

तार : विश्वविद्यालय  
Gram : UNIVERSITY



टेलीफोन : कार्यालय : 2320496  
कुलसचिव : निवास : 2321214  
फैक्स : 0510 : 2321667  
मेल नं.: registrar.bujhansi@gmail.com

# बुन्देलखण्ड विश्वविद्यालय, झाँसी BUNDELKHAND UNIVERSITY, JHANSI (U.P.)

झाँसी (उ.प्र.) 284128

संदर्भ...B.U./B.A.M.C.7/2022/1414

दिनांक...25/07/2022

## The Minutes of Meeting of BOS

In reference to the BOS of department of Bhaskar Institute of Mass Communication & Journalism held on 25/07/2022 regarding the revision of syllabus in tune with CBCS/NEP-2020 and subsequent approval from Academic Council. This is to certify that the syllabus is 100% revised.

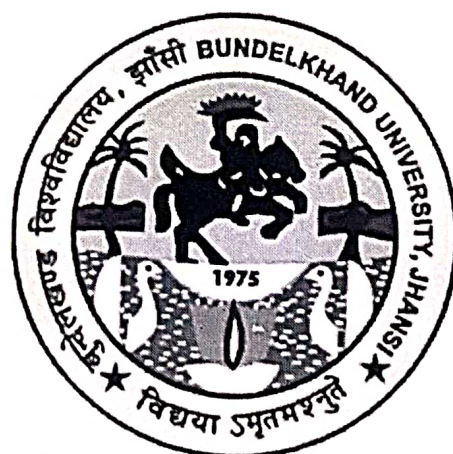
HOD/Coordinator

# **BHASKAR INSTITUTE OF MASS COMMUNICATION & JOURNALISM**

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## **BOARD OF STUDIES**

### **2022-2023**



## **BUNDELKHAND UNIVERSITY**

**JHANSI, UTTAR PRADESH**

**INDIA**

सेवा में,

सहायक कुलसचिव (अकादमिक)  
बुवि वि झाँसी

महोदय,

आपको सूचित करना है कि आपके पत्रांक: बुवि०/एके०/२०२/७४७४-७४८० दिनांक: ०/०७/२०२२ के अलोक में पत्रकारिता विभाग कि पाठ्यक्रम समिति कि बैठक दिनांक: ११/०७/२०२२ को ऑनलाइन माध्यम से आहूत कि गयी. जिसमे निम्नलिखित सदस्य उपस्थित रहे.

1.	प्रो० सी बी सिंह, संकायाध्यक्ष-कला, बुवि, झाँसी	संकायाध्यक्ष/संयोजक
2.	प्रो० गोविन्द जी पाण्डेय, बी०बी०ए०यु० केंद्रीय विवि, लखनऊ	वाह्य परीक्षक
3.	डॉ० कौशल त्रिपाठी, पत्रकारिता संस्थान, बुवि० झाँसी	सदस्य
4.	श्री जय सिंह, पत्रकारिता संस्थान, बुवि० झाँसी	सदस्य
5.	डॉ० उमेश कुमार, पत्रकारिता संस्थान, बुवि० झाँसी	सदस्य

पाठ्यक्रम समिति द्वारा निम्नलिखित कार्यो पर सहमति प्रदान कि गयी.

1. उत्तर प्रदेश शासन के पत्र संख्या ० नि-४०१/सत्तर/-३-२०२२ दिनांक ०९/०२/२०२२ के अनुसार राष्ट्रीय शिक्षा नीति २०२० के आधार पर स्नातक-बी०ए० (एम०सी०जे०) एवं परास्नातक-एम०ए० (एम०सी०जे०) एवं पी०एच०डी० पाठ्यक्रम का गठन.
2. सत्र २०२२-२०२३ की परीक्षा हेतु प्राशनिकों/परीक्षकों की सूची पर सहमती.
3. आगामी सत्र से डाटा जर्नलिज्म, डिजिटल जर्नलिज्म, मोबाइल जर्नलिज्म एवं कंटेंट राइटिंग पर ऑनलाइन सर्टिफिकेट कोर्स (तीन माह) पर सहमति.
4. स्किल इन्हान्समेंट कोर्स के रूप में फोटोग्राफी (स्नातक स्तर पर) पाठ्यक्रम पर सहमति.
5. वैल्यू एडेड कोर्स के रूप में- प्रिंट जर्नलिज्म, सिनेमा एंड सोसाइटी, कम्युनिकेशन एंड पर्सनललिटी डेवलपमेंट, एवं कंटेंट राइटिंग पाठ्यक्रम पर सहमति.

(प्रो० सी बी सिंह)

(प्रो० गोविन्द जी पाण्डेय)

(डॉ० कौशल त्रिपाठी)

(श्री जय सिंह)

(डॉ० उमेश कुमार)








# BHASKAR INSTITUTE OF MASS COMMUNICATION AND JOURNALISM Bundelkhand University, Jhansi

## Board of Studies

In accordance with NEP-2020

Name of Course: BA(MCI), MA(MCI), Ph.D., PGDEM & Certificate Course (Online-Three Months: Data Journalism, Digital Journalism, Mobile Journalism and Content Writing)		Subject: Mass Communication			Faculty: Arts		Date of BOS: 11 July 2022		
S.No	BOS Member	Designation	Feedback of Students	Revision of Syllabus (Mention in Percentage)	Credit Course	Non Credit Course	Multidisciplinary Courses	Vocational/Skilled Course	Number of Value added Course with title (Semester wise)
1.	Prof. C B Singh	Dean	Good	75%	BA(MCI)	VAC-05	1. Fundamental of Entrepreneurship	Sem I: Tour Guide and Heritage	Sem I: Food and Nutrition, Sem II: First Aid and Health, Sem III: Human Values and Environmental Studies, Sem IV: Physical Education and Yoga, Sem V: Analytical Ability and Digital Awareness
2.	Prof. Govind Ji Pandey	External Expert	Good		DSC-15		2. Basics of Electronic Media	Sem II: Rural Development	Sem VI: Communication Skills and Personality Development or Character Building
3.	Prof. K G Suresh	External Expert	Good		DSE-04			Sem III: Health and Hygien	
4.	Dr. Pawan Singh	External Expert	Good		GE-02			Sem IV: Photography	
5.	Dr. Kaushal Tripathi	Internal Expert	Good		SEC/AEC-04				
6.	Shri Jai Singh	Internal Expert	Good	50%	MA(MCI)				
7.	Dr. Umesh Kumar	Internal Expert	Good	None	DSC-16				
8.				NEW	PGDEM, Ph.D.				
Certificate Course (Online-Three Months: Data Journalism, Digital Journalism, Mobile Journalism and Content Writing)									
Comments:									

### External Member

Internal Member		External Member	
Prof. CB Singh (Dean)		Prof. Govind Ji Pandey	
Dr. Jai Singh		Dr. Kaushal Tripathi	
Dr. Umesh Kumar			

**Bhaskar Institute of Mass Communication and Journalism**  
**BUNDELKHAND UNIVERSITY, JHANSI.**



**LIST OF PAPER SETTER AND EXAMINER**

(प्रो० सी बी सिंह)

(प्रो० गोविन्द जी पाण्डेय)

(डॉ० कौशल त्रिपाठी)

(श्री जय सिंह)

(डॉ० उमेश कुमार)

## Syllabus of BA (MCJ) Hons

### Semester I

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSCI	Theory: Principals of Mass Communication - Pract: Current Affairs	4	2	6
2.		DSCII	Theory Computer Application in Mass media- Pract: Basic Computer Knowledge	4	2	6
3.	Major III (DSE): Credit 6	DSE I	Political Science-	6		6
4.	Minor-I (GE) Credit 4	GE I	Fundamentals of Entrepreneurship	4		4
5.	Minor-II (SEC/AEC) Credit 3	SEC/AEC I	Tour guide and heritage-	3		3
6.	Minor-III (VAC) qualifying	VCA-I TH-I	Food and Nutrition	Nil	Nil	Nil
<b>Total Credit: 25</b>						

