

**Scheme of Examination of B.A. (Journalism & Mass Communication)
programme in accordance with NEP 2020 (Multiple Entry-Exit, Internships and
Choice Based Credit System) w.e.f. Academic Session 2022-23 in phased manner**

Semester-I

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
AECC-N100	Communicative English	AECC-1	2	-	-	2	2	2	25	-	25	50	2 Hours	
B-JMC-N101	Introduction to Communication	CC-1	5	1	-	6	6	6	75	-	75	150	3 Hours	
B-JMC-N102	History of Media	CC-2	5	1	-	6	6	6	75	-	75	150	3 Hours	
B-JMC-N103	Introduction to Journalism	CC-3	5	1	-	6	6	6	75	-	75	150	3 Hours	
B-JMC-N104	Computer Science (Theory)	SEC-1	1	-	-	1	1	2	20	-	5	25	2 Hours	
B-JMC-N105	Computer Science (Practical)		-	-	-	1	1		-	20	5	25	2 Hours	
B-JMC-N106	Activity/Hobby							2	Satisfactory/Non Satisfactory					
Total Credits								24	Total Marks				550	

Semester-II

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
AECC-N200	Environmental Studies	AECC-2	2	-	-	2	2	2	25	-	25	50	3Hours	
B-HIN-N200	Communicative Hindi	AECC-3	2	-	-	2	2	2	25	-	25	50	2 Hours	
B-JMC-N201	Basics of Reporting and Editing (Theory)	CC-4	4	-	-	4	4	6	50	-	50	100	3 Hours	
B-JMC-N202	Basics of Reporting and Editing (Practical)		-	-	2	4	2		-	25	25	50	3 Hours	
B-JMC-N203	Introduction to Radio & TV Journalism (Theory)	CC-5	4	-	-	4	4	6	50	-	50	100	3 Hours	
B-JMC-N204	Introduction to Radio & TV Journalism (Practical)		-	-	2	4	2		-	25	25	50	3 Hours	
B-JMC-N205	Writing for Media (Theory)	CC-6	4	-	-	4	4	6	50	-	50	100	3 Hours	
B-JMC-N206	Writing for Media (Practical)		-	-	2	4	2		-	25	25	50	3 Hours	
B-JMC-N207	Human Values and Ethics (Theory)	SEC-2	1	-	-	1	1	2	20	-	5	25	2 Hours	
B-JMC-N208	Human Values and Ethics (Practical)		-	-	-	1	1		-	20	5	25	2 Hours	
B-JMC-N209	Activity/Hobby	Activity/Hobby						2	Satisfactory/Non Satisfactory				2 Hours	
Total Credits								26	Total Marks				600	
Internship @ 10 credits (450 hours) after 2nd Semester (only for Exit Option) Certificate in Journalism & Mass Communication @ 50 credits														

AECC-N100: Communicative English

Time: 2 Hrs.

Credits: 2

Total Marks: 50

Theory:25

Internal Assessment: 25

Contact hours per week: 2

Course objectives: The paper is designed to enhance proficiency in English Language. It seeks to develop the basics of English Language through different modules. Each unit will enable and capacitate the learner to have communication competence which is required in the present-day world. The basic knowledge of communication will enable the learners to share and enliven ideas, experience and know-how ubiquitous in the world.

Course Learning Outcomes:
After completing the Course, the student will be able to:
AECC-N100.1: Learn the rhetoric of presentation
AECC-N100.2: Learn, comment and respond to correspondence
AECC-N100.3: Learn the basics of grammar and composition
AECC-N100.4: Acquaint with verbal and non-verbal communication

Note: All questions are compulsory.

- Q.1.** The paper setter will set two question from unit-II. The student shall attempt one out of the given two. (05)
- Q.2.** This question shall be based on unit-III. The student shall attempt one out of the given two. (10)
- Q.3.** There will be 15 grammatical items based on unit-IV. The student shall attempt any 10 items. (10)

Internal Assessment: The students shall be required to make presentation /PPT based on unit-I.

Unit-I

Listening and speaking skills

Listening skills (Active-passive, Accent)

Speaking Skills (Accent, Stress, Intonation, Assertion, Rhetorical questions, Pause, Pitch)

Oral presentation, Debates, Elocution and Extempore

Unit-II

Writing skills

Report writing

Paragraph writing

Letter writing

Unit-III

Technical and Modern communication

Resume writing

E-mail

Blogs and comments on social media

Unit-IV

Grammar

Noun, Pronoun, Verb, Adverb, Adjective, Preposition, Conjunction and their uses

Common errors in the use of English (Noun, Pronoun, Adjective, Adverb, Conjunctions)

Correct use of verbs and Articles

Vocabulary: Homonyms, Homophones, Pair of words

References:

- Communicative English, Dr. Jimmy Sharma, Arihant Parkashan Pvt. Ltd.
- Strengthen Your English, Bhaskaran and Horsburgh, Oxford University Press
- Basic Communication Skills for Technology, and area J Rutherford, Pearson Education Asia.
- Murphy's English Grammar with CD, Murphy, Cambridge University Press
- English Skills for Technical Students by Orient Longman
- Everyday Dialogues in English by Robert J. Dixon, Prentice-Hall of India Ltd., 2006.

