them in simulating cultural experiences by locating/transposing them in new (local, regional, national and international) situations.

d. Case Studies:

Real case studies, wherever possible, should be encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned.

e. Role Playing:

Assuming various roles, as in real life, is the key to understanding and learning. Students are challenged to make strategic decisions through role-plays, and to analyze the impact of these decisions. For this purpose, incidents from literary texts may also be used.

f. Team Work

Positive collaboration in the form of team work is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of team work, learners will acquire the skills of managing

knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.

g. Study Tours/Field Visits:

Study Tours/ Field trips provide opportunities to the learners to test their in-class learning in real life situations as well as to understand the functional diversity in the learning spaces. These may include visits to sites of knowledge creation, preservation, dissemination and application. Institutions may devise their own methods to substitute/modify this aspect.

8. Assessment Methods:

a.Alignment of Programme Learning Outcomes and Course Learning Outcomes:

The assessment of learners' achievement in MASTER OF JOURNALISM & COMMUNICATION (M.J.C.) will be aligned with the following:

a. Programme learning outcomes (Postgraduate descriptors)

b. Course learning outcomes (qualification descriptors)

c. Academic and professional skills suggested in the postgraduate learning descriptors in the LOCF recommendations (indicated and illustrated in the Learning Outcomes in respect of select courses).

b. Assessment priorities: Institutions will be required to prioritize formative assessments (in-semester activities including tests done at the department or instructor level) rather than giving heavy and final weight age to summative assessments (end-semester and/or mid semester tests traditionally done centrally). Progress of learners towards achieving learning outcomes may be assessed making creative use of the following, either independently or in combination: time-constrained examinations (say 1-hour or 2-hour tests); closed-book and open-book tests (if applicable, rather than doing as a rule); problem based assignments; real life simulations; observation of practical skills (speaking, listening, problem solving within a peer group or a class); individual project reports (case-study or term papers within a given word limit); team project reports; oral presentations, including seminar presentation; viva-voce, interviews; computerized adaptive testing for MCQ; peer and self- assessment etc. and any other pedagogic approaches as may be relevant keeping in view the learners' level, credit load and class size.

c. Diversity in Assessment Methods: Allowing for the diversity in learning and pedagogical methods adopted by different universities and institutions, stakeholders (Academic Councils, Boards of Studies or statutory bodies) are expected to ensure that the objectives of the course(s) are clearly aligned to learning outcomes. It is expected that the curricula developed by institutions will maintain a transparent roadmap of (a) pedagogical methods and priorities and (b) learning outcomes that reflect the weightage points given to different aspects of skills and achievements identified in the recommendations.

d. Learning Outcomes Index: While devising assessment modes and criteria, institutions may look to gridlock course learning outcomes and programme learning outcomes as indicated in the LOCF mass communication & journalism, and work out ways to assign credit loads and distribute weightage points for each. The following table shows one possible way to develop a Learning Outcomes index for the Programme and the courses.

e. Innovation and Flexibility: Within each category, institutions are expected to encourage instructors to bring in innovative and flexible methods to guarantee the fullest realization of Learning Outcomes outlined in the document. All such instructional and assessment requirements must be clearly communicated to all stakeholders at the time of course registration. Any subsequent change or minor modification necessary for fuller realization of learning outcomes must be arranged with due notice and institutional arrangement at the relevant level.

f. Freedom and Accountability: Freedom and accountability of the stakeholder are key attributes that determine the success of the Learning Outcomes framework. For example, in research work, learners may be asked to pay attention to library work and survey of literature, originality of ideas, formulation of arguments, and creativity. Components may be assigned weightage points accordingly (say, x:y:z for different components out of 15 points). The excellence of institutions will be increasingly determined by Learning Outcomes rather than programme or course objectives. Hence it is necessary to innovate continually in learning and assessment in order to ensure meaningful and socially relevant learning (with transparent Learning Outcomes indices) rather than rote learning.

g. Clustering of Activities: Each cluster of activity may be assigned weightage points in accordance with the priorities of the institution without diluting the principles given in the LOCF. So an institution may choose to have any or all of the following in its in-semester activities with clear and transparent methods of communication to learners: open viva voce, group quiz or individual, classroom simulations and problem solving activities, library or field visits, term papers, individual and group reports, poster presentations. Credit hour and L-T-O distribution shall be crucial to any such clustering.

h. Review and Amendment: It is important for institutions to review, periodically and without fail, the efficacy of any method adopted to meet the learning outcomes proposed in the LOCF recommendations. Institutions are also required to make statutory provisions to adapt/modify/amend rules and clauses as may be necessary without violating the spirit of the larger programme outcomes outlined by the UGC in the CBCS guidelines.

i. Spirit Rather than Letter of the LOCF: The guidelines for assessment given here and elsewhere in the LOCF recommendations are indicative rather than exhaustive. So institutions are expected to frame assessment modes and criteria relevant to their situation and context, in keeping with the spirit of the LOCF. The basic idea of LOCF MASTER OF JOURNALISM AND COMMUNICATION—that learners at this level should understand their position(s) in the light of regional, national and global perspectives—must find a true and transparent reflection in the assessment.

9. Structure of the Programme:

MASTER OF JOURNALISM AND COMMUNICATION (M.J.C.)

Semester I – scheme

S · N ·	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Tota l
1	Course 1 (Core)	Communication Theories	MJC -101	05	05	60	40	100
2	Course 2 (Core)	Print Media (Specialized course)	MJC 102	05	05	60	40	100
3	Course 3 (Core)	Public Relation	MJC -103	05	05	60	40	100
4	Course 4 (Elective)	Advertising	MJC -104	05	05	60	40	100
		Adv & Marketing Research						
5	Course 5 (Core)	Practical & Viva-Voce	MJC -105	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

SEMESTER II: SCHEME

S. N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CC E	Total
1	Course 6 (Core)	International Communication	MJC - 201	05	05	60	40	100
2	Course 7 (Core)	Communication Research	MJC - 202	05	05	60	40	100
3	Course 8 (Core)	Electronics Communication	MJC - 203	05	05	60	40	100
4	Course 9 (Elective)	Media Development Laws & Ethics	MJC - 204	05	05	60	40	100
		Media Laws & Ethics						
5	Course 10 (Core)	Practical & Viva-Voce	MJC - 205	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

SEMESTER III: SCHEME

S.N	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CC E	Total
1	Course 11 (Core)	Media Management	MJC-301	05	05	60	40	100
2	Course 12 (Core)	Editing Photo Journalism & Comp. Application	MJC-302	05	05	60	40	100
3	Course 13 (Core)	Inter Culture Communication	MJC-303	05	05	60	40	100
4	Course 14 (Elective)	Radio Journalism	MJC-304	05	05	60	40	100
		TV Journalisms						
5	Course 15 (Core)	Practical & Viva-Voce	MJC-305	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

SEMESTER IV: SCHEME

S.N	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CC E	Total
1	Course 16 (Core)	New Media Application	MJC - 401	05	05	60	40	100
2	Course 17 (Core)	Corporate Communication	MJC - 402	05	05	60	40	100
3	Course 18 (Elective)	Specialized Paper Print	MJC - 403	05	05	60	40	100
		Specialized Paper Electronic						
4	Course 19 (Core)	Dissertation	MJC - 404	05	05	60	40	100
5	Course 20 (Core)	Practical & Viva-Voce	MJC - 405	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

MASTER OF JOURNALISM AND COMMUNICATION (M.J.C)

FIRST SEMESTER

Credit - 05

Cce- 40

Theory-60

Total-100

COURSE – 1: Communication Theories

Detailed course:

UNIT-I:

Introduction to Communication, Communication: Concept, Definition,

Process, Scope, Elements & Functions, Nature of Human Communication, Verbal &

Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT-II:

Models of Communication, Lass well Model of Communication,

Shannon & Weaver Model, Wilber-Schramm Model of Mass Communication, Osgood

& Schramm Model, De' Fleur Model

UNIT-III: Different Theories of Communication, Bullet Theory, Hypodermic

Needle Theory, Cognitive Consistency, Agenda Setting, Cultivation Theory, Media

System Dependency Theory, Selective Perception, Selective Retention, Selection

Exposure

UNIT-IV: Development Communication Meaning And Strategies, Normative

Theories of Communication, Social responsibility Theory, Democratic Participation

Theory

UNIT-V: Mass Media & Society, Communication & Public Opinion, Media

Audiences, Information technology & Society, Mass Communication & Culture

Course outcomes:

1. Students would learn the concepts meaning and model of the communication and development
2. Students would be able to understand the problems and hurdles in development communication.
3. Learner would understand the working of government and administration in development.
4. Students would know different programmes and policies of the development.
5. Learner would know the rural India and its problems he also will understands the communication gap.

COURSE – 2: PRINT MEDIA (SPECIALIZED REPORTING)

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I:

News : definition. Concept: Indian and Western. Elements, values, sources, lead writing, kinds of reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

UNIT II:

Interview – kinds, purposes, techniques, different channels of Interview how to interview for various Media: TV, Radio, Newspaper, Periodicals. Interpretative reporting- purposes, techniques. Investigative reporting – Purpose, sources, styles, techniques, Political Reporting, Legislative reporting, Diplomatic reporting.

UNIT III:

Columns – development, criticism, reviews, feature writing news analysis, back grounding. Specialized Reporting- Political Reporting, Legislative reporting, exclusives and specialized reporting science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

UNIT IV:

Rural Reporting- agricultural- Practice, Problems and Policies, caste community relations- rural and urban relation.

UNIT V:

News Agencies Development and growth special reference to world. Major News Agencies in the world. Non Aligned News Agencies, New International and World Information and communication Order (NIWICO).

Course Outcomes

1. Students would be able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing of print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.
5. Students would be able to inculcate the knowledge of book editing.

COURSE – 3: PUBLIC RELATIONS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Public Relation– definition– PR a communication function- history of PR- growth of PR in India, PR, Publicity, propaganda and public opinion- PR as a management function.

UNIT II :

Stage of PR- planning- implementation- research- evaluation PR practitioners and media relations– press conference– press releases- other PR tools.

UNIT III :

Communication with public– internal and external- community relations- employee relations; PR in India- public and private sectors; PR counseling; PR agencies; PR and advertising- PR for media institutions.

UNIT IV :

Shareholder relations- dealer relations; PR for hospitals- PR for charitable institutions; defense PR; for NGOs; PR for political parties; crisis management- Case studies.

UNIT V :

PR research- techniques- PR and law- PR and new technology- Code of ethics for PR- international PR- professional organizations of PR- emerging trends in PR.

Course Outcomes

1. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students would gain knowledge about the basic ethics and laws of public relations.

COURSE – 4 : ADVERTISING

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I :

Advertising– definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising– co-corporate–industrial retail- national– trade- professional- social.

UNIT II :

Product advertising- target audience- brand image- positioning; advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT III :

Advertising agency- structure and function, creativity- media selection- newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

UNIT IV :

Copy writing and advertising production techniques: print, radio, television, films. Outdoor, ideation, visualization, use of computers.

UNIT V :

Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; ever going trends.

Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.

COURSE – 4 : ADVERTISING & MARKETING RESEARCH

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Evolution of advertising – nature, scope and functions of advertising effects of advertising social, culture and economic Criticisms against advertising , Role of advertising in Marketing.

UNIT II : Elements of advertising – Copy writing: Purpose, types and sources of information – Headlines, functions and types – Layout and visualization and Illustrations and their importance – Creativity in advertising.

UNIT III : Colour in advertising – Slogans, Trademarks – Brand names – production aspects of advertising print – TV – Cinema – outdoor etc.

UNIT VI : Campaign planning – planning and preparation – Factors affecting selection of media – Target audience – Consumer behavior – Research and effect of various media – newspaper Magazines, Radio, Television, Cinema, outdoor, Transit –Direct Mail and others.

UNIT V : Research areas in advertising and marketing – legal and ethical aspects of advertising, Advertising Budget, Testing and Effectiveness. Role of Consumer forums.

Course outcomes:

1. Student will learn evolution of advertising , effective functions and role of advertising.
2. It will provide knowledge about copy writing, layout and visualization and creativity in advertising.
3. Students will learn slogans, trademarks, about brand names etc.
4. They will get knowledge about legal and ethical aspects of advertising, role of consumer forums.

First Semester

Course - 5

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

Practical

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Fourth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. course: Communication Theories
2. course: Print media (SPECIALIZED REPORTING)
3. course: Public relation
4. course: Advertising
5. course: Advertising & marketing research

SECOND SEMESTER

Credit - 05
Cce- 40
Theory-60
Total-100

COURSE – 6 : INTERNATIONAL COMMUNICATION

Detailed course:

UNIT I : Political; economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation- international news flow-imbalance- media growth-international, regional and internal disparities.

UNIT II : Communication as a human right – UNO-s Universal Declaration of Human Rights and communication-international news agencies and syndicates, their organizational structure and functions-a critique of western news values.

UNIT III : Impact of new communication technology on news flow-satellite communication-its historical background – status – progress – effects-in-formation super highways – international telecommunication and regulatory organizations.

UNIT VI : UNESCO'S efforts in removal imbalance in news flow-de-bate on new international information and Economic Order-Mac Bride Commission's report-non-aligned news agencies news pool-its working, success, failure.

UNIT V : Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information – prompted cultural imperialism – criticisms; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Course outcomes:

1. It will provide detailed knowledge of cultural dimensions of international communication, political and economic.
2. It will provide information about communication as human right and UNO-s Universal declaration of human rights.
3. Students will get knowledge about new communication technology and its impact on news flow satellite.
4. Students will learn writing and coverage of issues in international communication.

COURSE – 7: COMMUNICATION RESEARCH

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Definition – elements of research – scientific approach – research and communication theories – function – scope and importance of communication research – basic and applied research.

UNIT II : Research design components – experimental, quasi - experimental, bench mark, longitudinal studies, simulation- panel studies – co relational designs, Methods of communication research – census Method, survey method, observation method-clinical studies – case studies – content analysis.

UNIT III : Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys online polls. Random sampling methods and representativeness of the samples sampling errors and distributions in the findings.

UNIT VI : Media research – evaluation, feedback – feed forward – media habits public opinion surveys – pre – election studies and exit polls.

UNIT V : Report writing – data analysis techniques – coding and tabulation – non – statistical methods -- descriptive – historical – statistical analysis- parametric and non – parametric – uni-vaiate-bi-variate – multi – variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Course Outcomes

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain knowledge about the need, role importance, functions and ethics of research.
4. Students would learn the concept of each element of research and the interrelations between elements.
5. Students would learn the various types of research.

COURSE – 8: ELECTRONICS COMMUNICATION

Detailed course:

Credit - 05

Cce- 40

Theory-60

Total-100

UNIT I : Radio Programme, production, process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses- field recording skills; radio feature production; radio documentary production, studio chain; live studio broadcast with multiple sources – news production.

UNIT II : Using sound bytes and actualities; spacebridge with field sources of news; studio production or radio newsreel and current affairs programmes-formats of radio programmes-studio interviews-studio discussions-phone-in programmes- O.B. production of sporting and mega events.

UNIT III : Visual communication-communicating with still pictures and video- shooting with TV camera - camera mounting. colour balance, basic shots and camera movement. Basic of TV production: TV lighting in field, using reflectors. Lighting grid - luminaries. Studio lighting – three – point lighting – high key and low key lighting, properties, studio sets and make – up.

UNIT VI : Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue’s and commands - formats of TV programmes – studio interview - studio discussion – studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

UNIT V : Writing for Television: Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting; visualizing news – ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories. Television news editing; planning, production and compilation of news programmes – writing lead – intro to news packages – headlines writing, teasers and promos.

Course Outcomes

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will be able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of online journalism.

COURSE – 9 MEDIA DEVELOPMENT LAWS & ETHICS

Credit - 05

Cce- 40

Theory-60

Detailed course :

Total-100

UNIT I : Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

UNIT II : The press in India after independence: social, political and economic issues and the role of the Indian press problems and prospects. (Issues like backward class movement – Dalit) movement – green revolution – agitation for and against reservation – nationalization – privatization – globalization – WTO – land reforms – social issues of the region – political events.

UNIT III : Media Law Constitution of India : fundamental rights - freedom of speech and expression and their limits – directive principles of state policy. Provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

UNIT VI : Cinematograph Act. 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislation including Copyright Act, Trade Marks Act and patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

UNIT V : Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – press council of India and its broad guidelines for the press – codes suggested for the press by press council and press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Course Outcomes

1. Shall have understanding of our Indian Constitution.
2. Shall get aware to legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.
5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

Course – 10 : Media Laws & Ethics

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Indian Constitution and Media, Basics of Indian Constitution and Fundamental Rights, Freedom of Speech and Expression, History of Press Law In India

UNIT-II : Media Ethics and Principles, Concept and Definition of Ethics, Fundamental Values of truth, fairness and objectivity, Ethical Issues and Challenges For Media, Press Council Code on Journalistic Ethics.

UNIT-III : Law Related To Print Media in India, Press Commission, Press Council Of India, Books and Newspaper Registration Act, Working Journalist Act, Copyright Act

UNIT-IV : Law Related To Broadcast Media in India, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act 1990, Information Technology Act 2000

UNIT-V : Restrictions on Media, Contempt of Court, Defamation, Right To Privacy, Official Secret Act, IPC and Cr. PC Provisions

Course Outcomes

1. Shall have understanding of our Indian Constitution.
2. Shall get aware to legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.
5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.

