

DR. SHYAMA PRASAD MUKHERJEE UNIVERSITY,

RANCHI- 834008, JHARKHAND.

Four-Year Bachelor Programme in Media and Communication Studies (Course Curriculum Design as per NEP 2020)

***Four-Year Bachelor Programme in
Journalism & Mass Communication
(Course Curriculum Design as per NEP 2020)
Implemented from Academic Session 2022-23***

Multiple Exit and Entry options:

- 1. One Year (Two Semesters) with an Under Graduate Certificate in Media and Communication Studies.**
- 2. Two Years (Four Semesters) with an Under Graduate Diploma in Media and Communication Studies.**
- 3. Three Years (Six Semesters) with a B.A. (Honours) in Media & Communication Studies.**
- 4. Four Years (Eight Semesters) with a B.A. (Honours with Research/Academic Project) in Media and Communication Studies**

Abbreviations

MJ: Major Paper

MN: Minor Paper

SEC: Skill Enhancement Course

VAC: Value Addition Course

AEC: Ability Enhancement Course

MDC : Multi-Disciplinary Course

AMJ : Advance Major

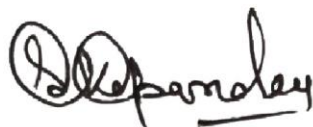
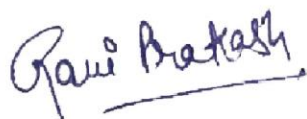
INT / APP / PRO – Internship / Apprenticeship / Project

Members of Internal Board of Studies of NEP Under-Graduate as per Guidelines of Dr. Shyama Prasad Mukherjee University, Ranchi, Jharkhand.

Chairman:
Shri Rajesh Kumar Singh
Assistant Professor & Director
School Of Journalism & Mass Communication
DSPMU,Ranchi

Faculty Members:

- 1) Shri. Ravi Prakash
Faculty, SJMC
DSPMU,Ranchi
- 2) Shri. Dharm Prakash
Faculty, SJMC
DSPMU,Ranchi
- 1) Shri. Sanjay Pandey
Faculty, SJMC
DSPMU,Ranchi



External Experts:

1. Dr. Rupa Kumari,
Assistant Professor and Head,
Faculty of Journalism and Mass Communication,
Usha Martin University



2. Ms. Sumedha Chaudhury,
Assistant Professor,
Amity School of Communication,
Amity University Jharkhand



**Subject Coding and Credit Framework for all Under Graduate (Practical) Programmes as per NEP 2020 for Dr.
Shyama Prasad Mukherjee University, Ranchi.**

Semester	Major Paper (Earlier known as Hons. Paper)	Minor Paper (Traditional) (Earlier known as G.E./Subsidiary)	Minor Courses (Vocational)	Multi- Disciplinary Courses	Ability Enhancement Course (AEC)	Skill Enhancement Course (SEC)	Value Added Course (VAC)	Total Credits
I	MJ-101T (03 Credits) MJ-101P (01 Credit)	MN-101T (03 Credits) MN-101P (01 Credit)	-x-x-x-	MDC-101T (02 Credits) MDC-101P (01 Credit)	AEC-101T (02 Credits) Hindi	SEC-101T (02 credits) SEC-101P (01 Credit)	VAC-101T (02 Credits) EVS VAC-102T (02 Credits) Understanding India	20 Credits
II	MJ-201T (03 Credits) MJ-201P (01 Credits) MJ-202T (03 Credits) MJ-202P (01 Credits)	-x-x-x-	MVC-201T (03 Credits) MVC-201P (01 Credit)	MDC-201T (02 Credits) MDC-201P (01 Credit)	AEC-201T (02 Credits) English	SEC-201T (02 credits) SEC-201P (01 Credit)	-x-x-x-	20 Credits (If a candidate wishes to continue the course) 24 Credits (If a candidate wishes to leave the course)
						INT-201P/APP-201P/PRO-201P (04 Credits) Internship/Apprenticeship/ Project compulsory for students who wishes to leave the course after Semester II		
CERTIFICATE TO BE AWARDED AFTER EARNING 44 CREDITS IF A CANDIDATE WISHES TO LEAVE THE COURSE								

III	MJ-301T (03 Credits) MJ-301P (01 Credit) MJ-302T (03 Credits) MJ-302P (01 Credit)	MN-301T (03 Credits) MN-301P (01 Credit)	-x-x-x-	MDC-301T (02 Credits) MDC-301P (01 Credit)	AEC-301T (02 Credits) Modern Indian Language-I (Sanskrit/Urd u/ Santhali/Beng ali/Panch Pargania /Kharia/Hindi/Nagpuri/ Kurux/Ho/ Khortha /Kurmali/ Mundari/Odia)	SEC-301T (02 credits) SEC-301P (01 Credit)	-x-x-x-	20 Credits
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IV	MJ-401T (03 Credits) MJ-401P (01 Credit) MJ-402T (03 Credits) MJ-402P (01 Credit) MJ-403T (03 Credits)	-x-x-x-	MVC-401T (03 Credits) MVC-401P (01 Credit)	-x-x-x-	AEC-401T (02 Credits) Modern Indian Language-II (Sanskrit/Urd u/ Santhali/Beng ali/Panch Pargania /Kharia/Hindi/Nagpuri/ Kurux/Ho/ Khortha /Kurmali/ Mundari/Odia)	INT-401P/APP-401P/PRO-401P (04 Credits) Internship/ Apprenticeship/ Project compulsory for students who wishes to leave the course after Semester IV	VAC-401T (02 Credits) Digital Education / Health & Wellness and Yoga/Indian Knowledge System	20 Credits (If a candidate wishes to continue the course) 24 Credits (If a candidate wishes to leave the course)
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	Credits) MJ- 403P (01 Credit)							
DIPLOMA TO BE AWARDED AFTER EARNING 84 CREDITS IF A CANDIDATE WISHES TO LEAVE THE COURSE								
V	MJ-501T (03 Credits) MJ-501P (01 Credit) MJ- 502T (03 Credits) MJ- 502P (01 Credits) MJ- 503T (03 Credits) MJ- 503P (01 Credit)	MN-501T (03 Credits) MN- 501P (01 Credit)	-X-X-X-	-X-X-X-	-X-X-X-	INT-501P/APP-501P/PRO- 501P (04 Credits) Internship/ Apprenticeshi p/ Project Compulsory for all Students	-X-X-X-	20 Credits

VI	MJ-601T (03 Credits) MJ-601P (01 Credit) MJ- 602T (03 Credits) MJ- 602P (01 Credit) MJ- 603T (03 Credit) MJ- 603P (01 Credit) MJ- 604T (03 Credits) MJ- 604P (01 Credit)	-x-x-x-	MVC- 601T (03 Credits) MVC- 601P (01 Credit)	-x-x-x-	-x-x-x-	-x-x-x-	-x-x-x-	20 Credits
DEGREE TO BE AWARDED AFTER EARNING 120 CREDITS								

MINIMUM CGPA OF 7.5 AND NO BACKLOG IS REQUIRED FOR A STUDENT TO BE PROMOTED TO 4th YEAR FOR OBTAINING HONOURS WITH RESEARCH DEGREE

NO RESTRICTION OF CGPA AND NO BACKLOG IS REQUIRED TO BE PROMOTED TO 4th YEAR FOR OBTAINING HONOURS DEGREE

VII	MJ-701T (03 Credits) MJ-701P (01 Credit) MJ-702T (03 Credits) MJ-702P (01 Credit) MJ-703T (03 Credits) MJ-703P (01 Credits) MJ-704T (03 Credits) MJ-704P (01 Credit)	MN-701T (03 Credits) MN-701P (01 Credit)	-x-x-x-	-x-x-x-	-x-x-x-	-x-x-x-	-x-x-x-	20 Credits
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VIII	MJ-801T (03 Credits) MJ-801P (01 Credit) AMJ- 801T (03 Credits) AMJ- 801P (01 Credit) AMJ- 802T (03 Credits) AMJ- 802P (01 Credit) AMJ- 803T (03 Credits) AMJ- 803P (01 Credit)	-x-x-x-	MVC- 801T (03 Credits) MVC- 801P (01 Credit)	-x-x-x-	-x-x-x-	-x-x-x-	-x-x-x-	20 Credits
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VIII	MJ-801T (03 Credits) MJ-801P (01 Credits) RC-801T (04 Credits) RC-802T (04 Credits) RC-803T (04 Credits)	-x-x-x-	MVC-801T (03 Credits) MVC-801P (01 Credit)	-x-x-x-	-x-x-x-	-x-x-x-	-x-x-x-	20 Credits
DEGREE WITH HONOURS AND RESEARCH TO BE AWARDED IF A STUDENT EARNS 160 CREDITS FOR ALL CASES WHERE PROJECT/DISSERTATION IS OPTED. DEGREE WITH HONOURS TO BE AWARDED IF A STUDENT EARNS 160 CREDITS FOR ALL CASES WHERE ADDITIONAL 03 ADVANCED MAJOR COURSES ARE OPTED.								

