

NATIONAL EDUCATION POLICY-2020
Common Minimum Syllabus for all
Uttarakhand State Universities and Colleges



Syllabus Proposed
2023-24

Sri Dev Suman Uttarakhand University
Badshahithol, Tehri (Garhwal)

पाठ्यक्रम निर्माण समिति, उत्तराखण्ड
Curriculum Design Committee, Uttarakhand

क्र० सं०	नाम एवं पद	
1	प्रो० एन० के० जोशी कुलपति, श्रीदेव सुमन उत्तराखण्ड विश्वविद्यालय, टिहरी	अध्यक्ष
2	कुलपति, कुमाऊँ विश्वविद्यालय, नैनीताल	सदस्य
3	प्रो० जगत सिंह बिष्ट कुलपति, सोबन सिंह जीना विश्वविद्यालय, अल्मोड़ा	सदस्य
4	प्रो० सुरेखा डंगवाल कुलपति, दून विश्वविद्यालय, देहरादून	सदस्य
5	प्रो० ओ० पी० एस० नेगी कुलपति, उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी	सदस्य
6	प्रो. एम० एस० एम० रावत सलाहकार—रूसा, रूसा निदेशालय, देहरादून	सदस्य
7	प्रो० के० डी० पुरोहित सलाहकार—रूसा, रूसा निदेशालय, देहरादून	सदस्य

JOURNALISM AND MASS COMMUNICATION

Course Curriculum for 5-year integrated programme under NEP, 2020

Program Structure (Journalism & Mass Communication) (CBCS)

COURSE STRUCTURE

Certificate in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
I	Major	I	A503101	Communication Concept and Process, basic ethics of mass media	Theory	100 (25+75)	5
	Major	II	A503102	Introduction to Print Media	Theory	100 (25+75)	5
	Major	III	A503103	Hindi Communication and Translation	Theory	100 (25+75)	5
	Major	IV	A503104	Fundamentals of Computers	Theory	100 (25+75)	5
	Minor Elective	VI	A503105	Environment Communication	Theory	100 (25+75)	4**
	Co-Curricular	CCS-01		Communication Skills	Theory	100 (25+75)	Qualifying
II	Major	I	A503201	Introduction to Mass Media	Theory	100 (25+75)	4
	Major	II	A503202	Mass Media Writing	Theory	100 (25+75)	4
	Major	III	A503203	Mass Media Writing	Practical	100 (25+75)	4
	Major	IV	A503204	English Communication and Translation	Theory	100 (25+75)	4
	Major	V	A503205	IT and Computer Application in Mass Media	Theory	100 (25+75)	4
	Minor Elective	VI	A503206	Environment Communication	Theory	100 (25+75)	4**
	Co-Curricular	CCS-02		Environment Studies And Value Education	Theory	100 (25+75)	Qualifying
Total							44

** Elective subject can be taken either on first semester or second semester.

Diploma in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
III	Major	I	A503301	Basics of Print Media & Reporting	Theory	100 (25+75)	5
	Major	II	A503302	Social and Political System of India	Theory	100 (25+75)	5
	Major	III	A503303	Camera Handling & Techniques	Theory	100 (25+75)	5
	Major	IV	A503304	Visual Communication	Theory	100 (25+75)	5
	Minor Elective	V	A503305	Media and Society in India	Theory	100 (25+75)	4**
	Co-Curricular	CCS-03		Management Paradigms From Bhagavad Gita	Theory	100 (25+75)	Qualifying
IV	Major	I	A503401	Introduction to Digital Media	Theory	100 (25+75)	4
	Major	II	A503402	Introduction to Television and Radio	Theory	100 (25+75)	4
	Major	III	A503403	Introduction to Television and Radio	Practical	100 (25+75)	4
	Major	IV	A503404	Journalism in Uttarakhand	Theory	100 (25+75)	4
	Major	V	A503405	News Paper Design	Theory	100 (25+75)	4
	Minor Elective	VI	A503406	Media and Society in India	Theory	100 (25+75)	4**
	Co-Curricular	CCS-04		Vedic Studies/Vedic Mathematics	Theory	100 (25+75)	Qualifying
				Total			44

** Elective subject can be taken either on Third semester or Fourth semester.

Bachelor in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
V	Major	I	A503501	Documentary & Production	Theory	100 (25+75)	5
	Major	II	A503502	Media Analysis & Criticism	Theory	100 (25+75)	5
	Major	III	A503503	Introduction to Convergent Journalism	Theory	100 (25+75)	5
	Major	IV	A503504	Introduction to New Media Technology	Theory	100 (25+75)	5
	Minor Elective	V	A503505	Folk Culture of Uttarakhand	Theory	100 (25+75)	4**
	Co-Curricular	CCS-05		Meditation/Personality Development through Applied Philosophy of RamcharitraManas	Theory	100 (25+75)	Qualifying
	Industrial Training	Ind-1	A503506	Internship		100 (25+75)	Qualifying
VI	Major	I	A503601	Different Aspect of Mass Media	Theory	100 (25+75)	5
	Major	II	A503602	International Communication	Theory	100 (25+75)	5
	Major	III	A503603	Reporting and Anchoring Skills	Theory	100 (25+75)	5
	Major	IV	A503604	Representation of Women in Culture and Media	Theory	100 (25+75)	5
	Minor Elective		A503605	Traditional Communication, Uttarakhand	Theory	100 (25+75)	4**
	Co-Curricular	CCS-06		Indian Traditional Knowledge System/Vivekananda Studies	Theory	100 (25+75)	Qualifying
	Industrial Training/Research Project	Ind-2	A503606	Podcast Production		100 (25+75)	Qualifying
				Total			44

** Elective subject can be taken either on Fifth semester or Sixth semester.

Bachelor (Research) in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
VII	Major	I	A503701	Communication : Concept, types & Models	Theory	100 (25+75)	5
	Major	I	A503702	Mass Media: Concept, Characteristics and Theories	Theory	100 (25+75)	5
	Major	I	A503703	Journalism in India: History, Growth & Contemporary Issues	Theory	100 (25+75)	5
	Major	I	A503704	Print Media- I (News Writing & Reporting)	Theory	100 (25+75)	5
	Minor Elective	IV	A503705	Media & Human Rights	Theory	100 (25+75)	4**
	Industrial Training / Research project	Ind-3	A503706	Internship with any Media Organization	Internship	100 (25+75)	4
VIII	Major	I	A503801	Electronic Media (Television & Radio)	Theory	100 (25+75)	5
	Major	I	A503802	Print Media -II (Editing, Printing & Production)	Theory	100 (25+75)	5
	Major	I	A503803	Advertising & Public Relation	Theory	100 (25+75)	5
	Major	I	A503804	Communication Research	Theory	100 (25+75)	5
	Minor Elective	IV	A503805	Media & Human Rights	Theory	100 (25+75)	4**
	Industrial Training/ Research project	Ind-4	A503806	Dissertation	Dissertation	100 (25+75)	4
Total							52

**** Elective subject can be taken either on Seventh semester or Eighth semester.**

Master in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
IX	Major	I	A503901	Media laws in India & Ethics	Theory	100 (25+75)	5
	Major	II	A503902	Development Communication	Theory	100 (25+75)	5
	Major	III	A503903	New Media Technology	Theory	100 (25+75)	5
	Major	IV	A503904	Health Communication	Theory	100 (25+75)	5
	Industrial Training / Research project	Ind-V	A503905	Internship with NGO	Industrial	100 (25+75)	4
X	Major	I	A5031001	Media Management	Theory	100 (25+75)	5
	Major	II	A5031002	Right to information	Theory	100 (25+75)	5
	Major	III	A5031003	Marketing & Corporate Communication	Theory	100 (25+75)	5
	Major	IV	A5031004	Photo Journalism	Theory	100 (25+75)	5
	Industrial Training/ Research project	Ind-VII	A5031005	Project	Industrial	100 (25+75)	4
				Total			48

Detailed Curriculum

CERTIFICATE IN JOURNALISM & MASS COMMUNICATION

Programme Outcomes (POs)

- Use conceptual knowledge and practical training offered by the course to become successful media professionals.
- The students will be able to understand the concept, scope and significance of Mass Communication as a holistic field of study covering multiple facets and its techniques.
- They will get familiarized with contemporary media skills.

Programme Specific Outcomes (PSOs)

- Students will learn about mass media writing, multi-media skills, effective communication etc.
- They will get familiarized with working of the media industry and its scope.
- The programme will help students realize their potentials to work in varied fields.
- Students will be acquainted with the basic knowledge computer fundamentals, different software, internet surfing and related features.

COURSE STRUCTURE

Certificate in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
I	Major	I	A503101	Communication Concept and Process, basic ethics of mass media	Theory	100 (25+75)	5
	Major	II	A503102	Introduction to Print Media	Theory	100 (25+75)	5
	Major	III	A503103	Hindi Communication and Translation	Theory	100 (25+75)	5
	Major	IV	A503104	Fundamentals of Computers	Theory	100 (25+75)	5
	Minor Elective	VI	A503105	Environment Communication	Theory	100 (25+75)	4**
	Co-Curricular	CCS-01		Communication Skills	Theory	100 (25+75)	Qualifying
II	Major	I	A503201	Introduction to Mass Media	Theory	100 (25+75)	4
	Major	II	A503202	Mass Media Writing	Theory	100 (25+75)	4
	Major	III	A503203	Mass Media Writing	Practical	100 (25+75)	4
	Major	IV	A503204	English Communication and Translation	Theory	100 (25+75)	4
	Major	V	A503205	IT and Computer Application in Mass Media	Theory	100 (25+75)	4

	Minor Elective	VI	A503206	Environment Communication	Theory	100 (25+75)	4**
	Co-Curricular	CCS-02		Environment Studies And Value Education	Theory	100 (25+75)	Qualifying
				Total			44

**** Elective subject can be taken either on first semester or second semester.**

First Semester

Programme/ Class		Year: First	Semester: First
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503101		Course Title: Communication Concept and Process	
Course Outcomes:			
At the completion of the course, the students will be able to:			
<ul style="list-style-type: none"> • Understand the concept of communication. • Become aware about process of communication, basic models and theories. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Introduction to Communication 1. Communication: Concept, Definitions 2. Development of Communication 3. Elements and process of Communication 4. Types of Communication 5. Visual Communication 6. Ethics of Mass Media		10
II	Mass Communication 1. Concept of Mass and Mass Communication 2. Nature and Process of Mass Communication 3. Functions of Mass Communication 4. Channel of Mass Communication 5. Organization and Structure of Mass Communication		15
III	Models of Communication 1. Aristotle's model, 2. Laswell's Model, 3. Berlo'sSMCR Model 4. Shanon-Weaver Mathematical Model		15
IV	Ideologies and Theories of Mass Communication 1. Normative Theories of Mass Communication: 2. Authoritarian, Libertarian, Social Responsibility & Soviet Media Theory		15
V	Media Effects: Hypodermic Needle, Two Step / Multi Step Flow Populist theories of Media		20
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Fiske. J.1982: Introduction to Communication Studies, London,Rouledge: ➤ Ravindran, R.K.1999:Media and Society, Delhi, Commonwealth Pub.,(1st ed.) Narula, ➤ Uma2006: Communication Models, New Delhi, Atlantic Pub.Narula, ➤ Uma2006: Hand book of Communication, New Delhi, Atlantic Pub. ➤ Kumar,Keval J.2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd edt.) 			

- McQuail, Denis 2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th ed.)
- चन्द्रप्रकाश मिश्र, 2010, संचार और संचार माध्यम, संजय प्रकाशन
- विजेंद्र सिंह, 2022, संप्रेषण प्रक्रिया तथा जनसंचार, खुशी पब्लिकेशन, न्यू दिल्ली

Suggested Digital Platforms:

://www.uou.ac.in/sites/default/files/slm/BHMAECC-II.pdf

Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: 10+ 2 in any subject.

Programme/ Class		Year: First	Semester: First
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503102		Course Title: Basic Introduction to Print Media	
Course Outcomes:			
At the completion of the course, the students will be able to:			
<ul style="list-style-type: none"> • Understand the historical roots and evolution of different streams of mass media; • Students will understand the role of the Indian press in the Indian freedom struggle, and its role in tackling the post-independent social, economic, and political issues; • The course also highlights the problems faced by different media and their future prospects. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	History of Press 1. History of Press in World Scenario 2. Prehistoric Indian Communication System 3. History of Press in India 4. Role of Press in Indian Freedom Struggle 5. The Press since Independence	15	
II	History of Regional Press in India 1. Origin and Development of Regional Language Press in India 2. Brief History of Gujarati and Marathi Language Press 3. Role of Language Press in Indian Freedom Movement	15	
III	Some Eminent Journalists Raja Ram Mohan Roy, Bhartendu Harish Chandra, Arbindo Ghosh, B.G. Tilak, Mahatma Gandhi, Makhan Lal Chaturvedi	15	
IV	Definition of news; Elements of news, Sources of news; Structure of news: Inverted pyramid and alternative forms, , 5W's and 1H	15	

V	Introduction to magazine: World and India- History and evolution of magazines-important milestones in magazine journalism. Technology and the magazine industry. A Comparative analysis of American and British magazines with Indian counterparts. Magazines in India-pre-independence, post-independence, post-liberalisation, contemporary magazines.	15
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Suggested Readings:

- Murthy, Nadig Krishna (1966). Indian Journalism: from Ashoka to Nehru, Mysore University, Prasaranga.
- Natarajan, J. (1955). History of Indian Journalism, New Delhi, Publications Division, Government of India.
- Parthasarathy, Rangaswami (1991). Journalism in India: From the Earliest Times to the Present Day, New Delhi, Sterling Publishers Pvt. Limited
- Chaterjee, P.C. (1990). Broadcasting in India, New Delhi: Sage Publications.
- सुदीप कुलश्रेष्ठ, भारत में प्रिंट, इलेक्ट्रॉनिक एवं न्यू मीडिया: प्रभात प्रकाशन
- यू० सी० गुप्ता, मीडिया लेखन और प्रिंट पत्रकारिता, अर्जुन पब्लिशिंग हाउस
- रेवती सरन शर्मा: जन-संचार और मीडिया लेखन

Suggested Digital Platforms:

- <https://nios.ac.in/media/documents/srsec335new/ch5.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/7188/1/Unit-1.pdf>

Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: 10+ 2 in any subject.

