



SEMESTER I (Major-I)

Basics of Mass Communication and Journalism + Computer for Mass Media (P)
(BJMC 101)

Credits 6: 4L+2T
Marks: 100 (25+75)

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, Indian concepts of communication, Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Various Communication Models, Communication flows: one step, two step, multi-step. Barriers in communication.

Unit 2 Theories of Mass 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.
Duties and responsibilities of a journalist. Values and Ethics of Journalism, Press Council of India, PrasarBharati Board, RNI, Committees for Journalism.

Unit 4 Fundamental of Computer:

History of Computer, Hardware and Software. MS Word: Interface, mail merge
Basics of MS Word, MS Excel and PowerPoint Presentation: Interface,
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 Introduction to the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989
- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- S Patnaik, Fundamentals of Information Technology, Dhanpat Rai & son, New Delhi
- Pradeep K sinha and Priti Sinha, Computer Fundamentals, BPB Publications
- Anita Goel, Computer Fundamentals, Pearson India,
- Basandra, S.K. Computers Today. New Delhi: Galgotia Publications.
- Leon, Alexis. and Leon, Mathews. Fundamentals of Information Technology. New Delhi: Vikas Publishing House.



Semester- I (Minor/Vocational/SDC-I)

History of the Media (BJMC 102)

Credits 3
Marks: 40

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.

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, VibhoddhParthasarthi, 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).



Semester-I [Minor I Elective(SEC)]

Communication Skills (BJMC 103)

Credits:4
Marks: (25+75)

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

Unit 2 Expression & Eye Contact

Body Language (Kinesics)

Essentials of Effective Communication & Communication Techniques

Age of Globalization and the Need for Communicative Skills

Unit 3 Reading & Presentation Skills

Levels of Reading, Reading Comprehension & Academic Reading Tips

Preparing a PowerPoint Presentation, Greeting and introducing

Unit 4 Presenting a Paper & Group Discussions

Writing Notices, Memos & Drafting an E-mail,

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

Personal Communication

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
- McQuali'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.



Semester-II (Minor- II- Co- Curricular Course (AECC))

Food, Nutrition and Hygiene

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/PMC575090>