

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.I.M.C/2022/1414

दिनांक...25/07/2022

The Minutes of Meeting of BOS

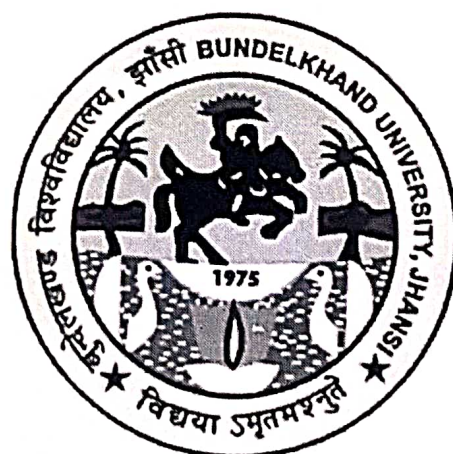
In reference to the BOS of department of Bhaskar Institute of Mass Communication & Journalism held on 25/07/2022 regarding the revision of syllabus in tune with CBCS/NEP-2020 and subsequent approval from Academic Council. This is to certify that the syllabus is 100% revised.

HOD/Coordinator

BHASKAR INSTITUTE OF MASS COMMUNICATION & JOURNALISM

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
Total Credit: 25						

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
Total Credit: 21						

Total Credit: 46

Certificate in Faculty

Internal Member

Prof. CB Singh (Dean)

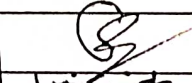
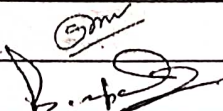
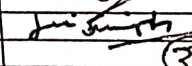

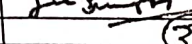
Dr. Jai Singh

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
Total Credit: 25						

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
Total Credit: 21						

Total Credit: 92

Diploma in Faculty

Internal Member

Prof. CB Singh (Dean)


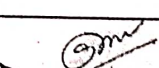

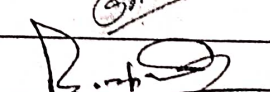

Dr. Jai Singh

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
Total Credit: 20						

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	
Total Credit: 20						

Total Credit: 132
Bachelor in Faculty

Internal Member

Prof. CB Singh (Dean)



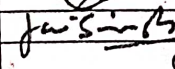
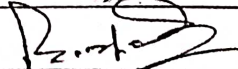
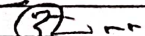
Dr. Jai Singh

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

**MA (MASS COMMUNICATION AND
JOURNALISM)**

SESSION 2022-23 ONWARDS

बुन्देलखण्ड विश्वविद्यालय, झाँसी

सूचना

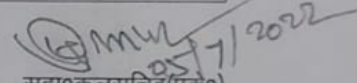
एवम् द्वारा सूचित किया जाता है कि पत्रकारिता पाठ्यक्रम समिति की बैठक दिनांक 11/07/2022 को अपरान्ह 12.15 बजे विश्वविद्यालय के सभागार में ऑनलाइन/ऑफलाइन के माध्यम से आहूत की गयी है। अतः आपसे अनुरोध है कि बैठक में निर्धारित तिथि एवं समय पर उपस्थित होने का कष्ट करें।

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 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	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 सहमति.
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. वेल्यू एडेड कोर्स के रूप में- प्रिंट जर्नलिज्म, सिनेमा एंड सोसाइटी, कम्युनिकेशन एंड पर्सनालिटी डेवलपमेंट, एवं कंटेंट राइटिंग पाठ्यक्रम पर सहमति.



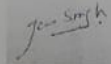
(प्रो० सी बी सिंह)



(प्रो० गोविन्द जी पाण्डेय)



(डॉ० कौशल त्रिपाठी)



(श्री जय सिंह)



(डॉ० उमेश कुमार)

**ORDINANCE FOR POSTGRADUATE (SEMESTER SYSTEM)
PROGRAMMEMA (MASS COMMUNICATION AND JOURNALSIM) (2022
onward)**

1. INTRODUCTION

1.1 Preamble

This ordinance governs all the rules and regulations as per the NEP 2020 for the traditional post graduate programs (MA MCJ) which are not covered by any regulatory bodies (AICTE, BAR Council, PCI, NCTE etc) running in the University campus or its affiliated colleges in Bundelkhand University, Jhansi. This ordinance supersedes all the previous relevant ordinances, rules and regulations.

1.2 Duration

Bundelkhand University has adopted the semester system in various Postgraduate courses as per directives of Higher Education Department, Uttar Pradesh Government vide letter No401/seventy-3- 2022 dated 09-02-2022 to accelerate the teaching-learning process and enable vertical and horizontal mobility in learning from the academic session 2022- 23 onwards.

The duration of PG courses shall be two years comprising of four semesters. In case a student (s) exits from this programme after completion of the first year (2 semesters), he/she may take exit from the programme and shall be awarded the Degree of Bachelor in Research. After the successful completion of two years (4 semesters) a student shall be awarded the Master's degree in the concerned subject. The maximum duration to complete the course shall be four years.

1.3 Eligibility for Admission

- Candidate, who wishes to seek admission in a course of study prescribed for a post graduate degree of the University, shall be admitted to campus or an affiliated college unless he/ she has:
 - Passed the three years Bachelor's degree course Examination of the

University of Uttar Pradesh or any other Indian University incorporated by any law in force at the time of admission.

or

- Passed any other equivalent examination recognized by the University as equivalent thereto.
- Passed any other equivalent examination recognized by a Foreign University as equivalent thereto.
- The date of admission shall follow the University academic calendar.

