

Bachelor of Arts Mass Communication (BAMC)

(Four year course in conformation with NEP - 2020)



Department of Communication Management & Technology

**Guru Jambheshwar University of Science &
Technology, Hisar – Haryana**

(2021 - 2022)

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

Department of Communication Management & Technology

Scheme for B.A. Mass Communication (4 Year)

Semester - I

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-101	Indian Social System	5	1	0	6	70	30		100	6
2	BAMC-102	Indian Constitution	5	1	0	6	70	30		100	6
3	BAMC-103	Fundamentals of Communication	5	1	0	6	70	30		100	6
4	BAMC-104 A OR BAMC-104 B	Communicative Hindi OR Communicative English	4	0	0	4	70	30		100	4
5	BAMC-105	Fundamentals of Computer	4	0	0	4	70	30		100	4

Total credits = 26

Semester - II

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-201	History of Mass Media	5	1	0	6	70	30		100	6
2	BAMC-202	Introduction to Journalism	5	1	0	6	70	30		100	6
3	BAMC-203	Basics of Reporting	5	1	0	6	70	30		100	6
4	BAMC-204	Environmental Studies	4	0	0	4	70	30		100	4
6	BAMC-205	Communication Skills	4	0	0	4	70	30		100	4

Total credits = 26

Semester - III

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-301	Introduction to Print Media	5	1	0	6	70	30		100	6
2	BAMC-302	Introduction to Electronic Media	5	1	0	6	70	30		100	6
3	BAMC-303	Basics of Editing	5	1	0	6	70	30		100	6
4	BAMC-304	Value Education and Personal Development	4	0	0	4	70	30		100	4
6.	BAMC-305	Personality Development & Soft Skills	4	0	0	4	70	30		100	4

Total credits= 26

Semester - IV

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-401	Media Laws	5	1	0	6	70	30		100	6
2	BAMC-402	Communication and Information Technology	5	1	0	6	70	30		100	6
3	BAMC-403	Introduction to Advertising	5	1	0	6	70	30		100	6
4	BAMC-404	Digital Media & Communication	4	0	0	4	70	30		100	4
6	BAMC-405	Creative Writing Skills	2	0	4	4		30	70	100	4

Total credits= 26

Semester - V

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-501	Radio Journalism	5	1	0	6	70	30		100	6
2	BAMC-502	Television Journalism	5	1	0	6	70	30		100	6
3	BAMC-503	Introduction to Public Relations	5	1	0	6	70	30		100	6
4	BAMC-504	Graphics and Media Production	4	0	0	4	70	30		100	4
5	BAMC-505	Production Portfolio	2	0	4	4		30	70	100	4

Total Credits=26

Semester - VI

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-601	Indian Cinema Studies	5	1	0	6	70	30		100	6
2	BAMC-602	Management and Marketing Principles	5	1	0	6	70	30		100	6
3	BAMC-603	Basics of Photography	5	1	0	6	70	30		100	6
4	BAMC-604	Documentary Production	2	0	4	4		30	70	100	4
5	BAMC-605	Internship	2	0	4	4		30	70	100	4

Total Credits= 26

Semester - VII

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-701	Introduction to Research	5	1	0	6	70	30		100	6
2	BAMC-702	Review of Literature	5	1	0	6	70	30		100	6
3	BAMC-703	Research Methodology	5	1	0	6	70	30		100	6
4	BAMC-704	Communication and Media Research	4	0	0	4	70	30		100	4
5	BAMC-705	Statistics in Social Science Researches	4	0	0	4	70	30		100	4

Total Credits=26

Semester - VIII

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-801	Project/Dissertation	0	26	0	26		30	70	100	26

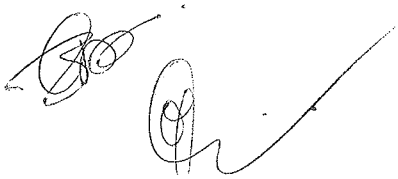
Total Credits=26

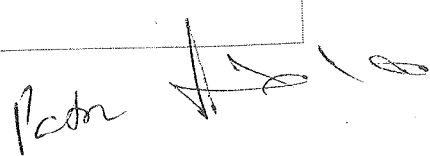
Semester - I = 26 Credits
Semester - II = 26 Credits
Semester - III = 26 Credits
Semester - IV = 26 Credits
Semester - V = 26 Credits
Semester - VI = 26 Credits
Semester - VII = 26 Credits
Semester - VIII = 26 Credits

Total credits of course = 208

Se me ster	Core Course (CC) (6 Credit each)	Discipli ne Specific Elective (DSE) (6 Credit each)	Ability Enhanceme nt Compulsory Course (AECC) (4 Credit each)	Skill Enhanceme nt course (SEC) (4 Credit each)	Open Electiv e (6 Credit each)	Tot al Cre dits
I	BAMC-101 Indian Social System BAMC-102 Indian Constitution BAMC-103 Fundamental s of Communicati on		BAMC-104A Communicati ve Hindi or BAMC-104B Communicati ve English	BAMC-105 Fundamental of Computers		26
II	BAMC-201 History of Media BAMC-202 Introduction to Journalism BAMC-203 Basics of Reporting		BAMC-204 Environment al Studies	BAMC-205 Communicati on Skills		26
III	BAMC- 301 Introduction to Print Media BAMC - 302 Introduction to Electronic Media BAMC-303 Basics of Editing		BAMC-304 Value Education and Personal Development	BAMC- 305 Personality Development & Soft Skills		26

IV	BAMC - 401 Media Laws BAMC - 402 Communication and Information Technology	BAMC - 403 Introductio n to Advertising	BAMC- 404 Digital Media & Communicati on	BAMC- 405 Creative Writing Skills		26
V	BAMC- 501 Radio Journalism BAMC - 502 Television Journalism	BAMC - 503 Introductio n to Public Relations	BAMC-504 Graphics and Media Production	BAMC-505 Production Portfolio		26
VI	BAMC-601 Indian Cinema Studies BAMC - 602 Management and Marketing Principles	BAMC- 603 Basics of Photograp hy		BAMC-604 Documentary Production BAMC - 605 Internship		26
VII	BAMC - 701 Introduction to Research BAMC - 702 Review of Literature BAMC - 703 Research Methodology		BAMC - 704 Communicati on and Media Research	BAMC - 705 Statistics in Social Science Researches		26
VIII	BAMC - 801 Project/ Dissertation					26
<p>In this semester (VIII) the total 26 credits of undertaking research project/ dissertation shall be divided as follows:</p> <ol style="list-style-type: none"> 1. Formulation and identification of topic 2. Appropriate/suitable methodology and Design 3. Review of Literature and Problem Statement 4. Data Interpretation and Analytical skills 5. Discussion and Presentation 						





The syllabus is having the following properties:

1. SL: Self Learning by students using prescribed open leaning sources.
2. GSL: Guided Self-Learning: Teachers to brief students about the open learning resources.
3. BL: Blended Learning in the classroom using traditional teaching combined with digital learning
4. CL: Classroom Lab or field learning.



**B.A. Mass Communication
Semester - I**

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC-101 Indian Social System					6
2	BAMC-102 Indian Constitution					6
3	BAMC-103 Fundamentals of Communication					6
4			BAMC-104A Communicative Hindi or BAMC-104B Communicative English			4
5				BAMC-105 Fundamental of Computers		4

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-101	5	1	0	6

Course Objective: It will generate the awareness about Indian Culture & Indian Social System. The students will learn about the concept of society and social factors behind individual growth. Moreover, they interact with the social norms of modernisation.

Course Outcomes:

- CO1: Student should be able to understand the social structure of Indian society
 CO2: Students would be able to know about the role and importance factors behind social change.
 CO3: Students will be able to analyze the socio- cultural environment of the society.
 CO4: Students will be able to correlate media and social conflicts.

Course Contents:**Module – I**

- 1.1 Basic concept and types of society
- 1.2 Indian society structure, characteristics & background
- 1.3 Community, Institution, Association, Social Structure, Culture
- 1.4 Social groups and types: Primary, Secondary, In group – Out group.

Module – II

- 2.1 Family in Indian society: Function and types of family, changes in Indian family system
- 2.2 Marriage, Kinship, Religion, Economy and Polity in India
- 2.3 Culture: Meaning, elements in culture, cultural systems and subsystems
- 2.4 Culture and environment, cultural progress, ethnocentrism

Module – III

- 3.1 Social System: Structural aspects of social system, functional problems of social system (AGIL), 3.2 Social functions and dysfunction, manifest and latent functions.
- 3.3 Social Processes: Social stratification & forms
- 3.4 Social Control: Social Change and forms- Modernization and social mobility, Co-operation, Assimilation, Competition and conflict.

Module – IV

- 4.1 Social Change: Factors of social change
- 4.2 Education in social change: Importance & need
- 4.3 Globalization & social change
- 4.4 Media & social change

Student's Activity: Students will prepare assignment on the social structure of their area.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

<https://www.careerlauncher.com/rbi-grade-b/social-structure/>

<http://opac.lib.idu.ac.id/unhan-ebook/assets/uploads/files/f27e3-096.the-structure-of-indian-society.pdf>

<https://www.youtube.com/watch?v=D9jDIFc2uXs>

<https://www.youtube.com/watch?v=Kr5ix2koX3A>

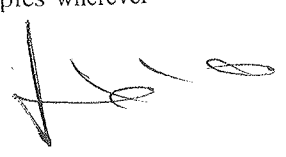
<https://www.youtube.com/watch?v=gFKZ2DnWA1E>

Suggested Readings:

1. Ahuja, Ram (2001): Indian Social System, New Delhi: Rawat Publication.
2. Ahuja, Ram (2003): Society in India, New Delhi: Rawat Publication.
3. Bottomore, T.B. (1972): Sociology: A Guide to Problems and Literature, Bombay: George Allen and Unwin (India).
4. Giddens, Anthony (2005): Sociology, Polity Press. Haralambos, M. (1998):
5. Gisbert, Pascual, (2006): Fundamentals of Sociology, Orient Longmans.
6. Inkeles, Alex (1987): What is Sociology? New Delhi: Prentice-Hall of India.
7. Jayaram, N. (1998): Introductory Sociology, Madras: Macmillan India.
8. Johnson, Harry M. (1995): Sociology: A Systematic Introduction, New Delhi: Allied Publishers.
9. Johnson, Harry M. Sociology: A Systematic Introduction. New Delhi: Allied Publishers. (21st Reprint Indian Edition, 2006).
10. Sociology: Themes and Perspective, New Delhi: Oxford University Press.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC - 102

INDIAN CONSTITUTION

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-102	5	1	0	6

Course Objective: to develop a command on the basic rights and duties in Indian constitution. It will generate understanding on acts and articles in the constitution built for republic India. The students will interact with the legal aspects of media. However, the students will also understand the correlation between Indian Constitution and democracy.

Course Outcomes:

- CO1: Students would understand Indian Constitution.
- CO2: Students will get aware to legal aspects of the media and its values.
- CO3: Students would be able to know fundamental rights & duties.
- CO4: Students will comprehend the federal structure and distribution of legislative and financial powers.

Course Contents:

Module – I

- 1.1 Introduction to Constitution, Constitution Law and Constitutionalism.
- 1.2 Preamble of Constitution
- 1.3 Historical Perspective of the Constitution of India
- 1.4 Salient features and characteristics of the Constitution of India

Module – II

- 2.1 Scheme of the Fundamental Rights
- 2.2 The scheme of the Fundamental Duties and its legal status
- 2.3 The Directive Principles of State Policy-its importance and implementation
- 2.4 Federal Structure and distribution of legislative and financial powers between the Union and the States.

Module – III

- 3.1 Parliamentary Form of Government in India-The constitution powers and status of the President of India

- 3.2 Amendment of the Constitutional Powers and Procedure
- 3.3 The historical Perspectives of the Constitutional amendments in India
- 3.4 Emergency Provision: National Emergency, President Rule, Financial Emergency

Module – IV

- 4.1 Local Self Government-Constitutional Scheme in India
- 4.2 Scheme of the Fundamental Right to Equality
- 4.3 Scheme of the Fundamental Right to certain Freedom under Article 19
- 4.4 Scope of the Right to Life and Personal Liberty under Article 21

Students Activity:

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources -

- https://en.wikipedia.org/wiki/Constitution_of_India
- https://en.wikipedia.org/wiki/List_of_amendments_of_the_Constitution_of_India
- <https://byjus.com/fccc-ias-prep/fundamental-rights/>
- <https://www.youtube.com/watch?v=3PsH0-mfWzQ>
- <https://www.youtube.com/watch?v=OA29wzRvP34>

Suggested Readings:

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
3. Mass media Law and Regulation in India AMIC publication.
4. Bharat mein Praveshvidhi by Surendra Kumar & Manas Prabhakar.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Scheme of Examination

Minor Test - I	10 Marks
Minor Test - II	10 Marks
CA - Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC- 103	5	1	0	6

Course Objective: To steer the students towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works.

Course Outcomes:

CO1: Students would be able to introduce themselves to the theories of Communication.

CO2: Students would be able to inculcate the knowledge of Communication models.

CO3: Students would be able to develop the knowledge of basic elements of Communication.

CO4: Students would be able to acquaint themselves with the various types of Communication.

Course Contents:**Module – I**

- 1.1 Communication: Meaning, definition, nature & scope
- 1.2 Brief history of communication
- 1.3 Elements, function & process of communication
- 1.4 Role of communication in socialization

Module – II

- 2.1 Forms & types of communication – Intrapersonal, Interpersonal, Group, Mass, Public
- 2.2 Strategies of effective communication – Joharri's Window- Empathy: Transactional Analysis.
- 2.3 Models of Communication: Aristotle's Model, Lasswell Model
- 2.4 Shannon Weaver Model, Osgood's Model

Module – III

- 3.1 Theories of Communication: Hypodermic Needle Theory
- 3.2 Dependency Theory, Cultivation Theory
- 3.3 Agenda Setting Theory, Use and Gratification Theory
- 3.4 Limited Effects Theory

Module – IV

- 4.1 Interactive Theory: One step flow
- 4.2 Two-step flow (Opinion Leaders) & Multi-step flow
- 4.3 Modernization theory
- 4.4 Diffusion of innovation

Student Activity:

1. Students will watch closely two persons communicating with each other than analyze the various signs and symbols they are using for interaction. They will note their signs & symbols and discuss their meaning in class. Students will also examine if there is any noise or barrier existing in their communication. If yes, observe the effect of the noise on the communication process.
2. Students will read daily newspapers and discuss in class which news influenced him/her in a professional, academic, personal and civic context.
3. Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through PowerPoint presentation.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Online Educational Resources:

1. <https://www.slideshare.net/sensaikat/principles-types-of-communication>
2. <https://www.slideshare.net/AdanButt/an-overview-of-communication-theories>
3. <https://www.slideshare.net/DrJBalamuruganPhD/models-of-communication-83621611>
4. <https://www.slideshare.net/tigerjayadev/communication-and-its-importance-53791690>
5. <https://www.slideshare.net/newestprod/history-of-communications-presentation>
6. <https://www.slideshare.net/Awais2048/origin-of-communication>
7. <https://www.slideshare.net/animeshgupta583/diffusion-and-adoption-of-innovation>

Suggested Readings:

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

Important Instructions for the Course Coordinator, Examiner and the Students:

- There will be three hour of Major Exam of 70 marks at the end of the semester.
- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Handwritten scribble

Handwritten scribble

Handwritten scribble

Handwritten scribble

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC-104A	4	0	0	4

Course Objective: The objective of this course is to strengthen oral and writing communication skills in Hindi. It is also to improve vocabulary in Hindi and to enrich the knowledge of the language in communication. It will also inculcate the knowledge of grammar in Hindi.