### Semester II

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC III	Theory Print Media (Reporting & Editing) Pract.- Print Media Production	4	2	6
2.		DSC IV	Theory: Origin & Dev. Of Media - Pract.- Current Affairs	4	2	6
3.	Major III (DSE): Credit 6	DSE II	History	6		6
4.	Minor-II (SEC/AEC) Credit 3	SEC/AEC II	Rural Development	3		3
5.	Minor-III (VAC) qualifying	VCA-II TH-II	First Aid and Health	Nil	Nil	Nil
<b>Total Credit: 21</b>						

**Total Credit: 46**

**Certificate in Faculty**

**Internal Member**

Prof. CB Singh (Dean)

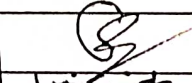
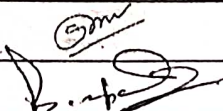
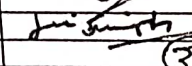

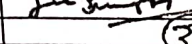

Dr. Jai Singh

Dr. Umesh Kumar

**External Member**

Prof. Govind Ji Pandey

Dr. Kaushal Tripathi



## Syllabus of BA(MCJ) Hons

### Semester III

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC V	Theory: Advertising Pract: Advertisng	4	2	6
2.		DSC VI	Theory: Media Laws and Ethics Pract: Current Affairs	4	2	6
3.						
4.	Major III (DSE): Credit 6	DSE III	Translation	6		6
5.	Minor-I (GE) Credit 4	GE II	Basics of Electronic Media	4		4
6.	Minor-II (SEC/AEC) Credit 3	SEC/AEC III	Health and Hygiene	3		3
7.	Minor-III (VAC) qualifying	VCA-III TH-III	Human Values and Environmental Studies	Nil	Nil	Nil
<b>Total Credit: 25</b>						

### Semester IV

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC VII	Radio TV & Film Production Pract.-Script Writing	4	2	6
2.		DSC VIII	Theory: Communication Research Pract.-Research Proposal	4	2	6
3.	Major III (DSE): Credit 6	DSE IV	Social Work	6		6
4.	Minor-II (SEC/AEC) Credit 3	SEC/AEC IV	Photography	3		3
5.	Minor-III (VAC) qualifying	VCA-IV TH-IV	Physical Education and Yoga	Nil	Nil	Nil
<b>Total Credit: 21</b>						

**Total Credit: 92**

**Diploma in Faculty**

**Internal Member**

Prof. CB Singh (Dean)


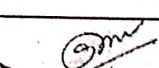

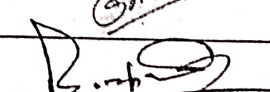

Dr. Jai Singh

Dr. Umesh Kumar

**External Member**

Prof. Govind Ji Pandey

Dr. Kaushal Tripathi

## Syllabus of BA(MCJ) Hons

### Semester V

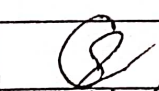
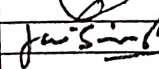
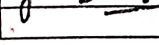
S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC IX	Theory: Photojournalism Pract: Photojournalism	4	2	6
2.		DSC X	Theory: Public Relations Pract: PR	4	2	6
3.						
4.		DSC XI	New Media		4	4
5.	Minor-III (VAC) qualifying	VCA-V TH-V	Analytical Ability and Digital Awareness	Nil	Nil	Nil
6.			Industrial Training in Newspaper/TV/News Web/Portal (Two weeks Training)			4
<b>Total Credit: 20</b>						

### Semester VI

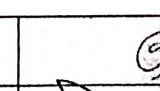

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC XIII <i>XIII</i>	Theory: Development Communication Pract: Report of Village visit/NGO/Old age home etc	4	2	6
2.		DSC XIN <i>XIN</i>	Theory: Design and Graphics Pract.-Design and Graphics	4	2	6
3.		DSC XIV <i>XIV</i>	Theory: Media Management	4		4
4.	Minor-III (VAC) qualifying	VCA-VI TH-VI	Communication Skills and personality Development or Character Building	Nil	Nil	Nil
5.			Pract: Visiting Media House / <i>Educational Tour</i>		4	
<b>Total Credit: 20</b>						

**Total Credit: 132**  
**Bachelor in Faculty**

#### Internal Member

Prof. CB Singh (Dean)	
Dr. Jai Singh	
Dr. Umesh Kumar	

#### External Member

Prof. Govind Ji Pandey	
Dr. Kaushal Tripathi	





**BHASKAR INSTITUTE OF MASS COMMUNICATION AND  
JOURNALISM BUNDELKHAND UNIVERSITY**

**JHANSI (UP)**

**NATIONAL EDUCATION POLICY 2020**

**ORDINANCE**

**BA (MASS COMMUNICATION AND JOURNALISM)**

**SESSION 2022-23 ONWARDS**

## बुन्देलखण्ड विश्वविद्यालय, झाँसी

### सूचना

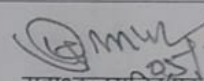
एदत् द्वारा सूचित किया जाता है कि पत्रकारिता पाठ्यक्रम समिति की बैठक दिनांक 11/07/2022 को अपराह्न 12.15 बजे विश्वविद्यालय के सभागार में ऑनलाइन/ऑफलाइन के माध्यम से आहूत की गयी है। अतः आपसे अनुरोध है कि बैठक में निर्धारित तिथि एवं समय पर उपस्थित होने का कष्ट करें।

#### कार्यसूची :-

1. उत्तर प्रदेश शासन के पत्र संख्या-नि.-401/सत्तर-3-2022 दिनांक 09/02/2022 के अनुसार उच्च शिक्षण संस्थानों में पाठ्यक्रम पुनर्संरचना की राज्य स्तरीय समिति द्वारा प्रदेश के समस्त विश्वविद्यालयों एवं महाविद्यालयों में राष्ट्रीय शिक्षा नीति-2020 को स्नातक (शोध सहित), स्नातकोत्तर एवं पीएचडी स्तर पर लागू किये जाने हेतु सुझाव।
2. सत्र 2022-2023 की परीक्षा हेतु प्राशिनकों/ परीक्षकों की सूची तैयार करने सम्बन्धी कार्य।
3. अन्य मद अध्यक्ष की अनुमति से।

#### सेवा में

1	प्रो०सी०बी० सिंह, संकायाध्यक्ष-कला, बुन्देलखण्ड विश्वविद्यालय, परिसर, झाँसी	संकायाध्यक्ष/संयोजक
2	श्री कौशल त्रिपाठी, बुन्देलखण्ड विश्वविद्यालय, परिसर, झाँसी	सदस्य
3	श्री जय सिंह, बुन्देलखण्ड विश्वविद्यालय, परिसर, झाँसी	सदस्य
4	श्री उमेश कुमार, बुन्देलखण्ड विश्वविद्यालय, परिसर, झाँसी	सदस्य
5	प्रो० गोविन्द जी पाण्डेय, बी०बी०ए०यू० सेन्ट्रल विश्ववि०, लखनऊ मो०-9580803904	वाह्य विशेषज्ञ
6	प्रो० के०जी० सुरेश, माखनलाल चतुर्वेदी विश्वविद्यालय, भोपाल मो०-98188617350	वाह्य विशेषज्ञ
7	डॉ० पवन सिंह मलिक, अध्यक्ष पत्रकारिता विभाग, जे०सी०बोस विश्वविद्यालय, फरीदाबाद	वाह्य विशेषज्ञ

  
सहा०कुलसचिव(एके०)  
कृते कुलसचिव


### बुन्देलखण्ड विश्वविद्यालय, झाँसी

पत्रांक:- बु०वि०/एके०/2022/7474-7480

दिनांक:- 05/07/2022

प्रतिलिपि - निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित।

1. उपर्युक्त समस्त सदस्यगण
2. अध्यक्ष, एन०ई०पी० टास्क फोर्स।
3. संकायाध्यक्ष- कला को सूचनार्थ।
4. वित्त अधिकारी।
5. सहायक कुलसचिव (अतिगोपनीय)।
6. कुलपति जी के निजी सचिव।
7. कुलसचिव के आशुलिपिक।

  
सहा०कुलसचिव  
कृते कुलसचिव

दिनांक: ११/०७/२०२२

सेवा में,

सहायक कुलसचिव (अकादमिक)  
बुवि वि झाँसी

महोदय,

आपको सूचित करना है कि आपके पत्रांक: बुवि०/एके०/२०२/७४७४-७४८० दिनांक: ०/०७/२०२२ के अलॉक में पत्रकारिता विभाग कि पाठ्यक्रम समिति कि बैठक दिनांक: ११/०७/२०२२ को ऑनलाइन माध्यम से आहूत कि गयी. जिसमे निम्नलिखित सदस्य उपस्थित रहे.