Second semester

Practical

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Fourth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

- 1. Course:INTERNATIONAL COMMUNICATION**
- 2. Course:COMMUNICATION RESEARCH**
- 3. Course:ELECTRONICS COMMUNICATION**
- 4. Course:MEDIA DEVELOPMENT LAWS & ETHICS**

THIRD SEMESTER

COURSE – 11 : MEDIA MANAGEMENT

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Principles of media management and their significance – media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

UNIT II : Ownership patterns of mass – media in India – sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co- operatives, religious institutions (societies) and Franchisees (cgaubs), Policy formulation – planning and control; problems, process and prospects of launching media ventures, Organization theory, delegation, decentralization, motivation, control and co-ordination.

UNIT III : Hierarchy functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections, apex bodies: DAVP, INS and ABC, Changing roles of editorials staff and other media persons. Editorial – Response system.

UNIT VI : Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

UNIT V : Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Foreign equity in Indian media (including print media) and press Commission on India newspaper management structure.

Course outcomes:

1. It will provide all depth knowledge about media management and their significance.
2. Students will learn ownership patterns of mass media in india.
3. It will give full information about economics of print and electronic media,budgeting and finance, business and legal aspects.
4. It will provide knowledge about programme production and about foreign equity in Indian media.

COURSE – 12: EDITING, PHOTO JOURNALISM & COMPUTER APPLICATION

Detailed course:

Credit - 05

Cce- 40

Theory-60

Total-100

UNIT I : Editing, Meaning, purpose, Tools, Body paragraphing, News desk, Editorial Department Setup, News flow, copy management and organization.

UNIT II : Proof reading, meaning, Symbol, Headline, Techniques, Style, Purpose, Kinds of headlines, Page makeup, Dummy Layout, Magazine Editing, Layout, Graphics.

UNIT III : Printing method – screen, Off – set, Plate making, designing and printing of cover page, colour printing, colour combination, colour scanning, colour separation, colour correction, colour positive, colour negative, preparation of bromides, Art pulls.

UNIT VI : Photo journalism, News value for picture, Photo essays, Photo feature, Picture magazine, Colour Photograph, Photo editing, Photography equipments type and function, caption writing, placement of photograph important of Photography in modern scenario.

UNIT V : On-line editing, Word processing, Spell check, Grammar check, Page makeup on computer, DTP, MS world use of computer software and multimedia.

Course outcomes:

1. Students would be able to understand the process of editing for various platforms.
2. Students would be able to familiarize themselves with the basics of editing.
3. Students would be able to create understanding of specialized reporting .
4. Students would be able to understand about the dummy , printing and layout.
5. Students would be able to develop the knowledge of photography.
6. Students will learn about computer
7. Students will be able to understand Software and Operating System
8. Students will have the knowledge of IT Communication
9. Learner would be to ready to join any media organization as photo Journalist.
10. Learner would know the importance of photo features.
11. Learner would know different branches of photography and may be self-employed.

COURSE – 13: INTER CULTURE COMMUNICATION

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

UNIT I : Culture – definition – process – culture as a social institution – value systems – primary secondary – eastern and western perspectives. Inter – cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non – verbal communication.

UNIT II : Perception of the world – Western and Greek 0 (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

UNIT III : Communication as a concept in western and eastern cultures (Ewaitha – Adwaitha – Vishishtawaitha – Chinese (Dao Tsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara – Mandanamisra - Chomsky – Thoreau and others – linguistic aspects of inter – cultural communication.

UNIT VI : Modern mass media as vehicles of inter – cultural communication – barriers in inter – cultural communication – religious, political and economic pressures; inter – cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as cultural institution; mass culture typologies – criticism and justification.

UNIT V : Culture, communication and folk media – character, content and functions – dance and music as instruments of inter – cultural communication; UNESCO’S efforts in the promotion of inter – cultural communication – other organizations – code of ethics.

Course outcomes:

1. This course provides knowledge about cultural communication, value systems and cultural symbols in verbal and non verbal communication.
2. Students will learn perception of the world, varied eastern concepts and retention of information.
3. Students will get knowledge about modern mass media as vehicle of intercultural communication and its barriers, impact of new technology on culture.

Course – 14 : Television Journalism

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Understanding Television, Evolution And Development Of TV, History Of TV in India , Television : Characteristics as a Medium of communication, TV industry in India

UNIT-II : Television Program Formats, Concept, Ideation and Formatting , Fiction and Non-Fiction, Scripted and Unscripted TV Program, TV Genres

UNIT-III : Television Program Production, Pre Production, Post Production, In House Production and Outdoor Production, SFX and Visual Effects

UNIT-IV : Television News , Television News Reporting, Bulletin, Live Program, Talk Show, Docudrama and Documentary

UNIT-V : Broadcasting Ethics, Broadcasting Guidelines of Prasar Bharti, Freedom of Broadcaster, Viewer's Right, Different Regulatory Bodies.

Course Outcomes

1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
2. Students will be able to cover events and news based stories using mobile phones, video cameras.
3. Students will anchor, present and able to produce television news bulletin
4. Students will acquire skills and techniques of television media production
5. Students will be able to do the editing both offline and online programme of television with using the softwares.

Course – 15 : Radio Journalism

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Introduction of Radio, General Characteristics of Radio, Development of Radio Broadcasting in Europe and America, Development of Radio Broadcasting in India (Pre Independence Era), Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II : All India Radio, Development of All India Radio, Organizational Structure and Functions of AIR, AIR Services, AIR and Nation's Development

UNIT-III : Writing for Radio, Radio Language, Radio Scripting and its Formats, Non Fiction Radio Writing, Fiction Radio Writing

UNIT-IV : Radio Program Production, Ideation and Format of Radio Program, Scripted and Unscripted Program, Pre Production & Post Production, Art of Presentation

UNIT-V : New Trends in Radio, FM Radio, Community Radio, Satellite Radio, POD casting

Course Outcomes

1. Students will be able to cover events using mobile phones and right radio news stories
2. Students can produce radio news bulletin
3. Students will be able to interview, make radio promos and jingles
4. Students will be able to apply radio production techniques.
5. Students will be able to undertake radio programme production in different formats

Third semester

Practical

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Fourth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Courses:Media management
2. Courses:Editing , photo journalism, & computer application
3. Courses:Inter culture communication
4. Courses:Television journalism
5. Courses:Radio journalism

FOURTH SEMESTER

COURSE – 16 : NEW MEDIA APPLICATION

Credit - 05

Cce- 40

Detailed course :

Theory-60

Total-100

UNIT I : Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS – word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page set up printing; formatting techniques; graphics and drawings. Communication Technology (CT); concept and scope CT and IT : similarities and differences – telephone electronic digital exchange C - Dot – Pagers, Cellular telephone.

UNIT II : Multi – Media – definitions – CD – ROM and multimedia – business applications – educational application – public utility ritual reality – multi – media skills. Cyber Journalism: On – line editions of newspapers – management and economics; cyber newspapers – creation, feed, marketing, revenue and expenditure, online editing e-publishing: security issues on internet: social, political, legal and ethical issues related IT and CT.

UNIT III : Image, bitmaps, drawings, principles of animation; use of video – broadcast video standards: NTSC – PAL – SECAM – HDTV, integration of computers and television, video editing, finer aspects, Internet – sourcing – priorities and utilization.

UNIT VI : Web vs print – a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research: design of contents.

UNIT V : Website elements – visual design, background, colours: sales promotion, service, promotion in the website. Interactivity – diversity : legal challenges – copy right issues; technology issues: political issues; social; issues; economic issues – ethical issues.

Course outcomes:

1. Learner will gain basic understanding of communication technology.
2. Learner will have the basic knowledge of various audio editing tools.
3. Learner will have hands on experience on video editing techniques.
4. Learner will be able to create content on various platforms.
5. Learner will be able to communicate on social media effectively.
6. Learner will gain basic understanding of communication technology.
7. Learner will have the basic knowledge of various audio editing tools.
8. Learner will have hands on experience on video editing techniques.
9. Learner will be able to create content on various platforms.
10. Learner will be able to communicate on social media effectively.

Course – 17: Corporate Communication

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT-I : Corporate Communication: An Introduction, Evolution and Growth of Corporate Communication, Market Scenario and Corporate Communication, Media and Corporate Communication, Tools of Corporate Communication

UNIT-II : Corporate Communication Application, Towards Building Corporate Identity, Image Management and Brand Equity, Financial Communication, Event Management and Media Tracking

UNIT-III : Corporate Communication: Crisis Management, Defining Crisis and Disaster Management, Crisis Handling Theories and Models, Role of Corporate Communication in Crisis Management, Media Handling in Critical Time and Case Studies

UNIT-IV : Corporate Communication: Strategic Management, Strategy in Corporate Communication, Campaign Planning: Management & Execution, Corporate Social Responsibility, Investor Relation and Corporate Reputation

UNIT-V : Corporate Communication: Issues and Challenges, Globalization, Consumerism, Social Concern and Social Values, New Trends in Corporate Communication.

Course outcomes:

1. It will build students communication skill and provides knowledge of corporate communication.
2. Students will learn the tools of building corporate identity, image management and brand equity.
3. They will learn about how to deal or manage crisis management, crises handling theories.
4. They will learn about new trends in corporate communication.

COURSE – 18: SPECIALIZED PAPER – PRINT

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Kind of Reporting, Problems and Techniques : Crime, Speech, Accident, Weatera, Diastur, Court, Cultural, Religions, Election, Social, Riot, Tension and City life.

UNIT II : Specialized Reporting: Political, Legislative, Diplomatic, Science, Sport, Economic, Development, Commerce, Rural, Agricultural and Allied area repotting for magazine.

UNIT III : Policy making for news paper and current affairs programme/event on various issues International, National and Regional, Online Editing, Assessing, The news through Internet and Web page, Different between News paper and opinion paper, Editor is a thinker and opinion maker.

UNIT IV : Planning the front page and Inside page, Designing special page, Use of Pictures and illustration, Photocopy, Caption photos, Printing method-Off set, Plate making, Colour Printing, Colour combination, Colour separation, Colour positive, Colour negative and colour Scaning.

UNIT V : Elements of Research, Basic and applied research, Methods of communication research: Census, Survey, Observation clinical studies, Case studies, Co-relational, Data collection, Source, Project writing, Readership survey, Preparation of research reports.

Course Outcomes

1. Students would able to understand the working pattern of various print media platform.
2. Students would be able to familiarize themselves with the basics of writing of print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.
5. Students would be able to inculcate the knowledge of book editing.
6. Student will learn research techniques and learn about data analysis.

COURSE – 18 : SPECIALIZED PAPER – ELECTRONIC

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I : Radio: Innovations in broadcasting; New Broadcasting Technologies. Interactive programmes. Radio management and marketing; Radio Broadcast system and management patterns. Management of a Radio Station. Planning programmes, Audience Research, Programmers, Radio Formats; Presentation Technique, News and Newsreels, Drama and Serials, Features, Documentaries, Music programmers, Advertising programmers for Women. Children, Youth and other specific audience, Microphones and audio mixing.

UNIT II : Visual Communication; Visualizing, TV reporting, Voice- over editing, TV news capturing, Planning and production of TV programmes, Floor plan, Camera Positions, Studio exercises, Cues and commands, Story board, Different programme; News presentation, News anchoring, TV current affairs, Chat shows, Cross fire, TV advertising and sponsoring.

UNIT III : Video Technology: Video camera, Basic design, Electronic editing, off-line and on-line editing, Shooting, Script collection, Recording, Sound effect Writing for current affairs, Basic shots, terminology, Cable communication, Laws related to video racy How to made films approaches, Film production, Appreciation, Documentary film, NFDC, TTII.

UNIT IV : Satellite Communication: Cable communication, Laws related to cable communication, Dish Antenna, DTH, Ownership of cable channels, News policy for broadcast media, Media policy commissions on broadcast.

UNIT V : Elements of Research: Basic and Applied research, Methods of communication research, Census, Survey, Observation, Clinical studies, Case Studies, Co-relational, Data collection, Sources, Project writing, Audience survey, Preparation of research reports.

Course Outcomes

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of online journalism

Fourth semester

Course: 19

DISSERTATION

Credit - 05

Marks - 60

Synopsis & viva- voice- 40

Total marks-100

Every student has to submit a dissertation at the end of session on the date as declared by Registrar of Examination HOD. Students have to write a dissertation under the guidance of a teacher of the Department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance. All students have to submit a synopsis of subject and normal monthly progress report will be required before the submission. I Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by Internal and External Examiner separately. Student will be awarded an average marks received from both examiners. Duly forwarded and certified by the guide of the dissertation will be accepted in two copies. In case dissertation is rejected or student fails to get minimum average marks he will be allowed to submit his/her dissertation with subsequent examination.

**Fourth semester
Course : 20
Practical**

**Credit - 04
CCE : 40 Marks
Practical work & Viva-Voce : 60 Marks
Total - 100 Marks**

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Fourth Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Courses:New media application
2. Courses:Corporate communication
3. Courses:Specialized print / electronic

Rani Durgavati Vishwavidyalaya, Jabalpur, M.P.

Department of Communication Studies and Research,

**Learning Outcomes-based Curriculum Framework
(LOCF)**

For

**Bachelor of Journalism & Communication
(B.J.C)**

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1. INTRODUCTION

The Learning Outcomes-based Curriculum Framework (LOCF) for Bachelor of Journalism & Communication (B.J.C), this degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovation, incubation and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare the graduates to achieve skills for digital and cyber world of the present and future era.

The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/team work, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future ready professionals and socially responsible global citizens working under multi-cultural environment contributing to the attainment of global peace.

2. LEARNING OUTCOMES-BASED APPROACH TO CURRICULUM PLANNING AND DEVELOPMENT: (LOACPD)

2.1 NATURE AND EXTENT OF BACHELOR OF JOURNALISM AND COMMUNICATION (B.J.C)

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualification such as Bachelor of Journalism & Communication (B.J.C) are awarded on the basis of demonstrated achievement of outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic qualities expected from a postgraduate of professional programme such as Bachelor of Journalism & Communication (B.J.C). The learning outcomes specify what exactly graduates after successfully completing Mass communication & Journalism degree programme of study are expected to know, understand and able to practice on the professional level.

The expected learning outcomes are very important in present day context, as it is generally observed that graduates of professional programmes such as Mass communication & Journalism are mostly not employable in view of M & E Industry.

Therefore, higher education degrees must formulate Graduate Attributes (GAs), qualification descriptors, learning outcomes and course learning outcomes which will help in curriculum planning and development in the form of design and delivery. The overall formulation of the professional degree programme must equip learner to have competencies to provide deliverables to the human capital hungry industry.

2.2 Aims of Post Graduate Degree Programme in Mass communication & Journalism

Programme Educational Objectives (PEOs):

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

5. To empower learners by communication, professional and life skills.
6. To impart the basic and advance knowledge of Mass communication & Journalism and related areas of studies.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.
8. To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.

3. GRADUATE ATTRIBUTES (GAs)

The Graduate Attribute (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by Mass communication & Journalism graduates at the Higher Education Institutions (HEIs). The graduate attributes include capabilities to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond study of a particular area and programme. Any graduate of Mass communication & Journalism should be media literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

Graduate Attributes include:-

1. Disciplinary Knowledge: Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
2. Understanding the Role of Press: The press in democratic society, importance of freedom of press and impact of media in general.

3. Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.
4. Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.
5. Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
6. Cooperation/ Team work: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

4. QUALIFICATION DESCRIPTORS (QDS)

A qualification descriptor of Mass communication & Journalism postgraduate programme indicates the generic outcomes and graduate attributes expected for the award of the Bachelor of Journalism & Communication (B.J.C) IN Mass communication & Journalism degree programme. Qualification descriptors also describe the academic standard for a specific qualification in terms of the levels of knowledge and understanding, skills and competencies and attitudes and values that the holders of the qualification are expected to attain and demonstrate, in terms of actual outputs after acquiring B.J.C degree in Journalism & Mass Communication. These descriptors also indicate the common academic standards for the qualification and help the degree- awarding bodies in designing, approving, assessing and reviewing academic programmes. The learning experiences and assessment procedures are designed to provide every student with the opportunity to achieve the Intended Learning Outcomes (ILO). The qualification descriptors reflect both disciplinary knowledge, professional skills and understanding of Mass communication & Journalism discipline including generic skills and global competencies that all students in different academic fields of study should acquire/attain and demonstrate. The students who will complete the year of full-time study of this programme in Mass communication & Journalism will be awarded a graduation Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree level programme includes the following:

Qualification descriptors for a Degree in Mass communication &

Journalism include the following:

- Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Journalism & Mass Communication; (ii) Procedural knowledge that creates different types of professionals related to the Media & Entertainment Industry, including research and development, teaching

and government and public service; (iii) Professional and communication skills in the field of mass media, advertising, public relations, corporate communication, photography, animation, political communication, media management and new media and other such emerging areas of knowledge and Media Branches and current developments in the academic field of Media studies, including a critical understanding of the latest developments, and an ability to use established techniques of analysis and enquiry within the area of Journalism & Mass Communication.

- Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities

5. PROGRAMME LEARNING OUTCOMES (PLOs)

The key outcomes planned in this postgraduate programme in Mass communication & Journalism are underpinned as follows:

After completing this postgraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

9. Shall have an understanding of acquiring knowledge throughout life.

6. COURSE LEARNING OUTCOMES:

Course means the different papers a student undertakes in a programme of study. Course outcomes describe details of the student's abilities after completion of the course. Programme learning outcomes are attained through the learning of different Courses in a given programme or one can say that the achievement by student of course learning outcomes lead to his acquisition of programme learning outcomes. The course learning outcomes are linked to the different Graduate Attributes but not all course learning outcomes are linked to all Graduate Attributes as Graduate Attributes are developed through the entirety of the overall course learning outcomes after the completion of the programme of study. Given herewith are the tables indicating the connection between course learning outcomes and programme learning outcomes:

TABLE I: CORE COURSES						
Programme Outcomes	Reporting	Editing	Advertising & Public relation	Photo journalism	Electronic media	Communication skill
Basic skills in literary Communication	✓	✓	✓	✓	✓	✓
Systematic knowledge of the field	✓	✓	✓	✓	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓	✓	✓	✓	✓
Ability to think and write critically	✓	✓	✓	✓	✓	✓
Evaluation of literary texts	✓	✓	✓	✓	✓	✓
Understanding of literary and other Values	✓	✓	✓	✓	✓	✓
Development of student's creative and analytical faculties	✓	✓	✓	✓	✓	✓
Use and application of Digital Knowledge Systems	✓	✓	✓	✓	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓	✓	✓	✓	✓
Research-related skills	✓	✓	✓	✓	✓	✓
Career options on completion of graduate programme	✓	✓	✓	✓	✓	✓
Life-long learning abilities	✓	✓	✓	✓	✓	✓

TABLE II : ABILITY ENHANCEMENT COURSES

Programme Outcomes	Skill Development: Communication skill and personality development	Skill Development: Minor Project
Basic skills in literary communication	✓	✓
Systematic knowledge of the Field	✓	✓
Knowledge of literary genres and stylistic variation	✓	✓
Ability to think and write Critically	✓	✓
Evaluation of literary texts	✓	✓
Understanding of literary and other values	✓	✓
Development of student's creative and analytical faculties	✓	✓
Use and application of Digital Knowledge Systems	✓	✓
Awareness of the linguistic and cultural richness of India	✓	✓
Research-related skills	✓	✓
Life-long learning abilities	✓	✓

7. Teaching Learning Process:

Learning is a challenge which has to be accepted. It is the most important activity one needs to accomplish throughout his life and career. One has to encourage the student to learn. A student needs to be engaged in a rigorous process of learning and self-discovery by adopting a highly focused and yet flexible approach to education as opposed to rote learning. Each day the student should be encouraged to focus on key areas of the course and learn its fundamentals and its application in life and society. Teaching and learning pedagogy now envisages a shift from domain or conclusions-based approach to the experiential or process/based approach.

The present programme will promote learning on a proportionate scale of 40:20:40 principle, where lectures (listening/hearing) will constitute 40 percent of the delivery; visuals (seeing) 20 percent of the learning methods; and experience (doing/participating) 40 percent. This ratio is subject to change as per the needs of the programme from time to time. In order to achieve its objective of focused process based learning for the holistic development of students, the University uses a variety of knowledge delivery methods:

a. Lectures

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures should be interactive in a way that students work with their teachers to get new insights in the subject area, on which they can build their own bridges to higher learning.

b. Discussions

Discussions are critical components of learning, and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem solving and, ultimately to success.

c. Simulations

Simulations provide students opportunities to understand real life situations and scenarios, and solve challenges in a controlled environment or make use of them in simulating cultural experiences by locating/transposing them in new (local, regional, national and international) situations.

d. Case Studies:

Real case studies, wherever possible, should be encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned.

e. Role Playing:

Assuming various roles, as in real life, is the key to understanding and learning. Students are challenged to make strategic decisions through role-plays, and to analyze the impact of these decisions. For this purpose, incidents from literary texts may also be used.

f. Team Work

Positive collaboration in the form of team work is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of team work, learners will acquire the skills of managing knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.

g. Study Tours/Field Visits:

Study Tours/ Field trips provide opportunities to the learners to test their in-class learning in real life situations as well as to understand the functional diversity in the learning spaces. These may include visits to sites of knowledge creation, preservation, dissemination and application. Institutions may devise their own methods to substitute/modify this aspect.

8. Assessment Methods:

a. Alignment of Programme Learning Outcomes and Course Learning Outcomes:

The assessment of learners' achievement in Bachelor of Journalism & Communication (B.J.C) will be aligned with the following:

- a. Programme learning outcomes (Postgraduate descriptors)
- b. Course learning outcomes (qualification descriptors)
- c. Academic and professional skills suggested in the postgraduate learning descriptors in the LOCF recommendations (indicated and illustrated in the Learning Outcomes in respect of select courses).

b. Assessment priorities: Institutions will be required to prioritize formative assessments (in-semester activities including tests done at the department or instructor level) rather than giving heavy and final weight age to summative assessments (end-semester and/or mid semester tests traditionally done centrally). Progress of learners towards achieving learning outcomes may be assessed making creative use of the following, either independently or in combination: time-constrained examinations (say 1-hour or 2-hour tests); closed-book and open-book tests (if applicable, rather than doing as a rule); problem based assignments; real life simulations; observation of practical skills (speaking, listening, problem solving within a peer group or a class); individual project reports (case-study or term papers within a given word limit); team project reports; oral presentations, including seminar presentation; viva-voce, interviews; computerized adaptive testing for MCQ; peer and self- assessment etc. and any other pedagogic approaches as may be relevant keeping in view the learners' level, credit load and class size.

c. Diversity in Assessment Methods: Allowing for the diversity in learning and pedagogical methods adopted by different universities and institutions, stakeholders (Academic Councils, Boards of Studies or statutory bodies) are expected to ensure that the objectives of the course(s) are clearly aligned to learning outcomes. It is expected that the curricula developed by institutions will maintain a transparent roadmap of (a) pedagogical methods and priorities and (b) learning outcomes that reflect the weightage points given to different aspects of skills and achievements identified in the recommendations.

d. Learning Outcomes Index: While devising assessment modes and criteria, institutions may look to gridlock course learning outcomes and programme learning outcomes as indicated in the LOCF mass communication & journalism, and work out ways to assign credit loads and distribute weightage points for each. The following table shows one possible way to develop a Learning Outcomes index for the Programme and the courses.

e. Innovation and Flexibility: Within each category, institutions are expected to encourage instructors to bring in innovative and flexible methods to guarantee the fullest realization of Learning Outcomes outlined in the document. All such instructional and assessment requirements must be clearly communicated to all stakeholders at the time of course registration. Any subsequent change or minor modification necessary for fuller realization of learning outcomes must be arranged with due notice and institutional arrangement at the relevant level.

f. Freedom and Accountability: Freedom and accountability of the stakeholder are key attributes that determine the success of the Learning Outcomes framework. For example, in research work, learners may be asked to pay attention to library work and survey of literature, originality of ideas, formulation of arguments, and creativity. Components may be assigned weightage points accordingly (say, x:y:z for different components out of 15 points). The excellence of institutions will be increasingly determined by Learning Outcomes rather than programme or course objectives. Hence it is necessary to innovate continually in learning and assessment in order to ensure meaningful and socially relevant learning (with transparent Learning Outcomes indices) rather than rote learning.

g. Clustering of Activities: Each cluster of activity may be assigned weightage points in accordance with the priorities of the institution without diluting the principles given in the LOCF. So an institution may choose to have any or all of the following in its in-semester activities with clear and transparent methods of communication to learners: open viva voce, group quiz or individual, classroom simulations and problem solving activities, library or field visits, term papers, individual and group reports, poster presentations. Credit hour and L-T-O distribution shall be crucial to any such clustering.

h. Review and Amendment: It is important for institutions to review, periodically and without fail, the efficacy of any method adopted to meet the learning outcomes proposed in the LOCF recommendations. Institutions are also required to make statutory provisions to adapt/modify/amend rules and clauses as may be necessary without violating the spirit of the larger programme outcomes outlined by the UGC in the CBCS guidelines.

i. Spirit Rather than Letter of the LOCF: The guidelines for assessment given here and elsewhere in the LOCF recommendations are indicative rather than exhaustive. So institutions are expected to frame assessment modes and criteria relevant to their situation and context, in keeping with the spirit of the LOCF. The basic idea of LOCF Bachelor of Journalism & Communication (B.J.C) in mass communication —that learners at this level should understand their position(s) in the light of regional, national and global perspectives—must find a true and transparent reflection in the assessment.

9. Structure of the Programme:

B.J.C SEMESTER I SCHEME

S.N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 1 (Core)	History of Journalism & Press Laws	BJC - 101	05	05	60	40	100
2	Course 2 (Core)	Introduction of Mass Communication & Theories	BJC - 102	05	05	60	40	100
3	Course 3 (Core)	Reporting, Feature writing & News agency.	BJC - 103	05	05	60	40	100
4	Course 4 (Core)	Editing Production & New Media Application	BJC - 104	05	05	60	40	100
5	Course 5 (Core)	Practical & Viva-Voce	BJC - 105	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

B.J.C SEMESTER II: SCHEME

S.N.	Paper	Name of Paper	Code	No. of period per week (one hour duration)	Total Credit	Scheme of Examination		
						TEE	CCE	Total
1	Course 6 (Core)	Principle of Advertising & Public Relations	BJC – 106	05	05	60	40	100
2	Course 7 (Core)	Audio Visual Communication (Film, T.V., Radio, Satellite and Video Communication)	BJC – 107	05	05	60	40	100
3	Course 8 (Core)	Development Communication	BJC – 108	05	05	60	40	100
4	Course 9 (Core)	Dissertation & Production	BJC – 109	05	05	60	40	100
5	Course 10 (Core)	Practical & Viva	BJC - 110	08	04	60	40	100
6		Skill Development			02			
7		Comprehensive Viva (Virtual Credit)			04			
		Total Credit			30			

BACHELOR OF JOURNALISM & COMMUNICATION (B.J.C.)

SEMESTER - I

Course - 1: HISTORY OF MEDIA & PRESS LAWS

Credit - 05

Cce- 40

Theory-60

Total-100

Detailed course:

UNIT I- History of media development in the world. Origin and growth of Journalism in the world and particularly in India. Emergence of language press- Urdu, Hindi, and other vernacular press. Uddant Martand, Raja Ram Mohan Roy, Sir Silk Buckingham.

UNIT II- Vernacular Press Act, its impact on contemporary society. Contribution of Bhartendu Harishchandra, Tilak, Ganesh Shankar Vidyarthui, M.M. Malviya and M.K. Gandhi.

UNIT III- The role of Indian Journalism in freedom struggle. Journalism scenario pre and after independence, History and development of journalism in Madhya Pradesh.

UNIT IV- History of Press Laws in India. Laws of Libel and defamation, Copy Right Act. Contempt of Court Act, Parliamentary Privileges act, Human Right Act, Information Right Act.

UNIT V- Press and Books Registration Act, Official Secrets Act, Obscene Publication Laws relating to Working Journalism.

Course outcomes:

1. Student would get depth knowledge about journalism and its origin and growth.
2. Students would learn about the role of Indian journalism in freedom struggle.
3. They will enhance their knowledge through practical work and assignments.
4. They would build their communication skill through field work.

Course – 2: INTRODUCTION OF MASS COMMUNICATION & THEORIES

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

UNIT-I Introduction to Communication, Communication: Concept, Definition, Process, Scope, Elements & Functions, Nature of Human Communication, Verbal & Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT II- Development of Communication. Communication meaning and scope. Mass communication, Process and characteristics, objectives and functions. Type of communication- Interpersonal, group and mass communication. Types media- Traditional, Print and Electronic and their role in the society.

UNIT III- Models of Communication & Process: Lass well Model. Shannon & Weaver Model, Wilber Schramm Model, Osgood Model. Communication Theories: Normative Theory, of Communication, Authoritarian Theory, Libertarian Theory, Soviet Communist Theory, Social responsibility Theory, Democratic Participation Theory.

UNIT IV- Mass media and democracy, Press Commissions - First commission, Second press commission, recommendations and implementation. Press Council- role, responsibility and functions press council, Media ethics.

UNIT V- Social media- whatsapp, facebook, twitter, instagram, E-mail, V-chat, Ftp, Internet, Viaset, Leasedline.

Course outcomes:

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication and social media.
5. Students would be able to strengthen the 5Cs of Communication.

Course – 3: REPORTING, FEATURE WRITING AND NEWS AGENCY

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

UNIT I- Definition of news, concept, value and sources of news, construction of news. Type of news, colour in news, developing the news, various stages, follow up stories. Meaning and scope of Journalism, Purpose and functions of Journalism.

UNIT II- Leads - Introduction and definition. Importance of lead, Construction and types of leads. Investigative reporting- purpose and function of investigative reporting, challenges and effects, qualities for investigative reporter, interpretative reporting purpose and functions, importance and scope.

UNIT III- Various kinds of reporting - Reporting for radio and TV. Difference between electronic and print news. Reporters responsibility and quality. Interview- purpose, types and producing the interview stories. Rural and Agricultural Journalism, Problems and prospect of Rural/Agricultural Journalism

UNIT IV- News Agencies - Growth and development of News Agencies in the world with special reference to India. Functions and set-up, PTI, Bhasha, UNI & Varta, Major news agencies in the world. Non aligned, News agencies. New International world information and communication order.

UNIT V- Introduction and definition of feature. Scope and importance of feature, type of feature, difference between news, feature and article, converting news article in to features various approaches, effect of feature on the audience language illustration.

Course outcomes:

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports reporting, and feature writing.
5. Students would be able to know about crime reporting and news agencies and their functions.

Course – 4 : EDITING PRODUCTION AND COMPUTER APPLICATIONS

Detailed course

Credit - 05

Cce- 40

Theory-60

Total-100

UNIT I- Importance of editing, responsibility of editor. Editors freedom pre and after independence, Editors quality, Challenges, before the editors. Editorial writing, pattern and principles. News editor, Role of sub-editor, Responsibility and qualities. Tools and techniques of Sub-editing, symbols of proofs reading and editing.

UNIT II- Writing headlines, use of headlines, essentials of writing a headlines, types of headlines, use of typography, space, space in headlines, editing press telegrams. Editing of muffed copy, language and translation, Various pages of newspapers, letter to editor and comments.

UNIT III- Elements of design- type faces and families, paper and size difference between design, make-up and lay out. Principle of page make-up, newspapers style, page make-up planning . Magazine difference between magazine and newspapers. News Room organization as setup of newspaper.

UNIT IV- Production techniques, Illustrations, selection- designing of pages, planning and scheduling. Printing technology history and development of printing technology, types of printing machines, letter, press printing, rotary press, photo offset, screen printing. Printing process, colour printing techniques scanning.

UNIT V- Introduction to Information Technology areas and scope and developments. Introduction to computer. History of computer, classification, hardware components of computer, software components of computer, Multi media page maker, MS Office, DTP, Websites, Internet access, QuarkExpress, PhotoShop.

Course outcome:

1. Students would be able to understand the process of editing for various platforms.
2. Students would be able to familiarize themselves with the basics of editing.
3. Students would be able to create understanding of specialized reporting .
4. Students would be able to understand about the dummy , printing and layout
5. Students would be able to develop the knowledge of photography.
6. Students will learn about computer
7. Students will be able to understand Software and Operating System
8. Students will have the knowledge of IT Communication
9. Learner would be to ready to join any media organization as photo Journalist.
10. Learner would know the importance of photo features.
11. Learner would know different branches of photography and may be self-employed.

Course: 5

Practical

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.
The practical will cover all the papers of First Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course - 1 History of Journalism & Press Laws
2. Course - 2 Introduction of Mass communication & Theories
3. Course - 3 Reporting, Feature writing & News agency
4. Course - 4 Editing Production & New Media Application

SECOND SEMESTER

Course – 6: PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS

Credit - 05
Cce- 40
Theory-60
Total-100

Detailed course:

UNIT I- History of Advertising. Definition and functions, responsibility and effects of advertising on consumers. Advertising agencies- function, organization, Set-up, copywriting, designing, headlines text, slogans, copy preparation.

UNIT II- Media selection, research and planning. Different approaches for various media. Media campaign and strategy. Advertising agencies and advertisers relations. DAVP-set-up, budget, functions. Quality of copy writer. Use of ads in rural areas. Social responsibility of advertising.

UNIT III- Definition and scope of PR in India, its relationship with publicity, propaganda and advertising. Politics and PR. State PR directorate in Madhya Pradesh Set-up and function.

UNIT IV- PR in private and public sector, ethics of PR. Seven c of PRO's qualities, tools of PR, changing scenario of PR in India.

UNIT V- House Journals, aims and objectives. production, techniques PR and Press, Press conference, use of various media in PR.

Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.
6. Students would learn about the definitions and concepts of public relations, publicity, Propaganda, advertising and e-PR.
7. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

Course – 7: AUDIO-VISUAL COMMUNICATION (FILM, TV, RADIO, SATELLITE, VIDEO COMMUNICATION)

Detailed course:

Credit - 05
Cce- 40
Theory-60
Total-100

UNIT I- Radio as an oral medium. Radio and social change. Radio and development. News room set-up of Akashvani, News editing, national and regional news bulletins. Radio newsreel, Radio interviews.

UNIT II- Film script writing, shooting script, documentary film and uses. stages of film production from story idea to releasing print. Parallel and commercial cinema. Present trends in film making, censorship, film reviews.

UNIT III- Writing for TV/Film/Serials. TV interviews, TV programs, TV commercials, TV news bulletins, Sponsorship of TV serials. Story ideas, outline of TV script. Production conference, Impact of TV on mass audience. Types of TV camera, TV studios, Terminology used in TV, Private News channels in India. Types of Channel.