Programme/ Class	Year: First	Semester: First
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503103	Course Title: Hindi Communication and Translation	
Course Outcomes: At the completion of the course, the students will be able to:		
<ul style="list-style-type: none"> • Understand the importance of Hindi Communication in media Industry • To learn Letter Writing, Hindi Typing and Translation 		
Credits: 5	Major Core Compulsory	
Max. Marks:25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	भारतकासंविधानऔरराजभाषाहिंदी, भारतकीराजभाषानीति, संविधानकीधारा –343-1,2,3, हिंदीराजभाषाअधिनियम-1963(संशोधन), राजभाषानियम –1979 यथासंशोधित –1987, राजभाषासंकल्प –1968, राजभाषाकेरूपमेंहिंदीप्रयोगकेलिएप्रोत्साहनयोजना	15
II	हिंदीभाषाकीप्रकृति, भाषाकीपरिभाषा, भाषाकेभेद, भाषाकीप्रकृति, देवनागरी लिपि की उत्पत्ति, नामकरण व विशेषताएँ	15

III	कार्यालयपत्राचार, कार्यालयपत्रलेखकेअंगऔरपत्रलेखनकला, कार्यालयलेखनकीविशेषता	15
IV	टिप्पणीएवप्रारूपण, टिप्पणऔरटिप्पणी, टिप्पणीकेउद्देश्य, टिप्पणीकेप्रकार, टिप्पणीकीविशेषता, टिप्पणीलेखनकीविधि, प्रारूपणकाअर्थएवविशेषता, प्रारूपणकेअंग, प्रारूपणसेसंबंधितध्यानदेनेयोग्यबातें, प्रारूपणकेप्रकार	15
V	कंप्यूटरमेंहिंदीकाप्रयोग, हिंदीटाइपिंग, हिंदीट्रांसलेशन, प्रेसिसराइटिंग	15

Suggested Readings:

- सूर्य प्रकाश दीक्षित : संचारभाषाहिन्दी
- भोलानाथ तेवरी : राजभाषा हिन्दी, 2015, प्रभात प्रकाशन
- मालिक मोहम्मद: राजभाषा हिन्दी विकास के विविध आयाम
- राम गोपाल सिंह, राजभाषा एवं प्रयोजनमूलक हिंदी आकाश पब्लिशर, गाजियाबाद

Suggested Digital Platforms:

//www.studyfry.com/hindi-grammar-pdf-हिंदी-व्याकरण-नोट्स-pdf

Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: 10+ 2 in any subject.

Programme/ Class Certificate in Journalism and Mass Communication		Year: First	Semester: First
Journalism and Mass Communication			
Course Code: A503104		Course Title: Fundamentals of Computers	
Course Outcomes:			
<ul style="list-style-type: none"> • Understanding the concept of input and output devices of Computers. • Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices. • Understand an operating system and its working, and solve common problems related to operating systems • Learn basic word processing, Spreadsheet and Presentation Graphics Software skills 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Introduction to Computer Brief History of Computer, Classification of computer, Definitions and characteristics of Computer – Hardware and Software, Relationship between Hardware and Software, Categorization of Software	15	
II	Components of Computer Input & Output Devices: Meaning and Purpose, Uses of Various Input Devices Uses of Various Output Devices, Storage Devices, Processing Device	15	
III	Operating System Introduction to Operating System, Difference between Single user & Multi	15	

	User Operating System, Brief Introduction of DOS and Windows, Difference between GUI and CUI, Function of Control Panel, Finding Files and Folders	
IV	Unit-IV Introduction to M.S. Excel and M.S. Power Point An overview of M.S. Excel and M.S. Power Point, Creating Charts, Graphs Formatting and Sorting, Tools and Menus of MS Excel and Power Point Designing and Effective presentation, Using of Animation in Power Point	15
V	Internet Brief History of Internet, Services on Internet, Search Engine, Web pages, Websites, Web portals, Advantages and Disadvantages of Internet, GPT.	15
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Singh, RavindraPratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication (1st edt.) ➤ Gupta, Om,Jasra,Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.) ➤ Harimohan 2002: SuchnaProdhyogikiAur Jan Madhyam, New Delhi, TaxsilaPrakashan (1st edt.) ➤ Sharma, GK, Sharma, Hemant 2002, SuchnaProdhyogiki New Delhi, Atlantic Pub. (1st ed.) ➤ Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication ➤ Harimohan 2004: SoochnaKrantiaurVishvaBhasha Hindi, Delhi, TaxsilaPrakashan ➤ Kumar, Suresh 2004: Internet Patrkarita,New Delhi, TaxsilaPrakashan (1st ed) ➤ Ozha, DD/Satya Prakash 2007: DoorsancharEvamPraudyogiki, Delhi, Gyan Ganga Publication ➤ Sinha,P.K. 2009:Computer Fundamentals,NewDelhi,BPB Publications ➤ Rajaraman, V., &Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd.. ➤ Sinha, P. K., & Sinha, P. (2010). Computer fundamentals. BPB publications. ➤ Tannenbaum,L. (2019). Computer Applications and Networks. TMH. 		
Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+ 2 in any subject.		

Programme/ Class	Year:First	Semester:First
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503105	Course Title: Environmental Communication	
Course Outcomes:		
<ul style="list-style-type: none"> • Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures. • Students will be sensitized about the nature, scope and significance if Environmental communication. • Students will develop skills for planning and executing environmental communication programs. 		
Credits: 4	Minor Elective-1	
Max. Marks: 25+75	Min. Passing Marks: 33	

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Environment: Concept and Perspectives, Environment and society, Environment Pollution, Relation of Environment with Development, Economy and Health – Brudtland Report, Need of Environmental Communication	10
II	Protection of Environment: India's National Environmental Policy, Ministry of Environment and Forest Govt. of India, Environmental Laws, Traditional Practice and Modern ways to Protect Environment, Public Awareness.	15
III	Environmental Communication: Rhetorically Shaping the Environment; Communication and Crisis, Environmental Journalism: Concepts of "Nature" and "Environment"; Public Participation in Environmental Decisions.	15
IV	Environmental Conflict as Moral Conflict: Anthropocentrism Vs. Eco centrism; Media Representations.	10
V	Communication, Risk, and Society: Environmental movements; Campaigns; Environmental Advocacy: Advocacy and Engagement inaction.	10
Suggested Readings: 1. Cox, R. (2009) Environmental Communication and the Public Sphere 2. Killingworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalyptic narrative from Silent Spring to Global Warming 3. Carson, R. (1962). Silent spring. New York: Fawcett 4. Carson, R. (1962). Silent spring. New York: Fawcett 5. Naess, A. (2005). The basics of deep ecology. The Trumpeter, 21(1),61-71 6. White, L. (1967). The historical roots of our environmental crisis. Science, 155(3767), 1203-1207 7. Hardin, G. (1968). The tragedy of the commons. Science, 162(3859),1243-1248		
Note: This Minor Elective Paper is compulsory for all students of Certificate in Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+ 2 in any subject.		

Co- Curricular (CCS-01)

Programme/Class: Certificate in Journalism and Mass Communication	Year: First	Semester: First
Subject: Journalism and Mass Communication		
Course Code:	Course Title: Communication Skills	
Qualifying Subject	Co- Curricular (CCS-1)	
Max. Marks: 25+75		
Syllabus and details as mentioned on University website		

Second Semester

Programme/ Class Certificate in Journalism and Mass Communication	Year: First	Semester: Second
Journalism and Mass Communication		
Course Code: A503201	Course Title: Introduction to Mass Media	
Course Outcomes:		
<ul style="list-style-type: none"> • To make students about the role and importance of mass media and mass communication. • To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people communication, culture, and those who live in the culture. 		
Credits: 4	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Mass Communication 1. Concept of Mass and Mass Communication 2. Nature and Process of Mass Communication 3. Functions of Mass Communication 4. Characteristics of Mass Communication 5. Scope of Mass Communication	10
II	Mass media: Meaning, definition, characteristics, functions and Scope	10
III	1. Types of mass media 2. TV (Characteristics, functions and Scope) 3. Radio (Characteristics, functions and Scope) 4. Newspaper (Characteristics, functions and Scope)	10
IV	Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.	15
V	Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups.	15
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai. ➤ Media and culture an introduction to mass communication - Richard Campbell ➤ Mass media issues analysis and debate – JeorgeOddman ➤ संचार और मीडिया शोध-विनीता गुप्ता, वाणी प्रकाशन ➤ भारत में संचार माध्यम-संजय भागवत-राजस्थान हिन्दी ग्रंथ अकैडमी ➤ नए जन-संचार माध्यम और हिंदी-सुधीस पचोरी, आँचल शर्मा, राजकमल प्रकाशन ➤ केवल जे कुमार: भारत में जनसंचार 		
Suggested Digital Platforms:		
https://egyankosh.ac.in/bitstream/123456789/57200/1/Unit1.pdf http://www.nraismc.com/wp-content/uploads/2017/03/102 - _Introduction to Mass communication 1 .pdf		

Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+ 2 in any subject.		
Programme/ Class Certificate in Journalism and Mass Communication	Year: First	Semester: Second
Journalism and Mass Communication		
Course Code: A503202	Course Title: Mass Media Writing (Theory)	
Course Outcomes:		
<ul style="list-style-type: none"> • Develop proper understanding about the news and news media. • Understand the formats and style of news writing. • Develop better understanding about articles, features and editorials that are published in media. • Understand the art of writing for broadcast media and Web platforms. 		
Credits: 4	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Print Media: Introduction to Writing for Print Media, Principles & Techniques of Writing for Print Media. – Clarity, Brevity, Simplicity, Readability and Accuracy. Forms of Journalistic Writing - News Writing – Inverted Pyramid, Writing Columns, Articles, Features, Editorials, Letters to the Editor, Preparing Press Releases.	20
II	Electronic Media: Radio: Writing for Radio, Language and Grammar, Writing News Scripts, Preparing Ad Scripts, Radio Jockey Skills. Television: Basic Principles and Techniques of TV Writing, Elements of TV Scripting, Language and Grammar, Writing News Scripts.	20
III	New Media: Writing Techniques for New Media, Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram), Introduction to Blogging and Vlogging, Current Trends in Web Journalism	20
Suggested Readings:		
<ul style="list-style-type: none"> ➤ History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press ➤ Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust. ➤ Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press ➤ Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill ➤ Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press ➤ जनसंचार और मीडिया लेखन-रेवती सरन शर्मा, नेशनल पब्लिशिंग हाउस ➤ मीडिया लेखन (सिद्धांत और व्यवहार)-चन्द्र प्रकाश मिश्रा, संजय प्रकाशन ➤ हिन्दी पत्रकारिता और सृजनात्मक लेखन-विजय कुलश्रेष्ठ ➤ जनसंचार माध्यम लेखन कला- डॉ संतोष गोयल 		
Suggested Digital Platforms:		
https://egyankosh.ac.in/bitstream/123456789/75385/1/Unit-4.pdf		
Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.		

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisite: 10+ 2 in any subject.

Programme/ Class		Year: First	Semester: Second
Certificate in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503203		Course Title: Mass Media Writing (Practical)	
Course Outcomes:			
<ul style="list-style-type: none"> • Develop proper understanding about the news and news media; • Understand the formats and style of news writing; • Develop better understanding about articles, features, and editorials that are published in the media;understand the art of writing for broadcast media and Web platforms. 			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4			
Unit	Topic	No. of Lectures	
I	1. Two Letters to the Editor to be published in any registered newspaper. 2. Present a two-minute-long radio segment on a topic of your choice. 3. Prepare a news script of three-minute duration.	30	
II	1. Create a blog/vlog on any two topics of your choice. (Eg: Health, Cooking, Travel, Fashion) 2. Write a travel or a personality feature	30	
Suggested Readings:			
<ul style="list-style-type: none"> ➤ History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press ➤ Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust. ➤ Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press ➤ Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill ➤ Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press ➤ जनसंचार और मीडिया लेखन-रेवती सरन शर्मा, नेशनल पब्लिशिंग हाउस ➤ मीडिया लेखन (सिद्धांत और व्यवहार)-चन्द्र प्रकाश मिश्रा, संजय प्रकाशन ➤ हिन्दी पत्रकारिता और सजनात्मक लेखन-विजय कुलश्रेष्ठ ➤ जनसंचार माध्यम लेखन कला- डॉ संतोष गोयल 			
Suggested Digital Platforms:			
https://egyankosh.ac.in/bitstream/123456789/75385/1/Unit-4.pdf			
Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisite: 10+ 2 in any subject.			

Programme/ Class Certificate in Journalism and Mass Communication		Year: First	Semester: First
Subject: Journalism and Mass Communication			
Course Code: A503204		Course Title: English Communication and Translation	
Course outcomes:			
<ul style="list-style-type: none"> • Develop good communication (both oral and written) skills, listening skills. • Gain confidence in conversing in English. • Capable of reading English and comprehending the read matter. • Handling presentations with confidence. 			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing marks:33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics	No. of Lectures	
I	LISTENING SKILL: Listening to short and extended dialogues, telephone conversations, discussion Listening to prose & poetry reading Listening to video clips, documentaries, feature films, presentations.	10	
II	SPEAKING SKILL: Introducing oneself or expressing personal opinion -- Simple oral or casual interaction – Dialogue -- Conversation – Participating in group discussions, role plays and interviews, Addressing a small group or a large formal gathering.	10	
III	READING SKILL: Basic Reading Comprehension and interpretation, Reading for the gist of a text, for information transfer and interpretation. Reading for specific information, instructions, recommendations, functional checklists.	10	
IV	WRITING SKILL: Writing emails, messages, notices, agendas, leaflets, brochures, minutes of a meeting Writing formal business and official Letters inviting, accepting, declining the invitation, Requesting permission for industrial visits or implant training,	15	
V	OVERALL COMMUNICATION SKILL: Development of oratory skills through practice of speaking on various topics. Conversation skills by engaging in discussion on topical issues, Translation skill, Precis Writing.	15	
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Oxford Guide to Effective Writing & Speaking skills, ➤ John Seely, Oxford Publishing, 2013 2. ➤ Wren & Martin, High School English Grammar and Composition, ➤ D.V. Prasada Rao N, N.D.V. Prasada Rao, 2017 			
Suggested Digital Platform:			
http://www.tndte.gov.in/site/wp-content/uploads/2016/08/Communication-English.pdf			
Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisite: 10+ 2 in any subject.			

Programme/ Class Certificate in Journalism and Mass Communication		Year: First	Semester: Second
Journalism and Mass Communication			
Course Code: A503205		Course Title: IT and Computer Application in Mass Media	
Course Outcomes:			
<ul style="list-style-type: none"> • Understanding the concept of input and output devices of Computers. • Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices. • Understand an operating system and its working, and solve common problems related to operating systems • Learn basic word processing, Spreadsheet and Presentation Graphics Software skills 			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic		No. of Lectures
I	IT: Concept, Definition, Information Technology: Uses & Characteristics, Scope and limitations of IT, Introduction to Multimedia: Components of Multimedia, Multimedia devices, Advantage of using multimedia		10
II	DTP: Meaning and Scope, Introduction to PageMaker		12
III	Introduction to Photoshop, CorelDraw		15
IV	Basic elements of communication system, Data Transmissions Modes and Data Transmission Media, Types of Networks: LAN,WAN, MAN		12
V	Social Networking Sites: Introduction, Functions, Facebook, LinkedIn, Twitter Application Like Whatsapp, Fliker, Merits and Demerits Social Networking Sites		11
Suggested Readings:			
<ul style="list-style-type: none"> ➤ RavindraPratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Pub. (1st edt.) ➤ Sharma, GK, Sharma, Hemant 2002, SuchnaProdhyogiki New Delhi, Atlantic Pub. (1st ed.) ➤ Harimohan 2002: SuchnaProdhyogikiAur Jan Madhyam, New Delhi, TaxsilaPrakashan (1st edt.) ➤ Gupta, Om,Jasra,Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Pub. (1st edt.) ➤ Bansal, S.K. 2004: Information Technology, New Delhi, APH Pub. ➤ Kumar, Suresh 2004: Internet Patrkarita,New Delhi TaxsilaPrakashan (1st ed) ➤ Harimohan 2004: SoochnaKrantiaurVishvaBhasha Hindi, Delhi, TaxsilaPrakashan ➤ Ozha, DD/Satya Prakas 2007: DoorsancharEvamPraudyogiki, Delhi, Gyan Ganga Pub. ➤ Verma, Deepika 2015 : The Era of New Media, New Delhi, A.R. Publication 			
Note: This Major (course paper) is compulsory for all students of Certificate in Journalism & Mass Comm. course.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisite: 10+ 2 in any subject.			