B-JMC-N101: Introduction to Communication

Time:3 Hrs.
Credits: 6

Total Marks: 150
Theory: 75
Internal Assessment: 75

Contact hours per week: 6

Course Objectives: This course is designed to develop understanding of the basic concept and process of communication. Besides elaborating upon basic models the paper highlights the Indian concept of communication. The prime objective is to enhance communication skills by learning and practice.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N101.1: Understand basic concept of communication including Indian (Bharatiya) concept
B-JMC-N101.2: Know about the different levels and types of communication
B-JMC-N101.3: Develop understanding of basic models of communication
B-JMC-N101.4: Develop understanding of basic theories of communication

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT-I

Evolution of Communication
Communication: concept, definition, need and scope of communication
Indian philosophy of communication
Communication: elements and process
Levels of communication

UNIT-II

Types of communication
Principles of communication
Functions of communication
Barriers of communication

UNIT-III

Models of communication- Sadharanikaran, SMR, SMCR, Berlo
Aristotle, Lasswell, Dance, New Comb, Osgood

UNIT-IV

Theories of communication:
Hypodermic Needle Theory
Two-step flow and Multi-step flow
Dependency theory, cultivation theory
Agenda Setting Theory
Use and Gratification Theory

Student Activity:

1. Students will watch closely two persons communicating with each other than analyze the various signs and symbols they are using for interaction. They will note their signs & symbols and discuss their meaning in class. Students will also examine if there is any noise or barrier existing in their communication. If yes, observe the effect of the noise on the communication process.
2. Students will be engaged in group communication and public speaking activities.
3. Exercises will be conducted to understand the uses of verbal and non-verbal communication.

References :

- 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.
- 6.Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford &IBH Publishing Company, New Delhi

B-JMC-N101: Introduction to Communication

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC-N101.1	3	3	3	2	3	3	3	3
B-JMC-N101.2	3	3	3	3	3	3	3	3
B-JMC-N101.3	3	3	3	3	3	3	3	3
B-JMC-N101.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC-N101.1	3	2	2	2	3
B-JMC-N101.2	3	3	3	3	3
B-JMC-N101.3	3	3	3	3	3
B-JMC-N101.4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC-N101.1	3	3	3	2	3	3	3	3	3	2	2	2	3
B-JMC-N101.2	3	3	3	3	3	3	3	3	3	3	3	3	3
B-JMC-N101.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-JMC-N101.4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

B-JMC- N102: History of Media

Time:3 Hrs
Credits: 6

Total Marks: 150
Theory: 75
Internal Assessment: 75

Contact hours per week: 6

Course Objectives: This course will provide an overview of the glorious journey of journalism in India and will also enhance the understanding of the history and development of traditional media and electronic media and films in India.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC- N102.1: Learn about the history and development of print media in India
B-JMC- N102.2: Understand the origin and development of Indian electronic media
B-JMC- N102.3: Know about the history and development of Indian Cinema
B-JMC- N102.4: Learn about various types of popular traditional media

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Invention of printing press
History and growth of Print Media in India
Role of Press in Indian freedom movement
Growth and Development of print media in Haryana

Unit-II

Invention of Radio
History, development and growth of radio (AM, FM and Community radio) in India
Growth of radio in Haryana
Expansion of radio in India and New trends in radio broadcasting

Unit-III

Invention of Television
History, development and growth of TV in India
Emergence and development of Private TV Channels in India
Origin of Cinema
History, development and growth of Cinema in India
Development and present status of Haryanvi Cinema

Unit-IV

Introduction to Web Channels/Over the Top Platform (OTT)
Netflix, Amazon Prime, Disney Hotstars, Zee5, Sonyliv etc.
Introduction of regional Web Channels/OTT (Stageapp and Choupal)
History of Traditional media in India
Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music
Popular folk media of Haryana

Assignments

- **Prepare a series of Essay (10), choosing two from each units. (Word limit-500)**

References :

- Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Nadig Krishnamurthu, India Journalism (From Asokato Nehru),University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
- Jeffrey, Robin,India's Newspaper REvolution, Oxford University Press, Delhi.
- Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmilan India Ltd. Delhi
- Singh, Devvrat, Indian Television: Content, Issues and Challenges, Har Anand Publications Delhi,
- Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.

B-JMC- N102: History of Media

Process CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC- N102.1	3	3	3	3	3	3	2	3
B-JMC- N102.2	3	3	3	3	3	3	3	3
B-JMC- N102.3	3	3	3	3	3	3	3	3
B-JMC- N102.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC- N102.1	3	2	3	3	3
B-JMC- N102.2	3	2	3	3	3
B-JMC- N102.3	3	3	3	3	3
B-JMC- N102.4	3	3	3	3	3
Average	3	2.5	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC- N102.1	3	3	3	3	3	3	2	3	3	2	3	3	3
B-JMC- N102.2	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N102.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-JMC- N102.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3	3	2.5	3	3	3

B-JMC-N103: Introduction to Journalism

Time: 3 Hrs

Credits: 6

Total Marks: 150

Theory: 75

Internal Assessment: 75

Contact hours per week: 6

Course Objectives: The course is designed to introduce students to the basics of journalism, to acquaint them with elements, types and important aspects of process of Journalism and to enhance understanding of the technical terms and jargon of Journalism.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC- N103.1: Understand the basic concept of journalism including Indian perspective
B-JMC- N103.2: Inculcate the knowledge of elements and types of journalism
B-JMC- N103.3: Understand the contemporary issues and important aspects of the process of journalism
B-JMC- N103.4: Enhance understanding of the technical terms and jargon of journalism

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Journalism: Concept, elements, definition, nature and scope

Indian concept of Journalism: Ancient Perspective

Functions and Skills of Journalism

Role of Journalism in Democracy

Journalistic values-Truth, objectivity, fairness, balance, diversity and plurality

Unit-II

Contemporary Issues and Debates in Journalism

Media Literacy: concept and definition

Relevance of media literacy in society

Convergence – meaning and concept

Unit-III

Alternative Journalism

Yellow Journalism

Investigative Journalism

Advocacy Journalism

Citizen Journalism

Data Journalism

Unit-IV

New technological trends in journalism, Cyber journalism

Journalism through social media

New trends in journalism, MoJo (Mobile Journalism)

Terminologies of journalism

Assignments

- Students will prepare a profile of news paper writings (types and style).
- Visit to important media centers observing their functioning and writing reports thereof.