Course Outcomes:

- CO1:** Students would be able to strengthen oral communication skills in Hindi/ Regional Language.
CO2: Student would be able to develop the knowledge of writing in Hindi/ Regional Language.
CO3: Students would be able to improve vocabulary in Hindi/ Regional Language.
CO4: Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.

Course Contents:**Module – I**

- 1.1 अक्षर, वर्ण, स्वर—व्यंजनान्तःस्थ की अवधारणा शब्द, पद, पदबन्ध, शब्द—अर्थसम्बन्ध।
- 1.2 उच्चारणअवयव, स्थान, प्रयत्नऔरकार्य, अर्थ की अवधारणा, परिवर्तन के कारण एवंदिशाएँ।
- 1.3 पर्याय, विलोम, समानार्थी, अनेकार्थी।
- 1.4 शब्दरचना, रूपरचना, वाक्य रचना—वर्गीकरण।

Module – II

- 2.1संज्ञा, क्रिया, विशेषण, काल, वाच्य।
- 2.2हिन्दी भाषा का विकास—प्राचीन, मध्यकालीन, आधुनिक राज भाषा, राष्ट्र भाषा, सम्पर्कभाषा।
- 2.3संचार भाषा—पत्रकारिता, दृश्य—श्रव्य अवयव, विज्ञापन।
- 2.4भाषा औरबोली, प्रादेशिक बोलियों और उनका वर्गीकरण।

Module – III

- 3.1प्रयोजन मूलकहिन्दी—विज्ञान, वाणिज्य राज भाषा, कार्यकालीनभाषा,
- 3.2 पत्र लेखन के प्रकार—निमन्त्रण, आदेश, व्यापारिक।
- 3.3प्रशासकीय पत्राचार के विविध रूप—सरकारीपत्र, अर्धसरकारीपत्र, कार्यालय आदेश, राजपत्र,
- 3.4अधिसूचना, पृष्ठांकन, प्रेसविज्ञप्ति, टिप्पणी, अनुस्मारक, प्रतिवेदन।

Module – IV

- 4.1संधि, समास, उपसर्ग, प्रत्यय,अनेक शब्दों के लिए एक शब्द।
- 4.2प्रमुख मुहावरों एवंलोकोचितियों का प्रयोग।
- 4.3छंद एवंअलंकारों का उपयोग।
- 4.4 हिन्दीभाषा की शैली-साहित्यिक, औपचारिक, अनौपचारिक, समाज शैली, व्यास शैली।

Student Activity:

1. Go through the Hindi newspaper of a week and point out the mistakes by preparing a list of it in text and headlines.
2. Translate 5 news stories, articles or editorials from any English Newspapers.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

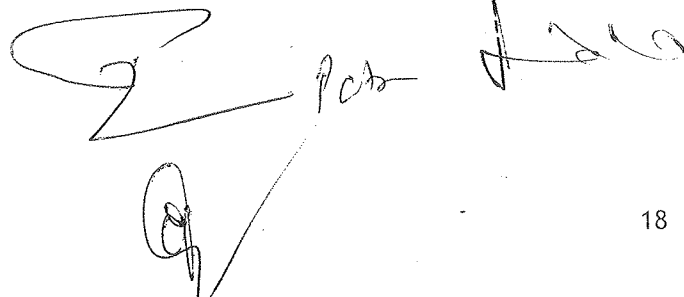
Since the resources are in Hindi and they post difficulty in being pasted here in the form of the hyperlinks. So, the students are advised to go to www.translate.google.com and translate the English word to Hindi and then copy and paste the Hindi font in Unicode to the search engines like Google. You would get many resources.

Suggested Readings:

1. भाटिया, डॉ. कैलाशचन्द्र, अनुवादकला : सिद्धांतऔरप्रयोग, तक्षशिलाप्रकाशन, नईदिल्ली।
2. शर्मा, रघुनन्दनप्रसाद, प्रयोजनमूलकहिन्दी : सिद्धांतऔरव्यवहार, विश्वविद्यालय प्रकाशन, वाराणसी।
3. अय्यर, विश्वनाथ, अनुवादकला, प्रभातप्रकाशन, दिल्ली।
4. तिवारी, भोलानाथ, हिन्दीभाषा की सामाजिकभूमिका, दक्षिणभारतहिन्दीप्रचारसमिति, मद्रास।
5. झाल्टे, डॉ. दंगल, प्रयोजनमूलकहिन्दी : सिद्धांतऔरप्रयोग, वाणी प्रकाशन, नईदिल्ली।
6. गोदरे, डॉ. विनोद, प्रयोजनमूलकहिन्दी, वाणी प्रकाशन, नईदिल्ली।
7. राणा, महेन्द्र सिंह, प्रयोजनमूलकहिन्दी के आधुनिकआयाम, हर्षाप्रकाशन, आगरा।
8. कुमार चंद, जनसंचारमाध्यमोंमेंहिन्दी, क्लासिकलपब्लिशिंगकम्पनी, दिल्ली।

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC-104B	4	0	0	4

Course Objective: The course's aim is to create linguistic skills among the students. It will develop compositional and comprehension skills and knowledge about advanced vocabulary for effective communication. Students will learn presentation and communication skills.

Course Outcomes:

CO1: Students would be able to create linguistic skills.

CO2: Students would be able to impart knowledge about advanced vocabulary for effective communication.

CO3: Students would be able to understand the societal-cultural perspectives.

CO4: Students would be able to inculcate the knowledge of compositional and comprehension skills.

Course Contents:**Module – I**

- 1.1 English: Introduction to language
- 1.2 Importance of language in communication process
- 1.3 Words: origin, meaning and usage
- 1.4 Articles, Vowels & Consonants

Module - II

- 2.1 Introduction to Tenses: Simple, Present, Progressive, Future
- 2.2 Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses
- 2.3 Modals and use of Shall, Should, Will. Reported Speech- Would, May, Might, Can, Could, etc
- 2.4 Voice- Active and Passive Voice

Module – III

- 3.1 Sentences and its types & structure
- 3.2 Conversion of simple sentences to complex sentences
- 3.3 Phrases and Idioms
- 3.4 Noun, Pronoun

Module IV

- 4.1 Adjectives & Verbs
- 4.2 Adverbs, Interjections, Conjunctions
- 4.3 Prefixes, Suffixes, One Word substitute
- 4.4 Singular/ Plural, Synonyms/ Antonyms

Student's Activity:

1. Students have to submit a creative chart using different types of tenses.
2. Translation of 10 Hindi news reports, articles or editorials into English.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://www.scholastic.com/teachers/articles/teaching-content/understanding-vocabulary/>
2. http://www.tesol.org/docs/books/bk_ELTD_Vocabulary_974
3. www.time4writing.com > Articles about Writing
4. <https://www.time4writing.com/articles-about-writing/vocabulary/>
5. <http://www2.hawaii.edu/~sford/esl/EA07/vocab.ppt>
6. http://www.uwosh.edu/faculty_staff/maguire/Sentence_Structure.ppt
7. <https://in01001403.schoolwires.net/cms/lib/IN01001403/Centricity/Domain/532/PPT%201%20intro.ppt>
8. <http://www.wsfcs.k12.nc.us/cms/lib/NC01001395/Centricity/Domain/1229/SENTENCES%20and.ppt>

Suggested Readings:

1. A Practical English Grammar by Thomson and Marinet
2. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
4. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi
5. Ferdinand de Saussure: Course in General Linguistics. Bloomsbury Publishing
6. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing
7. Howard, Peter, Mistakes to Avoid in English, Orient Longman, Delhi.
8. Howard, Peter, Perfect Your Grammar, Orient Longman, Delhi.
9. Howard, Peter, Perfect Your Punctuation, Orient Longman, Delhi.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-105	4	0	0	4

Course Objective: The course objective is to understand the basics of hardware and software of computers. Students will overcome with knowledge of various Operating Systems and types of Networks. Students will learn about MS Word and MS PowerPoint to make Document, creation, manipulation and storage of Chart and Slide Show Package.

Course Outcomes:

CO1: Students will learn about working of computer.

CO2: Students will be able to understand Software and Operating System.

CO3: Students will have the knowledge of IT.

CO4: Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package.

Course Contents:**Module – I**

- 1.1 Introduction to Computer: History, Generations and languages of computer
- 1.2 Types of Computers, Computer parts and functions
- 1.3 User and Hardware
- 1.4 Various Storage Devices, Processing and Communication Hardware

Module – II

- 2.1 Memory: Real and virtual, ROM and RAM
- 2.2 Software Types- System Software, Application Software
- 2.3 Computer and Communication
- 2.4 Introduction to Window Linux and Unix, Work on Window

Module – III

- 3.1 Introduction to MS Office and its Applications

- 3.2 MS Word: Features, Menus, Toolbars & Buttons, Creating a New Document, Different Page Views and layouts, Formatting, Paragraph and Page Formatting; Bullets, Numbering, Printing & various print options, Spell Check, Thesaurus, Find & Replace, Auto texts, Working with Columns, Creation & Working with Tables, Mail Merge
- 3.3 MS Excel: Concepts of Workbook & Worksheets, Using different features with Data, Cell and Texts, Inserting, Removing & Resizing of Columns & Rows, Working with Data & Ranges, Column Freezing, Labels, Hiding, Splitting etc, Use of Formulas, Calculations & Functions, Cell Formatting including Borders & Shading, Working with Different Chart Types
- 3.4 Introduction of MS PowerPoint: Creating a New Presentation, Working with Presentation, Using Wizards, Slides & its different views, Inserting, Deleting and Copying of Slides, Working with Notes, Handouts, Columns & Lists, Adding Graphics, Sounds and Movies to a Slide, Working with PowerPoint Objects, Designing & Presentation of a Slide Show, Printing Presentations, Notes, Handouts with print options

Module – IV

- 4.1 Internet: History and Development, World Wide Web
- 4.2 Internal Protocols and Domain Name System
- 4.3 Internet Functions- e-mail, Internet Issues, Netiquettes
- 4.4 Privacy, Morality and Security

Student Activity:

1. Presentation of Comparison of different Computers, Memory & Devices, Comparison of types of Hardware
2. Preparation of Files and folders in different O/S.
3. To find out type of network done and software available in Computer Lab. Presentation of paper document.
4. Preparation of Chart, Table and Graph for various medium.
5. Preparation Slide for Presentation on given topic.
6. Any other assignments given by the concerned Faculty.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Open Educational Resources:

1. <https://www.chtips.com/computer-fundamentals/what-is-computer-fundamentals>
2. <http://www.cs.iit.edu/~virgil/cs470/Book/chapter1.pdf>
3. http://www.universityofcalicut.info/SDE/QB_Fundamentals_of_Computer.pdf
4. <https://dl.acm.org/doi/pdf/10.1145/1595453.1595491>
5. <https://dl.acm.org/doi/pdf/10.1145/1345375.1345421>
6. http://www.str-tn.org/computer_lessons_for_seniors_workbook.pdf
7. <http://blogs.rgj.com/cgi-bin/open/file.php?title=computer+lessons+for+seniors+workbook+pdf&id=492da93bb8ce9c09370413b913aec5a6>
8. <https://link.springer.com/content/pdf/10.3758/BF03203534.pdf>
9. <https://www.jstor.org/stable/pdf/1182276.pdf>

10. <http://files.eric.ed.gov/fulltext/ED339158.pdf>

11. <https://muse.jhu.edu/article/386027>

Suggested Readings:

1. Computers Today, S.K. Basandra, Galgotia Publications.
2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
3. Computer EkParichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009
4. Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
5. Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010
6. Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education, ISBN-10: 0070447233, 2001
7. Exploring Microsoft Office XP, I. Breeden, BpbPublicatons, ISBN-10: 8176564486, 2005
8. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

**B.A. Mass Communication
Semester - II**

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC - 201 History of Mass Media					6
2	BAMC - 202 Introduction to Journalism					6
3	BAMC - 203 Basics of Reporting					6
4			BAMC - 204 Environmental Studies			4
5				BAMC - 205 Communication skills		4

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC- 201	5	1	0	6

Course Objective: This course aims to introduce students to understand the traditional media of mass communication through their origin. The students will be familiar with the growth of print & electronic media. In addition, technological advancements in print & electronic will be discussed.

Course Outcomes:

CO1: Students would be able to acquaint themselves with the glorious journey of journalism.

CO2: Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.

CO3: Students would be able to inculcate the knowledge of growth and development of Print, Electronic and Web media.

CO4: Students would be able to acquaint themselves with technological advancements in Print, Electronic and Web media.

Course Contents:**Module-I**

- 1.1 Origin and development of the Press in India.
- 1.2 Role of the press in the freedom movement
- 1.3 Contribution of Raja Ram Mohan Roy, Mahatma Gandhi and Balgangadhar Tilak to Indian Press
- 1.4 Post-independence Journalism

Module-II

- 2.1 Important phases of development of Radio in India
- 2.2 All India Radio & Green Revolution
- 2.3 Public & Commercial service
- 2.4 Community Radio: Growth and Development

Module-III

- 3.1 Evolution of Television in India
- 3.2 Various committee for development of Television in India
- 3.3 Growth of Doordarshan and Private Channels
- 3.4 Public Service & Commercial TV broadcasting

Module- IV

- 4.1 Brief History of 'Silent Era' to 'Talkies'
- 4.2 Golden era of Indian cinema
- 4.3 Introduction to various Film Genres
- 4.4 Hindi cinema in 21st century

Student Activity: Students will develop/write four Essay of 500 words (one from each Module) & draw four flow Chart (one from each Module) with the help of the teacher.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Online Educational Resources:

1. <https://www.youtube.com/watch?v=PCtu3xGJaxE>
2. <https://www.youtube.com/watch?v=CqAgRrWheHQ>
3. https://www2.hu-berlin.de/transcience/Vol4_Issue1_2013_13_19.pdf
4. <http://www.krishnauniversity.ac.in/Academics/Syllabus/PG%20Courses/sem1/Journalism%20and%20Mass%20Communication.pdf>
5. https://en.wikipedia.org/wiki/Television_in_India#:~:text=Terrestrial%20television%20in%20India%20started,Bombay%20and%20Amritsar%20in%201972.