1.4 Choice of Subject and Course Structure

- I.** University/ College shall admit students as per the eligibility criteria and availability of seats decided by the university.
- II.** A student shall take admission to post graduation first year of fourth year of Higher Education program of NEP 2020 after successful completion of Graduate course from NEP 2020 or old course of Science/ Arts/ Commerce/ Management, etc. He/she shall have to choose respective faculty courses as per guidelines of NEP 2020 depending on the number of seats available in concerned subject and eligibility criteria. In case a candidate is willing to change the faculty, the following condition is required-
- III.** The candidate should have passed Bachelor degree in Science/ Commerce of NEP 2020 or old courses may take admission in some subjects of Arts faculty (excluding practical subjects like geography, psychology etc). Similarly, the Student from Commerce of NEP or old course of commerce may also be eligible to take admission in Arts subjects. Arts, Management and Commerce candidates cannot be admitted in Science subjects.
- IV.** Student(s) shall select subjects for Post graduation course from the major subjects that he /she had opted in the graduation course and shall continue with the same subjects in all the four semesters of the PG programme.
- V.** The course structure shall be as follows:
- VI.** There shall be four compulsory theory papers in the first semester. In the second and third semester there shall be two compulsory papers and one/two elective papers. The elective papers are the specialization papers.
- VII.** Student(s) shall have to select one Minor Elective Course as **Minor subject** from any other

faculty(except town faculty) or interdisciplinary subject in the first semester of the first year.

VIII. Student(s) shall take a Research Project /Survey/ Industrial /Field training program in all four semesters. No pre-requisites shall be required for this.

IX. List of Minor Elective Course: The candidates shall select any one subject from the following as minor subject in first year of post graduate course.

S No	Science	Arts	Commerce	Interdisciplinary
1.	Mathematical Biology	Tribal Culture and Heritage	Customer Relation Management	Ancient Medical Sciences
2.	Conservation and Water Resource Management	Principle of Administration and Implications	House Keeping and Hospitality	Traditional Medical Therapy
3.	Natural Resources and Conservation	Socio-Economic and Social Security	Share Market and Banking	Vedic Mathematics
4.	Pollution: Causes and Mitigation	Archeological Sites and Monuments	Retail Management and Accounting	Bio Medical Instrumentation and Health
5.	Computational Resources	Indian Constitution	Insurance Policy and Finance	Disaster, Mitigation, & Management
6.	Organic and Natural Farming	Communication and Soft Skill		Mining Plan and Resource Mapping
7.	Computer Hardware Handling	Sanskrit Knowledge System		Water Treatment System
8.	Computer Software Handling	Technical Translation and Trans creation		Climate Change and Environmental Degradation
9.	Solar and Non	Social Media		Medicinal and

	Conventional Energy	Management		Aromatic Plants Cultivation, extraction and nutraceutical Values
10.	Cyber Crime	Event Management		
11.	Bee Keeping, Aquaculture and Fish Farming	Public Relations		Non Conventional Energy Resource
12.	Entrepreneurship in Microbial and Botanical Products	Advance Advertising		Soil and Water Testing

2. SEMESTER AND CREDIT DISTRIBUTION

An academic year for postgraduate program is divided into four semesters. The Odd semester may be scheduled from July to December and Even semester from January to June.

Fourth Year

	VII Sem	Credits	VIII Sem	Credits
Major	Theory – 04 Papers	5 Credits each Total Credits=20	Theory – 04 Papers	5 Credits each Total Credits=20
	Or Theory – 04 Papers	Or 4 Credits each Total Credits=16	Or Theory – 04 Papers	Or 4 Credits each Total Credits=16
	Practical -02	2 Credit each Total Credits=4 Total Credits=20	Practical -02	2 Credit each Total Credits=4 Total Credits=20
Minor	Minor Elective- 1 paper of 04 credits	04 Credits Total Credits=04		
Research Project/ Industrial training/ Survey/ Field Training	One of each 04 Credits	04 Credits Total Credits=04	One of each 04 Credits	04 Credits Total Credits=04
Total Credits		28		24

Total in Both Semester	52 Credit
------------------------	------------------

Fifth Year

Semester	IX	Credits	X	Credits
Major	Theory – 04 Papers Or Theory – 04 Papers Practical -02	5 Credits each Total Credits=20 Or 4 Credits each Total Credits=16 2 Credit each Total Credits=4 Total Credits=20	Theory – 04 Papers Or Theory – 04 Papers Practical -02	5 Credits each Total Credits=20 Or 4 Credits each Total Credits=16 2 Credit each Total Credits=4 Total Credits=20
Research Project / Industrial training / Survey	One of each 04 Credits	04 Credits Total Credits=04	One of each 04 Credits	04 Credits Total Credits=04
Total Credits		24		24
Total in Both Semester	48 Credit			

3. ATTENDANCE

The expression "a regular course of study" wherever it is used in these Ordinances, means attendance of at least 75% of the lectures and other teaching in campus / affiliated college in the subject for the examination at which a candidate intends to appear and also other practical work (such as working in a laboratory) as is required by any Statute, Ordinance or Regulation in force for the time being in the University.

A shortage up to 5% of the total number of lectures delivered or practical work

done in each subject may be condoned by the Principal of the college/ Head of the Department/Coordinator (in case of University Campus) concerned.

A further shortage up to 10% may be condoned only by the Vice- Chancellor on the specific recommendation of the Principal of the college/Head/Coordinator of the Department concerned (in case of University Campus).

4. EXAMINATIONS

1. There shall be examinations at the end of each semester as, for odd and even semesters in accordance with the academic calendar of the university. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations upto the maximum duration of the course.
2. A candidate should get enrolled/ registered for the first semester examination and is mandatory. If enrolment/ registration is not possible owing to shortage of attendance / rules prescribed OR belated joining or on medical grounds, such students shall not be permitted to proceed to the next semester. Such students shall re-do the first semester in the subsequent term of that semester as a regular student; however, a student of first semester shall be admitted in the second semester, if he/she has successfully completed the first semester.
3. It shall be mandatory for the student(s) to register for examination in each and every semester (i.e. to fill up the examination form with the requisite fee). If a student fails to register for the examination in any semester, he or she shall not be allowed to appear in that semester as a back paper student. Such student(s) shall appear in the (next) subsequent examination of that semester.