References :

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print 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.
6. Aggarwal, Virbala, Patrakarita evam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

B-JMC-N103: Introduction to Journalism

Process CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC- N103.1	3	3	3	3	3	3	2	3
B-JMC- N103.2	3	3	3	3	3	3	3	3
B-JMC- N103.3	3	3	3	3	3	3	3	3
B-JMC- N103.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC- N103.1	3	2	3	3	3
B-JMC- N103.2	3	2	3	3	3
B-JMC- N103.3	3	3	3	3	3
B-JMC- N103.4	3	3	3	3	3
Average	3	2.5	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC- N103.1	3	3	3	3	3	3	2	3	3	2	3	3	3
B-JMC- N103.2	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N103.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-JMC- N103.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3	3	2.5	3	3	3

B-JMC-N104: Computer Science (Theory)

Time: 2 Hrs.
Credits: 1

Total Marks: 25
Theory: 20
Internal Assessment: 5

Contact hours per week: 1

Course Objectives: This course is designed for theoretical understanding of computer system and its components, functioning and its application software exposure.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N104.1: Understand the basic knowledge of computer system.
B-JMC -N104.2: Know about the functioning of operating systems.
B-JMC -N104.3 Understand the basic concept of Internet and computer networks .
B-JMC -N104.4: Understand the basics of Application Software.

NOTE:- The examiner will set total 10(ten) questions covering the entire syllabus. Student will attempt any five questions. All questions will carry equal marks.

Unit-I

Operating System - Definition & Functions of Operating System, Basics of Popular Operating Systems; The User Interface, Exploring Computer, Icons, taskbar, desktop, Using Menu and Menu-selection, managing files and folders, Control panel – display properties, add/remove software and hardware, Running an Application, Using help; Creating Short cuts, Basics of O.S Setup; Common utilities.

Unit-II

Word Processing: Introduction to Word Processing, Menus, Creating, Editing & Formatting Document, Spell Checking, Printing, Views, Tables, Word Art, Mail Merge, Macros.

Unit-III

Spread Sheet: Elements of Electronics Spread Sheet, Applications, Creating and Opening of Spread Sheet, Menus, Manipulation of cells: Enter texts numbers and dates, Cell Height and Widths, Copying of cells, Mathematical, Statistical and Financial function, Drawing different types of charts.

Unit-IV

Presentation Software: Creating, modifying and enhancing a presentation, Delivering a presentation, Using sound, animation and design templates in presentation.

REFERENCES BOOKS

- Help files from Apache Open Office, <https://wiki.openoffice.org/wiki/Documentation>
- Channele Andy, “Beginning OpenOffice 3: From Novice to Professional”, aPress Publications
- Beginning OpenOffice 3: From Novice to Professional, Andichannele, Apress.
- Microsoft Office 2016 Step by Step: MS Office 2016 Step by S_pl, By Joan Lambert, Curtis Frye
- Computer Fundamentals - By Pradeep K. Sinha, Priti Sinha, BPB Publications, 6th Edition
- Getting Started with LibreOffice 5.0, Friends of OpenDocuments Inc., <Http://friendsofopendocument.com>
- Documentation from LibreOffice, <https://documentation.libreoffice.org/en/english-documentation/>

B-JMC-N105: Computer Science (Practical)

Time: 2 Hrs.

Credits: 1

Total Marks: 25

Practical: 20

Internal Assessment: 5

Contact hours per week: 2

Course Objectives: This course is designed for practical understanding of commonly used application software and its functioning to the students.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC -N105.1: Use MS-Word
B-JMC -N105.2: Use MS-Excel
B-JMC -N105.3: Use PowerPoint
B-JMC -N105.4: Create Email account, compose & send emails for personal and professional communication.

Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

List of Practical Exercises:
Starting with basics of Operating Systems and its functionalities
Create and format word documents.
Use tables, word Art and other features in your documents.
Use macros to simplify the tasks in a document.
Use mail merge to write once for many.
Use spreadsheet for basic data handling
Apply formulas to sheet for automation.
Use if-else to make certain decisions in a sheet.
Use Charts & Shapes for better visualization of data.
Use filters and data validation controls for control of data
Prepare and format presentations.
Apply slide transitions, animations and sequencing for slides.
Apply different formatting and insert options to make presentation better.
Use rehearse and timing options for a presentation with handouts.

B-JMC-N106: Activity/Hobby

Gita-A Manual of Life (Option-i)

Course Credit: 02

Total Marks: 50 Marks

Contact Hours: 02 per week

Teaching will be based on the discussion in the class room

Note: There will be no written examinations, knowledge and understanding of Gita teachings will be assessed through discussion by the Students describing the knowledge and implementation of Gita's teachings in daily life for the betterment of our day today life.

Course Outcomes:

Unit-1: After studying the first unit of the course students will be able to understand meaning, background & relevance of Gita's teaching's in contemporary times.

