



ख्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)  
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)

U.P. STATE GOVERNMENT UNIVERSITY,  
(Recognised Under Section 2(f) & 12(B) of the UGC Act, 1956 & B.Tech. Approved by (AICTE)



## Department of Journalism and Mass Communication

### Bachelor of Arts in Journalism & Mass Communication (Honors)

#### Syllabus of BA - JMC (Hons)

As per

National Education Policy 2020





## SEMESTER I

### C1 Basics of Mass Communication and Journalism (BJMC 101)

Credits 6 : 4L+2 P  
Marks: 100 (30+70)

#### Course objective:

- To understand the basic definition of journalism
- To understand the scope of communication
- To Understand the journalistic ethics

#### Course Outcome:

Students completing this course will be able to:

- Understand the importance, functions & scope of communication and media.
- Describe the growth and development of communication and media.
- Understand the theories and models of communication and journalism.
- Understand the periodic changes in the media.

#### Unit 1 Communication:

Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication. Communication Games for IceBreaking, Indian concepts of communication, Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model.

#### Unit 2 Communication Models:

Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication, Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation and other Relevant Theories of Communication.

#### Unit 3 Journalism:

Meaning, Definition and Function of Communication Journalism Education in India Journalism as a Profession, Types of Journalism, Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India.

#### Unit 4 Duties and responsibilities:

Duties and responsibilities of a journalist. Values and Ethics of Journalism, Press Council of India, PrasarBharati Board, RNI, Committees for Journalism.

#### • Computer for Mass Media (P)

##### Unit 5 Fundamental of Computer:

History of Computer, Hardware and Software. MS Word: Interface, mail merge  
Basics of MS Word,

##### Typing:

Hindi/English. MS Excel and PowerPoint Presentation: nterface, Operating of MS Excel, Preparing PowerPoint Presentation. Internet: History of Internet, Surfing, Content Searching, Finding Authentic Sources of Content

#### Suggested Readings:

- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
- Wadsworth Julia T , Wood, Communication Mosaics: An Introductionto the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed.,



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Belmont, California, 1989

- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- S Patnaik, Fundamentals of Information Technology, DhanpatRai& son, New Delhi
- Pradeep K sinha and PritiSinha, Computer Fundamentals, BPB Publications
- Anita Goel, Computer Fundamentals, Pearson India,
- Basandra, S.K.ComputersToday.New Delhi: Galgotia Publications.
- Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House.



## C2 History of the Media (BJMC 102)

**Credits 6:5L+1T**  
**Marks: 100 (30+70)**

### Course objective:

- To Understand the History of print media
- To Understand the role of media in post Independence Era
- History of Radio and AIR and FM
- Visual media background and cinema

### Course Outcome:

Students completing this course will be able to:

- Understand the origin and development of media.
- Understand media ownership and regulation.
- Trace the historical development of radio, print and TV.
- Evaluate growth and development of media.

### Unit 1 History of Print Media

Media and Modernity: Print Revolution , Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States- Great Britain and France, History of the Press in India: Colonial Period, National, Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators.

### Unit 2 Media in the Post Independence Era

Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press, Recommendation of Indian Press Commissions, Rise of Newspaper houses, Consolidation of Indian Newspapers, Rise of Conglomerates

### Unit 3 Sound Media

Emergence of radio Technology, The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India- Case studies, Radio Ceylon, Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet, Community Radio

### Unit 4 Visual Media

The early years of Photography, Lithography and Cinema, From Silent Era to the talkies, Cinema in later decades, The coming of Television and the State's Development Agenda, Commercialization of Programming (1980s), Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of PrasarBharti

### Suggested Readings:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010) (Chapter 2 and Chapter 5)
- ParthasarthyRangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)
- BB. Bel, B. Das, J. Brower, VibhodhParthasarthi, G. Poitevin (Ed.) (Sage 2005)
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to



Insight to Privatisation,” in Television in Contemporary Asia by David French and Michael Richards (Ed) (Sage, 2000).

- Seminar Issue October 1997, Indian Language Press G.N.S Raghavan, Early years of PTI, **C3 Photography (BAJMC 103)**

**6 Credits: 5L+1T**  
**Marks: 100 (30+70)**

### **Course Objective:**

- To Understand the history of photography
- To Understand the photography techniques
- To Understand the lightning and Editing

### **Course Outcome:**

Students completing this course will be able to:

- Understand the origin and development of photography
- Equip themselves with aesthetic and technical knowledge of photography
- Work with camera and record images
- Understand the visual and technical skills of photography

### **Unit 1 History of Photography**

Definition and origin of Photography, Camera and its Evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography

### **Unit 2 Photography and Lighting**

Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage. Different types of lighting-Natural lighting and Artificial Lighting, The reflection of light, Recommended equipment for outdoor lighting, Introduction to indoor lighting and Photographing

### **Unit 3 Types of Photography and Photojournalism**

News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, The basics of photojournalism and importance of context in photojournalism

### **Unit 4 Editing**

Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

### **Suggestive Readings:**

- The Photography Book by Editors of Phaidon Press, 30 April 2000
- All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi
- Practical photography by O.P. SHARMA HPB/FC, 14 March 2003
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005
- Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet



## GE 1 Basics of Journalism (BJMC 104)

Credits 4:3L+1T  
Marks: 100 (30+70)

### Course Objective:

- To understand the news process
- To understand the basic history of news
- How to create a news and about its structure

### Course Outcome:

Students completing this course will be able to:

- Explore and understand the historical perspectives of news
- Develop skills of writing, reporting and editing.
- Learn the construction and treatment of news
- Understand the contemporary trends of reporting and writing.

### Unit 1 Understanding News

Understanding News Ingredients of news News: meaning, definition, nature, The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story, Sources of News, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline

### Unit 2 Historical Perspective of News

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press, Language of news- Robert Gunning: Principles of clear writing, Paid News, Trial by Media, Gatekeepers, Agenda Setting, News Agencies – Role and Types.

### Unit 3 Structure and Construction of News

Understanding the structure and construction of news, Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Lead and Headlines, Use of archives, use of internet, News, Feature and Article, Editorial Page, Role and Responsibility of an Editor, Sub Editor and Reporter, Editorial Page, Letter to the Editor, Column and Columnist

### Unit 4 Contemporary Issues of News

Different mediums-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism, Role of Media in a Democracy, Responsibility towards Society, Contemporary debates and issues relating to media Ethics in journalism, PCI, Editors Guild etc.

### Suggested Readings:

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006
- George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007
- Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006
- Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006



## SEC 1

### Communication Skills (BJMC 105)

Credits 3

Marks: 50 (15+35)

#### Course Objective:

- To understand the introduction of communication
- To understand the effective presentation skills
- The basics of interview and correspondent
- To understand the types of effective communication

#### Course Outcome:

Students completing this course will be able to:

- Learn essential techniques of improving communication
- Effectively use verbal and non-verbal communication.
- Prepare and present effective presentation.
- Improve reading, listening and speaking skills

#### Unit 1 Communication: An Introduction

Definition, Nature and Scope of Communication

Importance and Purpose of Communication & Process of Communication

Types of Communication. Non-Verbal Communication: Personal Appearance, Gesture, Postures, Facial Expression & Eye Contact

Body Language(Kinesics), Time language, Silence and Tips for Improving Non-Verbal Communication.

#### Unit 2 Reading & Presentation Skills

Purpose, Process, Methodologies, Skimming and Scanning

Levels of Reading, Reading Comprehension & Academic Reading Tips

Preparing a PowerPoint Presentation, Greeting and introducing

Presenting a Paper & Group Discussions

#### Unit 3 Interviews and Correspondence

Preparing for and facing a Job Interview

Preparing Agenda and Minutes for Meetings

Writing Notices, Memos & Drafting an E-mail,

Press Release Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies).

#### Unit 4 Effective Communication

Communication Network in Media Organization

Personal Communication & Operational Communication

Essentials of Effective Communication & Communication Techniques

Age of Globalization and the Need for Communicative Skills

#### Suggested Readings:

- Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
- Communication models for the study of Mass Communication – Denis Mc Quail and S. VenWindah, Longman, Singapore Publications, 1981
- Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991
- Theories of Mass Communication – Uma Narula
- Folk Media for Development – N Usha Rani



- McQuail's Mass Communication Theory – Denis Mc Quail, Sage Publications
  - Speech Communication – William D Brooks
  - Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol. III
- AECC 1 Food, Nutrition and Hygiene (BJMC 106)**

**Course Objective:**

- To understand the food and meal planning
- To understand the nutrients and vitamins
- The concept of community health

**Course Outcome:**

Students completing this course will be able to:

- Understand the fundamentals of Nutrition, food and health
- familiarize them with importance of nutrition during various stages of life.
- Impart knowledge regarding etiology and management of nutritional disorders ranging from nutritional deficiencies to life style disorders.
- Emphasize on the importance of food safety, food quality, food laws and regulations, ongoing national programmes as well as imparting entrepreneurship skill for job enhancement.

**Unit 1 Concept of Food and Nutrition**

Definition of Food, Nutrients & Nutrition

Health, balanced Diet, Types of Nutrition- Optimum Nutrition, under Nutrition & Over Nutrition

Meal planning- Concept and factors affecting Meal Planning

Food groups and functions of food

**Unit 2 Nutrients**

Macro and Micro Nutrients & RDA

Sources, Functions, Deficiency and excess of, Carbohydrate, Fats & Protein

Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine & Zinc

Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K,

Water & Dietary Fiber

**Unit 3 1000 days Nutrition**

Concept, Requirement & Factors affecting growth of child

Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy

Breast / Formula Feeding (Birth – 6 months of age)

Complementary and Early Diet (6 months – 2 years of age)

**Unit 4 Community Health Concept**

Causes of common diseases prevalent in the society

Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity

Constipation Diarrhea Typhoid

National and International Program and Policies for improving Dietary Nutrition

Immunity Boosting Foods

**Suggested Readings:**

- Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018.
- 1000Days-Nutrition\_Brief\_Brain-Think\_Babies\_FINAL.pdf
- <https://pediatrics.aappublications.org/content/141/2/e20173716>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909>





## SEMESTER II

### C4 Reporting and Editing & Media Related Software (BJMC 201)

Credits 6: 4L+2P

Marks: 100 (30+70)

#### Course Objectives:

- To help the students understand the techniques of reporting and editing.
- To understand the role and functioning of newspaper organizations.
- To develop an understanding of different types of reporting.
- To explore the use of different software in reporting

#### Course Outcome:

Students completing this course will be able to:

- Undertake reporting and editing assignments.
- Create tabloids and journals.
- Display the skills of narration and storytelling.
- Design and develop content for social media.

#### Unit 1 News Reporting

Reporter- role, functions and qualities. Structure of the News Story–Inverted Pyramid style.

General assignment reporting/ news agency reporting.

Covering Speeches, Meetings and Press Conferences, Beat Reporting- crime, courts, city reporting, local reporting, hospitals, health, education etc.

