

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

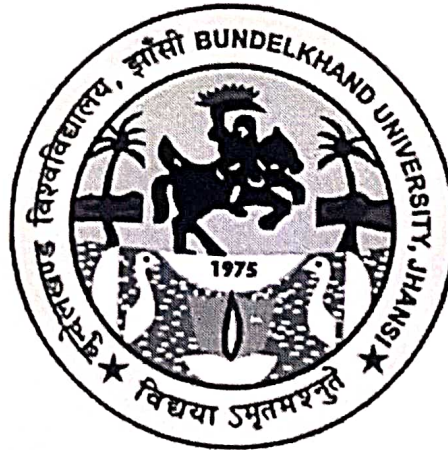
In reference to the BOS of department of Bhaskar Institute of Mass Communication & Journalism held on 25/07/2022 regarding the revision of syllabus in tune with CBCS/NEP-2020 and subsequent approval from Academic Council. This is to certify that the syllabus is 100% revised.

HOD/Coordinator

BHASKAR INSTITUTE OF MASS COMMUNICATION & JOURNALISM

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)

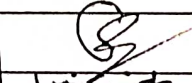
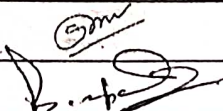
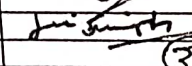

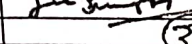
Dr. Jai Singh

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)

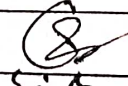

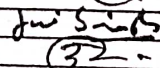
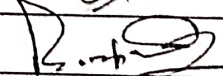

Dr. Jai Singh

Dr. Umesh Kumar

External Member

Prof. Govind Ji Pandey

Dr. Kaushal Tripathi

Syllabus of BA(MCJ) Hons

Semester V


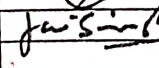
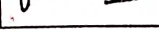
S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC IX	Theory: Photojournalism Pract: Photojournalism	4	2	6
2.		DSC X	Theory: Public Relations Pract: PR	4	2	6
3.						4
4.		DSC XI	New Media			4
5.	Minor-III (VAC) qualifying	VCA-V TH-V	Analytical 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

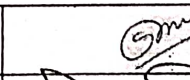
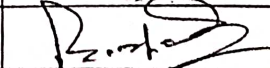
S.No	Category	Type of Paper	Name of Paper	Credit TH	Credit Pract.	Total Credit
1.	Major I & II (DSC): 4/5/6	DSC XIII <i>XIII</i>	Theory: Development Communication Pract: Report of Village visit/NGO/Old age home etc	4	2	6
2.		DSC XIN <i>XIN</i>	Theory: Design and Graphics Pract.-Design and Graphics	4	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

**PGDEM (POST GRADUATE DIPLOMA IN ELECTRONIC
MEDIA)**

SESSION 2022-23 ONWARDS

बुन्देलखण्ड विश्वविद्यालय, झाँसी

सूचना

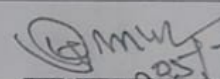
एदत् द्वारा सूचित किया जाता है कि पत्रकारिता पाठ्यक्रम समिति की बैठक दिनांक 11/07/2022 को अपरान्ह 12.15 बजे विश्वविद्यालय के सभागार में ऑनलाइन/ऑफलाइन के माध्यम से आहूत की गयी है। अतः आपसे अनुरोध है कि बैठक में निर्धारित तिथि एवं समय पर उपस्थित होने का कष्ट करें।

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, बी०बी०ए०यू सेन्ट्रल विश्ववि०, लखनऊ मो०-9580803904	वाह्य विशेषज्ञ
6	प्रो० के०जी०सुरेश, 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)
बुविबि 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.