UNIT IV- Satellite communication & its effect on communication scenario, SITE programs, Dish Antenna, its use in rural areas, Video technology production of video programs. Its impact on commercial film industry.

UNIT V- Film and TV institute of India. NFDC, FTII, NSD, Critical appreciation of TV serial, autonomy for Electronic Media, Prasar Bharti Act. Various committees and their recommendation on Doordarshan and Aakashvani.

Course outcomes:

1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
2. Students will be able to cover events and news based stories using mobile phones, video cameras.
3. Students will anchor, present and able to produce television news bulletin
4. Students will acquire skills and techniques of television media production
5. Students will be able to do the editing both offline and online programme of television with using the softwares.
5. Students will be able to understand the working pattern of electronic media platform.
6. Students will be able to familiarize the students with the basic techniques of broadcasting.
7. Students will be able to have understanding of electronic media content creation.

Course – 8 DEVELOPMENT COMMUNICATION

**Credit - 05
Cce- 40
Theory-60
Total-100**

Detailed course:

UNIT I - Concept of development, Development Indicators, Approaches to development, Problems of development, Development Policy and Planning.

UNIT II - Development Journalism: concept & relevance, Development communication: Meaning, Strategies in development communication.

UNIT III- Social, cultural and economic barriers of development communication, Use of media and inter-personal communication.

UNIT IV - Traditional media: Types of Traditional media, uses and presentation, Awareness in Tribal & weaker sections.

UNIT V - Areas of rural journalism: health, agriculture, Panchayati raj, Population, Campaigns and their evaluation.

Course outcomes :

1. Students would learn the concepts meaning and model show the development
2. Students would be able to understand the problems and hurdles in development communication.
3. Learner would understand the working of government and administration in development.
4. Students would know different programmes and policies of the development.
5. Learner would know the rural India and its problems he also will understand the communication gap.

Course - 9
DISSERTATION & PRODUCTION

Credit - 05
Total marks -100

There will be three parts of this paper...

A. Dissertation	50 marks
B. Production	
1. Production of lab journal	10 marks
2. Production of electronic media programmes	10 marks
C. Study tour and Internship.	
1. Study Tour	10 marks
2. Internship (8 weeks)	10 marks
D. Press Conference	10 marks

DISSERTATION:

The dissertation will be submitted to the examination section RDVV and examined by the Examiner appointed by the University. Every student has to submit a dissertation after the session on the date as declared by Registrar of examination/HOD. Students have to write a dissertation under the guidance of a teacher of the department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance. All students have to submit

a synopsis of the subject and normal monthly progress report will be required before the submission. Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by External Examination. The dissertation must be submitted one month before the commencement of annual examination, duly forwarded and certified by the guide of the dissertation. Every Student has to submit three copies of dissertation in computer typed hard copy. Any other form will not be accepted. If it is found that dissertation is not original work/copied from any other source the student will be the subject of UFM and will be punished under the same roles.

If dissertation is found unsatisfactory either by guide or examiner the student will be declared fail in the paper. He can re – submit in the next subsequent examination that means next year examination for which he has to fill up examination form and deposit fee as per university rules.

LAB JOURNAL:

Four issues of the Lab Journal will be published by the students as per BJC ordinance 67 and same will be produce before examiner at the time of practical's and viva for the assessment. Every student has to prove his/her contribution before the examiner. The lab journal will be published on standard format which include offset printing at least of minimum 4 pages.

STUDY TOUR:

Study of the functioning of National Mass Media Centers is an essential component of the Journalism and Communication Course. Study tour, is included as part of the syllabus. Every student has to attend study tour conducted by the Department. It will be compulsory; failing to attend the study tour Result of the students will be announced failed in the concerned paper. The place, date and duration of the tour will be decided by the HOD with the help of the Teachers of Department. After returning from the tour every student has to write a report regarding his observations of Mass Media centers. The tour will be accompanied by teachers nominated by HOD. The teacher will take appropriate action against the students who have found in disciplined during tour. Teacher accompanying the tour has to submit a confidential report on the conduct, behavior, discipline, responsibilities about the students. If any student found otherwise on the basis of the confidential report he/she may be declared unfit to appear in the annual examination on the recommendation of the committee constituted by HOD.

INTERNSHIP:

Every student has to go 8 weeks internship after examination. The organization will issue a certificate on the basis of the work done during internship. The department will select the organization for each student for the purpose. The result of the student will be declared after producing the certificate from the organization he has worked with. These components are compulsory. Students have to produce each evidence of the work at the time of practical examination.

Course - 10

PRACTICAL

Credit - 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total - 100 Marks

The Practical will be conducted by External and Internal examiner.

The practical will cover all the papers of Second Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course - 6 Principle of Advertising & Public Relations.
2. Course - 7 Audio Visual Communication (film, T.V. Radio, Satellites and Video Communication.)
3. Course - 8 Development Communication.

Choice Base Credit System (CBCS)
Department of Communication Studies & Research
Rani Durgavati University, Jabalpur
Bachelor of Journalism & Communication (BJC)

**THE SYLLABUS PRESCRIBED FOR BACHLOR OF JOURNALISM &
COMMUNICATION (BJC)
2019-2020 AND ONWARD**

The BJC course will be divided in Two semesters on the basis of Choice Based Credit System (CBCS).

There will be **TEN** papers of 100 marks, (40+60 = 100) in two semesters as following.

1. Eight theory papers
2. Dissertation, Lab Journal, Study tour.
3. Two Practical's (one in each semester) Viva-voice, Production & Publication.

A. SEMESTER FIRST

Course -1	History of Journalism & Press Laws	5 Credits 40+60 = 100
Course -2	Introduction of Mass communication & Theories	5 Credits 40+60 = 100
Course -3	Reporting, Feature writing & News agency.	5 Credits 40+60 = 100
Course -4	Editing Production & New Media Application	5 Credits 40+60 = 100
Course -5	Practical	4 Credits 40+60 = 100

Total Credits – 24

Bachelor of Journalism & Communication (BJC)

B. SEMESTER SECOND

Course - 6 Principle of Advertising
& Public Relations : 5 Credits 40+60 = 100

Course -7 Audio Visual Communication
(Film, T.V., Radio, Satellites
and Video Communication) : 5 Credits 40+60 = 100

Course -8 Development Communication : 5 Credits 40+60 = 100

Course -9 Dissertation & Production : 5 Credits 40+60 = 100
The paper 9th will be divided
in Three parts.

Parts one Dissertation - 60 Marks

Parts two Production Of Lab Journal - 15 Marks

Part Three Electronic Media Production - 15 Marks

Part Four Study Tour - 10 Marks

(as per ordinance 67 of BJC)

Course -10 Practical & Viva : 4 Credits 40+60 = 100

Note - The practical will be conducted by external & internal
examiners.

Total Credits - 24

Choice Base Credit System (CBCS)
Department of Communication Studies & Research
Rani Durgavati University, Jabalpur

SYLLABUS & SCHEME (Under CBCS)
BACHELOR OF JOURNALISM & COMMUNICATION (B.J.C.)
2019-2020

FIRST SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. Component A and Component B. Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Semester – I

Course Code	Course Title	Credits	Valuation		Total
			CCE	TEM Ex	
Course 1	History of Journalism & Press Laws	5	40	60	100
Course 2	Introduction of Mass communication & Theories	5	40	60	100
Course 3	Reporting, Feature writing & News agency	5	40	60	100
Course 4	Editing Production & New Media Application	5	40	60	100
Course 5	Practical	4	40	60	100

Total Credit - 24

Note - The examinations ,division, grading, cce will be conducted under CBCS ordinance no. 222.

COMPONENT - B - CCE

Marks

Course - 1	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40
Marks

Course - 2	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 3	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 4	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 5	1. Lab Journal	30
	2. Press Conference	10

Total – 40

Semester - II

Course Code	Course Title	Credits	Valuation		Total
			CCE	TEM Ex	
Course 6	Principle of Advertising & Public Relations	05	40	60	100
Course 7	Audio Visual Communication (Film, T.V., Radio, Satellite and Video Communication)	05	40	60	100
Course 8	Development Communication	05	40	60	100
Course 9	Dissertation & Production The paper 9 th will be divided In Three parts.				
	Parts I – Dissertation	05	60		100
	Parts II – A : Production Of Lab Journal -		10		
	B: Electronic Media Production		10		
	Part III - A: Study Tour		05		
	B: Internship (08 Weeks)		05		
	C: Press Conference		10		
Course 10	Practical	04	40		

Total Credit - 24

COMPONENT - B - CCE

Marks

Course - 6	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 7	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 8	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 9	1. Production Of Lab Journal -	10
	2. Electronic Media Production-	10
	3. Study Tour -	05
	4. Internship (08 Weeks) -	05
	5. Press Conference	10

Total – 40

Marks

Course - 10	1. Assignment in each Course	30
	2. Field Visit	10

Total – 40

FIRST SEMESTER

Course – 1

HISTORY OF MEDIA & PRESS LAWS

Credit – 05
Marks - 60

UNIT I- History of media development in the world. Origin and growth of Journalism in the world and particularly in India. Emergence of language press- Urdu, Hindi, and other vernacular press. Uddant Martand, Raja Ram Mohan Roy, Sir Silk Buckingham.

UNIT II- Vernacular Press Act, its impact on contemporary society. Contribution of Bhartendu Harishchandra, Tilak, Ganesh Shankar Vidyarthui, M.M. Malviya and M.K. Gandhi.

UNIT III- The role of Indian Journalism in freedom struggle. Journalism scenario pre and after independence, History and development of journalism in Madhya Pradesh.

UNIT IV- History of Press Laws in India. Laws of Libel and defamation, Copy Right Act. Contempt of Court Act, Parliamentary Privileges act, Human Right Act, Information Right Act.

UNIT V- Press and Books Registration Act, Official Secrets Act, Obscene Publication, Laws relating to Working Journalism.

Practical & Assignments – Every student of B.J.C has complete following assignments before he/she enters for examination. The assignments will be checked by course teacher.

1. Prepare a report on development of the press / Media.
2. Compare any two newspapers and its contents.
3. Make a chart of emerging trends in journalism.
4. Case study related to press laws (any five)
5. Visit and reports of local courts, local press.
And local mass media organizations (At least five).

Note – This will be responsibility of the subject teacher that student must complete practical and assignments. It must be duly signed by the teacher. Without completing above assignments and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

Books Recommended :-

- | | | |
|-----------------|------------------------------|--|
| 1. | Chalpati Rao | - The Press |
| 2. | S. Natarajan | - History of Press in India |
| 3. | D.D. Basu | - Press Laws |
| 4. | R.R. Bhatnager | - Rise and Growth of Hindi Journalism |
| 5 ^प | डॉ. नंद किशोर त्रिखा | – प्रेस विधि |
| 6 ^प | विजयदत्त श्रीधर | – मध्य प्रदेश की पत्रकारिता का उद्भव एवं विकास |
| 7 ^प | बाजपेयी अम्बिका प्रसाद | – भारतीय समाचारपत्रों का इतिहास |
| 8 ^प | संपादन, डॉ. वेद प्रताप वैदिक | – पत्रकारिता के विविध आयाम |
| 9 ^प | विजयदत्त श्रीधर | – भारतीय पत्रकारिता कोष |
| 10 ^प | डॉ. अर्जुन तिवारी | – समग्र पत्रकारिता |

Course - 2

INTRODUCTION OF MASS COMMUNICATION & THEORIES

Credit – 05
Marks - 60

UNIT-I Introduction to Communication, Communication: Concept, Definition, Process, Scope, Elements & Functions, Nature of Human Communication, Verbal & Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT II- Development of Communication. Communication meaning and scope. Mass communication, Process and characteristics, objectives and functions. Type of communication- Interpersonal, group and mass communication. Types media- Traditional, Print and Electronic and their role in the society.

UNIT III- Models of Communication & Process: Lass well Model . Shannon & Weaver Model, Wilber Schramm Model, Osgood Model. Communication Theories: Normative Theory, of Communication, Authoritarian Theory, Libertarian Theory, Soviet Communist Theory, Social responsibility Theory, Democratic Participation Theory.

UNIT IV- Mass media and democracy, Press Commissions - First commission, Second press commission, recommendations and implementation. Press Council- role, responsibility and functions press council. Media ethics.

UNIT V- Social media- whatsapp, facebook, twiter, instagram, E-mail, V-chat, Ftp, Internet, Viaset, Leasedline.

Practical & Assignments – Every student of B.J.C has complete following assignments before he inters for examination. The assignments will be checked by course teacher.

1. Defining the various communication types and writing the report.
2. Hunting the newspapers and other mass media and writing their contents.
3. Visit to rural areas and preparing reports.(Atleast 5)
4. Finding traditional communication forms at local, state and national level.
5. Finding traditional communication forms at local, state and national level.
Photography and preparing its file, Photo editing, developing the photo film roles, photo features.

Note – This will be responsibility of the subject teacher that student must complete practical and assignments. It must be duly signed by the teacher. Without completing above assignments and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

Books Recommended:-

[Type text]

1. D.S. Mehta - Mass Communication in India
2. Keval J. Kumar - Mass Communication in India
3. B.R. Gupta - Mass Communication & Development
4. Mequail Denis - Communication theory an introduction
5. Wilbur Schramm - Mass Media & National Development
6. J.S. Murthy & Uma Tripathi -Communication and Rural Development
- 7^प राधेश्याम शर्मा - जनसंचार
- 8^प डॉ. महावीर सिंह - जनसंवाद
- 9^प प्रो. जे.वी. विलानिलम - भारत में संचार और जनसंचार (अनुवाद शशिकांत शुक्ल)

Course - 3

REPORTING, FEATURE WRITING AND NEWS AGENCY

Credit – 05
Marks - 60

UNIT I- Definition of news, concept, value and sources of news, construction of news. Type of news, colour in news, developing the news, various stages, follow up stories. Meaning and scope of Journalism, Purpose and functions of Journalism.

UNIT II- Leads - Introduction and definition. Importance of lead, Construction and types of leads. Investigative reporting- purpose and function of investigative reporting, challenges and effects, qualities for investigative reporter, interpretative reporting purpose and functions, importance and scope.

UNIT III- Various kinds of reporting - Reporting for radio and TV. Difference between electronic and print news. Reporters responsibility and quality. Interview- purpose, types and producing the interview stories. Rural and Agricultural Journalism, Problems and prospect of Rural/Agricultural Journalism

UNIT IV- News Agencies - Growth and development of News Agencies in the world with special reference to India. Functions and set-up, PTI, Bhasha, UNI & Varta, Major news agencies in the world. Non aligned, News agencies. New International world information and communication order.

UNIT V- Introduction and definition of feature. Scope and importance of feature, type of feature, difference between news, feature and article, converting news article in to features various approaches, effect of feature on the audience language illustration.

Practical & Assignments – Every student of BJC has to complete following assignments before he enters for examination. The assignments will be cheked by course teacher. 1. News writing on different issues. 2. Interview on various types. 3. Writing colour news. 4. Practicing and writing the different kinds of leads. 5. Writing interpretative reports. 6. Writing news based on investigative reporting on health, environment, development issues. 7. Writing news for Radio and TV. 8. Production of feature, news features and feature articles. 9. Publishing Daily Bulletine. 10. Translation.

Note – This will be responsibility of the subject teacher that student must complete practical's and assignments. It must be duly singed by the teacer. Without completing above assignments and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

Books Recommended :-

- | | | |
|----------------|-------------------|---|
| 1. | James Lewise | - Active Reporter |
| 2. | Noel & Brown | - New Writing and Reporting |
| 3. | K.M. Shrivastava | - News Reporting and Editing |
| 4. | IIMC Publication | - News Agencies Pool of Non Aligned Country |
| 5 ^प | राजेन्द्र | – संवाद और संवाददाता |
| 6 ^प | नंदकिशोर त्रिखा | – समाचार संकलन और लेखन |
| 7 ^प | डॉ. अर्जुन तिवारी | – आधुनिक पत्रकारिता |

Course - 4

EDITING PRODUCTION AND COMPUTER APPLICATIONS

Credit – 05
Marks - 60

UNIT I- Importance of editing, responsibility of editor. Editors freedom pre and after independence, Editors quality, Challenges, before the editors. Editorial writing, pattern and principles. News editor, Role of sub-editor, Responsibility and qualities. Tools and techniques of Sub-editing, symbols of proofs reading and editing.

UNIT II- Writing headlines, use of headlines, essentials of writing a headlines, types of headlines, use of typography, space, space in headlines, editing press telegrams. Editing of mufasil copy, language and translation, Various pages of newspapers, letter to editor and comments.

UNIT III- Elements of design- type faces and families, paper and size difference between design, make-up and lay out. Principle of page make-up, newspapers style, page make-up planning . Magazine difference between magazine and newspapers. News Room organization as setup of newspaper.

UNIT IV- Production techniques, Illustrations, selection- designing of pages, planning and scheduling. Printing technology history and development of printing technology, types of printing machines, letter, press printing, rotary press, photo offset, screen printing. Printing process, colour printing techniques scanning.

UNIT V- Introduction to Information Technology areas and scope and developments. introduction to computer. History of computer, classification, hardware components of computer, software components of computer, Multi media page maker, MS Office, DTP, Websites, Internet access, QuarkExpress, PhotoShop.