Sports reporting, political reporting, rural reporting and development reporting.

#### Unit 2 Specialized Writing

Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Lead: importance, types of lead; body of the story; attribution, verification.

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

Specialized writing - writing for online media, blogs, storytelling and content writing.

#### Unit 3 Newsroom

Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing,

Headlines; importance, functions of headlines, types of headline, style sheet.

Role of sub/copy-editor, news editor and editor, correspondents. Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, Opinion pieces.

Agenda setting, trial by the media and gatekeeping.

#### Unit 4 Media Related Software

Typography: types and uses of fonts, white spaces, character count.

Layout: Importance, types; elements, contemporary styles vs traditional styles. Changing

Trends of Lay-out, Use of Written Matter, and Graphics.

Technicalities: Paper sizes, grids, margins, columns, left and right flush, centering, justification, rulers, scaling, page numbering, texture, colour. Selection and use of photographs: Caption and photo editing.

Introduction to DTP software: Adobe Indesign, Photoshop, Quark Express and Illustrator.



## Practical I

2 Credit: 2P

### Objectives of the Course

- To develop an understanding of various formats of reporting
- To learn the skills of identifying story ideas
- To enhance the skill of writing

### Practical Assignments:

- Covering the beats and writing reports
- Conducting interviews within/outside the campus
- Editing news stories, Writing Headlines
- Creating Blogs and Writing for Social Media
- Writing articles/features/letter to the editor
- Prepare quiz on current affairs and media related news
- Conducting/Participating in Debates and discussion on current issues

### Suggested Readings

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- VirBalaAgarwal&V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi
- The Newspaper's Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media'. (2nd ed) ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979
- पत्रकारिता एवं संपादन कला- एन० सी० पन्त (राधापब्लिकेशन)
- समाचार संकलन एवं प्रकाशन, बघुवापी. यूनिवर्सिटी पब्लिकेशन
- सूचना संचार एवं समाचार मुकुल श्रीवास्तव, NRBC Publication
- समाचार फीचर लेखन एवं संपादन कला- डॉ० महेन्द्र कुमार मिश्र



## C5 Communicative Hindi (BJMC 202)

Credits 6: 5L+1 T

Marks: 100 (30+70)

### Objectives of the Course:

On completion of the course the student should be able to:

- This course is designed with an aim to learn Hindi language and understand the language of Media. specially for Print media, Electronic media, Web / online media and Advertising purpose.
- Define; explain the meaning, characteristics and importance language. Communication.
- Know brief history relation between language and culture.
- Understand the language of media.

### Course Outcome:

- The subject Hindi will enhance the capability of understanding reading and writing journalistic Hindi.
- The subject will sense the capability of using correct grammar and punctuation of authentic Hindi language.
- Students belongs to non-Hindi belt will be helped to enhance their Hindi language skills.
- It will help students to develop the media writing contents in Hindi.

### Unit-1

भारतमेंभाषाकाविकास ,भाषा -परिभाषा, महत्व, विशेषताए, संक्षिप्तइतिहास, भाषाएवंसमाज, भाषाएवंसंस्कृति, शब्दरचनाएवंप्रयोग, शब्दऔरवाक्य|

### Unit-2

हिन्दीव्याकरणकापरिचय ,वाक्य -रचनाएवंप्रकार, सामान्यविधियां, संज्ञा, सर्वनाम, क्रिया, विश्लेषण, वाक्यऔरकल्पना, वाक्यऔरअनुभव|

### Unit-3

हिन्दीभाषाकासंक्षिप्तइतिहास ,हिन्दीकीप्रमुखबोलियां - अवधी, बृजभाषा, छत्तीसगढी, मालवी, बुन्देलखंडी, बघेली, राजस्थानी, भोजपुरीवमैथलीआदिसेसंक्षिप्तपरिचयकहावतें, मुहावरे, अलंकार|

### Unit-4

मीडियाकीभाषा, मीडियामेंभाषाकाउपयोगएवंमहत्व, मीडियाकीभाषाकीप्रकृतिएवंविशेषताएं, समाचारोंमेंप्रयोगहोनेवालेशब्द, विज्ञापनकीभाषा ,विज्ञापनमेंउपयोगहोनेवालेलोकप्रियशब्द, प्रिन्टएवंइलेक्ट्रॉनिकमीडियाकीभाषानएप्रचलनएवंउपयोग,मीडियाभाषामेंअन्तर, प्रिन्टएवंइलेक्ट्रॉनिकमीडियाकीभाषायीसमस्या ,वेबभाषातथासोशलमीडियाकीभाषाकीशैली|

### सन्दर्भपुस्तकें:

बाहरी, हरदेव :सामान्यहिन्दी, इलाहाबाद, प्रयागपब्लिकेशन

कुमार, सुशील :सामान्यहिन्दी, पटनापब्लिकेशन ,पटना

सिंह, वासुदेवप्रसाद :सामान्यहिन्दीएवंभाषाशिक्षण, पटनापब्लिकेशन ,पटना

हिन्दीव्याकरण ,ए . के . मिश्रा , आगरापब्लिकेशन ,आगरा



## C6 Non-Violent Communication (BJMC 203)

6 Credits: 5L+1T  
Marks: 100 (30+70)

### Course Objectives:

- To understand the concept of non-violent communication.
- To understand the importance of healthy communication.
- To explore Indian and foreign perspectives of non-violent communication.
- To understand the different types of violent communication in media.

### Course Outcome:

Students completing this course will be able to:

- Explore and point out unhealthy communication and assess its impact.
- To share knowledge about the tradition of non-violent communication.
- Practice non-violent communication in different situations.
- To use non-violent communication in reporting.

### Unit 1 Healthy and Unhealthy Communication

Importance of communication.

Unhealthy communication and its impact.

Healthy communication and its impact.

Need to reframe for a healthy communication ecosystem.

### Unit 2 Indian and Foreign Traditions of Non-Violent Communication

Indian tradition of nonviolent communication.

The Gandhian Model of nonviolent communication.

Introduction to other perspectives: Rosenberg, ThichNhatHanh, Daisaku Ikeda and others.

### Unit 3 Definition of Non-Violent Communication

Nonviolent Communication: Definition and explanation.

Elements of Nonviolent Communication.

Practicing nonviolent communication in Conflict resolution.

Practicing nonviolent communication in Anger Management.

### Unit 4 Non Violent Communication in Different Setups

Nonviolent Communication in Families, Nonviolent Communication in Educational Institutions.

Nonviolent Communication in Teambuilding.

Practicing nonviolent communication in Countering hate speech.

Practicing nonviolent communication in Avoidance of stress.

### Suggested Reading:

- Communication and Culture in War and Peace, Colleen Roach, Sage Publication, 1993
- Communication and Peace, Mapping an emerging field, Julia Hoffmann, Virgil Hawkins, Routledge, 2016.
- Nonviolent Communication: A Language Of Life, Marshall B. Rosenberg, Puddledancer Press, 2003
- Gandhi on Non-Violence, Thomas Merton, Speaking Tiger, 2016.



## GE 2- Introduction to Broadcast Media (BJMC 204)

**Credits 4: 3L+1T**  
**Marks: 100 (30+70)**

### Course Objective:

- To understand the concept of broadcast media.
- To understand the basics of sound and image.
- To understand the working of a newsroom.
- To understand the different types broadcast writing techniques.

### Course Outcome:

Students completing this course will be able to:

- Use sound for different programs.
- Identify different image formats and its use.
- Prepare radio news script.
- Prepare TV news script.

### Course contents:

#### Unit 1 Basics of Sound

Concepts of sound-scape- sound culture, Types of sound-Sync- Non-Sync- Natural sound- Ambience Sound

Sound Design- Its Meaning with examples from different forms

Sound recording techniques, Introduction to microphones

Characteristics of Radio, Different Types of Radio: AM (Medium & short wave), FM, Community Radio, DRM and Internet radio broadcasting.

#### Unit 2 Basics of Visual

Image - electronic image, television image, digital image, Edited Image (politics of an image)

Visual -Visual Culture, Changing ecology of images today

Characteristics of Television as a medium. Public Service Broadcasters - AIR and DD News

Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae'). News as Event - Performance and Construction.

#### Unit 3 Writing and Editing of Radio News

Elements of a Radio News Story: Gathering- Writing/Reporting

Elements of a Radio News Bulletins, Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, Interviews

Working in a Radio News Room, handling of news run down, last minute changes and on air changes in the news

Introduction to Recording and Editing sound (Editing news based capsule only)

#### Unit 4 Writing and Editing of Television News

Basics of a Camera- (Lens & accessories)- Electronic News Gathering (ENG) & Electronic field Production (EFP)

Visual Grammar: Camera Movement, Types of Shots, Focusing, Visual Perspective

Elements of a Television News Story: Gathering- Writing/Reporting, Elements of a Television News Bulletins

Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule)

### Suggested Readings:

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



ख्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)  
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)

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- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10-40)
- P.CChatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)
- रेडियोपत्रकारितासिध्दान्तएवंकार्यपालिका- चक्रधरकण्डवाल
- रेडियोमीडियाकार्यक्रमप्रसारणटेक्नॉलिजीए0के0 सिंहशभपब्लिकेशन
- रेडियोप्रोग्रामएवंप्रोडगशनतकनीक, ए0के0 सिंहयूनिवर्सिटीपब्लिकेशन



## SEC 2 Introduction to Social Media (BJMC 205)

3 Credits

Marks: 50 (15+35)

### Course Objectives:

- To understand the concept of social media.
- To understand the use of social media platforms.
- To enhance digital literacy.
- To learn content creation for social media.

### Course Outcome:

Students completing this course will be able to:

- Become active and aware participant of social media.
- Identify misinformation on social media.
- Create and use social media accounts
- Design audio –visual content for social media

### Course contents:

#### Unit 1 Social Media

History of Social Media, Understanding Social Media, Characteristics of Social Media, Difference between social media and traditional media, Social Media Landscape and Journalism, Dos and Don'ts of Social Media. Social media basics - Gmail, Twitter, Facebook, Tumblr, LinkedIn, Podcasts, YouTube and video, MySpace, Google+ etc. Tips, Tools, and best practices for Social Networking sites. Understanding Hashtags and Privacy settings.

#### Unit 2 Blogging and Vlogging

Blogging and Microblogging, Characteristics of blogs, Writing headlines for blogs. Personal branding and social media etiquette, Becoming and Influencer Collecting information from different social media platforms and online community Story ideas, sources and content creation for social media. FOMO and VOMO

#### Unit 3 Social Media Management

Understanding social media management, Site Traffic, Google Analytics Search Engine Optimization ( SEO) and Social Media Optimization/ Engagement (SMO) Social Media Marketing and Monetization of social media channels Tools and techniques of social media management

#### Unit 4 Digital Literacy

Understanding digital literacy and dark web Cyber crimes – hacking, bullying, harassment, cyber stalking, cyber grooming etc. Identifying Misinformation, Disinformation and Fake News on social media. Information and source verification. IT Act 2000, Copyright, Social media policies and guidelines and cyber cell. National Cyber Crime Reporting Portal.