Unit-II: After studying the second unit of the course students will be able to understand benefits of Karma Yoga, Bhakti Yoga and Gyana Yoga in our daily life.

Unit-1

Gita for all: Meaning, background and relevance of Gitaopdesha. Karmayoga as a way to right knowledge; Necessity of Loksamgraha for the service of Humanity.

Unit-II

Gita for Spiritual world: Karm Yogi as an Ideal Man of Gita, Sthitaprajna as a symbol of ideal master in Gita, Swadharma and Pradharna as a secret of Blissful society, Atma Samyama Yoga; a technique for building an ideal person according to Gita.

Suggested Books:

- Swami Ramsukhdas, Gita Sadhak Sanjivani Teeka
- Hnuman Prasad Poddhar, Gita Tattvavivechni Teeka
- Gandhi Gita Matta
- Gurudatta Srimadbhagvadgita Vyakhya
- Satyavarta, Srimadbhagvadgita Vyakhya
- Swami Jyanananda, Gita Prerna
- Paramhamsa Yogananda, Srimadbhagvadgita God-Arjuna, Discourse Aurvind, Essays on Gita.
- S. Radhakrishna, Bhagwadgita Vyakhya
- Jyaneshwar, Jyaneshwari Gita

B-JMC-N106: Activity/Hobby

Public Speaking (Option-ii)

Course Credit: 02

Total Marks: 50 Marks

Contact Hours: 02 per week

Teaching will be based on the discussion in the class room

Note: There will be no written examinations. Understanding and art of Public speaking will be assessed through discussion and presentation by the Students in the class room.

Course Outcomes:

Unit-1: After studying the first unit of the course students will be able to understand relevance of Public speaking in their academic and professional life.

Unit-II: After studying the second unit of the course students will be able to write their own speech and analyze the intricacies of speeches of renowned speakers.

Unit-1

Public speaking: Meaning and relevance, Characteristics of an effective speaker, Power of words, Use of body language, dressing, mannerisms, Use of effective memory techniques, Overcoming the fear of public speaking- Glossophobia

Unit-II

Speech : Introduction, body and conclusion, Writing your own speeches, famous speeches of World s greatest orators, Case studies of effective public communicators like TED speakers of both Indian and foreign origin

Suggested Books:

- The Art of Public Speaking author Dale Carnegie, along with J. Berg Esenwein, Rupa Publications, India (English and Hindi)
- Speak with no fear, Mike Acker, Advantage Publishing Group
- TED Talks, Chris Anderson, Headline Publishing Group
- 50 Prernadayak Bhashan, Fingerprint Publishing

AECC-N200 : Environment Studies

Time: 3 Hrs.
Credits: 2

Total Marks: 50
Theory: 25
Internal Assessment: 25

Scheme of paper: Total number of questions will be nine. Students have to attempt five questions in all. Questions no. 1 is compulsory. All questions carry equal marks. Each question is of 8 marks.

Course objectives: The aim of this course is to make the students aware about the environmental problems and current global issues related to environment. It provides knowledge about concepts of ecosystem and biodiversity and develops interest in the students about their role in conservation of environment and reducing pollution and waste generation in their surroundings. By understanding the environmental problems, their causes and solutions, the students can apply these to their daily lives.

Course Outcomes (COs) for Theory:

COs	On successful completion of the course, the students will be able to:
CO 1	Understand the concept of environmental studies, its scope and importance in the conservation of environment. Understand the concept of ecosystem and different types of natural and artificial ecosystems in the world, the biogeochemical cycling and energy flow in an ecosystem.
CO 2	Describe the various renewable and non-renewable natural resources and their over-exploitation due to increasing demands of rising population. Become aware about biodiversity, its importance and the various threats for biodiversity. Have knowledge of the endangered species and their conservation measures that are needed to be adopted at different levels.
CO 3	Have understanding about the types of pollution and how to reduce pollution levels in air, soil, water, land and from marine bodies, as to develop interest in reducing the solid waste generation as well as its management at household level. Gain knowledge of various global environmental issues like climate change, global warming and ozone depletion and also about different environmental laws implemented to conserve the environment.
CO 4	Understand the concept of population growth, disaster management, impacts of drug abuse and various environmental movements.

Course outcome for practical/field work:

CO 1	To get practical knowledge of various environmental issues through project file/assignment with case studies.
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Mode of Paper Setting: Total number of questions set will be nine. Questions no. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all, one question from each unit including the compulsory question. Each question is of 5 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.

Unit I

Introduction to environmental studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Ecosystems: What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem, d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (8 lectures)

Unit II

Natural Resources: Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Biodiversity and Conservation

- Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. (16 lectures)

Unit III

Environmental Pollution

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste, Pollution case studies.

Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

(15 lectures)

Unit IV

Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Drugs and their effects; Useful and harmful drugs; Use and abuse of drugs; Stimulant and depressant drugs. Concept of drug de-addiction. Legal position on drugs and laws related to drugs.

