

**SCHEME OF EXAMINATION  
&  
SYLLABUS  
of  
UG Programme (Interdisciplinary)  
B.A. (Journalism & Mass Communication)  
(Scheme: D)**

**As per National Education Policy 2020**

(Multiple Entry-Exit, Internships and Choice Based Credit System)

**w.e.f. Academic Session: 2023-2024** in phased manner



**INSTITUTE OF MASS COMMUNICATION  
& MEDIA TECHNOLOGY**

**Kurukshetra University, Kurukshetra**

(A+ Grade, NAAC Accredited)

under

**Faculty of Commerce and Management**

**Kurukshetra University, Kurukshetra**

# GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS / SUBJECT TEACHERS

## **EVALUATION AND EXAMINATION**

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

**Theory Internal Assessment shall broadly based on the following defined composition:**

- a) Class Participation
- b) Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- c) Mid-Term Exam

<b>Total Internal Assessment Marks</b>	<b>Class Participation</b>	<b>Seminar/Demonstration/Presentation/ Assignment/Quiz/Class Test, etc.</b>	<b>Mid-Term Exam</b>
10	03	02	05
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

**Practical Internal Assessment shall broadly be based on the following defined composition:**

- a) Class Participation
- b) Seminar/Presentation/Viva-voce/Lab Records, etc.
- c) Mid-Term Exam

<b>Total Internal Assessment Marks (Practical)</b>	<b>Class Participation</b>	<b>Seminar/Demonstration/Viva-Voce/Lab Record etc.</b>	<b>Mid-Term Exam</b>
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

## **MODE OF PAPER SETTING FOR END-TERM EXAMINATION:**

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 containing short notes will be compulsory. The students will have to attempt five questions in all selecting at least 1 question from each unit. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of the students. Case studies may also be given as questions.

## Abbreviations used

<b>Abbreviation</b>	<b>Description</b>
AEC	Ability Enhancement Course
C	Credit
CC	Core Course
CC-H	Core Course in Honours Programme (Subject/Discipline)
CC-HM	Core Course in Minor Subject of Honours Programme
CC-M	Core Course in Minor Subject
DSE	Discipline Specific Elective Course
DSE-H	Discipline Specific Elective Course in Honours Programme (Subject/Discipline)
DSEC	Discipline Specific Skill Enhancement Course
MCC	Core Course in Major Subject
MDC	Multidisciplinary Course
PC	Practicum Course
PC-H	Practicum Course in Honours Programme
SEC	Skill Enhancement Course
UG	Under Graduate
V/VOC	Vocational Course
VAC	Value Added Course

**Scheme of Examination of UG Programme (Interdisciplinary)**  
**B.A. (Journalism & Mass Communication) (Scheme: D)**  
**in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based**  
**Credit System) w.e.f. Academic Session 2023-24 in phased manner**

**Semester-I**

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-JMC-101	Introduction to communication	CC-A1	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-102	Introduction to Journalism	CC-B1	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-103	History of Media	CC-C1	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-104	Computer Applications	CC-M1	2	-	-	2	2	35	15	-	-	50	3 Hours
B23-JMC-105	Public Speaking and Art of Anchoring	MDC-1	2	-	2	4	3	35	15	20	5	75	3 Hours
	As available in pool of subjects approved by KUK	AEC-1	2	-	-	2	2	35	15	-	-	50	3 Hours
	As available in pool of subjects approved by KUK	SEC-1	2	-	2	4	3	35	15	20	5	75	3 Hours
	As available in pool of subjects approved by KUK	VAC-1	2	-	-	2	2	35	15	-	-	50	3 Hours
<b>Total Credits</b>							<b>24</b>	<b>Total Marks</b>				<b>600</b>	

**Semester-II**

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-JMC-201	Writing for Media	CC-A2	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-202	Basics of Reporting & Editing	CC-B2	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-203	Introduction to Radio and TV Journalism	CC-C2	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-204	Introduction to Graphics Design	CC-M2	2	-	-	2	2	35	15	-	-	50	3 Hours
B23-JMC-205	Media Literacy Skills	MDC-2	2	-	2	4	3	35	15	20	5	75	3 Hours
	As available in pool of subjects approved by KUK	AEC-2	2	-	-	2	2	35	15	-	-	50	3 Hours
	As available in pool of subjects approved by KUK	SEC-2	2	-	2	4	3	35	15	20	5	75	3 Hours
	As available in pool of subjects approved by KUK	VAC-2	2	-	-	2	2	35	15	-	-	50	3 Hours
<b>Total Credits</b>							<b>24</b>	<b>Total Marks</b>				<b>600</b>	
Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester													

**Exit Option: Undergraduate Certificate in (Journalism & Mass Communication) with 52 Credits**

### Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-JMC-301	Radio Production	CC-A3	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-302	Newspaper Design and Production	CC-B3	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-303	Introduction to Advertising	CC-C3	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-304	Components of Multimedia	CC-M3	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-305	Photography	MDC-3	2	-	2	4	3	35	15	20	5	75	3 Hours
	As available in pool of subjects approved by KUK	AEC-3	2	-	-	2	2	35	15	-	-	50	3 Hours
	As available in pool of subjects approved by KUK	SEC-3	2	-	2	4	3	35	15	20	5	75	3 Hours
<b>Total Credits :24</b>								<b>Total Marks</b>				<b>600</b>	

### Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-JMC-401	TV Production	CC-A4	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-402	Introduction to Public Relations	CC-B4	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-403	Current Affairs	CC-C4	3	-	2	5	4	50	20	20	10	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M4 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours
	As available in pool of subjects approved by KUK	AEC-4	2	-	-	2	2	35	15	-	-	50	3 Hours
	As available in pool of subjects approved by KUK	VAC-3	2	-	-	2	2	35	15	-	-	50	3 Hours
<b>Total Credits 20</b>								<b>Total Marks</b>				<b>500</b>	
Internship of 4 credits of 4-6 weeks duration after 4 <sup>th</sup> semester													

**Exit Option: Undergraduate Diploma in (Journalism & Mass Communication) with 96 Credits**

### Semester-V

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-JMC-501	New Media	CC-A5	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-502	Indian Constitution, Media Laws and Ethics	CC-B5	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-503	Development Communication	CC-C5	3	1	-	4	4	70	30	-	-	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M5(V)	-	-	-	-	4	-	-	-	-	100	3 Hours
	Internship		-	-	-	-	4	-	-	-	-	100	-
<b>Total Credits :20</b>								<b>Total Marks</b>				<b>500</b>	

### Semester-VI

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-JMC-601	Communication Skills and personality Development	CC-A6	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-602	Online Journalism	CC-B6	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-603	Media Management & Entrepreneurship	CC-C6	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-604	Artificial Intelligence and Cyber security	CC-M6	3	-	2	5	4	50	20	20	10	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M7 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours
<b>Total Credits 20</b>								<b>Total Marks</b>				<b>500</b>	

**Exit Option: Bachelor in (Journalism & Mass Communication) with 132 Credits**

# **SEMESTER I**

**B23-JMC-101**  
**CC-A1**  
**INTRODUCTION TO COMMUNICATION**

**Time-3 Hours**  
**Total Credits – 04**  
**Theory - 70**  
**Internal assessment - 30**  
**Total Marks – 100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand basic concept of communication including Indian (Bharatiya) concept.

CLO 2: To know about principles, functions, barriers and forms of communication.

CLO 3: To develop understanding about levels of communication.

CLO 4: To study models of communication.

UNIT	Topic	Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Communication: definition and concept</li> <li>• Evolution of Communication</li> <li>• Indian Concept of Communication</li> <li>• Elements and Process of Communication</li> <li>• Need and scope of Communication</li> </ul>	CLO 1 12
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Principles of communication</li> <li>• Functions of communication</li> <li>• Barriers of communication</li> <li>• Forms of communication: verbal and non-verbal</li> <li>• Traditional forms of Communication</li> </ul>	CLO 2 12
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Levels of communication- intra-personal, inter-personal, group, public and mass communication</li> <li>• Socialization and communication</li> </ul>	CLO 3 12
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• Models of communication:</li> <li>• Sadharanikaran,</li> <li>• Aristotle</li> <li>• SMR, SMCR</li> <li>• Berlo, Lasswell</li> <li>• Shannon and Weaver</li> <li>• Osgood, Schramm</li> <li>• Dance, New Comb</li> </ul>	CLO 4 12

**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. Kewal J.Kumar, Mass Communication in India, Jaico Publications, New Delhi
5. Veerbala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing, New Delhi

**B23-JMC-102**  
**CC-B1**  
**INTRODUCTION TO JOURNALISM**

**Time-3 Hours**  
**Total Credits – 04**  
**Theory - 70**  
**Internal assessment - 30**  
**Total Marks – 100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand the basic concept and values of journalism including Indian perspective.

CLO 2: To study contemporary issues of journalism and relevance of media literacy in society.

CLO 3: To understand types of journalism

CLO 4: To enhance understanding of new trends and terminologies of journalism

UNIT	Topic		Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Journalism: Concept, definition, elements, nature and scope</li> <li>• Indian concept of Journalism: Ancient Perspective</li> <li>• Functions and Skills of Journalism</li> <li>• Role of Journalism in Democracy</li> <li>• Journalistic values-Truth, objectivity, fairness, balance, diversity and plurality</li> </ul>	CLO 1	12
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Contemporary Issues and Debates in Journalism</li> <li>• Media Literacy: concept and definition</li> <li>• Relevance of media literacy in society</li> <li>• Convergence – meaning and concept</li> </ul>	CLO 2	12
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Journalism; Yellow Journalism</li> <li>• Investigative Journalism Advocacy Journalism</li> <li>• Citizen Journalism</li> <li>• Data Journalism</li> </ul>	CLO 3	12
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• New trends in journalism, Cyber journalism</li> <li>• Journalism through social media</li> <li>• MoJo (Mobile Journalism)</li> <li>• Terminologies of journalism</li> </ul>	CLO 4	12

**Suggested Readings:**

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, Patrakarit evam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

**B23-JMC-103**  
**CC-C1**  
**HISTORY OF MEDIA**

**Time-3 Hours**  
**Total Credits – 04**  
**Theory - 70**  
**Internal assessment - 30**  
**Total Marks – 100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To learn about the history and development of print media in India.

CLO 2: To understand the origin and development of radio in India.

CLO 3: To know about the history and development Television and Cinema in India.

CLO 4: To learn about various types of popular traditional media.