5. EVALUATION

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade point. Evaluation for each course shall be done by a Continuous Internal Assessment (CIA) by the concerned course teacher as well as by end semester examination and will be consolidated at the end of course. The evaluation must be continuous and holistic and should be based on following parameters:

- i. Academic assessment

- ii. Skillassessment
- iii. Physicalassessment
- iv. Personalityassessment
- v. Extra-curricular assessment

5.1 THEORY PAPER

Semester Examinations shall be conducted by the university as mentioned in the academic calendar. The Question paper will be set by the examiners appointed by the Vice Chancellor based on the recommendation of the board of studies. The pattern of the question paper shall be as given in annexure II.

- i. Internal Assessment(C.I.A.)–25%weightageofacourse
 - Test/ Mid-Term Assessment - 10marks
 - Term paper/Presentation on given project/assignment -10marks
 - Attendance/activities –05marks
- ii. End Semester Exam (External examination)– 75% weight age ofcourse

5.2 PRACTICAL PAPER

Practical examinations will be conducted by the examiners appointed by the Vice Chancellor on the recommendations of the Board of Studies. Each student has to present the practical records.

- i. Internal Assessment(C.I.A.)-25%weightageofacourse
 - Test/ Mid-Term Assessment -10marks
 - Term paper/Presentation on given project/assignment-10marks
 - Attendance/activities-05marks
- ii. End Semester Exam (External examination)-75% weight age of acourse

MINIMUM PASSING STANDARD

1. The minimum passing standard for combined external and internal examinations for each subject/paper shall be 40%, i.e. 40 out of 100 marks for theory and practical courses. The minimum passing standard for Aggregate in a semester end Examinations shall be 40%.

2. Continuous Internal Assessment (CIA) shall be ensured by the Principal of the colleges / HODs/Coordinator for the Campuses courses. The Principal of the colleges / HODs/Coordinator of the Campus shall provide the marks of the same to the university and it shall be mandatory to maintain the records of the same till the maximum duration of that course.
3. The internal assessment, field training and practical examination awards of a student who fails in any semester examinations shall be carried forward to the next examination.
4. It shall be mandatory for a student to secure minimum 40% marks (i.e. 30/75) in the theory and (10/25) practical paper separately.

PROVISION FOR BACK PAPERS AND EX-STUDENTS

A Back Paper (B.P.) candidate shall be promoted to next semester. The back paper facility in a semester provides promotion to the next semester and another opportunity to obtain a minimum of the pass marks assigned for an individual paper or in the aggregate. Following category of students of Bundelkhand University shall be eligible for back paper facility as under, student shall be required to pass in minimum two subject papers in each semester. However, at the end of each year, it shall be mandatory for a student to pass in at least two subjects papers and minor paper otherwise he/she shall be deemed as failed and will be treated as a year back / ex-student.

5. Students shall get the attempt to appear in the Back paper examination in the subsequent odd / even semester till the maximum duration of the said course.
6. Special back paper examination shall be held only for regular students of the final year of PG course.
7. The candidates, who fail in more than three of the total papers, will be deemed as failed. These candidates can appear only in subsequent examination of that semester as Ex-Students.

8. PROMOTION RULES

8.1 Semester Course & Examination:

The students who have taken admission in any post-graduation programme in a session and who have put in the minimum percentage of

attendance for appearing at the Examination, presented himself/herself for internal assessment and have filled in the examination form in time for appearing at the End Semester Examinations shall be allowed to appear at the respective examinations.

8.2 Declaration of results

After appearing in the Examination of both the semesters in a particular year, the student can be put in

the following categories in the context of declaration of the results of the Semester Examination:

- Passed
- Promoted with Back Paper(s)
- Failed

8.3 Promotion to next Semester:

All students under category Passed and promoted with back papers shall be promoted to the next Semester.

“Failed” students may clear their UNCLEARED courses in subsequent examinations as ex-students.

Students promoted with back papers shall clear their back papers in subsequent examinations as ex-students.

A student who has failed in a course shall get two more chances to clear this course subject to the maximum duration for passing the course. Further, each candidate shall have to clear all the courses within the maximum period of seven years from the date of his/her latest admission.

A candidate who has qualified for the Degree shall be placed in the First / Second Division as per following table:

8. COMPUTATION OF SGP AND CGPA

The guidelines formulated by Bundelkhand University shall be followed in order to bring uniformity in evaluation system of every CBCS based Course and computation of the SGPA (Semester Grade Point Average) and CGPA (Cumulative Grade Point Average) based on students' performance in examination. The number of core, elective, open elective papers and foundation papers and the required credit for each paper shall be formulated by respective Board of Studies (BOS) and faculty board. For the purpose of computation of work load the UGC proposed mechanism is adopted i.e. one credit = 1 Theory period of one hour duration, 1 credit = 1 Tuto

rialperiod of one hour duration, 1credit=1 Practical period of one hour duration. The credit(s) for each theory paper/practical/tutorial/dissertationwillbeaspertherespectiveBoardofStudiesofdepar tments.

Letter Grade	Numerical grade
O (Outstanding)	10
A+ (Excellent)	9
A (Very good)	8
B+ (Good)	7
B (Average)	6
F (Fail)	<5
Ab (Absent)	0

The minimum passing marks shall be 40% of the maximum marks as prescribed in the University Examination and 40% of marks in the aggregate marks in the subject including internal / Sessional marks i.e. Minimum Passing Grade is “B”. A student who obtains Grades “O” or “B” shall be considered as PASSED. If a student secures “F” grade, he/she shall be considered as FAILED and shall have to re appear in the examination. It is mandatory for a student to earn the required SGPA as in each semester. If a student is not able to secure 40%/B grade in any theory/practical/internal/Sessional/viva-voce/internship/project examination, the awarded grade point shall be ZERO(0).

9.1 The University, adopts absolute grading system where in the marks are converted to grades, and every semester results will be declared with semester grade point average (SGPA) and year result will be declared with year grade point average (YGPA). The Cumulative Grade Point Average (CGPA) will be calculated in end of final semester. The grading system except pharmacy department will be with following letter grades and grade point scale as given below:

Table

Level	Outstandi ng	Excele nt	VeryGo od	Goo d	Averag e	Fai l
LetterGrade	O	A+	A	B+	B	F
GradePoints	10	9	8	7	6	0
Score (Marks)	≥90	<90, ≥80	<80, ≥70	<70, ≥60	<60, ≥40	<40

1.1 A student obtaining Grade “F” shall be considered failed and will be required to reappear in the examination. Such students after passing the failed subject in subsequent examination / will be awarded with grade respective of marks he/she scores in the subsequent examination/s.