Programme/ Class Certificate in Journalism and Mass Communication		Year: First	Semester: Second
Journalism and Mass Communication			
Course Code: A503206		Course Title: Environmental Communication	

Course Outcomes:		
<ul style="list-style-type: none"> Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures. Students will be sensitized about the nature, scope and significance if Environmental communication. Students will develop skills for planning and executing environmental communication programs. 		
Credits: 4	Minor Elective-1	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Environment:Concept and Perspectives, Environment and society, Environment Pollution, Relation of Environment with Development, Economy and Health – Brudtland Report, Need of Environmental Communication	10
II	Protection of Environment: India’s National Environmental Policy, Ministry of Environment and Forest Govt. of India, Environmental Laws, Traditional Practice and Modern ways to Protect Environment, Public Awareness.	15
III	Environmental Communication: Rhetorically Shaping the Environment; Communication and Crisis, Environmental Journalism: Concepts of “Nature” and “Environment”;Public Participation in Environmental Decisions.	15
IV	Environmental Conflict as Moral Conflict: Anthropocentrism Vs. Eco centrism; Media Representations.	10
V	Communication, Risk, and Society: Environmental movements; Campaigns; Environmental Advocacy: Advocacy and Engagement inaction.	10
Suggested Readings:		
<ol style="list-style-type: none"> Cox, R. (2009) Environmental Communication and the Public Sphere Killingworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalyptic narrative from Silent Spring to Global Warming Carson, R. (1962). Silent spring. New York: Fawcett Carson, R. (1962). Silent spring. New York: Fawcett Naess, A. (2005). The basics of deep ecology. The Trumpeter, 21(1),61-71 White, L. (1967). The historical roots of our environmental crisis. Science, 155(3767), 1203-1207 Hardin, G. (1968). The tragedy of the commons. Science, 162(3859),1243-1248 		
Note: This Minor Elective Paper is compulsory for all students of Certificate in Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisite: 10+ 2 in any subject.		

Co- Curricular (CCS-2)

Programme/ Class	Year: First	Semester: Second
Certificate in Journalism and Mass Communication		
Journalism and Mass Communication		

Course Code:	Course Title: Environment Studies And Value Education
Qualifying Subject	Co- Curricular
Max. Marks: 25+75	Min. Passing Marks: 33
Syllabus & Details as mentioned on University Website	

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

Program Outcomes (POs)

- Use conceptual knowledge and practical training offered by the course to become successful media professionals.
- The students will be able to understand the concept, scope and significance of Journalism and Mass Communication as a holistic field of study covering multiple facets and its techniques.
- They will get familiarized with contemporary media skills.
- This programme will broaden their horizon of knowledge about relevant fields.

Programme Specific Outcomes (PSOs)

- Develop thorough understanding about the concept of news, cultivate necessary skills relevant to finding, choosing, gathering and presenting news.
- Develop an understanding about different beats reporting and feature writing, develop analytical and critical thinking ability, acquaint with newspaper page make up.
- It is aimed to make students aware about the role of media in human rights promotion, tools and techniques of human rights reporting and nuances of human rights journalism.
- Explain various types of cameras, its components and accessories, camera handling techniques.
- Acquaint the learners with concepts of digital media, develop the ability and understanding of data journalism.

COURSE STRUCTURE

Diploma in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
III	Major	I	A503301	Basics of Print Media & Reporting	Theory	100 (25+75)	5
	Major	II	A503302	Social and Political System of India	Theory	100 (25+75)	5
	Major	III	A503303	Camera Handling & Techniques	Theory	100 (25+75)	5
	Major	IV	A503304	Visual Communication	Theory	100 (25+75)	5
	Minor Elective	V	A503305	Media and Society in India	Theory	100 (25+75)	4**
	Co-Curricular	CCS-03		Management Paradigms From Bhagavad Gita	Theory	100 (25+75)	Qualifying
IV	Major	I	A503401	Introduction to Digital Media	Theory	100 (25+75)	4
	Major	II	A503402	Introduction to Television and Radio	Theory	100 (25+75)	4
	Major	III	A503403	Introduction to Television and Radio	Practical	100 (25+75)	4

Major	IV	A503404	Journalism in Uttarakhand	Theory	100 (25+75)	4
Major	V	A503405	News Paper Design	Theory	100 (25+75)	4
Minor Elective	VI	A503406	Media and Society in India	Theory	100 (25+75)	4**
Co-Curricular	CCS-04		Vedic Studies/Vedic Mathematics	Theory	100 (25+75)	Qualifying
Total						44

Third Semester

Programme/ Class		Year: Second	Semester: Third
Diploma in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503301		Course Title: Basics of Print Media & Reporting	
Course Outcomes:			
<ul style="list-style-type: none"> • Develop thorough understanding about the concept of news; • Cultivate necessary skills relevant to finding, choosing, gathering and presenting news; • Develop an understanding about different beats reporting and feature writing; • Develop analytical and critical thinking ability through classroom interactions, reading, writing, and field assignments. • Explain and acquaint the learners with newspaper page make up. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Definition of news; Elements of news, Sources of news; Structure of news: Inverted pyramid and alternative forms; Writing leads; Different types of leads; Newsgathering methods. Headlines – Technique, style, kinds of headlines.		15
II	News Source, Selection Process of the News, Kinds of reporting: Objective, Interpretative, Investigative, Development and In-depth; covering different beats: crime, weather, speech, accident, disaster, conflicts, and obituary.		15
III	Different types of News, News Collection: Process and Structure- Feature and Column writing; Kinds of features; Specialized reporting – Science, Sports, Education, Politics, Economic, Legislature, Court, Elections, Gender and allied areas		15
IV	Editing: Meaning, symbols, tools, lead, body, paragraphing. Stand first. Dummy page make-up, layout. Principles of photo editing.		15
V	Magazine editing, layout, graphics. Editorial, feature and article writing for Magazine Or Print		15
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Burns, L.S (2002) Understanding Journalism, Vistaar, New Delhi ➤ Contractor, H. (2004) The Art of Feature Writing, Icon Publishing, New Delhi ➤ Friedlander, E.J& John Lee (3011) Feature Writing: The Pursuit of Excellence. PHI Learning Pvt. Ltd, New Delhi ➤ Stein, M.I& S.F. Paterno (2003) The News writer's Handbook, Surjeet Publications, New Delhi ➤ News Editing by Fried Fedddlar ➤ News Writing by Lyle Spencer ➤ समाचार लेखन एवं रिपोर्टिंग- 2018-अशोक कुमार, शिवालिक प्रकाशन ➤ समाचार संकलन और लेखन-2008-डा० नन्द किशोर-उत्तर प्रदेश हिन्दी सगठन, लखनऊ 			

- समाचार पत्र और फीचर लेखन-विनोद श्रीवास्तव-गुल्लीबाबा प्रकाशन
- व्यावहारिक समाचार संकलन एवं लेखन - रमेश अग्रवाल-राजस्थान हिन्दी ग्रंथ एकडेमी

Suggested Digital Platforms:

<https://kkhsou.ac.in/eslm/E-SLM-for-Learner/1st%20Sem/Post%20Graduate%20Diploma/PGDBJ/PGDBJ%20-%20Mass%20Communication%20and%20Journalism/unit%205.pdf>

<https://ia800307.us.archive.org/8/items/IntroductionToMassCommunicationMCM101Handouts/Reporting%20and%20Sub-Editing%20-%20MCM311%20Handouts.pdf>

<https://ia800307.us.archive.org/8/items/IntroductionToMassCommunicationMCM101Handouts/Reporting%20and%20Sub-Editing%20-%20MCM311%20Handouts.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class		Year: Second	Semester: Third
Diploma in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503302		Course Title: Social and Political System of India	
Course Outcomes:			
Media informs society and writes about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. The study of this course will help the students to understand the relationship of groups their attitudes, basic features of Indian political system and economy also.			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Society 1. Society: Concept and Definition 2. Social Institutions, Family, Community, Social Groups, 3. Social change: Concept, Process, types and agents/factors 4. Types of Society and Communication: Ancient, Recent Past & Present 5. Social Issues and Mass Media : Human Rights, Consumerism, women Empowerment	15	
II	Culture 1. Culture: Concept and Definition 2. Culture, Tradition and Values 3. Various aspects of Indian Culture 4. Individualism and Collectivism 5. Intercultural Communication	15	
III	Media and Society 1 Media Audiences 2. Media Reach 3. Media Access 4. Community Participation 5. Media Impact on Indian Society	15	

IV	Indian Constitution 1. Indian Constitution: salient features, Fundamental Rights, Directive Principles of States 2. Central-State Relations 3. Parliamentary and Legislative System of India 4. Indian Judiciary System 5. Specific features of Indian Political System	15
V	Indian Economy 1. Basic Features of Indian Economy 2. Basic Economic terms: Per Capita Income, GDP, Budget, Inflation, 3. Economic Planning In India 4. Liberalization, Privatization and Globalization 5. Stock Market, Devaluation FDI etc	15

Suggested Readings:

- Ravindran, R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1st ed.)
- Campbell, Richard 2000: Media And Culture, New York, Bedford Publication, (2nd ed.)
- Singh, J.K. 2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st ed.)
- Sharma, R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1st ed.)
- Dutt and Sundaram, 2004, Indian Economy, New Delhi, S.Chand Publication
- Prabhakar. Manohar/Bhanawat Sanjeev 2004: Human Right and Media, Jaipur, University Book House (P) Ltd.
- Kumar, Kaveel J. 2007: Mass Communication in India, Delhi, Jaico Publication House (3rd ed.)
- Basu, D.D. 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India
- आधुनिक भारत का सामाजिक और राजनीतिक चिंतन – विनोद कुमार चौधरी – मनीष प्रकाशन
- भारतीय राज व्यवस्था – डा० पुखराज जैन – साहित्य भवन प्रकाशन
- भारतीय राजनीति प्रणाली संरचना, नीति और विकास – महेंद्र प्रकाश सिंह, हिमांशु राय – हिन्दी माध्यम निदेशालय
- भारतीय राजनीतिक चिंतन प्रमुख अवधारणाएं एवं चिंतन – रूचितायागी

Suggested Digital Platforms:

<http://www.hkrdb.kar.nic.in/documents/Downloads/Good%20Reads/Indian%20Politics%20and%20Society%20Since%20Independence%20-%20Bidyut%20Chakrabarty.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class	Year:	Semester: Third
Diploma in Journalism and Mass Communication	Second	
Journalism and Mass Communication		
Course Code: A503303	Course Title: Camera Handling and Techniques	

Course Outcomes:		
<ul style="list-style-type: none"> • Explains the working mechanism and production of the camera at the basic level. • Identifies cameras according to formats and view finder systems. • States what type of camera to be used for different photographic purposes. • Names the main parts of the photographic camera. • Lists the types of lenses and states what type of lenses to be used for different purposes. 		
Credits: 5	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	History of Photography, Definition and origin of Photography. The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media. Invention of Digital Photography. Introduction to Photo Journalism	15
II	Equipment's of Photography Cameras Lenses Tripods Monopods Camera bags Digital storage.	15
III	Editing Photo editing software: Microsoft Office Picture angers, CorelDraw, Adobe Illustrator	15
IV	Camera: meaning, types of camera, parts of camera (Camera Head, Viewfinder, Camera Lens, Recorder, Lenses), Exposure, Composition, Shot, Angle, Camera Movement, Light, Depth of Field	15
V	Lighting Equipment, Filters, Camera Operation, Model Photo Shoot, Portfolio Shoot, Fashion Photography	15
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Bordwell and Thompson, Film art: An introduction ➤ Bill Nichols, Movies & Methods: ➤ J. J. Langford, Basic Photography ➤ Joseph V. Mascelli, Five Cs of Cinematography ➤ Digital Photograph for Beginners, Angela Pierce, MihailsKonoplovs Publisher ➤ रयाज़ हसन, डिजिटल फोटोग्राफी, एक परिचय, 2018, बुक इनक्लेव 		
Suggested Digital Platforms:		
https://jagiroadcollegelive.co.in/attendance/classnotes/files/1587053618.pdf		
Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Student must have qualified Certificate Course.		

Programme/ Class	Year: Second	Semester: Third
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503304	Course Title: Visual Communication	
Course Outcomes:		
<ul style="list-style-type: none"> • The students will learn different aspects of visual communication. • The students will have enhanced learning of uses of visual communication. 		
Credits: 5	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	Visual communication: Concept and meaning, its Importance, Visual literacy	10
II	Historical analysis of painting, sculpture and architecture and other forms of visual communications up to modern times with emphasis on changing patterns of techniques, thinking and its influence on society.	15
III	Theories of visual communication: Sensual Theories: Gestalt, Constructivism, Ecological Perceptual Theories: Semiotics	20
IV	Cognitive Fundamentals of Design: Definition. Approaches to design, elements of design: Dot, Line, Shape, Space, Color, Texture, Form etc. Principles of design: Symmetry, Rhythm, Contrast, Motion, Balance etc. (Communication Design: Exposure of designing of logos, signs, monograms, symbols, tags, shopping bags, labels, stickers, novelties, gift articles, book jackets, record jackets, public relation promotional materials etc.)	15
V	Applied form of Visual Communication: Gestures and sign languages, cave paintings, signs and symbols, calligraphy, poster, neon and electronic moving display messages, exhibitions, dramas, dance and cultural programmes, leaflets, newspapers, magazines and journals, comics books, window display - point of sale, films, television graphics, web displays etc.	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Indian popular cinema by K.MotiGokulsing and Wimal Dissanayake ➤ Ramachandran, T.M. (June 1985). 70 years of Indian Cinema 1913-1983 ➤ Karanjia, B.K (1986).A many splendouredcinema.New Thacker's Fine Art Press ➤ Kaur, Raminder; Sinha Ajay J. (2005).Bollyworld: popular Indian cinema through a transnational lens. ➤ Mass Communication in India, Keval J. Kumar, Jaico Publication ➤ A history of film, Virginia Wright Wexman 		
Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Student must have qualified Certificate Course.		

