



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



(2021-2022)
Submitted By:

Dr. Tanu Dang
Dr. Syed Kazim Asghar Rizvi



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, Routledge Publications, 1982.
- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- संचारऔरमीडियाशोध-डॉ0 विनीतागुप्ता- वाणीप्रकाशन
- शोधविधियांजैनएम0के0, यूनिवर्सिटीपब्लिकेशन

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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)

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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, प्रतिमाएवसिध्दान्त, सिंहगोपाल, अनामिकापब्लिकेशन

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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 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

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Semester V

Research Aptitude (AECC 5)

Marks:0

Credit: 0

Every student will be assigned the Final Survey Report at the end of the Semester. Survey Report will be pursued by him/her under the supervision of an internal supervisor in the next semester. Each student will make his/her final Survey Report in any one of the disciplines i.e. Print Media/Electronic Media (Radio & TV) / New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the HoD/Subject In charge in the semester. The Survey Report (induplicate) both hard & soft copy along with the product will be submitted by the students at least four weeks prior to the date of commencement of the End Term Examination of the Semester. At the time of Presentation the students will make a PowerPoint Presentation along with submission of the report. It will be evaluated by Internal Examiners.