1.2 The University has the right to scale/moderate the theory exam / practical exam / internal exam / Sessional marks of any subject when ever required for converting of marks into letter grades on the basis of the result statistics of university as in usual practice, i.e. marks obtained in decimal will be converted in nearest integer.

9. CONVERSION OF GRADES IN TO PERCENTAGE

1.3 Conversion formula for the conversion of CGPA into Percentage is

$$\text{CGPA Earned} \times 10 = \text{Percentage of marks scored.}$$

Illustration: CGPA Earned 8.2 $\times 10 = 82.0\%$

2. AWARD OF DIVISION

Divisions shall be awarded only after the final semester examination based on integrated performance of the student for all the semesters as per following details.

2.1 A student who qualifies for the award of the degree securing “B” or above grades in all subjects pertaining to all semesters, and in addition secure as a

CGPA of 8.0 and above shall be declared to have passed the examination in
FIRST DIVISION WITHHONOURS.

2.2 A student who qualifies for the award of the degree securing “B” or above grades in all subjects pertaining to all semesters, and in addition secures a CGPA of 7.0 and above shall be declared to have passed the examination in **FIRST DIVISION**.

2.3 A student who qualifies for the award of the degree securing “B” or above grades in all subjects pertaining to all semesters, and in addition secures a CGPA of 5.0 and above shall be declared to have passed the examination in **SECOND DIVISION**.

10. UNFAIR MEANS:

Cases of unfair means in the End Semester Examinations and Mid-Term Tests shall be dealt as per the rules laid by the University.

Note:

1. Those students who are NOT eligible for promotion to next year shall have to reappear in the coming examination as ex-students. However, the marks of internal assessment shall be carried forward in such cases.
2. Scrutiny facility and Challenge evaluation facility shall be available for those students who want to improve their grades.

Program Overview

M.A. (Mass Communication and Journalism)

PROGRAM OVERVIEW –

The programme of MA (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 postgraduate 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 post-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 M.A. (Mass Communication and Journalism) Programme is spread over two academic years and divided into four semesters. First semester comprises of 4 Major Papers and One Minor Paper. Second, third and fourth semesters comprises 4 major papers each. 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 postgraduate students. Reputed scholars and experts from both national and international communities are often invited speakers at the seminars.

Program Outcomes (POs)

Program Outcomes (POs): It represents the knowledge, skills and attitudes the students should have at the end of MA (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; analyse 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 synthesise 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 analyse, 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 behaviour 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)

Program Specific Outcomes (PSOs): PSOs are statements that describe what the students of MA (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 teamleader.
- PSO-15:** Recognizing the need to undertake life-long learning, and possess/acquire the capacity to do so.

M.A. (Mass Communication and Journalism)

Course Structure (Paper Titles)

FIRST SEMESTER					
S. No.	Paper Code	Paper Name (5160201)	Nature	Max. Marks	Credit
1		Principles of Mass Communication	Major	75 + 25 = 100	4
2		Development of Media	Major	75 + 25 = 100	4
3		Print Media (Reporting and Editing)	Major	75 + 25 = 100	4
4		Advertising	Major	75 + 25 = 100	4
5.		News Writing	Practical	75 + 25 = 100	2
6.		Advertising Production	Practical	75 + 25 = 100	2
7.		Climate Change and Environmental Degradation	Minor	75 + 25 = 100	4
8		Research Project/ Survey Report		100	4
					28
SECOND SEMESTER					
S. No.	Paper Code	Paper Name (5160202)	Nature	Max. Marks	Credit
1		Electronic Media- Radio and Television	Major	75 + 25 = 100	4
2		Development Communication	Major	75 + 25 = 100	4
3		Communication Research	Major	75 + 25 = 100	4

4		International Communication	Major	75 + 25 = 100	4
5.		Newspaper Production	Practical	75+25= 100	2
6		Television Production	Practical	75+25= 100	2
7		Research Project/ Survey Report		100	4
					24

THIRD SEMESTER

S. No.	Paper Code	Paper Name	Nature	Max. Marks	Credit
1		Specialized Reporting	Major	75 + 25 = 100	4
2		Public Relations and Corporate Communication	Major	75 + 25 = 100	4
3		Radio and Television Production	Major	75 + 25 = 100	4
4		Digital Journalism	Major	75 + 25 = 100	4
5		Radio Production	Practical	75 + 25 = 100	2
6		Digital Media Management		75 + 25 = 100	2
7		Summer Training Project		100	4
					24

FOURTH SEMESTER

S. No.	Paper Code	Paper Name	Nature	Max. Marks	Credit
1		Media Management	Major	75 + 25 = 100	4
2		New Media Applications	Major	75 + 25 = 100	4
3		Intercultural Communication	Major	75 + 25 = 100	4
4		Film Studies and Contemporary Cinema	Major	100	4
5		Media Production	Practical		2
6		Advertising Production	Practical		2
7		Summer Training Project		100	4
					24

<u>SEMESTER 1</u>			
Paper Name ()	Nature	Max. Marks	Credit
Principles of Mass Communication	Major	75 + 25 = 100	4
Development of Media	Major	75 + 25 = 100	4
Print Media (Reporting and Editing)	Major	75 + 25 = 100	4
Advertising	Major	75 + 25 = 100	4
News Writing	Practical	75 + 25 = 100	2
Advertising Production	Practical	75 + 25 = 100	2
Climate Change and Environmental Degradation	Minor	75 + 25 = 100	4
Research Project/ Survey Report		100	4
Total Credit			28

Paper 1
Principles of Mass Communication

Course Outcomes

- Understand Basics of communication and able to express themselves with confidence
- Students will understand the role of the types of communication
- The course also highlights the problems faced by different time of communication and barriers of Communication
- Students will be able to understand Global Communication system

Unit I: Communication: Concepts and Process, Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences. Social Functions of Mass Communication, Scope of Mass Communication.