Suggested Readings:

1. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
2. Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
3. Chatterjee, P.C., Broadcasting in India, New Delhi
4. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
5. Jeffrey, Robin, India's Newspaper REvolution, Oxford University Press, Delhi.
6. Kumar, Keval J., Mass Communication in India, Jaico, Mumbai.
7. Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
8. M. Chalapathi Rau, The Press
9. Nadig Krishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
10. Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.
11. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

BAMC - 202
Scheme of Examination

INTRODUCTION TO JOURNALISM

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC - 202	5	1	0	6

Course Objective: The course objective is to demonstrate substantial in-depth knowledge about the basic concepts of Journalism and familiarize students with various aspects of journalism. The students will comprehend the basics of Journalism, principles of journalism, various types of journalism to enable them to fulfil journalistic roles. In addition, changing trends and global perspective will be discussed.

Course Outcomes:

CO1: Students would be able to understand the basics of journalism.

CO2: Students would be able to inculcate the knowledge of students' elements of journalism.

CO3: Students would be able to acquaint them with important aspects of the process of journalism.

CO4: Students would be able to enhance understanding of the technical terms and jargons of journalism.

Course Contents:

Module I

- 1.1 Journalism: Definition, concept, nature, scope & function
- 1.2 Press as a 'Fourth Estate': meaning & role
- 1.3 Journalism in India: History and development
- 1.4 Journalism and Society

Module II

- 2.1 Types & Elements of Journalism
- 2.2 Alternative & Citizen Journalism
- 2.3 Characteristics of a journalist
- 2.4 Journalism skills

Module III

- 3.1 Principle of journalism: Concept of 5W's and 1 H
- 3.2 Journalist as a Gatekeepers
- 3.3 Journalist and their sources
- 3.4 Journalist: Role & Responsibilities

Module IV

- 4.1 New trends in journalism
- 4.2 Development journalism

- 4.3 Journalism ethics
- 4.4 Glossary of journalism

Student Activity: Students will prepare a profile of different news stories carrying types and style of writing.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

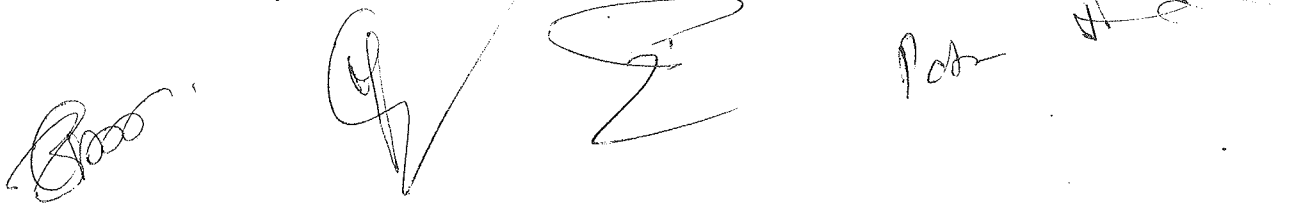
1. <https://www.slideshare.net/krishsj3/introduction-to-journalism-24100823>
2. <https://www.slideshare.net/gyancentral1/types-of-journalism>
3. <https://www.slideshare.net/funkymervs/role-of-journalism-ppt>
4. <https://www.youtube.com/watch?v=IbcdbjUK67M>
5. <https://www.youtube.com/watch?v=F92JnxJOQLA>

Suggested Readings:

1. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
2. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
3. Kumar,KevalJ.,Mass Communication in India. Jaico, Mumbai.
4. News Papers and Magazines based on current affairs.
5. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Journalism and Mass Communication Bhopal
6. feJ] MkW- Ñ".kfcgkjh] fgUnhi=dkfjrk] yksdHkkjrhizdk'ku] bykgckknA
7. frokjh] MkW- vtqZu] vk/kqfudi=dkfjrk] fo'ofokly; izdk'ku] okjk.klh

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC-203	5	1	0	6

Course Objective: The objective is to create a general understanding of reporting. It will familiarize the student with various specialized areas of reporting with sources of news and techniques of news gathering. It will also cover the working for different beats in the reporting.

Course Outcomes:

- CO1:** Students would be able to understand the basics of reporting.
CO2: Students would be able to familiarize themselves with different types of reporting.
CO3: Students would be able to create understanding of specialized reporting.
CO4: Students would be able to develop the general understanding of art culture and sports reporting.

Course Contents:**Module – I**

- 1.1 Introduction to Reporting: Concept & definition
- 1.2 Principle of reporting
- 1.3 Functions of reporting and reporting techniques
- 1.4 Sources of News gathering, Verification and Validation (online, offline)

Module - II

- 2.1 Role, qualities and responsibilities of a reporter
- 2.2 Duties of Reporter, Stringer, Correspondent, Bureaus
- 2.3 Press conference, Press briefing and Meet the Press
- 2.4 Human interest stories v/s hard stories

Module – III

- 3.1 Types of Reporting
- 3.2 Reporting hierarchy in news organizations
- 3.3 Covering various beats : Sports, Politics , Education, Crime, Business, Defence & Court
- 3.4 Reporting Function, Meeting, Seminars, Workshops & Conferences

Module-IV

- 4.1 Legislative Reporting (Parliament, Assembly and Local Bodies)
- 4.2 Understanding of political trends and political Parties

- 4.3 Reporting for rural area
4. Basics of Investigative reporting

Student's Activity: Teachers will help students to identify the nature of different news stories and students will write 20 news reports on different beats around them.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Online Educational Resources:

1. <https://snohomishcountywa.gov/1195/Basics-of-Good-Reporting>
2. <https://ccnyintroductiontojournalism.com/2021/02/18/reporting-basics-2/>
3. <https://kidsnewsnyc.com/reporting-basics/>
4. <https://www.skillsyouneed.com/write/report-writing.html>
5. [http://www1.ximb.ac.in/users/fac/Niraj/niraj.nsf/23e5e39594c064ee852564ac004fa010/240638fb464425fe652570c0001bddee/\\$FILE/Basics%20of%20Writing%20Reports.pdf](http://www1.ximb.ac.in/users/fac/Niraj/niraj.nsf/23e5e39594c064ee852564ac004fa010/240638fb464425fe652570c0001bddee/$FILE/Basics%20of%20Writing%20Reports.pdf)
6. <http://www.jprof.com/writing-for-the-mass-media/sample-page-2/5-reporting-with-text/>
7. <https://kidsnewsnyc.com/reporting-basics/>
8. <https://journalistsresource.org/home/syllabus-covering-the-news/>
9. <https://grammar.yourdictionary.com/grammar-rules-and-tips/tips-on-writing-a-news-report.html>
10. <https://www.slideshare.net/ArielDizon/basics-of-news-writing>

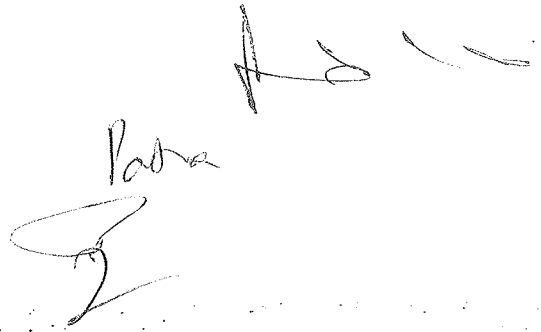
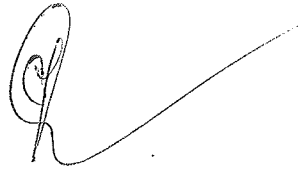
Suggested Readings:

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.

9. Natarajan and Chakraborty: Ovykucatuibs(1995): Defence Reporting in India: The Communication Gap, Trishul Publications.
10. Trikha, N.K, Reporting, MakhanlalChaturvediRashtriyaPatrakaritaAvam Sanchar Vishwavidya.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC - 204 ENVIRONMENTAL STUDIES
Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC-204	4	0	0	4

Course Objective: The objective is to develop an attitude of concern for the environment. Students will acquire skills to help people identify and create solutions for the environment related problems and sustainable development. It will also provide understanding how media professionals can contribute in creating awareness about environmental issues.

Course Outcomes:

- CO1: Students would gain understanding of the concepts of environmental studies.
- CO2: Students would be able to utilize media for different sustainable developmental activities.
- CO3: Students would be able to utilize media for different promotional activities for protecting environment.
- CO4: Students will be able to create awareness about environmental issues in society.

Course Contents:

Module – I

- 1.1 The Multidisciplinary nature of environmental studies and Natural resources. Definition; Scope and importance, Need for public awareness. Natural resources and associated problems. Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- 1.2 Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies
- 1.3 Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies
- 1.4 Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Module II

- 2.1 Ecosystems, Biodiversity and its Conservation Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids

- 2.2 Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity introduction-Definition: genetic, species and ecosystem diversity
- 2.3 Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity.
- 2.4 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module III

- 3.1 Environmental Pollution: Definitions. Causes, effects and control measures of:
 (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution
 (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards
- 3.2 Solid waste Management: Causes, effects and control measures of urban and industrial wastes
- 3.3 Role of an individual in prevention of pollution
- 3.4 Pollution case studies
- 3.5 Disaster management: floods, earthquake, cyclone and landslides.
- 3.6 Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management
- 3.7 Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions.
- 3.8 Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation, Consumerism and waste products
- 3.9 Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act.- Forest Conservation Act
- 3.10 Issues involved in enforcement of environmental legislation, Public awareness.

Module IV

- 4.1 Population growth, variation among nations
- 4.2 Population explosion-Family welfare Programme
- 4.3 Environment and human health, Human Rights, Value Education
- 4.4 HIV/AIDS, Women and Child Welfare
- 4.5 Role of information Technology in Environment and human health, Case Studies

Student's Activity:

1. Students will visit to a local area to document environmental assets river/ forest/ grassland/ hill/mountain.
2. Students will visit to a local polluted site- Urban/Rural/Industrial/Agricultural.
3. Students will study of common plants, insects, birds.
4. Students will study of simple ecosystems-Pond, River, Hill Slopes, etc.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Online Educational Resources:

<https://www.youtube.com/watch?v=4LpNli0B-L8>
<https://www.youtube.com/watch?v=mIPBPG-5dUw>

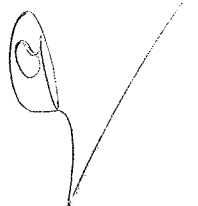
<https://www.youtube.com/watch?v=vGOEzKEpeyU>
https://www.youtube.com/watch?v=XIpHrXI_byU
<https://www.youtube.com/watch?v=O5bWYMAAduU>
<https://www.youtube.com/watch?v=cB9bSZzRQ0U>
<https://www.youtube.com/watch?v=vsbasQiGONk>
<https://www.youtube.com/watch?v=xqSZL4Ka8xo>

Suggested Readings:

1. AK De "Environmental Chemistry"; New Age Int. Publ.
2. BalaKrishnamoorthy; "Environmental management"; PHI
3. BK Sharma, "Environmental Chemistry"; Goel Publ. House.
4. Cunningham WP and MA; principles of Environment Sc; TMH.
5. Gerard Kiely, "Environmental Engineering" ; TMH
6. Harris, CE, Prichard MS, Rabin's MJ, "Engineering Ethics"; Cengage Pub.
7. Miller GT JR; living in the Environment Thomson/cengage
8. Rana SVS ; "Essentials of Ecology and Environment"; PHI Pub.
9. Raynold, GW "Ethics in information Technology"; Cengage.
10. Svakumar; Energy Environment & Ethics in society; TMH

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC - 205 COMMUNICATION SKILLS

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC - 205	4	0	0	4

Course Objective: The course objective is to build the leadership and interpersonal skills of students. The skills learned in this course will help a student to create an understanding of impactful writing as well as employability skills in professional and personal life besides adding to their skills as a mass communication practitioner.

Course Outcomes:

- CO1:** Students will have the knowledge about the elements of effective communication skills.
- CO2:** Students will be able to have the understanding of impactful writing.
- CO3:** Students would be able to understand the significance of speech communication.
- CO4:** Students will be having the knowledge of employment communication.

Course Contents:

Module – I

- 1.1 Need for Effective communication, Language & Communication
- 1.2 General Communication and Professional Communication
- 1.3 Improving Writing skills
- 1.4 Essentials of good Writing styles expressions & words to be avoided

Module II

- 2.1 Developing Effective Listening Skills
- 2.2 Types of listening
- 2.3 Barriers to effective listening and their Remedies
- 2.4 Techniques for Effective Listening

Module III

- 3.1 Presentation Technique: Audio and Video
- 3.2 Public Speaking skills
- 3.3 Reading skills: purpose, audience, locale, Steps in making presentation
- 3.4 Conversation and Role play

Module IV

- 4.1 Writing skills: Emails, Blog Writing,
- 4.2 Business Letters: Memo, Minutes, Notice
- 4.3 Job application & CV preparation
- 4.4 Report Writing

Student Activity:

1. Submit any five case study assignment that illustrates effective communication.
2. Classroom presentations on contemporary issues.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Open Educational Resources:

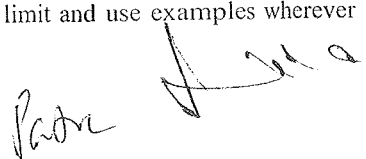
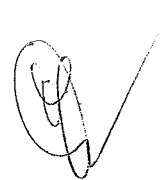
1. <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
2. <https://www.skillsyouneed.com/ips/improving-communication.html>
3. <https://www.skillsyouneed.com/ips/verbal-communication.html>
4. <https://www.mindtools.com/page8.html>
5. <https://www.habitsforwellbeing.com/9-effective-communication-skills/>
6. <https://www.northeastern.edu/graduate/blog/corporate-communication-skills/>
7. <https://hubworks.com/blog/ten-communication-skills-every-young-professional-needs-to-know.html>
8. <https://thebritishschoolofetiquette.com/what-is-etiquette/>
9. <https://www.thespruce.com/what-is-etiquette-and-why-is-it-important-1216650>

Suggested Readings:

1. AggarwalVirbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Rayudu C.S., Communication, Himalaya Publishing House.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



**B.A. Mass Communication
Semester - III**

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC - 301 Introduction to Print Media					6
2	BAMC- 302 Introduction to Electronic Media					6
3	BAMC - 303 Basics of Editing					6
4			BAMC-304 Value Education and Personal Development			4
5				BAMC - 305 Personality Development & Soft Skills		4

Handwritten signatures and initials are present at the bottom of the page, including a large signature on the left, a signature in the middle, and initials on the right.

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC-301	5	1	0	6

Course Objective: The objective of the course is to introduce various printing formats used for media and the working of printing press technology. It also inculcates the knowledge of national and international news service organizations among students.

Course Outcomes:

CO1: Students would be able to understand the working pattern of various print media platforms.