### Suggested Readings:

- Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media



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- Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
- D. Satish& Rajesh Prabhakar Kaila ((2006): Blogs: Emerging Communication Media, The ICFAI University Press
- Gangopadhyay S edt: Digital Media- Emerging Issues, Suhrid Kolkata 2014.
- Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi 2006.
- Mishra , R.C, (2008) Cyber Crime: Impacts in the New Millennium, Author Press
- Martin, P., & Erickson, T. (2011). Social media marketing. New Delhi: Global Vision Publishing House.Prasad, Kiran, New Media & Pathways to Social Change(Ed), B.R. Publishing Corporation
- Rajgopalan, S.,(2006) The Digital Divide, ICFAI Books





## AECC2 First Aid and Health (BJMC 206)

### Course Objectives:

- Help the students understand Basic First Aid.
- Enable the students to handle emergency health situations.
- Make the students aware about basic sex education.
- Learn to identify Mental Health issues.

### Course Outcomes:

- Students completing this course will be able to:
- Provide first aid to ill and injured persons.
- Navigate through issues of sex education with confidence
- Provide basic care to infants, children and adults.
- Learn to provide psychological First Aid

### Unit 1 First Aid

Basic First Aid - Aims of first aid & First aid and the law. Dealing with an emergency, Resuscitation (basic CPR). First AID Techniques - Dressings and Bandages  
Hand washing and Hygiene, Types and Content of a First aid Kit  
Fast evacuation techniques (single rescuer), Transport techniques.  
First aid related with respiratory system and heart  
First aid related with Wounds and Injuries

### Unit 2 First Aid Related to Injury

First aid related with Bones, Joints Muscle related injuries  
First aid related with Nervous system and Unconsciousness  
First aid related with Gastrointestinal Tract  
First aid related with Skin, Burns  
Mental Health and Psychological First Aid

### Unit 3 First Aid Related to Poisoning

First aid related with Poisoning  
First aid related with Bites and Stings  
First aid related with Sense organs  
Specific emergency situation and disaster management. Emergencies at educational institutes and work, Road and traffic accidents & Emergencies in rural areas

### Unit 4 Basic Sex Education

Basic Sex Education - Overview, ground rules, and puberty  
Male-female similarities and differences  
Facts, attitudes, and myths about LGBTQ+ issues and identities  
Harassment, sexual abuse, and rape, Prevention of sexually transmitted diseases.  
Crisis First Aid

### Suggested Readings:

- Indian First Aid Manual-<https://www.indianredcross.org/publications/FA-manual.pdf>
- Red Cross First Aid/CPR/AED Instructor Manual
- Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. [www.unh.edu/ccrc/pdf/CV192.pdf](http://www.unh.edu/ccrc/pdf/CV192.pdf)
- Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.
- Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.



- Schwiengershausen, E. (2015, May 28). The Cut. [www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html](http://www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html)
- Wiggins, G. &McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD.

### SEMESTER III

#### C7 Creative Advertising and Graphic Designing (BJMC 301)

6 Credits: 4L+2 P

Marks: 100 (30+70)

#### Course Objectives:

- To understand the concepts of advertising.
- To understand the role and functioning of advertising agencies.
- To understand the process of campaigning and research.
- To explore the use of different software in designing advertisements.

#### Course Outcome:

Students completing this course will be able to:

- Explain theories and models of advertising.
- Define Advertising Objectives and Market Segmentation.
- Engage in campaign planning activities.
- Design and develop advertisements using design principles.

#### Unit 1 Introduction to Advertising

Meaning, history, importance and functions of Advertising.

Economic, Cultural, Psychological and Social aspects of advertising. Appeals and USP.

Role of Advertising in Marketing mix and Integrated Marketing Communication

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

#### Unit 2 Classification of Advertising and Segmentation

Classification of advertising: Geographic, Media, Target audience and Functions

Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising and Online Advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their code, Consumer Courts.

Advertising Objectives, Segmentation, Positioning and Targeting Media selection

#### Unit 3 Campaign Planning and Evaluation

Branding – Brand Image, Brand Positioning and Brand Equity

Advertising department vs. Agency-Structure, Functions of Advertising Agency

Planning, Scheduling Marketing Strategy and Research.

Budgeting and Campaign Planning. Pre Testing and Post Testing of Advertising Campaign.

#### Unit 4 Graphic Designing

Principles and Elements of Design.

Typography: types and uses of fonts, Layout: Importance, types; elements, contemporary styles vs traditional styles, Changing Trends of Lay-out

Copywriting, Storyboard, Jingle. Scripting for audio – visual Ads.

Introduction to Adobe Flash, Indesign, Photoshop and Illustrator.

#### Practical II

2 Credit: 2P

#### Objectives of the Course



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- To develop an understanding of Advertising design
- To learn the skills of planning Advertising and PR campaigns
- To help the students prepare Advertising and PR strategies

**Practical Assignments:**

- Design an ad copy for a product
- Script writing for electronic media ( Radio jingle, TV Commercial)
- Planning & Designing advertising campaigns
- Critical evaluation of advertisements

**Suggested Readings**

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa& Co.
- Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- विज्ञापनडॉटकाम. सेठीरेखावाणी
- हिन्दीविज्ञापनसंरचनाएवंप्रभाव, मोहनसुमितवाणीप्रकाशन



## C8 Communicative English (BJMC 302)

**6 Credits: 5L+1T**  
**Marks: 100 (30+70)**

### Course Objective:

- To understand the English Grammar
- Word formation and comprehensive skills development
- Literature and reading habit increasing

### Course Outcome:

Students completing this course will be able to:

- Students would be able to impart knowledge about advanced vocabulary for effective communication.
- Students would be able to understand the societal cultural perspectives.
- Students would be able to inculcate the knowledge of compositional and comprehension skills.
- Students would be able to develop the knowledge of various forms of English literature.

### Unit 1 Grammar

Tenses: Simple, Present, Progressive, Future (All Types)

Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses

Use of Shall, Should, Will. Reported Speech- Would, May, Might, Can, Could,

Voice-Active and Passive Voice. Word foundation and Jargons

### Unit 2 Word Formation and Comprehension

Compound Words, Words Often mis -Spelt and Misused.

Idioms, Proverbs, Antonyms and Synonyms

One-Word Substitutes

Close Reading, Comprehension

### Unit 3 Reading and Translation

Translation (from Indian language to English and vice-versa)

Note making and note taking skills

Essay Writing and Report writing

Rewriting Sentences

### Unit 4 English Literature

Introduction to various form of English Literature

Definition and types of Prose, Poetry, Drama and Fiction

Speaking Skills and Presentation: Presentation Design and Delivery

Monologue Dialogue, Group Discussion

Short Stories of eminent Indian authors

### Suggested Readings

1. Ferdinand de Saussure: Course in General Linguistics. Bloomsbury Publishing
2. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing
3. Peter Roach: English Phonetics and Phonology- A Practical Course 4th Edition
4. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
5. The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India
6. A Practical English Grammar by Thomson and Marlinet
7. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
8. Developing Communication Skills by Krishna Mohan and MeeraBanerji; MacMillan India Ltd., Delhi



9. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGraw Hill Publishing Company Ltd. New Delhi .

10. Howard, Peter, Perfect Your Punctuation, Orient Longman, Delhi.

### **C9 Film Appreciation (BJMC 303)**

**Credit 6: 5L + 1 T**  
**Marks ( 30+70)**

#### **Objective of the Course:**

Students completing this course will be able to:

- Describe film as a medium of communication
- Describe the evolution of World Cinema
- Explain the emerging trends in contemporary Indian cinema
- Utilize the knowledge gained to appreciate and review a film

#### **COURSE OUTCOMES:**

- The student will have learnt all the skills required to make a short film.
- They will also be able to evaluate and recognize artistic and technical aspects of film production.
- The student will learn the different phases of film editing.
- The Student will learn different phases of world cinema.

#### **Unit 1 Film as a Medium**

Film as a Medium of Communication: Concept, Strengths & Limitations  
Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing  
Visual Language: Shot, Scene, Sequence, Montage  
Mise-En-Scene and Continuity

#### **Unit 2 Cinema Movements**

Various Movements in Cinema: Expressionism, Italian Neo Realism and French New Wave  
Milestones and landmarks in World Cinema:  
Landmarks of Indian Cinema: from Silent Era to Talkies Cinema  
Parallel Cinema, Diaspora Cinema

#### **Unit 3 Emerging trends in Cinema**

Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema  
Censorship: Need and CBFC standards  
An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics

#### **Unit 4 Film Appreciation**

Film Appreciation: concept, need, elements and Cinematic Language  
Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative  
Job Profile and Responsibilities of a Film Reviewer

#### **Suggested Readings:**

1. J., Saldi, R., & Manjula, S. (New Delhi). Indian Cinema through the Century.
2. Gazetas, A. (2000). An Introduction to World Cinema. Jefferson, NC: McFarland
3. Garga, B.D. (2008). So Many Cinemas: The Motion Picture in India, Eminence Designs.
4. Nowell-Smith, G. (1995). The Oxford History of World Cinema. Oxford: Clarendon Press
5. Phillips, L. R., & Phillips, J. M. (1979). Film Appreciation. New York: Gordon Press.



### GE 3 Radio Production (BJMC 304)

Credits 4: 3L+1T  
Marks (30+70)

#### COURSE OBJECTIVES:

- To teach students about Radio, its functioning and the industry associated with it.
- To understand concept, reach, presentation and impact of audio media.
- To develop in the student the skills, techniques and art of radio news through sound and the spoken word.

#### COURSE OUTCOMES:

- The students will be able to develop a practical knowledge of Radio and its backhand working.
- The students will also be able to work in the radio industry after having a clear view of various radio program.
- Formats and writing for the same.
- The students will know the techniques of audio tape editing, especially for use in radio news.

#### Unit 1 Understanding Radio

Concept, Definition and importance of radio  
Scripting for radio and radio language  
Voice Modulation in radio  
Elements of Radio Script

#### Unit 2 Radio Program Formats

Types of Radio formats, Radio Drama & Radio Documentary  
Radio Live Show & Jingles  
Talk Show and Discussions  
Radio Music programme and News Bulletins.

#### Unit 3 Radio Equipment

Basic Equipment - Microphone-Types, Console - meaning and uses  
Recording on different consoles – digital and analogue recording / multi-track. Editing software - types and uses  
Packaging: music and sound effects.

#### Unit 4 Radio and Frequency

Signals: Definition, Types- AM, FM Shortwave, Digital.  
Future of Radio: Satellite Radio & Internet Radio  
Community Radio  
Radio as a tool for Development

#### Suggested Books

- McLeish, R. (2012). Radio Production. CRC Press.
- Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&C Black.
- Fleming, C. (2009). The Radio Handbook. Rutledge.
- Harris, M. (2007). Writing for Radio. Creative Writing THE HANDBOOK OF, 273.
- McInerney, V. (2001). Writing For Radio. Manchester University Press.