1. प्रो० सी बी सिंह, संकायाध्यक्ष-कला, बुवि, झाँसी	संकायाध्यक्ष/संयोजक
2. प्रो० गोविन्द जी पाण्डेय, बी०बी०ए०यु० केंद्रीय विवि, लखनऊ	बाह्य परीक्षक
3. डॉ० कौशल त्रिपाठी, पत्रकारिता संस्थान, बुवि० झाँसी	सदस्य
4. श्री जय सिंह, पत्रकारिता संस्थान, बुवि० झाँसी	सदस्य
5. डॉ० उमेश कुमार, पत्रकारिता संस्थान, बुवि० झाँसी	सदस्य

पाठ्यक्रम समिति द्वारा निम्नलिखित कार्यों पर सहमति प्रदान कि गयी.

1. उत्तर प्रदेश शासन के पत्र संख्या ० नि-४०१/सत्तर/-३-२०२२ दिनांक ०९/०२/२०२२ के अनुसार राष्ट्रीय शिक्षा नीति २०२० के आधार पर स्नातक-बी०ए० (एम०सी०जे०) एवं परास्नातक-एम०ए० (एम०सी०जे०) एवं पी०एच०डी० पाठ्यक्रम का गठन.
2. सत्र २०२२-२०२३ की परीक्षा हेतु प्राशनिकों/परीक्षकों की सूची पर सहमती.
3. आगामी सत्र से डाटा जर्नलिज्म, डिजिटल जर्नलिज्म, मोबाइल जर्नलिज्म एवं कंटेंट राइटिंग पर ऑनलाइन सर्टिफिकेट कोर्स (तीन माह) पर सहमति.
4. स्किल इन्व्हासमेंट कोर्स के रूप में फोटोग्राफी (स्नातक स्तर पर) पाठ्यक्रम पर सहमति.
5. वैल्यू एडेड कोर्स के रूप में- प्रिंट जर्नलिज्म, सिनेमा एंड सोसाइटी, कम्युनिकेशन एंड पर्सनलिटी डेवलपमेंट, एवं कंटेंट राइटिंग पाठ्यक्रम पर सहमति.



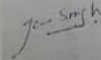
(प्रो० सी बी सिंह)



(प्रो० गोविन्द जी पाण्डेय)



(डॉ० कौशल त्रिपाठी)



(श्री जय सिंह)



(डॉ० उमेश कुमार)



## **PROGRAM OVERVIEW –**

The programme of BA (Mass Communication and Journalism) has been well updated as per NEP 2020 in the Institute of Mass Communication and Journalism. The Programme is unique as it offers a rich blend of theoretical and practical applications of Media and Communication as part of the classroom learning experience and field - based experiential learning. The Programme experience is designed for amateur Journalist who are looking for a full-fledged career in the area of Media and other allied subjects and enjoy working in an intellectually stimulating environment. A number of career opportunities are open for Graduate students of Communication and Journalism in research, consultancy, international and national projects, government departments, corporates, banking and non-profit organizations, Advertising Agencies, PR Farms, Film Making and other fields. After completing their Graduation in Mass Communication and Journalism from the Department of Bhaskar Institute of Mass Communication and Journalism; students are well prepared and groomed for their onward journey towards Ph.D. Programme. The B.A. (Mass Communication and Journalism) Programme is spread over three academic years and divided into six semesters. Every semester comprises of experiential learning component. The Programme aims to impart advanced knowledge in the various core and applied areas of Communication and Media like Newspaper, Radio, Television, Social Media Management, Film Production, Advertising, Public Relations and others. The pedagogy is designed to put equal emphasis on the application of communication and media principles and the emergence of new trends in the present world. The Programme focuses on enriching the research and analytical aptitude of students. At the same time, there is scope to nurture Communication and political thoughts to develop leadership and vision to serve citizens of India and the World. Papers in Research and Production are designed to develop analytical and quantitative attitude. Papers like Reporting and News Writing are aimed at strengthening the core theoretical strength of students. Papers like Advertising and Public Relations aims to capture market-based understanding of the discipline. Research ethics, use of referencing software and plagiarism avoiding practices also find their place in the syllabus of compulsory paper of Research Methodology. The department regularly organizes theme-based seminars, workshops and symposiums to impart add-on skills and knowledge to the graduate students. Reputed scholars and experts from both national and international communities are often invited speakers at the seminars.

## **PROGRAM OUTCOMES (POS):**

It represents the knowledge, skills and attitudes the students should have at the end of BA (Mass Communication and Journalism) program.

PO1	Disciplinary knowledge	Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of a postgraduate programme of study.
PO2	Communication Skills	Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share ones views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	Critical thinking	Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	Problem solving	Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply ones learning to real life situations.
PO5	Analytical reasoning	Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PO6	Research-related skills	A sense of inquiry and capability for asking relevant/appropriate questions, problematising, synthesising and articulating; Ability to recognise cause-and- effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PO7	Cooperation/Team work	Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO8	Scientific reasoning	Ability to analyze, interpret and draw conclusions from quantitative/ qualitative data; and critically evaluate ideas, evidence and experiences from an open- minded and reasoned perspective.
PO9	Reflective thinking	Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.
PO10	Information/digital literacy	Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
PO11	Self-directed learning	Ability to work independently, identify appropriate resources required for a project, and manage project through to completion.
PO12	Multicultural competence	Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
PO13	Moral and ethical awareness/reasoning	Ability to embrace moral/ethical values in conducting ones life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to ones work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
PO14	Leadership readiness/qualities	Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision,



		motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
PO15	Lifelong learning	Ability to acquire knowledge and skills, including learning how to learn, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

### **PROGRAM SPECIFIC OUTCOMES (PSOs):**

PSOs are statements that describe what the students of BA (Mass Communication and Journalism) should be able to do.

- PSO-1:** Ability to demonstrate a systematic, extensive and coherent knowledge and understanding of an academic field of study and a critical understanding of the established theories, principles and concepts and emerging issues in the field of mass communication.
- PSO-2:** Demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to the mass.
- PSO-3:** Ability to identify, analyse and apply the thought and critically evaluate the theories of communication
- PSO-4:** Ability to acquire and apply knowledge of communication fundamentals in problem solving. Ability to undertake problem identification, formulation and providing optimum solution.
- PSO-5:** Ability to evaluate the reliability and relevance of sources of information.
- PSO-6:** Ability to identify the areas of research in society and also be able to plan, execute and report the results of research.
- PSO-7:** Understanding the significance of cooperation and ability to work in a team.
- PSO-8:** Able to critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
- PSO-9:** Understanding of the social, cultural, global and environmental responsibilities as a media professional.
- PSO-10:** Acquire in-depth technical competence in mass communication discipline.

**PSO-11:** Address one's own learning needs relating to current and emerging areas of media industry. Acquire skills to commence new ventures in media industry and be able to work independently.