Programme/ Class	Year:	Semester: Third
Diploma in Journalism and Mass Communication	Second	
Journalism and Mass Communication		
Course Code: A503305	Course Title: Media & Society in India	
Course Outcomes: <ul style="list-style-type: none"> • Inculcate concepts of communication, its role and importance in society. • To impart the knowledge of Mass communication & Journalism covering a wide areas of studies. • To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies. • To apply the objectivity and critical thinking for communicating to masses through a variety of mediums 		
Credits: 4	Minor Elective-2	

Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Introduction, Role, Impact and Objective of Media on Society	10
II	Communication in India: Historical Perspectives: Religion and philosophy, Mysticism and Intrapersonal Communication	10
III	Indian Heritage and Communication Values: Jain and Buddhist Value, Indian Schools of Philosophy	10
IV	Positive impact of Media: Builds relationships, makes society tech savvy, dissemination of News, Educate.	15
V	Emergence of Modern Mass Media: Assumptions about Mass Society and Media, India and the West : A Comparison	15
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Indian Society and media consumerism- Abhishek K Singh ➤ मीडिया और समाज–Dr. Sanjeev Jain ➤ Mass Media and Society in a changing world- Minaberelebelema ➤ Media and society challenges and opportunities- VirBala Aggarwal 		
Note: This Minor elective is compulsory for Diploma in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Student must have qualified Certificate Course.		

Co- Curricular (CCS-3)

Programme/ Class	Year: Second	Semester: Third
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503306	Course Title: Management Paradigms From Bhagavad Gita	
Qualifying Subject	Co- Curriculum (CCS-03)	
Max. Marks: 25+75	Min. Passing Marks: 33	
Syllabus & Details as mentioned on University Website		

Fourth Semester

Programme/ Class Diploma in Journalism and Mass Communication	Year: Second	Semester: Four
Journalism and Mass Communication		
Course Code: A503401	Course Title: Introduction to Digital Media	
Course Outcomes:		
<ul style="list-style-type: none"> • The course intends to acquaint the learners with the concepts of Digital Media as a new generation of media that emerged through progressive convergence of Computer and telecommunication; • It will familiarise the learners with the evolution of Information & communication technologies, and the technology milestones behind the advent of Digital Media; • To develop the ability and understanding of data journalism among students. • To make students skilful for data collection. • To inculcate skills for app different techniques of data collection 		
Credits: 4	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals	15
II	Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism. Social Networking & Collaboration Through WhatsApp, Snap Chat, Skype etc. Profiling and Social Media: Facebook, LinkedIn, Tweeter, Instagram etc.	15
III	Video and Audio Social Sharing: YouTube, Sound Cloud. Approach to Digital Journalism.	15
IV	Definition and basics of data journalism, Types of data and key tools, Data team and ways to get a Story-concept, Genealogies and origin of data journalism.	15
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication ➤ Saxena Sunil (2006), Headline Writing, Sage ➤ Kim Jihoon: Between film, video and the digital, Bloomsbury ➤ Davison Amber, Controversies in Digital ethics, Bloomsbury ➤ Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S ➤ Data Journalism: Mapping the Future, Editor: John Mair and Richard Lance Keeble. ➤ डिजिटल मीडिया एंड हिंदी – डॉ. सोनाली नारगुंड ➤ डिजिटल माध्यम और हिन्दी में विज्ञान संचार – ओम विकास – विज्ञान परिसर 		

➤ डिजिटल मीडिया –शैलेंद्र तिवारी

Suggested Digital Platforms:

http://www.tezu.ernet.in/tu_codl/Uploads/NEW%20MEDIA%20MODULE%20II%20SLM.pdf

<https://institute.aljazeera.net/sites/default/files/2019/Data%20Journalism%20En%20-%20Web.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class Diploma in Journalism and Mass Communication		Year: Second	Semester: Four
Journalism and Mass Communication			
Course Code: A503402		Course Title: Introduction to Television and Radio	
Course Outcomes:			
<ul style="list-style-type: none"> • To guide the students learn nuances of television and radio. • To help them learn the fundamentals of storytelling through Television and Radio. • To develop employable skills on a par with industry standard. 			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	
I	Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations, Prasar Bharti.	10	
II	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media breaking news: definition and practice	10	
III	Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	10	
IV	Understanding the Radio: Invention and development of Radio in India; strengths and weaknesses of the medium; sound recording and editing, types of microphones, Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills	15	
V	Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.	15	
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited. ➤ PatiM.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers. ➤ Frank, Lezzi. Understanding Television Production. Prentice-Hall. ➤ ShrivastavaH.O. Broadcasting Technology: A Review. Gyan Publication House. 			

- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.
- Lewis, Bruce. Technique of Television Announcing. Focal Press.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust
- टेलीविजन पत्रकारिता-राकेश कुमार- श्री नटराजन प्रकाशन, न्यू दिल्ली
- भारतीय टेलीविजन- परमवीर सिंह- कल्पना प्रकाशन , न्यू दिल्ली
- संचार रेडियो) जनसंचार – ,टेलीविजन और फिल्म. इन्द्रप्रकाश श्रीमाली

Suggested Digital Platforms:

<https://nios.ac.in/media/documents/srsec335new/ch13.pdf>

<https://www.egyankosh.ac.in/bitstream/123456789/34791/1/Unit-1.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Student must have qualified Certificate Course.

Programme/ Class		Year: Second	Semester: Four
Diploma in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503403		Course Title: Introduction to Television and Radio (Practical)	
Course Outcomes:			
<ul style="list-style-type: none"> • To guide the students learn nuances of television and radio. • Hands-on training to students. • To help them learn the fundamentals of Television and Radio production. • To develop employable skills on a par with industry standard. 			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4			
Unit	Topic		No. of Lectures
I	Students have to work for News Package for Television		30
II	Radio Interviews, Radio Documentary.		30
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited. ➤ PatiM.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers. ➤ Frank, Lezzi. Understanding Television Production. Prentice-Hall. ➤ ShrivastavaH.O. Broadcasting Technology: A Review. Gyan Publication House. ➤ De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. ➤ Ciignel, Hugh. Key Concepts in Radio studies. Sage. ➤ Hyde, Stuart. Television and Radio Announcing. Kanishka. ➤ Masani, Mehra. Broadcasting and the People. National Book Trust ➤ रेडियो एंड टेलीविजन थ्योरी- ए० के० मित्तल-कम्प्यूटेक पब्लिकेशन ➤ टेलीविजन पत्रकारिता-राकेश कुमार- श्री नटराजन प्रकाशन, न्यू दिल्ली 			

- भारतीय टेलीविजन- परमवीर सिंह- कल्पना प्रकाशन , न्यू दिल्ली
- संचार रेडियो) जनसंचार –,टेलीविजन और फिल्म. इन्द्रप्रकाश श्रीमाली

Suggested Digital Platforms:

<https://nios.ac.in/media/documents/srsec335new/ch13.pdf>

<https://www.egyankosh.ac.in/bitstream/123456789/34791/1/Unit-1.pdf>

<https://dvspascentr.ru/wp-content/uploads/2019/12/IntroductiontoRadio-1.pdf>

Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites:Student must have qualified Certificate Course.

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: Four
Subject: Journalism and Mass Communication			
Course Code: A503404		Course Title: Journalism inUttarakhand	
Course outcomes:			
1. Understand the development of Journalism in Uttarakhand.			
2. Learn about prominent personalities linked to journalism in Uttarakhand.			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics	No. of Lectures	
I	उत्तराखंड भौगोलिक, ऐतिहासिक तथा सांस्कृतिक उत्तराखंड में औपनिवेशिक शासन का आगमन तथा पत्रकारिता के उदय की पृष्ठभूमि, उत्तराखंड में पत्रकारिता का उदय,उत्तराखंड में पत्रकारिता का प्रथम चरण, उदारवादी पत्रकारिता, क्षेत्रीय समस्याएं एवं पत्रकारिता,राष्ट्रीय आंदोलन का प्रथम चरण एवं पत्रकारिता	10	
II	उत्तराखंड में पत्रकारिता का द्वितीयचरण,आक्रामक पत्रकारिता, क्षेत्रीय समस्याएं एवं पत्रकारिता,राष्ट्रीय आंदोलन	10	
III	सामाजिक आंदोलन एवं उत्तराखंड पत्रकारिता, दलितोद्धार में पत्रकारिता की भूमिका, स्थानीय साहित्य, संस्कृति अर्थव्यवस्था एवं पत्रकारिता	10	
IV	उत्तराखंड में स्वातंत्रोत्तर पत्रकारिता, प्रिंट पत्रकारिता, इलेक्ट्रॉनिक पत्रकारिता	15	
V	उत्तराखंड में पत्रकारिता के प्रमुख स्तंभ (गिरिजा दत्तनेथानी, बट्टी दत्त पांडे, विश्वम्भर दत्त चंदोला इत्यादि), वर्तमान परिपेक्ष में प्रिंट एवं इलेक्ट्रॉनिक पत्रकारिता की भूमिका, चुनौतियां एवं संभावनाएं	15	
Recommended Readings:			
➤ Uttarakhand Ringside view of a Journalist by Prakash Thapliyal.			
➤ उत्तराखंड का समग्र राजनैतिक इतिहास-अजय सिंह रावत-अंकित प्रकाशन			
➤ उत्तराखंड में पत्रकारिता काइतिहास-शक्ति प्रकाश सकलानी-उत्तरा प्रकाशन			
Suggested Digital Platform:			
https://www.jardhariclasses.com/2020/07/history-of-journalism-in-uttarakhand.html			
Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			

Course pre requisites: Student must have qualified Certificate Course.

Programme/Class: Diploma in Journalism and Mass Communication		Year: Second	Semester: Four
Subject: Journalism and Mass Communication			
Course Code: A503405		Course Title: News Paper Design	
Course Outcomes:			
<ul style="list-style-type: none"> To make students understand working of the media industry. To make students aware of various scopes in media industry. To make them enable to know their potentials to work in varied fields of Print and Electronic Media. 			
Credits: 4		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics	No. of Lectures	
I	Introduction to Adobe InDesign, Page Layout Letter Creation, Setting preferences, The Control panel, Text frames, Basic text attributes, Basic keyboard.	10	
II	Large Type Letter, More text attributes, More Text Styling, Baseline shift, Small caps, The Line tool, Making proper fractions, Magazine Ad, Setting up a document bleed, Placing images,	10	
III	Professional Typesetting Techniques, Bulleted lists, Hanging bullets, Hyphenation, Discretionary hyphens, Special break characters, Drawing Bezier Curves, The Pen tool, Segments, anchor points, & curves, Multiple Column Ad with Text Wrap.	10	
IV	Multiple text columns, Drop caps, The baseline grid, Text wrap, Magazine Cover, Placing transparent art, Defining & using color, swatches, Type on a path.	15	
V	Shortcuts Combining text & images, White type on a black background, Advanced Word Processing/Formatting, Paragraph spacing.	15	
Suggested Digital Platforms:			
http://files.quark.com/download/documentation/QuarkXPress/10/English/QXP_10_User_Guide_en-us.pdf			
Note: This Major Course Paper is compulsory for Diploma in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Student must have qualified Certificate Course.			

Programme/ Class Diploma in Journalism and Mass Communication		Year: Second	Semester: Fourth
Journalism and Mass Communication			
Course Code: A503406		Course Title: Media & Society in India	
Course Outcomes:			
<ul style="list-style-type: none"> To inculcate concepts of communication, its role and importance in society. To impart the knowledge of Mass communication & Journalism covering a wide areas of studies. 			

<ul style="list-style-type: none"> To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies. To apply the objectivity and critical thinking for communicating to masses through a variety of mediums 		
Credits: 4		Minor Elective-2
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	Introduction, Role, Impact and Objective of Media on Society	10
II	Communication in India: Historical Perspectives: Religion and philosophy, Mysticism and Intrapersonal Communication	10
III	Indian Heritage and Communication Values: Jain and Buddhist Value, Indian Schools of Philosophy	10
IV	Positive impact of Media: Builds relationships, makes society tech savvy, dissemination of News, Educate.	15
V	Emergence of Modern Mass Media: Assumptions about Mass Society and Media, India and the West : A Comparison	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Indian Society and media consumerism- Abhishek K Singh ➤ मीडिया और समाज–Dr. Sanjeev Jain ➤ Mass Media and Society in a changing world- Minaberelbelema ➤ Media and society challenges and opportunities- VirBala Aggarwal 		
Note: Note: This Minor elective is compulsory for Diploma in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Student must have qualified Certificate Course.		

Co- Curricular (CCS-04)

Programme/ Class	Year: Second	Semester: Four
Diploma in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503407	Course Title: Vedic Studies/Vedic Mathematics	
Qualifying Subject	Co-Curriculum-4	
Max. Marks:25+75	Min. Passing Marks: 33	
Syllabus & details as per University Website		

BACHELOR IN JOURNALISM & MASS COMMUNICATION

Program Outcomes (POs)

- Provide students with strong foundational base and increase their familiarity with advanced techniques and mass media tools.
- Enable students to pursue a successful career as mass media professionals.
- To prepare students to choose their area of specialization.

Programme Specific Outcomes (PSOs)

- Use conceptual knowledge and practical training offered by the course to become successful media professionals.
- To prepare students to choose their area of specialization.
- Gain first hand exposure of training in the real world in the form of internship.