### SEC 3 Mobile Journalism (BJMC 305)

Credits 3  
Marks 50 (15+35)

#### Course outcome:

##### This course will enable the students to:

- Understand the basics of mobile journalism and its evaluation.
- Inculcate the knowledge of elements and formats of mobile journalism.
- Produce mobile news for various platforms for sharing as hard & soft news.
- Demonstrate the importance and different types of mobile apps.
- Enhance understanding of the various kinds of mobile ads and its status in India.

#### Unit 1 Introduction to Mobile Journalism

Definition and meaning. Objectives and role of mobile journalism.  
Future of mobile journalism and challenges before mobile journalism  
Mobile revolution and its impact on news creation and consumption  
Evolution of Mobile sites, Ethics and best practices in Mobile Journalism

#### Unit 2 Elements of Mobile Journalism

Basic Mojo kit, Kinds of Mobile Content, SMS, MMS and Notifications  
MoJo and social Media, Citizen journalist  
Key points for web interactive narrative, interactive users Vs linear narratives  
Use of analytics platforms to monitor and analyze the effectiveness of mobile and social media strategies and policies in news organizations.

#### Unit 3 Mobile Storytelling and Editing

Mobile Storytelling: meaning, process and importance  
Use of mobile for news gathering, distribution and audience engagement  
Conducting interviews with mobile and stories for mobile audiences  
Podcasting, Shooting for mobile phones, Editing on Mobile Phones, Live Broadcasting and live video streaming via Mobile.

#### Unit 4 Mobile Apps and Its Uses

Kinds of Mobile Apps and its uses, Mobile Apps Vs Mobile Websites, How do Apps make money?  
Mobile Advertising, Kinds of mobile ads and Mobile ad terminology  
Spectrum and its impact on advertising  
Status of mobile advertising in India

#### Suggested Readings:

1. Burun, Ivo and Quinn, Stephen; MOJO: The Mobile Journalism, New York: Taylor & Francis
2. Hill, Steve and Bradshaw, Paul; Mobile First Journalism; Routledge
3. Montgomery, Robb; Smartphone Video Storytelling; Taylor & Francis IMS Unison University 83 BA (J&MC) Program Syllabi [Effective from Academic Session 2020-21]
4. Manning, Paul; News and News Sources: A Critical Introduction; Sage Publication
5. Bloom, Stephen G.; Inside the Writer's Mind: Writing Narrative Journalism; Wiley Publication
6. Harcup, Tony; Journalism: Principles and Practice; Sage Publication
7. Sterling, Christopher H.; Encyclopedia of Journalism; Sage Publication
8. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones



& Bartlett Publishers

9. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson 10. Garrand, Timothy. Writing for Multimedia and the Web: A Practical

### **AECC 3 Human Values and Environment Studies (BJMC 306)**

#### **Course Objective:**

- To know how environmental degradation has taken place.
- Be aware of negotiations and international efforts to save environment.
- How to develop sustainably?
- Efforts taken up by UN in Sustainable Development.
- Efforts taken by India in Sustainable Development.

#### **Course outcomes**

- Building fundamental knowledge of the interplay of markets, ethics, and law,
- Look at various challenges faced by individual to counter unethical issues
- Look at core concepts for business ethics Look at core concepts of anti-corruption
- Look at core concepts for a morally articulate solution evolver to management issues in general,

#### **Unit 1 Human Values**

Human Values- Introduction- Values, Characteristics, Types. Developing Value system in Indian Organization , Values in Business Management , value based Organization , Trans – cultural Human values in Management.

Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.

Human Values and Present Practices – Issues : Corruption and Bribe , Privacy Policy in Web and Social Media, Cyber threats ,Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.

Principles of Ethics Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features, Levels of value Implementation. Features of spiritual Values, Corporate Social Responsibility- Nature, Levels ,Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, AzimPremji and Bill Gates.

#### **Unit 2 Holistic Approach in Decision making**

Decision making, the decision making process. The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management.

Discussion through Dilemmas – Dilemmas in Marketing and PharmaOrganisations, moving from Public to Private – monopoly context

Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security, Dilemma on Organic food

Dilemma on standardization ,Dilemma on Quality standards. Case Studies

#### **Unit 3 Ecosystem**

Concept, structure & functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow

Ecological pyramids Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity Role of individual in Pollution control

Human Population & Environment Sustainable Development India and UN Sustainable Development Goals

Concept of circular economy and entrepreneurship

#### **Unit 4 Environmental Laws**

International Advancements in Environmental Conservation

Role of National Green Tribunal Air Quality Index

Importance of Indian Traditional knowledge on environment

Bio assessment of Environmental Quality Environmental Management System





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## Environmental Impact Assessment and Environmental Audit

### Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.
3. Human Values by A. N. Tripathi New Age International
4. Environmental Management by N.K. Uberoi
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
6. <https://www.india.gov.in/my-government/schemes>



## Semester IV

### C10 Media Laws and Ethics (BJMC 401)

**Credits 6: 5L+1T**  
**Marks 100 (30 +70)**

#### Course Objectives:

- The course intends to acquaint learners with the concepts of media, and the legal and ethical framework in which the media operates
- It will familiarise the learners with the changing trends in the laws of the Indian media
- The course will acquaint the learners with the various constitutional and legal provisions about the press

#### Course Outcomes:

Students completing this course will be able to:

- Provide first aid to ill and injured persons.
- Navigate through issues of sex education with confidence
- Provide basic care to infants, children and adults.
- Learn to provide psychological First Aid

#### Unit 1 Ethical Framework and Media practice

Freedom of expression (Article 19(1)(a) and Article 19(1)(2)  
Freedom of expression and Defamation- Libel and slander  
Right to Information, Issues of privacy and Surveillance in Society  
Fair Trial/Trial by Media Intellectual Property Rights

#### Unit 2 Media Technology and Ethical Parameters

Press Commission: Formation and Recommendations;  
Press Committees: Sengupta Committee, Verghese Committee, Joshi Committee and Chanda Committee  
PrasarBharati Act: Constitution of PrasarBharti Board and its constitution.  
Ethical issues in Social media (IT Act 2000)  
Some Related laws- Relevant sections of Broadcast Bill, PCI and NBA guidelines

#### Unit 3 Representation and Ethics

Advertisement and Women Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987,  
Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPCetc,  
Codes and Ethical Guidelines and Self Regulation  
Media Content- Debates on morality and Accountability: Taste, Culture and Taboo  
Censorship and media debates

#### Unit 4 Media and Social Responsibility

Economic Pressures Media reportage of marginalized sections- children, dalits, tribals, Gender  
Media coverage of violence and related laws - inflammatory writing (IPC 353),  
Sedition- incitement to violence, hate speech.  
Relevant Case Studies - attack on civil liberties of individuals and social activists

#### Suggested Reading list:

- Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998



- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- VikramRaghvan, Communication Law in India, Lexis NexisPublication,2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- आधुनिकपत्रकारिताकेविविधआयाम-डॉ० बी०आर०बारडएवंडॉ० डी०एम० दोमडिया

### **C11 Introduction to Cyber Journalism (BJMC 402)**

**Credits 6 : 5L + 1 T**  
**Marks ( 30+70)**

#### **COURSE OBJECTIVES:**

- Acquire an understanding of the historical context, current trends and future projections of digital communication methods.
- Develop an awareness of unintended consequences of new technology.
- To make the students conversant with Linear and Non Linear writing skills.
- Students will acquire an understanding of Digital journalistic skills.

#### **Course Outcomes:**

- Students completing this course will be able to:
- Understand and explain basic concepts and theory of New Media.
- Display understanding of virtual cultures and digital journalism.
- .Understand pros and cons and write/use new media for various communication messages and solutions
- Understand cyber crime and laws

#### **Unit 1 Meaning and definition of Internet**

Difference between Cyber Media, Digital Media, Online Media and New Media.  
Characteristics of Online Communication.  
History of online journalism in India.  
Advantages of Online Journalism

#### **Unit 2 Characteristics of Internet**

Brief Idea about ISP and browsers  
Websites & its types  
Email: Need & Importance  
Web tools: Blogs, Social Media & Search Engine

#### **Unit 3 E - Newspapers**

Brief History of the E-newspaper in English & Hindi  
Reasons for the growing popularity of e-newspaper  
Present & Future of E-newspaper  
Limitations of online newspapers

#### **Unit 4 Web Journalism**

Traditional vs. Web Journalism  
Elements of Web newspapers  
Reporting Writing, Editing for Web Journalism  
Web Journalism & Law: Information & Technology Act 2000 & Copy Right Act.

#### **Suggested Reading:**

1. Vincent Miller. Understanding digital culture.Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siaper, Eugenia. Understanding new media.Sage, 2011.Introduction.
4. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.Chapter 3.
5. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.



6. O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software.

## **C 12: Gender, Human Rights and Media Studies (BJMC 403)**

**6 Credits: 5L+1T**  
**Marks: 100 (30+70)**

### **Course Objectives:**

- To acquaint the learners with fundamentals of Journalism
- To provide an understanding of hierarchy and workflow in a print news-room
- To provide hands-on-training in writing news stories, articles, features etc
- To provide hands-on-training in editing news text
- Explain and acquaint the learners with newspaper page make up

### **Course Outcomes:**

Students completing this course will be able to:

- Understand the role of media in projecting gender and human rights issues
- Understand the concept of gender and human rights
- Explain the concept of public sphere and its impact on individuals
- Critically evaluate human rights and gender issues

### **Unit 1 Media and the social world**

Media impact on individual and society  
Democratic Polity and mass media  
Media and Cultural Change  
Rural-Urban divide in India and grass-roots media

### **Unit 2 Gender**

Conceptual Frameworks in Gender studies and Feminist Theory  
History of Media and Gender debates in India (Case studies), Media and Gender, Media and Masculinity Media: Power and Contestation  
Media exposure and Gender Construction, Media stereotypes in newspaper  
Gender & Advertising, Indecent representation of women in media (Act), Feminist movement and Media Studies

### **Unit 3 Public Sphere**

Public sphere of the disempowered  
Media and Social Difference: class, gender, race etc  
Genres – Romance, Television, Soap Opera, Sports

### **Unit 4 Media and Human Rights**

Human Rights- Theoretical perspectives, Critique  
Universal Declaration of Human Rights, Human Rights and Media (Case Studies)  
Major Human Rights Issues in India  
National Human Rights Commission, RTI

### **Suggested Readings:**

- UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
- UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
- UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
- Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).



- Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986).

#### **GE 4 Introduction to Hindi Cinema (BJMC 404)**

**Credits 4 :3L+1T**  
**Marks 100 (30+70)**

##### **Course Objective**

- To provide an overview of Hindi cinema from its inception to the present times,
- Charting the evolution of Hindi cinema from silent films to talkies to recent trends.
- To familiarize students with the vocabulary and concepts of cinema studies and enable them to apply these in their critical analyses of films.
- To develop an understanding of films as a medium of sociological insight.