Practical & Assignments – Every student of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher. 1. Knowledge of editing skills and techniques. 2. Editorials writing. 3. Letter to editor writing and publication in local and national. 4. Preparing various pages of newspapers and magazines. 5. Writing headlines in different types. 6. Editing a news agency copies. 7. Translation of news, articles, and other materials. 8. Publication of Lab Journal. 9. Dummy and Page Make-up presentation. 10. Knowledge of printing process. 11. Han dins computer for MS word. Web page designing, internet, knowledge and searching the sides, making dummy pages on computer, creating file.

Note – This will be responsibility of subject teacher that student should complete the practicals and assignments it should duly signed by them. Without completing above assignments and works no student will be permitted for final annual examination, the record of practical work will be maintained by the teacher concern in a register.

Books Recommended :-

- | | | |
|----------------|-------------------|------------------------------|
| 1. | M.V. Kamath | - Professional Journalism |
| 2. | M.V. Kamath | - Journalist Handbook |
| 3 ^ए | गुलाब कोठारी | – समाचारपत्र पबंधन |
| 4 ^ए | के.पी. नारायणन | – संपादन कला |
| 5 ^ए | डॉ. संजीव भानावत | – संपादन कला |
| 6 ^ए | वेद प्रताप वैदिक | – पत्रकारिता के विविध आयाम |
| 7 ^ए | श्याम सुंदर शर्मा | – समाचारपत्र पृष्ठ साज-सज्जा |

Course - 5

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal

The practical will cover all the papers of **First Semester**

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 1 History of Journalism & Press Laws
2. Course – 2 Introduction of Mass communication & Theories
3. Course – 3 Reporting, Feature writing & News agency
4. Course – 4 Editing Production & New Media Application

SECOND SEMESTER

Course – 6

PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS

Credit – 05

Marks - 60

UNIT I- History of Advertising. Definition and functions, responsibility and effects of advertising on consumers. Advertising agencies- function, organization, Set-up, copywriting, designing, headlines text, slogans, copy preparation.

UNIT II- Media selection, research and planning. Different approaches for various media. Media campaign and strategy. Advertising agencies and advertisers relations. DAVP-set-up, budget, functions. Quality of copy writer. Use of ads in rural areas. Social responsibility of advertising.

UNIT III- Definition and scope of PR in India, its relationship with publicity, propaganda and advertising. Politics and PR. State PR directorate in Madhya Pradesh Set-up and function.

UNIT IV- PR in private and public sector, ethics of PR. Seven "c" of PRO's qualities, tools of PR, changing scenario of PR in India.

UNIT V- House Journals, aims and objectives. production, techniques PR and Press, Press conference, use of various media in PR.

Practical & Assignments - Every students of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher.

1. Identify the advertising and its types. 2. Writing reports on consumer behavior. 3. Copy writing for advertising with headline text use of typography etc. 4. Planning and preparing add campaign. 5. Assessing effect of ads on various groups. 6. Organizing press conferences. 7. Publication of House Journal. 8. Writing and publicity campaign 9. Inviting local, state and national VIP'S for press conference and other PR work. 10. Writing a study reports on various organizations. 11. Publication of House Journal and news letters/ bulletins.

Note- This will be responsibility of the subject teacher that student must complete practical's and assignments. It must be duly signed by the teacher. Without completing above assignment and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

Books Recommended :-

- | | | | |
|----------------|-----------------|---|--------------------------------------|
| 1. | J.M. Kaul | - | Public Relation in India |
| 2. | D.S. Mehta | - | Handbook of Public Relation in India |
| 3. | S.A. Chunawala | - | Advertising Theory and Practice |
| 4. | James Frankline | - | Advertising |
| 5 ^ण | अशोक महाजन | — | विज्ञापन |
| 6 ^ण | बी.आर. गुप्ता | — | भारत में जनसंपर्क |
| 7 ^ण | राजेन्द्र | — | लोकसंपर्क |
| 8 ^ण | सी.के. सरदाना | — | जनसंपर्क |

Course – 7

AUDIO-VISUAL COMMUNICATION (FILM, TV, RADIO, SATELLITE, VIDEO COMMUNICATION)

Credit – 05
Marks - 60

UNIT I- Radio as an oral medium. Radio and social change. Radio and development. News room set-up of Akashvani, News editing, national and regional news bulletins. Radio newsreel, Radio interviews.

UNIT II- Film script writing, shooting script, documentary film and uses. stages of film production from story idea to releasing print. Parallel and commercial cinema. Present trends in film making, censorship, film reviews.

UNIT III- Writing for TV/Film/Serials. TV interviews, TV programs, TV commercials, TV news bulletins, Sponsorship of TV serials. Story ideas, outline of TV script. Production conference, Impact of TV on mass audience. Types of TV camera, TV studios, Terminology used in TV, Private News channels in India. Types of Channel.

UNIT IV- Satellite communication & its effect on communication scenario, SITE programs, Dish Antenna, its use in rural areas, Video technology production of video programs. Its impact on commercial film industry.

UNIT V- Film and TV institute of India. NFDC, FTII, NSD, Critical appreciation of TV serial, autonomy for Electronic Media, Prasar Bharti Act. Various committees and their recommendation on Doordarshan and Aakashvani.

Practical & Assignments – Every students of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher. 1.Preparation and presentation radio news. 2. Preparation and presentation for various radio programme like . Radio talks, radio newsreels, radio interview and radio features. 3. Recording of the programmes, interviews and editing. 4. Production of documentary films. 5. Film script writing. 6 film review. 7. Knowledge of different part of video camera and technical terminology. 8. Production and coverage of various programmes editing of programmes. 9. Presentation of Tv interview, talk shows. 10. Coverage of local , campus programmes . 11. Video editing and video terminologies. 12. Writing film reviews and the knowledge of various channels.

Note- This will be responsibility of the subject teacher that student must complete practicals and assignments. It must be duly signed by the teacher. Without completing above assignment and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

Books Recommended :-

- | | | | |
|----------------|------------------|---|------------------------------|
| 1. | K.M. Shrivastava | - | Radio and TV Journalism |
| 2. | J.S. Murthy | - | Mass Communication |
| 3. | Keval J. Kumar | - | Mass Communication in India |
| 4. | Mehra Masani | - | Broadcasting and the People |
| 5. | असगर वजाहत | — | टेलीविजन लेखन |
| 6 ^प | एच. मुस्तफा जैदी | — | टेलीविजन समाचार लेखन और वाचन |
| 7 ^प | विजय अग्रवाल | — | सिनेमा और समाज |
| 8 ^प | सिंह ए.के. | — | रेडियो टीवी स्क्रिप्ट लेखन |

Course – 8

DEVELOPMENT COMMUNICATION

Credit – 05
Marks - 60

UNIT I - Concept of development, Development Indicators, Approaches to development, Problems of development, Development Policy and Planning.

UNIT II - Development Journalism: concept & relevance, Development communication: Meaning, Strategies in development communication.

UNIT III- Social, cultural and economic barriers of development communication, Use of media and inter-personal communication.

UNIT IV - Traditional media: Types of Traditional media, uses and presentation, Awareness in Tribal & weaker sections.

UNIT V - Areas of rural journalism: health, agriculture, Panchayati raj, Population, Campaigns and their evaluation.

Practical & Assignments – Every student of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher.

1. Defining the various communication types and writing the report.
2. Hunting the newspapers and other mass media and writing their contents.
3. Visit to rural areas and preparing reports (Atleast 5).
4. Finding traditional communication forms at local, state and national level.

Note- This will be responsibility of the subject teacher that student must complete practical's and assignments. It must be duly signed by the teacher. Without completing above assignment and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

Books Recommended:-

- | | | | |
|----|--|---|--------------------------------------|
| 1. | D.S. Mehta | - | Mass Communication in India |
| 2. | Keval J. Kumar | - | Mass Communication in India |
| 3. | B.R. Gupta | - | Mass Communication in Development |
| 4. | Mequail Denis | - | communication theory an introduction |
| 5. | Wilbur Schramm | - | Mass Media & National Development |
| 6. | J.S. Murthy & Uma Tripathi | - | Communication and Rural Development |
| 7. | राधेश्याम शर्मा | - | जनसंचार |
| 8. | डॉ. महावीर सिंह | - | जनसंवाद |
| 9. | प्रो. जे.वी. विलानिलम (अनुवाद शशिकांत शुक्ल) | - | भारत में संचार और जनसंचार |

Course – 9

DISSERTATION & PRODUCTION

	Credit – 05
	Total marks -100
There will be three parts of this paper...	
A. Dissertation	60 marks
B. Production	
1. Production of lab journal	10 marks
2. Production of electronic media programmes	10 marks
C. Study tour and Internship.	
1. Study Tour	05 marks
2. Internship (8 weeks)	05 marks
D. Press Conference	10 marks
	Total – 100

DISSERTATION:

The dissertation will be submitted to the examination section RDVV and examined by the Examiner appointed by the University. Every student has to submit a dissertation after the session on the date as declared by Registrar of examination/HOD. Students have to write a dissertation under the guidance of a teacher of the department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance.

All students have to submit a synopsis of the subject and normal monthly progress report will be required before the submission. Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by External Examination. The dissertation must be submitted one month before the commencement of annual examination, duly forwarded and certified by the guide of the dissertation. Every Student has to submit three copies of dissertation in computer typed hard copy. Any other form will not be accepted. If it is found that dissertation is not

original work/copied from any other source the student will be the subject of UFM and will be punished under the same rules.

If dissertation is found unsatisfactory either by guide or examiner the student will be declared fail in the paper. He can re – submit in the next subsequent examination that means next year examination for which he has to fill up examination form and deposit fee as per university rules.

LAB JOURNAL:

Four issues of the Lab Journal will be published by the students as per BJC ordinance 67 and same will be produce before examiner at the time of practical's and viva for the assessment. Every student has to prove his/her contribution before the examiner. The lab journal will be published on standard format which include offset printing at least of minimum 4 pages.

STUDY TOUR:

Study of the functioning of National Mass Media Centers is an essential component of the Journalism and Communication Course. Study tour, is included as part of the syllabus. Every student has to attend study tour conducted by the Department. It will be compulsory; failing to attend the study tour Result of the students will be announced failed in the concerned paper. The place, date and duration of the tour will be decided by the HOD with the help of the Teachers of Department. After returning from the tour every student has to write a report regarding his observations of Mass Media centers. The tour will be accompanied by teachers nominated by HOD. The teacher will take appropriate action against the students who have found in disciplined during tour. Teacher accompanying the tour has to submit a confidential report on the conduct, behavior, discipline, responsibilities about the students. If any student found otherwise on the basis of the confidential report he/she may be declared unfit to appear in the annual examination on the recommendation of the committee constituted by HOD.

INTERNSHIP:

Every student has to go 8 weeks internship after examination. The organization will issue a certificate on the basis of the work done during internship. The department will select the organization for each student for the purpose. The result of the student will be declared after producing the certificate from the organization he has worked with.

These components are compulsory. Students have to produce each evidence of the work at the time of practical examination.

Course – 10

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal
The practical will cover all the papers of **Second Semester**

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6 Principle of Advertising & Public Relations.
2. Course – 7 Audio Visual Communication (film, T.V. Radio, Satellites and Video Communication.)
3. Course – 8 Development Communication.

INSTRUCTION FOR QUESTION PAPER SETTING

1. Practical's have to be conducted by External Examiner appointed by University.
2. Absenting any part of examination will amount absent in whole paper.
3. Other rules of examination / division and grading will be govern by the University Ordinance, BJC examination ordinance, 1983 and CBCS.
4. 75 % attendance will be compulsory in theory and practical classes.

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
FIRST SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 1	Communication Theories	Core	5	60	40	100
Course 2	Print Media (Specialized course)	Core	5	60	40	100
Course 3	Public Relation	Core	5	60	40	100
Course 4	Advertising	Elective	5	60	40	100
	Adv & Marketing Research	Elective				
Course 5	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

Course - 1	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 2	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 3	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 4	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 5	1. Lab Journal	30
	2. Press Conference	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
SECOND SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 6	International Communication	Core	5	60	40	100
Course 7	Communication Research	Core	5	60	40	100
Course 8	Electronics Communication	Core	5	60	40	100
Course 9	Media Development Laws & Ethics	Elective	5	60	40	100
	Media Laws & Ethics	Elective				
Course 10	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

Course - 6	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 7	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 8	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 9	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 10	1. Audio Video Production	30
	2. Field Reporting & Assignment	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
THIRD SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 11	Media Management	Core	5	60	40	100
Course 12	Editing Photo Journalism & Comp. Application	Core	5	60	40	100
Course 13	Inter Culture Communication	Core	5	60	40	100
Course 14	Radio Journalism	Elective	5	60	40	100
	TV Journalisms	Elective				
Course 15	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

11.	Course - 11	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

12.	Course - 12	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

13.	Course - 13	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

14.	Course - 14	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

15.	Course - 15	1. Audio Video Production	30
		2. Field Reporting & Assignment	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
FOURTH SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 16	New Media Application	Core	5	60	40	100
Course 17	Corporate Communication	Core	5	60	40	100
Course 18	Specialized Paper Print	Elective	5	60	40	100
	Specialized Paper Electronic	Elective				
Course 19	Dissertation	Core	5	60	40	100
Course 20	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

16.	Course - 16	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

17.	Course - 17	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

18.	Course - 18	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

19.	Course - 19	Dissertation, synopsis, PPT- Presentation & viva voice	40
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Total – 40

Marks

20.	Course - 20	1. Audio Video Production or Newspaper Publication	30
		2. Field Reporting & Assingment	10

Total – 40

FIRST SEMESTER
COURSE - 1
Communication Theories

Each paper will be divided in to Five Units.

Credit – 05

Marks - 60

UNIT-I : Introduction to Communication, Concept, Definition, Process, Scope, Elements & Functions, Nature of Human Communication, Verbal & Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT-II : Models of Communication, Lass well Model of Communication, Shannon & Weaver Model , Wilber-Schramm Model of Mass Communication, Osgood & Schramm Model, De' Fleur Model

UNIT-III : Different Theories of Communication, Bullet Theory, Hypodermic Needle Theory, Cognitive Consistency, Agenda Setting, Cultivation Theory, Media System Dependency Theory, Selective Perception, Selective Retention, Selection Exposure

UNIT-IV : Development Communication Meaning And Strategies, Normative Theories of Communication, Social responsibility Theory, Democratic Participation Theory

UNIT-V : Mass Media & Society, Communication & Public Opinion, Media Audiences, Information technology & Society, Mass Communication & Culture

Books Recommended for references -

- Mc Quail, Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Kincaid, D. Lawrence. **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval. **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)
- Rajgadhya, Vishnu. **Jansanchar : Siddhant Evam Anuprayog**, Radhakrishna Publication, New Delhi

FIRST SEMESTER
COURSE - 2
PRINT MEDIA (SPECIALIZED REPORTING)

Each theory paper will be divided into Five Units.

Credit - 05
Marks - 60

UNIT I : News : definition. Concept: Indian and Western. Elements, values, sources, lead writing, kinds of reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

UNIT II : Interview – kinds, purposes, techniques, different channels of Interview how to interview for various Media: TV, Radio, Newspaper, Periodicals. Interpretative reporting- purposes, techniques. Investigative reporting – Purpose, sources, styles, techniques, Political Reporting, Legislative reporting, Diplomatic reporting.

UNIT III : Columns – development, criticism, reviews, feature writing news analysis, back grounding. Specialized Reporting- Political Reporting, Legislative reporting, exclusives and specialized reporting science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

UNIT IV : Rural Reporting- agricultural- Practice, Problems and Policies, caste community relations- rural and urban relation.

UNIT V : News Agencies Development and growth special reference to world. Major News Agencies in the world. Non Aligned News Agencies, New International and World Information and communication Order (NIWICO).

Books Recommended for references

1. Mencher Melvin : Basic News Writing.
2. Noel & Brown : News Writing & Reporting.
3. Shrivastava K.M. : News Reporting & Editing.
4. J.V. Vilanilam : Reporting a Revolution.
5. राजेन्द्र : संवाद और संवाददाता
6. वैदिक, वेदप्रताप : पत्रकारिता के विविध आयाम
7. त्रिखा नन्दकिषोर : समाचार संकलन और लेखन
8. Gupta Om : Internet Journalism in India
9. IIMC Publication : News Agencies Pool of Non Aligned Countries A Perspective.

FIRST SEMESTER
COURSE - 3
PUBLIC RELATIONS

Each theory paper will be divided into Five Units.

Credit - 05
Marks -60

UNIT I: Public Relation– definition– PR a communication function- history of PR- growth of PR in India, PR, Publicity, propaganda and public opinion- PR as a management function.

UNIT II: Stage of PR- planning- implementation- research- evaluation PR practitioners and media relations– press conference– press releases- other PR tools.

UNIT III: Communication with public– internal and external- community relations- employee relations; PR in India- public and private sectors; PR counseling; PR agencies; PR and advertising- PR for media institutions.

UNIT IV: Shareholder relations- dealer relations; PR for hospitals- PR for charitable institutions; defense PR; for NGOs; PR for political parties; crisis management- Case studies.

UNIT V: PR research- techniques- PR and law- PR and new technology- Code of ethics for PR- international PR- professional organizations of PR- emerging trends in PR.

Book Recommended for references

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|---------------------|--|
| 1. गुप्ता बी आर | : भारत में जनसंपर्क |
| 2. राजेन्द्र | : लोक संपर्क |
| 3. Kaul J M | : Public Relation in India |
| 4. Mehta D S | : Handbook of Public Relation in India |
| 5. Black Sam | : Practical Public Relations |
| 6. Cottlip & Centre | : Effective Public Relation |
| 7. Haywood Roger | :All About PR |

FIRST SEMESTER
COURSE - 4

ADVERTISING

Each theory paper will be divided into Five Units.