**PSO-12:** Understanding of the principles and values of multiple cultures.

**PSO-13:** Understanding of professional & ethical responsibilities and commitment to them.

**PSO-14:** Ability to work effectively as an individual and in a group with the capacity to be a team leader.

**PSO-15:** Recognizing the need to undertake life-long learning, and possess/acquire the capacity to do so.

### **PROGRAMME EDUCATIONAL OBJECTIVES (PEOS):**

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.

## ORDINANCE FOR GRADUATE COURSE

### **BHASKAR INSTITUTE OF MASS COMMUNICATION AND JOURNALISM**

#### **1 A: Eligibility:**

**BA(Mass Communication and Journalism) -** 10+02 in any discipline from recognized University

Note - 5% marks relaxation for SC/ST candidates for eligibility.

**B. Intake** – 60 seats

*Note : Reservation as per rule of the State Government/ University*

**2. Duration** – Minimum 03 years (maximum 06 years for completion of course).

#### **Criteria of Admission-**

Admission to eligible candidate will be strictly on the basis of entrance test/ merit list.

#### **Note –**

*(a) 15% of the marks obtained in entrance test will be awarded as additional marks to all candidate who pass the qualifying examination from any of the Institution falling within the jurisdiction of Bundelkhand University.*

*(b) For course where there is no entrance exam and admission is granted on the basis of merit of qualifying exam. 15% of the marks obtained in qualifying exam will be awarded as additional marks to all candidate who pass the qualifying exam from any of the Institution/College falling within the jurisdiction of Bundelkhand University.*

**4. Medium of Instruction and Examination** – English and Hindi

#### **5. Fee –**

**(i) Tuition and other Fee:** As prescribed by the University from time to time

#### **(ii) Refund of Fee –**

**(i)** Request for refund of fee should be made to the Vice-Chancellor, Bundelkhand university within three weeks of deposition of the fees. An approval such a candidate shall be entitled for refund of fee 50% of the prescribed fee.

**(ii)** Request for the refund of fee shall not be considered under any circumstances, if made after three weeks from the date of deposition of admission fee by the candidate.

#### **6. Examination –**

**(i) Attendance:** Minimum attendance required to become eligible to appear in the examination from each paper shall be 75% of all class lectures (Theory and Practical).

In case student is short of attendance due to illness, participation in sports, extra-curricular activities etc the following rules shall apply.

**(a)** Shortage of upto 10% shall be condoned by the HOD on the specific recommendation of the class teacher.



- (b) A shortage of upto 25% can be condoned by the Vice-Chancellor on the specific recommendation of the Head of the Department.

**(ii) Process of Evaluation**

**a (i) Theory Papers:**

Theory examination shall be conducted by the University as mentioned in the academic calendar of the department. The question paper will be set by the examiners appointed by the Vice-Chancellor based on the recommendation of Board of Studies. The pattern of the question paper will be decided by the University. The weightage of theory examination will be 75%.

**a (ii) Sessional Examination**

The subject teacher shall conduct sessional examinations in each theory paper. The questions will be objective / short answer type. The weightage of this examination will be 25%. Sessional are to be conducted by consulting faculties, round the session by the consent of HOD. If any student does not appear in the sessional examination before the commencement of the semester/ annual examination, he/ she would not normally be allowed to appear in the semester/ annual examination, except on payment of the penalty as per University Rules for sessional examination.

**(b) Practical Examination**

Practical examination will be conducted by the examiners appointed by the Vice-Chancellor on the recommendations of the Course Committee/ Board of Studies. Each student has to present the practical records.

**(iii) Qualifying marks and promotion:**

The minimum passing marks shall be 40% in the aggregate. The minimum pass marks 40% have to be obtained in theory, sessional and practical, individually. On the basis of percentage of total marks secured in the aggregate of all years of duration by a candidate, he/ she shall be awarded a division, as detailed below:

- (i) Third Division : 40% or more but less than 50%.
- (ii) Second Division : 50% or more but less than 60%.
- (iii) First Division : 60% or more but less than 75%
- (iv) First Division with Distinction : 75% or more.

A candidate can be provisionally promoted to the next semester if he/ she fulfils the following condition, but he/ she will have to clear paper as back paper as per rules given below:-

If he/she has obtained 40% marks in the aggregate but has failed to secure 40% marks individually in theory, sessional & practical.

**(iv) Declaration of results and award of degree:**

After completion of the evaluation process, result will be declared by the university. Candidates declared successful may get the provisional degree from the Registrar/ Vice-

Chancellor of the University after one week of result. Original degree will be conferred at the time of convocation to be held annually as decided by the Vice-Chancellor.

**(v) Back-paper and improvement:**

In case, a candidate is able to clear at least 50% papers in annual examination, he/she will be promoted to next year on the condition that he/she has to clear remaining 50% or less paper as back paper, which shall be conducted along with the scheduled exam of back paper for all University students. Such candidate will be given maximum two attempts to clear these back papers. The University may also hold a special back paper exam for all papers after the declaration of final year result.

A candidate may be allowed one chance to improve his/his division maximum up to two papers in next subsequent examination of that course.

The improvement of percentage will be allowed in every year.

**(vi) Ex-Student**

In case a student fails in the examination as per relevant provision he/she will be allowed to re-appear in subsequent examination as an ex-student, without attending classes. He/she shall be required to appear and clear all papers, practical, exam, etc. as per provision of the syllabus in that year.

**NOTE:**

If a candidate has availed of the chance of appearing in the back paper, he/she would not be allowed to improve his/her percentage.

**(vii) Scrutiny:**

Scrutiny facility will be given to the student in two papers on payment of prescribed fee as decided by the University from time to time.

**Amendment:**

Any ordinance, fee structure and eligibility is subject to amendment from time to time as may be decided by appropriate body of the University.

**Structure of BA(MCJ)  
BA (MCJ) Hons**

**Semester I**

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	<b>Major I &amp; II (DSC): 4/5/6</b>	<b>DSCI</b>	<b>Theory:</b> Principals of Mass Communication - <b>Pract:</b> Current Affairs	<b>4</b>	<b>2</b>	<b>6</b>
2.		<b>DSCII</b>	<b>Theory</b> Computer Application in Mass media- <b>Pract:</b> Basic Computer Knowledge	<b>4</b>	<b>2</b>	<b>6</b>
3.	<b>Major III (DSE): Credit 6</b>	<b>DSE I</b>	History	<b>6</b>		<b>6</b>
4.	<b>Minor-I (GE) Credit 4</b>	<b>GE I</b>	Entrepreneurship	<b>4</b>		<b>4</b>
5.	<b>Minor-II (SEC/AEC) Credit 3</b>	<b>SEC/AEC I</b>	Health and hygiene	<b>3</b>		<b>3</b>
6.	<b>Minor-III (VAC) qualifying</b>	<b>VCA-I TH-I</b>	Food and Nutrition	Nil	Nil	Nil
<b>Total Credit: 25</b>						

**Semester II**

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	<b>Major I &amp; II (DSC): 4/5/6</b>	<b>DSC III</b>	<b>Theory</b> Print Media (Reporting & Editing) <b>Pract.-</b> Print Media Production	<b>4</b>	<b>2</b>	<b>6</b>
2.		<b>DSC IV</b>	<b>Theory:</b> Origin & Dev. Of Media - <b>Pract.-</b> Current Affairs	<b>4</b>	<b>2</b>	<b>6</b>
3.	<b>Major III (DSE): Credit 6</b>	<b>DSE II</b>	History	<b>6</b>		<b>6</b>
4.	<b>Minor-II (SEC/AEC) Credit 3</b>	<b>SEC/AEC II</b>	Rural Development	<b>3</b>		<b>3</b>
5.	<b>Minor-III (VAC) qualifying</b>	<b>VCA-II TH-II</b>	First Aid and Health	Nil	Nil	Nil
<b>Total Credit: 21</b>						