CO2: Students would be able to create understanding of various print media content.

CO3: Students would be able to develop the knowledge of news agencies.

Course Contents:**Module – I**

- 1.1 Different forms of print media– an overview
- 1.2 Penny press; Tabloid press and broadsheet
- 1.3 Robert Gunning –Principles of clear writing;
- 1.4 Rudolf Flesch formula – skills to write news

Module -II

- 2.1 History of printing press
- 2.2 Newspaper printing in India
- 2.3 Digital Technology in Print Media
- 2.4 e-papers and web edition: Importance & Difference

Module-III

- 3.1 Style sheet of a Newspaper
- 3.2 Pagination & Characteristic of Newspaper: size, weight, gloss,
- 3.3 Various trends in designing of Newspaper
- 3.4 Vocabulary for writing news in a Newspaper

Module - IV

- 4.1 News Service Organizations
- 4.2 Indian news agencies: Hindi, English and other languages
- 4.3 Foreign News Agencies

- a. Difference between news agencies and newspaper reporting

Student's Activity: 1. Students will make a dummy/layout of the cover page for different (tabloid, Newspaper, Magazines etc.) print mediums.

2. Students will visit the printing press house to know the procedure of Printing technology.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Online Educational Resources:

1. <http://www.indiapress.org/index.php/English/400x60>
2. <http://www.indiapress.org/>
3. <http://allindiannewspapers.com/english>
4. https://en.wikipedia.org/wiki/History_of_newspaper_publishing#Asia
5. <https://en.wikipedia.org/wiki/Newspaper>
6. <https://en.wikipedia.org/wiki/Newspaper#Overview>
7. <https://en.wikipedia.org/wiki/Newspaper#Categories>
8. https://en.wikipedia.org/wiki/Newspaper#Organization_and_personnel
9. <https://www.quintype.com/blog/business/a-brief-history-of-newspapers>
10. <https://open.lib.umn.edu/mediaandculture/chapter/4-2-history-of-newspapers/>
11. <https://www.psprint.com/resources/history-of-the-printed-newspaper/>

Suggested Readings

1. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.
2. History of Journalism in India - J. Natrajan
3. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977- 99, St. Martin's Press, New York, 2000
4. Journalism in India, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1997
5. Journalism in India: From the Earliest Times to the Present Day, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1989
6. Modern History of Indian Press, SModuleGhosh, Cosmo Publications, New Delhi, 1998
7. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
8. Press - M. ChalapatiRao
9. Press Commission Report - Publication Division Govt. of India
10. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.

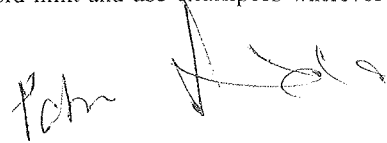
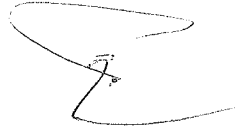
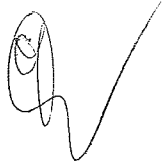
Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more



questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC - 302 INTRODUCTION TO ELECTRONIC MEDIA

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC - 302	5	1	0	6

Course Objective: The course objective is to understand the working pattern of electronic media including basic techniques of broadcasting, its growth and development. It will conceptualize various programme production for radio, television and Internet.

Course Outcomes:

- CO1:** Students will be able to understand the working pattern of electronic media platform.
- CO2:** Students will be able to familiarize the students with the basic techniques of broadcasting.
- CO3:** Students will be able to have an understanding of electronic media content creation.
- CO4:** Students will be having the knowledge of script writing.

Course Contents:

Module – I

- 1.1 History and development of Radio broadcasting in India
- 1.2 Establishment of A.I.R and its growth after independence
- 1.3 Structure and functions of AIR and different types of radio Stations, role of radio in the development
- 1.4 Various Committees: Chanda Committee, Vargeese Committee, PrasarBharti Act

Module – II

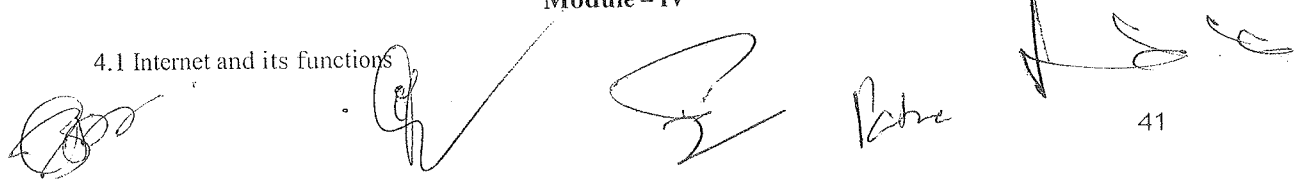
- 2.1 History & Development of TV Broadcasting in India
- 2.2 PC Joshi Committee, SITE Experiment
- 2.3 Structure & Functions of Doordarshan, Role of TV in the Development
- 2.4 Programme pattern of Different DD Channels & Private News Channels

Module – III

- 3.1 Writing for Radio: Various formats for Radio News Programme
- 3.2 Radio News Bulletin and Editing of News
- 3.3 Television Programmes Formats: Fictional Programmes and Non-Fictional Programmes
- 3.4 Scripting: Concept, objectives & presentation (Voice Quality, Modulation & Pronunciation)

Module – IV

- 4.1 Internet and its functions



- 4.2 Search and Conceptualization of online material
4.3 Major Newspapers, Magazines and their e-paper on internet
4.4 Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

Student's Activity:

1. For Radio: Students will write a brief history of famous programme presenters and their programmes of Radio.
2. For Television: Students will identify the famous Television serial from the history that had a great influence on the people and will write a brief story of that serial.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

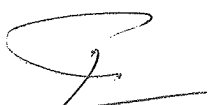
1. <https://www.nimcj.org/blog-detail/a-brief-history-of-broadcast-journalism-in-india.html>
2. <https://journals.sagepub.com/doi/pdf/10.1177/037698360202900228>
3. <https://www.indianfolk.com/history-journey-radio-broadcasting-edited/>
4. <http://prasarbharati.gov.in/AIR/aboutair.php>
5. <https://india.mom-rsf.org/en/context/history/>
6. <http://www.nimc-india.com/history-mass-media-india.html>

Suggested Readings:

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

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Para



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 303	5	1	0	6

Course Objective: The course objective is to familiarize the students with the basics of editing and process of editing. It will also inculcate the knowledge of dummy, printing and layout.

Course Outcomes:

- CO1:** Students would be able to familiarize themselves with the basics of editing.
CO2: Students would be able to understand the process of editing for various platforms.
CO3: Students would be able to create understanding of specialized reporting.
CO4: Students would be able to understand about the dummy, printing and layout.

Course Contents:**Module – I**

- 1.1 Introduction to Editing: Principle and Functions
- 1.2 Role and Responsibilities of Editorial Staff
- 1.3 Qualities of Editorial Staff
- 1.4 Role and Function: Chief Editor, Sub- Editor and Assistant Editor

Module – II

- 2.1 Organizational structure of Newsroom and News desk
- 2.2 Process of Editing: Selection of News items
- 2.3 Copy Editing or subbing
- 2.4 Page Designing, Principle, Forms and Utility

Module – III

- 3.1 Headlines and Sub-Headlines
- 3.2 Intro and body of News
- 3.3 Editing Articles and Features
- 3.4 Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs

Module – IV

- 4.1 Editing for Radio and TV
- 4.2 Editing for On-line Newspaper
- 4.3 Page Make-up for Newspaper and Magazines
- 4.4 Designing tools & Digital technology

Student's Activity:

1. Copy editing assignment.
2. Writing Headlines for different types of news.
3. Intro/lead writing assignment.
4. Layout: Preparing the layout of the front, back and other pages of a newspaper and a magazine.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=VArisvUuyr0>
2. <https://www.youtube.com/watch?v=74FYHZ1Bv3c>
3. <https://www.youtube.com/watch?v=WXdAX0No2hM>
4. <https://en.wikipedia.org/wiki/Editing>
5. <https://ecp.engineering.utoronto.ca/resources/online-handbook/the-writing-process/revising-editing-and-proofreading/>
6. <https://kpu.pressbooks.pub/effectiveediting/chapter/chapter-1/>
7. <https://scribemediacom/editing-types/>
8. <https://www.ontimetryping.com/blog/the-three-stages-of-editing/>
9. <https://www.learnaboutfilm.com/film-language/editing/>

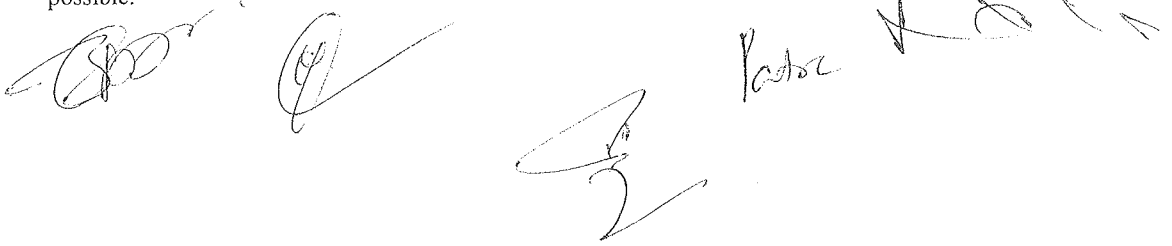
Suggested Readings:

1. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
2. Darkroom basics and beyond, Roger Hicks & Francis Schultz, Patterson, 2000
3. Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
4. Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
5. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi
6. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
7. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi. 1980.
8. Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
9. Rogers, G. (1993). Editing for Print, Mcdonald Book.
10. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
11. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016
12. VirBalaAggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.

- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Handwritten signatures and initials in black ink, including a large signature on the left, a smaller one in the middle, and several initials on the right.

BAMC - 304 VALUE EDUCATION AND PERSONAL DEVELOPMENT

Scheme of Examination

Minor Test – I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 304	4	0	0	4

Course Objective: The course objective is to understand the importance and role of value education. Students will know the basic concepts and types of values in our life. It also covers the various components of personal development and role of media to generate value education.

Course Outcomes:

CO1: Students will be able to understand the meaning, aim, purpose, significance of value education.

CO2: Students will be able to explain the role of value education in personal development.

CO3: Students will describe the application of value education in national building.

CO4: Students will know how media contribute in the spreading value education.

CO5: Students will be able to know Constitutional or national values.

Course Contents:

Module – I

- 1.1 Value Education: Meaning and Definition
- 1.2 Concept of Values and Value Education; Historical Background of Value Education
- 1.3 Aims and Objectives of Value Education
- 1.4 Need, Importance and Role of Value Education in the present emerging Indian society

Module – II

- 2.1 Theories of Value Development: Psycho-analytic, Learning Theory – social learning Cognitive development, Piaget and Kohlberg
- 2.2 Models of Value Development: Value Analysis, Rationale Building, Social Action, Emo Card-Ation Technique for self-development
- 2.3 Modernity vs. Value crisis, Issues and challenges
- 2.4 Value orientation of Teacher education curricula in India

Module – III

- 3.1 Types of Values & Profession

Paba

- 3.2 Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.
- 3.3 Professional Values-Knowledge thirst, sincerity in profession, regularity, punctuality and faith.
- 3.4 Religious Values - Tolerance, wisdom, character.

Module – IV

- 4.1 Personal Development and Values in Life, Importance of Intrapersonal communication in personal development,
- 4.2 Components of personal Development: Positive thinking, Stress free mind, Self-esteem, emotional maturity
- 4.3 Values, Virtues, Powers & Qualities
- 4.4 Role of Media in developing values

Student's Activity:

- i) Students need to learn a few neuro linguistic programming techniques
- ii) Students should learn mind relaxation techniques from the official online You Tube channels of The Art of Living and other certified social media channels.
- iii) Students must devise the community building social exercises to ensure the spirit of friendship and camaraderie.

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.yourarticlelibrary.com/education/values-education/value-education-meaning-objectives-and-needs-india/86967>
2. <https://www.yourarticlelibrary.com/essay/value-education-definition-and-the-concept-of-value-education-with-example/30222>
3. <https://gupshups.org/value-education/>
4. <https://www.mitgurukul.com/Importance-of-Value-Based-Education.php>
5. <https://www.kmti.in/value-education/>
6. <https://www.iberdrola.com/talent/value-education>
7. <http://www.progressiveteacher.in/value-education-in-schools/>

Suggested Readings:

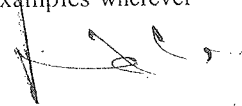
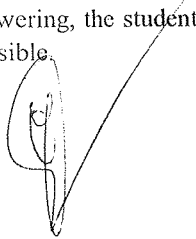
9. Guber, F.C.(1963). Aspects of value. Philadelphia: University of Pennsylvania Press.
10. Kluckhohn, C.(1961). The Study of Values. In D.N. Barrett (ed), value in America. NorteDame:University of Norte Dame Press.
11. Kothari D.S. Education and Values, Report of the orientation course-cum-workshop on Education in Human Values. New Delhi.
12. Morris, Charles (1956). Varieties of human values. Chicago: University of Chicago press.
13. Mukerjee, R.K., (1969). Social structure of values. New Delhi: S. Chand and Co.
14. Rokeach, M.(1978). The nature of human values. New York: Jessy Brass.
15. Ruhela,S.P. (1986). Human values and education. New Delhi: Sterling Publications,



16. Sprod, T. (1998). **Philosophical discussion in moral education, The community of ethical inquiry.** Routledge – 2001 – 244 pages, Series: Routledge International Studies in the Philosophy of Education.
17. Venkataiah, N. (1998). **Value Education.** Delhi: APH Publishing.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles **will be announced** in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from **each** unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC- 305 PERSONALITY DEVELOPMENT & SOFT SKILLS**Scheme of Examination**

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC- 305	2	0	4	4

Course Objective: to know the individual personality development and its importance in student's lifestyle. It will impact and elaborate the personality development in students besides communication skills. In addition, to enhance the ability in students of self-awareness and they overcome all fears and insecurities. Moreover, it will help to grow fully from inside out and outside in.

Course Outcomes:

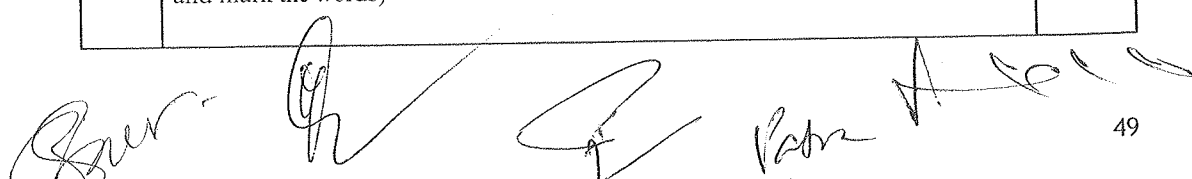
CO1: Students would have the knowledge about the personality development skills.