COURSE STRUCTURE

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
V	Major	I	A503501	Documentary & Production	Theory	100 (25+75)	5
	Major	II	A503502	Media Analysis & Criticism	Theory	100 (25+75)	5
	Major	III	A503503	Introduction to Convergent Journalism	Theory	100 (25+75)	5
	Major	IV	A503504	Introduction to New Media Technology	Theory	100 (25+75)	5
	Minor Elective	V	A503505	Folk Culture of Uttarakhand	Theory	100 (25+75)	4**
	Co-Curricular	CCS-05		Meditation/Personality Development through Applied Philosophy of RamcharitraManas	Theory	100 (25+75)	Qualifying
	Industrial Training	Ind-1	A503506	Internship		100 (25+75)	Qualifying
VI	Major	I	A503601	Different Aspect of Mass Media	Theory	100 (25+75)	5
	Major	II	A503602	International Communication	Theory	100 (25+75)	5
	Major	III	A503603	Reporting and Anchoring Skills	Theory	100 (25+75)	5
	Major	IV	A503604	Representation of Women in Culture and Media	Theory	100 (25+75)	5
	Minor Elective		A503605	Traditional Communication, Uttarakhand	Theory	100 (25+75)	4**
	Co-Curricular	CCS-06		Indian Traditional Knowledge System/Vivekananda Studies	Theory	100 (25+75)	Qualifying
	Industrial Training/	Ind-2	A503606	Podcast Production		100 (25+75)	Qualifying

	Research Project						
				Total			44

Fifth Semester

Programme/ Class		Year: Third	Semester: Fifth
Bachelor in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503501		Course Title: Documentary & Production	
Course Outcomes:			
<ul style="list-style-type: none"> • Describe to students what is expected of them • Plan appropriate teaching strategies, materials and assessments • Learn from and make changes to curriculum to improve student learning • Assess how the outcomes of a single course align with larger outcomes for an entire program 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television.		15
II	Indian cinema: documentary movement in India - Government and cinema, Parallel cinema, feature films.		15
III	Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.		15
IV	Introduction: Exploring the concept of production, Social, political and historical issues to documentary.		15
V	Exercise of observation on various technique used in production, Common assessment of the video projects		15
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Making Documentary films and videos- Barry Hampe ➤ The documentary Filmmakers Handbook- Jolliffie and Andrew ➤ Indian Documentary film and filmmakers- Shweta Kishore ➤ Hollywood Producers Directory- Diah Perez ➤ Documentary Film Making- Dr.HarendraPratapSinghChouhan and Dr.ShahajiShovakar 			
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in			

the class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Fifth
Journalism and Mass Communication			
Course Code: A503502		Course Title: Media Analysis & Criticism	
Course Outcomes:			
<ul style="list-style-type: none"> To gain a comprehensive understanding how to study media meanings and influence. To deconstruct the pressures and limitation placed on media producers. To apply various media lenses to unpacking a media text or channel. To understand the role of audiences and the variances in decodings. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	The Essence of Criticism, functions.		15
II	Depiction Analysis and structure of analysis, communication gratifications		15
III	Create and advance media criticism arguments, role of multiple audiences		15
IV	Critically analyze media texts in social, political and historical context.		15
V	Media criticism in India exercises media Literacy.		15
Suggested Readings:			
<ul style="list-style-type: none"> Media analysis techniques- Arthur Berger Media Criticism in a Digital Analysis- Peter B. Orlik Radical Mass Media Criticism- John Theobald Critical Media Analysis: An Introduction for Media Professionals- karinKukkonen 			
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.			

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Sixth
Journalism and Mass Communication			
Course Code: A503504		Course Title: Introduction to Convergent Journalism	
Course Outcomes:			
<ul style="list-style-type: none"> The course aims to develop in the learners advanced skills for the converged multimedia news platforms. It will familiarise the learners with the unique nature of the Web Platforms, specialized skills needed for their content development. The students will also learn the essential software used in the development of various forms of media content, i.e., text, audio, video, graphics. The course will acquaint the learners with the authoring tools used in multimedia content development. 			

Credits: 5		Major (Own Faculty) Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
1	Introduction to Convergent Journalism, Types of Convergent Journalism: Immersive, Investigative, Embedded, Advocacy, Gonzo etc.	10
2	Concept and significance of Convergence, Process and effects of Convergence, Models of media convergence—Convergence Continuum, Lawson Borders model, Flynn & Gordon model Case studies of convergence—Tampa news centre, Vinnova model, Global and Indian scenario	15
3	Network Society, Understanding New Media concept—Social and digital; Digital storytelling, Wiki Journalism. Need for multi-media/multi-skilled journalists, Blogging & journalism, Case Study-Social networking site.	20
4	Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence, Convergence in Cinema and Broadcasting, Introduction of Artificial Intelligence.	15
5	Media industry, ownership & control, Media conglomerates, mergers and Consolidation.	15
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ➤ Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak ➤ Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy ➤ Understanding Media Convergence by August E Grant ➤ Journalism and New Media by John V Pavlik ➤ Convergence Culture: Where old and new media collide by Henry Jenkins ➤ Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013 <p>Suggested Digital Platforms: https://old.amu.ac.in/emp/studym/99995026.pdf</p>		
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.		

Programme/ Class	Year: Third	Semester: Fifth
Bachelor in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503504	Course Title: Introduction to New Media Technology	
Course Outcomes:		
<ul style="list-style-type: none"> • Introduce students to fast-growing domain of new media and equip them to understand medium and its dynamics. • Learn about wide variety of web-related communication technologies; latest tools in digital journalism. • Train students to become successful digital media professionals and explore career 		

opportunities.		
Credits: 5		Major (Own Faculty) Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	Basics of Internet; types of Internet connections; Search engines: Functions and importance; search engine optimization	15
II	Web Journalism: Meaning, scope, characteristics, editorial functioning of News Websites, News Website vs Newspapers, News Website vs TV, Radio, E-papers	15
III	New Media: Definition, characteristics; basics of Social Media; Social media newsgathering; Social Networking Sites: Meaning, features, scope and significance (special reference to Facebook, Twitter, YouTube); Blogging.	15
IV	Citizen Journalism: Concept, scope and significance, Challenges and limitations; Emerging trends in digital journalism; Digital storytelling; Fake News: Verification, Authenticating and Assessment; Ethical Challenges.	15
V	Role of ICT: Women empowerment; health, education, governance and environment; Cybercrime issues (web pornography, threat to privacy, social and ethical concerns).	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Handbook of New Media, Liverow. ➤ The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi. ➤ A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher. ➤ Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim ➤ सोशल मीडिया –स्वर्ण सुमन 		
Suggested Digital Platforms: http://people.stern.nyu.edu/aghose/msi_4.pdf		
Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.		

Programme/ Class	Year: Third	Semester: Fifth
Bachelor in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503505	Course Title: Folk Culture of Uttarakhand	
Course Outcomes:		
<ul style="list-style-type: none"> • Students will come to know about the culture of Uttarakhand and can be familiar with the state. • Students will know about different type of folk music, dance and instruments of Uttarakhand. 		
Credits: 4	Minor Elective-3	

Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	A Brief History of Folk Culture of Uttarakhand.	10
II	Language: Status of Garhwali and Kumaoni Dialects, Food and Costumes	10
III	Folk Culture : Folk Songs, Folk Dances, Folk Theatre, Fairs and Festivals, Folk Tales, Jatra Folk Music : Dhol, Damama, Nagara, Dhapli, Ransingha, Masak Been, Hurki, Daurn Thali etc.	25
IV	Unit IV: Folk Artist and their contribution- Architecture and Archaeology.	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Impacts of Cultural History of Devbhumi Uttarakhand by <u>Dr Ajay Singh Rawat</u> ➤ Folk Tales of Uttarakhand by Deepak Aggarwal ➤ Cultural History of Uttarakhand by D.D. Sharma 		
Note: This Minor Elective Course Paper is compulsory for Bachelor in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.		

Co- Curricular (CCS-05)

Programme/ Class		Year: Third	Semester: Fifth
Bachelor in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code:		Course Title: Meditation/Personality Development through Applied Philosophy of Ramcharitra Manas	
Qualifying Subject		Co- Curricular	
Max. Marks: 25+75		Min. Passing Marks: 33	
Syllabus & details as per University Website			

Programme/ Class		Year: Third	Semester: Fifth
Bachelor in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503506		Course Title: Internship	
Course Outcomes: <ul style="list-style-type: none"> • Gain first hand exposure of working in the real world. • Allow harnessing skills, knowledge and theoretical practice learnt during the course. • Develop and refine skills to suit the industry demands and build a strong network with professionals in the field. • Gain confidence and improve chances as a job applicant. 			
Credits: 4		Industrial	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4			
Description			

120 Hrs. Internship will be undertaken with any reputed media organization/NGO and will be evaluated by an Internal/external examiner.

Note: Compulsory for all students of Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Internship Report/Project/Attendance

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Sixth Semester

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Third	Semester: Sixth
Journalism and Mass Communication		
Course Code: A503601	Course Title: Different Aspect of Mass Media	
Course Outcomes:		
<ul style="list-style-type: none"> • Learn about parliamentary functions, structure, organs. • Learn about parliamentary reporting. • learn about spiritual communication, agriculture and economic aspect 		
Credits: 5	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
1	Introduction of Parliament, Organs of Parliament: Rajya Sabha and Lok Sabha, Membership of Parliament, brief introduction of Rajya Sabha and Lok Sabha elections.Parliamentary Reporting- meaning, importance and scope, role and responsibilities of Parliament reporter.Case Study on sanction of famous Parliamentary Bills: Triple Talaq, Article 370, CAA.	20
2	Spiritual Journalism: Spiritual Journalism: Develop a foundation for understanding of term Spirituality, Meaning & Definition, Foundation of Spiritual Intelligence Narad Muni Era.	10
3	Agriculture Journalism: organizations in effective management of their agricultural, challenges of communication management in a rapidly growing agricultural, Agriculture communication	15
4	Economic Aspect: Identify the three basic media business models. Describe the differences between the two ways in which media receives revenue. Indian economy a brief.	10
5	Disaster Communication: Emergency alert system of India, Tusnami, wildfire (amazon fire), State and Local Plan at the time of Disaster, Role of media.	10
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Indian Polity, Book by M. Laxmikanth ➤ Important Judgments that Transformed India: Book by Alex Andrews George ➤ संसदीय पत्रकारिता- राजेश कुमार व्यास-राजस्थान हिन्दी ग्रंथ अकैडमी ➤ संसदीय प्रक्रिया-सुभाष कश्यप- राजस्थान हिन्दी ग्रंथ अकैडमी 		

Suggested Digital Platforms:

[https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004070948262474mukul Parliamentar_y_journalism.pdf](https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004070948262474mukul_Parliamentary_journalism.pdf)

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class Bachelor in Journalism and Mass Communication		Year: Third	Semester: Sixth
Journalism and Mass Communication			
Course Code: A503602		Course Title: International Communication	
Course Outcomes:			
<ul style="list-style-type: none"> Gain knowledge about various aspects of international communication. At the end of the course, students will be able to work as a reporter on international desk. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	UNDERSTANDING INTERNATIONAL COMMUNICATION What is international Communication? International communication in the Internet age (Imbalance in) International Information flow The New World Information and Communication Order (NWICO) Towards an integrative view of balanced information flow	10	
II	APPROACHES TO THEORIZING INTERNATIONAL COMMUNICATION Modernization theory, Dependency theory, World systems, Structural imperialism, Hegemony, Propaganda, Global Village, Globalization, Cultural Imperialism.	10	
III	INTERNATIONAL/TRANSNATIONAL MEDIA ORGANIZATIONS News Agencies, Evolution, Functions, Typology, Broadcast networks Cable News Networks (CNN), British Broadcasting Service (BBC), Al Jazeera Networks.	15	
IV	DISAPPEARING BORDERS OF EMPOWERMENT Global homogenization, Cultural hybridity, Revised cultural imperialism Spaces of empowerment.	20	
V	KEY FIGURES IN INTERNATIONAL COMMUNICATION Ralph Akinfeleye, Marshall McLuhan, Ted Warner, Bill Gates, Noam Chomsky, Herbert Schiller, Walter Lippmann.	20	
Suggested Readings:			
➤ Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national			

security, Lagos: Malthouse Press Limited

- Akinfeleye, R., Amobi, T. I., Okoye, I. & Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, Journal of African communication research, vol. 2 (3)
- Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
- Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.
- Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press
- Morley, M (2002) How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press.
- बी०एल०फदिया-अन्तर्राष्ट्रीय संगठन एवं अन्तर्राष्ट्रीय कानून -साहित्य भवन पब्लिकेशन
- बी०एल०फदिया-अन्तर्राष्ट्रीय सम्बन्ध- साहित्य भवन पब्लिकेशन
- बी०एल०फदिया-अन्तर्राष्ट्रीय राजनीति -साहित्य भवन पब्लिकेशन

Suggested Digital Platforms:

<https://vulms.vu.edu.pk/Courses/MCM604/Downloads/Course%20Pack%20-%20International%20Communication.pdf>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class		Year: Third	Semester: Sixth
Bachelor in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503603		Course Title: Reporting and Anchoring Skills (Theory)	
Course Outcomes:			
The student at the completion of the course will be able to:			
<ul style="list-style-type: none"> • Focus on fundamentals of news reporting, which includes among others components of reporting, such as, understanding the concept of news, identifying sources, news gathering methods and writing news stories and features for the news media in a professional manner. • Understand the basic concepts relevant to contemporary news media,develop thorough understanding about the concept of news, develop an understanding about different beats reporting and anchoring. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Introduction to Reporting, Principles of Reporting, Functions and Responsibilities, News elements vis-a-vis Reportage, Qualities of a Reporter, style sheets		10

II	Reporting Types & Techniques, News gathering technique, Reporting- Types of News Reports, Reporting- Accident, Courts, Society, Culture, Politics, Sports	15
III	Anchoring-Target audience and search in Public Speaking, The Voice and the Microphone	15
IV	Reporting techniques-Reporting a news & Interviewing, recording the byte & transcription & scripting.	15
V	Practical: Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries. Public Speaking: Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation	20

Suggested Readings:

- Herbert Zettl, Television Production Handbook.,
- The Television Reader, Routledge, Ed- 2004.
- News Bulletins in English and Hindi on National and Private Channels (as teaching material).
- Debates and Talk Shows on National and Private Channels (as teaching material).
- Amrish Saxena-Fundamental of Reporting & Editing
- रिपोर्टिंग से एंकरिंग तक- कुमार भावेश चन्द्र- प्रभात प्रकाशन
- पत्रकारिता जनसंचार मार्गदर्शिका-वीर बाला अग्रवाल
- समाचार और संवाददाता-काशीनाथ-विश्वविद्यालय प्रकाशन

Suggested Digital Platforms:

<https://www.ddegiust.ac.in/studymaterial/bmc/bmc-111-e.pdf>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class		Year: Third	Semester: Sixth
Bachelor in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503604	Course Title: Representation of Women in Culture and Media		
Course Outcomes:			
<ul style="list-style-type: none"> • To learn the core concepts in the field of women studies • To critically analyze the representation of women in the media • To understand the relevance of communicating such issues as per the evolving needs of the society. 			
Credits: 5		Major (Own Faculty) Major Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures

I	CULTURAL CONSTRUCTION OF GENDER Culture as a critical site of constructions of gender, Feminist challenges to cultural constructions of gender in literature - visual arts – film and Sports.	15
II	DIFFERENT TYPES OF MASS MEDIA AND THEIR CHARACTERISTICS Print Media: Posters – Pamphlets – Newspapers – Magazines - Special Supplements - Journals- Forms – Jokes – Articles – Stories – Advertisements – Illustrations - Content: Language used – Values reinforced	15
III	MEDIA AND REPRESENTATION Women representation in Electronic Media: Portrayal of Women in radio - television and cinema	15
IV	SOCIAL MEDIA Emergence of Social Media - Role of Social Media (Face book, Twitter etc.) in mobilization of public opinion on women’s issues - Victimization of Women through Social media -Empowering role of Social media.	15
V	MEDIA FOR EMPOWERMENT OF WOMEN Media for Empowerment of Women; Efforts in Print - Running magazines - Alternate Literature- Community Radio - Participatory Video - participation of Women in media	15

Suggested Readings:

- Bathla, Sonia, Women, Democracy and the Media: Cultural and Political Representation in the Indian Press, Sage, New Delhi, 1998
- Creedon, P.J., (ed) Women in Mass Communication, Sage, Newbury Park, CA,1993.
- Giles, Judy & Tim, Middleton, Studying Culture: A Practical Introduction, Blackwell Publishers, Oxford, 1999
- Joseph, Ammu, Women in Journalism: Making News, Konark Publishers Pvt. Ltd, Delhi, 2000
- Kosambi, Meera (ed), Women’s Oppression in the Public Gaze: Analysis of Newspaper coverage, State Action and Activist Response, Research Centre for Women’s University, Mumbai, 1994
- Krishnan, Prabha and Anita Dighe, Affirmation and Denial: Construction of Feminity on Indian Television, Sage Pub, New Delhi, 1990.
- मीडिया, महिला, सांस्कृतिक परिदृश्य-हरिदास व्यास- रॉयल पब्लिकेशन

Suggested Digital Platforms:

<https://rm.coe.int/1680590587>

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Third	Semester: Sixth
Journalism and Mass Communication		
Course Code: A503605	Course Title: Traditional Communication,Uttarakhand	

Course Outcomes:		
<ul style="list-style-type: none"> • Students will come to know about the culture of Uttarakhand and can be familiar with the state. • Students will know about different type of folk music, dance and instruments of Uttarakhand. 		
Credits: 4		Minor Elective
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topic	No. of Lectures
I	A Brief History of Folk Culture of Uttarakhand.	10
II	Language: Status of Garhwali and Kumaoni Dialects, Food and Costumes	10
III	Folk Culture : Folk Songs, Folk Dances, Folk Theatre, Fairs and Festivals, Folk Tales, Jatra Folk Music : Dhol, Damama, Nagara, Dhapli, Ransingha, Masak Been, Hurki, Daurn Thali etc.	20
IV	Unit IV: Folk Artist and their contribution- Architecture and Archaeology.	10
V	Rural communication and traditional communication in brief	10
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Impacts of Cultural History of Devbhumi Uttarakhand by <u>Dr Ajay Singh Rawat</u> ➤ Folk Tales of Uttarakhand by Deepak Aggarwal ➤ Cultural History of Uttarakhand by D.D. Sharma 		
Note: This Minor Elective Course Paper is compulsory for Bachelor in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.		