UNIT	Topic	Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Invention of press</li> <li>• History and growth of Print Media in India</li> <li>• Role of Press in freedom movement.</li> <li>• Growth and Development of print media in Haryana</li> </ul>	<b>CLO 1</b> <b>12</b>
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Invention of Radio</li> <li>• History and Development of Radio in India</li> <li>• Growth of FM Radio in India</li> <li>• History of Community Radio in India</li> </ul>	<b>CLO 2</b> <b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Invention of Television</li> <li>• History and Development of TV in India</li> <li>• Emergence and development of Private Channels in India</li> <li>• Invention of Cinema</li> <li>• History and Development of Indian Cinema</li> <li>• Development of Haryanavi Cinema</li> </ul>	<b>CLO 3</b> <b>12</b>
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• History of Traditional media</li> <li>• Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music</li> <li>• Popular folk media of Haryana</li> </ul>	<b>CLO 4</b> <b>12</b>

**Suggested Readings:**

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, EminenceDesign Pvt.Ltd, 1996.
3. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986 Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
4. NadigKrishnamurthu, India Journalism (From Asokato Nehru),University of Mysore.
5. Chatterjee, P.C., Broadcasting in India, New Delhi
6. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
7. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
8. Jeffrey, Robin,India'sNewspaperREvolution, Oxford University Press, Delhi.
9. Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, MacmilanIndiaLtd. Delhi
10. Singh, Devvrat, Indian Television: Content, Issues and Challenges, Har Anand

**B23-JMC-104**  
**CC-M2**  
**COMPUTER APPLICATIONS**

**Time-3 Hours**  
**Total Credits – 02**  
**Theory - 35**  
**Internal assessment - 15**  
**Total Marks – 50**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand the basic knowledge of computer system.

CLO 2: To know about the functioning of different parts of computer.

CLO 3: To know about Software and Operating System.

CLO 4: To understand the basics of Application Software.

UNIT	Topic		Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Computer- Origin, Evolution and Generation of Computer</li> <li>• Characteristics of Computer</li> <li>• Types of Computer</li> <li>• Block Diagram of Computer</li> </ul>	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Basic Components of a Computer-:</li> <li>• Input Devices</li> <li>• Output Devices</li> <li>• Storage organization: Primary &amp; Secondary Memory</li> </ul>	<b>CLO 2</b>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Introduction to Software</li> <li>• Types of Software - System software, Application software</li> <li>• Operating system and its functions</li> </ul>	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• Introduction to MS Word and its uses</li> <li>• Various Menus, Toolbars &amp; Buttons</li> <li>• Paragraph and Page Formatting</li> <li>• Creation &amp; Working with Tables, Mail Merge</li> <li>• Introduction to MS PowerPoint and its uses</li> <li>• Creating a New Presentation</li> <li>• Introduction to Excel and its uses</li> </ul>	<b>CLO 4</b>	<b>12</b>

**Suggested Readings:**

1. Help files from Apache Open Office, <https://wiki.openoffice.org/wiki/Documentation>
2. Channelle Andy, "Beginning OpenOffice 3: From Novice to Professional", aPress Publications
3. Beginning OpenOffice 3: From Novice to Professional, Andichannele, Apress.
4. Microsoft Office 2016 Step by Step: MS Office 2016 Step by S\_p1, By Joan Lambert, Curtis Frye
5. Computer Fundamentals - By Pradeep K. Sinha, Priti Sinha, BPB Publications, 6th Edition
6. Getting Started with Libre Office 5.0, Friends of OpenDocuments Inc.,  
[Http://friendsofopendocument.com](http://friendsofopendocument.com)
7. Documentation from Libre Office, <https://documentation.libreoffice.org/en/english-documentation>

**B23-JMC-105**  
**MDC-1**  
**PUBLIC SPEAKING AND ANCHORING**

**Time-3 Hours**  
**Total Credits – 03**  
**Theory - 35**  
**Internal assessment (T) – 15**  
**Practical-20**  
**Internal assessment (P) – 5**  
**Total Marks – 75**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand the concept of Public Speaking.

CLO 2: To study different types of Public Speaking..

CLO 3: To understand camera and other techniques for anchoring

CLO 4: To learn about the qualities and skill set required for Anchoring.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> <li>• Public Speaking, Speech</li> <li>• Overcoming Fear of Public Speaking</li> <li>• 3P's of Public Speaking (Preparation, Practice, Performance)</li> </ul>	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> <li>• Art of Informative &amp; Persuasive speaking</li> <li>• Types of Public Speaking; Physical, Online, Political, Organizational, Educational, Motivational.</li> <li>• Ted Talks, Public Speaking in Media.</li> </ul>	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> <li>• Voice Over for TV in commercials/ Corporate videos/ radio commercials/ TV Documentaries</li> <li>• Studio and Camera facing techniques</li> <li>• Overcoming fright, Warm-up techniques.</li> <li>• On camera movements, holding props, Scripts, cue cards etc. Teleprompter and its function</li> </ul>	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> <li>• Anchor: qualities</li> <li>• Role, skills and responsibilities.</li> <li>• Professional ethics- dress sense</li> <li>• Anchoring with and without prompter. Studio and outdoor anchoring.</li> </ul>	CLO 4	12