##### **Course Outcomes:**

- Provide an overview of Hindi cinema from its inception to the present times,
- Chart the evolution of Hindi cinema from silent films to talkies to recent trends.
- Understand the relationship between commercial cinema and parallel Hindi Cinema.
- Discuss and write critical review of a film.

##### **Unit 1 Historical Overview**

The Parsi Theatre  
The Silent Era and the Talkie  
Narrating the Nation in Hindi Cinema  
Romance and Social Mores: 'Heroes and Heroines'

##### **Unit 2 Significant Turns of Hindi Cinema**

New Wave Cinema and the Formula Film  
The Angry Young Man  
The Indian Diaspora and Bollywood  
Contemporary Bollywood Cinema

##### **Unit 3 The Hindi Film Song**

Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue, Subversion)  
The Score: Lyrics, Music, Singer  
Entertainment and the Public Imagination

##### **Unit 4 Evaluating Landmark Films**

Writing Film review and Discussions  
Do Bigha Zamin/ Bandini  
Sahib, Biwaur Ghulam/ Pyaasa  
Awaraz/ Shree 420  
Mughal-e-Azam/ Pakeezah Deewar/ Zanjeer  
Koi Mil Gaya/ Krish  
Hum Aapke Hain Kaun/ DDLJ/ Maine Pyar Kiya  
Sholay/ Amar Akbar Anthony  
Mother India/ Garam Hawa/ Dharamputra  
Mr. and Mrs. 55  
Jaane Bhi Do Yaaron

##### **Suggested Readings**

- Bhaskar, Ira and Allen. (2009). Islamicate Cultures of Bombay Cinema. Delhi: Tulika
- Chakravarty, S. (1993). National Identity in Indian Popular Cinema, 1947-87. Austin: University of Texas Press.



- Dwyer, R. (2006). *Filming the Gods: Religion and Indian Cinema*. London: Routledge.
- Lal, V. (2011). *Deewar: The Footpath, the City and the Angry Young Man*. Delhi: Harper Collins.
- Mazumdar, R. (2007). *Bombay Cinema: An Archive of the City*. Minneapolis: University of Minneapolis Press.

#### SEC 4 – Print Media Production (P) (BJMC405)

Credit - 3  
Marks 50 (15+35)

#### Objectives of the Course

- To develop an understanding of various formats of reporting
- To learn the skills of identifying story ideas
- To enhance the skill of writing

#### Course Outcomes:

- Provide an overview of Print Techniques.
- To provide the techniques of news editings.
- Understand the working style of different Beats in Print media.
- Discuss the rules of creative writing styles.

#### Practical Assignments:

- Covering the beats and writing reports
- Conducting interviews within/outside the campus
- Editing news stories, Writing Headlines
- Structuring dummy newspaper
- Writing articles/features/letter to the editor
- Writing Blogs

#### Suggested Readings

- *The Art of Editing, Baskette and Scissors*, Allyn and Bacon Publication
- *Dynamics of Journalism and Art of Editing*, S.N. Chaturvedi, Cyber Tech Publications
- *VirBalaAgarwal&V.S.Gupta: Handbook of Journalism & Mass Communication*; Concept Publisher Delhi
- *The Newspaper's Handbook*, Richard Keeble, Routledge Publication
- *Principles of Editorial Writing*, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- *News Reporting and Writing*. Mencher, Melvin. MC Graw Hill, NY. 2003
- *Mass Communication Theory*, Denis McQuail, Sage Publications
- *Reporting for the Print media*. (2nd ed) .;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979
- पत्रकारिता एवं संपादन कला- एन० सी० पन्त (राधापब्लिकेशन)
- समाचार संकलन एवं प्रकाशन, बघुवापी. यूनिवर्सिटी पब्लिकेशन
- सूचना संचार एवं समाचार मुकुलश्री वास्तव, NRBC Publication
- समाचार फीचर लेखन एवं संपादन कला- डॉ० महेन्द्र कुमार मिश्र



## AECC 4 Physical Education and Yoga (BJMC 406)

### Objectives of the Course

- To impart the students with basic concepts of Physical Education, Sports and Yoga for health and wellness.
- To familiarize the students with health related Exercise, Sports and Yoga for Overall growth & development
- To create a foundation for the professionals in Physical Education, Sports and Yoga.
- To impart the basic knowledge and skills to teach Physical Education, Sports & Yoga activities.

### Learning Outcome:

- Students will be able to understand the basic principles and practices of Physical Education, Sports and Yoga.
- Students will be able to instruct the Physical Activities, Sports and Yoga practices for Healthy Living.
- To develop professionalism among students to conduct, organize & officiate Physical Education, Sports and Yoga events at schools and community level.

### Unit 1 Physical Education

Meaning, Definition, Aim and Objective of Physical Education. Misconception About Physical Education. Need, Importance and Scope of Physical Education in the Modern Society.

Physical Education Relationship with General Education.

Physical Education in India before Independence. Physical Education in India after Independence.

### Unit 2 Concept of Fitness and Wellness

Meaning, Definition and Importance of Fitness and Wellness. Components of Fitness. Factor Affecting Fitness and Wellness. Weight Management: Meaning and Definition of Obesity. Causes of Obesity. Management of Obesity. Health problems due to Obesity. Lifestyle: Meaning, Definition, Importance of Lifestyle. Factor affecting Lifestyle. Role of Physical activity in the maintains of Healthy Lifestyle.

### Unit 3 Yoga and Meditation

Historical aspect of yoga. Definition, types scopes & importance of yoga.

Yoga relation with mental health and value education. Yoga relation with Physical Education and sports.

Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deep breathing.

### Practical:

Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.

### Unit 4 Traditional Games of India

Types of Traditional Games Gilli- Danda Kanche Stapu Gutte, etc. Importance/ Benefits of Traditional Games. How to Design Traditional Games.

Recreation in Physical Education: Meaning, Definition of Recreation.

Scope and Importance of Recreation. General Principles of Recreation.

Types of Recreational Activities. Aerobics and Zumba. ( Fir India Movement)

### Suggested Readings:



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(Recognised Under Section 2(f) & 12(B) of the UGC Act. 1956 & B.Tech. Approved by (AICTE)



- Singh, Ajmer, Physical Education and Olympic Abhiyan, “Kalayani Publishers”, New Delhi, Revised Edition, 2006
- Patel, Shrikrishna, Physical Education, “Agrawal Publishers”, Agra, 2014-15
- Panday, Preeti, SharirikShikshaSankalan, “ KhelSanskritiPrakashan, Kanpur KamleshM.L., “Physical Education, Facts and foundations”, Faridabad P.B. Publications.
- B.K.S. Yengar, "Light and Yog. Yoga Deepika", George Allen of Unwin Ltd., London,1981.
- BrajBilari Nigam, Yoga Power "TheKpath of Personal achievement" Domen and Publishers, New Delhi, 2001.
- Indira Devi, "Yoga for You", Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001.
- Jack Peter, "Yoga Master the Yogic Powers", Abhishek Publications, Chandigarh, 2004.
- Janice Jerusalem, "A Guide To Yoga" Parragon Bath, Baiihe-2004.





## Semester-V

### C13 Communication Research (BJMC 501)

**Credits: 5 (4L+1T)**

**Marks: 100 (30+70)**

#### Course Objectives

- To provide knowledge and skills that are necessary to understand and prepare quality research works
- It provides an overview of the concepts, methods, and tools
- Communication research is designed, conducted, interpreted, and critically evaluate the subject knowledge
- Plan and develop a research project

#### Course Outcome:

This course will enable the students to:

- Master the concepts and jargons that are used in communication research
- Understand different methods and tools that are used in communication research
- Develop skills necessary for conducting communication research
- Develop the ability to clearly communicate the findings of original research

#### Unit 1 Introduction to Research

Definition, Role, Function, Scope and Importance of Research

Steps of Research and Research question

Methodology, Research Design, Variables

Types of Research

Formulation of Research Problem

#### Unit 2 Methods of Media Research

Hypothesis, Review of Literature

Qualitative- Quantitative Techniques

Content Analysis, Survey Method, Experimental Studies, Case Studies, Historical research

Questionnaire and Schedules, **Field Studies, Readership and Audience Surveys**

**Ethical perspectives of mass media research**

#### Unit 3 Sampling

Need for Sampling, Sampling Methods,

Tools of data collection: Primary and Secondary data

Questionnaire, Focus Groups, Telephone, Surveys, **Online Polls, Published work**

**Media Research – evaluation, feedback, public opinion surveys, pre-election studies and exit polls**

#### Unit 4 Methods of Analysis and Report Writing

Data Analysis Techniques; Coding and Tabulation

Non-Statistical Methods (Descriptive and Historical)

Working with Archives; Library Research; Working with Internet as a source

Writing Citations, Bibliography Writing the research report

Statistical Techniques of Data Analysis. SPSS and other Statistical Packages

#### Suggested Readings:



- Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. - John Fiske. Introduction to Communication Studies, RoutledgePublications,1982.
- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- संचारऔरमीडियाशोध-डॉ० विनीतागुप्ता- वाणीप्रकाशन
- शोधविधियांजैनएम०के०, यूनिवर्सिटीपब्लिकेशन

### **C 14 New Media Technology Content Production for New Media (P) (BJMC 502)**

**Credits 5: 4L+1T**  
**Marks: 100 (30+70)**

#### **COURSE OBJECTIVES:**

- To make aware about Evolution of Internet and its Technology.
- Explain the uses of cyber media for journalistic purpose.
- Understand the applications of the uses of online tools for communication.
- To train the students about design aesthetics for web news production.

#### **COURSE OUTCOMES:**

- The Student will learn different Uses of Internet.
- The students will understand the difference between traditional journalistic practices and web news production.
- The students will be able to create effective stories for online media.
- The students will become proficient editing and managing the web content.

#### **Unit 1:**

Evolution of Internet Technology-- ARPA net, Usenet, Origin of web, Internet in India, Impact of internet in India, Characteristics of internet, Networking, ISP and browsers, Domain Name System, HTML, Internet Protocol, Broadband, Bandwidth

#### **Unit 2:**

Overview of online Communication-- Meaning of communication, Features of Online Communication, Types of websites, Video conferencing, Webcasting New media-- History of New Media, Characteristics of new media, New media vs. old Media,

#### **Unit 3:**

Digital media and communication-- Information Society, New World Information Order, ICT, Media Convergence, Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube

#### **Unit 4:**

Emerging trends in New Media-- Digital culture and digital identity, New media & digital divide, New media & democracy, E democracy, Traditional vs Online Journalism, Citizen journalism, News Portals, Podcasting,

#### **Suggested Reading**

Chaturvedi B. K. New Media Technology And Communication (Global Vision Publishing House

Collins Richard, Murroni Cristina, New Media, New Policies: Media And Communications Strategy For The Future (Polity Press 12-1996).