Co- Curricular (CCS-06)

Programme/Class: Bachelor in Journalism and Mass Communication	Year: Third	Semester: Sixth
Subject: Journalism and Mass Communication		
Course Code:	Course Title: Indian Traditional Knowledge System/Vivekananda Studies	
Qualifying Subject	Co-Curricular (CCS-06)	
Max. Marks: 25+75	Min. Passing marks: 33	
Syllabus & Details as per University Website		

Programme/ Class Bachelor in Journalism and Mass Communication	Year: Third	Semester: Sixth
Journalism and Mass Communication		
Course Code: A503606	Course Title: Podcast Production	
Course Outcomes: Learn about Radio Podcast.		
Credits: 4 (Qualifying)	Industrial	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4		

	Description	No. of Lectures
I	Draft a script for interview/ news/ programme for your PODCAST to prepare audio recording content with a report on an event and to edit and publish a PODCAST on YouTube.	60
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ➤ Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media. ➤ August E Grant, Understanding Media Convergence, Oxford University Press. ➤ Daniel Larsen-Podcasting make simple <p>Suggested Digital Platforms:</p> <p>http://papers.iafor.org/wpcontent/uploads/papers/mediasia2014/MediAsia2014_05899.pdf https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf</p>		
<p>Note: This is mandatory industrial course which will be opted in Semester-VI.</p>		
<p>Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.</p>		
<p>Course pre requisites: Must have obtained Diploma in Journalism and Mass Communication.</p>		

BACHELOR (RESEARCH) IN JOURNALISM & MASS COMMUNICATION

Program Outcomes (POs)

- Gain knowledge about diversified subjects related mass media.
- Identify, formulate, review and analyse complex role of mass media in society.
- Create, select and apply appropriate techniques, resources and tools of mass media.
- Explore job opportunities as a successful journalist / mass media professional / researcher / academic.

Programme Specific Outcomes (PSOs)

- Use conceptual knowledge and practical training offered by the course to become successful journalist / mass media professional / researcher / academic.
- Pursue path of academia and transfer the knowledge and skills to the young generation in the capacity of a teacher and educational administrator.
- Offer solutions for complex social problems with analysis of role of mass media.
- Create, select and apply appropriate techniques, resources and tools of mass media.
- Apply ethical principles of journalism and mass media and commit to professional ethics and responsibilities.

Course structure

Bachelor (Research) in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
VII	Major	I	A503701	Communication : Concept, types & Models	Theory	100 (25+75)	5
	Major	I	A503702	Mass Media: Concept, Characteristics and Theories	Theory	100 (25+75)	5
	Major	I	A503703	Journalism in India: History, Growth & Contemporary Issues	Theory	100 (25+75)	5
	Major	I	A503704	Print Media- I (News Writing & Reporting)	Theory	100 (25+75)	5
	Minor Elective	IV	A503705	Media & Human Rights	Theory	100 (25+75)	4**
	Industrial Training / Research project	Ind-3	A503706	Internship with any Media Organization	Internship	100 (25+75)	4
VIII	Major	I	A503801	Electronic Media (Television & Radio)	Theory	100 (25+75)	5
	Major	I	A503802	Print Media -II (Editing, Printing & Production)	Theory	100 (25+75)	5
	Major	I	A503803	Advertising & Public Relation	Theory	100 (25+75)	5
	Major	I	A503804	Communication Research	Theory	100 (25+75)	5
	Minor Elective	IV	A503805	Media & Human Rights	Theory	100 (25+75)	4**
	Industrial Training/ Research project	Ind-4	A503806	Dissertation	Dissertation	100 (25+75)	4
Total							52

Seventh Semester

Programme/ Class		Year: Fourth	Semester: Seventh
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503701		Course Title: Communication : Concept, types & Models	
Course Outcomes:			
<ul style="list-style-type: none"> • Think about communication situations more deliberately • Better preparation for future situations, and Enhance learning experiences. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Communication: Concept, definition, elements, functions.	10	
II	Types of Communication - Verbal and Non-verbal Communication .Intra-personal, Inter-personal, group communication, Mass communication.	15	
III	Communication barriers: Psychological, mechanical, physical, linguistic and cultural; 7 Cs of Effective Communication; Importance of language in communication.	15	
IV	Models of communication: Lasswell's model, Shannon and Weaver's (mathematical) model, Osgood and Schramm's (circular) model, Newcomb's model, Westley and MacLean's model.	20	
V	Definition, nature and characteristics of mass Communication, functions of Mass Communication.	15	
Suggested Readings:			
<ol style="list-style-type: none"> 1. Communication and education technology- Jogindravali 2. Communication models- Una Narula 3. Effective Communication Skill- SR Pandey 4. Communication Models for the study of Mass Communications- Sven Windahl 			
Suggested Digital Platforms:			
https://pumble.com/learn/communication/communication-models/ https://home.snu.edu/~jsmith/library/body/v25.pdf			
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Bachelors in Journalism and Mass Communication.			

Programme/ Class Bachelor (Research) in Journalism and Mass Communication		Year: Fourth	Semester: Seventh
Journalism and Mass Communication			
Course Code: A503702		Course Title: Mass Media: Concept, Characteristics and Theories	
Course Outcomes:			
<ul style="list-style-type: none"> • Improving communication knowledge • Building Soft Skills • learning mass media Basics 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Meaning, forms, characteristics and functions of mass media; effects of media upon different sections of society, Impact of mass media on specific audiences (women, children etc).		15
II	Normative media theories: Authoritarian, Libertarian (Free Press), Socialistic (Soviet Press Theory), Social Responsibility Theory, Development Media Theory, Democratic Participant Media Theory.		15
III	Theories of Mass Media: Magic Bullet Theory, Cultivation Theory, Dependency Theory, Uses and Gratifications Theory, Agenda Setting Theory, Reverse Agenda Setting, Two-step flow theory, Multi-step flow theory, Individual Difference Theory.		15
IV	Traditional media in India – forms, regional diversity, significance and role; Traditional Folk Media vs Mass Media.		15
V	Mass Media and news agencies: National and International News agencies: Reuters, Associated Press, Agence France Press, Indian news agencies, financial news agencies.		15
Suggested Readings:			
<ul style="list-style-type: none"> • Theories of Mass Communication- Melvin • The Handbook of Comparative Communication- Frank Esser • Theories of Human Communication- John • Journalism Across Cultures- Levi 			
Suggested Digital Platforms:			
https://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf https://study.com/academy/lesson/what-is-mass-media-definition-types-influence-examples.html			
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Bachelors in Journalism and Mass Communication.			

Programme/ Class Bachelor (Research) in Journalism and Mass Communication		Year: Fourth	Semester: Seventh
Journalism and Mass Communication			
Course Code: A503703		Course Title: Journalism in India: History, Growth & Contemporary Issues	
Course Outcomes:			
<ul style="list-style-type: none"> • To get a brief idea about history of journalism • To maintain Favorable understanding with journalism in India • To understand how to get aware of issues in India related to Journalism • The objective of the paper is to familiarize the students with different aspects of journalism in Indian History 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Journalism: Concept, nature and scope; responsibilities of a journalist; Journalism as a career; Women Journalists: Role and challenges.	15	
II	Brief history of origin of journalism (invention of printing press, growth and development); Origin and growth of journalism in India; role of press in Indian freedom struggle; birth and growth of Indian language press – contribution of Raja Ram Mohun Roy, Mahatma Gandhi and other important personalities of Indian journalism.	20	
III	Growth of print media in India after Independence; origin and growth of radio in India as a mass medium, key developments; origin and growth of television as a mass medium, key developments; satellite and cable television in India and further expansion; role and growth of films as a mass medium.	15	
IV	Journalism and globalization; media convergence.	10	
V	Journalism and contemporary issues -Political, economic, social, religious, cultural challenges ahead.	15	
Suggested Readings:			
<ul style="list-style-type: none"> ➤ The Press in India, history- GNS Raghavan ➤ Media Discourse in Contemporary India: A study- Sudeshna Devi ➤ Mass Media- KB Dutta ➤ India Media- VanitaKohli 			
Suggested Digital Platforms:			
https://books.google.co.in/books/about/The_Rise_and_Growth_of_Hindi_Journalism.html?id=IXQLAAAMA AJ&redir_esc=y https://editorsguild.in/history-of-journalism/			
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Bachelors in Journalism and Mass Communication.			

Programme/ Class Bachelor (Research) in Journalism and Mass Communication		Year: Fourth	Semester: Seventh
Journalism and Mass Communication			
Course Code: A503704		Course Title: Print Media- I (News Writing & Reporting)	
Course Outcomes:			
<ul style="list-style-type: none"> • To gain a comprehensive understanding how to study media meanings and influence. • To deconstruct the pressures and limitation placed on media producers. • To apply various media lenses to unpacking a media text or channel. • To understand the role of audiences and the variances in decoding. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	News: Definition, news values, elements and sources; essentials of news writing: News structure—Traditional and alternative structure, Importance of 5 Ws and 1 H; types of news.	10	
II	Reporting: Functions, responsibilities and essential qualities of a news reporter; categories of reporter; types of reporting (political, legal, parliamentary; crime, accidents, investigative, interpretative, development, covering press conference, weather, business, sports, science, war/tension, yellow/tabloid journalism.	20	
III	Types of Print Media writing: Feature-Definition, characteristics, and types of features: news features, personality, human interest, institutional, photo feature; writing articles. Meaning and importance of editorials; column writing; Letter to the Editor; writing reviews (book reviews, film reviews); reportage; travelogue; memoirs and sketch.	20	
IV	Interviews: Techniques, types, significance, preparation for interviews, qualities of a good interviewer.	10	
V	New trends of reporting : Sting operation: meaning, tools and ethics. Scoops (scandals) media trial.	15	
Suggested Readings: Print Media- N K Singh Reporting for the the Media- Feder			
Suggested Digital Platforms: https://bookauthority.org/books/best-news-writing-books https://www.google.com/search?q=Print+Media			
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Bachelors in Journalism and Mass Communication.			

Programme/ Class Bachelor (Research) in Journalism and Mass Communication	Year: Fourth	Semester: Seventh
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Journalism and Mass Communication

Course Code: A503705

Course Title: Media & Human Rights

Course Outcomes:

- The course intends to educate the learner about the history and philosophy of human rights.
- It is aimed to make the student aware about the role of media in human rights promotion.
- The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.
- The student will learn the intricacies of web based and social media based human rights journalism.
- The course will also highlight the contemporary human rights issues and their relation to media.

Credits: 4

Minor Elective-3

Max. Marks: 25+75

Min. Passing Marks: 33

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0

Unit	Topic	No. of Lectures
I	Concept, Scope and need of Human Rights, Human rights in early ages, Law terms and phrases and their uses in Human Rights	10
II	Human Rights and Media, Human Rights and Democracy, Human Rights & Education, Human Rights and environmental air and water pollution, Human Rights and Communal Riots, Human Rights in the terrorized areas	10
III	Human Rights and Crimes against women, Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups	10
IV	State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression	15
V	Contemporary human rights issues; national and global, Media activism. Social media and Human rights. Fake News, propaganda, and its effects on human rights reporting. Open-source investigation in journalism: tools and applications.	15

Suggested Readings:

- Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
- Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
- डॉ.एस.सी.सिंघल: मानवाधिकार अध्ययन

Suggested Digital Platforms:

<https://egyankosh.ac.in/bitstream/123456789/7421/1/Unit-4.pdf>

Note: This Minor Elective Paper is compulsory for all students of Certificate in Journalism & Mass Comm. course.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Bachelors in Journalism and Mass Communication.

Programme/ Class Bachelor (Research) in Journalism and Mass Communication	Year: Fourth	Semester: Seventh
Journalism and Mass Communication		
Course Code: A503706	Course Title: Internship	
Course Outcomes: <ul style="list-style-type: none"> • Gain first hand exposure of working in the real world. • Allow harnessing skills, knowledge and theoretical practice learnt during the course. • Develop and refine skills to suit the industry demands and build a strong network with professionals in the field. • Gain confidence and improve chances as a job applicant. 		
Credits: 6	Industrial	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-6		
Description		
25 to 30 days Internship with any reputed media organization and will be evaluated by an Internal/external examiner.		
Note: Compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Internship Report/Project/Attendance		
Course pre requisites: Must have obtained Bachelor in Journalism and Mass Communication.		