**Total Credit: 46**  
**Certificate in Faculty**

## Syllabus of BA(MCJ) Hons

### Semester III

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	<b>Major I &amp; II (DSC): 4/5/6</b>	<b>DSC V</b>	<b>Theory:</b> Advertising <b>Pract:</b> Advertising	<b>4</b>	2	6
2.		<b>DSC VI</b>	<b>Theory:</b> Media Laws and Ethics <b>Pract:</b> Current Affairs	<b>4</b>	<b>2</b>	6
3.						
4.	<b>Major III (DSE): Credit 6</b>	<b>DSE III</b>	Political Science	<b>6</b>		6
5.	<b>Minor-I (GE) Credit 4</b>	<b>GE II</b>	Basics of Electronic Media	<b>4</b>		4
6.	<b>Minor-II (SEC/AEC) Credit 3</b>	<b>SEC/AEC III</b>	Tour Guide and Heritage	<b>3</b>		3
7.	<b>Minor-III (VAC) qualifying</b>	<b>VCA-III TH-III</b>	Human Values and Environmental Studies	Nil	Nil	Nil
<b>Total Credit: 25</b>						

### Semester IV

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	<b>Major I &amp; II (DSC): 4/5/6</b>	<b>DSC VII</b>	Radio TV & Film Production <b>Pract.</b> -Script Writing	<b>4</b>	2	6
2.		<b>DSC VIII</b>	<b>Theory:</b> Communication Research <b>Pract.</b> -Research Proposal	<b>4</b>	<b>2</b>	6
3.	<b>Major III (DSE): Credit 6</b>	<b>DSE IV</b>	Social Work	<b>6</b>		6
4.	<b>Minor-II (SEC/AEC) Credit 3</b>	<b>SEC/AEC IV</b>	Photography	<b>3</b>		3
5.	<b>Minor-III (VAC) qualifying</b>	<b>VCA-IV TH-IV</b>	Physical Education and Yoga	Nil	Nil	Nil
<b>Total Credit: 21</b>						

**Total Credit: 92**  
**Diploma in Faculty**



## Syllabus of BA(MCJ) Hons

### Semester V

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	<b>Major I &amp; II (DSC): 4/5/6</b>	<b>DSC IX</b>	Theory: Photojournalism Pract: Photojournalism	4	2	6
2.		<b>DSC X</b>	Theory: Public Relations Pract: PR	4	2	6
3.						
4.		<b>DSC XI</b>	New Media	4		4
5.	<b>Minor-III (VAC) qualifying</b>	<b>VCA-V TH-V</b>	Analytical Ability and Digital Awareness	Nil	Nil	Nil
6.			Industrial Training in Newspaper/TV/News Web/Portal (Two weeks Training)			4
<b>Total Credit: 20</b>						

### Semester VI

S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	<b>Major I &amp; II (DSC): 4/5/6</b>	<b>DSC XIII</b>	<b>Theory:</b> Development Communication <b>Pract:</b> Report of Village visit/NGO/Old age home etc	4	2	6
2.		<b>DSC XIV</b>	<b>Theory:</b> Design and Graphics <b>Pract.-</b> Design and Graphics	4	2	6
3.		<b>DSC XV</b>	<b>Theory:</b> Media Management	4		4
4.	<b>Minor-III (VAC) qualifying</b>	<b>VCA-VI TH-VI</b>	Communication Skills and personality Development or Character Building	Nil	Nil	Nil
5.			<b>Pract: Visiting Media House</b>		4	
<b>Total Credit: 20</b>						

**Total Credit: 132**  
**Bachelor in Faculty**

### BA (MCJ) SYLLABUS NEP 2020

Course Name	Course Code	Paper Code	Paper Name
BA(MCJ) 1 <sup>st</sup> Semester	1201201	10261	Principles of Mass communication
		10262	Computer Application In Mass Media
		10263	History
		10264	Fundamental of Entrepreneurship
		10265	Health and Hygiene
		11141	Food & Nutrition
		100266	Practical Current affaires
		100267	Practical- Basic Computer knowledge
BA(MCJ) 2 <sup>nd</sup> Semester	1201202	10266	Print Media (Reporting & editing)
		10267	Origin & Development of Media
		10268	History
		10269	Rural Development
		11142	Minor III(VAC) First Aid & Health
		100270	Practical- Print Media Production
		100271	Practical- Current Affairs
BA(MCJ) 3rd Semester	1201203	20261	Advertising
		20262	Media Law & ethics
		20263	Political Science
		20264	Basic of Electronic media
		20265	Health & Hygiene
		21141	Minor(VAC) Human Values & environmental studies
		200266	Practical- Advertising
		200267	Practical- Current Affairs
BA(MCJ) 4 <sup>th</sup> Semester	1201204	20266	Radio ,TV& Film Production
		20267	Communication research
		20268	Social Work
		20269	Photography
		21142	Minor III (VAC) Physical education & Yoga
		200270	Practical- Script Writing
		200271	Practical- Research Proposal
BA(MCJ) 5 <sup>th</sup> Semester	1201205	30261	Photojournalism
		30262	Public Relations
		30263	New Media
		31141	Minor III (VAC) Analytic Ability & Digital Awareness
		300264	Practical- Photojournalism
		300265	Practical- Public Relations
		300266	Industrial Training in Newspaper/TV/News web portal( Two weeks training)
BA(MCJ) 6 <sup>th</sup> Semester	1201206	30266	Development Communication
		30267	Design & Graphics
		30268	Media Management
		31142	Mino III (VAC) Communication Skills & Personality Development or Character Building
		300269	Practical- Design & Graphics
		300270	Practical- Visiting Media House
		300271	Report of Village Visit/NGO/Old age home etc.

### BA (MCJ) CORE PAPERS

Course Name	Course Code	Paper Code	DSC	Paper Name
BA(MCJ) 1 <sup>st</sup> Semester	1201201	10261	DSC I Th	Principles of Mass communication
		10262	DSC II Th	Computer Application In Mass Media
		100266	DSC I Pr	Practical-Current affairs I
		100267	DSC II Pr	Practical- Basic Computer knowledge
BA(MCJ) 2 <sup>nd</sup> Semester	1201202	10266	DSC III Th	Print Media (Reporting & editing)
		10267	DSC IV Th	Origin & Development of Media
		100270	DSC III Pr	Practical- Print Media Production
		100271	DSC IV Pr	Practical- Current Affairs II
BA(MCJ) 3 <sup>rd</sup> Semester	1201203	20261	DSC V Th	Advertising
		20262	DSC VI Th	Media Law & ethics
		200266	DSC V Pr	Practical- Advertising
		200267	DSC VI Pr	Practical- Current Affairs III
BA(MCJ) 4 <sup>th</sup> Semester	1201204	20266	DSC VII Th	Radio ,TV& Film Production
		20267	DSC VIII Th	Communication research
		200270	DSC VII Pr	Practical- Script Writing
		200271	DSC VIII Pr	Practical- Research Proposal
BA(MCJ) 5 <sup>th</sup> Semester	1201205	30261	DSC IX Th	Photojournalism
		30262	DSC X Th	Public Relations
		300264	DSC IX Pr	Practical- Photojournalism
		300265	DSCX Pr	Practical- Public Relations
			DSC XI Th	New Media
		300266		Industrial Training in Newspaper/TV/News web portal( Two weeks training)
BA(MCJ) 6 <sup>th</sup> Semester	1201206	30266	DSC XII Th	Development Communication
		30267	DSC XIII Th	Design & Graphics
		30268	DSC XIV Th	Media Management
		300269	DSC XIII Pr	Practical- Design & Graphics
		300270		Practical- Visiting Media House
		300271	DSC XII Pr	Report of Village Visit/NGO/Old age home etc.

**COURSE NAME: BA(MCJ) IST SEM, COURSE CODE:1201201**

**DSC I THEORY**

**Principle of Mass Communication, Paper Code:10261**

**Course Outcomes**

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication.
5. Students would be able to strengthen the 5Cs of Communication

**Unit I**

Fundamentals of Communication: Meaning of communication, definition, Process of communication, Elements of communication process, Barriers of communication, Essentials of communication, 7 Cs of communication

**Unit II**

Forms of Communication. Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language and types of communication formal/ informal, verbal/written, downward & upward.