Unit II: Communication Theories

Authoritarian; Libertarian; Socialistic; social-responsibility; Normative theories; Development media theory; Democratic participation media theory.

Unit III: Communication Models

Lasswell, Shannon and Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Wesley and Maclean model

Unit IV: Media and the Public Sphere

Habermasian concept of Public Sphere and the role of mass media, Agenda setting, Marshal McLuhan and Technological determinism, Cultivation analysis, Media institution, Audience and representation

Unit 5 Issues of media monopoly

cross-media ownership; Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

Suggested Readings:

- McQuail, D., McQuail's Mass Communication Theory, Vistar Publications New Delhi, 2009
- Baran, J.S. and Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Thomson Wadsworth, Noida, 2007
- Becker, S. L., Discovering Mass Communications, Scott, Foresman, Glenview, 1987
- Berger, A. A., Essentials of Mass Communication, Sage, New Delhi, 1995
- McLuhan, M., Understanding Media, Mentor, London, 1980
- Wright, C. R., Mass Communication and Sociological perspectives, Random House, New York, 1986
- Kumar, K. J., Mass communication in India, 1995
- Fiske, J., An introduction to Communication, Routledge, 1990

Paper 2nd
Development of Media

Course Outcomes

- 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
- Students will be able to understand Global media scenario

Unit I: The Indian Press Origin of Press in India, Growth of English & Hindi Newspaper and its contribution to India's Independence, Vernacular Press Act, Role of Press after Independence, Popularity of English & Hindi Newspaper in India, Language Press Scenario in India, Leading Dailies: The Hindu, Amrita Bazar Patrika, Hindustan Times, The Indian Express, The Tribune, The Times of India.

Unit II: Radio

Origin of Radio in India, Development of AIR during First Three Five Year Plans, Various Types of Radio, AIR services: National, Regional, External Services, Role of radio in a developing country, Broadcasting Code, Present Status of AIR, FM broadcasting and Community Radio.

Unit III: Television

Development of Television in India, Public service broadcasting, Commercial TV, Broadcasting policy and regulation, Origin and Development of Films in India, Cinema and Society, Effects of Cinema

Unit IV: Cinema

Indian Constitution: fundamental rights, freedom of speech and expression 19(1) a and their limits, directive principles of state, parliamentary privileges and media, meaning of freedom, reasonable restrictions

Media Laws and Constitutional Framework : Defamation and its kind with journalistic defences, Official Secrets Act 1923, Contempt of Legislature, Contempt of Courts Act 1971

Media Laws and Regulatory Framework : Press and Registration of Books Act(1867), Working Journalists Act(1955), Press Council of India Act(1978), Ombudsman, section 124 A & section 153 A of IPC, Professional Bodies, Prasar Bharati Act

Unit IV: World Media

Law of Information (Initiatives in media law) : Privacy, Intellectual Property Rights, Copyright law, Cyber Law, Right to Information

Principles of Media Ethics : issues relating to truth, fairness, objectivity and sensitivity in reporting (sensational and yellow journalism; freebies, bias, coloured reports), conflict of interests, business pressures, subjectivity in reporting, news source confidentiality and paid news and code of conduct (media), New Media and Ethical Issues (content ownership), codes for radio, television, advertising and public relations.

Suggested Readings:

B.D. Garga, So Many Cinemas - The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.

Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986

H.R. Luthra, Indian Broadcasting

M. Chalapathi Rau, The Press

NadigKrishnamurthu, India Journalism

P.C. Chatterjee: Broadcasting in India, New Delhi

Rangaswamy, Parthasarathi, History of Press In India

S. Natarajan, A History of the Press in India

Paper 3rd
Print Media (Reporting and Editing)

Programme/ Master in (MCJ) Journalism and Mass Communication	Year: Ist	Semester Ist
Journalism and Mass Communication		
Course Code:	Course Title: Print Media	
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 editing Process. 		
Credits: 4	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-2		
Unit	Topic	No. of Lectures
1	News: definition, concept, elements, values, sources, Structure of news: Inverted pyramid; Writing leads; Different types of leads; Newsgathering methods. Headlines – Technique, style, kinds of headlines	20

2	Interviewing – kinds, purposes, technique, feature writing	20
3	Investigative reporting – purposes, sources, styles, techniques & other types of reporting fundamentals crime, sports etc introduction	20
4	Editing: Meaning, symbols, tools, lead, body, paragraphing. Stand first. proof reading, meaning Editorial department set-up and organization structure Editorial, feature and article writing for Magazine Or other print media	15
5	Dummy page-make-up, layout, principles of photo editing, layout for N/p & magazines . Different DTP software photoshop, Quark etc	15

Suggested Readings: 1. Burns, L.S (2002) Understanding Journalism, Vistaar, New Delhi 2. Contractor, H. (2004) The Art of Feature Writing, Icon Publishing, New Delhi 3. Friedlander, E.J& John Lee (3011) Feature Writing: The Pursuit of Excellence. PHI Learning Pvt. Ltd, New Delhi 4. Stein, M.L& S.F. Paterno (2003) The News writer’s Handbook, Surjeet Publications, New Delhi 5. News Editing by Fried Fedddlar 6. News Writing by Lyle Spencer

Paper – 4 Advertising

Course Outcomes

- This Course introduces students to advertising strategies ethics and management skills required for keeping up with the changing needs of the industry.
- This course addresses the growing requirement for professionals in the advertising and public relations industry.
- The primary objective of the Course is to explain the various concepts and principles for better decision making in the area of advertising and public relations.
- Nurturing creative personnel by polishing the students Social and Entrepreneurial skills relating to Journalism, Media and Entertainment industry.
- Create skilled professionals in Advertising, Events, Public Relations, Corporate Communication and related industries.

Unit1: Advertising: Evolution and growth of advertising - definitions of advertising - relevance of advertising in marketing mix - classification of advertising- various media for advertising - national and global advertising scene - socio—economic effects of advertising.