RC-801T: Research Methodology

RC-802T: Research Proposal

RC-803T: Research Report

Credits Calculation for Four-Year Under Graduate Programme = 160 Credits

[Major Courses = 80 Credits, Advanced Major Courses/Project or Dissertation = 12 Credits, Minor Courses (Traditional) = 16 Credits, Minor Courses (Vocational) = 16 Credits, Multi-Disciplinary Courses = 09 Credits, Ability-Enhancement Courses = 08 Credits, Skill Enhancement Courses = 09 Credits, Value-Added Courses = 06 Credits, Internship = 04 Credits]

Total Credits Calculation for Three-Year Under Graduate Programme = 120 Credits

[Major Courses = 60 Credits, Minor Courses (Traditional) = 12 Credits, Minor Courses (Vocational) = 12 Credits, Multi-Disciplinary Courses = 09 Credits, Ability-Enhancement Courses = 08 Credits, Skill Enhancement Courses = 09 Credits, Value-Added Courses = 06 Credits, Internship = 04 Credits]

Four Year B. Voc. Journalism and Mass Communication Syllabus Structure

SEMESTER-I

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 101	Introduction to Journalism	4	60	75/30	--	25/10	--	100/40
2	MN JM 101	Introduction to Mass Comm.	4	60	75/30	--	25/10	--	100/40
3	SEC 101	Basics Of Photography	3	45	50/20	--	--	25/10	75/30
4	AEC 101	Language skills- Hindi	2	30	50/20	--	--	--	50/20
5	MDC 101		3	45	50/20	--	--	25/10	75/30
6	VAC 101	EVS	2	30	50/20	--	--	--	50/20
7	VAC 102	Understanding India	2	30	50/20	--	--	--	50/20

Total 20 Credits

SEMESTER-II

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 201	History Of Media	4	60	75/30	--	25/10	--	100/40
2	MJ JM 202	Introduction to Communication	4	60	75/30	--	25/10	--	100/40
3	MVC JM 201	Writing For Media	4	60	75/30	--	25/10	--	100/40
4	AEC 201	Language skills- English	2	30	50/20	--	--	--	50/20
5	SEC 201	Feature Writing	3	45	50/20	--	--	25/10	75/20
6	MDC 201		3	45	--	50/20	--	25/10	75/30

Total 20 Credits

- **INT 201 / APP201 / PRO201 (4 Credits) – Compulsory for Students who wishes to leave the course after Semester II (will be awarded “Certificate in Mass Communication with 44 credits)**

SEMESTER-III

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 301	Introduction to Print Media	4	60	75/30	--	25/10	--	100/40
2	MJ JM 302	News Writing	4	60	75/30	--	25/10	--	100/40
3	MN JM 301	Introduction to Advertising	4	60	75/30	--	25/10	--	100/40
4	MDC 301		3	45	50/20	--	--	25/10	75/30
5	SEC 301	Communication Skills	3	45	50/20	--	--	25/10	75/30
6	AEC 301	MIL – Sanskrit/Urdu/Santhali etc	2	30	50/20	--	--	--	50/20

Total 20 Credits**SEMESTER-IV**

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 401	Basics of Reporting	4	60	75/30	--	25/10	--	100/40
2	MJ JM 402	Introduction to Electronic Media	4	60	75/30	--	25/10	--	100/40
3	MJ JM 403	Basics Of Editing	4	60	75/30	--	25/10	--	100/40
4	MVC JM 401	Introduction to PR	4	45	50/20	--	--	25/10	75/30
5	AEC 401	MIL – Sanskrit/Urdu/Santhali etc	2	30	50/20	--	--	--	75/30
6	VAC 401	Digital Edu/Health & Wellness	2	30	50/20	--	--	--	50/20

Total 20 Credits

- **INT 401 / APP401 / PRO401 (4 Credits) – Compulsory for Students who wishes to leave the course after Semester IV (will be awarded “Diploma in Mass Communication with 84 credits)**

SEMESTER-V

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 501	Radio Journalism	4	60	75/30	--	25/10	--	100/40
2	MJ JM 502	TV Journalism	4	60	75/30	--	25/10	--	100/40
3	MJ JM 503	Indian Constitution & Media Related Laws	4	60	75/30	--	25/10	--	100/40
4	IAP	Internship / Dissertation	4	60	--	75/30	--	25/10	100/40
5	MN JM 501	Development Communication	4	60	75/30	--	25/10	--	100/40

Total 20 Credits**SEMESTER-VI**

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 601	Introduction to Communication Research	4	60	75/30	--	25/10	--	100/40
2	MJ JM 602	Basics of Video Production	4	60	75/30	--	25/10	--	100/40
3	MJ JM 603	Photo Journalism	4	60	75/30	--	25/10	--	100/40
4	MJ JM 604	Media Management	4	60	75/30	--	--	--	100/40
5	MVC 601	Film Appreciation	4	60	75/30	--	25/10	--	100/40

Total 20 Credits

- Degree to Be Awarded after Earning 120 Credits and after completion of Semester VI .
- No Restriction of CGPA and No Backlog is required for a Student to be Promoted to 4th Year for Obtaining Honours Degree

SEMESTER-VII**Total 20 Credits**

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 701	Communication Research	4	60	75/30	--	25/10	--	100/40
2	MJ JM 702	Communication Technologies	4	60	75/30	--	25/10	--	100/40
3	MJ JM 703	Digital & Data Journalism	4	60	75/30	--	25/10	--	100/40
4	MJ JM 704	Digital Marketing	4	60	75/30	--	25/10	--	100/40
5	MN JM 701	Introduction to Broadcast Media	4	60	75/30	--	25/10	--	100/40

SEMESTER-VIII

Sl No.	Paper Code	Name of Paper	Credit	Hours	Theory	Practical/ VIVA	Mid Sem/ MID SEM	Practical Report/ Project	Total
					Max/Min	Max/Min	Max/Min	Max/Min	Max/Min
1	MJ JM 801	Principles and Theories of Mass Communication	4	60	75/30	--	25/10	--	100/40
2	MVC 801	New Media	4	60	75/30	--	25/10	--	100/40
3	RC	Research	12	--	--	--	--	--	--
		Advance Major Paper							
	AMJ 1	Mass Media and Society	4	--	75/30	--	25/10	--	100/40
	AMJ 2	Social and Political Thought	4	--	75/30	--	25/10	--	100/40
	AMJ 3	Mainstream Cinema and Society	4	--	75/30	--	25/10	--	100/40

Total 20 Credits

- **DEGREE WITH HONOURS TO BE AWARDED IF A STUDENT EARNS 160 CREDITS FOR ALL CASES WHERE ADDITIONAL 03 ADVANCED MAJOR COURSES ARE OPTED.**

I. Minor Courses (Traditional) of Four (04) credits each (Earlier known as G.E. /Subsidiary)

	Non-Practical Subjects		Practical Subjects
Semester 1	One Paper	(4 Credits)	(3T+1P Credits)
Semester 3	One Paper	(4 Credits)	(3T+1P Credits)
Semester 5	One Paper	(4 Credits)	(3T+1P Credits)
Semester 7	One Paper	(4 Credits)	(3T+1P Credits)

Non-Practical Subjects: Internal Assessment- 25 Marks & 75 Marks for End Sem. Practical Subjects: Internal Assessment- 15 Marks, 60 Marks for End Sem. & 25 Marks Practical

II. Minor Courses (Vocational) of Four (04) Credits each

Semester 2	One Paper	MVC-1	(3T+1P Credits)
Semester 4	One Paper	MVC-2	(3T+1P Credits)
Semester 6	One Paper	MVC-3	(3T+1P Credits)
Semester 8	One Paper	MVC-4	(3T+1P Credits)

- **Students shall have an option of selecting any one of the Vocational Courses from the pool thus prepared**

III. Multi-disciplinary Course of three (03) Credits each

		Non-Practical	Practical
Semester 1	One Paper	3 Credits	3 (2T+1P Credits)
Semester 2	One Paper	3 Credits	3 (2T+1P Credits)
Semester 3	One Paper	3 Credits	3 (2T+1P Credits)

There will be an introductory paper of each subject.

A student will study three different subjects in multi-disciplinary courses during first three semesters (one subject per semester) from the following list:

1st Semester	2nd Semester	3rd Semester
Botany	Physics	Zoology
Chemistry	Geology	Political Science
Mathematics	History	Sociology
Anthropology	Psychology	Kharia
Commerce	Hindi	Kurmali
Geography	Ho	Kurux
Bengali	Khortha	Sanskrit
English	Nagpuri	Economics
Santali	Panch Pargania	Odia
Mundari	Philosophy	Urdu

Students will not be allowed to choose or repeat courses already undertaken at the higher secondary level (12th classes) and courses opted for Major and Minor course.

IV. Ability Enhancement Course (AEC) of two (02) Credits each

Semester 1	Hindi
Semester 2	English
Semester 3	Language Paper I Modern Indian Language
Semester 4	Language Paper II Modern Indian Language

Students shall have option of selecting any one of the following languages of two papers –Sanskrit, Urdu, Santali, Bengali, Panch Pargania, Kharia, Hindi, Urdu, Nagpuri, Kurux, Khortha, Kurmali, Ho, Odia and Mundari.

V. Skill Enhancement Course (SEC) of three (03) Credits (2T + 1P) Credits each

Semester 1	One Paper	SEC-1
Semester 2	One Paper	SEC-2
Semester 3	One Paper	SEC-3

A pool of SEC will be prepared. Students shall have option to select SEC from the subject related to Major or any other subject.

VI. Value Added Course (VAC) of two (02) Credits each

Semester 1	Two Papers	VAC-1 & VAC-2
Semester 4	One Paper	VAC-3

VAC-1 Environmental Studies

VAC-2 Understanding India

VAC-3 Any one of the following

Digital Education, Health & Wellness and Yoga, Indian Knowledge System

VII. Research Methodology

Paper	Credit	Full Marks	Mid-Semester	End-Semester
Research Methodology	4	100	20 (15+5)	80
Research Proposal	4	100		100
Research Report	4	100		100

VIII. Internship

Break between II & III Semester of one paper containing 4 Credits (Compulsory for all students) Or Break between IV & V Semester of one paper containing 4 Credits (Compulsory for all students) Or During V Semester of one paper containing 4 Credits (Compulsory for all students).

N. B. Pass mark 40% of Full marks in each paper.

100 - 40

50 - 20

75 - 30

IX. Association of Major Subjects with Minor Subjects:

Major Subjects	Minor Subjects
Electronics	Chemistry, Geology, Zoology, Economics, Physics, Mathematics
EVS (Environmental Science)	Chemistry, Geology, Zoology, Economics, Botany, Physics, Geography
Nano Science & Nano Technology	Chemistry, Geology, Zoology, Economics, Physics, Mathematics
Bachelor in Journalism & Mass Communication	English, Hindi, TRL, BFM, Political Science, Sociology, Philosophy.
Music	Hindi, Bengali, Sanskrit, Urdu, TRL, Anthropology, History, Political Science, Sociology, Philosophy, Performing Arts, BFM
Fisheries Science	Chemistry, Geology, Zoology, Economics, Physics, Mathematics
Computer Applications	Chemistry, Geology, Zoology, Economics, Physics, Mathematics
Bachelor of Film Making	Hindi, TRL, Political Science, Psychology, Sociology, Philosophy, English, Performing Arts, Music, BJMC

Performing Arts (Dance)	Hindi, Bengali, Sanskrit, Urdu, TRL, History, Political Science, Psychology, Sociology, Philosophy, Music, BFM
Information Technology	Chemistry, Geology, Zoology, Economics, Physics, Mathematics
Microbiology	Chemistry, Geology, Zoology, Economics, Physics, Botany
BBA	Mathematics, Anthropology, Economics, Political Science, Sociology, Philosophy.
Visual Arts	Hindi, Bengali, TRL, Anthropology, History, Political Science, Psychology, Sociology, Philosophy, BJMC
Yogic Science	Hindi, Bengali, Sanskrit, Urdu, TRL, Anthropology, History, Political Science, Psychology, Sociology, Philosophy.
Commerce	Mathematics, Anthropology, Economics, Geography, History, Home Science, Political Science, Psychology, Sociology, Philosophy.
English Language & Literature (ELL)	Pol. Science, History, Geography, Psychology, Philosophy, Economics, Mathematics

Introduction to Journalism

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 101T	4	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork(Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.