**Unit III**

Mass Communication: Meaning & definitions, Nature, Scope, Characteristics, Mass Communication and Mass Culture, Functions of Mass Communication: Persuade, Inform, Educate, and Entertain, Tools of Mass Communication, media and society, mass media and democracy

**Unit IV**

Theories of Mass Communication: Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory, Magic Bullet theory, two step flow theory, Uses and Gratification theory.

**Unit V**

Press Commissions – Press Council; DAVP, INS, ABC, unions of media men and media women professional organizations – PIB – other public information agencies – of both state and central governments, electronic media agency NBSA and others

**Suggested Readings**

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delh



**DSC IPRACTICAL**  
**Current affairs I, Paper Code: 100266**

1. Current Affairs include the day to day happening that create headlines nationally as well as internationally.
2. The current affairs span subjects like Cinema, Politics, Sports, economy, environment and ecology, polity, science, and technology etc.
3. It also includes the person in news.
4. Understanding the Prominent issues for which there are discourse in media and society.
5. Student must prepare a file of their article published in media or written for house magazine/ New letter/ Assignment given/ Record of Saturday activity.

**DSC II THEORY**  
**Computer Application in Mass Media, Paper Code:10262**

**Course Outcomes:**

1. Students will learn about computer
2. Students will be able to understand Software and Operating System
3. Students will have the knowledge of IT Communication
4. Students will learn about Office Automation Package
5. Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package

**Unit- I**

Fundamentals of Computer. History of development of computers Computer system concepts. Characteristics Capabilities and limitations. Generations of computers.

**Unit -II**

Basic components of a computer system – Control Unit, ALU, I/ O Devices, Memory, Files and Folders concept, Data Processing etc.

**Unit -III**

Storage fundamentals – Primary vs Secondary Data Storage, Sequential, Direct. Various Storage Devices. Types of Software – System software, Application software, Utility Software, Word Processing Basics; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting; Printing of word document.

**Unit- IV**

Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet. Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation.

**Unit- V**

Power Point Presentation, Quark, Coral Draw and Adobe Photoshop Basics

## **Suggested Readings**

1. Computers Today, S.K. Basandra, Galgotia Publications.
2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
3. Computer Ek Parichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009
4. Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
5. Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010
6. Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education, ISBN-10: 0070447233, 2001
7. Exploring Microsoft Office XP, I. Breeden, Bpb Publicatons, ISBN-10: 8176564486, 2005
8. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 199

## **DSC IIPRACTICAL**

**Basic Computer knowledge, Paper Code: 100267**

1. Hindi and English Typing
2. Knowledge of Word MS
3. Working Knowledge of Power Point Presentation
4. Basic Knowledge of Quark, Coral Draw, Adobe Photoshop

**COURSE NAME: BA(MCJ) II<sup>nd</sup> SEM, COURSE CODE:1201202**

## **DSC III- THEORY**

**Print Media (Reporting and Editing), Paper Code: 10266**

### **Course Outcomes**

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge of student elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.

### **Unit – I**

News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news. Intro: Definition & Types Headline: Definition & Types Beat: Meaning and Importance

### **Unit – II**

Introduction to reporting, Principles of Reporting. Types of reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting. Interview: Methods Importance and types,

### **Unit – III**

News Writing, writing skills, News Sense, Info Graphics, Book review, Film Review, Feature, and articles WritingTypes of Photo Caption.

Editing: Concept, Process, and significance Editing: Nature and Need for Editing,Principles of editing, editorial desk, and its function,

#### **Unit – IV**

Structure of editorial Department: Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Proofreader, Layout designer.

#### **Unit –V**

Photo editing Editorial Values: Objectivity, facts, impartiality, and balance.

#### **Suggested Readings**

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लोकभारतीप्रकाशन, इलाहाबाद।
3. तिवारी, डॉ. अजुर्न, आधुनिक पत्रकारिता, विश्वविद्यालय प्रकाशन, वाराणसी
4. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism Bhopal
5. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
6. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
7. News Papers and Magazines based on current affairs

#### **DSC III- PRACTICAL**

##### **Print Media Production, Paper Code: 100270**

1. Writing news story, Article, Feature etc.
2. Design a Newspaper layout and Dummy Newspaper
3. Designing a magazine.
4. Reporting of various event held in university. (Assignment given by faculty)

#### **DSC IV- THEORY**

##### **Origin and Development of Media, Paper Code: 10267**

#### **Course Outcomes**

1. Students would be able to acquaint themselves with the glorious journey of journalism.
2. Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
3. Students would be able to inculcate the knowledge of growth of print, electronic and web media.
4. Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
5. Students would be able to throw light on the present status of various mass media.

#### **Unit – I**

Origin, History and Growth of Human Communication and language. An overview of the history of word press.

### **Unit – II**

A short history of Print Journalism in India. Role of English Press in origin, Growth and Development of Journalism in India.

### **Unit – III**

Origin, Growth of News Agencies in India. Origin, Growth of Radio as a Medium of Mass Communication. Feature of Radio: FM Radio, History Development and Growth.

### **Unit – IV**

History of TV Journalism in India, History of Television News, Introduction to Mobile Journalism and Cyber Media.

### **Unit – V**

History and Growth of Cinema with special reference of India, Regional Cinema, Origin History and Growth of Internet in India. History and Growth of OTT Platforms.

1. वर्मा, केशवचन्द, शब्द की साख (भारत में रेडियो प्रसारण), लोकभारती प्रकाशन, इलाहाबाद
2. रजा, राहीमासूम, सिनेमा और संस्कृति, वाणी प्रकाशन, दिल्ली
3. विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली
4. मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लोकभारती प्रकाशन, इलाहाबाद।
5. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
6. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
7. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
8. Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
9. Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
10. M. Chalapathi Rau, The Press
11. Nadig Krishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
12. Chatterjee, P.C., Broadcasting in India, New Delhi
13. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
14. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
15. Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
16. Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmillan India Ltd. Delhi
17. Singh, Devvrat, Indian Television: Content, Issues and Challenges, HarAnand Publications Delhi,
18. Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi

### **DSC IV- PRACTICAL**

#### **Current Affairs II, Paper Code: 100271**

1. Current Affairs include the day to day happening that create headlines nationally as well as internationally.
2. The current affairs span subjects like Cinema, Politics, Sports, economy, environment and ecology, polity, science, and technology etc.

3. It also includes the person in news.
4. Understanding the Prominent issues for which there are discourse in media and society.
5. Student must prepare a file of their article published in media or written for house magazine/ New letter/ Assignment given/ Record of Saturday activity.

**COURSE NAME: BA(MCJ) II<sup>nd</sup> SEM, COURSE CODE:1201203**

**DSC V<sup>th</sup>- THEORY**  
**Advertising, Paper Code: 20261**

**Course Outcomes**

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.

**Unit-I**

Introduction, Meaning and Framework of Advertising; Defining Advertising. Types of Advertising. Advertisers and Advertising Agencies; Choosing an Advertising Agency. Structure of an Advertising Agency

**Unit-II**

Advertising Objectives, Advertising Copy and Design strategy: Introduction, Advertising Copy, Types of advertising copy; Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, developing a layout,

**Unit-III**

Media Planning: Introduction, Media Objectives; Media Options; Measuring Media Audiences. The Role of a Media Planner and a Media Buyer; Media Trends Advertising Budgets: Introduction, Factors Influencing Budget Setting, Budgeting Methods.

**Unit-IV**

Advertising Research, Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning.

**Unit-V**

Ethics in Advertising: Introduction, Perceived Role of Advertising; the Advertising Standards Council of India (ASCI).

**Suggested Readings**

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.



3. 3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.