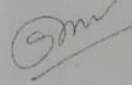
1.	प्रो० सी बी सिंह, संकायाध्यक्ष-कला, बुविब, झाँसी	संकायाध्यक्ष/संयोजक
2.	प्रो० गोविन्द जी पाण्डेय, बी०बी०ए०यु० केंद्रीय विवि, लखनऊ	बाह्य परीक्षक
3.	डॉ० कौशल त्रिपाठी, पत्रकारिता संस्थान, बुविब० झाँसी	सदस्य
4.	श्री जय सिंह, पत्रकारिता संस्थान, बुविब० झाँसी	सदस्य
5.	डॉ० उमेश कुमार, पत्रकारिता संस्थान, बुविब० 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 प्राथनिको/परीक्षको 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 इन्व्हांसमेंट कोर्स के रूप में फोटोग्राफी (स्नातक स्तर पर) पाठ्यक्रम पर सहमति.
5. बैल्यू एडेड कोर्स के रूप में- प्रिंट जर्नलिज्म, सिनेमा एंड सोसाइटी, कम्युनिकेशन एंड पर्सनालिटी डेवलपमेंट, एवं कंटेंट राइटिंग पाठ्यक्रम पर सहमति.



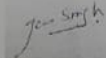
(प्रो० सी बी सिंह)



(प्रो० गोविन्द जी पाण्डेय)



(डॉ० कौशल त्रिपाठी)



(श्री जय सिंह)



(डॉ० उमेश कुमार)

PROGRAM OVERVIEW –

The programme of PGDEM (Post Graduate Diploma in Electronic Media) has been well updated in the Institute of Mass Communication and Journalism. The Programme is unique as it offers a rich blend of theoretical and practical applications of Electronic Media 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 as well as allied subjects and enjoy working in an intellectually stimulating environment. A number of career opportunities are open for postgraduate students of PGDEM (Post Graduate Diploma in Electronic Media) in media production, News channels and TV industry, corporates and non-profit organizations, Film Making and other fields. After completing their PGDEM (Post Graduate Diploma in Electronic Media) from the Department of Bhaskar Institute of Mass Communication and Journalism; students are well prepared and groomed for their onward journey. The PGDEM (Post Graduate Diploma in Electronic Media) Programme is spread over one year and divided into two semesters. First semester comprises 5 theory paper and one practical. The second semester comprises 4 theory paper, one practical and also have one project/dissertation. The Programme aims to impart advanced knowledge in the various core and applied areas of Electronic Media. 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. 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 PGDEM (Post Graduate Diploma in Electronic Media) 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/reason	Ability to embrace moral/ethical values in conducting ones life, formulate a position/argument about an ethical

	ing	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 PGDEM (Post Graduate Diploma in Electronic Media) 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.

Course Structure of PG Dip. in Electronic Media
Details of Marks for each paper
PG Dip. in Electronic Media Ist Semester

Code No	Title of the Paper	theory	Sessional/ Internal Test	Practical/ Viva-voce	Total
1831	History of Media	70	30	---	100
1832	Theory of communication and Scripting	70	30	---	100
1833	Reporting and News Writing: Television and Radio	70	30	---	100
1834	Camera and Mike	70	30	---	100
1835	Sound and Lighting	70	30	---	100
10836	Practical/ Viva-voce	---	---	100	100

PG Dip. in Electronic Media IInd Semester

Code No	Title of the Paper	theory	Sessional/ Internal Test	Practical/ Viva-voce	Total
1836	Computer Graphics	70	30	---	100
1837	Video Productions and Video Editing	70	30	---	100
1838	Media Laws and Media Management,	70	30	---	100
1839	Media Research	70	30	---	100
10840	Dissertation/ Project	70	30	---	100
10841	Practical/ Viva-voce	---	---	100	100

BHASKAR INSTITUTE OF MASS COMMUNICATION AND JOURNALISM

ORDINANCE FOR POST-GRADUATE DIPLOMA COURSE

1A: Eligibility:

- (i) PG Diploma in Journalism
- (ii) PG diploma in Electronic Media**
- (iii) PG diploma in Photo Journalism
- (iv) PG Diploma in Print Media Production
- (v) PG Diploma in Event Management
- (vi) PG Diploma in Advert. Mangt. And Public Relation

} Graduate in any discipline from Recognized University.

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

POST GRADUATE DIPLOMA IN ELECTRONIC MEDIA

1 B. Intake – 40 seats for each course

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

2. Duration – Minimum 01 years (maximum 02 years for completion of course).

3. 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 –

(a) 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.

(b) 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 candidates.

6. Examination – The One Year course is divided in tow semesters.

(i) **Attendance:** Minimum attendance required to become eligible to appear in the examination fro 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 calss 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:

Semester 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 70%.