Detailed Course

Unit-I

- 1.1 Journalism: Concept, nature, scope, function and types
- 1.2 Role of Journalism in Society
- 1.3 Journalism and Democracy
- 1.4 Concept of Fourth Estate. Concept of Mass Communication
- 1.5 Mass Communication in India.

Unit – II

- 2.1 Journalism: Contemporary Issues in Journalism
- 2.2 Debates in Journalism
- 2.3 Elements of Journalism
- 2.4 Types of Journalism
- 2.5 Alternative Journalism

Unit – III

- 3.1 Process of Journalism
- 3.2 Citizen Journalism
- 3.3 Yellow Journalism
- 3.4 Investigative Journalism
- 3.5 Advocacy Journalism.

Unit – IV

- 4.1 Skills of journalism
- 4.2 Convergence
- 4.3 Changing technology
- 4.4 online journalism
- 4.5 New trends in journalism

Unit – V

- 5.1 Technical terms of Journalism
- 5.2 Jargons of Journalism
- 5.3 Introduction to regional Journalism
- 5.4 Journalism and globalization
- 5.5 Journalism and society

Practicals / Assignments

- **Students will have to design a news package (text, video, graphics, vox-Pop, PTC).**
- **Students will prepare a profile of newspaper writings (types and style).**
- **Visit to important media centers observing their functioning and writing reports thereof.**

Course Outcomes

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge of student elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.

Suggested Readings

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.

Introduction to Mass Communication

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor	MN-JM 101T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit 1. Development of Communication

Why do we communicate? Development of Human communication, Meaning & Elements/components of human communications; Concept of Communication

Unit 2- Communication

Communication as a social, human & universal process. Factors responsible for growing importance of Communication, Effective communication & its Barriers.

The seven C's of Communication,

Unit 3. Process of Communication: Transmission of ideas, Facts & feelings Elements of Communication process Noise and feedback in communication

Unit 4. Verbal Communication

Universals of Verbal Communication, Meaning & Barriers in Verbal Communication Language, Sub-Language & Culture, Elements of speech communication

Unit 5. Non-Verbal Communication

Non-Verbal behaviour as communication, Body Communication- Body movement, Facial Communication Space Communication-Physical environment, Silence, Paralanguage & Temporal communication

Unit 6. Forms of Communication:

Intrapersonal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group) Mass Communication

Unit 7. Communication models and models

Basic communication models, Basic communication theories, Campaign and propaganda- the case of politics Agenda setting, Cultivation, Diffusion

Unit 8. The Rise of Mass Communication:

Concept of 'Mediation', 'Mass' and 'Mass Society' Process and characteristics 'Mass Communication', Modernity and mass communication, Media, culture and society

SUGGESTED READINGS:

- 1) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- 3) Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa, New Delhi - 1991.
- 7) Kumar Keval J., Mass Communication in India, Jayco, 2001.
- 8) Malhan P. V. Communication Media Yesterday, Today & Tomorrow, Publication Div., New Delhi., 1985.
- 9) McLuhan Marshall understanding Media Rutledge & Kegan Paul, , 1964.
- 10) Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
- 11) Schramm Wilbur, the Process and effects of Mass Communication, Uty&Illinois, 1965.
- 12) Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune

Basics of Photography

General Suggestions for Framing Syllabus of Skill Enhancement Courses of BJMC

Time: 2 Hours

Full Marks for End Semester: 50

No. of Lectures: 30

Instructions to External Question Setter for End Semester Examination (50 Marks): There will be two Section of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Further, Section B will be long answer type questions wherein three questions are to be answered out of five questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Skill Enhancement Course	SEC 101	03	04/ Week	30 Theory / 15 Practical Period
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Project Work (Full/Pass)	Total (Full/Pass)
50/20	--	--	25/10	75/30

1- Evolution of camera**2- Types of camera****3- Mid Sem structure and working****4- Key concepts**

Brightness, Contrast, Sharpness, Blur, Color, Size

5- Camera controls

- Camera controls introduction
- Aperture
- Shutter
- ISO
- Operations

6- Camera modes

- Auto mode
- Manual mode
- Other programmed mode
- Silhouette
- Night mode

7- Camera lenses

- Types of lenses
- Importance of lenses
- Composition
- Comparison
- Focusing

8- Rules of composition and framing**9- Light in photography****10- Types of photography****11- Black and white photography****12- Introduction to Photo editing****13- Resizing and cropping images****14- Working with basic selection tools, Photo retouching and color correction**

Language Skills- Hindi

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Ability Enhancement Course	AEC 101	02	02/ Week	30 Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
50/20	--	--	--	50/20

Syllabus to be provided by University

MULTI DISCIPLINARY COURSE

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Multi Disciplinary Course	MDC 101	03	03/ Week	45Classes/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
--	50/20	--	--	50/20

Syllabus to be provided by University

EVS

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Value Added Course	VAC 101	02	02/ Week	30Classes/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
--	50/20	--	--	50/20

Syllabus to be provided by University

Understanding India

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Value Added Course	VAV 102	02	02/ Week	30Classes/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
--	50/20	--	--	50/20

Syllabus to be provided by University

History of Media

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major 2	MJ-JM 201	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Project Work(Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To acquaint students with the glorious journey of journalism.
2. To enhance understanding of the origin of the traditional print, electronic and web media.
3. To inculcate the knowledge of growth of print, electronic and cinema.
4. To acquaint learners with technological advancements in print, electronic and web media.
5. To throw light on the present status of various mass media.

Detailed Course

Unit-I

- 1.1 Origin and development of the press in India.
- 1.2 The press and freedom movement
- 1.3 Bhartendu era
- 1.4 Tilak and Gandhi era
- 1.5 Post-independence journalism

Unit-II

- 2.1 Traditional media
- 2.2 Folk dances and music
- 2.3 Folk theatre
- 2.4 Puppetry
- 2.5 Reviving traditional media

Unit-III

- 3.1 Invention of Radio and its advent as a tool of information/entertainment
- 3.2 History of Radio in India
- 3.3 Public service
- 3.4 Commercial service
- 3.4 Community service

Unit-IV

- 4.1 Evolution and development of Television
- 4.2 History of TV in India
- 4.3 SITE
- 4.4 Growth of doordarshan and privet channels,
- 4.5 Public service and commercial TV broadcasting

Unit-V

- 5.1 Evolution of Cinema
- 5.2 Introduction to major Film Genres
- 5.3 Silent Era of Indian Cinema Major Features and Personalities
- 5.4 The 'Talkies' Popular Cinema
- 5.5 New Wave and 'Middle' Cinema

Practicals / Assignments

- **Prepare a series of Essay (10), choosing two from each units.(Word limit**

500) 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. 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.

Suggested Readings

- 1. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- 2. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- 3. Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- 4. Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- 5. M. Chalapathi Rau, The Press
- 6. NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- 7. Chatterjee, P.C., Broadcasting in India, New Delhi
- 8. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
- 9. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
- 10. Jeffrey, Robin, India's Newspaper REvolution, Oxford University Press, Delhi.
- 11. Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmilan India Ltd. Delhi

Introduction to Communication

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 202T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem(Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To develop the knowledge of basic elements of Communication.
2. To inculcate the knowledge of communication models.
3. To introduce students to the theories of Communication.
4. To acquaint students with the various types of Communication.
5. To strengthen the 5Cs of Communication.

Detailed Course

Unit – I

- 1.1 Communication concept elements and process
- 1.2 Defining meaning and scope of communication
- 1.3 Types of communication
- 1.4 Barriers to communication
- 1.5 Function of communication

Unit – II

- 2.1 Models of Mass Communication
- 2.2 Aristotle's model
- 2.3 Lasswell model
- 2.4 Shanon and Weaver model
- 2.5 Osgood's model

Unit – III

- 3.1 Theories of Communication
- 3.2 Dependency Theory, cultivation theory
- 3.3 Agenda Setting Theory, Use and Gratification Theory
- 3.4 Hypodermic Needle Theory
- 3.5 Limited Effects Theory

Unit – IV

- 4.1 Media Theories
- 4.2 Four theories of Press
- 4.3 Interactive Theory : One step flow
- 4.4 Two step flow (Opinion Leaders)
- 4.5 Multi step flow

Unit – V

- 5.1 Relevance of communication theories to practice - Persuasion
- 5.2 Perception
- 5.3 Diffusion of Innovations
- 5.4 Social Learning
- 5.5 Participatory Communication

Practicals /Assignments

- **Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.**

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.

Suggested Readings

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.