**DSC V<sup>th</sup>- PRACTICAL**  
**Advertising, Paper Code: 200266**

4. Preparing a file on Different types of Advertising
5. Writing Advertising copy for some dummy product, service, and idea.
6. Preparing classified and display ads.
7. Advertising Stalwarts of India. (PPT Presentation)
8. Prominent Advertising Agencies of India and world.(PPT Presentation)

**DSC VI<sup>th</sup>- THEORY**  
**Media Laws and Ethics, Paper Code: 20262**

**Course Outcomes**

1. Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news Students will be able to discuss the various media laws and their implications on conduct of media.
2. Students will be able to analyze the issue of media regulation in India.

**Unit- I**

Constitution of India, Fundamental rights, freedom of speech, right to know & expression and their limitations. Right to know, right to privacy. Brief history of press laws in India, emergency, and its impact on media

**Unit -II**

Provisions for legislature reporting, parliamentary privileges in reference to media. Contempt of Court, Defamation. Official secret act Press and registration of book act, working journalist Act 1955,

**Unit- III**

Cinematograph Act (1953), Information Technology Act, Film Censorship Prasar Bharati Act, Copyright Act, Copyright Provisions for online content.

**Unit- III**

Press Council of India (PCI). Right to Information Act 2005.Pilgrimage. Information Technology act and its various amendments.

**Unit -IV**

Sedition and inflammatory writings, IPC, and CrPC Code of conduct for journalists. ASCI Code of Conduct, Ombudsman. Editor Gilds, IBF, BCCC.

**Suggested Readings**

- 1.Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
- 2.Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
- 3.Mass media Law and Regulation in India AMIC publication.

4. Bharat mein Praveshvidhi by Surendra Kumar & Manas Prabhakar.
5. Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
6. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC

**DSC VI<sup>th</sup>- PRACTICAL**  
**Current Affairs III, Paper Code: 200267**

1. Current Affairs include the day to day happening that create headlines nationally as well as internationally.
2. The current affairs span subjects like Cinema, Politics, Sports, economy, environment and ecology, polity, science, and technology etc.
3. It also includes the person in news.
4. Understanding the Prominent issues for which there are discourse in media and society.
5. Student must prepare a file of their article published in media or written for house magazine/ New letter/ Assignment given/ Record of Saturday activity.

**COURSE NAME: BA(MCJ) III<sup>rd</sup> SEM, COURSE CODE:1201204**

**DSC VII<sup>th</sup>- THEORY**  
**Radio, TV & Film Production, Paper Code: 20266**

**Course Outcomes**

1. The students will memorize basic evolution Radio and its growth in India.
2. The students will memorize basic evolution of TV industry and its growth in India.
3. Students will be able to illustrate the basics of TV genres and essentials of TV journalism.
4. Students will be able to explain the handling and operating video camera and sound controlling equipments used in TV production.
5. Students will select the Language of Cinema and fundamentals of film form and content.
6. Students will be capable to create a simple script and implement a shoot based on the same.

**UNIT I**

Characteristics of Radio: The medium: role of sound, characteristics, strengths and limitations, Radio broadcasting: main characteristics, Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio, Podcast.

**UNIT II**

Radio Program Formats: Radio format. Radio program production process: basic equipment - microphone-types, console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Sound forge, Nuendo, Audacity and Sony Vegas). Packaging: music and sound effects.

**UNIT III**

Characteristics of Television Organizational Structure of TV News Channels, Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB. TV camera Introduction, Types of cameras and Lighting.

## UNIT-IV

TV Reporters Tools and Techniques: Locating TV stories: Sources of news, ideation, and: Process and planning, structuring a TV news report, V/Os, packages and story formats, PTC: Opening, bridge and closing. Camera shots and composition rules,

## Unit V

Characteristics of Film as medium. Pre and Postproduction of film. Film personals.

### Suggested Readings

1. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
2. Chatterji, P.C. (1993) — “ Indian Broadcasting”.
3. “Television Journalism and Broadcasting”-Bhatt.
4. “Writing for Television, Radio and New Media” by Robert L Hilliard.
5. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon:Routledge
6. Walter M cDowell (2006). Broadcast Television: A Complete Guide to the Industry, NewYork: Peter Lang.
7. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
8. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.
9. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications

### DSC VII<sup>th</sup>- PRACTICAL Script Writing, Paper Code: 200270

1. Developing TV stories
2. Anchoring and News reading
3. Script writing for Radio and TV formats and Film.
4. Script writing for podcasting and You tube

### DSC VIII<sup>th</sup>- THEORY Communication Research, Paper Code: 20267

#### Course Outcomes

1. Describe the media research analysis for source, message, channel and audience
2. Classify the applications of media research in print, electronic  
And PR industry
3. Prepare media research plans for the above mentioned industries
4. Apply the basic statistical processes in various media research  
Studies

#### Unit I:

Introduction to communication & mass media and research: Relevance, Scope of Mass Media Research, Role of research in the media, Steps involved in the Research Process, Qualitative and Quantitative Research, Discovery of research problem, identifying dependent and independent variables, developing hypothesis

**Unit II:**

Research designs: Concept, types and uses, Research Designs: Exploratory, Descriptive and Causal.

**Unit III:**

Data collection methodology: Depth interviews, Focus group, Surveys, Observations, diary method, field studies, telephone surveys, online polls. Secondary Data Collection Methods, Literature review, Designing Questionnaire and measurement techniques, Types and basics of questionnaire, Projective techniques, Sampling process, Data Tabulation and Research report format

**Unit IV:**

Content analysis: Definition and uses, Quantitative and Qualitative approach, Steps in content analysis, Limitations of content analysis– census method, survey method, observation method – clinical studies.

**Unit V:**

Readership and Circulation survey, TRP media, RRP, Audience Research, Exit Polls, Advertising Consumer Research

**Suggested Readings**

1. 'An Introduction to Qualitative Research' By Uwe Flick. London: Sage Publications.
2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: McGrawHill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications
3. 'Foundations of Behavioural Research' By F.N. Kerlinger. Delhi: Surjeet Publications.
4. 'Mass Media Research: An Introduction' By Roger D. Wimmer & Joseph R. Dominick .USA: Wadsworth Publishing Company.
5. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal .Delhi: Sage Publications.
6. 'Media Research Techniques' By Arthur Asa Berger. USA: Sage Publications
7. 'Media Shodh' By Manoj Dayal. Panchkula: Haryana Sahitya Akademi.
8. 'Research Methodology' By Prasant Sarangi. Delhi: Taxman Publication.
9. 'Research Methodologies- Methods and Techniques' By C.R Kothari Delhi: New Age International Publishers.
10. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina, London: Sage Publications.

**DSC VIII<sup>th</sup>- PRACTICAL**  
**Research Proposal, Paper Code: 200271**

1. Prepare a research Proposal related to communication and media
2. Design a Questionnaire
3. ICT based digital awareness tools and techniques.
4. Conduct a survey any subject of local importance.

**COURSE NAME: BA(MCJ) V<sup>th</sup> SEM, COURSE CODE: 1201205**

**DSC IX<sup>th</sup>- THEORY**  
**Photojournalism, Paper Code: 30261**

## **Course Outcomes**

1. Learner would learn the concepts and importance of photography.
2. Learner would be able to understand photo coverage and photo Journalism .
3. Learner would be to ready to join any media organization as photo Journalist.
4. Learner would know the importance of photo features.
5. Learner would know different branches of photography and may be self-employed.

### **Unit I**

Journalism - Definition Nature Scope and Significance. Photojournalism: Meaning & Definition, Growth & Development Camera: Types and parts. Role and importance of photography. Qualities, role and responsibilities of photojournalist. Professional organizations, legal and ethical aspects of photojournalism.

### **Unit II**

Photography - elements and principles – visual language – meaning – photographer’s jargon; composition of photography – subject and light.

### **Unit III**

Photographic equipment – cameras – types – formats – lens – their types and functions – film – types and functions – accessories Lens: different types of lenses: Normal, wide, telephoto, Zoom, Fisheye Lens and close lens.