Eighth Semester

Programme/ Class Bachelor (Research) in Journalism and Mass Communication	Year: Fourth	Semester: Eighth
Journalism and Mass Communication		
Course Code: A503801	Course Title: Electronic Media (Television and Radio)	
Course Outcomes: <ul style="list-style-type: none"> • To guide the students learn nuances of television and radio. • To help them learn the fundamentals of storytelling through Television and Radio. • To develop employable skills on a par with industry standard. 		
Credits: 5	Major Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	Television as a mass medium: Characteristics and potential; grammar of writing for television, essential elements of a TV news script, matching write-ups with videos; basics of TV production. Web T.V. an introduction	15
II	Organizational structure of TV news channel; functions, responsibilities and qualities of TV reporters, news room- news desk staff, Input Editor, Output Editor, news anchors; production team; stages involved in preparation of a news bulletin; planning, Production and compilation of news programmes.	15
III	Technique of Television reporting (covering variety of stories: investigative reporting etc.) piece to camera; voice over; teasers and promos; television anchoring: voice, broadcast skills, facing a camera,	15

	use of teleprompter; live studio and field ,interviews - moderating TV studio discussions; anchoring chat shows; TV interviews: Preparation, technique.	
IV	Grammar of writing, for radio; essential elements of a radio copy; organizational structure of a radio newsroom and operation, radio reporting, sound bite, voice dispatch, radio news: Compilation and editing. Community radio role, web radio introduction.	15
V	Various types of Radio programmes: Documentary/Features, drama, talk/chat shows, music programmes, interviews; news reading,voice training-- effective use of voice; moderating skills for radio discussion programmes; handling interactive live transmission. Functions, essential qualities to be radio jockey, roles and responsibilities of radio producer;Growth of AM vs FM broadcasting; popularity of FM radio; Comparison: Radio vs TV as mass medium, Radio vs Newspaper, Radio vs Internet.	15

Suggested Readings:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- PatiM.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- ShrivastavaH.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.
- Lewis, Bruce. Technique of Television Announcing. Focal Press.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust
- टेलीविजन पत्रकारिता-राकेश कुमार- श्री नटराजन प्रकाशन, न्यू दिल्ली
- भारतीय टेलीविजन- परमवीर सिंह- कल्पना प्रकाशन , न्यू दिल्ली
- संचार रेडियो) जनसंचार - ,टेलीविजन और फिल्म. इन्द्रप्रकाश श्रीमाली

Suggested Digital Platforms:

<https://nios.ac.in/media/documents/srsec335new/ch13.pdf>

<https://www.egyankosh.ac.in/bitstream/123456789/34791/1/Unit-1.pdf>

Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Bachelor in Journalism and Mass Communication.

Programme/ Class	Year: Fourth	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503802	Course Title: Print Media II (Editing, Printing and Production)	
Course Outcomes:		
<ul style="list-style-type: none"> • To guide the students learn nuances of television and radio. 		

<ul style="list-style-type: none"> To help them learn the fundamentals of storytelling through Television and Radio. To develop employable skills on a par with industry standard. 		
Credits: 5		Major Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	Editing: Principles, tools of editing, importance of proof reading, types of headlines, importance of lead, editing different types of copy, rewriting Mofussil copy, editing symbols, importance of style sheet.	15
II	Newspaper layout and design, magazine editing, layout, using data and other graphical inputs, Pictures: selection and editing of pictures, Caption writing.	15
III	Editorial Hierarchy in a newspaper office: Role, functions and qualities of Editor, News Editor, Chief Sub-Editors, sub editors; daily operations in a news desk.	15
IV	Brief introduction to different printing processes, Information technology and print media–desktop publishing, latest trends, important digital tools.	15
V	Practical: First-hand experience by visiting news production houses to witness the editing and printing process, editing assignments in the classroom.	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House. ➤ Tyrrell, Robert. The Work of a Television Journalist. Focal Press. ➤ Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists. ➤ Lewis, Bruce. Technique of Television Announcing. Focal Press. ➤ Hyde, Stuart. Television and Radio Announcing. Kanishka. ➤ भारतीय टेलीविजन – परमवीर सिंह – कल्पना प्रकाशन, न्यू दिल्ली ➤ संचार रेडियो) जनसंचार –, टेलीविजन और फिल्म. इन्द्रप्रकाश श्रीमाली 		
Suggested Digital Platforms: https://nios.ac.in/media/documents/srsec335new/ch13.pdf https://www.egyankosh.ac.in/bitstream/123456789/34791/1/Unit-1.pdf		
Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Must have obtained Bachelor in Journalism and Mass Communication.		

Programme/ Class	Year: Fourth	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication		
Journalism and Mass Communication		
Course Code: A503803	Course Title: Advertising and Public Relation	

Course Outcomes:

- To provide knowledge about creating advertising content and to provide a detailed understanding of the working of an advertising agency.
- The course intends to acquaint learners with the concepts of Public Relations, its historical origins and evolutionary role;
- It will instill in the learners essential journalism and communication skills to enable them to develop quality communication support material, and build unique identity

Credits: 5**MajorCore Compulsory****Max. Marks: 25+75****Min. Passing Marks: 33****Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0**

Unit	Topic	No. of Lectures
1	Advertising: An Introduction 1. Advertising: Concept, Principles, Definitions 2. Objectives and Classification of Advertising 3. Media Planning, Media Selection, Media Campaign 4. Budgeting, Rural Advertising 5. Social and Economic impact of advertising 6. Surrogate Advertising	15
II	Production Techniques 1. Copy writing 2. Visualizing 3. Layout 4. Ethics in Advertising 5. Advertising Agency System in India	20
III	Public Relations: An Introduction 1. PR: Concepts, Definition 2. Objectives and Functions of PR 3. PR Communication and Process 4. PR Tools and strategies 5. Ethical and Legal Issues: Paid News, media-net, Special Supplement etc.	20
IV	Public Relations in Different Sectors 1. PR in Government sector 2. PR in Public, Private and NGO Sectors 3. PR codes and Professional Bodies	20

Suggested Readings:

- Introduction to Mass Communication Research, Ralph. O. Nafziger and David M. Greenwood Press New York.
- Media Research: Cross Sectional Analysis, Author Press, New Delhi.
- Media Research Methods: Measuring audience reactions and impact, Barrie Gunter, Sage Publication – New Delhi.
- जनसम्पर्क और विज्ञापन-संतोष गोयल-श्री नटराज प्रकाशन
- जनसम्पर्क सिद्धान्त और व्यवहार-अर्जुन एवं विमलेश तिवारी-विश्वविद्यालय प्रकाशन, वारानसी
- जनसम्पर्क एवं विज्ञापन – संजीव भानवत- राजस्थान हिन्दी ग्रंथ अकैडमी

Suggested Digital Platforms:

YouTube Channel Udemy

Note: This Major Course Paper is compulsory for Bachelor in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites:Must have obtained Bachelor in Journalism and Mass Communication.

Programme/ Class Bachelor (Research) in Journalism and Mass Communication		Year: Fourth	Semester: Eighth
Journalism and Mass Communication			
Course Code: A503804		Course Title: Communication Research	
Course Outcomes:			
<ul style="list-style-type: none"> • 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; • Plan and develop a research project; • Develop the ability to clearly communicate, both orally and in writing, the findings of original communication research to a lay audience. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Introduction to Communication Research 1. Concept of Research: Meaning and Definition 2. Importance of Media Research 3. Areas of Media Research: Source analysis Channel analysis 4. Message analysis, audience analysis, 5. Feedback analysis	15	
II	Design and Process of Communication Research 1. Basic Steps in Research: Formulation of Problems, Review of Literature, Use of concepts 2. Research Design: Expletory, Descriptive, Experimental 3. Participatory Research 4. Participatory Learning and Action 5. Theory and Empirical Research	10	
III	Sampling and Data Collection Techniques 1. Sampling 2. Types of Data: Primary, Secondary and Tertiary 3. Basic Methods of Data Collection: Survey, Observation 4. Basic Techniques: Interview, Schedule, Questionnaire 5. Case Studies and Content Analysis	15	
IV	Data Analysis 1. Statistical analysis in communication research 2. Evaluation feedback 3. Media habits 4. Public opinion surveys 5. Pre-election studies and exit polls.	15	
V	Ethics in Communication Research 1. Issues in Communication research 2. Role of Researcher	20	

3. Methodological Limitations in Communication Research 4. Information Technology revolution and Communication Research 5. Ethical Issues in Communication Research
<p>Suggested Readings:</p> <ul style="list-style-type: none"> ➤ Gupta, Santosh 2005: Research Methodology and Statistical Techniques. New Delhi, Deep & Deep Publication Pvt. Ltd. (1st ed.) ➤ Syed.M.H 2006: Research in Mass Media, New Delhi Anmol Publication (1st ed.) ➤ Sharma, Jainarayan 2007, Research Methodology, New Delhi, Deep & Deep Publication, Pvt. Ltd. (1st ed.) ➤ Leonard, Cargon 2008, Doing Social Research, New Delhi, Rawat Publication. ➤ Prof. Manoj Dayal Media Metrics: An Introduction to Quantitative Research in Mass Communication ➤ संवाद संप्रेक्षण एवं पारस्परिक कोशल-मनीष रंजन-पियर्सन <p>Suggested Digital Platforms: http://www.nraismc.com/wp-content/uploads/2017/03/103_-_communication_theory_and_research__1_.pdf https://egyankosh.ac.in/bitstream/123456789/7171/1/Unit-4.pdf</p> <p>Note: This Major Course Paper is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.</p> <p>Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.</p> <p>Course pre requisites: Must have obtained Bachelor in Journalism and Mass Communication.</p>

Programme/ Class		Year:	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication		Fourth	
Journalism and Mass Communication			
Course Code: A503805		Course Title: Media & Human Rights	
Course Outcomes:			
<ul style="list-style-type: none"> ● The course intends to educate the learner about the history and philosophy of human rights. ● It is aimed to make the student aware about the role of media in human rights promotion. ● The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism. ● The student will learn the intricacies of web based and social media based human rights journalism. ● The course will also highlight the contemporary human rights issues and their relation to media. 			
Credits: 4		Minor Elective-3	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topic	No. of Lectures	
I	Concept, Scope and need of Human Rights, Human rights in early ages, Law terms and phrases and their uses in Human Rights	10	
II	Human Rights and Media, Human Rights and Democracy, Human Rights & Education, Human Rights and environmental air and water pollution, Human Rights and Communal Riots, Human Rights in the terrorized areas	10	
III	Human Rights and Crimes against women, Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups	10	

IV	State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression	15
V	Contemporary human rights issues; national and global, Media activism. Social media and Human rights. Fake News, propaganda, and its effects on human rights reporting. Open-source investigation in journalism: tools and applications.	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad. ➤ Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers. ➤ डॉएससीसिंघल: मानवाधिकारअध्ययन 		
Suggested Digital Platforms: https://egyankosh.ac.in/bitstream/123456789/7421/1/Unit-4.pdf		
Note: This Minor Elective Paper is compulsory for all students of Certificate in Journalism & Mass Comm. course.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.		
Course pre requisites: Bachelors in Journalism and Mass Communication.		

Programme/ Class		Year: Fourth	Semester: Eighth
Bachelor (Research) in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503806		Course Title: Dissertation	
Course Outcomes:			
<ul style="list-style-type: none"> • Analyze capabilities as a researcher. • A student can identify and choose his/her own area of interest/specialization. • Helps a student in exploring a subject in depth, manage a research project, define suitable objectives and use appropriate research tools to collect data and analyze data, arrive at meaningful conclusions. • Develop skills of report writing. 			
Credits: 4		Industrial	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4			
Description			
The students are required to register themselves for a dissertation topic and start initial work on the dissertation. The topic must be finalized in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the semester. Each student with his/her dissertation will be subjected to a viva voce by an external examiner.			
Note: This Course is compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: As per dissertation/Project Report			
Course pre requisites: Must have obtained Bachelor in Journalism and Mass Communication.			

Master in Journalism & Mass Communication

Semester	Category	Subject	Course Code	Paper Title	Theory/Practical	Marks	Credit
IX	Major	I	A503901	Media laws in India & Ethics	Theory	100 (25+75)	5
	Major	II	A503902	Development Communication	Theory	100 (25+75)	5
	Major	III	A503903	New Media Technology	Theory	100 (25+75)	5
	Major	IV	A503904	Health Communication	Theory	100 (25+75)	5
	Industrial Training / Research project	Ind-V	A503706	Internship with NGO	Industrial	100 (25+75)	4
X	Major	I	A5031001	Media Management	Theory	100 (25+75)	5
	Major	II	A5031002	Right to information	Theory	100 (25+75)	5
	Major	III	A5031003	Marketing & Corporate Communication	Theory	100 (25+75)	5
	Major	IV	A5031004	Photo Journalism	Theory	100 (25+75)	5
	Industrial Training / Research project	Ind-VII	A5031005	Project	Industrial	100 (25+75)	4
Total							48

Semester: Ninth

Programme/ Class Master in Journalism and Mass Communication		Year: Fifth	Semester: Ninth
Journalism and Mass Communication			
Course Code: A503901		Course Title: Media Laws in India & Ethics	
Course Outcomes:			
<ul style="list-style-type: none"> • The Course aims to offer an in depth understanding of Media Laws. • Some new developments in the functioning of Media are fascinating and an update will always help student to understand better. • The course is designed to familiarize students with all the current and upcoming advancement in journalism and mass Communication 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Constitution of India: Fundamental Rights – Freedom of Speech and Expression; Freedom of Press and reasonable restrictions in Constitution; provisions of declaring emergency and their effects on media; legislature reporting; parliamentary privileges and media.		15
II	Important Media Laws in India: Contempt of Courts Act 1971, Law of Defamation, Criminal Procedure Code with reference to sedition, obscenity, crime against women and children, the Press and Registration of Books Act, The Drug and Magic Remedies, (Objectionable Advertisement) Act, The		15

	Young Persons (Harmful Publication) Act; Official Secrets Act 1923, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955, Prasar Bharati Act, Cable Television Network Regulations Act, Right to Information Act: Scope and significance.	
III	Intellectual Property Rights, The Patents Act 1970, The Designs Act 1911, The Copyright Act 1957.	10
IV	Functions, scope and significance of various media Institutions: Press Commission, Press Council of India, Audit Bureau of Circulation, Indian Newspapers Society, Press Information Bureau, Directorate of Audio visual Publicity (DAVP).	15
V	Ethics: Media's ethical problems including Right to Privacy, Right to reply, communal writing, pressure from various groups, economic concerns, freebies, bias, paid news; Code of Ethics for journalists suggested by Press Council of India; Accountability and independence of media; photo journalism- ethical approach.	20

Suggested Readings:

- Trikha, NK: 2012, Press Vidhi, Varanasi, VishvidyalaPrakashan
- Neelamdar, M: 2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd.
- R.S. Myneni: 2020, Media Law, New Delhi, Asia Law House
- Bansi, Munna: 2014, Mass Media and Related Laws in India, Kolkata, Booksway
- Kundra, S: 2005, Media Laws and Indian Constitution, New Delhi, Anmol Publication
- Prasad, Kiran: 2011, Media Law In India, Kluwer Law International
- Dixit, Anil K: 2006, Press Laws and Media Ethics, Reference Press
- Basu, D.D., 2020, Introduction to The Constitution of India, Gurgaon, Lexis Nexis
- Basu, D.D. 2005, Law of the Press in India, N. Delhi, Prentice Hall of India
- Singh, Srikant: Janmadhyam Kanoon evam Uttardayitva, N. Delhi, Satyam Publishing House
- Singh, S. Swaroop : 2004, Press aur Bhartiya Sansad, N. Delhi, Classical Publishing Co.