Writing for Media

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor Vocational	MVC-JM 201T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem(Full/Pass)	ProjectWork (Full/Pass)	Total(Full/Pass)
75/30	--	25/10	--	100/40

1) Introduction to writing Skills

Different forms of writing, Elements of Good Writing, Searching ideas and nurturing them,
Writing CV's and minutes

2) Study Skills

Memorizing Vs Mid Semizing, Reading Skills: Skimming and Scanning Skills, Non-linear
Study methods, Thinking: Vertical and lateral, Lateral thinking in practice

3) ICT Skills

Microsoft Office: Word, Excel, PowerPoint, File Transfer and Sharing Resources, Internet
application: Email, important Websites, Social Networks: use and application

4) Communication Skills

Interpersonal Communication, Group Communication, Interview Skills, Communication with
Special Group

5) News Writing

Styles of Newswriting, Structure of News, Writing Intro/Lead, Body, Different types of Intro/Lead

6) Qualities of newswriting

Organizing the News Story: Angle, Attribution, Quote, Background & Context, Accuracy, Objectivity,
Fairness and Balance, Writing Headlines, Types of news: soft news and hard news

7) Types of Journalistic Writing

Features: Idea, Process, Writing Style and Packaging, Opinion Writing: Editorial, Article,
Commentary, Writing for News Magazines

8) Writing for media environment

Conventions and practices, writing for an audience, development; transitions, Writing assignments, leads,
short news

Recommended Readings:

1. Richard, Communication Skills
2. A.E. Schwartz, Communication Skills
3. Leena Sen, Communication Skills

Language Skill - English

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Ability Enhancement Course	AEC 201	02	02/ Week	30 Theory / Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
50/20	--	--	--	50/20

Syllabus/Course to be provided by University

Feature Writing

General Suggestions for Framing Syllabus of Skill Enhancement Courses of BJMC

Time: 2 Hours

Full Marks for End Semester: 50

No. of Lectures: 30

Instructions to External Question Setter for End Semester Examination (50 Marks): There will be two Section of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Further, Section B will be long answer type questions wherein three questions are to be answered out of five questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Skill Enhancement Course	SEC 201	03	02/ Week	45Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
50/20	--	--	25/10	75/30

- 1) **Computer typing techniques**
 - Understanding In script font
 - Marathi, English typing
 - Page Setup
- 2) **Feature writing starting Point**
 - writing on local Issues
 - Write about your favorite sports
 - Write about your hometown
- 3) **Human interest stories**
 - Visit nearby old age home and write about your experience
 - Visit nearby Orphanage and write about your experience
 - Write any government office and write report
- 4) **Feature Writing for Newspaper**
 - Human interest stories, backgrounders
 - Op-ed articles, Editorials
 - Articles, Middles, Columns
- 5) **Writing across media**
 - Writing for newsmagazines
 - Writing for blogs
 - Writing for mobile

Multi-Disciplinary Course

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Multi Disciplinary Course	MDC 201	03	03/ Week	45Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
--	50/20	--	25/10	75/30

Syllabus/Course to be provided by University

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 301T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To understand the working pattern of various print media platforms
2. To familiarize the students with the basics of writing of print media.
3. To create understanding of various print media content.
4. To develop the knowledge of news agency.
5. To inculcate the knowledge of book editing.

Detailed Course**Unit- I**

- 1.1 Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly)
- 1.2 Elements of News Writing
- 1.3 Writing a Photo caption for a News paper
- 1.4 Writing an Editorial, Article and Feature for a newspaper
- 1.5 Writing news stories for different beats

Unit- II

- 2.1 Style sheet of a Newspaper
- 2.2 Pagination of a Newspaper
- 2.3 Vocabulary for writing news in a News paper
- 2.4 Editorial policy of a News paper
- 2.5 Opinion Writing

Unit-III

- 3.1 Difference between writing for a Newspaper and Magazines
- 3.2 Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.)
- 3.3 Writing a Travelogue
- 3.4 Data Journalism
- 3.5 Writing for a Magazine

Unit - IV

- 4.1 Concept of News agency
- 4.2 Indian news agencies
- 4.3 Foreign news agencies
- 4.4 Writing for news agencies
- 4.5 Difference between writing for news agencies & other forms of writing

Unit –V

- 5.1 Concept of book editing
- 5.2 Text books
- 5.3 Supplementary books
- 5.4 Concept of book publishing
- 5.5 Online book publishin

Practicals / Assignments

- Editing news reports
- Editing articles of magazine
- News selection and placement
- Preparing dummies of newspapers and magazine

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.

Suggested Readings

1. History of Journalism in India - J. Natrajan
2. Press - M. Chalapati Rao
3. Press Commission Report - Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
5. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
6. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
7. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000
8. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
9. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
10. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.

News Writing

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 302T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand different writing techniques.
4. To develop the knowledge of web writing.
5. To inculcate the knowledge of news and background.

Detailed Course

Unit-I

- 1.1 Concept & Definitions of News
- 1.2 Elements of News
- 1.3 News values and dynamics of news values
- 1.4 Truth, Objectivity, Diversity, Plurality
- 1.5 Social welfare and relevance of facts

Unit-II

- 2.1 News : structure and content,
- 2.2 Differences between news writing and other forms of media writing
- 2.3 Various types of writing style
- 2.4 Headlines: Types, Function and Importance
- 2.5 Various techniques of writing headlines

Unit-III

- 3.1 Source of News, cultivation and protection
- 3.2 Verification and validation of facts
- 3.3 Types of News stories
- 3.4 Introduction to writing news
- 3.5 Article, Features

Unit-IV

- 4.1 News analysis
- 4.2 Backgrounders
- 4.3 Writing News based on Interviews
- 4.4 Writing News for Newspapers
- 4.5 Writing News for Radio, Television

Unit-V

- 5.1 News Writing for web, E-paper
- 5.2 Writing for Blog
- 5.3 Writing photo captions
- 5.4 Writing for social media
- 5.5 Comparison of online writing and other forms of writing

Practicals / Assignments

- Write any five news report for print medium.
- Write any five news report for Television.
- Write any five news report for web.

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.

Suggested Readings

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
6. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.
7. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
8. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.

Introduction to Advertising

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor	MN-JM 301T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	ProjectWork (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit I:

Definition & Meaning of Advertising, Role and functions of Advertising, Nature & Scope of Advertising, Growth & Development of Advertising in India & World , Global Scenario of Advertising , Ethical & Regulatory Aspects of Advertising.

Unit II:

Advertising as communication tool, communication process & advertising, Models of Advertising Communication. AIDA model, DAGMAR model, Maslow's Hierarchy Model, Advertising as a social process- consumer welfare, standard of living and cultural values

Unit III:

Classification of Advertising on the basis of Target Audience. Geographical Area. Medium. Purpose, Advertising Creativity- Definition & importance, Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

Unit IV:

Characteristics, Advantages & Disadvantages of Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media. Print Media– Newspaper, Magazines. Support Media – Out- of– home, in-store, transit, yellow pages, and Movie theatre, in flight. Direct marketing

Unit V: Concept of advertising agencies, Ad Agency-Role, Types, Structure & functions, The advertisers; client –agency relationship, Criteria to select an ad agency.

MULTI DISCIPLINARY COURSE

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Multi Disciplinary Course	MDC 301	03	03/ Week	45Classes/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
--	50/20	--	--	50/20

Syllabus/Course to be provided by University

Communication Skills

General Suggestions for Framing Syllabus of Skill Enhancement Courses of BJMC

Time: 2 Hours

Full Marks for End Semester: 50

No. of Lectures: 30

Instructions to External Question Setter for End Semester Examination (50 Marks): There will be two Section of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Further, Section B will be long answer type questions wherein three questions are to be answered out of five questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Skill Enhancement course	SEC 301	03	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	ProjectWork(Full/Pass)	Total (Full/Pass)
50/20	25/10	--	--	100/40

Course Objectives

1. To impart knowledge about the elements of effective communication skills.
2. To create understanding of impactful writing .
3. To understand the significance of speech communication.
4. To develop the knowledge of employment communication about resume.
5. To inculcate the knowledge of employment communication about job interview.

Detailed Course

Unit-I

- 1.1 Need for Effective communication, Language & communication
- 1.2 Verbal communication
- 1.3 Non-verbal communication
- 1.4 Improving Writing skills
- 1.5 Essentials of good Writing styles expressions & words to be avoided

Unit-II

- 2.1 Listening
- 2.2 Types of listening
- 2.3 Listening skills
- 2.4 Barriers of effective listening
- 2.5 Reading Skills : Purpose & Types, Techniques for Effective reading

Unit-III

- 3.1 Oral presentation
- 3.2 public Speaking skills
- 3.3 Reading skills : purpose, audience, locale, Steps in making presentation-
- 3.4 Research and planning- structure & style
- 3.5 Technology based communication, Writing Emails, Power Point Presentation

Unit-IV

- 4.1 Content of good resume
- 4.2 Guidelines for writing resume
- 4.3 Types of resume
- 4.4 Cover letters – Formats
- 4.5 Different types of Cover letter

Unit-V

- 5.1 Importance job Interview
- 5.2 Characteristics of job Interview
- 5.3 Interview process
- 5.4 Techniques – Manners and Etiquettes
- 5.5 Common questions during interview

Practicals / Assignments

- Submit any five case study assignment that illustrates effective communication.
- Classroom presentations on contemporary issues.

Course Outcomes

1. Students will have the knowledge about the elements of effective communication skills.
2. Students will be able to have the understanding of impactful writing.
3. Students would be able to understand the significance of speech communication.
4. Students will be having the knowledge of employment communication .
5. Students will be able to communicate effectively.

Suggested Readings

1. Rayudu C.S., Communication, Himalaya Publishing House.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism , Concept publishing company.

Second Year

MIL-Sanskrit/santhali etc

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Ability Enhancement Course	AEC 301	02	02/ Week	30 Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
50/20	--	--	--	50/20

Syllabus to be provided by University

BASICS of REPORTING (Semester-IV)

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 401T	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports reporting.
5. To inculcate the knowledge of crime reporting.

Detailed Course

Unit– I

- 1.1 Concept, definitions and elements of Reporting
- 1.2 Sources of News, News gathering, Verification and Validation
- 1.3 Reporting hierarchy in News Organizations General Interests
- 1.4 Cultivation of sources
- 1.5 Ethics and laws related to reporting

Unit - II

- 2.1 Reporting Techniques and skills
- 2.2 Types of Reporting, Beat Reporting
- 2.3 Reporting hierarchy in News Organizations, General Interests
- 2.4 Press conference, Press briefing and Meet the press
- 2.5 Human interest stories v/s hard stories

Unit – III

- 2.1 Understanding of Political Trends and Political Parties
- 2.2 Conducting Political Interview
- 2.3 Legislative Reporting (Parliament, Assembly and Local Bodies)
- 2.4 Rural Reporting
- 2.5 Reporting of Autonomous bodies

Unit – IV

- 4.1 How to Report Cultural Events (Drama, Music, Dance etc.)
- 4.2 Difference between Cultural Reporting and Review Articles
- 4.3 Film Coverage
- 4.4 General Introduction of Sports Journalism
- 4.5 How to Report Cricket, Football, Hockey, Athletics and Tennis Events.