Unit2: Ad agency management, various specialist departments in an ad agency: (account, planning, account servicing, creative, media planning, HRD, etc.) Client related issues and the process, business development, pitching for accounts - agency-client interface: the parameters - creative and media briefing process, agency-media interface, and agency revenue earning and sources agency audit.

Unit3: Mass media laws concerning advertising - apex bodies in advertising PR (defamation, copyright, invasion of privacy, PRSI code of ethics).Interface of PR with various management disciplines (human resources and development, finance, marketing, law, etc.)

Unit4: Publics in PR, PR tools (interpersonal, mass media and selective media) - PR in industry

(public sector, private sector and multinational) - PR in central and State governments and the functioning of various media units of the state and Union governments.

Unit5: Writing for PR: Internal publics (house journals, bulletin, boards, open houses, suggestion boxed, video magazines etc.) Writing for media (press release/backgrounder, press brief, rejoinders etc.)

<u>SEMESTER 11</u>			
Paper Name ()	Nature	Max. Marks	Credit
Electronic Media- Radio and Television	Major	75 + 25 = 100	
Development Communication	Major	75 + 25 = 100	
Communication Research	Major	75 + 25 = 100	
International Communication	Major	75 + 25 = 100	
Newspaper Production	Practical	75+25= 100	
Television Production	Practical	75+25= 100	
Research Project/ Survey Report		100	
Total Credit			2

Paper: 1st

Electronic Media: Radio and Television

Course Outcome

1. Able to Handle various types of Camera and Mike
2. Understand Audio Visual Production
3. Able to edit videos
4. Know principles and techniques of audio-visual communication

Unit- 1 - Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, visuals and web production. Technology and skills of linear and non-linear systems of audio- visual communication – sound Mass Communication 15 construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits). Transmission of sound, images and data through microwave, satellite, cable and television technologies.

Unit- 2- Camera and Mike: Type of Camera and Mike, Using of Digital and SLR Camera

Unit -3- Camera Moovement: PAN, Tilt and Zoom

Unit- 4- Script writing: Type of Script, Scritp writing for television and Radio

Unit- 5- Video edition: Linear and Non Linear, Transitions, Editiong Process

Paper 2nd

Development Communication

Programme/ Master in (MCJ) Journalism and Mass Communication	Year: Ist	Semester IInd
Journalism and Mass Communication		
Course Code:	Course Title: Development Communication	
Course Outcomes:		
<ul style="list-style-type: none"> • State what the Development and Dev. Communication is: • Explain the meaning , concept, elements and philosophy of development communication • Describe the role of the media in development • Knowing new concepts and dimensions of development • Explain how communication strategies are formulated in development in new era 		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-2		
Unit	Topic	No. of Lectures
1	Development : meaning, concept, approaches, indicators, problems and issues in development, characteristics of developing societies, development models, gap between developed and developing societies.	20
2	Development communication: meaning – concept – definition – philosophy – process - theories – role of media in development communication - strategies in development communication -	20

	social cultural and economic barriers - case studies and experience, magic multiplier, empathy and diffusion of innovation	
3	Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.	20
4	Alternative approaches to Development: Social, cultural & political perspective in development, Sustainable Development and goals, new concept of development different index i.e. hunger, happiness	15
5	Developmental and rural extension agencies : Panchayati Raj, NGO, NITI ayog, etc writing development messages for rural audience: specific requirements of media writing with special reference to radio, tv and web media	15

Suggested Readings:

Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi
b. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
c. Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi
d. Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi
e. Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi
f. Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi
g. Pushkar, Niranjana (2009), Development Communication, Authorspress, New Delhi
h. Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

Paper 3rd **Communication Research**

Course Objectives

- To impart the knowledge of basics of mass communication research
- To understand the need, role, importance functions and ethics of research

- To create the understanding of basis of statistics and media metrics.
- To expand student's depth and scope of media use and understanding.
- To enhance the ability to recognize and analyze the problems of masses in their localities.
- Students would gain knowledge about the naad role and importance of research.
- Students would gain knowledge about the ethics of research.
- Students would learn about the concept of research methodology.

Unit I Introduction to Communication Research

Definition, Role and Function

Basic and Applied Research

Role of Theory in Research

Ethical Issues and Questions

Unit II Some Research Methodologies

Quantitative - Qualitative Methods

Content Analysis

Archival Methods

Ethnographic Methods

Unit III The Survey:

Readership, Audience, Consumers

Survey: Schedule, Sample

Focus Groups, Questionnaire Design

Field work, Telephone Polls, Online Polls. Primary and Secondary data

Unit IV Presenting Research:

Writing a proposal – research question, thesis statement

Tools of Data Collection

Data Analysis: Statistical-Coding and Tabulation, Non-Statistical Descriptive and

Historical

Bibliography and Citation

Paper 4th **International Communication**

Course Outcomes

- Demonstrate an understanding of the nature of the complex and multifaceted relations between communication, culture, language and identity;

- Demonstrate an understanding of the limits of translatability of key concepts across languages, and the implications of these limits for international communication;
- Explain the impact of new communication Technology and different telecom regulatory organizations;
- Demonstrate an understanding of UNESCO's efforts in imbalance of news flow , MacBride Commission's Report.
- Demonstrate an understanding of issues in International Communication, Sovereignty and security as well as International Intellectual Property rights.

Unit1: Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – internal, regional and internal disparities.

Unit2: Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit3: Impact of new communication technology on news flow – satellite communication – its historical background – status -progress – effects – information super highways – international telecommunication and regulatory organizations –

Unit4: UNESCO's efforts in removal imbalance of news flow – debate on new international information and Economic Order -MacBride Commission's Report – non-aligned news agencies news pool its working, success, failure.