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 30%. Sessional are to be conducted by consulting faculties, round the session by the consent of HOD. Two sessionals of 15% marks of the total marks in each paper are to be conducted. 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:

(a) Third Division :	40% or more but less than 50%.
(b) Second Division :	50% or more but less than 60%.
(c) First Division :	60% or more but less than 75%
(d) 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 on e 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 both Previous & Final examinations.

(vii) 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.

The Marks obtained in the dissertation and practical would be carried over.

NOTE:

- a). 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.

- b). For Improvement of percentage in semester examination, a candidate can take either one paper in each semester or two paper in any semester. The improvement of percentage can be done at the end of academic year.

(viii) 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 & clear all papers exam, etc. as per provision of the syllabus in that year.

(i) 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.

**PG Diploma in Electronic Media
FIRST SEMESTER**

Sl.	Code	Paper	Marks
1	MM-31	History of Media	30+70
2	MM-32	Theory of Communication , Scripting	30+70
3	MM-33	Reporting & news Writing : Television & Radio	30+70
4	MM-34	Camera and Mike	30+70
5	MM-35	Sound Lighting	30+70
		Viva-voce	100
		Practical	

1831: HISTORY OF MEDIA

Course Outcomes

1. Understand the historical roots and evolution of different streams of mass media;
2. media;
3. 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;
4. The course also highlights the problems faced by different media and their future prospects
5. Students will be able to understand Global media scenario

Unit-1	Brief history of print and electronic media, Beginning of broadcasting media, All India Radio, Rising and growth of broadcasting, Characteristics of Radio & TV as Mass Media.
Unit-2	Development of Radio in India, Post Independence scenario of radio, Akashvani and FM Radio, Private radio.
Unit-3	Beginning of Television, Kheda and SITE Experiment, ASIAD, Prime minister Indira Gandhi and Television, Colour Television, Regional Channel of Doordarshan
Unit-4	Cable and private channel, Three ages of broadcasting, Satellite Internet and cyber Cables, Objectives, organizations and functions of radio and television.
Unit-5	Committee on Indian broadcasting, Chanda Committee, Verghese Committee, Joshi Committee, Prasar Bharti and broadcasting cable Act, Vividh Bharti, DTHTV and TV commercial

**1832: MASS COMMUNICATION, THEORY OF COMMUNICATION,
SCRIPTING**

Course Outcomes

1. Understand Basics of communication and able to express themselves with confidence

2. Students will understand the role of the types of communication
3. The course also highlights the problems faced by different time of communication and barriers of Communication
4. Students will be able to understand Global Communication system

Unit-1	Concept of mass communication elements, Process and function of communication language, Written communication, Types of communication, Inter and Intra-personal, group and mass communication, Barrier of communication, the role of mass media : public opinion, formation, social change and development.
Unit-2	Models: Lasswell formula, Shanon and Weaver model, Osgood and Schramm's model, agenda setting model, uses and gratification model, Free flow one way flow, distortion of content.
Unit-3	Broadcasting News on TV-How to face the camera, correct pronunciation, anchor news read commentaries, Language of Audio Visual Communication- recreation of reality, - its interpretation into the medium of television,-the eyes and ears versus the camera, Directing the camera into intimate reality, -Logic for television, visual and audio field: how they differ
Unit-4	Sequencing the story, the look, Shot sequencing using stock, What need to be shot, - Defining your point of view, -recess for the story,-The importance of headlines
Unit-5	Scripting: sequencing, writing the script, fitting in the interview, smooth transition, narration and voice over

1833: REPORTING AND NEWS WRITING: TELEVISION AND RADIO

Course Outcomes:

1. Develop thorough understanding about the concept of news;
2. Cultivate necessary skills relevant to finding, choosing, gathering and presenting news;
3. Develop an understanding about different beats reporting and feature writing;
4. Develop analytical and critical thinking ability through classroom interactions, reading, writing, and field assignments.
5. Explain and acquaint the learners with newspaper editing Process.