Unit - V

- 5.1 Basics of Investigative Reporting
- 5.2 How to Cover a Crime Incident
- 5.3 Analytical Coverage of Crime
- 5.4 Complete Understanding of Rural-Urban Crime Pattern
- 5.5 Court Reporting

Practical / Assignments

- Submit 25 news reports of events in your city (of any five different beats).

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.

Suggested Readings

- 1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- 2. K.M. Srivastava News Reporting and Editing.
- 3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
- 4. Tony Harcup: Journalism: Principles and Practice; Sage.
- 5. Here is the News: Reporting for Media, Sterling Publishers.
- 6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
- 7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
- 8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
- 9. Natarajan and Chakraborty: Oyvukatuibs(1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
- 10. Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

Introduction to Electronic Media

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 402T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To understand the working pattern of electronic media platform.
2. To familiarize the students with the basic techniques of broadcasting.
3. To create understanding of electronic media content creation.
4. To inculcate the knowledge of script writing.
5. To develop the knowledge of online journalism.

Detailed Course

Unit-I

- 1.1 Brief History of broadcasting
- 1.2 Broadcast in India- A Retrospect
- 1.3 Objectives and Policies of A.I.R
- 1.4 Committees on B' casting : Chandra Committee, Varghese Committee, Prasar Bharti Act
- 1.5 Radio Programme Formats and Writing process

Unit-II

- 2.1 Radio Newsroom, Employee and Working Process.
- 2.2 Collection and Writing of Radio News, Formats of News based Programmes.
- 2.3 Preparation of News Bulletin and Editing of News.
- 2.4 Traits of News Reporter and News Editor
- 2.5 F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.

Unit-III

- 3.1 Brief History & Characteristics of T.V. B' casting in India and the World, P.C. Joshi Committee
- 3.2 SITE Experiment.
- 3.3 General Activities of a T.V. Centre,
- 3.4 Expansion and Reach of T.V. Media.
- 3.5 Programme Pattern of Different D.D. Channels & Private News Channels

Unit - IV

- 4.1 Concept of Scripting
- 4.2 Objectives of Scripting
- 4.3 Script Writing and Presentation (Voice Quality, Modulation & Pronunciation)
- 4.4 Steps and Formats of Script Writing
- 4.5 Writing for Anchoring

Unit-V

- 5.1 Concept of web Journalism
- 5.2 Internet and its functions
- 5.3 Search and Conceptualization of online Material
- 5.4 Major Newspapers, Magazines and their E-paper on internet
- 5.5 Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

Practicals / Assignments

TV and Radio Exercises-

- Radio news - Reporting of events and recordings.
- Writing and editing of news reports .
- TV news - Writing, presenting and recording of PTCs .
- Copy editing and video editing of news .
- Online content editing assignment.

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.

Suggested Readings

1. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
2. Chatterji, P.C. (1993) — “ Indian Broadcasting”.
3. “Television Journalism and Broadcasting”-Bhatt.
4. “Writing for Television, Radio and New Media” by Robert L Hilliard.
5. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon:Routledge
6. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.
7. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
8. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.
9. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications.

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 403T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To create understanding of specialized reporting .
4. To inculcate the knowledge of dummy , printing and layout.
5. To develop the knowledge of photography.

Detailed Course**Unit -I**

- 1.1 Editing and its Significance in Journalism
- 1.2 Role of News Editor, Chief Sub Editor and Copy Editor
- 1.3 Difference Between Editing of Newspaper and Magazine
- 1.4 Subbing of News and News Reports
- 1.5 Editing of Articles, Features and other Stories

Unit - II

- 2.1 Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines.
- 2.2 Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc
- 2.3 Difference between Print Editing and Web Editing
- 2.4 Editing for On-line Newspaper
- 2.5 Editing for Magazines

Unit - III

- 3.1 Concept and Utility of Dummy
- 3.2 Dummy Newspaper, Magazines and Journalist
- 3.3 Web Journalism and Dummy
- 3.4 Modern Lay-out (Specialized designing)
- 3.5 Designing tools

Unit – IV

- 4.1 History of Printing Technology, layout and Designing and its Significance in the Newspaper
- 4.2 Traditional Composing, Composing Machine-Mono-line, Photo-type Setting, DTP, VDT etc.
- 4.3 Page Designing, Principle, Forms and Utility
- 4.4 Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs
- 4.5 Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper

Unit - V

- 5.1 Photography: Introduction, Necessity & utility in Media
- 5.2 Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera. Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field, Flash Gun, Filters
- 5.3 Speed of the film, Composing & Framing, Rules of Composition, and Background
- 5.4 Photography & Media, Digital Photography
- 5.5 Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)

Practicals / Assignments

- Copy editing assignment.
- Writing Headlines for different types of news.
- Intro/lead writing assignment.
- Creating dummy.
- Layout :Preparing the layout of the front, back and other pages of a newspaper and a magazine .
- Photo coverage of news events in the campus or outside.
- Shooting and preparing Photo Feature along with write-up.

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.

Suggested Readings

1. Shrivastava, K.M., ‘News reporting and editing’, Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., ‘Professional Journalism’, Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, ‘Essentials of Practical Journalism’, concept publishing Company, New Delhi, 2006.
4. Joseph M.K., ‘Outline of Editing’, Anmol Publications, New Delhi, 2002.
5. Darkroom basics and beyond, Roger hicks &Francis schultz, Patterson, 2000
6. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016Rogers, G.(1993). Editing for Print, Mocdonald Book. • Prasad, S.(1993). Editors on Editing/HY, National Book Trust.
7. Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.

Introduction To Public Relation

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor Vocational	MVC- JM 401T	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. To 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. To understand the basic tools of public relations.
4. To impart the fundamentals of public relations writings.
5. To learn the ethics and laws of public relations.

Detailed Course

Unit-I

- 1.1 Definitions and concept of public relations
- 1.2 Definitions and concept of publicity
- 1.3 Definitions and concept of propaganda
- 1.4 Definitions and concept of advertising
- 1.5 Definitions and concept of e-PR

Unit-II

- 2.1 Difference between public relations and corporate communications
- 2.2 Difference between public relations and advertising
- 2.3 Difference between public relations and propaganda
- 2.4 Difference between public relations and publicity
- 2.5 Difference between propaganda and publicity

Unit-III

- 3.1 Tools of public Relations
- 3.2 Newspaper and magazine
- 3.3 Radio, television and film
- 3.4 New media and social media
- 3.5 Alternate media and traditional media

Unit-IV

- 1.1 Fundamentals of public relations writings
- 1.2 Press release writing
- 1.3 Poster writing
- 1.4 Wall, pamphlet and leaflet writings
- 1.5 Writing for internal publics

Unit-V

- 5.1 Ethics of public relations
- 5.2 Ethics of e-PR
- 5.3 Code of ethics by professional bodies
- 5.4 Laws relating to public relations and corporate communications
- 5.5 Laws relating to e-PR

Practicals / Assignments

- Writing at least 25 press releases of the functions and events of your institution which you have recently attended.
- Preparing at least 25 posters of the visions of the government of your state.
- Making at least 25 posters of the missions of the central government.
- Preparing at least 25 posters of the visions of the central government.
- Making at least 25 posters of the missions of the government of your state.
- Preparing at least five pamphlets of the visions of your institute.
- Making at least five pamphlets for the missions of your institute.
- Preparing at least 5 leaflets for attracting quality students in your institute.
- Planning a newsletter of your institute to build its image.

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. Suggested Readings

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi:Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations:The Profession and the Practice' By Baskin W.Otis,AronoffE.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapanaurjansampark' By JaishriJethwaney,RaviShanker and NarendraNath Sarkar. New Delhi:Sagar Publications

MIL-Sanskrit/santhali etc

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Ability Enhancement Course	AEC 401	02	02/ Week	30 Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
50/20	--	--	--	50/20

Syllabus to be provided by University

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Value Added Course	VAC 401	02	04/ Week	30 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Viva (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
50/20	--	--	--	50/20

Syllabus to be provided by University

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 501T	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers.
2. Engage students in new trends in radio journalism
3. To introduce students to the presentation, interviewing skills for new online radio.
4. Visit radio commercial radio studios
5. To acquaint students with the real world of radio production and transmission.

Detailed Course**Unit I**

- 1.1 Introduction Radio journalism
- 1.2 History of Radio Journalism
- 1.3 Radio in India
- 1.4 Writing for the ear, sound and sound bites
- 1.5 Writing for radio programmes

Unit II

- 2.1 Radio features, advertisements
- 2.2 Types of radio broadcasting
- 2.3 Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, sound proof, UHF, UHF-T
- 2.4 Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, programme director, band
- 2.5 Radio: Types of microphones; Mixers, speakers.

Unit III

- 3.1 Radio Stations based on their transmission and purpose
- 3.2 Community radio, military radio, spiritual/religious radio
- 3.3 Commercial radio, private radio, pirate radio
- 3.4 Amateur radio stations
- 3.5 Satellite radio

Unit IV

- 4.1 How does a radio station works
- 4.2 Radio Studio. Radio signal Types, Phone-in interview
- 4.3 Script writing for radio
- 4.4 Elements of radio production
- 4.5 Digital Radio, Online radio stations

Unit V

- 5.1 New Trends in Radio Broadcasting
- 5.2 Radio broadcasting equipment. Radio broadcast technology
- 5.3 Types of news bulletin, Talk shows, features for radio
- 5.4 Radio as tool for culture preservation
- 5.5 Social development and development communication

Practicals / Assignments

- Writing the script for advertisement for five different products for radio.
- Preparing a radio jingle for FM channel.
- Drawing up fixed point chart for community radios.
- Writing script for short news bulletins.
- Production of field based Radio features.
- Production of Studio based Radio programmes in different formats.

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

Suggested Readings

- 1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
- 2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
- 3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
- 4. Andrew Boyd Broadcast Journalism
- 5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
- 6. While T. Broadcast, News writing MacMillan NY, 1984
- 7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
- 8. Rivers Williams and work Alison Writing for the Media.
- 9. Carl Warren, Radio News Writing and Editing
- 10. Report L. Hillard Radio Broadcasting.