Credit - 05
Marks - 60

UNIT I: Advertising– definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising– co-corporate–industrial retail- national– trade-professional- social.

UNIT II: Product advertising- target audience- brand image- positioning; advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT III: Advertising agency- structure and function, creativity- media selection- newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

UNIT IV: Copy writing and advertising production techniques: print, radio, television, films. Outdoor, ideation, visualization, use of computers.

UNIT V: Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; ever going trends.

Books Recommended for references

- | | |
|------------------|--|
| 1. महाजन अषोक | : विज्ञापन |
| 2. Kumar K.J. | : Advertising |
| 3. Chunawala S A | : Advertising Theory and Practice |
| 4. Agrawal | : Principles of Modern Advertising |
| 5. Chunawala S A | : Advertising sales and promotion Management |
| 6. Dell Denmison | : Advertising Handbook |

FIRST SEMESTER
COURSE - 4

ADVERTISING & MARKETING RESEARCH

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Evolution of advertising – nature, scope and functions of advertising effects of advertising social, culture and economic Criticisms against advertising Role of advertising in Marketing.

UNIT II: Elements of advertising – Copy writing: Purpose, types and sources of information – Headlines, functions and types – Layout and visualization and Illustrations and their importance – Creativity in advertising.

UNIT III: Colour in advertising – S logans, Trademarks – Brand names – production aspects of adverting print – TV – Cinema – outdoor etc.

UNIT VI: Campaign planning – planning and preparation – Factors addicting selection of media – Target audience – Consumer behavior – Research and effect of various media – newspaper Magazines, Radio, Television, Cinema, outdoor, Transit –Direct Mail and others.

UNIT V: Research areas in advertising and marketing – legal and ethical aspects of advertising, Advertising Budget, Testing and Effectiveness. Role of Consumer forums.

Book Recommended for references

1. Mathur : Advertising Management
2. Chunawalla : Foundations of Advertising Theory and Practice
3. Batra : Advertising of Management
4. Agarwal : Principles of Modern Advertising
5. Kumar, Sethia, Suchak : Advertising : Theory and Practice
6. Lasikar : Lesikar’s Basic Business Communication

FIRST SEMESTER
COURSE - 5

PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voice : 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the papers of First Semester

There will be two parts for practical which will be conducted by
External and Internal examiner appointed by the university.

1. Course – 1. Communication Theories
2. Course – 2. Print Media (Specialized course)
3. Course – 3. Public Relation
4. Course – 4. Advertising / Advertising & Marketing Research

SECOND SEMESTER
COURSE - 6
INTERNATIONAL COMMUNICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Political; economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation- international news flow-imbalance- media growth-international, regional and internal disparities.

UNIT II: Communication as a human right – UNO-s Universal Declaration of Human Rights and communication-international news agencies and syndicates, their organizational structure and functions-a critique of western news values.

UNIT III: Impact of new communication technology on news flow-satellite communication-its historical background – status – progress – effects-in-formation super highways – international telecommunication and regulatory organizations.

UNIT VI: UNESCO’S efforts in removal imbalance in news flow-de-bate on new international information and Economic Order-Mac Bride Commission’s report-non-aligned news agencies news pool-its working, success, failure.

UNIT V: Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information – prompted cultural imperialism – criticisms; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Books Recommended for references

1. McBride Commission : Many voice, one world
2. Melkote R Srinivas : Communication and Development in Third World : Theory and Practice
3. Kumar Keval J : Mass Communication in India
4. Williams Frederick : The Communication Revolutions

SECOND SEMESTER
COURSE - 7
COMMUNICATION RESEARCH

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Definition – elements of research – scientific approach – research and communication theories – function – scope and importance of communication research – basic and applied research.

UNIT II: Research design components – experimental, quasi - experimental, bench mark, longitudinal studies, simulation- panel studies – co relational designs, Methods of communication research – census Method, survey method, observation method-clinical studies – case studies – content analysis.

UNIT III: Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys online polls. Random sampling methods and representativeness of the samples sampling errors and distributions in the findings.

UNIT VI: Media research – evaluation, feedback – feed forward – media habits public opinion surveys – pre – election studies and exit polls.

UNIT V: Report writing – data analysis techniques – coding and tabulation – non – statistical methods – descriptive – historical – statistical analysis- parametric and non – parametric – uni-variate-bi-variate – multi – variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Books Recommended for references

1. Denis McQuail : Mass Communication Theory an Itriduction
2. Gupta BR : Mass Communication and Development
3. Levis Anthony & David Manning White : People Society And Mass Communication
4. Gupta V S : Journalism and Mass Communication
5. William Frederick : The Communication Revolution
6. B. Kuppuswamy : Communication and Social Development in India

SECOND SEMESTER
COURSE - 8
ELECTRONICS COMMUNICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Radio Programme, production, process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses- field recording skills; radio feature production; radio documentary production, studio chain; live studio broadcast with multiple sources – news production.

UNIT II: Using sound bytes and actualities; spacebridge with field sources of news; studio production or radio newsreel and current affairs programmes-formats of radio programmes-studio interviews-studio discussions-phone-in programmes-O.B. production of sporting and mega events.

UNIT III: Visual communication-communicating with still pictures and video-shooting with TV camera - camera mounting, colour balance, basic shots and camera movement. Basic of TV production: TV lighting in field, using reflectors. Lighting grid - luminaries. Studio lighting – three – point lighting – high key and low key lighting, properties, studio sets and make – up.

UNIT VI: Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue’s and commands - formats of TV programmes – studio interview - studio discussion – studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

UNIT V: Writing for Television: Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting; visualizing news – ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories. Television news editing; planning, production and compilation of news programmes – writing lead – intro to news packages – headlines writing, teasers and promos.

Book Recommended for references

1. असगर वजाहत एवं प्रभात रंजन : टेलीविजन लेखन
2. अग्रवाल विजय : सिनेमा और समाज
3. Mrhera Masani : Broadcasting and the People
4. Akash Bharati : (National Broadcasting trust) Working Group on Autonomy for Broadcasting

SECOND SEMESTER
COURSE - 9
MEDIA DEVELOPMENT LAWS & ETHICS

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

UNIT II: The press in India after independence: social, political and economic issues and the role of the Indian press problems and prospects. – nationalization – privatization – globalization – WTO – land reforms – social issues of the region – political events.

UNIT III: Media Law Constitution of India : fundamental rights - freedom of speech and expression and their limits – directive principles of state policy. Provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

UNIT VI: Cinematograph Act. 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislation including Copyright Act, Trade Marks Act and patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

UNIT V: Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – press council of India and its broad guidelines for the press – codes suggested for the press by press council and press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Books Recommended for references

1. Basu DD : Press Laws
2. Hakemulder : Media Ethics and Law
3. त्रिखा नंदकिषोर : प्रेस – विधि
4. Ghose M P : Press in Law of India
5. Wilbur Schramm : Mass media and national development
6. वैदिक वेदप्रताप : पत्रकारिता के विविध आयाम
7. Malhan P N : Communication Yesterday Today and Tomorrow

SECOND SEMESTER
Course - 9
Media Laws & Ethics

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Indian Constitution and Media, Basics of Indian Constitution and Fundamental Rights, Freedom of Speech and Expression, History of Press Law In India

UNIT-II : Media Ethics and Principles, Concept and Definition of Ethics, Fundamental Values of truth, fairness and objectivity, Ethical Issues and Challenges For Media, Press Council Code on Journalistic Ethics.

UNIT-III : Law Related To Print Media in India, Press Commission, Press Council Of India, Books and Newspaper Registration Act, Working Journalist Act, Copyright Act

UNIT-IV : Law Related To Broadcast Media in India, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act 1990, Information Technology Act 2000

UNIT-V : Restrictions on Media, Contempt of Court, Defamation, Right To Privacy, Official Secret Act, IPC and Cr. PC Provisions

Books Rcommended for references -

- Trikha, N.K. **Media Law**, Vishwavidyalaya Prakashan, Varanasi
- Myneni, DR. S.R. **Media Law**, Asia Law House, Hyderabad 2013.
- Prasad, Kiran. **Media Law in India**. Kluwer Law International, 2011
- Durga Das Basu, **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
- B. N. Ahuja, **History to Press, Press Laws & Communications**, Surjeet Publications, 1988.

SECOND SEMESTER
COURSE - 10

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal .
The practical will cover all the papers of Second Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6 International Communication
2. Course – 7 Communication Research
3. Course – 8 Electronics Communication
4. Course – 9 Media Development Laws & Ethics/ Media Laws & Ethics

THIRD SEMESTER
COURSE - 11
MEDIA MANAGEMENT

Each theory paper will be divided into Five Units.

Credit -05
Marks- 60

UNIT I: Principles of media management and their significance – media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

UNIT II: Ownership patterns of mass – media in India – sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co-operatives, religious institutions (societies) and Franchisees (cgaubs), Policy formulation – planning and control; problems, process and prospects of launching media ventures, Organization theory, delegation, decentralization, motivation, control and co-ordination.

UNIT III: Hierarchy functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections, apex bodies: DAVP, INS and ABC, Changing roles of editorials staff and other media persons. Editorial – Response system.

UNIT VI: Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

UNIT V: Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Foreign equity in Indian media (including print media) and press Commission on India newspaper management structure.

Books Recommended for references

1. Publication Division : Mass Media in India
2. Divakar : Media Management in India
3. जैन सुकमाल : समाचार पत्र संगठन
4. कोठारी गुलाब : समाचार पत्र प्रबंधन
5. भनावत संजीव : संचार माध्यम संगठन एवं प्रबंधन

THIRD SEMESTER

COURSE - 12

EDITING, PHOTO JOURNALISM & COMPUTER APPLICATION

Each theory paper will be divided into Five Units.

**Credit - 05
Marks – 60**

UNIT I: Editing, Meaning, purpose, Tools, Body paragraphing, News desk, Editorial Department Setup, News flow, copy management and organization.

UNIT II: Proof reading, meaning, Symbol, Headline, Techniques, Style, Purpose, Kinds of headlines, Page makeup, Dummy Layout, Magazine Editing, Layout, Graphics.

UNIT III: Printing method – screen, Off – set, Plate making, designing and printing of cover page, colour printing, colour combination, colour scanning, colour separation, colour correction, colour positive, colour negative, preparation of bromides, Art pulls.

UNIT VI: Photo journalism, News value for picture, Photo essays, Photo feature, Picture magazine, Colour Photograph, Photo editing, Photography equipments type and function, caption writing, placement of photograph important of Photography in modern scenario.

UNIT V: On-line editing, Word processing, Spell check, Grammar check, Page makeup on computer, DTP, MS world use of computer software and multimedia.

Books Recommended for references

1. Westlay Brun : News Adition
2. Kamath M V : Professional Journalism
3. Narayan K P : Sampadan Kala
4. जैन रमेष : समाचार संपादन और पृष्ठ सज्जा
5. सिंह विष्णुप्रिया, सिंह मीनाक्षी : इंटरनेट इलस्ट्रेटिड

THIRD SEMESTER

COURSE - 13

INTER CULTURE COMMUNICATION

Each theory paper will be divided into Five Units.

**Credit - 05
Marks – 60**

UNIT I: Culture – definition – process – culture as a social institution – value systems – primary secondary – eastern and western perspectives. Inter – cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non – verbal communication.

UNIT II: Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

UNIT III: Communication as a concept in western and eastern cultures (Ewaitha – Adwaitha – Vishishtawaitha – Chinese (Dao Tsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter – cultural communication.

UNIT VI: Modern mass media as vehicles of inter – cultural communication – barriers in inter – cultural communication – religious, political and economic pressures; inter – cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as cultural institution; mass culture typologies – criticism and justification.

UNIT V: Culture, communication and folk media – character, content and functions – dance and music as instruments of inter – cultural communication; UNESCO'S efforts in the promotion of inter – cultural communication – other organizations – code of ethics.

Book Recommended for references

1. Denis Mcquail : Towards a Sociology of Mass Communication
2. Keval J Kumar : Mass Communication in India
3. Murthy JS : Mass Communication
4. सुभाष धुलिया : सुचना कांति की राजनीति और विचारधारा

THIRD SEMESTER
Course - 14
Television Journalism

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Understanding Television, Evolution And Development Of TV, History Of TV in India , Television : Characteristics as a Medium of communication, TV industry in India

UNIT-II : Television Program Formats, Concept, Ideation and Formatting , Fiction and Non-Fiction, Scripted and Unscripted TV Program, TV Genres

UNIT-III : Television Program Production, Pre Production, Post Production, In House Production and Outdoor Production, SFX and Visual Effects

UNIT-IV : Television News , Television News Reporting, Bulletin, Live Program, Talk Show, Docudrama and Documentary

UNIT-V : Broadcasting Ethics, Broadcasting Guidelines of Prasar Bharti, Freedom of Broadcaster, Viewer's Right, Different Regulatory Bodies

Books Rcommended for references -

- Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, RobertsB. Musburger, Focal Press, Oxford, 2007
- Television in India: *Many Faces*, Mira K. Desai, Authors Press, Delhi, 2010
- Television and Popular Culture India: *A Study of the Mahabharata*, Ananda Mitra, Sage, Delhi

THIRD SEMESTER
Course - 14
Radio Journalism

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Introduction of Radio, General Characteristics of Radio, Development of Radio Broadcasting in Europe and America, Development of Radio Broadcasting in India (Pre Independence Era), Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II : All India Radio, Development of All India Radio, Organizational Structure and Functions of AIR, AIR Services, AIR and Nation's Development

UNIT-III : Writing for Radio, Radio Language, Radio Scripting and its Formats, Non Fiction Radio Writing, Fiction Radio Writing

UNIT-IV : Radio Program Production, Ideation and Format of Radio Program, Scripted and Unscripted Program, Pre Production & Post Production, Art of Presentation

UNIT-V : New Trends in Radio, FM Radio, Community Radio, Satellite Radio, POD casting

Books Rcommended for references -

- Radio Journalism By A.K.Singh
- Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
- Radio Prasaran Ki Nai Technique By Dr. Kishor Sinha
- Radio aur Doordarshan Patrakarita By Prof. Harimohan
- Mass Communication in India, Kewal J. Kumar

THIRD SEMESTER

COURSE - 15

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.

The practical will cover all the papers of Third Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

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| 1. Course – 11 | Media Management |
| 2. Course – 12 | Editing, Photo Journalism & Computer Application |
| 3. Course – 13 | Inter Culture Communication |
| 4. Course – 14 | Television Journalism/ Radio Journalism |

FOURTH SEMESTER
COURSE – 16
NEW MEDIA APPLICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS – word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page set up printing; formatting techniques; graphics and drawings. Communication Technology (CT); concept and scope CT and IT : similarities and differences – telephone electronic digital exchange C - Dot – Pagers, Cellular telephone.

UNIT II: Multi – Media – definitions – CD – ROM and multimedia – business applications – educational application – public utility ritual reality – multi – media skills. Cyber Journalism: On – line editions of newspapers – management and economics; cyber newspapers – creation, feed, marketing, revenue and expenditure, online editing e-publishing: security issues on internet: social, political, legal and ethical issues related IT and CT.

UNIT III: Image, bitmaps, drawings, principles of animation; use of video – broadcast video standards: NTSC – PAL – SECAM – HDTV, integration of computers and television, video editing, finer aspects, Internet – sourcing – priorities and utilization.

UNIT VI: Web vs print – a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research: design of contents.

UNIT V: Website elements – visual design, background, colours: sales promotion, service, promotion in the website. Interactivity – diversity : legal challenges – copy right issues; technology issues: political issues; social; issues; economic issues – ethical issues.

Book Recommended for references

- | | |
|----------------------|---|
| 1. विकास गुप्ता | : भारत में इंटरनेट |
| 2. विष्णुप्रिया सिंह | : इंटरनेट इलेस्ट्रटिड |
| 3. मीनाक्षी सिंह | : डीटीपी कोर्स |
| 4. V.P. Singh | : DTP Course |
| 5. Chopra | : Communication skins and office automation |
| Om Gupta | : Internet Journalism in India |

FOURTH SEMESTER
Course - 17
Corporate Communication

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT-I : Corporate Communication: An Introduction, Evolution and Growth of Corporate Communication, Market Scenario and Corporate Communication, Media and Corporate Communication, Tools of Corporate Communication

UNIT-II : Corporate Communication Application, Towards Building Corporate Identity, Image Management and Brand Equity, Financial Communication, Event Management and Media Tracking

UNIT-III : Corporate Communication: Crisis Management, Defining Crisis and Disaster Management, Crisis Handling Theories and Models, Role of Corporate Communication in Crisis Management, Media Handling in Critical Time and Case Studies

UNIT-IV : Corporate Communication: Strategic Management, Strategy in Corporate Communication, Campaign Planning: Management & Execution, Corporate Social Responsibility, Investor Relation and Corporate Reputation

UNIT-V : Corporate Communication: Issues and Challenges, Globalization, Consumerism, Social Concern and Social Values, New Trends in Corporate Communication

Books Rcommended for references -

- Excellence in Business Communication By Thill, Book Base, Mumbai
- Essentials of Operations Management By Scott T Ypoung, Sage Publication
- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani

FOURTH SEMESTER
COURSE – 18
SPECIALIZED PAPER – PRINT

Each theory paper will be divided into Five Units.

Credit – 05
Marks – 60

UNIT I: Kind of Reporting, Problems and Techniques : Crime, Speech, Accident, Weatera, Diastur, Court, Cultural, Religions, Election, Social, Riot, Tension and City life.