(6 lectures)

Practical/Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

(Equal to 5 lectures)

Suggested Readings:

- 1.Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- 2.Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- 3.Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- 4.Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University

B-HIN-N200 : Communicative Hindi

Time: 2 Hrs.
Credits: 2
Contact hours per week: 2

Total Marks: 50
Theory: 25
Internal assessment: 25

Course Objectives: The Paper is designed to enhance proficiency in Hindi Language. It seeks to develop the basic of Hindi Language through different modules. Each unit will enable the learner to have the communication in Hindi and to share and express ideas and experiences.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-HIN-N200.1: Develop the knowledge of basics of Hindi language.
B-HIN-N200.2: Improve vocabulary in Hindi language.
B-HIN-N200.3: : Inculcate the knowledge of grammar in Hindi language
B-HIN-N200.4: Learn correct uses of Hindi language in media writing

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit – I

Hkk"kk dh ladYiuk
Hkk"kkbZ Hksn&ekSf[kd ,oa fyf[kr
Hkk"kk dk ekudhdj.k&fLFkfr ,oa pqukSfr;kj
Hkk"kk rFkk lekt dk ikjLifjd vUrIzcU/kA

Unit – II

fgUnh O;kdj.k 'kCn :i vkSj okD; jpuk
nsoukxjh fyfi vkSj o`fr
mPpkj.k vo;o] i;kZ;] foykse] lekukFkhZ] vusdkFkhZ 'kCn
fgUnh dh iz;ksxkRed =qfV;ka

Unit – III

fgUnh lkfgR; dk laf{klr bfrgkl
fgUnh lkfgR; dh vk/kfud izo`fRr;ka
fgUnh dh lkfgR;d fo/kkvksa dk ifjp;
fgUnh x| ,oa il

Unit – IV

iz;kstu ewyd fgUnh dk vfHkizk; ,oa vko';drk
tulapkj ek;/e vkSj fgUnh Hkk"kk] ehfM;k dh Hkk"kk dh izd`fr ,oa fopyu
{ks=h; izHkko ,oa {ks=h; Hkk"kkbZ iz;ksx
eqfnzr ek;/e vkSj fgUnh
jsfM;ks ,oa Vsyhfotu dh Hkk"kk
foKkiu ,oa lks'ky ehfM;k dh Hkk"kk

Suggested Readings:

HkkfV;k] Mkw- dSyk'kpUn] vuqokndyk % fl)kar vkSj iz;ksx] r{kf'kyk izdk'ku] u;h fnYyhA

'kekZ] j?kquUnu izlkn] iz;kstu ewyd fgUnh % fl)kar vkSj O;ogkj] fo'ofokj; izdk'ku] okjk.klhA

v;~;j] fo'oukFk] vuqokndyk] izHkkk izdk'ku] fnYyh

frokjh] HkksykukFk] fgUnhHkk"kk dh lkekftd Hkwfedk] nf{k.k Hkkjr fgUnh izpkj lfefr] enzkl

>kYVs] Mkw- naxy] iz;kstu ewyd fgUnh % fl)kar vkSj iz;ksx] ok.kh izdk'ku] u;hfnYyh

xksnjs] Mkw- fouksn] iz;kstu ewyd fgUnh] ok.kh izdk'ku] u;h fnYyh

jk.kk] egsUnz flag] iz;kstu ewyd fgUnh ds vk/kqfud vk;ke] g"kkZ izdk'ku] vkxjA

dqekj pan] tulapkj ek;/;eksa esa fgUnh] Dykfldy ifCyf'kax dEiuh] fnYyh

B-HIN-N200: Communicative Hindi

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-HIN-N200.1	3	3	3	3	2	2	2	3
B-HIN-N200.2	3	3	3	3	2	2	2	3
B-HIN-N200.3	3	3	3	3	2	2	2	3
B-HIN-N200.4	3	3	3	3	2	2	2	3
Average	3	3	3	3	2	2	2	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-HIN-N200.1	2	2	2	2	2
B-HIN-N200.2	2	2	2	2	2
B-HIN-N200.3	2	2	2	2	2
B-HIN-N200.4	2	2	2	2	2
Average	2	2	2	2	2

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-HIN-N200.1	3	3	3	3	2	2	2	3	2	2	2	2	2
B-HIN-N200.2	3	3	3	3	2	2	2	3	2	2	2	2	2
B-HIN-N200.3	3	3	3	3	2	2	2	3	2	2	2	2	2
B-HIN-N200.4	3	3	3	3	2	2	2	3	2	2	2	2	2
Average	3	3	3	3	2	2	2	3	2	2	2	2	2

B-JMC-N201: Basics of Reporting & Editing (Theory)

Time:3 Hrs.

Credits: 4

Contact hours per week: 4

Total Marks: 100

Theory: 50

Internal Assessment: 50

Course Objectives: The course is designed to impart knowledge about the basics of reporting and editing and to familiarize the students with different skills required for reporting and editing with a focus to create understanding of specialized reporting.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N201.1: Understand the basics of reporting
B-JMC-N201.2 Understand different types and techniques of reporting
B-JMC-N201.3: Know basic concept of editing for print
B-JMC-N201.4: Learn basics of newspaper designing

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT-I

Concept, definitions and elements of Reporting

Sources of News, News gathering, Verification and Validation of facts

Cultivation of sources, types of sources, significance of sources in news gathering

Reporting hierarchy in a Newspaper

UNIT-II

Skills required to being a reporter

Press conference, Press briefing, Meet the press and Conducting interviews

Types of beat: Political, Crime, Life style, Entertainment, Sports, Health, Education, Agriculture, Science & Technology, Business, Investigative

Unit-III

Editing: concept, definition and significance

Principles of Copy Editing

Role of News Editor, Chief Sub Editor and Copy Editor, Skills required to being a copy editor

News Editing: Copy writing, copy selection, story structure

UNIT-IV

Design: meaning and significance

Elements and principles of design

Concept and Utility of Dummy

Basic knowledge of designing softwares like Quark & Indesign

References :