Covell Andy. Digital Convergence (Firewall, 2002).

Vince John A., Digital Convergence: The Information Revolution (University Of



Bournemouth UK: Springer-Verlag)

## C15 Documentary Production (BJMC 503)

Credits 5 :4T+1L  
Marks: 100 (30+70)

### COURSE OBJECTIVES:

- To make aware about concept of documentary.
- Explain the different phases of documentary Production.
- Explain the different tools and techniques of documentary Production.
- Explain the historical background of documentary Production.

### Course Outcome:

- Understand the purpose of making a documentary
- Learn different formats and techniques of documentary making
- Learn pre-production and production processes of making a documentary

### Unit 1 Understanding Documentary

Introduction to Realism, Debate; Observational and Verite documentary  
Documentary movements in India;  
Role of NFDC and Films Division;  
Role of CBFC in India

### Unit 2 Documentary Production

Pre-Production techniques,  
Researching the Documentary, Research: Library, Archives,  
Documentaries based on location, life stories, ethnography  
Writing a concept: telling a story  
Subject Treatment and characterization  
Writing a proposal and budgeting

### Unit 3 Documentary Shooting

Introduction to shooting styles & Introduction to Editing styles  
Structure and scripting the documentary  
Production Techniques  
Shooting Script & Shooting Techniques  
Location, sound and barriers of shooting real life

### Unit 4 Post Production Techniques

Introduction to video editing  
Documentary and Social Change  
Using video editing software for editing

### Suggested Readings:

- Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333



- Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary”
- Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan
- Trisha Das How to Write a Documentary Double Take by PSBT
- विडीयोप्रोडक्शन, प्रतिमाएवसिद्धान्त, सिंहगोपाल, अनामिकापब्लिकेशन

### C 16 International Media and Politics (BJMC 504)

Credits 5: 4L+1T

Marks: 100 (30+70)

#### Course Objectives:

- The course introduces students to the phenomenon of culture in the broad sense of the term.
- Students in this paper will engage in a critical assessment of International and Intercultural communication
- Theories and applications through multiple and diverse readings, reflexive writing assignments, research activities, classroom discussions, and in-class activities.

#### Course Outcome:

The course will enable the students to:

- Understand the importance of international communication in the contemporary world
- Develop understanding about various perspectives and dimensions relevant to international communication
- Explain the role of cultural patterns, verbal and nonverbal codes in the development of intercultural interpersonal relationships
- Describe obstacles to effective intercultural interaction and develop communication skills that improve competence in intercultural communication

#### Unit 1 Media and International Communication:

The advent of popular media- a brief overview

Propaganda in the inter-war years: Nazi Propaganda

Radio and international communication

Rise of International News Agencies, Imbalances in Global Information

#### Unit 2 Media and Super Power Rivalry

Media during the Cold War, Vietnam War

Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America

Communication debates: NWICO, McBride Commission and UNESCO

Unequal development and Third World concerns: North-South, Rich – Poor

#### Unit 3 Global Conflict and Global Media

World Wars and Media Coverage post 1990

Rise of Al Jazeera, The Gulf Wars: CNN’s satellite, transmission

Embedded Journalism, 9/11 and implications for the media

Major International TV Channels – BBC, CNN, FOX, CBC

Media Conglomeration – Time Warner, Walt Disney Corporation, News Corporation, Sony

#### Unit 4 Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony

Global cultures, homogenization, Local/Global, Local/Hybrid

Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch, Global and regional

integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations



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of global programmes KBC/Big Boss/Others

### **Suggested Readings:**

- DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press, 2003
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004
- Communication and Society, Today and Tomorrow “Many Voices One World ” Unesco Publication, Rowman and Littlefield publishers, 2004
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012
- DayaKishanThussu. War and the media: Reporting conflict 24x7, Sage Publications, 2003
- Stuart Allan and Barbie Zelizer. Reporting War: Journalism in war time, Routledge Publication, 2004
- Yadava, J.S, Politics of news, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. Media and communications in the third world countries,Gyan Publications, 2007



## Semester-V

### AECC 5 Analytic Ability and Digital Awareness (BJMC 505)

#### Objective of the course:

- This course aims to provide introduction to Digital Journalism.
- This course also imparts the knowledge of Computer Networks and Social Networking Sites.
- Develop an awareness of unintended consequences of new technology.
- To make the students conversant with Internet communication skills.

#### Course outcomes:

- After the completion of this course the students will be able to understand and explain basic concepts multi media.
- They will be able to understand pros and cons and write/use new media for various communication messages and solutions.
- Students will develop understanding of Virtual cultures and digital journalism.

#### Unit 1 Codes

Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers

#### Unit 2 Language

Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making

#### Unit 3 Computer Basics

Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software),

#### MS Word Basics

The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates. Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.

#### MS-Excel:

Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc.

#### Unit 4 Web Surfing



An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines like Google, DuckDuckGo

etc, Visiting web sites: Downloading. **Cyber Security:** Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information

Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.

### Suggested Readings:

1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481
2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516
3. Madan, Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed..
4. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012
5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017



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### C 17 Industrial Training (BJMC 506)

Marks: 100

#### Course Objective:

To evaluate the performance of a student on his/her internship through a training report, presentation and viva-voce.

#### Course Learning Outcomes:

Upon successful completion of the course, students will be able to:

- CO1. Develop insight into the working of the real media organization.
- CO2. Gain deeper understanding in specific functional area.
- CO3. Understand actual perspective about organizations in their totality.
- CO4. Explore career opportunities in their area of interest.

The students will undergo an industrial training of 8 – 12 weeks. The training must be practice-based in relevant areas as covered in the curriculum such as Print Media, Electronic Media: Radio/Television/Film, New Media, Photography, Design & Graphics, Advertising and Public Relations, Corporate Communication, Event Management, etc. On completion of the Internship Training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester V as **BJMC 506**.





## SEMESTER VI

### C 18 Media Management Practices (BJMC 601)

**Credit 5: 4L+1T**  
**Marks 100 (30+70)**

#### Objectives of the Course:

- To develop an advanced understanding of media management contexts – cultural, industrial, political, scholarly and practical.
- To develop autonomous research skills and professional practices.
- To prepare both current or aspiring media managers and business communication professionals to meet the challenges posed by a period of unprecedented.

#### Course outcome:

This course will enable the students to:

- Understand the political, social and economic contexts of media management.
- Evaluate contemporary creative and/or media industry studies and practices.
- Understand the global regulatory, legal and market environments in which the media operates.
- Adopt professional approaches to research and scholarship in the media or related industries.

#### Unit 1 Management

Management – Definition & Nature  
Principles and Need for Management  
Management Functions

#### Unit 2 Media Management

Media Management: Definition & Concept  
Principles & Significance of Media Management  
Media as an industry & profession

#### Unit 3 Organization and Ownership of Media

Organizational Patterns of a Print Media  
Organizational structure in Media, Management Functions, Organizational, behavior,  
Ownership patterns-- Media ownership, Types of ownership, Cross ownership of media  
Functions of the Editorial, Advertising, and Circulation & Printing departments of a newspaper.  
Newspaper economics: Circulation & Advertising as source of revenue.

#### Unit-4 Media Organizations

Brief Idea of Government Media Organization: Publication Division, Photo Division, PIB,  
Film Division & CBFC.  
News agency: PTI&UNI  
Doordarshan & All India Radio

#### Suggested Readings:

- Hargie O, Dickson D, Tourish Communication Skills for Effective
- Denis Management, Palgrave Macmillan,



- India
- Dr. SakthivelMurughan M Management Principles & Practices,
- New Age International Publishers,New Delhi
- Redmond, J, Trager R Media Organisation Management, Biztantra,New Delhi
- Albarran, Alan B Media Economics, SurjeetPublication,New Delhi
- Dr SudhirSoni Media Prabandhan, University Publication,Jaipur

## C 19 Communication For Development (BJMC 602)

**Marks: 100(30+70)**

**Credit 5: 3L+2T**

### Course Objectives:

This course will enable the students to:

- Understand the role of the Indian press in the Indian freedom struggle
- Be acquainted the students about social, economic, and political issues
- Highlight the problems faced by different media and their future prospects

### Course Outcome:

- It will make the learners understand the role of the Indian press in the Indian freedom struggle, and its role in tackling the post-independent
- The course will intend to acquaint the students about social, economic, and political issues
- The course also highlights the problems faced by different media and their future prospects

### Unit 1 Concept of Development and Development Communication

Development: Definition, concept; process  
Different approaches to development  
Characteristics of developing societies  
Globalization and its impact on development

### Unit 2 Development Communication & Its Perspectives

Development support communication  
Development communication policy  
Strategies and Action plans.  
Development Dichotomies – gap between developed and developing societies

### Unit 3 Development News Stories

Development news story and features, writing  
Packaging of the development story  
Conflict of interests, mobilizing support for development  
Development Support Communication, information dissemination and education, Behavior change, social marketing, social mobilization  
Communication for social change

### Unit 4 Development Issues

Economic development, liberalization, privatization and globalization  
Environment and climate change, impact on agriculture and food security, energy security,  
Environmental sustainability, Development Communication Applications: Indian perspective on development  
Mass displacements and migration  
Urban and rural development, water and waste management, health, education, employment, housing, transport.

### Suggested Readings:



- Melkote, S. R. & Steeves, L. H (2001). Communication for Development in the Third World. Sage Publications
- McPhail, L. T (2009) Development Communication. Wiley Blackwell
- Narula, U. & Pearce, W.B. (1986) Development as Communication: A Perspective on India. Southern Illinois Press
- Mody, B. (2003) International & Development Communication: A 21st Century Perspective. Sage Publications
- Manual of Development Journalism – Alan Chalkley. Participatory Communication, Working for change and development Shirley A. White, K Sadanandan Nair and Joseph Ascroft. Development Communication and Media Debate
- Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
- Television and Social Change in Rural India – Kirk Johnson.
- Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai

### **C 21 Audio – Visual Production (P) (BJMC 604)**

**Credits 5 (4 P+1T)**  
**Marks 100 (30+70)**

#### **Course objectives:**

- To make the students conversant with three phases of T.V. Production.
- To make the students understand the significance of lighting and sound in video production.
- To make the students conversant with multimedia production.

#### **Course outcomes:**

- Students will be able to produce videos of different formats.
- Students will be conversant with virtual studios and its functioning.
- Students will understand basics of indoor and Field Production.

#### **Practical Assignments:**

##### **Prepare a Assignment File covering the following topics:-**

Different types of shots  
Camera movements  
Rule of the Third  
Types of Lighting (Studio)  
Importance of lights in production  
Process of scriptwriting  
Importance of sound in production  
Basics concepts of editing  
Linear vs Non Linear editing

- **Make a Short Documentary on any Social activity or Campus Life of University**

#### **Suggested Reading:**

1. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
2. Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
3. Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
4. Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.