### **Unit IV**

Shots – focus – shutter – speed – selection of subject – different types of photographs – action – Photo editing, cropping, composition, colors, caption writing, placement of photographs, photo features

### **Unit V**

Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts – war – political and social photography.

## **Suggested Readings**

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

## **DSC IX<sup>th</sup>- PRACTICAL Photojournalism, Paper Code: 300264**

1. Prepare a file of Basic camera shots
2. Photo feature on any theme
3. Re-caption photograph from newspaper
4. Event Photography assignment.



5. Digital portfolio with print : Nature photography• Candid photography• Product photography• Architecture photography.●

**DSC X<sup>th</sup>- THEORY**  
**Public Relations, Paper Code: 30262**

**Course Outcomes**

1. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
2. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students would gain knowledge about the basic ethics and laws of public relations.

**UNIT-I**

History, Concepts, Definitions, Role and changing trends in PR, PR and Media – A symbiotic or adversarial relationship Publicity, public opinion, propaganda, Public affairs and lobbying. Target audience segmentation

**UNIT-II**

PR department/agency structure, role and functions, P.R. Campaigning, Media relations, Press Conferences, Media Tours, Exhibitions Preparation and

**Unit III**

Production of Printed/AV-Material Press Release/ Press-note, Minutes, Annual Report, Chairpersons Speeches, Ghost Writing.

**UNIT-IV**

Public relations in public and private sector, Corporate Social Responsibility: Concepts, scope and case studies, Crisis communication, Social Marketing in Indian context, Influencer Marketing. Online Public Relations

**UNIT-V**

Public Relations Officer: Role, Duties, and qualities. Laws and ethical issues in PR, Professional bodies in PR: PRSI, PRPA

**Suggested Readings**

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W.Otis,AronoffE.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.

6. 'Vigyapanaurjansampark' By JaishriJethwaney,RaviShanker and Narendranath Sarkar. New Delhi:Sagar Publications

**DSC X<sup>th</sup>- PRACTICAL**  
**Public Relations, Paper Code: 300265**

1. Design a poster on any theme of your university.
2. Design a Admission brochure of your department.
3. Prepare a press invitation card for any event in your department
4. Prepare a press clipping file of events held in your department in last six months.

**DSC XI<sup>th</sup>- THEORY**  
**New Media, Paper Code: 30263**

**Course Outcome**

1. Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.
2. Student will be able to distinguish New Media from print and electronic media.
3. Student will identify the milestones of internet journalism in India and worldwide.
4. Student will be able to define important terms of digital world.
5. Student will be able to explain the role of a New Media Journalist.

**Unit I**

History of New Media, Future of journalism, Traditional vs new media, New Media, and Convergence, Blogging and twittering, Citizen journalism

**Unit II**

Definition and Types of New Media, Characteristics of New Media, and its Status. New Communication Technologies, Emerging Media vs Mainstream Media

**Unit III**

Meaning making Perspectives: Henry Jenkins-Participatory culture, Internet as Public sphere-Habermas to Twitter, McLuhan 's concept of Global village in the age of Netflix, Uses and Gratification in the age of Internet

**Unit IV**

New Media Tools: Website, Online press release, Article marketing, Online newsletters, Blogs, Vlogs and New media terminology,

**Unit V**

Major challenges to new media: copyright, fake news, right to privacy etc.

**Suggested readings**

1. Rogers M. Everett, Communication Technology : The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.

2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.
4. Michael Mandiberg, The Social Media Reader (eBook)
5. AnkitLal ,India Social,Hachette India 2017. 6. Tim Cigelske,Analytics to Action: A Guide to Social Media Measurement ,Amazon Asia-Pacific Holdings Private Limited,2017. 7. <http://shodhganga.inflibnet.ac.in/bitstream/10603/72639/8/chapter%203.pdf>

**Practical Training/Internship, Paper Code: 300266**

Four week or one-month Practical training in any of the following-

1. Radio,
2. Community Radio,
3. Newspaper,
4. Digital Platform,
5. Television News Channel Or Production House.
6. Public Relations Department,
7. Advertising Agency,
8. Media Research Firm.

**COURSE NAME: BA(MCJ) VI<sup>th</sup> SEM, COURSE CODE:1201206**

**DSC XII<sup>th</sup>- THEORY**

**Development Communication, Paper Code: 30266**

**Course Outcome**

1. Students will be able to recognize and explain the concept and importance of development
2. Students will be able to distinguish between communication
3. and development communication
4. Students will be able to describe use of different media in development communication

**Unit I**

Historical Background, Definition, meaning, scope and concept of development communication, development indicators, approaches to development; Characteristics of developed and developing societies

**Unit II**

Development Journalism• Concept of journalism and development journalism, historical background, significance, Issues for development journalism-health, nutrition, social issues, resource use. Literacy, agriculture, and environment

**Unit III**

Inter-relation between development and development communication, Models of Development Communication, Development support communication, Social, cultural and economic barriers Agricultural and rural communication.

#### **Unit IV**

Case studies and success stories of development communication application: SITE, Jhabua, Nana ji deshmukh, Anna hazare etc. and model of development including gandhian etc.

#### **Unit V**

Development and extension panchayatiraj. agencies-Government, non-government, organizations

#### **Suggested Readings**

1. Sachar Avomvikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication In India, Kewal J. Kumar. Jaico Publication.
3. Learner D, Passing Of Traditional Society
4. Vikas Patrakarita, Radhe Shyam Sharma

#### **DSC XII<sup>th</sup>- PRACTICAL**

##### **Report of Village Visit/NGO/Old age home etc, Paper Code: 300271**

1. Prepare a report on village life.
2. Prepare a report on any village about the amenities available.
3. Visit any NGO/. Prepare a report on their working.
4. Visit any Old age home/Orphanage/ Child carecentre etc.

#### **DSC XIII<sup>th</sup>- THEORY**

##### **Design and Graphics, Paper Code: 30267**

#### **Course Outcome**

1. Students will be able to Create effective print and digital communications, and user experiences through the application of theories, tools, and best practices in the field.
2. Students will be able to Exhibit a thoughtful application of the elements and principles of visual design, color theory, information hierarchy, and typography to successfully communicate narratives, concepts, emotions, and/or identities across a variety of media.
3. Students will be able to demonstrate critical thinking and problem-solving skills for project planning, design, and creation.
4. Students will be able to communicate clearly in visual, verbal, and written forms using techniques appropriate for the intended audience.
5. Students will be able to participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills, and professionalism.

#### **UNIT I**

Introduction of fundamental elements. Principles of visual design and its application. Geometrical and organic shapes, Texture, value, tone, negative space etc.

#### **UNIT II**

Role of colour in design. Colour theory. Colour psychology. Colour strategy. Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design.

### **UNIT III**

The role of typography in design. Type face anatomy classification of typography -serif, san serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language.

### **UNIT IV**

Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning. Graphic design application:Corel draw, Illustrator. Photoshop basics.

### **UNIT V**

Page making principles, Layout of the Front Page, Layout of Back Page and Interiors, Elements of page. Page making application: InDesign and Quark.

### **Suggested Readings.**

1. Graphic Design For Everyone. by Cath Caldwell.
2. Grid systems in graphic design. by Josef Müller-Brockmann.
3. The Design of Everyday Things. by Donald A. Norman.
4. Paul Rand: Conversations with Students. by Michael Kroeger.

### **DSC XIII<sup>th</sup>- PRACTICAL Design and Graphics, Paper Code: 300269**

1. Designing a layout of magazine, Newspaper
2. Designing of posters, banners and brochers.
3. Designing of concepts of design and graphics in form of Posters.
4. Other Creative works.

### **FIELD VISIT**

#### **Practical Visiting Media Hounse, Paper Code: 300270**

1. Visiting All India Radio and Doordarshan Kendra./ OR
2. Visiting of leading Newspaper office where printing is done./ OR
3. Visiting Vidhan Sabha or loksaha/ OR
4. Visiting of Electonic Media Channel of any Community radio etc