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. LynetteSheridanBurns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism:Principles and Practice; Sage.
5. Hereis the News: ReportingforMedia, SterlingPublishers.
6. Flemming and Hemmingway(2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). TheNewspaper's Handbook, RoutledgePublication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
9. NatarajanandChakraborty:Oyvkucatuibs(1995):DefenceReportinginIndia:The Communication Gap, Trishul Publications .
10. Trikha,N.K,Reporting,MakhanlalChaturvediRashtriyaPatrakaritaAvamSanchar Vishwavidyalaya.
11. Drone Journalism- Dr Abid Ali, Sankalp Publication
12. Dr. Ashok Kumar Samachar Lekhan avem Reporting, Shivalik Prakashan New Delhi,

B-JMC-N201: Basics of Reporting & Editing (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC-N201.1	3	3	3	3	3	3	2	2
B-JMC-N201.2	3	3	3	3	3	3	3	3
B-JMC-N201.3	3	3	3	3	3	3	3	3
B-JMC-N201.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC-N201.1	3	3	2	3	3
B-JMC-N201.2	3	3	3	2	3
B-JMC-N201.3	3	3	3	2	3
B-JMC-N201.4	3	3	3	3	3
Average	3	3	2.75	2.5	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC-N201.1	3	3	3	3	3	3	2	2	3	3	2	3	3
B-JMC-N201.2	3	3	3	3	3	3	3	3	3	3	3	2	3
B-JMC-N201.3	3	3	3	3	3	3	3	3	3	3	3	2	3
B-JMC-N201.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	2.75	3	3	2.75	2.5	3

B-JMC-N202: Basics of Reporting & Editing (Practical)

Time:3 Hrs.

Credits: 2

Contact hours per week: 4

Total Marks: 50

Practical: 25

Internal Assessment: 25

Course Objectives: This paper is designed to impart the practical knowledge about reporting and editing and of designing softwares.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N202.1: Report various types of news stories
B-JMC-N202.2: Conduct interviews as a reporter
B-JMC-N202.3: Edit copy for print
B-JMC-N202.4: Use newspaper designing softwares

Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

List of Practical Exercises:
Submit 25 news reports of events in your city (of any five different beats). Five political stories, 5 crime stories, 5 sport stories, 5 lifestyle/entertainment stories, 5 stories related to health/ science ad technology
Edit at least five stories
Prepare a dummy of daily newspaper
Design front page of a daily newspaper
Conduct interviews of two famous personalities

B-JMC-N202: Basics of Reporting & Editing (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC- N202.1	3	3	3	2	2	2	3	3
B-JMC- N202.2	3	3	3	2	2	2	3	3
B-JMC- N202.3	3	3	3	2	2	2	3	3
B-JMC- N202.4	3	3	3	2	2	2	3	3
Average	3	3	3	2	2	2	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC- N202.1	3	2	3	3	3
B-JMC- N202.2	3	2	3	3	3
B-JMC- N202.3	3	3	2	3	3
B-JMC- N202.4	3	3	3	3	3
Average	3	2.5	2.75	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC- N202.1	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N202.2	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N202.3	3	3	3	3	3	2	3	3	3	3	2	3	3
B-JMC- N202.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	3	3	3	2.75	2.75	3	3

B-JMC-N203: Introduction to Radio & TV Journalism (Theory)

Time:3 Hrs.

Credits: 4

Contact hours per week: 4

Total Marks: 100

Theory: 50

Internal Assessment: 50

Course Objectives: The course is designed to introduce students to the basics of Radio and TV Journalism and also to make them familiarize with the working of radio and TV studio and the related equipment.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC 203.1: understand basics of radio journalism and working of radio studio
B-JMC 203.2: understand functioning of radio newsroom
B-JMC 203.3: understand TV studio set up and different types of cameras
B-JMC 203.4: understand TV newsroom and its functioning

UNIT-I

Introduction to Radio Journalism

Radio Stations based on their transmission and purpose

Community radio, military radio, spiritual/religious radio

Commercial radio, private radio, pirate radio, amateur radio stations

New trends in radio broadcasting- Satellite radio, digital radio, online radio stations

UNIT –II

Set –up and functioning of a radio studio, Microphones, console, mixers and speakers

Radio Newsroom- employee and working process, Qualities of News Editor and News Reporter

Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin

UNIT –III

Introduction and functions of TV Journalism

Types of TV studios, Set up and functioning of a TV studio

Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera,

Hexacopter, Spiders Camera

UNIT –IV

Structure and functioning of TV newsroom

TV news bulletin: News-gathering, Elements of a TV news story, Story structures- inverted pyramid, diamond, hour glass, narrative

TV news script, elements of a TV news bulletin

News anchor, presenter and reporter's roles and responsibilities

TV debates, interviews and types of interviews

Suggested Readings

1. Masani 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 MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting

B-JMC-N203: Introduction to Radio & TV Journalism (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC-N203.1	3	3	3	3	3	3	2	2
B-JMC-N203.2	3	3	3	3	3	3	3	3
B-JMC-N203.3	3	3	3	3	3	3	3	3
B-JMC-N203.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC-N203.1	3	3	2	3	3
B-JMC-N203.2	3	3	3	2	3
B-JMC-N203.3	3	3	3	2	3
B-JMC-N203.4	3	3	3	3	3
Average	3	3	2.75	2.5	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC-N203.1	3	3	3	3	3	3	2	2	3	3	2	3	3
B-JMC-N203.2	3	3	3	3	3	3	3	3	3	3	3	2	3
B-JMC-N203.3	3	3	3	3	3	3	3	3	3	3	3	2	3
B-JMC-N203.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	2.75	3	3	2.75	2.5	3

B-JMC-N204: Introduction to Radio & TV Journalism (Practical)

Time:3 Hrs.