TV Journalism

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 502T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
2. Students will understand new trends in television journalism.
3. To introduce students techniques and skills for presentation, anchoring for television programme production.
4. Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
5. Students will acquire skills and learn to use different softwares for editing television Programmes.

Detailed course
Unit- I

- 1.1 Introduction to Television Journalism.
- 1.2 Pre-production, Production, Post Production
- 1.3 Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera.
- 1.4 Video Formats
- 1.5 Camera Shots, Camera Movements, Camera Angle

Unit- II

- 2.1 Television newsroom, Newsroom structure
- 2.2 Types of television studios.
- 2.3 Television Debates
- 2.4 Interviews; Types of interviews.
- 2.5 Story structures; inverted pyramid, diamond, hourglass, narrative.

Unit- III

- 3.1 Online television, TV Online and Online Demand
- 3.2 Tv shows convergence.
- 3.3 New trends in television journalism, Tv channels on mobile phones, line Models of news, news worthiness, values and elements. News criteria.
- 3.4 Types of sources. Broadcasting Terms; Cue, Basic Shots, Outtakes, Segue, Fade in, fade out
- 3.5 Editing; offline, online editing, linear editing, non-linear editing. SFX

Unit- IV

- 4.1 News Agencies, Press Agency Wire Agencies
- 4.2 Role of News Agencies in Journalism,
- 4.3 Alternative news media, Netflix, Apple Tv etc. News Bureau
- 4.4 Types of Televisions Programs. Television Formats

Unit- V

- 5.1 Broadcast Story forms; tell, reader, v/o, package, V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in
- 5.2 Television news script
- 5.3 News anchor, presenters, reporter's roles, and responsibilities
- 5.4 Green screen, Tele-prompter, multi-prompter Television production and shooting program crew.
- 5.5 Television Lighting techniques, Fill, Main, and back lights

Practicals / Assignments

- TV writing for different types of visuals
- Reporting TV news stories for any five events of your city
- Different types of PTC
- Studio anchoring and Use of Teleprompter
- Voice over, sound track for features.
- Moderating studio news programmes

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

Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing , William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.C Chatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla,Global, Television
10. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

Indian Constitution & Media Related Laws

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 503T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties.
3. Students will know Press laws and understand the importance of media related laws .
4. Students will know the Codes of ethics of newspapers, television and Press Council of India.
5. To understand the correlation between Indian constitution, democracy and media.

Detailed Course

Unit -I

- 1.1 Introduction of the Constitution
- 1.2 Preamble of the constitution
- 1.3 Salient features of Constitution
- 1.4 Amendments in Constitution
- 1.5 Special provisions

Unit –II

- 2.1 Fundamental rights
- 2.2 Directive principles of state policies
- 2.3 Fundamental duties
- 2.4 Emergency powers
- 2.5 Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)

Unit –III

- 3.1 Press in India
- 3.2 Media laws: Introduction
- 3.3 Significance of media laws
- 3.4 Freedom of expression in context of media
- 3.5 Role of media laws and their application

Unit –IV

- 4.1 Working Journalist Act
- 4.2 Copyright Act.
- 4.3 Contempt of court
- 4.4 IT Act
- 4.5 Right to Information Act

Unit –V

- 5.1 Main Provisions of IPC and CRPC
- 5.2 Official secret Act, Press Council Act
- 5.3 Press and Registration of Book Act
- 5.4 Prasar Bharti Act
- 5.5 Code of Ethics

Practicals / Assignments

- Case studies of any five recent cases related to various media laws.

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.

Suggested Readings

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
3. Mass media Law and Regulation in India AMIC publication.
4. Bharat mein Pravesavidhi by Surendra Kumar & Manas Prabhakar.
5. Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
6. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

Dissertation / Internship

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Internship / Dissertation	IAP	04	04/ Week	60 Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
--	75/30	--	25/10	100/40

Dissertation

The main aim of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

Aims of the Dissertation:

The aims of the dissertation are to
 put into practice theories and concepts learned during the programme;
 provide an opportunity to study a particular topic/issue in depth;
 show evidence of independent investigation;
 combine relevant theories and suggest alternatives;
 Show evidence of ability to plan and manage a project within a stipulated time frame.
 To enhance analytical skills of a learner.

After completion of the dissertation students should be able to:

define, design and deliver an academically rigorous piece of research;
 understand the relationships between the theoretical concepts taught in class and their application in specific situations;
 show evidence of a critical and holistic knowledge and have a deeper understanding of their chosen subject area;
 appreciate practical implications and constraints of the specialist subject;
 Understand the process and decisions to be made in managing a project within a time frame.

Dissertation Supervision

You will be supported through the dissertation by an academic supervisor. You will be advised by your co-ordinator (Study centre) of the process by which your programme allocates academic supervisors. The academic supervisor will ideally have background expertise in your area of study. However, this may not always be possible and you may be allocated a supervisor with more general subject knowledge. Regardless of the subject background of the supervisor, the academic supervisor will understand the research process. Where a 'non-expert' academic supervisor is appointed you will still, under the guidance of your academic supervisor, be able to consult with a subject expert. The extent of that subject expert's input will usually be limited to advice about the literature review.

Role of Academic Supervisor

The academic supervisor performs many functions and is there to facilitate and not to lead, hence the responsibility for the quality and content of a dissertation is entirely that of yourself, the student. The supervisor role includes the following:

To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.

To assist the student in tailoring the proposal to the time and other resource constraints.

To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.

To advise on the choice of suitable methodological approach(es).

To monitor progress and to advise on what is required to achieve a satisfactory dissertation.

Responsibilities of the Student

To maintain regular contact with the academic supervisor. It is the student's responsibility to inform their supervisor of progress and to lead the development of the dissertation. Difficulties must be communicated at the time they are encountered.

DEVELOPMENT COMMUNICATION

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor	MN-JM 501T	04	04/ Week	60 Practical/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit I: Introduction to the Development

- Definition & Concept of development
- Development Indicators, UN Millennium Development Goals
- Developed and Developing Nations, Rural and Urban Development
- Development Planning in India, Developmental Programmes

Unit II: Development Communication

- Development Communication; Meaning, Concept & Philosophy
- Development Support Communication
- Dominant Paradigm and New Paradigm of Development

Unit 4: Diffusion of Innovation, Participatory Model, Dependency Model, Gandhian model

Unit III: Media & Development Communication

- Role of Media in Development Communication
- Development Message Creation; Language, Context, Social Environment
- Use of Strategies and Campaign
- ICT & Development; SITE, KHEDA, JHABUA Project

Unit IV: Extension activities

- Practical Assignments, Report Preparation, Debate and Discussion

Reading List:

Narula Uma, Development Communication-Theory & Practice, Har-Anand Publications

Vilanilam J. V, Development Communication In Practice, India and the Millennium Development

INTRODUCTION TO COMMUNICATION RESEARCH

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 601T	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research.
2. To understand the need, role, importance functions and ethics of research.
3. To know the elements of research.
4. To learn the types of research.
5. To impart the knowledge of basics of statistics and media metrics.

Detailed Course

Unit-I

- 1.1 Definitions and basic concept of research
- 1.2 Communication research
- 1.3 Media research
- 1.4 Social research
- 1.5 Difference between communication research, media research and social research.

Unit-II

- 2.1 Need for research
- 2.2 Role of research
- 2.3 Importance of research
- 2.4 Functions of research
- 2.5 Ethics of research

Unit-III

- 3.1 Research topic, scientific approach, systematization
- 3.2 Comparison, evaluation and variables
- 3.3 Measurability, scales, objectivity
- 3.4 Validity, authenticity and reliability
- 3.5 Researchable problems & justifications

Unit-IV

- 4.1 Census method
- 4.2 Sampling method
- 4.3 Probability sampling
- 4.4 Non-probability sampling
- 4.5 Quantitative method

Practical /Assignments

- Writing practice of generally researchable topics.
- Selecting topics of social research including social, economic, political, educational, cultural, religious and spiritual issues.
- Framing innovative topics of communication research including verbal and non-verbal, intrapersonal and interpersonal, group and mass, etc.
- Proposing research-oriented topics of media problems including traditional, alternate and new media.
- Checking plagiarism of research papers written by you, your friends and seniors with the help of various softwares.
- Taking any communication research journal and describing with justification whether its first five research articles are based on scientific approach.
- Randomly choosing any five dissertations or projects of your department/school/institute/college/university and checking whether their methods are qualitative or quantitative or a mixture of both.
- Taking any communication research journal whether statistical tools or media metrics have been used in its research articles and also finding out up to what extent.

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.

Suggested Readings

1. 'An Introduction to Qualitative Research' By Uwe Flick. London: Sage Publications.
2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: McGraw- Hill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications
3. 'Foundations of Behavioural Research' By F.N. Kerlinger. Delhi: Surjeet Publications.
4. 'Mass Media Research: An Introduction' By Roger D. Wimmer & Joseph R. Dominick .USA: Wadsworth Publishing Company.

Basics of Video Production

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 602T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit- 1.

Process- Development, Pre-production, Production, Post-production, Clearing up Production team- Six key roles, Technical crew
 Formats- Linear tape formats, Digital tape formats, Film formats.
 Breakdown- How to read Screenplay, property breakdown, dress breakdown

Unit- 2.

Concept of acting, Camera facing, Marking, Dialogue Delivery, Lip Synch, Expression & Movement, Retakes & Continuity.

Unit- 3.

Learn the art and craft using Field Camera's basics
 Requirement of camera set up, Various types of Shots & Angles, handling the camera Cut in & Cut away shots multi camera production, Aperture & Depth of field & Multi Camera Production.
 Continuity- Dress continuity, Action continuity, Property continuity, Location continuity, Background continuity, Effect continuity.

Unit- 4.

News presentation, News reading, Electronic news gathering, Electronic field production Reporting, Anchoring programs involving audience, the art of interviewing people, Talk shows, Discussion.

Unit- 5.

Lighting: Lighting- Concept of lighting, Uses of lights, Lights sources, Lighting Techniques- Indoors & outdoors Lighting Techniques Various types of lights- Hard lights, Soft lights, Spotlights, Multi lights, Uses of skimmer, Uses of reflector , Light set up- Lighting at Night, Three light setups, Studio lighting.