	<b>Practical</b>
<b>1</b>	Prepare a radio talk and radio interview
<b>2</b>	Anchor at least One event and One programme
<b>3</b>	Writing script and recording of a TV news bulletin
<b>4</b>	Prepare a promo
<b>5</b>	Conduct an interview for Television

**Suggested Readings:**

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. Aggarwal, Virbala, Patrakaritaevam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

# **SEMESTER II**

<b>B23-JMC-201</b>			
<b>CC-A2</b>			
<b>WRITING FOR MEDIA</b>			
			<b>Time-3 Hours</b>
			<b>Total Credits – 04</b>
			<b>Theory - 50</b>
			<b>Internal assessment (T) – 20</b>
			<b>Practical-20</b>
			<b>Internal assessment (P) – 10</b>
			<b>Total Marks – 100</b>
<b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.			
<b>COURSE LEARNING OBJECTIVES:</b>			
CLO 1: To understand different forms of writing.			
CLO 2: To know about radio writing.			
CLO 3: To understand different TV writing techniques			
CLO 4: To develop skills for ad and online writing.			
<b>UNIT</b>	<b>Topic</b>		<b>Contact Hours</b>
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Difference between creative and journalistic writing</li> <li>• Principles of good writing</li> <li>• News Story structure and introduction to various styles of news writing</li> <li>• Writing features, articles, editorials, columns, middle, letter to editor,</li> <li>• News analysis: backgrounder, reviews</li> <li>• Writing features and articles for magazines</li> </ul>	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Basics of radio writing</li> <li>• Elements of radio script</li> <li>• Techniques and style of radio script writing</li> <li>• Radio script writing: Radio talks, features, interview, drama and other programmes</li> </ul>	<b>CLO 2</b>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Basics of television writing</li> <li>• Different script formats</li> <li>• Elements of television script</li> <li>• Television script writing : interview, documentary, special &amp; other programmes</li> </ul>	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• Copy writing for Print Advertisement</li> <li>• Writing for radio advertisement</li> <li>• Writing for television advertisement</li> <li>• Writing for web</li> <li>• Writing press releases</li> </ul>	<b>CLO 4</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	Write 5 news stories, 2 features, 2 Articles, 2 Editorials
<b>2</b>	2 letters to the editor
<b>3</b>	Write a script for radio talk
<b>4</b>	Write a Press Release
<b>5</b>	Write a script for a radio ad and a TV ad.

**Suggested Readings:**

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), Newswriter'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 Handbook', 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.
9. धूलिया, सुभाष, प्रधान आनंद, समाचार लेखन एवं अवधारणा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली
10. Dr Madhu Deep Singh, Media Plurality and Diversity, ISBN-978-81-931528-1-2
11. कुमार, अशोक, समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन, नई दिल्ली

<b>B23-JMC-202</b> <b>CC-B2</b> <b>BASICS OF REPORTING AND EDITING</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To understand the basics of reporting  CLO 2: To understand different types of beat reporting  CLO 3: To know basic concept of editing for print.  CLO 4: To learn basics of newspaper designing.</p>			
UNIT	Topic	Contact Hours	Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Concept, definitions and elements of Reporting</li> <li>• Sources of News, News gathering, Verification and Validation facts</li> <li>• Cultivation of sources, types of sources, significance of sources in news gathering</li> <li>• Reporting hierarchy in a Newspaper</li> </ul>	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Skills required to being a reporter</li> <li>• Press conference, Press briefing, Meet the press and Conducting interviews</li> <li>• Types of beat: Political, Crime, Life style, Entertainment, Sports, Health, Education, Agriculture, Science &amp; Technology, Business, Investigative</li> </ul>	<b>CLO 2</b>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Editing: concept, definition and significance</li> <li>• Principles of Copy Editing</li> <li>• Role of News Editor, Chief Sub Editor and Copy Editor, Skills required to being a copy editor</li> <li>• News Editing: Copy writing, copy selection, story structure</li> </ul>	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• Design: meaning and significance</li> <li>• Elements and principles of design</li> <li>• Concept and Utility of Dummy</li> <li>• Basic knowledge of designing softwares like Quark &amp; Indesign</li> </ul>	<b>CLO 4</b>	<b>12</b>

<b>Practical</b>	
<b>1</b>	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 and technology
<b>2</b>	Edit at least five stories
<b>3</b>	Prepare a dummy of daily newspaper
<b>4</b>	Design front page of a daily newspaper
<b>5</b>	Conduct interviews of two famous personalities

**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: Oyvkuca tuibs (1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
10. Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
11. Drone Journalism- Dr Abid Ali, Sankalp Publication
12. Dr. Ashok Kumar Samachar Lekhanavem Reporting, Shivalik Prakashan New Delhi,

**B23-JMC-203**  
**CC-C2**  
**INTRODUCTION TO RADIO AND TV JOURNALISM**

**Time-3 Hours**  
**Total Credits – 04**  
**Theory - 50**  
**Internal assessment (T) – 20**  
**Practical-20**  
**Internal assessment (P) – 10**  
**Total Marks – 100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand basics of radio journalism and trends in radio broadcasting.  
CLO 2: To understand the set up and functioning of radio studio and radio newsroom.  
CLO 3: To understand TV studio set up and different types of cameras  
CLO 4: To understand TV newsroom and its functioning