Credits: 2

Total Marks: 50

Practical: 25

Internal Assessment: 25

Course Objectives: The purpose of this paper is to give practical experience of working in a radio and TV studio and preparing radio and TV news.

List of practicals
Reporting radio news stories for any five events of your city
Writing script for radio news bulletin
Reporting TV news stories for any five events of your city
TV writing for different types of visuals
Writing script for TV news bulletin
Different types of PTC

B-JMC-N204: Introduction to Radio & TV Journalism (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC- N204.1	3	3	3	2	2	2	3	3
B-JMC- N204.2	3	3	3	2	2	2	3	3
B-JMC- N204.3	3	3	3	2	2	2	3	3
B-JMC- N204.4	3	3	3	2	2	2	3	3
Average	3	3	3	2	2	2	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC- N204.1	3	2	3	3	3
B-JMC- N204.2	3	2	3	3	3
B-JMC- N204.3	3	3	2	3	3
B-JMC- N204.4	3	3	3	3	3
Average	3	2.5	2.75	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC- N204.1	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N204.2	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N204.3	3	3	3	3	3	2	3	3	3	3	2	3	3
B-JMC- N204.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	3	3	3	2.75	2.75	3	3

B-JMC-N205: Writing for Media (Theory)

Time:3 Hrs.
Credits: 4
Contact hours per week: 4

Total Marks:100
Theory: 50
Internal Assessment:50

Course Objectives: This paper will help the learners to understand the concept of news and basics of news writing. It will also help to understand different forms of writing including web writing.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N205.1: Understand the concept of news
B-JMC-N205.2 : Know about the basics of news writing.
B-JMC-N205.3: Understand different writing techniques.
B-JMC-N205.4: Develop the skills for online writing.

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT-I

Difference between creative and journalistic writing
Principles of good writing
News Story structure and introduction to various styles of news writing
Writing features, articles, editorials, columns, middle, letter to editor,
News analysis: backgrounder, reviews
Writing features and articles for magazines

UNIT-II

Basics of radio writing
Elements of radio script
Techniques and style of radio script writing
Radio script writing: Radio talks, features, interview, drama and other programmes

Unit-III

Basics of television writing
Different script formats
Elements of television script
Television script writing : interview, documentary, special & other programmes

Unit-IV

Copy writing for Print Advertisement
Writing for radio advertisement
Writing for television advertisement
Writing for web
Writing press releases

References:

- George, A. H. (1990). News Writing, Kanishka Publications.
- Stein, P. & Burnett (2000), Newswriter's Handbook: An Introduction to Journalism, Blackwell Publishing.
- Itule & Anderson (2002). News Writing and Reporting for Today's Media, McGraw Hill Publication
- Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
- M.L. Stein and Susan F. Paterno, 'The News Writer's Handbook', Surjeet Publications, New Delhi, 2003.
- George A. Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
- Bruce D. Itule and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
- Julian Harris, Kelly Leiter, Stanley Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
- /kwfy;k] lqHkk" k] iz/kku vkuan] lekpkj ys[ku ,oa vo/kkj.kk] Hkkjrh; tulapkj laLFkku izdk'ku] ubZ fnYyh
- Dr Madhu Deep Singh, Media Plurality and Diversity, ISBN-978-81-931528-1-2
- dqekj] v'kkzd] lekpkj ys[ku ,oa fjiksfVZax] f'kokfyd izdk'ku] ubZ fnYyh A

B-JMC-N205: Writing for Media (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC-N205.1	3	3	3	3	3	3	3	3
B-JMC-N205.2	3	3	3	3	3	3	3	3
B-JMC-N205.3	3	3	3	3	3	3	3	3
B-JMC-N205.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC-N205.1	3	2	3	3	3
B-JMC-N205.2	3	3	3	3	3
B-JMC-N205.3	3	3	3	3	3
B-JMC-N205.4	3	3	3	3	3
Average	3	2.75	3	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC-N205.1	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC-N205.2	3	3	3	3	3	3	3	3	3	3	3	3	3
B-JMC-N205.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-JMC-N205.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	2.75	3	3	3

B-JMC-N206: Writing for Media (Practical)

Time:3 Hrs.
Credits: 2

Total Marks: 50
Practical: 25
Internal Assessment: 25

Contact hours per week:4

Course Objectives: This paper will help the learners to practise news writing and develop skills required to be used in professional field.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC 206.1: Write news in different styles
B-JMC 206.2 : Write headlines and intros
B-JMC 206.3: Features, articles, news analysis and backgrounders
B-JMC 206.4: Write for online platforms

Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

List of Practical Exercises:
Write any five news (hard) stories for print.
Write any five news (soft) stories for print.
Write headline for 10 stories
Write intro of 5 stories
Write 2 features and 2 articles on any topic
Write news analysis and backgrounder
Create your own blog on any topic of your interest
Write one script for radio talk
Write one script each for Radio Advertisement and TV Advertisement
Write 5 press releases