Unit-1	Radio journalism: skill and tools, Radio news: Role and function of radio news, sources of radio news, Radio news value, Organization of the radio news room, News Service Division of AIR
Unit-2	Skills for radio news reporter and editor; Skills for radio news reader ; structure and types of radio news bulletins; News reels, Hourly and special National, Regional, Local, external, planning and conducting various types of interviews, talks, discussions, radio feature, live coverage

- Unit-3 TV journalism : Skills and tools, Role and functions of television news; Television news script format, structure and types of television news bulletins, TV News values, Language and grammar of TV news
- Unit-4 Skills of TV news reporter and editor, Skill for TV news caster, Planning & conducting various types interview, Group discussion, Live coverage, Comparing news on different channels, Language and grammar of TV news
- Unit-5 Reporting – Newspaper, Radio & TV, Reporting different events for TV, speeches, public meetings, election, riots, accidents and natural calamities, Economy, environment, sports art, culture and social events, politics and check list

1834: CAMERA AND MIKE

Course Outcome

1. describe video camera operations and functions
2. describe camera movements, mounts, shots, angles and compositions
3. describe techniques of lighting for video production
4. describe the methods of recording and in-cam editing

- Unit-1 Different formats of still photography, cinematography videography, Types and parts of video and movie camera, components of still camera optical system and operation.
- Unit-2 How to take a good photograph, Framing composition, harmony and balance, Different types of films and their characteristics, types and usage of Film track
- Unit-3 Aesthetics of visual communication, - Framing principles, 180 degree imaginary line concept, camera movements-Pan, tilt, dolly, crane etc. Evolution of film language : from image to idea, scene & shots camera distance & angles.
- Unit-4 Types of shots, composition, looking space, talking space, walking space, crossing the line of action, shooting different lighting- morning, afternoon, evening and night documentary and news film making
- Unit-5 Definition of mikes and different types of mikes, mike function, Brief history of mikes, hand mike, color mikes, wireless mikes etc

1835: SOUND AND LIGHTING

Course Outcome

1. Describe impact of sound, audio visual productions. operations and functions
2. Students are able to learn various aspects of sound recording.
3. Students are able to understand the lighting overview, principle of lighting.
4. Understand and know the various types of lights used in electronic production.

- Unit-1 Impact of sound in Audio visual production, Sound in small format production, Sound technical basis, MC uses of sound in films
- Unit-2 Recording sound on portable VCR, recording sound separately and mixing, Hints of

recording good sound

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- Unit-3 Lighting overview/ basic of light, its measurement and perceptions, The technical parameter of lighting, Principles of lightings fro news programme, studio lightings
- Unit-4 Interview lightings, basic portraiture, Lighting for subject movement, Principles of lighting for variety, Programmes, lighting on location
- Unit-5 Make up and lighting costumes and lighting, ENG lighting, Different light and different light sources, Light principles, different of sum um light and studio lighting, characteristics of main light, key light, Field light, Effected light: Back ground light, studio light

10836 PRACTICAL & VIVE VOCE

PG DIPLOMA in ELECTRONIC MEDIA (Second Semester)

Sl.	Code	Paper
1	MM-36	Computer Graphics
2	MM-37	Media Production and Video Editing
3	MM-38	Media Laws and & Media Management
4	MM-39	Media Research
5		Project/ Dissertation and viva Voce Practical

1836 COMPUTER GRAPHICS

Course Outcome

1. Students are able to know the basics of computer application for communication.
2. Apply knowledge gained of designing softwares for design and layout.
3. Demonstrate proficiency of skills in designing and creating layouts using page layout software for print media.

Unit- I Computer Application For Communication- Introduction to Computer hardware and software. Types of Computer, Key Board functions. MS office and Its Application, MS Word, MS Excel Digital Technology.

Unit- II Page Maker, Working with text. Page setup, Printing, Computer Graphics & Drawing. Images bitmaps, Drawing principles of animation ; Use of video broadcast. Integration of Computers and Television, Video editing, Multimedia, definitions CD-Rom.

Unit-III Internet sourcing - web technology and its applications. Website elements - visual design, background colours, sales promotion Service promotion in the website.

Unit-IV Interactivity - diversity, legal challenges, Copy right Issues; Technology Issues, Political Issues, Social Issues, Economic Issues, ethical Issues.