UNIT	Topic	Contact Hours
<b>UNIT-I</b>	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	<b>CLO 1</b> <b>12</b>
<b>UNIT-II</b>	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	<b>CLO 2</b> <b>12</b>
<b>UNIT-III</b>	Introduction and functions of TV Journalism Types of TV studios, Set up and functioning of a TV studio Introductionto Videocameras: EFP, ENG, SteadyCameras, Crane, Camera, Hexacopter, Spiders Camera	<b>CLO 3</b> <b>12</b>
<b>UNIT-IV</b>	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	<b>CLO 4</b> <b>12</b>

	<b>Practical</b>
<b>1</b>	Reporting radio news stories for any five events of your city
<b>2</b>	Writing script for radio news bulletin
<b>3</b>	Reporting TV news stories for any five events of your city
<b>4</b>	TV writing for different types of visuals
<b>5</b>	Writing script for TV news bulletin

**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>B23-JMC-204</b> <b>CC-M1</b> <b>INTRODUCTION TO GRAPHICS DESIGN</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 02</b> <b>Theory - 35</b> <b>Internal Assessment - 15</b> <b>Total Marks – 50</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To understand basic concept of Graphic Design.  CLO 2: To know about the levels of colours.  CLO 3: To develop ability to explore, discover and understand the fundamentals used in design.  CLO 4: To enhance image editing by using design application.</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"> <li>• Graphic Design: concept and scope</li> <li>• Types of Graphics: raster &amp; vector</li> <li>• Info-Graphics: concept and scope</li> <li>• Visual Perception</li> </ul>	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	<ul style="list-style-type: none"> <li>• Elements of Graphic Design</li> <li>• Colour: Concept and Uses</li> <li>• Colour Wheel: Concept &amp; Uses</li> <li>• Colour Psychology</li> </ul>	<b>CLO 2</b>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Design Process</li> <li>• Principles of Design: Contrast, Balance, Emphasis, Proportion, Repetition, Rhythm, Unity</li> </ul>	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	<ul style="list-style-type: none"> <li>• Interface of Photoshop</li> <li>• Editing Tools: Cropping, Resizing and Page-setup</li> <li>• Selection Tools: Types and Concept</li> <li>• Image Enhancement: Types and Concept</li> <li>• Retouching: Concept and use</li> </ul>	<b>CLO 4</b>	<b>12</b>

**Suggested Readings:**

1. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman.
2. Nupur Sharma , Aesthetics of art, Krishna publishers
3. Graphic design by Narender Singh Yadav
4. Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for imaging professionals. Peachpit Press
5. Sakar, N.N. Art and Print Production, Oxford University Press

<b>B23-JMC-205</b> <b>MDC-2</b> <b>MEDIA LITERACY SKILLS</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 03</b> <b>Theory - 35</b> <b>Internal assessment (T) – 15</b> <b>Practical-20</b> <b>Internal assessment (P) – 5</b> <b>Total Marks – 75</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To understand concept of media literacy  CLO 2: To understand the concept of critical thinking and its importance  CLO 3: To identify bias, misinformation and study fact checking  CLO 4: To understand importance of media literacy for well being of society</p>			
UNIT	Topic	CLO	Contact Hours
<b>UNIT- I</b>	Literacy: meaning, concept and importance Media Literacy: meaning concept and importance Historical background and development of the concept of media and information literacy (MIL) Difference between media literacy and basic literacy(ability to read and write) Difference between Media & Information Literacy & Media Literacy News Literacy, Digital literacy	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Critical thinking meaning, concept and importance Importance of critical thinking in message interpretation Parameters to identify truth and message interpretation skills Concepts of misinformation, disinformation, distorted information, fake news & challenges for democracy and society Challenge of widespread lies in digital age Concept of truth, objectivity and personal bias	<b>CLO 2</b>	<b>12</b>
<b>UNIT- III</b>	Parameters of an appropriate message Parameters of an appropriate response to message Skills to identify media bias & prejudices Fact-checking & verification and media literacy in digital era Responsible response and reaction to various messages Media & Information Literacy (MIL) as tool for right decision making Concept of ‘Qualified citizen’ and media literacy western & Indian perspective Ancient Indian concept of message interpretation and critical thinking	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	Media literacy and well being of society Impact of irresponsible social media usage on society Individual responsibilities as message producer Ethical responsibility as social media user Media literacy skill usage during crisis	<b>CLO 4</b>	<b>12</b>

<b>Practical</b>	
<b>1</b>	Students will be engaged in exercise to identify bias and propaganda in messages
<b>2</b>	Students will be assigned to apply the media literacy skills to differentiate fact and fiction
<b>3.</b>	Students will be asked to identify information sans facts on social media

**Suggested Readings**

1. Media Literacy, W. James Potter (2012), Sage Publications
2. Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017
3. Media Literacy: An essential guide to critical thinking skills for our complex digital world, Third Edition, 2021, Nick Pernisco, Publisher: Understand Media
4. Media Literacy: Keys to Interpreting Media Messages, 4th Edition, Art Silverblatt, Anubhuti Yadav, Vedabhyas Kundu, Kanishka Publishers.
5. Media Literacy Doosri Parampara- Pardeep Rai, Haryana Granth Academy, Panchkula