UNIT II: Specialized Reporting: Political, Legislative, Diplomatic, Science, Sport, Economic, Development, Commerce, Rural, Agricultural and Allied area reporting for magazine.

UNIT III: Policy making for news paper and current affairs programme/event on various issues International, National and Regional, Online Editing, Assessing, The news through Internet and Web page, Different between News paper and opinion paper, Editor is a thinker and opinion maker.

UNIT IV: Planning the front page and Inside page, Designing special page, Use of Pictures and illustration, Photocopy, Caption photos, Printing method-Off set, Plate making, Colour Printing, Colour combination, Colour separation, Colour positive, Colour negative and colour Scanning.

UNIT V: Elements of Research, Basic and applied research, Methods of communication research: Census, Survey, Observation clinical studies, Case studies, Co-relational, Data collection, Source, Project writing, Readership survey, Preparation of research reports.

Practical and Assignments-

Note: Every students have to complete following assignments for the fullfilmet of the Practical requirement.

Book Recommended for reference:

1. लेखन, संपादन और मुद्रण : ओम गुप्ता
2. संपादन सिद्धान्त : रामचन्द्र तिवारी
3. मुद्रण और सज्जा : डॉ. देवदत्त शर्मा और विनोद कुमार शुक्ला
4. आधुनिक समाचारपत्र मुद्रण एवं पृष्ठ सज्जा : श्याम सुन्दर शर्मा
5. आधुनिक रिपोर्टिंग : डॉ. राजेन्द्र राही
6. समाचार संकलन और लेखन : नंद किषोर त्रिखा
7. News writing and Reporting : James M. Neal and Suzanne S. Brown
8. News Reporting : B.N. Ahuja & S.S. Chhabra
9. Professional Journalism : M.V. Kamath
10. Research Mass Media : S.R. Sharma & Anil Chaturvedi

FOURTH SEMESTER
COURSE – 18
SPECIAZED PAPER – ELECTRONIC

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Radio: Innovations in broadcasting; New Broadcasting Technologies. Interactive programmes. Radio management and marketing; Radio Broadcast system and management patterns. Management of a Radio Station. Planning programmes, Audience Research, Programmers, Radio Formats; Presentation Technique, News and Newsreels, Drama and Serials, Features, Documentaries, Music programmers, Advertising programmers for Women. Children, Youth and other specific audience, Microphones and audio mixing.

UNIT II: Visual Communication; Visualizing, TV reporting, Voice- over editing, TV news capturing, Planning and production of TV programmes, Floor plan, Camera Positions, Studio exercises, Cues and commands, Story board, Different programme; News presentation, News anchoring, TV current affairs, Chat shows, Cross fire, TV advertising and sponsoring.

UNIT III: Video Technology: Video camera, Basic design, Electronic editing, off-line and on-line editing, Shooting, Script collection, Recording, Sound effect Writing for current affairs, Basic shots, terminology, Cable communication, Laws related to video racy How to made films approaches, Film production, Appreciation, Documentary film, NFDC, TTII.

UNIT IV: Satellite Communication: Cable communication, Laws related to cable communication, Dish Antenna, DTH, Ownership of cable channels, News policy for broadcast media, Media policy commissions on broadcast.

UNIT V: Elements of Research: Basic and Applied research, Methods of communication research, Census, Survey, Observation, Clinical studies, Case Studies, Co-relational, Data collection, Sources, Project writing, Audience survey, Preparation of research reports.

Practical and Assignments-

Note: Every Students have to complete following assignments for the fulfillment of practical requirement. All assignments are related to Pre-production, production and post production work;

1. Talks and discussions
2. Interviews
3. Outdoor recording
4. News and Newsreels
5. Features
6. Documentaries
7. Drama & Music
8. Interactive Programmes
9. Advertising
10. Video recording, editing & mixing.
11. Audio recording & mixing

Books Recommended for reference:

1. टेलीविजन लेखन : असगर बजाहत एवं प्रभात रंजन
2. रेडियो लेखन : डॉ. मधुकर गंगाधर
3. टेलीविजन समाचार : मुस्तफा जैदी
4. भारतीय प्रसारण माध्यम : कृष्ण कुमार रत्तू
5. सिनेमा और समाज : विजय अग्रवाल
6. सिनेमा और संस्कृति : राही मासूम जैदी
7. दूरसंचार एवं सूचना प्रौद्योगिकी : डी.डी ओझा एवं सत्य प्रकाश
8. Akash Bharti Working Group on Autonomy for Broadcasting.
9. The Communication Revolution: Williams Fredrick.
10. Radio TV Journalism: Shrivastava K.M.

FOURTH SEMESTER
COURSE – 19

DISSERTATION

Credit – 05
Marks – 60

Synopsis & viva
voice - 40

Every student has to submit a dissertation at the end of session on the date as declared by Registrar of Examination HOD. Students have to write a dissertation under the guidance of a teacher of the Department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance. All students have to submit a synopsis of subject and normal monthly progress report will be required before the submission. I Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by Internal and External Examiner separately. Student will be awarded an average marks received from both examiners. Duly forwarded and certified by the guide of the dissertation will be accepted in two copies.

In case dissertation is rejected or student fails to get minimum average marks he will be allowed to submit his/her dissertation with subsequent examination.

FOURTH SEMESTER
COURSE - 20
PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voice : 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the papers of Fourth Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

- | | |
|----------------|---|
| 1. Course – 16 | New Media Application |
| 2. Course – 17 | Corporate Communications |
| 3. Course – 18 | Specialized Paper Print/ Specialized Paper Electronic |

SYLLABUS & SCHEME (Under CBCS)
MASTER OF JOURNALISM & COMMUNICATION (M.J.C.)
FIRST SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 1	Communication Theories	Core	5	60	40	100
Course 2	Print Media (Specialized course)	Core	5	60	40	100
Course 3	Public Relation	Core	5	60	40	100
Course 4	Advertising	Elective	5	60	40	100
	Adv & Marketing Research	Elective				
Course 5	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

Course - 1	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 2	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 3	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 4	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 5	1. Lab Journal	30
	2. Press Conference	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF JOURNALISM & COMMUNICATION (M.J.C.)
SECOND SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 6	International Communication	Core	5	60	40	100
Course 7	Communication Research	Core	5	60	40	100
Course 8	Electronics Communication	Core	5	60	40	100
Course 9	Media Development Laws & Ethics	Elective	5	60	40	100
	Media Laws & Ethics	Elective				
Course 10	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

Course - 6	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 7	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 8	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 9	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 10	1. Audio Video Production	30
	2. Field Reporting & Assignment	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF JOURNALISM & COMMUNICATION (M.J.C.)
THIRD SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 11	Media Management	Core	5	60	40	100
Course 12	Editing Photo Journalism & Comp. Application	Core	5	60	40	100
Course 13	Inter Culture Communication	Core	5	60	40	100
Course 14	Radio Journalism	Elective	5	60	40	100
	TV Journalisms	Elective				
Course 15	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

11.	Course - 11	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

12.	Course - 12	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

13.	Course - 13	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

14.	Course - 14	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

15.	Course - 15	1. Audio Video Production	30
		2. Field Reporting & Assignment	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF JOURNALISM & COMMUNICATION (M.J.C.)
FOURTH SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 16	New Media Application	Core	5	60	40	100
Course 17	Corporate Communication	Core	5	60	40	100
Course 18	Specialized Paper Print	Elective	5	60	40	100
	Specialized Paper Electronic	Elective				
Course 19	Dissertation	Core	5	60	40	100
Course 20	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

16.	Course - 16	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

17.	Course - 17	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

18.	Course - 18	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

19.	Course - 19	Dissertation, synopsis, PPT- Presentation & viva voice	40
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Total – 40

Marks

20.	Course - 20	1. Audio Video Production or Newspaper Publication	30
		2. Field Reporting & Assignment	10

Total – 40

FIRST SEMESTER
COURSE - 1
Communication Theories

Each paper will be divided in to Five Units.

Credit – 05

Marks - 60

UNIT-I : Introduction to Communication, Concept, Definition, Process, Scope, Elements & Functions, Nature of Human Communication, Verbal & Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT-II : Models of Communication, Lass well Model of Communication, Shannon & Weaver Model , Wilber-Schramm Model of Mass Communication, Osgood & Schramm Model, De' Fleur Model

UNIT-III : Different Theories of Communication, Bullet Theory, Hypodermic Needle Theory, Cognitive Consistency, Agenda Setting, Cultivation Theory, Media System Dependency Theory, Selective Perception, Selective Retention, Selection Exposure

UNIT-IV : Development Communication Meaning And Strategies, Normative Theories of Communication, Social responsibility Theory, Democratic Participation Theory

UNIT-V : Mass Media & Society, Communication & Public Opinion, Media Audiences, Information technology & Society, Mass Communication & Culture

Books Recommended for references -

- Mc Quail, Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Kincaid, D. Lawrence. **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval. **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)
- Rajgadhya, Vishnu. **Jansanchar : Siddhant Evam Anuprayog**, Radhakrishna Publication, New Delhi

FIRST SEMESTER
COURSE - 2
PRINT MEDIA (SPECIALIZED REPORTING)

Each theory paper will be divided into Five Units.

Credit - 05
Marks - 60

UNIT I : News : definition. Concept: Indian and Western. Elements, values, sources, lead writing, kinds of reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

UNIT II : Interview – kinds, purposes, techniques, different channels of Interview how to interview for various Media: TV, Radio, Newspaper, Periodicals. Interpretative reporting- purposes, techniques. Investigative reporting – Purpose, sources, styles, techniques, Political Reporting, Legislative reporting, Diplomatic reporting.

UNIT III : Columns – development, criticism, reviews, feature writing news analysis, back grounding. Specialized Reporting- Political Reporting, Legislative reporting, exclusives and specialized reporting science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

UNIT IV : Rural Reporting- agricultural- Practice, Problems and Policies, caste community relations- rural and urban relation.

UNIT V : News Agencies Development and growth special reference to world. Major News Agencies in the world. Non Aligned News Agencies, New International and World Information and communication Order (NIWICO).

Books Recommended for references

1. Mencher Melvin : Basic News Writing.
2. Noel & Brown : News Writing & Reporting.
3. Shrivastava K.M. : News Reporting & Editing.
4. J.V. Vilanilam : Reporting a Revolution.
5. राजेन्द्र : संवाद और संवाददाता
6. वैदिक, वेदप्रताप : पत्रकारिता के विविध आयाम
7. त्रिखा नन्दकिषोर : समाचार संकलन और लेखन
8. Gupta Om : Internet Journalism in India
9. IIMC Publication : News Agencies Pool of Non Aligned Countries A Perspective.

FIRST SEMESTER
COURSE - 3
PUBLIC RELATIONS

Each theory paper will be divided into Five Units.

Credit - 05
Marks -60

UNIT I: Public Relation– definition– PR a communication function- history of PR- growth of PR in India, PR, Publicity, propaganda and public opinion- PR as a management function.

UNIT II: Stage of PR- planning- implementation- research- evaluation PR practitioners and media relations– press conference– press releases- other PR tools.

UNIT III: Communication with public– internal and external- community relations- employee relations; PR in India- public and private sectors; PR counseling; PR agencies; PR and advertising- PR for media institutions.

UNIT IV: Shareholder relations- dealer relations; PR for hospitals- PR for charitable institutions; defense PR; for NGOs; PR for political parties; crisis management- Case studies.

UNIT V: PR research- techniques- PR and law- PR and new technology- Code of ethics for PR- international PR- professional organizations of PR- emerging trends in PR.

Book Recommended for references

- | | |
|---------------------|--|
| 1. गुप्ता बी आर | : भारत में जनसंपर्क |
| 2. राजेन्द्र | : लोक संपर्क |
| 3. Kaul J M | : Public Relation in India |
| 4. Mehta D S | : Handbook of Public Relation in India |
| 5. Black Sam | : Practical Public Relations |
| 6. Cottlip & Centre | : Effective Public Relation |
| 7. Haywood Roger | :All About PR |

FIRST SEMESTER
COURSE - 4

ADVERTISING

Each theory paper will be divided into Five Units.

Credit - 05
Marks - 60

UNIT I: Advertising– definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising– co-corporate–industrial retail- national– trade-professional- social.

UNIT II: Product advertising- target audience- brand image- positioning; advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT III: Advertising agency- structure and function, creativity- media selection- newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

UNIT IV: Copy writing and advertising production techniques: print, radio, television, films. Outdoor, ideation, visualization, use of computers.

UNIT V: Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; ever going trends.

Books Recommended for references

- | | |
|------------------|--|
| 1. महाजन अषोक | : विज्ञापन |
| 2. Kumar K.J. | : Advertising |
| 3. Chunawala S A | : Advertising Theory and Practice |
| 4. Agrawal | : Principles of Modern Advertising |
| 5. Chunawala S A | : Advertising sales and promotion Management |
| 6. Dell Denmison | : Advertising Handbook |

FIRST SEMESTER
COURSE - 4

ADVERTISING & MARKETING RESEARCH

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Evolution of advertising – nature, scope and functions of advertising effects of advertising social, culture and economic Criticisms against advertising Role of advertising in Marketing.

UNIT II: Elements of advertising – Copy writing: Purpose, types and sources of information – Headlines, functions and types – Layout and visualization and Illustrations and their importance – Creativity in advertising.

UNIT III: Colour in advertising – S logans, Trademarks – Brand names – production aspects of advertising print – TV – Cinema – outdoor etc.

UNIT VI: Campaign planning – planning and preparation – Factors affecting selection of media – Target audience – Consumer behavior – Research and effect of various media – newspaper Magazines, Radio, Television, Cinema, outdoor, Transit –Direct Mail and others.

UNIT V: Research areas in advertising and marketing – legal and ethical aspects of advertising, Advertising Budget, Testing and Effectiveness. Role of Consumer forums.

Book Recommended for references

1. Mathur : Advertising Management
2. Chunawalla : Foundations of Advertising Theory and Practice
3. Batra : Advertising of Management
4. Agarwal : Principles of Modern Advertising
5. Kumar, Sethia, Suchak : Advertising : Theory and Practice
6. Lasikar : Lesikar's Basic Business Communication

FIRST SEMESTER
COURSE - 5

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the papers of First Semester

There will be two parts for practical which will be conducted by
External and Internal examiner appointed by the university.

1. Course – 1. Communication Theories
2. Course – 2. Print Media (Specialized course)
3. Course – 3. Public Relation
4. Course – 4. Advertising / Advertising & Marketing Research

SECOND SEMESTER
COURSE - 6
INTERNATIONAL COMMUNICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Political; economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation- international news flow-imbalance- media growth-international, regional and internal disparities.

UNIT II: Communication as a human right – UNO-s Universal Declaration of Human Rights and communication-international news agencies and syndicates, their organizational structure and functions-a critique of western news values.

UNIT III: Impact of new communication technology on news flow-satellite communication-its historical background – status – progress – effects-in-formation super highways – international telecommunication and regulatory organizations.

UNIT VI: UNESCO’S efforts in removal imbalance in news flow-de-bate on new international information and Economic Order-Mac Bride Commission’s report-non-aligned news agencies news pool-its working, success, failure.

UNIT V: Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information – prompted cultural imperialism – criticisms; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Books Recommended for references

1. McBride Commission : Many voice, one world
2. Melkote R Srinivas : Communication and Development in Third World : Theory and Practice
3. Kumar Keval J : Mass Communication in India
4. Williams Frederick : The Communication Revolutions

SECOND SEMESTER
COURSE - 7
COMMUNICATION RESEARCH

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Definition – elements of research – scientific approach – research and communication theories – function – scope and importance of communication research – basic and applied research.

UNIT II: Research design components – experimental, quasi - experimental, bench mark, longitudinal studies, simulation- panel studies – co relational designs, Methods of communication research – census Method, survey method, observation method-clinical studies – case studies – content analysis.

UNIT III: Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys online polls. Random sampling methods and representativeness of the samples sampling errors and distributions in the findings.

UNIT VI: Media research – evaluation, feedback – feed forward – media habits public opinion surveys – pre – election studies and exit polls.

UNIT V : Report writing – data analysis techniques – coding and tabulation – non – statistical methods – descriptive – historical – statistical analysis- parametric and non – parametric – uni-vaiate-bi-variate – multi – variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Books Recommended for references

1. Denis McQuail :Mass Communication Theory an Itriduction
2. Gupta BR : Mass Communication and Development
3. Levis Anthony & David Manning White : People Society And Mass Communication
4. Gupta V S : Journalism and Mass Communication
5. William Frederick : The Communication Revolution
6. B. Kuppuswamy : Communication and Social Development in India

SECOND SEMESTER
COURSE - 8
ELECTRONICS COMMUNICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Radio Programme, production, process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses- field recording skills; radio feature production; radio documentary production, studio chain; live studio broadcast with multiple sources – news production.

UNIT II: Using sound bytes and actualities; spacebridge with field sources of news; studio production or radio newsreel and current affairs programmes-formats of radio programmes-studio interviews-studio discussions-phone-in programmes-O.B. production of sporting and mega events.

UNIT III: Visual communication-communicating with still pictures and video-shooting with TV camera - camera mounting, colour balance, basic shots and camera movement. Basic of TV production: TV lighting in field, using reflectors. Lighting grid - luminaries. Studio lighting – three – point lighting – high key and low key lighting, properties, studio sets and make – up.