CO2: Students would have the understanding the importance of personality development skills.

CO3: Students would be able to understand the significance of personality development skills.

Course Contents:

S.No	Topic for practical	Items
1	Resume: Draft your resume that is properly structured	1
2	Cover letter: Draft a cover letter attached with resume to show your interest to an organization	1
3.	Write 50 new words of English and their meaning you learn during your course	50 words
4.	Write formal email to any organization for job application	5
5.	Prepare message of official announcement to share on social media platform (Facebook, Twitter, whatsapp etc.)	5
6.	Identify 20 adjectives from English news report (attach news report with the file and mark the words)	20 words



7.	Write an invitation letter about a programme going to be held in organization	2
----	---	---

Note: Each student will prepare a Production Portfolio during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio will be of total 50 marks.

An external examiner will take a viva-voce of the students with their Production Portfolio. That will be of 50 marks. A student who does not have the portfolio will not be allowed to appear for the viva-voce examination.

Boon *Q* *Z* *Pabu* *Hob*

**B.A. Mass Communication
Semester - IV**

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC- 401 Media Laws					6
2	BAMC- 402 Communication and Information Technology					6
3		BAMC - 403 Introduction to Advertising				6
4			BAMC- 404 Digital Media & Communication			4
5				BAMC- 405 Creative Writing Skills		4

[Handwritten signatures and initials]

BAMC - 401

MEDIA LAWS

Scheme of Examination

Minor Test – I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC- 401	5	1	0	6

Course Objective: The aim of the course is to understand the dynamics of media laws. Students will learn about journalist ethics and different laws which have to follow by every media persons. They will also learn the broadcasting codes used for audio visual production and codes for advertising and public relations.

Course Outcomes:

- CO1. Students will be able to know the rights of journalist and the ethics followed by him.
- CO2. Students will be able to have knowledge different law of publications.
- CO3. Students will be able to have knowledge of broadcasting codes used for audio visual production
- CO4. Students will be able to know the code of advertising and public relations activities.

Course Content:

Module- I

- 1. Freedom of speech & expression, Article 19 1 (a) & (2) Reasonable Restrictions
- 2. Right to information,
- 3. Laws of defamation
- 4. Contempt of court & Contempt of legislature

Module- II

- 1. Official secrets act
- 2. Press and Books Registration act
- 3. Copyright act
- 4. First press commission and second press commission, Press council of India.

Module- III

- 1. Broadcasting code for news for Air & DD
- 2. Broadcasting for advertising for air & DD

3. Cable TV regulations act
4. Cinematograph act, Film Censorship, Report of various Committees and Commissions dealing with electronic media in India. Verghese committee, ii. Chanda Committee iii. Joshi committee.

Module- III

1. Code of conduct for journalist,
2. Self-regulation & censorship
3. Code of ethics for advertising in India by Advertising Council of India DAVP's code of advertising
4. Regulations for Public Relations (IPRA Code of Ethics)

Student Activity: Students will prepare reports on new cases published in media covering media laws and ethics.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

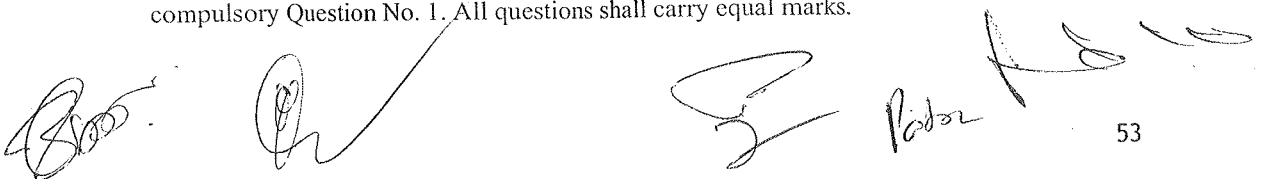
1. https://dopt.gov.in/sites/default/files/CompendiumIRDivision_Latest.pdf
2. <https://www.jstor.org/stable/1109121>
3. https://www.unodc.org/pdf/youthnet/media/ethics_code_sample.pdf
4. <http://egyankosh.ac.in/bitstream/123456789/7344/1/Unit-4.pdf>
5. <http://ann.sagepub.com/content/101/1/170.full.pdf+html>
6. <http://docs.manupatra.in/newsline/articles/Upload/E2A801F7-8FC7-401A-8659-19EDA6D29A33.pdf>
7. <http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/3.%20Press%20Council%20of%20India%20Norms%20of%20Journalistic%20Conduct.pdf>

Suggested reading

1. Media Law by Sallie Spilsbury : Taylor & Francis
2. Digital Media Law by Ashley Packard : John Wiley & Son Mass Media Law by Don Pember, Clay Calvert
3. Press Laws and Ethics of Journalism by Ravindranath, PK
4. Barua, Vidisha: Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
5. Jean Claude Bertrand: Media Ethics and Accountability System, Transaction Publishers, 2000
6. Faizan Mustafa : Constitutional Issues in Freedom of Information, Kanishka Publication, New Delhi, 3003
7. Angela Wadia: Global Resource Book on Right to Information, Kanishka Publication, New Delhi, 3006

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.



- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Boor

Q

E

Papa

halo

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 402	5	1	0	6

Course Objective: The objective is to make students aware about information technology. They will learn to use different technological innovation and understand the information literacy. This paper aims at making the students to be involved using computer mediated technology effectively and efficiently.

Course Outcomes:

- CO1. Students will be able to understand the basics of digital literacy and media literacy.
- CO2. Students will be able to identify the fake news and its nature.
- CO3. Students will be able to work on the multimedia production with the help of the computer.
- CO4. Students will be familiar with different social media sites and will able to work for web portals.

Course Content:**Module-I**

- 1.1 Information Technology: definition, types, components.
- 1.2 Information literacy
- 1.3 Digital literacy
- 1.4 Meta literacy, Media Literacy

Module- II

- 2.1 Information producer, consumer, prosumer.
- 2.2 Information disorder – disinformation, misinformation, mal-information
- 2.3 Fake news: history of fake news, types of fake News
- 2.4 Disadvantages of fake News

Module-III

- 3.1 Various generations of computers
- 3.2 Internet, E-mail, Role of Computer in various mass media
- 3.3 Multimedia elements – text, sound, images, animation, video
- 3.4 Basics of HTML, Domain name system, Domain registration

Module- IV

- 4.1 Social media, Facebook, WhatsApp, Twitter, Instagram, Telegram, Signal.
- 4.2 Effective internet browsing & searching,
- 4.3 E-Commerce, Cybersecurity & Advertising

4.4 Web page development, forming, installing, linking, editing.

Student Activity: Students will practice on fake news detecting websites sites and prepare at least 10 fake news stories details with result.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Education Resources:

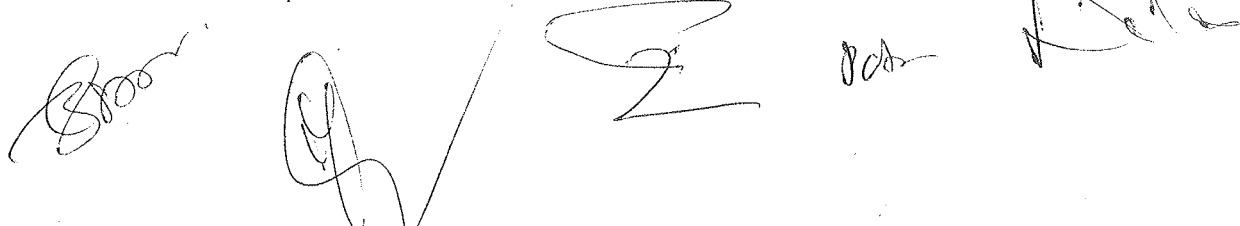
1. https://en.wikipedia.org/wiki/Fake_news
2. www.factchecking.in
3. <https://en.unesco.org/fightfakenews>
4. <https://websitesetup.org/>
5. www.wix.com
6. <https://www.youtube.com/watch?v=03pZdYVacaM>
7. <https://www.youtube.com/watch?v=LfiKEpAhEAo>
8. https://www.youtube.com/watch?v=aU1ecN_m6ZI&t=2s

Suggested Reading

1. Information and Communication Technologies: Visions and Realities- William H. Dutton, Malcolm Peltu: Oxford University Press
2. The Social Shaping of Information Superhighways: European and American Roads to the Information Society- Herbert Kubicek, William H. Dutton, Robin Williams
3. World Wide Research: Reshaping the Sciences and Humanities- William H. Dutton, Paul W. Jeffreys: MIT Press Information and Communication Technology- Abdul Mannan
4. Society and the Internet: How Networks of Information and Communication are Changing Our Lives-Mark Graham, William H. Dutton: OUP Oxford
5. Web Journalism: Practice and Promise of a New Medium- James G. Stovall New Media Technology- John Vernon Pavlik: Allyn& Bacon
6. Reshaping Communication- Paschal Preston : Sage Publication
Introduction to Information Technology - Chetan Shrivastava
7. Digital Computer Fundamentals - T.C. Bartee: Mc Graw Hill Publication

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC- 403	5	1	0	6

Course Objective: To understand the basic concepts of advertising and its development. It will aware the importance of advertising in the media and encourage graduates for self-employability. Moreover, it will enhance the knowledge of the functioning of advertising agencies, campaign planning and Marketing Research.

Course Outcomes:

CO1: Students would learn development of advertising and basic concepts.

CO2: Students would be able to know about the role and importance of advertising in media.

CO3: Students would know about advertising agencies.

CO4: Students would know about the advertising industry and its functioning.

Course Contents:**Module – I**

- 1.1 Advertising: Concept, Definitions, importance and role of advertising
- 1.2 Scope, functions and types of advertising
- 1.3 Roots of advertising in ancient times
- 1.4 Futuristic perspective of advertising

Module – II

- 2.1 Concept of creativity, Creative process
- 2.2 Importance of creativity in advertising
- 2.3 Idea generation: How are ideas shaped?
- 2.4 Creative brief and planning, Type of appeals in advertising

Module – III

- 3.1 Advertising agencies, growth and development
- 3.2 Structure and function of Ad agencies
- 3.3 Media Agencies: Definition, need & importance, media plan & planning terms
- 3.4 Advertising budget: An overview, Methods of determining advertising appropriation



Module – IV

- 4.1 Online advertising: Photo ad, Video ad, Mobile ad
- 4.2 Determining online advertising appropriation: CPV, CTR, CPC, CPM, CPT
- 4.3 Branding the product, Brand Image
- 4.4 Advertising ethics, ASCI and DD & AIR's codes of advertising

Student's Activity:

1. Students will do the activity in the form of Media hunts, Media fest, Media quizzes, ad exhibition and design advertisements (banner, poster, pamphlets etc.) for the events.
2. Students will identify the target audience and copy testing; teachers will help the students to visit different segments or groups of society.
3. Students will also prepare a chart containing a list of national and international ad agencies.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://study.com/academy/topic/advertising-lesson-plans-resources.html>
2. https://docs.google.com/document/d/1dY_dIKumUs7-4AgSTnoyDOq8yG8MNqMNOACKeKj09HE/copy
3. <https://www.kennedy-center.org/education/resources-for-educators/classroom-resources/articles-and-how-tos/articles/collections/getting-parents-involved/raising-art-smart-students-in-the-21st-century/>
4. <https://www.youtube.com/watch?v=D5DghDggULM>
5. https://www.youtube.com/watch?v=Faz0YLa_fHE
6. <https://www.youtube.com/watch?v=ueTP1kMXxzE>
7. <http://www.readwritethink.org/classroom-resources/lesson-plans/persuasive-techniques-advertising-1166.html?tab=4>

Suggested Readings:

1. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.
2. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000.
3. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 404	4	0	0	4

Course Objective: To understand the basics of digital and social media landscape in students. They also will gain proficiency in specific uses of various types of digital media platforms and it will also provide understanding of etiquette of various social media.

Course Outcomes:

CO1: Students would gain understanding the concepts of digital and social media.

CO2: Students would be able to utilize digital social media tools for different developmental activities.

CO3: Students would be able to gain understanding of cyber ethics.

CO4: Students will comprehend the functionalities of social media.

Course Contents:**Module – I**

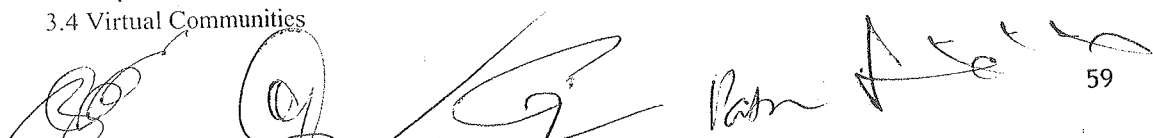
- 1.1 New Media: Meaning, Definitions and Growth
- 1.2 Nature and Scope of New Media
- 1.3 Computer-mediated-communication (CMC)
- 1.4 User-Generated Content (UGC) & web 2.0

Module – II

- 2.1 Information society & Network society
- 2.2 Information Communication Technology (ICT)
- 2.3 WWW, Web browsers, Search Engines
- 2.4 Netiquettes, ICANN, Internet governance

Module – III

- 3.1 Social Media: Introduction, Platform
- 3.2 Types & Features of Social Media
- 3.3 Impact of social networking sites
- 3.4 Virtual Communities



Module – IV

- 4.1 Social Media Marketing
- 4.2 Social Media Risk and Challenges
- 4.3 Emerging trends in New Media
- 4.4 Ethics for social media use

Student's Activity:

1. Creating Blogs and writing.
2. Using Twitter for social messages.
3. Analysis of Professional Facebook pages.
4. Any assignment given by concerned faculty.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

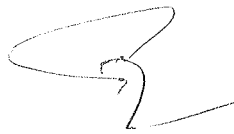
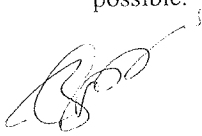
1. <https://www.youtube.com/watch?v=oq9dySp74i8>
2. <https://www.youtube.com/watch?v=EJGHRXqExYU>
3. <https://www.youtube.com/watch?v=oq9dySp74i8>
4. <https://www.youtube.com/watch?v=Bji7J9H3F74>
5. <http://shodhganga.inflibnet.ac.in/bitstream/10603/72639/8/chapter%203.pdf>
6. <https://www.youtube.com/watch?v=0qjqGFdfoAg>
7. <https://www.youtube.com/watch?v=XsQW3n4INLs>
8. <https://www.youtube.com/watch?v=XsQW3n4INLs>
9. <https://www.youtube.com/watch?v=XsQW3n4INLs>

Suggested Readings:

1. Rogers M. Everett, Communication. Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.
4. Michael Mandiberg, The Social Media Reader (eBook)
5. AnkitLal ,India Social, Hachette India 2017.
6. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC- 405 CREATIVE WRITING SKILLS

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test : 3 Hours

Course Code	L	T	P	Total
BAMC- 405	2	0	4	4

Course Objective: The objective of this course is to get the students acquainted to learn the appropriate form and structure essential for effective communication.