Reading list:

Single Camera Video Production by Robert B Musburger ,
Video Production by Vasuki Belavadi (Second Edition)

Photo Journalism

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 603T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem(Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Course Objectives

1. Impart basic concepts and importance of Photography
2. Prepare photo journalist.
3. Encourage self employment.
4. Encourage creative skills
5. Develop interest in photo journalism

Detailed Course

Unit -I

- 1.1 Introduction and Development of Photography
- 1.2 Photo Journalism, Development
- 1.3 Role and importance in media
- 1.4 Tools of Photography, types of camera
- 1.5 Traditional and digital camera, Part of Camera, Camera control,

Unit-II

- 2.1 Digital Photography
- 2.2 Emergence of Digital technology
- 2.3 Selecting Images,
- 2.4 Size, and quality
- 2.5 Indoor and Outdoor Photography

Unit-III

- 3.1 Lighting principles
- 3.2 Role of lighting
- 3.3 Different types of lighting and its uses
- 3.4 Role of subject, quality of photograph
- 3.5 Developing of different size of photograph

Unit-IV

- 4.1 Photograph Editing Techniques
- 4.2 Cropping, Enlarging & reducing
- 4.3 Clubbing/Grouping
- 4.4 Colour composition
- 4.5 Filter, length, focus, Shots

Unit-V

- 5.1 Branches of Photography needs and importance
- 5.2 Advertising photography
- 5.3 Modeling & portfolio
- 5.4 Wildlife Photography
- 5.5 Photography and Ethics.

Practicals / Assignments

Digital portfolio with print

- Nature photography
- Candid photography
- Product photography
- Architecture photography.

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.

Suggested Readings

1. Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
2. Digital Photography (Hindi) Harcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).

Media Management

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

- ❖ Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 604T	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem(Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit I: Essentials of Media Management

- Definition & Nature of Management Functions
- Management Principles as they apply to Mass Media
- Media as an Industry and Profession
- Organizational Structure and Design of Media units, Ownership Patterns of Mass Media in India

Unit II: Economics of Print and Electronic Media

- Business, Legal and Financial Aspects of Media Management
- Budgeting and Finance, Capital Costs, Production Costs
- Advertising and Sales Strategy, Production Schedule and Process, Budget Control, Costing, Tax, Labour Laws
- PR for Building and Sustaining Business and Audience

Unit III: Aspects Related to Media Business

- Major Heads of Income in Radio, Television and Web Media
- Concept of Space Selling and Time Selling
- Media Circulation and Distribution
- Audience Measurement- TRP, RRP, GRP

Unit IV: World View of Mass Media

- Overview of Mass Media in the World
- Their Management Structure
- Report Preparation
- Debate and Discussion

FILM APPRECIATION

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor	MVC-JM 601T	06	02/ Week	30 Practical/ Sem (4 Period each)
Marks Distribution				
Theory(Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem(Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Exercise I:

Practical lab work on Film review, Appreciation, Criticism and Definitions. Collecting and analyzing different types of films and its reviews. Practical exploration of different types of film journals, articles and write- ups. Write reviews for selected films.

Exercise II:

Practical analysis on the impact of technical elements in film making like Shot, scene and sequence. Camera movements and subject movements. Lighting. Setting. Sound. Understand the techniques like montage and mise-en-scene. Deep focus, jump cut, etc.

Exercise III:

Study the audience manners. Conducting surveys and Collect data about major studios and distribution network.

Exercise IV:

Watch and evaluate classic films made from different cultures around the world.

Exercise V:

Study and appreciate the works of filmmakers like Satyajit Ray, A door Gopalakrishnan, Mrinal Sen, Bimal Roy, Shyam Benegal.

Exercise VI:

Conceptualize, Create and Edit a short telefilms or documentary film.

Reference Books:

- Bordwell K. and Thomson K. (1990): Film Art An Introduction, New York. Knopff.
- Mast S. and Cohen M (ed) (1985): Film Theory and Criticism, Oxford, OUP.
- Newbold, Chris (2000) The Media Book, Arnold.
- Dick, Berbnard F. (2000): The Anatomy of Film, Bedford. St. Martin's.

COMMUNICATION RESEARCH

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

- ❖ Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 701T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit I: An Overview of Research in Communication

- Origin of Research in Communication: Administrative versus Critical research; Communication Research versus Marketing Research
- Context in Communication Research
- Significance of communication research; the process of theory building
- Aspects of research; and before research begins

Unit II: Steps for Conducting Communication Research

- Title, Introduction, Rationale, Problem, Aim and Objectives
- Theoretical/ Conceptual/ Operational Framework; Hypothesis
- Methodology: Design, Universe/ Population, Variables, Sample, Instrument, Types of Data, Data Collection, Time Schedule, Budget, Limitations, etc.
- Data Analysis Methods, Writing of Report, Summary, Executive Summary, Conclusion and Recommendation

Unit III: Contemporary Research Designs

- Qualitative, Quantitative, Interpretative, Basic and Applied
- Experimental/ Naturalistic, Laboratory/ Field Research, Cross Section and Longitudinal
- Participant Observation, Non-participant Observation, Overt and Obtrusive
- Content Analysis

Unit IV Sampling Methods

- Formative, Process and Summative Research; Probability and Non-Probability Sample and Sampling; Pre-test and Pilot test
- Survey Design in Probability sampling: Simple Random, Systematic random, Stratified, Multistage cluster sampling.
- Survey Design in Non-Probability sampling: Purposive, Convenience and Quota sampling; Designing of Instrument; Ethical Issues and Current problems.
- Aspects of Media for Research

Unit V: Qualitative Research Design

- Case Studies
- Ethnography
- Participant Observation and Non-Participant Observation
- Focus Group, Ground Theory Methods, Action Research, Narratology

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

- ❖ Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 702T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit I: Technologies and their Development

- Ways Technologies develops
- Factors leading to technological development
- Broadly what are these technologies
- Adoption of technologies: Diffusion

Unit II: The Evolution of Mass Communication and Technologies

- The Old Media
- The New Media
- The Convergence of New Media
- The Implications of Convergence for Media and Industry

Unit III: The New Media and Future Trends

- Personal Convenience: Online Papers/personal Newspapers, personal TV, Broadcast (radio)
- Broadcast, TV, Cable, Satellite, Fiber Optics
- Films/ Motion Pictures; Blur between old movies and new movies distribution
- 3D: Holograms and Virtual reality, etc.

Unit IV: New Technologies, Information Society and Prospect of India

- What constitute an Information society
- Information Society: Increase or decrease of Public Sphere
- Information Society, Globalization and Nation State
- Its Prospect for India

Unit V: Impact of Communication Technologies

- Social, Religious and Cultural
- Economic: World Economy and Market; Global City
- Impact on Education: Globalization
- Leading to Equality or Disparity

Fourth Year

DIGITAL & DATA JOURNALISM

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

- ❖ Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 703T	04	04/ Week	60 Theory Period/Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit I:

Understanding the digital media/Digital media in India, Digital Natives- Digital Immigrant, Digital identity, digital subjectivity, Digital Divide, digital equality, Women in Digital age.

Unit II

Digital Broadcasting, Digital Platforms of Media –NETFLIX, Amazon Prime, Hotstar etc, Digital Audiences, Data Verification of Fake News, Disinformation and misinformation, Digital Media fact verification, Google and other Media Initiatives, impact of digital media , social behavior and media.

Unit III

Data Journalism, History of Data Journalism, Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism.

Unit IV

Interpreting data, sorting data-tools and techniques, analyzing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization, Data Journalism in India, Case Studies of Data Journalism in Global and National Levels

Reading list:

Digital Journalism by Kevin Kawamoto Rowman & Littlefide (2003)

Digital Journalism Studies: The key concepts by Bob Franklin & Lily Canter

Digi Media in Digital Age by John Vernon Pavlik

Fourth Year

DIGITAL MARKETING

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

- ❖ Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 704T	04	04/ Week	60 Period
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit 1: Understanding Digital Marketing:

Digital Marketing Tools, Multimedia Tools for Digital Marketing, Identifying the touch points & building the right digital assets

Unit 2: New Marketing Era:

End of marketing segmentation and the 1:1 marketing era, digital marketing: search, social, video, display, analytics, moment marketing vs marketing campaign development, marketing automation

Unit 3: Understanding Media:

Search Engine Optimization, Social Media Optimization, Pay Per Click, Structural analysis of website, Online Lead Generation

Unit 4: Digital Marketing Tools:

Digital Photo Sharing Tools, Digital Video Sharing Tools, Digital Audio Sharing Tools, Content Management Tools, Social Media Tools

Unit 5: Social Media Tools as per Usage

Hubspot, Hootsuite, MailChimp, Trello, Followerwonk, analytics and evaluation,

Personalized social media tools

Reading list:

Content Rules by Ann Handley, C.C Chapman

Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey and Fiona Ellis- Chadwick

Global Content Marketing: Pam Didner

Marketing 4.0: Moving from Traditional to Digital by Philip Kotler

INTRODUCTION TO BROADCAST MEDIA**General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC**

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Minor	MN-JM 701	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Unit 1 - Basics of Sound

Concepts of soundscape, sound culture. Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques Introduction to microphones, Characteristics of Radio as a medium

Unit 2 - Basics of Visual

What is an image, electronic image, television image, Digital image, Edited Image(politics of an image), What is a visual?(still to moving), Visual Culture, Changing ecology of images today Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio News Room, Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit 4 - Writing and Editing Television News

Basics of a Camera- (Lens & accessories), Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept), Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting.

Elements of a Television News Bulletins, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Fourth Year

Unit 5- Broadcast News

Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India?
(Analysis of News on National Broadcasters) Changing Character of Television News (24 -
hours news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event,
Performance and Construction.

Reading List:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

Principles and Theories of Mass Communication

General Suggestions for Framing Syllabus of Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

- ❖ Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Major	MJ-JM 801T	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Programme specific outcome:

1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication.
2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.

Course outcome: Students will have critical understandings of different principles and theories of Mass Communication.