UNIT VI: Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue’s and commands - formats of TV programmes – studio interview - studio discussion – studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

UNIT V: Writing for Television: Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting; visualizing news – ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories. Television news editing; planning, production and compilation of news programmes – writing lead – intro to news packages – headlines writing, teasers and promos.

Book Recommended for references

1. असगर वजाहत एवं प्रभात रंजन : टेलीविजन लेखन
2. अग्रवाल विजय : सिनेमा और समाज
3. Mrhera Masani : Broadcasting and the People
4. Akash Bharati : (National Broadcasting trust) Working Group on Autonomy for Broadcasting

SECOND SEMESTER
COURSE - 9
MEDIA DEVELOPMENT LAWS & ETHICS

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

UNIT II: The press in India after independence: social, political and economic issues and the role of the Indian press problems and prospects. – nationalization – privatization – globalization – WTO – land reforms – social issues of the region – political events.

UNIT III: Media Law Constitution of India : fundamental rights - freedom of speech and expression and their limits – directive principles of state policy. Provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

UNIT VI: Cinematograph Act. 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislation including Copyright Act, Trade Marks Act and patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

UNIT V: Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – press council of India and its broad guidelines for the press – codes suggested for the press by press council and press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Books Recommended for references

1. Basu DD : Press Laws
2. Hakemulder : Media Ethics and Law
3. त्रिखा नंदकिषोर : प्रेस – विधि
4. Ghose M P : Press in Law of India
5. Wilbur Schramm : Mass media and national development
6. वैदिक वेदप्रताप : पत्रकारिता के विविध आयाम
7. Malhan P N : Communication Yesterday Today and Tomorrow

SECOND SEMESTER
Course - 9
Media Laws & Ethics

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Indian Constitution and Media, Basics of Indian Constitution and Fundamental Rights, Freedom of Speech and Expression, History of Press Law In India

UNIT-II : Media Ethics and Principles, Concept and Definition of Ethics, Fundamental Values of truth, fairness and objectivity, Ethical Issues and Challenges For Media, Press Council Code on Journalistic Ethics.

UNIT-III : Law Related To Print Media in India, Press Commission, Press Council Of India, Books and Newspaper Registration Act, Working Journalist Act, Copyright Act

UNIT-IV : Law Related To Broadcast Media in India, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act 1990, Information Technology Act 2000

UNIT-V : Restrictions on Media, Contempt of Court, Defamation, Right To Privacy, Official Secret Act, IPC and Cr. PC Provisions

Books Rcommended for references -

- Trikha, N.K. **Media Law**, Vishwavidyalaya Prakashan, Varanasi
- Myneni, DR. S.R. **Media Law**, Asia Law House, Hyderabad 2013.
- Prasad, Kiran. **Media Law in India**. Kluwer Law International, 2011
- Durga Das Basu, **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
- B. N. Ahuja, **History to Press, Press Laws & Communications**, Surjeet Publications, 1988.

SECOND SEMESTER
COURSE - 10

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal .
The practical will cover all the papers of Second Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6 International Communication
2. Course – 7 Communication Research
3. Course – 8 Electronics Communication
4. Course – 9 Media Development Laws & Ethics/ Media Laws & Ethics

THIRD SEMESTER
COURSE - 11
MEDIA MANAGEMENT

Each theory paper will be divided into Five Units.

Credit -05
Marks- 60

UNIT I: Principles of media management and their significance – media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

UNIT II: Ownership patterns of mass – media in India – sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co-operatives, religious institutions (societies) and Franchisees (cgaubs), Policy formulation – planning and control; problems, process and prospects of launching media ventures, Organization theory, delegation, decentralization, motivation, control and co-ordination.

UNIT III: Hierarchy functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections, apex bodies: DAVP, INS and ABC, Changing roles of editorials staff and other media persons. Editorial – Response system.

UNIT VI: Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

UNIT V: Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media. Foreign equity in Indian media (including print media) and press Commission on India newspaper management structure.

Books Recommended for references

1. Publication Division : Mass Media in India
2. Divakar : Media Management in India
3. जैन सुकमाल : समाचार पत्र संगठन
4. कोठारी गुलाब : समाचार पत्र प्रबंधन
5. भनावत संजीव : संचार माध्यम संगठन एवं प्रबंधन

THIRD SEMESTER

COURSE - 12

EDITING, PHOTO JOURNALISM & COMPUTER APPLICATION

Each theory paper will be divided into Five Units.

**Credit - 05
Marks – 60**

UNIT I: Editing, Meaning, purpose, Tools, Body paragraphing, News desk, Editorial Department Setup, News flow, copy management and organization.

UNIT II: Proof reading, meaning, Symbol, Headline, Techniques, Style, Purpose, Kinds of headlines, Page makeup, Dummy Layout, Magazine Editing, Layout, Graphics.

UNIT III: Printing method – screen, Off – set, Plate making, designing and printing of cover page, colour printing, colour combination, colour scanning, colour separation, colour correction, colour positive, colour negative, preparation of bromides, Art pulls.

UNIT VI: Photo journalism, News value for picture, Photo essays, Photo feature, Picture magazine, Colour Photograph, Photo editing, Photography equipments type and function, caption writing, placement of photograph important of Photography in modern scenario.

UNIT V: On-line editing, Word processing, Spell check, Grammar check, Page makeup on computer, DTP, MS world use of computer software and multimedia.

Books Recommended for references

1. Westlay Brun : News Adition
2. Kamath M V : Professional Journalism
3. Narayan K P : Sampadan Kala
4. जैन रमेष : समाचार संपादन और पृष्ठ सज्जा
5. सिंह विष्णुप्रिया, सिंह मीनाक्षी : इंटरनेट इलस्ट्रेटिड

THIRD SEMESTER

COURSE - 13

INTER CULTURE COMMUNICATION

Each theory paper will be divided into Five Units.

**Credit - 05
Marks – 60**

UNIT I: Culture – definition – process – culture as a social institution – value systems – primary secondary – eastern and western perspectives. Inter – cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non – verbal communication.

UNIT II: Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

UNIT III: Communication as a concept in western and eastern cultures (Ewaitha – Adwaitha – Vishishtawaitha – Chinese (Dao Tsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter – cultural communication.

UNIT VI: Modern mass media as vehicles of inter – cultural communication – barriers in inter – cultural communication – religious, political and economic pressures; inter – cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as cultural institution; mass culture typologies – criticism and justification.

UNIT V: Culture, communication and folk media – character, content and functions – dance and music as instruments of inter – cultural communication; UNESCO'S efforts in the promotion of inter – cultural communication – other organizations – code of ethics.

Book Recommended for references

1. Denis Mcquail : Towards a Sociology of Mass Communication
2. Keval J Kumar : Mass Communication in India
3. Murthy JS : Mass Communication
4. सुभाष धुलिया : सुचना कांति की राजनीति और विचारधारा

THIRD SEMESTER
Course - 14
Television Journalism

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Understanding Television, Evolution And Development Of TV, History Of TV in India , Television : Characteristics as a Medium of communication, TV industry in India

UNIT-II : Television Program Formats, Concept, Ideation and Formatting , Fiction and Non-Fiction, Scripted and Unscripted TV Program, TV Genres

UNIT-III : Television Program Production, Pre Production, Post Production, In House Production and Outdoor Production, SFX and Visual Effects

UNIT-IV : Television News , Television News Reporting, Bulletin, Live Program, Talk Show, Docudrama and Documentary

UNIT-V : Broadcasting Ethics, Broadcasting Guidelines of Prasar Bharti, Freedom of Broadcaster, Viewer's Right, Different Regulatory Bodies

Books Rcommended for references -

- Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, RobertsB. Musburger, Focal Press, Oxford, 2007
- Television in India: *Many Faces*, Mira K. Desai, Authors Press, Delhi, 2010
- Television and Popular Culture India: *A Study of the Mahabharata*, Ananda Mitra, Sage, Delhi

THIRD SEMESTER
Course - 14
Radio Journalism

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Introduction of Radio, General Characteristics of Radio, Development of Radio Broadcasting in Europe and America, Development of Radio Broadcasting in India (Pre Independence Era), Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II : All India Radio, Development of All India Radio, Organizational Structure and Functions of AIR, AIR Services, AIR and Nation's Development

UNIT-III : Writing for Radio, Radio Language, Radio Scripting and its Formats, Non Fiction Radio Writing, Fiction Radio Writing

UNIT-IV : Radio Program Production, Ideation and Format of Radio Program, Scripted and Unscripted Program, Pre Production & Post Production, Art of Presentation

UNIT-V : New Trends in Radio, FM Radio, Community Radio, Satellite Radio, POD casting

Books Rcommended for references -

- Radio Journalism By A.K.Singh
- Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
- Radio Prasaran Ki Nai Technique By Dr. Kishor Sinha
- Radio aur Doordarshan Patrakarita By Prof. Harimohan
- Mass Communication in India, Kewal J. Kumar

THIRD SEMESTER

COURSE - 15

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.

The practical will cover all the papers of Third Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

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| 1. Course – 11 | Media Management |
| 2. Course – 12 | Editing, Photo Journalism & Computer Application |
| 3. Course – 13 | Inter Culture Communication |
| 4. Course – 14 | Television Journalism/ Radio Journalism |

FOURTH SEMESTER
COURSE – 16
NEW MEDIA APPLICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS – word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page set up printing; formatting techniques; graphics and drawings. Communication Technology (CT); concept and scope CT and IT : similarities and differences – telephone electronic digital exchange C - Dot – Pagers, Cellular telephone.

UNIT II: Multi – Media – definitions – CD – ROM and multimedia – business applications – educational application – public utility ritual reality – multi – media skills. Cyber Journalism: On – line editions of newspapers – management and economics; cyber newspapers – creation, feed, marketing, revenue and expenditure, online editing e-publishing: security issues on internet: social, political, legal and ethical issues related IT and CT.

UNIT III: Image, bitmaps, drawings, principles of animation; use of video – broadcast video standards: NTSC – PAL – SECAM – HDTV, integration of computers and television, video editing, finer aspects, Internet – sourcing – priorities and utilization.

UNIT VI: Web vs print – a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research: design of contents.

UNIT V: Website elements – visual design, background, colours: sales promotion, service, promotion in the website. Interactivity – diversity : legal challenges – copy right issues; technology issues: political issues; social; issues; economic issues – ethical issues.

Book Recommended for references

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|----------------------|---|
| 1. विकास गुप्ता | : भारत में इंटरनेट |
| 2. विष्णुप्रिया सिंह | : इंटरनेट इलेस्ट्रटिड |
| 3. मीनाक्षी सिंह | : डीटीपी कोर्स |
| 4. V.P. Singh | : DTP Course |
| 5. Chopra | : Communication skins and office automation |
| Om Gupta | : Internet Journalism in India |

FOURTH SEMESTER
Course - 17
Corporate Communication

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT-I : Corporate Communication: An Introduction, Evolution and Growth of Corporate Communication, Market Scenario and Corporate Communication, Media and Corporate Communication, Tools of Corporate Communication

UNIT-II : Corporate Communication Application, Towards Building Corporate Identity, Image Management and Brand Equity, Financial Communication, Event Management and Media Tracking

UNIT-III : Corporate Communication: Crisis Management, Defining Crisis and Disaster Management, Crisis Handling Theories and Models, Role of Corporate Communication in Crisis Management, Media Handling in Critical Time and Case Studies

UNIT-IV : Corporate Communication: Strategic Management, Strategy in Corporate Communication, Campaign Planning: Management & Execution, Corporate Social Responsibility, Investor Relation and Corporate Reputation

UNIT-V : Corporate Communication: Issues and Challenges, Globalization, Consumerism, Social Concern and Social Values, New Trends in Corporate Communication

Books Rcommended for references -

- Excellence in Business Communication By Thill, Book Base, Mumbai
- Essentials of Operations Management By Scott T Ypoung, Sage Publication
- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani

FOURTH SEMESTER
COURSE – 18
SPECIALIZED PAPER – PRINT

Each theory paper will be divided into Five Units.

Credit – 05
Marks – 60

UNIT I: Kind of Reporting, Problems and Techniques : Crime, Speech, Accident, Weatera, Diastur, Court, Cultural, Religions, Election, Social, Riot, Tension and City life.

UNIT II: Specialized Reporting: Political, Legislative, Diplomatic, Science, Sport, Economic, Development, Commerce, Rural, Agricultural and Allied area reporting for magazine.

UNIT III: Policy making for news paper and current affairs programme/event on various issues International, National and Regional, Online Editing, Assessing, The news through Internet and Web page, Different between News paper and opinion paper, Editor is a thinker and opinion maker.

UNIT IV: Planning the front page and Inside page, Designing special page, Use of Pictures and illustration, Photocopy, Caption photos, Printing method-Off set, Plate making, Colour Printing, Colour combination, Colour separation, Colour positive, Colour negative and colour Scanning.

UNIT V: Elements of Research, Basic and applied research, Methods of communication research: Census, Survey, Observation clinical studies, Case studies, Co-relational, Data collection, Source, Project writing, Readership survey, Preparation of research reports.

Practical and Assignments-

Note: Every students have to complete following assignments for the fullfilmet of the Practical requirement.

Book Recommended for reference:

1. लेखन, संपादन और मुद्रण : ओम गुप्ता
2. संपादन सिद्धान्त : रामचन्द्र तिवारी
3. मुद्रण और सज्जा : डॉ. देवदत्त शर्मा और विनोद कुमार शुक्ला
4. आधुनिक समाचारपत्र मुद्रण एवं पृष्ठ सज्जा : श्याम सुन्दर शर्मा
5. आधुनिक रिपोर्टिंग : डॉ. राजेन्द्र राही
6. समाचार संकलन और लेखन : नंद किषोर त्रिखा
7. News writing and Reporting : James M. Neal and Suzanne S. Brown
8. News Reporting : B.N. Ahuja & S.S. Chhabra
9. Professional Journalism : M.V. Kamath
10. Research Mass Media : S.R. Sharma & Anil Chaturvedi

FOURTH SEMESTER
COURSE – 18
SPECIAZED PAPER – ELECTRONIC

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Radio: Innovations in broadcasting; New Broadcasting Technologies. Interactive programmes. Radio management and marketing; Radio Broadcast system and management patterns. Management of a Radio Station. Planning programmes, Audience Research, Programmers, Radio Formats; Presentation Technique, News and Newsreels, Drama and Serials, Features, Documentaries, Music programmers, Advertising programmers for Women. Children, Youth and other specific audience, Microphones and audio mixing.

UNIT II: Visual Communication; Visualizing, TV reporting, Voice- over editing, TV news capturing, Planning and production of TV programmes, Floor plan, Camera Positions, Studio exercises, Cues and commands, Story board, Different programme; News presentation, News anchoring, TV current affairs, Chat shows, Cross fire, TV advertising and sponsoring.

UNIT III: Video Technology: Video camera, Basic design, Electronic editing, off-line and on-line editing, Shooting, Script collection, Recording, Sound effect Writing for current affairs, Basic shots, terminology, Cable communication, Laws related to video racy How to made films approaches, Film production, Appreciation, Documentary film, NFDC, TTII.

UNIT IV: Satellite Communication: Cable communication, Laws related to cable communication, Dish Antenna, DTH, Ownership of cable channels, News policy for broadcast media, Media policy commissions on broadcast.

UNIT V: Elements of Research: Basic and Applied research, Methods of communication research, Census, Survey, Observation, Clinical studies, Case Studies, Co-relational, Data collection, Sources, Project writing, Audience survey, Preparation of research reports.

Practical and Assignments-

Note: Every Students have to complete following assignments for the fulfillment of practical requirement. All assignments are related to Pre-production, production and post production work;

1. Talks and discussions
2. Interviews
3. Outdoor recording
4. News and Newsreels
5. Features
6. Documentaries
7. Drama & Music
8. Interactive Programmes
9. Advertising
10. Video recording, editing & mixing.
11. Audio recording & mixing

Books Recommended for reference:

1. टेलीविजन लेखन : असगर बजाहत एवं प्रभात रंजन
2. रेडियो लेखन : डॉ. मधुकर गंगाधर
3. टेलीविजन समाचार : मुस्तफा जैदी
4. भारतीय प्रसारण माध्यम : कृष्ण कुमार रत्तू
5. सिनेमा और समाज : विजय अग्रवाल
6. सिनेमा और संस्कृति : राही मासूम जैदी
7. दूरसंचार एवं सूचना प्रौद्योगिकी : डी.डी ओझा एवं सत्य प्रकाश
8. Akash Bharti Working Group on Autonomy for Broadcasting.
9. The Communication Revolution: Williams Fredrick.
10. Radio TV Journalism: Shrivastava K.M.

FOURTH SEMESTER
COURSE – 19

DISSERTATION

Credit – 05
Marks – 60

Synopsis & viva
voice - 40

Every student has to submit a dissertation at the end of session on the date as declared by Registrar of Examination HOD. Students have to write a dissertation under the guidance of a teacher of the Department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance. All students have to submit a synopsis of subject and normal monthly progress report will be required before the submission. I Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by Internal and External Examiner separately. Student will be awarded an average marks received from both examiners. Duly forwarded and certified by the guide of the dissertation will be accepted in two copies.

In case dissertation is rejected or student fails to get minimum average marks he will be allowed to submit his/her dissertation with subsequent examination.

FOURTH SEMESTER
COURSE - 20
PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voice : 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the papers of Fourth Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

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| 1. Course – 16 | New Media Application |
| 2. Course – 17 | Corporate Communications |
| 3. Course – 18 | Specialized Paper Print/ Specialized Paper Electronic |