Suggested Digital Platforms:

https://www.meripustak.com/Media-And-Ethics-371572?https://www.meripustak.com&gclid=EAlaIqobChMIneHjrZPH_QIVlyCh18sgqjEAKyBSABEgLu3vD_BwE
https://www.meripustak.com/Media-Ethics-2Nd-Edn-233650?https://www.meripustak.com&gclid=EAlaIqobChMIneHjrZPH_QIVlyCh18sgqjEAKyBiABEgIlg_D_BwE
e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material

Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass Communication.

Programme/ Class Master in Journalism and Mass Communication	Year: Fifth	Semester: Ninth
Journalism and Mass Communication		
Course Code: A503902	Course Title: Development Communication	

Course Outcomes:		
<ul style="list-style-type: none"> • The Course aims to offer an in depth understanding of the subject • Some new developments in communication are fascinating and making students aware about it will be a great update to them. • The course is designed to familiarize students with all the current and upcoming advancement in journalism and mass Communication 		
Credits: 5		Major Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	Development: Meaning, scope, different approaches to development.	10
II	Development Communication: Meaning, definition and concept; Development support communication: Definition, concept and significance; Information, Education and Communication (IEC): Meaning, concept, scope and significance; Participatory Rural Appraisal (PRA): Meaning, scope and significance.	15
III	Role of mass media in development communication; participatory approaches to development: Community-driven Development (CDD); role of opinion leaders, change agents, NGOs (third force) in development process.	15
IV	Government initiatives in India: Health, sanitation, agriculture, family planning, education; Development communication projects in India- Satellite Instructional Television Experiment (SITE), Kheda communications project (KCP); barriers to social change.	20
V	MacBride Commission: Observations and recommendations; role of Interpersonal Communication and traditional media in rural development; Development journalism; significance of community radio.	15
Suggested Readings:		
<ul style="list-style-type: none"> ➤ Mankekar, D.R.:1979: Media and Third World, New Delhi, IIMC ➤ Mankekar, D.R. : 1979, Filling the Void in the World of Communication, Communicator, Vol. XAV, No.1, N. Delhi, IIMC ➤ Macbride Commission Report : 1989: Many Voices One World, Paris ➤ Stevenson I. Robert:1988: Communication, development and third world, New York, Longman Inc. ➤ UNESCO:1988: 'Communication and Society- A Documentary History of NWICO', Paris ➤ Melkote, Srinivas R.:2001, Communication for Development in the Third World : Theory and Practice, New Delhi, Sage ➤ Tiwari, I.P.:2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India ➤ Toari, Komal:2000, Sustainable Human Development Issues and Challenges, New Delhi, Concept Pub. Co. ➤ UNDP:2009, Sustainable Development, New York ➤ Singh, Yogendra:2004, The Concept of Participatory Management, New Delhi, R.K. Printers. Suggested Digital 		
Suggested Digital Platforms:		
https://sk.sagepub.com/books/development-communication-in-practice https://www.caluniv.ac.in/global-mdia-journal/Winter%20Issue%20December%202011%20Documents/D%201.%20DEVELOPMENT%20COMMUNICATION%20SOURCEBOOK%20-WORLDBANK%202008.pdf e-PG Pathsala, Swayam Portal, IGNOU and UPRTOU online Study Material		
Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.		

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass Communication.

Programme/ Class Master in Journalism and Mass Communication		Year: Fifth	Semester: Ninth
Journalism and Mass Communication			
Course Code: A503903		Course Title: New Media Technology	
Course Outcomes:			
<ul style="list-style-type: none"> • The Course aims to offer an in depth understanding of the subject. • Some new developments in technology are fascinating enough to attract anyone interested in journalism. • The course is designed to familiarize students with all the current and upcoming advancement in technology concerning journalism. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Basics of Internet; types of Internet connections; Search engines: Functions and importance; search engine optimization; Web Journalism: Meaning, scope, characteristics, editorial functioning of News Websites, News Websites vs Newspapers, News Website vs TV, Radio, E-papers.	15	
II	New Media: Definition, characteristics; basics of Social Media; Social media news gathering; Social Networking Sites: Meaning, features, scope and significance (special reference to Facebook, Twitter, YouTube); Blogging.	15	
III	Citizen Journalism: Concept, scope and significance, Challenges and limitations; Emerging trends in digital journalism; Digital storytelling; Fake News: Verification, Authenticating and Assessment; Ethical Challenges.	15	
IV	Mobile Journalism (MOJO): Tools, techniques and uses of apps; editing on mobile; streaming live video; podcast; Creating and managing You Tube channel; Video keyword search; Vlog; Online content creation and distribution; Digital marketing: Fundamentals, current marketing trends	15	
V	Role of ICT: Women empowerment; health, education, governance and environment; Cyber crime issues (web pornography, threat to privacy, social and ethical concerns).	15	
Suggested Readings:			
<ul style="list-style-type: none"> ➤ Nath, Shyam, 2002 : Assessing the State of Web Journalism, New Delhi, Author Press ➤ Ahmad, Tabraj, 2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication ➤ Menon, Shailja, 2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press ➤ Talesra, Hemlata/Nagda, M.L., 2003 : Web Paged Learning, Delhi, Authors Press ➤ Chakravarthy, Jagdish, 2004 : Net, Media and the Mass Communication, New Delhi, Author Press 			

- Ray, Tapas, 2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.
- Verma, Deepika, 2020: The Era of New Media, New Delhi, A.R. Publication (2nd Edition)
- Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co.

Suggested Digital Platforms:

<http://cyberjournalist.org.in/e-journalism.html>

e-PG Pathshala, Swayam Portal, IGNOU and UPRTOU online Study

Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.

Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass Communication.

Programme/ Class		Year: Fifth	Semester: Ninth
Master in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A503904		Course Title: Health Communication	
Course Outcomes:			
<ul style="list-style-type: none"> • Identify major health problems confronted by India and their implications on society, culture and economy. • Understand different theories and models that are relevant to health communication; • Develop necessary skills for designing messages for healthcare delivery in an efficacious manner. • Understand the importance of communication skills in the healthcare industry, not just for health professionals providing care but for patients and their families in ensuring optimum care and are active care recipients; 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Max. Marks: 25+75	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Unit	Unit	
I	Concept of Health, Health Status of people in India. Meaning and Concept of Health Communication. Needs of Women, Children and adolescents with regard to health.	15	
II	Role of IEC (Information Education Communication) or Behaviour Changes communication in public Health Programs.	15	
III	Health Campaigning and Media, Case studies related to health communication.	15	
IV	Networking. Family Welfare Programme and Media. Role of inter personal Communication (IPC), Barriers in communication.	15	
V	Management, implementation and monitoring impact evaluation. Report writing. Rural Health and Media, Tribal Health and Media.	15	

Suggested Readings:

- Public Health Communication Interventions, by NuritGuttman, Sage Publications
- The Externet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications
- Health Communication: Strategies for Health Professionals, by Laurel LindhoutNorthouse, Pearson Education, 3rd Edition
- Health Communication- A Multicultural Perspective by Snehenhu B. Kar, Thousand Oaks: Sage Publications

Suggested Digital Platforms:

[https://iums.ac.ir/files/hshe-soh/files/health_communication_book1\(1\).pdf](https://iums.ac.ir/files/hshe-soh/files/health_communication_book1(1).pdf)

Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.

Suggested Continuous Evaluation Method:Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.

Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass Communication.

Programme/ Class Master in Journalism and Mass Communication	Year: Fifth	Semester: Ninth
Journalism and Mass Communication		
Course Code: A503905	Course Title: Internshipwith NGO	
Course Outcomes:		
<ul style="list-style-type: none"> • Gain first hand exposure of working in the real world. • Allow harnessing skills, knowledge and theoretical practice learnt during the course. • Develop and refine skills to suit the industry demands and build a strong network with professionals in the field. • Gain confidence and improve chances as a job applicant. 		
Credits: 4	Industrial	
Max. Marks: 25+75	Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-4		
Description		
<p>A Student will be attached for 25 to 30 days with NGO of his/her special interest. A diary will be prepared of every student which will be certified by agency supervisor. Based on everyday work, a file will be prepared separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the semester by a board of examiners consisting one external and one internal examiner.</p>		
Note: Compulsory for all students of Bachelor (Research) in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Internship Report/Project/Attendance		
Course pre requisites: Must have obtained Bachelor in Journalism and Mass Communication.		

Semester: Tenth

Programme/ Class Master in Journalism and Mass Communication		Year: Fifth	Semester: Tenth
Journalism and Mass Communication			
Course Code: A5031001		Course Title: Media Management	
Course Outcomes:			
<ul style="list-style-type: none"> • Gain first hand exposure of working in the real world. • Allow harnessing skills, knowledge and theoretical practice learnt during the course. • Develop and refine skills to suit the industry demands and build a strong network with professionals in the field. • Gain confidence and improve chances as a job applicant 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Media Management –meaning and scope; media as an industry and profession; Ownership patterns of mass media in India: sole proprietorship, partnership, privatelimited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).		15
II	Newspaper management: Functions and organizational structure of different departments of newspapers and magazines: editorial, general management,finance, circulation (sales promotion), advertising (marketing), personal management etc; procedure to launch a publication; marketing practices in print media.		15
III	Classification of news papers, small newspaper and their problems; problemsandprospects of Newspaper Industry in India, News Agencies.		15
IV	Principles of television and radio management in India; recent trends in broadcasting management; programme management--planning, scheduling, production and broadcasting; costing and budgeting of programme, commissionedand sponsored programme.		15
V	Foreign equity in Indian Media (including print media); Globalization: economic,social and cultural effects on mass media; global competition.		15
Suggested Readings:			
<ul style="list-style-type: none"> ➤ media management, B.K Chaturvedi ➤ The Indian Media Business, VanitaKohli ➤ Media Economics and Management, Sathya Prakash, SunithaChitrapu ➤ Media Management in India, DibakarPanigrahy, Prasanna K. Biswasroy 			
Suggested Digital Platforms:			
http://www.wbnsou.ac.in/online_services/SLM/PG/JMC/CC8.pdf https://prathambooks.org/			
Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass			

Communication.

Programme/ Class Master in Journalism and Mass Communication		Year: Fifth	Semester: Tenth
Journalism and Mass Communication			
Course Code: A5031002		Course Title: Right to Information	
Course Outcomes:			
<ul style="list-style-type: none"> Gain knowledge about RTI Act, its scope and significance. Learn about main provisions under RTI Act. Knowledge about areas exempted from RTI, media and RTI. 			
Credits: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic		No. of Lectures
I	Meaning, origin, main provisions under Right to Information Act 2005.		15
II	Scope, significance and role of RTI Act.		15
III	Misuse of RTI Act: Case studies.		15
IV	Areas exempted from RTI; Official Secrets Act. 1923. vis-a-vis RTI		15
V	RTI and Mass Media.		15
Suggested Readings:			
<ul style="list-style-type: none"> Right to Information Law & Practice With Case Book On Right To Information. The Right to Information in India, Book by Sudhir Naib 			
Suggested Digital Platforms:			
https://www.drishtiiias.com/to-the-points/paper4/right-to-information-1			
Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.			
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic related to syllabus, Examination/Internal/External Test with MCQs/short & long questions, attendance and participation in the class.			
Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass Communication.			

Programme/ Class Master in Journalism and Mass Communication		Year: Fifth	Semester: Tenth
Journalism and Mass Communication			
Course Code: A5031003		Course Title: Marketing & Corporate Communication	
Course Outcomes:			
<ul style="list-style-type: none"> To get a brief idea about Receiver understanding and response. To maintain Favourable relationship through corporate communication. To understand how to make Organizational goodwill. The objective of the paper is to familiarize the students with different aspects of marketing and corporate communication. 			
Credits: 5		Major (Own Faculty) Core Compulsory	

Max. Marks: 25+75		Min. Passing Marks: 33
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topic	No. of Lectures
I	Marketing: Meaning, definition, scope, functions and elements of marketing (Market, Buyer etc.)	15
II	Kotler's concept of Marketing Mix: The Four Ps Principles of Marketing; Market segmentation: Concept, process and significance; Importance of Product Positioning /Placement; market survey- product and audience profile; significance of social marketing.	15
III	Corporate Communication– Meaning, definition, principles, scope, relevance and functions; tools of corporate communication.	15
IV	Brand management: Meaning, definition and evolution of a brand; brand positioning; building distinct corporate identity (logo etc.).	15
V	Brief introduction of Image management; Event management; Role of technology in corporate communication.	15
Suggested Readings: <ul style="list-style-type: none"> ➤ Business Communication Today - Boveen and Thill (1995), New York ➤ Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India ➤ Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill ➤ Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC ➤ Communication Theory : Eastern and Western perspective- Lawrence D. Kincaid ➤ Business Communication – R.K. Madhukar ➤ Business Communication Today – Sushil Bahl 2 ➤ Successful Communication for Business Development – Angela Wadia ➤ Developing Communication Skills – Krishna Mohan and Meera Banerji 		
Note: This Major Course Paper is compulsory for all students of Master in Journalism & Mass Communication.		
Suggested Continuous Evaluation Method: Seminar/ Presentation on any topic of above syllabus, test with MCQs, short and long questions, attendance and participation in class.		
Course pre requisites: Bachelor (Research) in Journalism and Mass Communication.		

Programme/ Class		Year: Fifth	Semester: Tenth
Master in Journalism and Mass Communication			
Journalism and Mass Communication			
Course Code: A5031004		Course Title: Photojournalism	
Course Outcomes:			
<ul style="list-style-type: none"> • The students will learn different aspects of visual communication. • The students will have enhanced learning of uses of visual communication. 			
Credits: 5		Major Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0			
Unit	Topic	No. of Lectures	
I	Introduction to Photojournalism: Definition, need and significance; elements of photojournalism (Objectivity, fairness, professionalism, ethics); Photojournalist: Essential qualities, role rights and responsibilities of photojournalist; growth of photography as a profession.	10	

Note: This Course is compulsory for all students of Master in Journalism & Mass Communication.
Suggested Continuous Evaluation Method: Project Report
Course pre requisites: Must have obtained Bachelor (Research) in Journalism and Mass Communication.

M.A. in Journalism & Mass Communication (Two Year Programme)

Note: The syllabi, credit structure and evaluation methods of two-year M.A. in Journalism & Mass Communication (Semester I, II, III, IV) will be same as the ones offered under UG Research (Semester-VII and Semester VIII) and Masters (Semester IX and Semester X) under the five-year progressive / integrated programme under NEP 2020. Eligibility of two-year M.A. programme will be Graduation in any discipline.

M.A. in Journalism & Mass Communication (Lateral Entry)

Note: The syllabi, credit structure and evaluation methods of M.A. in Journalism & Mass Communication (Lateral entry into Semester III, IV) will be same as the ones offered under Masters (Semester IX and Semester X) under the five-year progressive / integrated programme under NEP 2020.