5. How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
6. The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007
7. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007 (Page 172-400)
8. Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007

## **AECC 6 Communication Skills and Personality Development (BJMC 605)**

### **Course objectives:**

- To make the students more presentable confident before the camera.
- To develop dressing sense amongst the media students.
- To develop knowledge about the correct use of punctuation and body language.
- To develop as a good interviewer.

### **Course outcomes:**

- Understand the concept of Personality.
- Learn to make good resume and prepare effectively for interview.
- Perform effectively in group discussions.
- Acquire good communication skills and develop confidence

### **Unit 1 Personality and Personal Grooming**

Understanding Personality, Definition and Meaning of Personality

Types of Personality

Components of Personality & Determinants of Personality

Assessment of Personality Grooming Self - Dress for success, Make up & skin care, Hair care & styles for formal look, Art of accessorizing & Oral Hygiene

### **Unit 2 Interview Preparation And Group Discussion**

Meaning and Types of Interview [ Face to Face, Telephonic, Video]

Interview procedure [ Opening, Listening, Closure]

Preparation for Interview - Resume Writing & LinkedIn Etiquette

Meaning and methods of Group Discussion, Procedure of Group Discussion, Group Discussion simulation, Group discussion common error

### **Unit 3 Body Language and Behavior**

Concept of human behavior, Individual and group behavior & Developing Self-Awareness  
Behavior and body language, Dimensions of body language: Proxemics, Haptics, Oculistics,  
Paralanguage Kinesics, Sign Language, Chromatics, Chronemics Olfactics.

Cultural differences in Body Language, Business Etiquette & Body language, Body Language in the Post Corona Era

Virtual Meeting Etiquette & Social Media Etiquette

### **Unit 4 Art of Good Communication**

Communication Process, Verbal and Non-verbal communication

7 C's of effective communication & Barriers to communication

Paralinguistic- Pitch, Tone, Volume, Vocabulary, Word stress, Pause. Types of communication Assertive Aggressive Passive Aggressive

Listening Skills, Questioning Skills, Art of Small Talk & Email Writing

### **Suggested Readings:**



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1. Cloninger, S.C., “Theories of Personality : Understanding Person”, Pearson, New York, 2008, 5th edition.
2. Luthans F, “Organizational Behaviour”, McGraw Hill, New York, 2005, 12th edition.
3. Barron, R.A. & Brian D, “Social Psychology”, Prentice Hall of India, 1998, 8th edition.
4. Adler R.B., Rodman G. & Hutchinson C.C. “Understanding Human Communication”, Oxford University Press : New York, 2011.
5. Suggestive digital platforms web links

### **C 22 Research Project (P) (BJMC 606)**

**Marks: 100 (30 +70)**

- Students will undertake a micro research project (7000 to 8000 words) on any topic of social, political, cultural interest. The research project must have proper chapter scheme, referencing and bibliography.
- Students will have to prepare a suitable presentation (12 – 15 slides) on the topic of project for Viva - Voce.



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## Semester VII

### C 23 Multimedia Journalism (BJMC 701)

**Credits 5 (4L+1T)**  
**Marks 100 (30+70)**

#### Objective of the course:

- This course aims to provide introduction to Digital Journalism.
- This course also imparts the knowledge of Computer Networks and Social Networking Sites.
- Develop an awareness of unintended consequences of new technology.
- To make the students conversant with Internet communication skills.

#### Course outcomes:

- After the completion of this course the students will be able to understand and explain basic concepts multi media.
- They will be able to understand pros and cons and write/use new media for various communication messages and solutions.
- Students will develop understanding of Virtual cultures and digital journalism.

#### Unit 1 Introduction to Multimedia

Introduction to multimedia – nature, importance and definitions  
Nature and characteristics of multimedia, multimedia applications  
Relevance of multimedia application in the multimedia industry  
Multimedia system architecture

#### Unit 2 Visual Language

Introduction to visual language  
Design principles; elements of design and layout  
Colour in design, use of text, pictures, graphs, drawings, video and audio in various media

#### Unit 3 Multimedia File Formats

Multimedia file formats – standards & communication protocols, conversions  
Data compression and decompression; image authoring and editing tools  
Image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK  
Contrast, brightness, contrast; aspect ratio & designing techniques

#### Unit 4 Multimedia Production

Multimedia production; idea/concept & outline  
Script, story board, templates & user interface  
Production, video editing software and techniques of editing  
Video capturing and editing tools



### Suggested Readings:

- Reddick, R., & King, E. (2000). The online journalist. Wadsworth Publishing.
- Lee, E. (2005). How Internet Radio Can Change the World: An Activist's Handbook. Universe.
- Ray, T. (2006). Online Journalism: a basic text. Cambridge India.
- Stovall, J. G. (2004). Web journalism: Practice and promise of a new medium. Allyn and Bacon. 37
- Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: how journalists can use data to improve the news. " O'Reilly Media, Inc."
- Usher, N. (2016). Interactive journalism: Hackers, data, and code. University of Illinois Press.

### C 24 Global Communication (BJMC 702)

**Credit: 5 (4L+1T)**

**Marks: 100 (30+70)**

### Course Objectives:

- The course introduces students to the phenomenon of culture in the broad sense of the term
- Students in this paper will engage in a critical assessment of international and intercultural communication
- To understand Theories and applications through multiple and diverse readings, reflexive writing assignments, research activities, classroom discussions, and in-class activities

### Course outcome:

This course will enable the students to:

- Understand the importance of international communication in the contemporary world
- Explain the role of cultural patterns, verbal and nonverbal codes in the development of intercultural and interpersonal relationships
- Describe obstacles to effective intercultural interaction and develop communication skills that improve competence in intercultural communication
- Develop skills to observe, analyze and interpret communication both in everyday life situations, popular media, and other mediated discourse

### Unit 1 International Communication meaning and definition

International Communication: Concept and Definition

International Communication theories: Modernization theory, Dependency theory

World systems, Structural imperialism, Hegemony, Electronic colonialism, Technological Determinism

Globalization and Cultural Imperialism; Universal Declaration of Human Rights and communication

### Unit 2 Transnational Media

The New World Information and Communication Order (NWICO), MacBride

Commission's Report-Nonaligned news agency pool

International news agencies. Broadcast networks: Cable News Networks (CNN), British Broadcasting Service (BBC) and Al Jazeera

Impact of new communication technology on news flow

Transnational media ownership

### Unit 3 International Communication Concept & Scope

Culture: Concept, Definition, Elements and Characteristics

Intercultural Communication: Concept and Definition

Cultural Symbols in Verbal and Non-verbal Communication

Impact of New Technology on Culture

### Unit 4 Issues of International Communication

Mass Media as a Culture Manufacturing Industry



Barriers in Intercultural Communication  
Media and Intercultural Conflicts  
Imbalance in International Information flow

### **Suggested Readings:**

- William B. Gudykunst, and Bella Mody (2002) Handbook of International and Intercultural Communication, Sage publications
- William B. Gudykunst (2003) Cross-Cultural and Intercultural Communication, Sage publications
- Ingrid Piller (2011) Intercultural Communication: A Critical Introduction, Edinburgh University Press
- Adrian Holliday, Martin Hyde and John Kullman (2004) Intercultural Communication: An Advanced Resource Book, Routledge
- Thomas L. McPhail (2010) Global Communication: Theories, Stakeholders, and Trends, John Wiley & Sons
- DayaKishan Thussu (2000) International Communication: Continuity and Change, Bloomsbury Academic
- Denis McQuail (2010) McQuail's Mass Communication Theory, SAGE Publications Ltd

## **C 25 Advanced Communication Research**

**Credits 5 (4L+1T)**

**Marks 100 (30+70)**

### **Course Objectives**

- To provide knowledge and skills to prepare quality research work
- It provides an overview of the concepts, methods, and tools of communication research
- To help the students critically evaluate the area of communication research
- To encourage students to plan and develop a research project

### **Course Outcome:**

This course will enable the students to:

- Master the concepts and techniques used in communication research
- Understand different methods and tools of communication research
- Conduct original and meaningful communication research
- Prepare research report

### **Unit I Research Ethics**

Philosophy: Definition, Moral Philosophy

Significance of Ethics in Research Intellectual honesty

Publication Ethics and research integrity

Violation of Publication Ethics & Identification of publication misconduct

Ethical Research Metrics: Plagiarism, Conflict of Interest, index, H index, Google metrics

### **Unit II Communication Research**

Concept and foundation of communication research

Cross disciplinary issues in communication research

Major traditions in communication research

Positive & administrative research tradition

Critical tradition in communication research

### **Unit III Research Methods in Communication**

Quantitative Methods of Communication Research- Experimental, Survey, Cross Sectional and





Longitudinal, Field Approach, Linguistic analysis of communication  
Qualitative Methods of Communication Research – Ethnographic studies, case study, historical research, policy research, participatory research, semiotics, argument, BCC and SBCC studies, textual analysis and discourse analysis

#### Unit IV - Statistics

Descriptive statistics normal distribution, measures of central tendency, mean, median, mode, Chi Square, significance level, T test, Z test, covariance ADCS correlation and regression analysis SPSS, Window proficiency, issues in statistical interpretation/ analysis, contemporary issues in communication research in third world countries  
Ethical issues (constraints) in field research, anova test, binomial test, one sample median test

### C 26 Research Portfolio (P) (BJMC 704)

**Credits 5 (4P+1T)**  
**Marks 100**

#### Course Objective:

- This course seeks to introduce students to the practical aspects of research.
- To equip the students with skills of data management
- The curriculum broadly prepares the students for conducting research

#### Course outcome:

##### This course will enable the students to:

- Conduct research on different subjects
- Inculcate the practical knowledge of writing a research paper
- Demonstrate ability to conduct literature review.
- Use digital media for research

The students will be marked on the basis of practical assignments and Viva-Voce.

#### Students have to Submit:

- Literature Review
- Synopsis
- Research Paper

### GE 7 Introduction to New Media (BJMC 705)

**4 Credits (3L+1T)**  
**Marks: 100 (30+70)**

#### Course Objectives

- To provide knowledge and skills about new media
- To create professional end thinkers who can critically engage with various dimensions of new media
- It provides an overview of the tools and technology of new media
- To develop the understanding of changing facets of new media

#### Course Outcome:

This course will enable the students to:

- Master the tools and techniques used in new media
- Participate in content generation and dissemination
- Deliberate upon the ethical concerns of new media
- Create and promote a blog



### **Unit 1 Key Concepts and Theory**

Defining New media, terminologies and their meanings – Digital media, New media & Online media  
Overview of Online Journalism and Virtual Culture  
Information society and new media and Technological Determinism  
Computer- mediated-Communication (CMC) and Networked Society

### **Unit 2 Understanding Virtual Cultures and Digital Journalism**

Internet and its Beginnings, Remediation and New Media technologies,  
Online Communities, User Generated Content and Web 2.0,  
Networked Journalism and Alternative Journalism  
Activism and New Media, Citizen and Participatory Journalism

### **Unit 3 Digitization of Journalism**

Tools of online Journalism & Ethical Challenges in Online Journalism  
Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source  
Digital archives, Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems(CMS)  
Social Networking and Media Activities

### **Unit 4 Visual and Content Design**

Linear and Non-linear writing and Contextualized Journalism  
Writing Techniques, Linking, Multimedia and Storytelling structures  
Website planning and visual design, Content strategy and Audience Analysis  
Brief history of Blogging, Creating and Promoting a Blog.