Unit-V Concept and objectives of graphics. Theory of Graphics Designing, Graphics of software, When do you use graphics, Astons and full frame graphics, News graphics **their** creation and use

1837 MEDIA PRODUCTION AND VIDEO EDITING

Course Outcome

1. Distinguish and differentiate between various radio programme formats
2. Demonstrate proficiency of skills in production of a radio programme
3. Describe the structure and functioning of radio fm channel
4. Describe the presentation techniques used by radio jockey/ news reader
5. Utilize knowledge gained in presentation of a radio programme for transmission

Unit- I 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. Using sound bytes and actualities, space bridge with field sources of news, studio production of radio news reel and current .affair programmes.

Unit- II Language of Visual communication Visual communication - communicating with still pictures and video – shooting, with T.V. camera, camera mounting, colour balance, basic shots and camera movement, shot, seen, reel. Basic of T.V. production; T.V. lighting in Held, using reflectors, lighting grid. Studio lighting- three point lighting- high key and low key lighting; properties of studio sets make-up.

Unit-III Video - pre production, production planning script location shoots – storyboard - single camera shooting - multi camera shooting, studio production role of function, planning studio programmes - cue's and commands, T.V. documentary production corporate video production.

Unit-IV Basic editing equipment, video editing - preparing for the edit. I he need to plan, video editing techniques - cut, mix and dissolve use of cutaway – AB roll editing, digital effects. Film time versus real time, logging and transcribing, visualizing graphics and sound, image formation and recording standards (PAL, SECAM, NTSC) Treatment of audio for editing.

Unit-V Video tapes - types, functions and techniques. Rules of the edit components of grammar and continuity. Types of editing - modes of editing. Linear and non-linear editing.

1838 MEDIA LAWS AND MEDIA MANAGEMENT

Course Outcomes

1. define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
2. explain reasonable restrictions in freedom of press
3. describe the need & importance of the Press Council of India
4. utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature

Unit-I Constitution of India: Fundamental rights - freedom of speech and expression and their limits - directive principles of state policy, provisions of declaring emergency and their effects on media, provisions for amending the constitution, provisions for legislature reporting, parliamentary privileges and

media theory of basic structure, unions and states and election commission and its machinery.

Unit – II Contempt of court and contempt of legislature, official secret act, Press and books Registration Act, copyright Act, press council of India. Acts and relating to wages of working journalists. AIR and DD's code of broadcasting news and advertising, Prasar Bharati Act, Cinematography Act and film censorship.

Unit – III Ethics and controversies in Advertising, Code of ethics for advertising by advertising council of India, DAVP's code of advertising, Various laws of advertising in India. Editorial Ethics (Editors Guild), Codes and ethics and public relation, PPSI code of ethics.

Unit – IV: Media management - Media seen in India - private and government media. Traditional media and their use in mass communication, foreign media in India. Organizational structure and function of news papers, magazine, Radio, T.V. private T.V. channels and news agencies. Cinema industry in India, structure, organization and economics.

Unit – V: Structure and function of Ad agencies and PR. department. budgeting of AI and PR campaigns. Important media organization of the world – BBC, VOA, CNN, NBC, AFP\ AP, AFP, Reuters, Star, AJTak, Zee TV, PTI, ETV, and UNI.

1839 MEDIA RESEARCH

Course Objectives

1. To impart the knowledge of basics of mass communication research
2. To understand the need, role, importance functions and ethics of research
3. To create the understanding of basis of statistics and media metrios.
4. To expand student's depth and scope of media use and understanding.
5. To enhance the ability to recognize and analyze the problems of masses in their localities.
6. Students would gain knowledge about the naad role and importance of research.
7. Students would gain knowledge about the ethics of research.

Unit – I: Concept of research, role, function and importance, need, role, importance of media. Research, social research and communication research, Basic elements of media research.

Unit – II: Methods of media research, theory and practice of sampling, research design. Questionnaires - preparation and administration.

Unit – III: Handling data, collection of data from various sources, tabulation, interpretation.

Unit – IV: Content analysis - qualitative and quantitative, feedback and feed forward, report writing.

Unit – V: Media research as a tool of reporting, advertising research. Statistical methods in media research, mean, mode, medium, standard', deviation, clii- square test.

PROJECT/ DISSERTATION AND VIVA VOCE PRACTICAL