Course Outcomes:

- CO1. Students will be able to understand the concept of creativity and idea generation.
- CO1. Students will be able to write with correct use of grammar.
- CO1. Students will be able to write with correct technical tools for various writings.
- CO1. Students will be able to write for social media sites.

Course Contents:

Module – I

- 1.1 Creative writing: Introduction & concept
- 1.2 Basic element of writing
- 1.3 Selection of Subject: Research & Development
- 1.4 Presentation of idea

Module II

- 2.1 Characteristic of Media writing : Accuracy, Clarity, Efficiency, Precision
- 2.2 Basic tools of writing: Grammar, Spelling, Punctuation, Sentence constructions
- 2.3 Basic Principle of writing
- 2.4 Tools for technical writing

Module III

- 3.1 Structure and Content of writing: Vocabulary, Word Play, Presentation of ideas
- 3.2 Style of writing: Intro, Body and Conclusion
- 3.3 Writing for different genres: Prose, Poetry, Essays, Letters
- 3.4 Writing News, Feature, Article

Module IV

- 4.1 Writing for Social Media
- 4.2 Writing Blogs

- 4.3 Writing for Social Networking sites (Facebook, Twitter)
- 4.4 Professional writing sites

Student's Activity:

1. Students will visit to a local newspaper to know more about the process of writing.
2. Students would write their own blog on any issue.
3. Students would maintain a diary of their own difficult words.
4. The students would prepare a list of a few creative styles along with the examples.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

https://www.youtube.com/watch?v=esIkHRq_Y_Y

<https://www.youtube.com/watch?v=mScovDOcHc>

<https://www.writingclasses.com/toolbox/tips-masters/kurt-vonnegut-8-basics-of-creative-writing>

<https://www.adelaide.edu.au/writingcentre/sites/default/files/docs/learningguide-creativewriting.pdf>

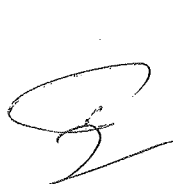
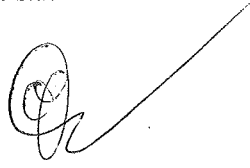
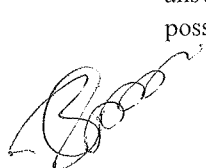
https://en.wikipedia.org/wiki/Creative_writing

Suggested Readings:

1. Anthony Friedman, "Writing for Visual Media", Focal Press, USA.
2. B. Robert Musburger, "An Introduction to Writing for Electronic Media", Taylor and Francis, UK.
3. Dr. K.K. Rattu, "Translation through media in New Millennium, Surubhi Publication, Jaipur.
4. JitendraGupt and Priyadarshan, "Patrakarita Mein Anuvaad", Radha Krishna Prakashan, New Delhi.
5. Trisha Das, "How to Write a Documentary Script" Public Service Broadcasting Trust, New Delhi.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. An external examiner will take a test giving three practical questions and students need to answer any two .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



**B.A. Mass Communication
Semester - V**

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC- 501 Radio Journalism					6
2	BAMC - 502 Television Journalism					6
3		BAMC - 503 Introduction to Public Relations				6
4			BAMC-504 Graphics and Media Production			4
5				BAMC-505 Production Portfolio		4

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

BAMC-501

RADIO JOURNALISM

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-501	5	1	0	6

Course Objective: The course objective is to understand radio journalism while practicing in the studios how to handle and use various radio instruments and the mixers. It will also engage students in new trends in radio journalism and acquaint students with the real world of radio production and transmission.

Course Outcomes:

- CO1:** Students will be able to cover events using mobile phones and right radio news stories.
- CO2:** Students can produce Radio News Bulletin.
- CO3:** Students will be able to interview, make radio promos and jingles.
- CO4:** Students will be able to apply radio production techniques in programme production.

Course Contents:

Module – I

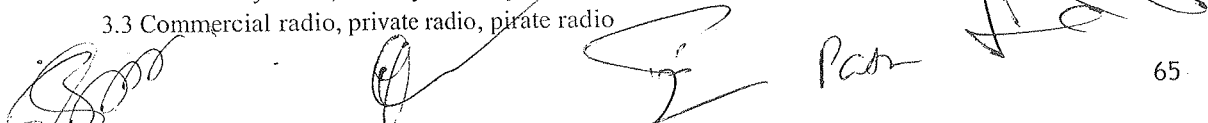
- 1.1 Radio terms; On Air, FM, AM, MW, Modulation, Mobile Station, Decibel, Hertz, Duplex, control operator, sound proof, UHF, UHF-T
- 1.2. Ad-libbing, Airwaves, Announcer, Phone Interface, Pitch, Potentiometer, Podcast, Promo, Programme Director, Band
- 1.3 Types of Microphones, Audio Mixers, Speakers
- 1.4 Structure of Radio Studio

Module – II

- 2.1 Introduction Radio Journalism
- 2.2 Writing for the Ear, Sound and Sound bite
- 2.3 Writing for radio programmes: Talk, Feature, Documentary, Advertisement
- 2.4 Types of Radio News Bulletins

Module – III

- 3.1 Radio Stations based on their transmission and purpose
- 3.2 Community radio, military radio, spiritual/religious radio
- 3.3 Commercial radio, private radio, pirate radio



3.4 Amateur radio stations, Satellite radio

Module – IV

4.1 Online Broadcasting: Web Radio, online broadcasting software

4.2 Mobile applications, Smart speakers

4.3 Various internet radio platforms

4.4 Radio as tool for culture preservation

Student's Activity:

1. Preparing a radio jingle for FM channel.
2. Drawing up fixed point chart for community radios.
3. Writing script for short news bulletins.
4. Production of field based Radio features.
5. Production of Studio based Radio programmes in different formats.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

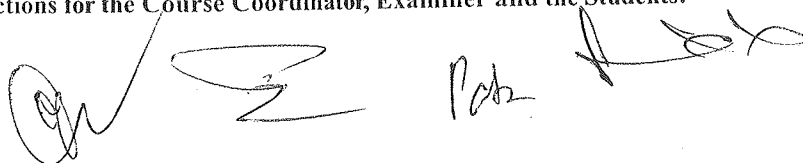
Suggested Open Educational Resources:

1. https://en.wikipedia.org/wiki/Broadcast_journalism
2. https://en.wikipedia.org/wiki/Broadcast_journalism#Description
3. https://en.wikipedia.org/wiki/Broadcast_journalism#History
4. https://en.wikipedia.org/wiki/Broadcast_journalism#Online_convergence
5. <https://www.slideshare.net/brianzelion/radio-journalism-18071322>
6. http://iimc.nic.in/content/46_1_RadioandTVJournalism.aspx
7. <http://www.universityradio.com/solutions/radio-journalism/>
8. <https://www.dw.com/downloads/35902295/dwahandbuchradiojournalansicht.pdf>
9. <https://www.routledge.com/Basic-Radio-Journalism/Chantler-Stewart/p/book/9780240519265>
10. <https://www.britannica.com/topic/broadcast-journalism>

Suggested Readings:

1. Akas Bharti, Vol. I & II Publication, Division. New Delhi
2. Andrew Boyd Broadcast Journalism
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Carl Warren, Radio News Writing and Editing
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineeast Winston NY 1980
6. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
7. Report L. Hillard Radio Broadcasting.
8. Rivers Williams and work Alison Writing for the Media.
9. While T. Broadcast, News writing MacMillian NY, 1984
10. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.

Important Instructions for the Course Coordinator, Examiner and the Students:



- The list of cases and specific references including recent **articles** will be announced in the class at the time of launching of the course by the Course Coordinator.
 - The examiner is required to set nine questions in all. The **first** question will be compulsory consisting of seven short questions covering the entire **syllabus**. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
 - Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (**not bilingual**) and correct. While answering, the students should strictly adhere to the word limit and use examples
1. Kluckhohn, C.(1961). The Study of Values. In D.N. Barrett (ed), value in America. Nortedame:University of Nortedame Press.
 2. Kothari D.S. Education and Values, Report of the orientation course-cum-workshop on Education in Human Values. New Delhi.
 3. Morris, Charles (1956). Varieties of human values. Chicago: University of Chicago press.
 4. Mukerjee, R.K., (1969). Social structure of values. New Delhi: S. Chand and Co.
 5. Rokeach, M.(1978). The nature of human values. New York: Jessy Brass.
 6. Ruhela,S.P. (1986). Human values and education. New Delhi: Sterling Publications,
 7. Sprod,T. (1998). Philosophical discussion in moral education, The community of ethical inquiry. Routledge – 2001 – 244 pages, Series: Routledge International Studies in the Philosophy of Education.
 8. Venkataiah. N. (1998). Value Education. Delhi: APH Publishing.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the-course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (**not bilingual**) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Handwritten signatures of the Course Coordinator, Examiner, and Students.

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 502	5	1	0	6

Course Objective: The course objective is to introduce techniques and skills for presentation, anchoring for television programme production and will know the procedure and techniques of different programme formats of television. It will acquire skills to use video cameras and learn to use different software for editing television Programmes.

Course Outcomes:

- CO1:** Students will be able to write scripts of television news stories, special stories and on the spot reporting.
- CO2:** Students will be able to cover events and news based stories using mobile phones, video cameras.
- CO3:** Students will anchor, present and able to produce television news bulletin.
- CO4:** Students will acquire skills and techniques of television media production.
- CO5:** Students will be able to do the editing both offline and online programme of television with using the software.

Course Contents:**Module – I**

- 1.1 Television Journalism: an overview
- 1.2 Types of Televisions Programs, Television Formats
- 1.3 News anchor, presenters, reporter's roles, and responsibilities
- 1.4 Structure of Television Newsroom

Module – II

- 2.1 Various Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera.
- 2.2 Video Formats: AVI, MOV, MP4, WMV, WEBM, FLV
- 2.3 Camera Shots, Camera Movements, Camera Angle
- 2.4 Production Stages: Pre-production, Production, Post Production

Module – III

- 3.1 New trends in television journalism: TV Online and On- Demand
- 3.2 TV channels on mobile phones, online Models of news, news worthiness, values and elements
- 3.3 Alternative media, OTT Platforms
- 3.3 Broadcasting Terms; Cue, Basic Shots, Outtakes, Segue, Fade in, fade out
- 3.4 Editing; offline, online editing, linear editing, non-linear editing, VFX

Module – IV

- 4.1 Broadcast Story forms; tell, reader, v/o, package, V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in
- 4.2 Television news script
- 4.3 Green screen, Tele-prompter, multi-prompter Television production and shooting program crew.
- 4.4 Television Lighting techniques, Fill, Main, and back lights

Student's Activity:

1. Reporting TV news stories for any five events of your city
2. Different types of PTC
3. Studio anchoring and Use of Teleprompter
4. Voice over, sound track for features.
5. Moderating studio news programmes

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <http://egyanagar.osou.ac.in/slmfiles/JMC-04,BLOCK-2-1523967659.pdf>
2. <https://www.outlookindia.com/website/story/opinion-the-trp-race-and-television-journalism-in-india/361014>
3. <https://www.bloomsbury.com/uk/the-rise-and-fall-of-television-journalism-9781849666480/>
4. <https://www.quora.com/What-is-the-scope-of-television-journalism>
5. <https://www.shiksha.com/college/institute-for-media-studies-and-information-technology-insit-new-delhi-20777/course-diploma-in-television-journalism-34193>
6. <https://www.seamedu.com/broadcast-journalism-career-guide>
7. <https://www.youtube.com/watch?v=J-GUpUOj2yw>
8. <https://www.youtube.com/watch?v=0n4ROi38OZg>

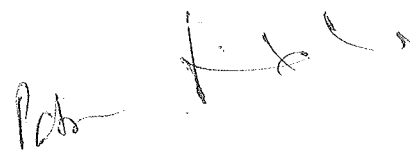
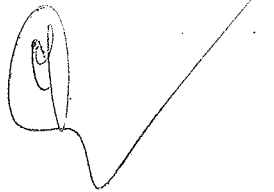
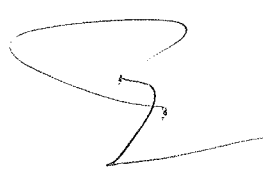
Suggested Readings:

1. AnuraGoonaseKera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
2. Barrows Wood Gross, TV Production.
3. Broadcasting in India, P.C Chatterji, Sage Publication, London.
4. Deborah Potter, Handbook of Independent Journalism (2006).
5. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.
6. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
7. Michel Noll., TV technology - Fundamentals and future prospects

8. News Editing, William L. Rivers.
9. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
10. Tony Verla,Global, Televisión

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 503	5	1	0	6

Course Objective: To provide knowledge about the basics of public relations, publicity, and propaganda, advertising and e-PR. To understand the differences between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity.

Course Outcomes:

CO1: Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.

CO2: Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

CO3: Students would gain knowledge about the tools of public relations.

CO4: Students would gain knowledge about the basic ethics and laws of public relations.

Course Contents:**Module – I**

- 1.1 Definitions and concept of public relations
- 1.2 Development of public relations
- 1.3 Tools of Public relations
- 1.4 Public Relations and Publicity

Module – II

- 2.1 Public relations and corporate communications
- 2.2 Public relations and advertising
- 2.3 Marketing and Public relations
- 2.4 Image Building

Module – III

- 3.1 Fundamentals of public relations writings
- 3.2 Press release writing
- 3.3 Poster, pamphlet and leaflet writings

3.4 Writing for internal publics

Module – IV

4.1 Ethics of public relations

4.2 Ethics of e-PR

4.3 Code of ethics by professional bodies

4.4 Laws relating to public relations and corporate communication

Students Activity:

1. Writing at least 20 press releases of the functions and events of your institution which you have recently attended.
2. Preparing at least five pamphlets of the visions of your institute.
3. Making at least five pamphlets for the missions of your institute.
4. Preparing at least 5 leaflets for attracting quality students in your institute.
5. Planning a newsletter of your institute to build its image.