Unit5: Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; violence against media persons; - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct

<u>SEMESTER III</u>			
Paper Name ()	Nature	Max. Marks	Credit
Specialized Reporting	Major	75 + 25 = 100	4

Public Relations and Corporate Communication	Major	75 + 25 = 100	4
Radio and Television Production	Major	75 + 25 = 100	4
Digital Journalism	Major	75 + 25 = 100	4
Radio Production	Practical	75 + 25 = 100	2
Digital Media Management	Practical	75 + 25 = 100	2
Summer Training Project		100	4
Total			24

Paper- 1st
Specialized Reporting

Programme/ Master in (MCJ) Journalism and Mass Communication	Year: IInd	Semester IIIrd
Journalism and Mass Communication		
Course Code:	Course Title: Specialised Reporting	
Course Outcomes:		
<ul style="list-style-type: none"> • Discuss various types of specialised reporting techniques • Describe Interpretative reporting with conflict reporting purpose and importance • Explain different types reporting i.e. crime, business, sports, development with field reporting • Acquire skills in specialised writing for print media with field assignments • Explain different aspects of digital technology in print media 		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-2		
Unit	Topic	No. of Lectures
1	Political reporting, Legislative reporting, Investigative reporting	20
2	Interpretative reporting , Conflict reporting, Court reporting	20
3	Specialized reporting science, sports, economic & business, development, crime, commerce, gender and allied areas reporting	20
4	Specialised writing : Writing for different media, News Analysis, Backgrounders & Column Writing, Editorial writing	15
5	Digital Technology in Print Media : Mobile journalism, Online & E-newspapers, Introductory knowledge of printing press and economics of news	15

Suggested Readings: 1. Jain, M. P. Indian Constitution law, Haryana, India: Lexis Nexis. 2. Upadhyaya, D. (2008) Bhartiya sansada aur media, New Delhi: Bhartiya Pustak Parishad 3. Allan, S., & Zelizer, B. (2014). Reporting War: Journalism in Wartime. Hoboken: Routledge. 4. Basu, Durga Das Law of the Press in India (1990) New Delhi: Printice-Hall Of India Pvt Ltd. 5. Verma, A.K., (1993) Advanced Journalism, Har-Anand Publication, New Delhi 6. News Writing by Lyle Spencer

Paper 2nd

Public Relations and Corporate Communication

Course Outcomes

1. Able to be public relation officer
2. Understand Role and duties of Public Relation officer
3. Run their own public relation firm
4. Understand various agencies of Public Relation

Unit- 1- Evolution and history of public relations – definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.). Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

Unit - 2- Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, mass media and selectivemedia) – PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments.

Unit - 3- Writing for PR : internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.). Writing for media (press release/backgrounder, press brief, rejoinders, etc)

Unit - 4- Strategic public relations/CC and management: defining strategy and its relevance in public relations and corporate communication; campaign planning, management and execution - role of PR/CC in crisis communication and disaster management. Defining stakeholders and media selection – study of symmetrical and asymmetrical models in handling crises.

Unit - 5- Building a distinct corporate identity: concepts, variables and process – making of house styles (logo, lettering and process) Media relations: organizing press conferences, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relations – role of technology in PR/CC.

Paper 3rd

Radio and Television Production

Programme/ Master in (MCJ) Journalism and Mass Communication	Year: IInd	Semester IIIrd
Journalism and Mass Communication		
Course Code:	Course Title: Radio and Television Production	

Course Outcomes:

- Students will be able to read the basics of production process
- Students will be able to understand the different types of shots and lighting techniques
- Students will be able to understand the editing process
- Students will be able to understand the basic concepts scripting in film
- Students will be able to produce videos on their own.

Credits: 4	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-2		
Unit	Topic	No. of Lectures
1	Radio programme production process and techniques, thinking audio. Aspects of sound recording, types of microphones and their uses, field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources, news production	20
2	Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes, formats of radio programmes, studio interviews, studio discussions, phone-in programmes, O.B. production of sporting and mega events	20
3	Visual communication :communicating with still pictures and video, shooting with TV camera, camera mounting. Colour balance, basic shots and camera movement. Basic of TV Production: TV lighting in field, using reflectors. Lighting grid, luminaries.Studio lighting – three-point lighting, high key and low key lighting; properties, studio sets and make-up	20
4	Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries - planning studio programmes – cue’s and commands – formats of TV programmes – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production	15
5	Writing for radio &Tv : Script for TV & Radio programmes	15

Suggested Readings:

1. UNESCO; Radio Programme Production: A Manual for Training; UNESCO, 1973
2. Hand, J Richard & Traynor Mary; Radio in Small Nations: Production, Programmes, Audiences; University of Wales Press, 2012
3. Beaman, Jim; Programme Making for Radio; Routledge, 2006

4. Introduction to Mass communication, Keval J Kumar; Jaico Publishing House; Fourth edition;1994.
5. Baran,; S.J ;.Introduction to Mass Communication; New York: McGraw Hill, 2002.
6. Berko,;W. & W. Communicating; New Jersey: Prentice Hall, 1989.
7. Owens, Jim : Television Production

Paper 4th

Digital Journalism

M.A. (Digital Journalism 3rd Sem) Syllabus

UNIT 1- DIGITAL MULTIMEDIA AND STUDIO PRODUCTION

Unit -1 Introduction to Digital Multimedia

- Concepts and Definition of Digital Multimedia
- Elements of Digital Multimedia
- Basics of Visuals - Elements, Composition and Principles
- Compression techniques for Audio and Video
- Multimedia Story Design & Planning
- Multimedia for Production

Unit- 2-Introduction to Multimedia for Production

- Tools for multimedia production
- Creating Visualization using Info graphics
- Multimedia Authoring
- Multimedia Data Convergence
- Studio Production

Unit- 3 Introduction to Studios Production

- Type of Studio Setups
- News Production studio
- Types of Lights and lighting Setups
- Audio Production in studio
- Pre-Production Studio
- Script writing for digital journalism
- Timeline creation for digital news
- Multi-camera setup for digital news production

Unit- 4 Chrome setup for digital news production

- Background visual creation for news production
- Post Production Studio
- Post production studio: Setup, software, interface
- Chroma cutting, editing and compositing for digital news
- File formats for various platforms
- Recording voice over and folly sound
- Compositing and final rendering

Unit- 5 Data Journalism

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
 Issues with data
 Data collection
 Government as a major source of Data Collection.
 Primary and Secondary Sources of Data Collection.
 Collection of Data from Non-Government Organization.
 Assembling and Reassembling Data.
 Data Gathering.