# **SEMESTER III**

<b>B23-JMC-301</b> <b>CC-A-3</b> <b>RADIO PRODUCTION</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To understand script writing for various radio programmes  CLO 2: To understand the set up and working of a radio studio.  CLO 3: To know about stages of radio programme production.  CLO 4: To undertake radio programme production in different formats</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	Characteristics of Radio as a medium of Mass Communication Basic principles of script writing for radio Script writing for radio Talk, Discussion, Drama, Interview and Radio feature Presentation of script-voice quality, modulation ,pronunciation Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin.	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Setup of Radio Studio , Types of Microphone, Console, Mixer Sound System: Mono, Stereo and Surround Sound Introduction to Radio Software	<b>CLO 2</b>	<b>12</b>
<b>UNIT- III</b>	Radio production formats Equipment for radio production Stages of radio programme production Personnel in the production process – Role and Responsibilities	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	Editing principles Creating sound effects Editing of Various Radio Programmes	<b>CLO 4</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	Writing the script for radio talk and its recording
<b>2</b>	Radio news - Reporting of events and recordings
<b>3</b>	Production of radio news reel
<b>4</b>	Production of field based Radio features

### **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 Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting

<b>B23-JMC-302</b> <b>CC-B3</b> <b>NEWSPAPER DESIGN AND PRODUCTION</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To inculcate the knowledge of dummy and layout.  CLO 2: To learn the basic principles of designing.  CLO 3: To understand photo-editing and photo caption writing.  CLO 4: To learn applications of newspaper designing software.</p>			
UNIT	Topic		Contact Hours
1	Design and layout: meaning, definition, elements and significance Terms in layout planning, Stages of layout planning Concept and Utility of Dummy Dummy of Newspaper, Magazines Web Journalism and Dummy Modern Lay-out (Specialized designing)	CLO 1	12
2	Principles of design; Basic approach to create a design Color in design; Innovations in newspaper and magazine design	CLO 2	12
3	Newspaper designing: newspaper size, newspaper format Design elements: advertisements, text, headlines, pictures Page make up – front page, editorial pages, inside pages, magazine pages	CLO 3	12
4	Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams, Caption Writing, Selection Point for Caption, Sub Caption and Main Stories ,Headlines Designing tools and basic applications of newspaper designing software	CLO 4	12

	<b>Practical</b>
<b>1</b>	News selection and placement
<b>2</b>	2 Preparing dummy of newspapers
<b>3</b>	3 Writing Headlines for different types of news
<b>4</b>	3 Intro/lead writing assignment

**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. Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
6. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
7. Hicks& Homes,(2001). Sub-editing for Journalists Routledge.
8. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New DelhiBAMC 602 (b): Newspaper designing and Production (Practical)

<b>B23-JMC-303</b> <b>CC-C3</b> <b>INTRODUCTION TO ADVERTISING</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO1: To nurture a deep sense and understanding about basic concepts of advertising  CLO 2: To develop understanding about structure and functioning of advertising agency.  CLO 3: To be familiarized with the concept of campaign planning  CLO 4: To understand the concept of advertising research</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	Advertising: Meaning, Features, Functions and Types. Advertising approach: DAGMAR and AIDA Approach, Media of Advertising, Advertising aspects: Economic, Social and Cultural Aspects, Advertising Ethics. Development of advertising in India	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Advertising agency: Role and Function, Types, Organization structure, Selection of ad agency, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development	<b>CLO 2</b>	<b>12</b>
<b>UNIT- III</b>	Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	Introduction to Advertising research, Methods of Measuring Advertising Effectiveness, Copy Testing Television Rating Point, Gross Rating Points, Trends in advertising	<b>CLO 4</b>	<b>12</b>

<b>Practical</b>	
<b>1</b>	Prepare an advertisement for five different products for Print Media.
<b>2</b>	Preparing a radio jingle for FM channel.
<b>3</b>	Prepare a Poster On Any Social Issue.
<b>4</b>	One Case Study –Advertising Campaign

**Suggested Readings:**

1. Philip R Cateora and John L Graham, International Marketing\_Irwin McGraw Hill1999.
2. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin1994.
3. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The freePress-1989.
4. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall2001
5. Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management,Pearson Education
6. Manendra Mohan- Advertising Management; Tata McGrawHill Promotion-Stanley
7. George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion;Tata McGraw Hill
8. Handbook of Journalism and Mass Communication by VirBala Aggarwal, V.S.Gupta
9. Mass Communication in India- KevalJ.Kumar
10. AbhinayDarpan- Ashok NathSasthri(Bengali)

<b>B23-JMC-304</b> <b>CC-M-3</b> <b>COMPONENTS OF MULTIMEDIA</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To know the basic elements of multimedia and hardware-software requirements.  CLO 2: To understand the primary elements of multimedia i.e. text and image for the multimedia applications and projects.  CLO 3: To study the relation of necessary elements i.e. audio and video and audio-visual media.  CLO 4: To understand the animation concepts and the importance of animation in multimedia industry.</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	Multimedia basics: definition, meaning, need of multimedia; Basic elements of multimedia Hardware and software requirements for multimedia Multimedia authoring and tools	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Text: usage of text and fonts in multi media projects, families and faces of fonts, outline fonts, bitmap fonts and hypertext, typeface, text settings Image: definition, image types, vector vs bitmap images, Image layers, color schemes, image file formats	<b>CLO 2</b>	<b>12</b>
<b>UNIT-III</b>	Audio: digitization of sound, frequency and bandwidth, decibel, data rate, audio file format, sound synthesis, MIDI, recording and mixing, audio console, audio software and hardware Video: video basics, video standards, analog and digital video, video recording, storage formats, shooting and editing video, file formats	<b>CLO 3</b>	<b>12</b>
<b>UNIT-IV</b>	Animation: definition and principles of animation, cell animation, stop motion, morphing, difference between 2D and 3D animation, adding video effects	<b>CLO4</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	To prepare a file with Text and Paragraph alignment.
<b>2</b>	To edit an Image by Cropping, resizing the same.
<b>3</b>	To edit a image by using five filters and effects
<b>4</b>	To prepare a power point presentation by using multimedia components