B-JMC-N206: Writing for Media (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-JMC- N206.1	3	3	3	2	2	2	3	3
B-JMC- N206.2	3	3	3	2	2	2	3	3
B-JMC- N206.3	3	3	3	2	2	2	3	3
B-JMC- N206.4	3	3	3	2	2	2	3	3
Average	3	3	3	2	2	2	3	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-JMC- N206.1	3	2	3	3	3
B-JMC- N206.2	3	2	3	3	3
B-JMC- N206.3	3	3	2	3	3
B-JMC- N206.4	3	3	3	3	3
Average	3	2.5	2.75	3	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-JMC- N206.1	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N206.2	3	3	3	3	3	3	3	3	3	2	3	3	3
B-JMC- N206.3	3	3	3	3	3	2	3	3	3	3	2	3	3
B-JMC- N206.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	3	3	3	2.75	2.75	3	3

B-JMC-N207: Human Values & Ethics (Theory)

Time:2 Hrs.
Credits: 1
Contact hours per week: 1

Total Marks: 25
Theory: 20
Internal Assessment: 05

Course Objectives: This paper will help the learners to understand the need and significance of human values and ethics in their life.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N207.1: correlate the need of human values to sustained happiness and prosperity- the core aspirations of human beings.
B-JMC-N207.2 : express the knowledge of human values and analyse their importance in holistic perspective for a peaceful world.

Unit -1

Human Values: Meaning and Definitions

- (a) Understanding the need of human values and value education. Self-exploration, Concept of happiness and prosperity. Right understanding, understanding body as an instrument of I, Living in harmony, reaching highest potential in digital age through care & empathy balancing interests and expectations.
- (b) Basic human values: Honesty, kindness, integrity, courage, co-operation, commitment, cleanliness, spirituality, understanding duties & rights.

Unit-II

Life Values and universal ethics

- (a) Life Values:- Understanding of harmony in yourself family: Trust and respect, society; Co-existence & unity in diversity Nature mutually interacting units and universe.
- (b) Universal Ethics-Loyalty, respect for others, adherence to the law, doing good and avoiding harm to other, accountability, sensitive towards environment. Transparency, impartiality and objectivity.

Suggested Books:-

- 1) Ethics. Integrity and Aptitude (3rd Edition)- M. Karthikeyan Pub: McGraw Hill,
- 2) A foundation course in Human Values and Professional Ethics- RR Gaur. R Sangal. GP Bagaria Pub: abe books
- 3) Ebook-Ig- UGC (26-11-2019)
PDF- Human Value www.ugc.ac.in (available on UGC Website)
- 4) Patanjala Yoga Sutra- Samadhi Pada

B-JMC-N208: Human Values & Ethics (Practical)

Time:2 Hrs.
Credits: 1
Contact hours per week: 2

Total Marks: 25
Practical: 20
Internal Assessment: 05

Course Objectives: This paper will help the learners to understand the need and significance of human values and ethics in their life.

Course Learning Outcomes:
After completing the Course, the student will be able to:
B-JMC-N207.1: correlate the need of human values to sustained happiness and prosperity- the core aspirations of human beings.
B-JMC-N207.2 : express the knowledge of human values and analyse their importance in holistic perspective for a peaceful world.

Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

List of Practical Exercises:
Write two essays on the topics suggested by the concerned faculty from the topics included in theory paper.
Make a photo feature on any one human value included in theory paper.
Make a short film depicting any one human value included in theory paper.

B-JMC-N209: Activity/Hobby

Photography (Option-i)

Course Credit: 02

Total Marks: 50 Marks

Contact Hours: 02 per week

Teaching will be based on the discussion in the class room

Note: There will be no written examinations. Understanding of the art of Photography will be assessed through discussion and practical work by the Students in the class room.

Course Outcomes:

Unit-I: After studying the first unit of the course students will be able to become familiar with camera and related accessories.

Unit-II: After studying the second unit of the course students will be able to click photographs like a professional and may take up freelance photography.

Unit-1

Photography as an art and as a technique, means of self expression and creativity, tool of capturing and recording memories, means of developing curiosity and keen observation, way of exploring the world. Camera and related accessories, different types of camera and their uses

Unit-II

How camera works, focus, shutter speed, aperture, depth of field, white balance.

Understanding lights, lighting techniques, natural vs artificial lights, direction of lights, use of key, fill and back lights. Study of award winning photographs (Pulitzer prize winners)

Suggested Books:

1. Practical Photography Digital Camera School : The Step-by-step Guide to Taking GreatPicture- By Publisher Carlton Books Ltd. (London).
2. Photography Techniques and Uses (Photography Taknik and Pryog) by Narendra SinghYadav and Published by Rajasthan Hindi Granth Academy.
3. The Beginner's Photography Guide, Chris Gatcum, DK Publishers

B-JMC-N209: Activity/Hobby

Creative Writing (Option-ii)

Course Credit: 02

Total Marks: 50 Marks

Contact Hours: 02 per week

Teaching will be based on the discussion in the class room

Note: There will be no written examinations. Understanding of the art of creative writing will be assessed through discussion and practical work by the Students in the class room.

Course Outcomes:

Unit-1: After studying the first unit of the course students will be able to become familiar with characteristics of creative writing.

Unit-II: After studying the second unit of the course students will be able to write in various genres of creative writing.

Unit-1

Creative writing: meaning and significance, Basic principles of writing, role of research in writing, understanding of language and grammar

Unit-II

Genres of creative writing: short stories, novel, poetry, drama, features, columns, satire, biography, autobiography, travelogues, diaries, blog writing

Suggested Books:

1. Creative Writing: A Beginner's Manual by Anjana Neira Dev, Anuradha Marwah and Swati Pal, Publishers: Pearson India
2. The Cambridge Companion To Creative Writing South Asian Edition Edited by David Morley and Philip Neilson, Cambridge University Press