FOURTH SEMESTER				
Paper Code	Paper Name	Nature	Max. Marks	Credit
1	Media Management	Major	75 + 25 = 100	4
2	New Media Applications	Major	75 + 25 = 100	4
3	Intercultural Communication	Major	75 + 25 = 100	4
4	Film Studies and Contemporary Cinema	Major	100	4
5	Media Production	Practical		2
6	Advertising Production	Practical		2
7	Summer Training Project		100	4
Total Credit				24

Paper - I
Media Management

Course Outcomes

1. Students will be able to understand basics of media management
2. Understand Principles of Management
3. Learn Economic of Print and Electronic Media
4. Able to setup and manage their own media platform
5. Understand Various laws related to management

Unit- 1 -Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Unit- 2-Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit- 3-Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit- 4-Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media.

Unit- 5Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Paper 2nd: New Media Applications

Course Outcomes

After going through this lesson, Students will be able to:

- Explore the Types and Advantages of New Media.
- Know the concept and differences between Communication technology and Information technology.
- Students will know the Internet and its tools as well as Network
- Acquaint the Recent Trends in New Media.
- Evaluate the Effects and Implications of New Media and cyber Journalism

Unit1: Communication Technology (CT): concept and scope CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot – Pagers, Cellular Telephone.

Unit2: Internet: types of Network LAN, MAN, WAN, E – mail, web Ownership and

administration of Internet, ISPs, WAP, types of Internet: SLOP, CSLIP, TCP/IP, and PPP.

Unit3: Web page Websites, Homepages. Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory Search engine, search resources;

Unit4: video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, and advertising on Internet. Web page development, inserting, linking, editing, publishing, locating, and promotion and maintaining a website.

Unit5: Cyber Journalism: On-line edition of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

Paper 3rd

Intercultural Communication

Course outcomes

- Student will know about culture &, its process & its philosophical an functional dimensions
- Student will know better about western and eastern cultures.
- They will understand the importance of language and grammar in strengthening the culture.
- Students will know the barriers of Intercultural communication
- Students will know National & International Intercultural promoters Institutions
- Students will make themselves better in the age of Globalization.

Inter-Cultural Communication

Unit1: Culture – definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspectives. Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non verbal communication.

Unit2: Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – relation of information – comparison between eastern and western concepts.

Unit3: Communication as concepts in western and eastern cultures. Language and grammar as a medium of cultural communication – Panini/ Patanjali – Prabhakara – Mandanamisra –Chomsky – Thoreasu and others – linguistic aspects of inter-cultural communication.

Unit4: Modern mass media as vehicles of inter-cultural communication – barriers in inter-cultural communication –religious, political and economic pressures; inter-cultural conflicts and communication, impact of new technology on culture; Globalization effects on culture and communication;

Unit5: Mass media as a culture manufacturing industry – mass media as a cultural institution; mass cultural typologies – criticism and justification. Culture, communication and folk media – character, content and functions – dance and music as instruments of intercultural communication; UNESCO's efforts in the promotion of inter-cultural communication – other organizations –code of ethics.

Paper 4th Film Studies and Contemporary Cinema

Programme/ Master in (MCJ) Journalism and Mass Communication	Year: IInd	Semester IVth
Journalism and Mass Communication		
Course Code:	Paper Title: Film Studies and Contemporary Cinema	
<p>Paper Outcomes: After reading this students will learn :</p> <p>knowledge upon the history of a film and hindi cinema</p> <p>Observe with knowledge and reflect upon the articulation of a film's content, form and structure.</p> <p>Understand the parallel cinema movement in India</p> <p>Explain the economics of film</p> <p>Knowing about pioneer Directors of Indian cinema specially in Bollywood</p> <p>To comprehend the role and impact of cinema in society and vice-versa</p> <p>To develop an understanding of the political, cultural and aesthetic nuances of film making</p> <p>To critically analyse and appreciate cinema as an art</p>		
Credits: 5	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-2		
Unit	Topic	No. of Lectures
1	History and background of world and Indian cinema	20

	<ul style="list-style-type: none"> • Introduction, origin and growth of Indian Cinema. • Definition, characteristics and objectives of film • A brief chronological history of world cinema • Beginning and Expansion of silent era- world and India • Early production houses and their contribution to the cinema 	
2	Golden era of Indian cinema- the talkies <ul style="list-style-type: none"> • Early talkies films of India • Legendary directors, actors, producers and other professionals of the talkies era. • Contribution of Satyajit Ray, Bimal Roy, Gurudutt, V. Shantaram and their films to Indian society 	20
3	Divergence of main stream and parallel cinema <ul style="list-style-type: none"> • Star culture in Indian cinema • Mainstream legends- Raj Kapoor, B R Chopra, Yash Chopra, Manmohan Desai, and others. • Legends of parallel cinema- M S Sathyu, Mrinal Sen, Hrishikesh Mukharjee, Basu Chatterjee, Gulzar, Govind Nilhani, ShyamBenegal, Sai Paranjpai, Adoor Gopalakrishnan. 	20
4	Making of a film and cinema professional <ul style="list-style-type: none"> • Preproduction, production and postproduction • Film marketing- Role of producers and distributors • Film screening in India- Single cinema and multiplexes Film review and film appreciation • Role of Box office in the successes of Indian films • Film Censorship 	15
5	Contemporary cinema and Society <ul style="list-style-type: none"> • International and Indian film organization and film festivals • Regional cinema in India- status, survival and future • Cinema and society , cinema and culture • Cinema as a Industry 	15

Suggested Readings:

Our Films, Their Films - *Satyajit Ray*

The History of Film - *David Parkinson*

Bollywood: A Guidebook to Popular Hindi Cinema - *TejaswiniGanti*

SAMAY, CINEMA AUR ITIHAS (HINDI) (DEL) (2014) - SANJEEV SRIVASTAVA