Pedagogy for Course Delivery:

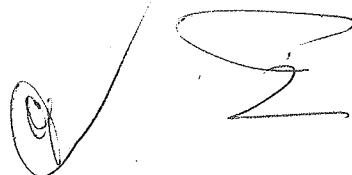
The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=7ptiYPCleM8>
2. https://www.youtube.com/watch?v=T0it9_H3GYk
3. https://www.youtube.com/watch?v=T0it9_H3GYk
4. <https://www.youtube.com/watch?v=JB-Fbm89B9A>
5. <https://www.workvivo.com/blog/corporate-communication/>
6. <https://sprigghr.com/blog/board-management/building-an-effective-corporate-communication-strategy/>
7. <https://www.rysec.org/10-basics-of-ethical-communication/>
8. <http://egyankosh.ac.in/bitstream/123456789/7604/1/Module3.pdf>
9. <https://www.youtube.com/watch?v=GnGjM794GYg>

Suggested Readings:

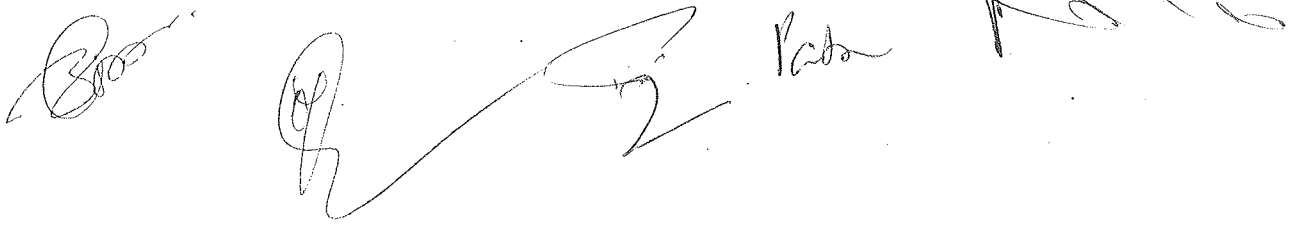
1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management'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



6. 'Vigyanaurjansampark' By JaishriJethwaney, RaviShanker and NarendraNath Sarkar. New Delhi: Sagar Publications

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

The image shows several handwritten signatures and initials in black ink. From left to right, there is a circular signature, a large stylized signature, the name 'Ravi' written in cursive, and a signature that appears to be 'Narendra Nath Sarkar'.

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 504	4	0	0	4

Course Objective: The objective of this course is to express the students the basics of graphics and design. Students will learn about the technologies involved behind the media productions. It will cover the print, electronic and digital content designing techniques and various component of photography and audio-visual production.

Course Outcomes:

- CO1: Students will be able to understand about the element and principle of design.
 CO2: Students will be able to comprehend and work on the layout of the newspaper, magazines etc.
 CO3: Students will be able to do designing for various print and online publications.
 CO3: Students will be able to handle digital camera and learn photographic techniques.
 CO4: Students will be able to do audio and video production by using different techniques

Course Content:**Module-I**

1. Concept and philosophy of graphics and production
2. Elements of design & principles of design (design syntax)
3. Choosing font in design layout, layout composing methods
4. Desktop publishing, visual copy of reproduction, color and production aspects

Module- II

- 2.1 Introduction to various type of print and online publication designing
- 2.2 Leaflets, Pamphlets, Booklets, Brochures
- 2.3 Newspaper, Magazines
- 2.4 Posters, Books, Folders, Packages

Module- IV

- 3.1 Still Photography: origin and history
- 3.2 Digital Camera parts and type of Cameras
- 3.3 Framing, point of view, Imagery, constructing Meanings through imagery.
- 3.4 Types of shots, types of photography , different digital image formats : RAW, BMP, JPEG, PNG, GIF, TIFF , Resolution, Aspect Ratio & Pixel

Module- IV

- 4.1 Basics of audio recording techniques and equipment
- 4.2 Video camera handling and video production techniques
- 4.3 Video Shots construction, basic floor management and studio setup.
- 4.4 Introduction to Photoshop and CorelDraw software

Student Activity : Students will design poster, leaflets, pamphlets, audio, video production on any topic given by the concerned teacher using the editing software.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources –

1. <https://opentextbc.ca/graphicdesign/front-matter/introduction/>
2. https://en.wikipedia.org/wiki/Graphic_design
3. https://en.wikipedia.org/wiki/Graphic_design#History
4. https://en.wikipedia.org/wiki/Graphic_design#Applications
5. https://en.wikipedia.org/wiki/Graphic_design#Skills
6. https://en.wikipedia.org/wiki/Graphic_design#Tools
7. https://study.com/articles/Graphic_Design_Production_Job_Description_and_Info_for_Students_Considering_a_Career_in_Graphic_Design_Production.html
8. <https://www.slideshare.net/debbieanhall/digital-graphics-production-methods>
9. <https://www.youtube.com/watch?v=YqQx75OPRa0>

Suggested Reading

1. Graphics and Packaging Production (The Manufacturing Guides) by Rob Thompson
2. Production For Graphic Designers by Alan Pipes
3. Television Production by Jim Owens ,Gerald Millerson
4. Video production Handbook by by Jim Owens , Gerald Millerson Video Basics 7 by Herbert Zettl
5. Television Production Handbook (Wadsworth Series) by Herbert Zettl Production Management For Film And Video-by Gates Richard Directing the Story by Francis Glebas

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Production Portfolio: 70

Course Code	L	T	P	Total
BAMC-505	2	0	4	4

Course Objective: The different literary genres will develop a grip on critical and analytical understanding. The students will develop skills on comprehensive and composition level. In addition, students will learn historical, ethical, psychological, social, and philosophical value, developing insight in how literature gives us a window into both the experiences of others and wider appreciation for the human condition.

Course Outcomes:

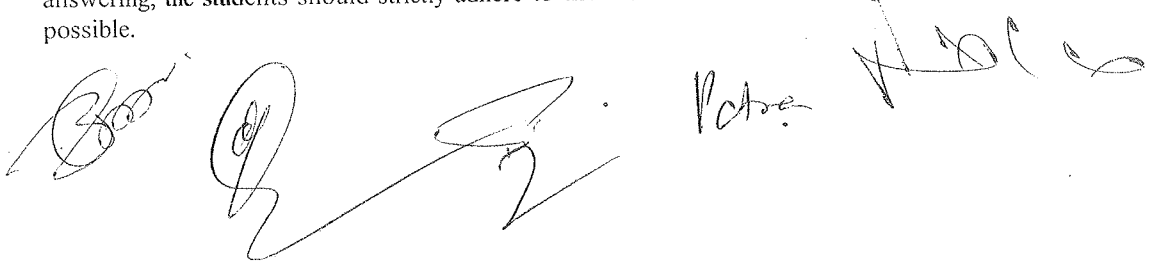
CO1: Students will able to learn new formats of writing and write fluently in different languages for media writing.

Course Contents:

Sr. No.	Items	No.(s) of Item
1	Short Stories (own publish story in any media) copy attached	2
2	Poetry (own written poetry in any media) copy attached)	2
3	News Releases	2
4	Poster, Pamphlets (on any Social, Political, Economic issue)	2
5	Translate any English news in Hindi Language (English Newspaper news cutting attached along with date, day and newspaper name)	5
6	Prepare a Power-point presentation to introduce yourself with defining why you want to do this course? and how you are different and superior from others? and where do you see yourself after the next 5 years?	Minimum 10 slides

Important Instructions for the Course Coordinator, Examiner and the Students

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. An external examiner will take a test giving three practical questions and students need to answer any two. That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

The image shows several handwritten signatures and initials in black ink. On the left, there is a signature that appears to be 'B. S. S.'. In the center, there is a large, stylized signature that looks like 'R. S.'. To the right of this, there is a signature that reads 'P. S.'. Further to the right, there are initials 'H. S.' followed by a flourish.

B.A. Mass Communication

Semester - VI

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC-601 Indian Cinema Studies					6
2	BAMC - 602 Management and Marketing Principles					6
3		BAMC-603 Basics of Photography				6
4				BAMC-604 Documentary Production		4
5				BAMC - 605 Internship		4

[Handwritten signatures and initials are present below the table, including a large signature on the left and initials 'PCA' on the right.]

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC- 601	5	1	0	6

Course Objective: The course objective is to acquaint students with the glorious journey of cinema in India. To enhance understanding of the different genres of Indian cinema. To acquaint students with technological and digital cinema.

Course Outcomes:

- CO1:** Students would be able to acquaint themselves with the glorious journey of cinema in India.
CO2: Students would be able to enhance understanding of different genres of Indian cinema.
CO3: Students would be able to inculcate the knowledge of growth of print, electronic and web media.
CO4: Students would be able to acquaint themselves with different bodies of Indian cinema.

Course Contents:**Module – I**

- 1.1 Cinema in India: history, overview
 1.2 Post independent era
 1.3 Golden Era of Hindi Cinema
 1.4 Father of Indian Cinema- Dada Sahab Falke

Module – II

- 2.1 Theme, Story, Screenplay
 2.2 Narrative, Set design, Costume designing
 2.3 Lighting, Sound and Music
 2.4 Feature film, Short film & Documentary film

Module – III

- 3.1 Film Division, National Film Awards
 3.2 Central Board of Film Certification
 3.3 NFAI- National Film Archive of India, Film Division
 3.4 DAVP, National Film Development Corporation

Module – IV

(Handwritten signatures and marks)

- 4.1 Growth of Digital Cinema- 2D, 3D
- 4.2 Niche Movie, Commercial movie
- 4.3 Development of OTT platforms: Youtube, Netflix, Amazon Prime
- 4.4 Relevance of Films in today's world

Student's Activity: The students required to prepare a short film by using their mobile camera or the professional camera. The duration must be at least 10 minutes.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

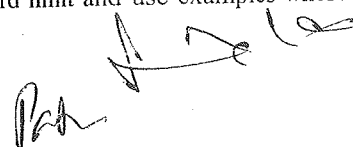
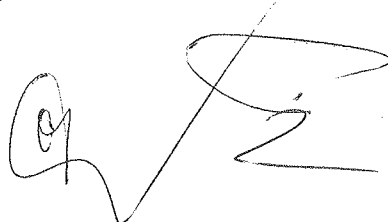
- <https://www.youtube.com/watch?v=CzzNUkupeCc>
- <https://www.youtube.com/watch?v=ve7qeEhWGMo>
- <https://www.youtube.com/watch?v=ObLMom6Qt0c>
- <http://www.ibfindia.com/central-board-film-certification-cbfc>
- https://en.wikipedia.org/wiki/Directorate_of_Advertising_and_Visual_Publicity
- https://en.wikipedia.org/wiki/Over-the-top_media_service_in_India
- https://en.wikipedia.org/wiki/Over-the-top_media_service_in_India
- <https://www.youtube.com/watch?v=FEcZMa0Xwv1>

Suggested Readings:

1. Keval j. Kumar 'Mass Communication in India' Jaico publication.
2. Gokulsing, k. & Dissanaye ' Indian Popular Cinema: A Narrative of Cultural change (2004).
3. Burra, R.D & Rao. 'Cinema an Encyclopedia of India, Vol.1, Thomson Gale Publication (2006).
4. Rajadhyaksa, A. (1996). ' India Filming The Nation'. The oxford history of world Cinema.
5. Raminder Kaur, Ajay Sinha.; Bollywood: Popular Indian Cinema through Transnational Lens?. Sage: New Delhi.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC- 602	5	1	0	6

Course Objective: The aim of the course is to understand the dynamics of communication besides developing leadership skills in the profession of media. Students will be trained with the management skills of launching own media organization and it also includes entrepreneurs in media

Course Outcomes:

- CO1. Students will able to understand the management concept and role of managerial staff.
 CO2. Students will able to know about the concept of marketing so that that can be applied in real sense.
 CO3. Students will able to work on integrated marketing and will able to organize CSR activities.
 CO4. Students will able to learn market intelligence, evaluation and controlling of the market programme.

Course Content :**Module- I**

1. Management: concept and definition
2. Role of managers, decision making – by Individuals & groups
3. Human resource development, Leadership, Entrepreneurship
4. Future trends in management

Module- II

- 2.1 Marketing: concept & philosophy
- 2.2 Changing Indian marketing scenario
- 2.3 Marketing mix- Product, Price, Place & Promotion,
- 2.4 Media mix Managing mass communication and personal communication in marketing

Module- III

- 3.1 Designing and managing integrated marketing communication,
- 3.2 C S R, Social marketing and cause related marketing
- 3.3 Media and marketing strategy
- 3.4 Differentiating and positioning the market offer,

Module- IV

1. Market leaders, challenges followers and
2. Niche market information system,
3. Market intelligence, organizing, implementing, evaluating and controlling the market programme
4. Design of media house, Major marketing weaknesses

Student Activity: Students will organize event in the form of competitions, seminars, workshop or ant media event to learn the management and marketing skills.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

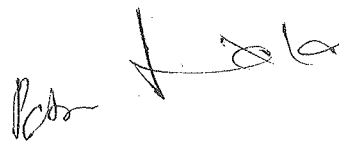
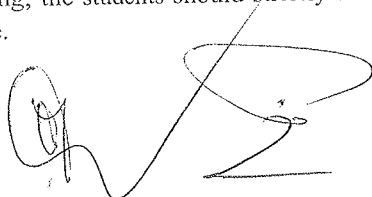
1. <https://www.youtube.com/watch?v=3PsH0-mfWzQ>
2. <https://www.youtube.com/watch?v=BeAUdPoO17o>
3. <https://www.youtube.com/watch?v=pvbcJ7SkG8w>
4. <https://www.humanrightscareers.com/magazine/international-human-rights-organizations/>
5. https://en.wikipedia.org/wiki/Judiciary_of_India
6. <https://law.unimelb.edu.au/centres/alc/research/publications/alc-briefing-paper-series/a-brief-introduction-to-the-indian-judicial-system-and-court-hierarchy>
7. https://en.wikipedia.org/wiki/Minority_group
8. <https://www.ohchr.org/EN/Issues/Minorities/Pages/internationalallaw.aspx>

Suggested readings:

1. Marketing Management - A South Asian Perspective :: Philip Kotler, Keller, Koshy and Jha, Published by Pearson Education
2. Management :: Robbins, Coulter and Niharika Vohra, published by Pearson
3. The Practice of Management : Peter Drucker, published by Elsevier Ltd.
4. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie , Jan Wicks LeBlanc ; C. Ann Hollifield , Stephen Lacy
5. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
6. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 603	5	1	0	6

Course Objective: The course objective is to build the basic sense of Photography to prepare a photo artist or photojournalist. It will lead the students to develop interest in photo journalism which is a skills enhancement opportunity.

Course Outcomes:

CO1: Students would learn the concepts and importance of photography.

CO2: Students would be able to understand photo coverage and photo Journalism.

CO3: Students would be to ready to join any media organization as photo Journalist.

CO4: Students would know the importance of photo features.

Course Contents:**Module – I**

- 1.1 Origin of Photography: early camera & technology
- 1.2 Principle of photography
- 1.3 Techniques of Photography
- 1.4 Photography as an Art

Module – II

- 2.1 Camera Technology and Principle
- 2.2 Type of Cameras, Parts of Camera
- 2.3 Features of DSLR Camera
- 2.4 Camera Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field

Module – III

- 3.1 Lighting principles
- 3.2 Role of lighting
- 3.3 Different types of lighting and its uses
- 3.4 Role of subject, quality of photograph

Module – IV

- 4.1 Photograph Editing Techniques

4.2 Colour composition

4.3 Filter, length, focus, Shots

4.4 Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)

Student's Activity:

1. Prepare a Digital portfolio with print
 - a. Nature photography
 - b. Candid photography
 - c. Product photography
 - d. Architecture photography.