### **Suggested Readings**

1. Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
2. Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
3. Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology
4. Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool–A Study"(PDF). International Journal of Information and Education Technology.
5. The Animation Book A Complete Guide to Animated Filmmaking--from Flip-books to Sound Cartoons to 3-D Animation By Kit Laybourne · 1998
6. Character Animation Crash Course by Eric Goldberg
7. Animation: From Script to Screen by Shamus Culhane
8. The Animator's Survival Kit by Richard Williams
9. The Illusion of Life by Frank Thomas and Ollie Johnston

<b>B23-JMC-305</b> <b>MDC-3</b> <b>PHOTOGRAPHY</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 03</b> <b>Theory - 35</b> <b>Internal assessment (T) – 15</b> <b>Practical-20</b> <b>Internal assessment (P) – 5</b> <b>Total Marks – 75</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b>            CLO 1: To learn basic concepts and importance of Photography            CLO 2: To learn mobile photography            CLO 3: To learn uses of lights in photography            CLO 4: To learn photo editing and new trends in photography</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	Introduction and Development of Photography Photojournalism - Role and importance Qualities of a good photograph Tools of Photography, types of cameras Traditional and digital camera, Part of Camera, Camera control	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Emergence of Digital technology Digital Photography, Mobile photography Selecting Images, Size, and quality Indoor and Outdoor Photography	<b>CLO 2</b>	<b>12</b>
<b>UNIT- III</b>	Lighting principles Role of lighting Different types of lighting and its uses Role of subject, quality of photograph Developing different sizes of photograph	<b>CLO 3</b>	<b>12</b>
<b>UNIT- IV</b>	Photograph Editing Techniques Cropping, Enlarging & reducing Clubbing/Grouping Color composition Filter, length, focus, Shots Photo feature, New trends in photography	<b>CLO 4</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	The students have to prepare a Digital portfolio along with print containing at least 20 photographs clicked by them.
<b>2</b>	They have to develop a photo-feature on a theme selected in consultation with the concerned faculty.

**Suggested Readings:**

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

# **SEMESTER IV**

<b>B-23-JMC-401</b> <b>CC-A4</b> <b>TV PRODUCTION</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO 1: To understand television journalism and stages of TV production.  CLO 2: To study set up of television studio and uses of various types of camera and lighting  CLO 3: To learn techniques and skills for presentation, anchoring of television programme  CLO 4: To undertake television programme production of different format.</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	Television Journalism; Characteristics of Television as a medium of Mass Communication. Significance of TV journalism. Stages of TV programme production: Pre-production, Production, Post Production. Basic principles of script writing for TV. Scripts for various Television Formats	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Setup of TV Studio, Types of television studios, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane Camera, Spiders Camera, Drone cameras. Green screen, Use of Tele-prompter, multi-prompter. Television Lighting techniques, Fill, Main, and back lights Television production and shooting program crew. Camera Shots, Camera Movements, Camera Angle	<b>CLO 2</b>	<b>12</b>
<b>UNIT- II</b>	Television newsroom, Newsroom structure, TV news bulletin: News-gathering, elements of a television news story, writing news, elements of a TV news bulletin. Television Debates, Interviews; Types of interviews. Story structures; inverted pyramid, diamond, hourglass, narrative. News anchor, presenters, reporter's roles, and responsibilities	<b>CLO 2</b>	<b>12</b>
<b>UNIT- II</b>	Editing; offline, online editing, linear editing, non-linear editing. Introduction to basic editing softwares.VFX, SFX . New trends in television journalism, TV Online and Online Demand TV channels on mobile phones, Alternative news media, Netflix, Apple TV etc.	<b>CLO 2</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	Write scripts for various TV programmes
<b>2</b>	Learn techniques and skills for presentation, anchoring for Television programme and produce TV news bulletin
<b>3</b>	Able to work in a TV studio
<b>4</b>	Undertake TV programme production in different formats using basic editing software's
<b>5</b>	Write scripts for various TV programmes

### **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.CChatterji,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.