Detailed Course

UNIT 1:-

Nature and Scope of Communication

- Definition, Concept, and Process of Communication
 - Communication as Action- Verbal and Non-Verbal
 - Types and Modes of Communication
 - Stages of Communication
 - Effective Communication and Barriers to Communication
- Global Communication and Information and Communication Technology

UNIT 2:-

Mass Communication: An Overview

- A brief History of Mass Communication
- Folk and Traditional Media
- The Rise of Mass Media- Print, Radio, Television and New/ Digital Media
- Functions of Mass Media
- Global Mass Communication , Mass Communication in India

Fourth Year

UNIT 3:-

Theories and Models of Communication: Critical understanding

- Defining Theory and Evolution of Mass Media Theory
- Theories of Communication: Hypodermic, Individual Differences, Cognitive Dissonance, Personal Influence Theory etc.
- Sociological Theories of Communication: Cultivation, Social Learning, Agenda Setting
- Play, Uses and Gratification, Dependency Theory etc.
- Development Communication, Democratization Theory etc.
- Basic Models of Communication: Linear, Transmission, Transactional and Interactional models
- New Media Theories

UNIT 4:-

Ideas & Ideologies in Media Theories

- Basic structure of Dominant paradigm
- Functionalism, Structuralism
- Critical theories, Hermeneutics/Cultural theories

Suggested Reading-

- Mass Communication in India –Keval J Kumar (Jaico Publishing)
- Mass Communication Theory: Foundation, Ferment and Future – Baran, Davis (Wadsworth)
- Mass Communication Theory – Denis McQuail (Sage)
- The Dynamics of Mass Communication – Joseph R Dominick (Mc Graw Hill)
- Sociological Theories- George Ritzer (Mc Graw Hill))
- Media effects: Advances in Theory and Research- Arthur A. Reney&Jenning Bryant (Taylor and Francis)
- Communication Models – Uma Narula (Atlantic)

General Suggestions for Framing Syllabus of Minor Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem -25)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Sections of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Theory	Paper No.	Credits:	Teaching Period	Teaching Load
Minor Vocational	MVC-JM 801	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Max/ Min)	Practical (Max/ Min)	Mid Sem (Max/ Min)	Practical (Max/ Min)	Total (Max/ Min)
75/30	--	25/10	--	100/40

Unit 1- Spread of Internet:

What is internet? Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile

Unit 2- Online journalism:

Earlier websites of newspapers, E-books and E-publishing Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multimediality and interactivity, Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online Journalism today

Unit 3- Digital storytelling:

Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast

Unit 4- Open source journalism:

Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright Exploring Cyberspace

Unit 5 (Practical): Individual Blog:

News stories, features, opinion pieces, pictures and video; Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites; bring out a web edition of the experimental journal

Reading list:

Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004.

RESEARCH PAPER

Practical	Paper No.	Credits:	Teaching Period	Teaching Load
Research Internship	RC	12	04/ Week	Field Work
Marks Distribution				
Theory (Full/Pass)	Practical (Full/Pass)	Mid Sem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
--	60/24	--	40/16	100/40

Soon after the Seventh Semester End-Term Examination, students will undergo training in Print Media / Electronic Media / New Media for Four weeks and will submit a comprehensive Internship Report (IR) of the work done during the training. The hard copy of the Internship Report (in duplicate) is to be submitted at least 4 weeks before the commencement of End Term Examination of the Eighth semester. Internship Report (IR) will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately.

Mass Media And Society

General Suggestions for Framing Syllabus of Advance Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Section of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Advance Major	AMJ - 01	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	MidSem (Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Programme specific outcome:

1. Advanced knowledge in relation to Media and Communication. Students will be competent enough to articulate their views over different issues and concerns relevant to the field of media and communication.
2. Inculcating research attitude and aptitude in students. Knowledge of advanced research skills and research methodology.

Course outcome:

Upon completion of the course, the students are expected to develop a critical understanding of the following:

- Developing a sociological understanding of media landscapes, social and political processes and institutions and complex relationship between mass media and these processes;
- Understanding the relationship between complex dynamics of media, society, polity and culture;
- Developing perspectives on the role of media in shaping/ influencing contemporary affairs;

Detailed Course

UNIT 1:-

Understanding Society and Social Processes and Mass Media

1. Understanding society and Indian social system
2. Social structure and social processes
3. Concept, forms and functions of Mass Media

UNIT 2:-

Media and Social World

1. Sociology of media
2. Mass media and socialization
3. Media, industry and social world
4. Mass media and social relations
5. Gender and communication
6. Mass media and public opinion

UNIT 3:-

Understanding Media as Industry

- Mass media and globalization
- Media ownership patterns and corporatization of media
- Mass media and profit
- Advertising and its impact

UNIT 4:-

Media and Politics

1. Media influence and political world
2. Media and ideology
3. Mass media and international relations

Suggested Reading-

1. David, R Croteau and William D. Hoyens, (2018), *Media Society: Industries, Images and Audiences*, Sage.
2. Burton G, (2010), *Media and Society: Critical Perspectives*, McGraw Hill.
3. Hodkinson, P., (2016) *Media, Culture and Society*, Sage Publications.
4. Perse, Elezabaith M. (2016), *Media Effect and Society*, Routledge
5. Schirato, Tony and Sushan Yell, (2000) *Communication and Culture: An Introduction*, Sage Publications.
6. Perloff, Richard M, (2021) *Dynamics of Political Communication: Media & Politics in Digital Age*, Routledge.
7. Gunthur, Richard, (2012) *Democracy and Media: A Comparative Perspective*, Cambridge University Press.

Social and Political Thoughts

General Suggestions for Framing Syllabus of Advance Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Section of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Advance Major	AMJ-02	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva(Full/Pass)	MidSem(Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Programme outcome: Knowledge and skills in relation to Media and Communication Studies.

Course outcome: Upon completion of the course, the students are expected to develop a critical understanding of the following:

- Developing a comprehensive understanding of modern Indian social and political thinkers and social and political underpinnings in different historical backdrops;
- Understand western social and political thought and the way these thinkers responded to the political situations of their times.
- Gain a broader view about historical processes with regard to pursuit of democracy, justice and ever-changing relationship between citizenship and the state at various points of time in history;

Unit	Topics
I	Indian Social and Political Thought - I <ol style="list-style-type: none"> 1. Indian Renaissance: Raja Ram Mohan Roy, Vivekananda 2. Liberal and hardline thinkers: Political Liberalism of G K Gokhale, Militant Nationalism of B G Tilak
II	Indian Social and Political Thought - II <ol style="list-style-type: none"> 1. Gandhi: Critique of western civilization, Nationalism, Satyagrah, Non-violence, Hind Swaraj, Ideal State 2. Nehruvian Thought 3. Socialist Thoughts: Radical Humanism of M N Roy, Socialism of R M Lohia, Total Revolution of J P Narayan 4. B R Ambedkar's thoughts on Social Justice and Social Democracy
III	Western Social and Political Thought <ol style="list-style-type: none"> 1. Greek Political Thinkers: Plato and Aristotle 2. Theories of Government: Machiavelli 3. Social Contract Theories: Hobbes, Locke 4. Social and Political Thoughts of George Hegel, Karl Marx
IV	Comparative Analysis Western and Indian Social Political Thought: A Comparative Analysis

Suggested Reading-

1. Appadorai, A.,(1987) *Indian Political Thinking in the 20th century*, New Delhi, South Asian Publishers.
2. Alhuwalia, B. and Alhuwalia, M., (1991) *Raja Ram Mohan Roy and the Indian Renaissance*, New Delhi, Mittal Publications.
3. Pantham T. & Deutch K, (1996) *Political Thoughts in Modern India*, Sage, New Delhi.
4. Chandra Bipin, (1979) *Nationalism and Colonialism in Modern India*, Orient Longman, New Delhi.
5. Ghose, Sankar,(1984) *Modern Indian Political Thought*, Allied Publishers, New Delhi.
6. Aristotle, (1960) *The Rhetoric of Aristotle*, Prentice Hall, New Jersey.
7. Avineri, Sholomo,(1971) *The Social and Political Thought of Karl Marx*, Cambridge University Press.
8. Berki, R. N,(1978) *The History of Political Thought*, London : Dent.
9. Curtis M, (1961) *The Great Political Theories*, 2 Volumes, New York: Avon.
10. Ebenstein, William, (1967) *Great Political Thinkers: Plato to the Present*, Calcutta: Cambridge University Press.

Mainstream Cinema & Society

General Suggestions for Framing Syllabus of Advance Major Courses in Non-Practical Subjects of BJMC

Time: 3 Hours

Full Marks for End Semester: 75

Internal Assessment: 25 Marks (Mid Sem.-20 & Assignment Work-5Marks)

No. of Lectures: 60

Instructions to External Question Setter for End Semester Examination (75 Marks): There will be three Section of questions. Section A will be very short answer type questions consisting of 5 compulsory questions carrying 1 mark each. Again, Section B will be short answer type questions wherein two questions are to be answered out of four questions carrying five marks each. Lastly, Section C will be long answer type questions wherein four questions are to be answered out of six questions carrying fifteen marks each.

Course	Paper No.	Credits:	Teaching Period	Teaching Load
Advance Major	AMJ - 03	04	04/ Week	60 Theory Period/ Sem
Marks Distribution				
Theory (Full/Pass)	Practical/Viva (Full/Pass)	MidSem(Full/Pass)	Practical (Full/Pass)	Total (Full/Pass)
75/30	--	25/10	--	100/40

Programme outcome: Knowledge and skills in relation to Media and Communication Studies.

Course Outcomes: Students will develop an in-depth understanding of Indian as well as world cinema; and its relationship with the society.

Unit	Topics
I	Introduction to Cinema: <ol style="list-style-type: none"> 1. Cinema- concept and definition. 2. History of cinema- 3. Actualities and Cinema of attractions. 4. French beginnings- George Meleis' and beginning of editing 5. Films of the period and Language of cinema, Arrival of sound
II	World Film movements: <ol style="list-style-type: none"> 1. Rise of American Films 2. German expressionism 3. Soviet Montage 4. French Avant Grade 5. Italian Neo-realism
III	Theories in Cinema Studies: <ol style="list-style-type: none"> 1. Feminist film theory 2. Narrative construction of Reality 3. Auteur Theory
IV	Indian Cinema: <ol style="list-style-type: none"> 1. Beginnings – pioneers of Indian Cinema 2. Talkies 3. The studio system and its decline 4. New Wave- Parallel and Middle Cinema 5. Second New Wave
V	Cinema & Society: <ol style="list-style-type: none"> 1. Censorship 2. Cinema for Change 3. Representations 4. Portrayals in Mainstream Cinema