### **Suggested Readings:**

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. “What is New Media?” In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- O’Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, “Iran Protests: Twitter, the Medium of the Movement”
- Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
- नए जनसंचारके माध्यम और हिन्दी, सुधीरपचौरी, अचलाशर्मा, BBC World Series
- इण्टरनेट एवं भू-मीडिया टेक्नोलॉजी एके0 सिंह, आदीबुक्
- The New Yorker, August 7. Available at [http://www.newyorker.com/archive/2006/08/07/060807fa\\_fact1](http://www.newyorker.com/archive/2006/08/07/060807fa_fact1)
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-3



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### **C 27 Case Study of Media Organization (P) (BJMC 706)**

**Credits 4 (3P+1T)**

**Marks: 100**

#### **Course Objective:**

- To equip students to develop deep understanding of working of the media industry.
- Students will develop special skills to analyze media organization.

#### **Course outcome:**

This course will enable the students to:

- Gain conceptual knowledge of media units and their working
- Write a suitable case study on any media group.
- Understand and apply different techniques to collect data for case study.

Every student will be assigned a media unit. A case study has to be submitted, which will be followed by a Presentation and Viva-Voce.



## Semester VIII

### C 28 Public Relations and Corporate Communication (BJMC 801)

Credits 5 (4L+1T)

Marks 100 ( 30 +70)

#### Course Objective:

- To inculcate among students all the necessary basic qualities required for a career in PR and corporate communication
- To develop an understanding of corporate culture.

#### Course outcome:

This course will enable the students to:

- Understand the meaning of corporate communication and brand management.
- Develop the corporate communication strategies for public relations.
- Develop media relation methods to work with different stakeholders of corporate..  
Demonstrate the skills of for creating brand strategies.

#### Unit 1 Introduction to Public Relations

Nature and Scope of Public Relations and Present status and future of PR in India,  
Principles of PR, Publicity, Propaganda, Lobbying & Public Opinion  
Publics in PR, Image building in Public & Private Sector Tools and Techniques of PR, Code of Conduct in PR, Sensitivity to Cultural Issues  
Role of Photography in PR and Marketing Research for the PR Practitioner

#### Unit 2 Strategic Public Relations

PR Campaign, PR in Crisis Management  
Functions and Responsibilities of PR Practitioners,  
Media Relations &Event Management,  
Writing for Public Relations, Publicity Inputs, Organizing Press Event and Preparation of Press release.

#### Unit 3 Introduction to Corporate Communication

Concept, Definition and Evolution of corporate communication in India  
Corporate communication functions, Need for corporate communication and IMC  
Corporate Communication Strategy and Corporate social responsibility  
Corporate communication and Corporate Reputation

#### Unit 4 Strategic Corporate Communication

Building a distinct corporate identity: concepts, variables and process  
Making of house style: logo, lettering and process  
Defining strategy and its relevance in corporate communication,  
Campaign planning and management. Crisis Management  
Stakeholders and Media Relations

#### Suggested Readings:

- Jaishri Jethwaney, Corporate Communication, Oxford Publishers, 2010



- Joseph Fernandez, Corporate Communication: A 21st Century Primer, Sage, 2004
- Jaishri Jethwaney, Public Relations, Sterling Publishers, 2002
- Iqbal Sachdeva, Public Relations: Principles and Practices, Oxford University Press, 2009
- S.K. Roy, Corporate Image of India, Sh. Ram Centre, 1974
- K.R. Balan, Corporate Public Relations, Sterling Publisher, 1992
- मीडियामैनेजमट, डॉ. विजयअवाल, माखनलालचरवदपकारताएवंसंचारववयालय, भोपाल,
- समाचारपबधन, गुलाबकोठार, जैनबुकएजेसी, 2008
- कॉरपोरेटमीडिया- दलालट, दलपमंडल, राजकमलकाशन, 2011

### C 29 Dissertation (BJMC 802)

**Marks: 100**

- Students will undertake a detailed research project on any topic of social, political, cultural interest.
- The research project must have proper chapter scheme, objectives, hypothesis, data analysis, referencing and bibliography.
- Students will have to prepare a suitable presentation (12 – 15 slides) on the topic of project for Viva - Voce.
- Students will also need to get one paper published on their research topic under the guidance of their research supervisor.

### C 30: Social Responsibility Project (P) (BJMC 803)

**Credits 5 (4P+1T)**

**Marks 100**

#### Course Objective:

- To enable the students to learn and understand the independent thinking
- To promote critical analysis and reasoned inquiry when assessing personal, professional and wider aspects of societal issues.
- To help the students learn how to serve the society.

#### Course Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Understand the practical dimensions of social responsibility.
- Demonstrate the ability to make personal and professional decisions by applying knowledge and skills obtained from the study of social responsibility.
- Articulate how their understanding of social responsibility shapes their actions.
- Work as a socially responsible media professional/scholar.

To prepare socially responsible media professionals, scholars and academicians, the students will be exposed to the social responsibility activities of 4-6 weeks after just completion of Semester VII. The activities will be associated with social services using media knowledge and technologies for the betterment of the local communities and rural society. On completion of the social responsibility activities, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester VII as BJMC 803.

#### The Project will be given to the media students on various topics as follows:

- Media Literacy Drive in surrounding rural areas
- How to become a citizen Journalist?
- Mobile Journalism
- Digital Media/ New Media awareness program
- Photography Training



- Letter to editor writing
- Creating awareness on social and local issues
- Happiness drives in old age homes
- Life skills program- Thinking skills, Social skills and Emotional skills
- Health Management through Yoga
- Environmental conservation
- Plantation
- Swachhta Abhiyaan
- Any other relevant topics/areas of social activities.

### **C 31 Media and Cultural Studies (BJMC 804)**

**Credits: 5 (4L+1T)**

**Marks: 100 (30+70)**

#### **Course Objective:**

- The course introduces learners to the phenomenon of culture in the broad sense of the term
- Learners in this paper will engage in a critical assessment of cultural communication theories and applications through multiple and diverse readings, reflexive writing assignments, research activities, classroom discussions, and in-class activities.

#### **Course Outcome:**

- Understand the importance of international communication in the contemporary world
- Develop proper understanding about various perspectives and dimensions relevant to international communication
- Explain the role of cultural patterns, verbal and nonverbal codes in the development of intercultural interpersonal relationships
- Describe obstacles to effective intercultural interaction and develop communication skills that improve competence in intercultural communication
- Develop skills to observe, analyze and interpret communication both in everyday life situations, popular media, and other mediated discourse

#### **Unit 1 Understanding Culture**

Understanding culture – Mass Culture, Popular Culture, Folk Culture Media, Elite Culture, Commercial Culture and Cyber culture  
Technological Determinism; New Media and Cultural forms, Media culture and Power, Hybrid Culture  
Colonialism, Post colonialism, Nationalism, Postmodernism

#### **Unit 2 Critical Theories**

Frankfurt School, Media as Cultural Industries Semiotic School  
Roland Barthes: Meaning of text messages  
Marshall Mac Luhan: Medium is the Message; Political Economy of media, Ideology and Hegemony  
Folk Media as a form of Mass Culture, live performance.

#### **Unit 3 Representation**

Media as Texts, Signs and Codes in Media,  
Discourse and Analysis, Understanding media culture,  
Genres Representation of nation, class and caste issues in Media  
Gender, Media and Culture, Public Sphere and Public Media  
Corporatization and Globalization of Media

#### **Unit 4 Audiences**

Uses and Gratification Approach



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Reception Studies, Active Audiences  
Women as Audiences, Sub Cultures  
Music and the popular, Fandom. Audience in live Performance Media technologies.

### Suggested Readings:

- As Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV) John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
- Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
- Traditional Folk Media in India, 1975, New Delhi, Geka Books
- समाचारकाभाषाविज्ञान-रमेशकुमारवर्णमाल
- मासमीडियाऔरसमाज- श्रीमनोहरश्यामजोशी



## GE 8 Media Literacy (BJMC 805)

Credits 4 (3L+1 T)  
Marks 100 (30+70)

### Course Objectives

- To expose the students to the base complexities of media literacy
- To develop critical thinking skills
- To provide students with the methods of analysis necessary to interpret media content as and conduct media analysis
- To help students develop an informed and critical understanding of the nature of an ever-expanding and increasingly dominating mass media

### Course outcome:

This course will enable the students to:

- Understand how media messages create meaning
- Identify who created a particular media message
- Recognize bias, spin, misinformation and lies
- Evaluate media messages based on their own experiences, beliefs and values

### Unit 1 Understanding Media Literacy

Definition of Media Literacy  
Media Literacy: Nature, Scope and Importance  
Digital media Literacy  
Visual media Literacy  
Sound and Verbal Communication

### Unit2 Understanding Media Messages

Media Messages  
Skills in Media Literacy  
Interpreting media messages: Semiotics, Ideology  
Media as Text  
Commercial messages

### Unit 3 Reception and Interpretation of Media Messages

Media Messages Reception  
Process of Message Generation and Communication  
Media Vehicles for messages and their types  
Nature of media messages; Media Exposure and Filters  
Media stereotypes

### Unit 4 Media Ecosystem

Media Ecosystem in Globalization  
Media Ecosystem, Media Empires and Ownership patterns;  
Globalization of Media  
Media markets,  
Propaganda and Hegemony

### Suggested Readings

- Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
- Hodgkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)
- John. V. The Media of Mass Communication (PHI, 2012)
- Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)





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- Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass
- Messages (IDEA, 2013)

### **C 32 Specialized Project (P) (BJMC 806)**

**Marks 100**

The student will choose specialization work in a particular area: Print, Radio, Television, Film, Web Journalism, Photography, Advertising and Public Relations

1: PROJECT WORK-SPECIALIZATION: PRINT The students must create a Magazine or Newspaper with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics

2: PROJECT WORK-SPECIALIZATION: ELECTRONIC MEDIA RADIO The students can do specialization in the different areas of Radio production or Various Formats, News, Talk shows, Spots and commentaries, Radio documentary, Radio features, countdown shows, They can also produce the Commercials & Jingles.

TELEVISION The students can choose a specific area of Television production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing etc. FILM The students can choose a specific area of Film production in which they want to specialize, viz. Documentary Film making, Short Film, Ad Film making and Entertainment Based programs.

The evaluation of projects will be done through experts on the basis of project and Viva-Voce in BJMC 806.