<b>B23-JMC-402</b> <b>CC-B-4</b> <b>INTRODUCTION TO PUBLIC RELATIONS</b>			
			<b>Time-3 Hours</b> <b>Total Credits – 04</b> <b>Theory - 50</b> <b>Internal assessment (T) – 20</b> <b>Practical-20</b> <b>Internal assessment (P) – 10</b> <b>Total Marks – 100</b>
<p><b>Note-</b> The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p><b>COURSE LEARNING OBJECTIVES:</b></p> <p>CLO1: To acquire knowledge about basic concept of PR.  CLO 2: To understand basic tools of public relations..  CLO 3: To understand PR set up in various sectors.  CLO 4: To learn the ethics and laws of public relations.</p>			
UNIT	Topic		Contact Hours
<b>UNIT- I</b>	Public Relations- definition and concept, PR as a Communication function, History of PR, growth of PR in India. Differences between PR, Publicity, Propaganda, Advertising and public opinion and corporate communication. PR as a Management function. Image building, Concept of e-PR	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Strategies of PR-planning-implementation-research-evaluation. PR practitioners and media relations, press conference, press releases and other tools of Public Relations-Newspaper and magazine, Radio, television and film , New media and social media, Alternate media and traditional media	<b>CLO 2</b>	<b>12</b>
<b>UNIT- II</b>	Publics of PR- internal and external. PR in various sectors. PR in Central and State Government.PR in private sector. Corporate communication. Duties and responsibilities of PR professionals.PR Agencies, PR for-hospitals, NGOs, Defence, Police, Media Institutions Political parties.	<b>CLO 2</b>	<b>12</b>
<b>UNIT- II</b>	PR research techniques. PR and Crisis Management- Case Studies. PR Code of Ethics by professional bodies, Ethics of e-PR, Laws relating to public relations and corporate communication. Professional organizations of PR- PRSI, PRCI. Career in Public Relations	<b>CLO 2</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	Writing at least 10 press releases of the functions and events of your institution which you have recently attended.
<b>2</b>	Preparing at least 05 posters of the visions of the government of your state
<b>3</b>	. Preparing at least five pamphlets of the visions of your institute
<b>4</b>	Making at least five pamphlets for the missions of your institute
<b>5</b>	Preparing at least 5 leaflets for attracting quality students in your institute.
<b>6</b>	Planning a newsletter of your institute to build its image
<b>7</b>	Create a blog for your institution
<b>8</b>	Examine 2 case studies to understand the role of PR in crisis management

### **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 Crable E.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. 'Vigyapan aur jansampark' By Jaishri Jethwaney,RaviShanker and NarendraNath Sarkar. New Delhi:Sagar Publications

**B23-JMC-403**  
**CC-C4**  
**CURRENT AFFAIRS**

**Time-3 Hours**  
**Total Credits – 04**  
**Theory - 50**  
**Internal assessment (T) – 20**  
**Practical-20**  
**Internal assessment (P) – 10**  
**Total Marks – 100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To learn the functioning of the system of Government of India.

CLO 2: To learn the Structure of bureaucracy and judiciary.

CLO 3: To study the wide coverage of important issues in media.

CLO 4: To learn the critical understanding of media coverage.

UNIT	Topic	Contact Hours	Contact Hours
<b>UNIT- I</b>	Structure of Governance in India: Centre Government, State Government, Panchyati Raj Structure and powers of law making agencies: Parliament, State Legislative, State Council and Panchyat . Key terminologies political affairs: Political---- Diplomacy, Political equations, Party cadre, Party high command, Anti incumbency, Social engineering etc. Major Political happenings during the semester. Major happening related parliament, state legislative assemblies and Panchyati Raj during the semester.	<b>CLO 1</b>	<b>12</b>
<b>UNIT- II</b>	Structure of bureaucracy at centre level, Hierarchy of administrative officers in state capital, District and block level. Structure of Judiciary: Supreme court, High court, District court Powers of civil administration and Judiciary Key terminologies of civil administration and Judiciary Major stories related Judiciary and civil administration in media during semester	<b>CLO 2</b>	<b>12</b>
<b>UNIT- II</b>	Major current international, national & regional happening related various fields during the semester. Major issues related Indian economy and important economic happenings in the world during semester. Key terminologies of Economic affairs :	<b>CLO 3</b>	<b>12</b>

	<p>Central budget, GDP( Gross domestic product), Economic Crisis , Inflation, Infrastructure, Financial crisis , Bad bank . Share market, Dalal Street. Follow ups of stories during semester and special coverage of issues in print and electronic and online media. Popular interviews of various personalities in various media. Life sketch and contribution of people in news</p>		
<b>UNIT- II</b>	<p>Issues related media organization and debate over media coverage                      Issues related working of media organizations and their coverage.                      Critical analysis of coverage of important issues in media.                      Comparative analysis of coverage of print and electronic media on important happenings                      Comparative analysis of debates on social media on major happenings                      Discussion on the issue taken up by various television channel radio stations/news and other platforms</p>	<b>CLO 4</b>	<b>12</b>

	<b>Practical</b>
<b>1</b>	Practicing and making assignments of general knowledge, general awareness.
<b>2</b>	Practicing and making assignments Current affairs and contemporary activities of local, regional, national and international level
<b>3</b>	Making a review from the latest monthly competitive magazines of standard publications like Competition Success Review, Pratiyogita Darpan(English), Pratiyogita Darpan(Hindi),etc.

### **Suggested Readings**

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By
1. V.V.K.Subburaj.Publication of Sura College Competition.
2. Basic General Knowledge' (Latest edition).ByV.V.K.Subburaj. Publication of Sura
3. College Competition.
4. 'General Knowledge' (Latest edition): India & World. By
5. Saumya Ranjan Behera.Maxcurious Publications
6. 'General Knowledge' (Latest edition) By Manohar Pandey (Online publication).
7. 'Manorama'(Latest edition) .