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.youtube.com/watch?v=V7z7BAZdt2M>
2. <https://www.youtube.com/watch?v=WXdAX0No2hM>
3. <https://www.youtube.com/watch?v=74FYHZ1Bv3c>
4. <https://www.youtube.com/watch?v=xHvFHRPLvII>
5. <https://www.youtube.com/watch?v=bwHR0ZcGhZ4>
6. <https://www.youtube.com/watch?v=xCvNK5-VKvU>
7. <https://photographycourse.net/advanced-photography/>
8. <https://www.pinterest.com/jeanettecz/advanced-photography/>

Suggested Readings:

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

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more

questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

Handwritten signatures and text:
Bali, [Signature], [Signature], Pad [Signature]

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC - 604	2	0	4	4

Course Objective: The course objective is to make aware students about the basics of documentary production. It will inculcate knowledge of storytelling, Visual copy writing and shooting.

Course Outcomes:

- CO1:** Students would learn the concepts and meaning of documentary.
CO2: Students would be able to understand the different shooting styles.
CO3: Learner would understand the documentary production.
CO4: Students would know the concept of storytelling.

Course Contents:**Module – I**

- 1.1 Understanding the Documentary: Concept
 1.2 Introduction to Realism Debate
 1.3 Observational and Verite documentary

Module – II

- 2.1 Defining the Structure of Documentary
 2.2 Developing the script
 2.3 Narrative and intent in documentary production
 2.4 Introduction to shooting styles

Module – III

- 3.1 Documentary Production
 3.2 Pre-Production, Production, Post Production
 3.3 Researching the Documentary
 3.4 Research: Library, Archives, location, life stories, ethnography

Module – IV

- 4.1 Writing a concept: telling a story
 4.2 Treatment to visuals

4.3 Scheduling and budgeting

4.4 Producing a rough cut and developing fine cut

Student's Activity: The students are required to present a five to ten minutes short video documentary on the topic of their interest.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

<https://www.youtube.com/watch?v=VArlSvUuyr0>
<https://www.youtube.com/watch?v=OZtum6FgoE8>
<https://www.youtube.com/watch?v=TgdI-b7Qzmg>
<https://www.youtube.com/watch?v=ΔyML8xuKfoc>
<https://www.youtube.com/watch?v=rnwATgkApOY>
<https://www.youtube.com/watch?v=Nzsekfor-3A>
<https://www.youtube.com/watch?v=h643CkAtytg>

Suggested Readings:

1. PatricaAaufdeneide 'Documentary Film: A short Introduction. Oxford university press
2. Erik Barnow and Krishnaswamy Documentary
3. Charles Musser —Documentary in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
4. Michael Renov —The Truth about Non Fiction and —Towards a Poetics of Documentary in Michael Renov. ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
5. Trisha Das *How to Write a Documentary Double Take* by PSBT

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. An external examiner will take a test giving three practical questions and students need to answer any two .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

BAMC - 605
Scheme of Examination

INTENSHIP

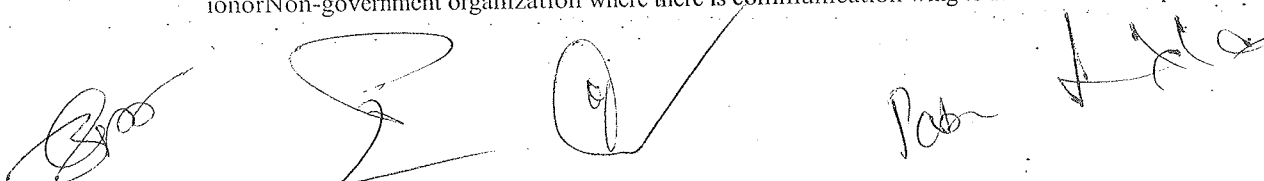
Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Course Code	L	T	P	Total
BAMC - 605	2	0	4	4

Scheme of examination- The Media organization where the student has taken training need to send a confidential report of the conduct of the student during the training. Again students need to fill the Performa prescribed by the department to fill daily described the day's experience. Preferably all the regular teachers or at least three regular teachers appointed by the chairman will evaluate based on the following 1. Confidential report of the media organization

1. Daily report submitted by the students
2. Interviewed faced by the student before the panel.

The media training is to be undertaken soon after the end of th Semester Examination for a period of minimum **eight weeks**. Media training is complimentary to the class room training /education of the student. Hence the student must take training in the field of their specialization only. However for the students of Social Marketing and development Communication they can take internship in any media organization both in electronic media and print media, in any Government organization or Non-government organization where there is communication wing to facilitate development.

The block contains several handwritten signatures and initials in black ink. From left to right, there is a large, stylized signature, a signature that looks like 'Z', a signature that looks like 'Q', and two more signatures on the right side, one of which appears to be 'Pab'.

B.A. Mass Communication

Semester - VII

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credit
1	BAMC- 701 Introduction to Research					6
2			BAMC – 702. Review of Literature			6
3	BAMC – 703 Research Methodology					6
4	BAMC - 703 Communication and Media Research					4
5				BAMC – 705 Statistical in Social Science Researches		4

[Handwritten signatures and initials]

BAMC – 701 INTRODUCTION TO RESEARCH

Scheme of Examination

Minor Test – I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-701	5	1	0	6

Course Objective: The objective of this course is to strengthen in research ability. It is also to improve research analytical skills and knowledge of communication research. It will also inculcate the knowledge of social sciences research.

Course Outcomes:

CO1: Students would be able to strengthen in research.

CO2: Student would be able to develop the knowledge of Research.

CO3: Students would be able to improve ability in social science research.

CO4: Students would be able to enrich the knowledge of research design research process etc.

Module – I

Meaning and Objective of Research

Objectives of Research

Types of research: Basic Research, Applied Research

Significance of Research

Module – II

Criteria of good research

Research method and methodology

Research problem

Research and scientific method

Module – III

Need for Sampling

Probability sampling

Non – Probability sampling

Meaning of Universe and population

Questionnaire, schedule and interviews

Module – IV

Processing and Analysis of data

Element and Types of Analysis

Data tabulation, data coding

Statistical test for the data

Open Educational Resources:

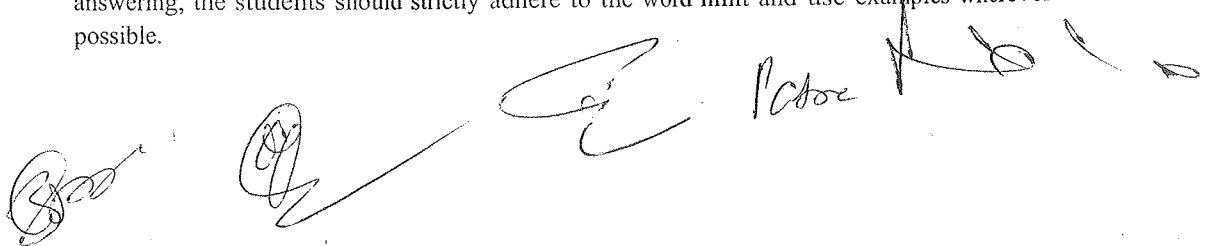
1. <https://www.youtube.com/watch?v=bEEVGFqvV4s>
2. <https://www.youtube.com/watch?v=nv7MOoHMM2k>
3. <https://www.ukessays.com/essays/communications/importance-communication-research-3106.php>
4. <https://courses.lumenlearning.com/introductiontocommunication/chapter/doing-communication-research/>
5. <https://www.sciencedirect.com/topics/computer-science/communication-research>
6. https://onlinecourses.swayam2.ac.in/ugc19_hs23/preview
7. <https://egyaganar.osou.ac.in/download-slm.php?file=JMC-08-BLOCK-01.pdf>
8. <https://www.routledge.com/A-Handbook-of-Media-and-Communication-Research-Qualitative-and-Quantitative/Jensen/p/book/9780415609661>

Suggested reading

1. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge
2. Mass Media Research: An Introduction by Roger D. Wimmer, Joseph R. Dominick
3. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE
4. Doing Media Research by Susanna Hornig Priest: SAGE
5. Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BAMC-702 REVIEW OF LITERATURE
Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-702	5	1	0	6

Course Objective: The objective of this course is to strengthen in research ability. It is also to improve research analytical skills and knowledge of communication research. It will also inculcate the knowledge of social sciences research.

Course Outcomes:

CO1: Students would be able to strengthen in research.

CO2: Student would be able to develop the knowledge of Research.

CO3: Students would be able to improve ability in social science research.

CO4: Students would be able to enrich the knowledge of research design research process etc.

The students are required, after duly understanding the concept of research study and formulation of topic and express the involved research problem, search and study relevant research findings or results from published studies from journals or books to enable to support their research arguments. Here, the students must learn indexing and referencing according to established systems like APA (American Psychological Association) and MLA (Modern Languages Association) for their references or bibliography. Students must support their research references or bibliography with at least 30 published research studies already published in reputed journals, books etc.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language **should** be pure (not bilingual) and correct. While answering, the students should strictly **adhere** to the word limit and use examples wherever possible.

Handwritten signatures and scribbles.

BAMC – 703 RESEARCH METHODOLOGY

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-703	5	1	0	6

Course Objective: The objective of this course is to strengthen in research methodology. It is also to improve research analytical skills and knowledge of communication research. It will also inculcate the knowledge of social sciences research.

Course Outcomes:

CO1: Students would be able to strengthen in research.

CO2: Student would be able to develop the knowledge of Research methodology.

CO3: Students would be able to improve ability in social science research.

CO4: Students would be able to enrich the knowledge of research design research process etc.

Module – I

Research Methods & Techniques : Census Method, Sampling Method, Types of sampling, Probability Sampling, Non – Probability Sampling, Case Study method

Module – II

Statistical Method, Observation method, Experimental method, Interview method, content analysis method, questionnaire techniques, Schedule technique, Scaling Techniques.

Module – III

Research Design: Meaning and concept of Research Design, Need for Research Design, Features of a good Research Design, Types of Research Design.

Module – IV

Processing and Analysis of Data processing: Summary Chart, Data Analysis, Type of Data Analysis, Different tools of media metrics used in media research.

Open Educational Resources:

9. <https://www.youtube.com/watch?v=bEEVGFqV4s>
10. <https://www.youtube.com/watch?v=nv7MOoHMM2k>

11. <https://www.ukessays.com/essays/communications/importance-communication-research-3106.php>
12. <https://courses.lumenlearning.com/introductiontocommunication/chapter/doing-communication-research/>
13. <https://www.sciencedirect.com/topics/computer-science/communication-research>
14. https://onlinecourses.swayam2.ac.in/ugc19_hs23/preview
15. <https://cgyanagar.osou.ac.in/download-slm.php?file=JMC-08-BLOCK-01.pdf>
16. <https://www.routledge.com/A-Handbook-of-Media-and-Communication-Research-Qualitative-and-Quantitative/Jensen/p/book/9780415609661>

Suggested reading

6. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge
7. Mass Media Research: An Introduction by Roger D. Wimmer, Joseph R. Dominick
8. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE
9. Doing Media Research by Susanna Hornig Priest: SAGE
10. Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

The image shows several handwritten signatures in black ink. From left to right, there are four distinct signatures. The first is a cursive signature, the second is a stylized signature, the third is a signature that appears to be 'Pata', and the fourth is a signature that appears to be 'A. B.'.

BAMC- 704

COMMUNICATION AND MEDIA RESEARCH

Scheme of Examination

Minor Test –I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-704	4	0	0	4

Course Objective: The aim of this course is to inculcate the basics of communication research. Students learn to make research design using various techniques and identify sampling technique to plan a good research. They know the usages of statistical tools to authenticate research.

Course outcomes:

- CO1: Students will be able to understand the basics of communication research.
- CO2: Students will be able to make research design using various techniques.
- CO3: Students will be able to identify various sampling techniques for their research.
- CO4: Students will be able to analyse the data by using statistical tools.

Course Content:

Module-I

- 1.1 Introduction to research: Definition, rôle, function, scope & importance of communication research.
- 1.2 Social science research and communication research,
- 1.3 Communication research and media Research
- 1.4 Basics and applied research

Module- II

- 2.1 Research design , experimental, semi-experimental, bench mark
- 2.2 Longitudinal studies, simulation, panel studies, empirical studies .
- 2.3 Methods of Communication Research: Census method, Random sample survey method,
- 2.4 Observation method. Case studies, Clinical studies, Content analysis

Module- III

- 3.1 Sampling techniques: questionnaire purpose, preparation, and administration, types of questions, pre-coded questionnaire,
- 3.2 Interview guide, primary, secondary and tertiary sources
- 3.3 Preparation of code book & coding tabulation, analysis & interpreting
- 4. Variables, independent & dependents Hypothesis

Module-IV

- 1. Statistical analysis in communication research : Mean, Median, Mode,

2. Standard deviation, chi square test Evaluation feedback, Feed forward,
3. Media habits, public surveys, pre-election studies and exit polls.
4. Report writing, research as tools of reporting

Student Activity:

1. Students will design a research questionnaire caring 10 questions on any topic given by the teacher.
2. Media survey or content analysis on the recent topics of development.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

17. <https://www.youtube.com/watch?v=bEEVGFqvV4s>
18. <https://www.youtube.com/watch?v=nv7MOoHMM2k>
19. <https://www.ukessays.com/essays/communications/importance-communication-research-3106.php>
20. <https://courses.lumenlearning.com/introductiontocommunication/chapter/doing-communication-research/>
21. <https://www.sciencedirect.com/topics/computer-science/communication-research>
22. https://onlinecourses.swayam2.ac.in/ugc19_hs23/preview
23. <https://egyvanagar.osou.ac.in/download-slm.php?file=JMC-08-BLOCK-01.pdf>
24. <https://www.routledge.com/A-Handbook-of-Media-and-Communication-Research-Qualitative-and-Quantitative/Jensen/p/book/9780415609661>

Suggested reading

11. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge
12. Mass Media Research: An Introduction by Roger D. Wimmer, Joseph R. Dominick
13. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE
14. Doing Media Research by Susanna Hornig Priest: SAGE
15. Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

BAMC – 705 STATISTICS IN SOCIAL SCIENCE RESEARCHES

Scheme of Examination

Minor Test – I	10 Marks
Minor Test – II	10 Marks
Co – Curricular Activity	10 Marks
Major Test	70 Marks
Total	100 Marks

Time Allowed for Major Test: 3 Hours

Course Code	L	T	P	Total
BAMC-705	4	0	0	4

Course Objective: The objective of this course is to strengthen in research analysis techniques. It is also to improve research analytical skills and knowledge of communication research. It will also inculcate the knowledge of statistics in research and application of statistics.

Course Outcomes:

CO1: Students would be able to strengthen in research.

CO2: Student would be able to develop the knowledge of statistics.

CO3: Students would be able to improve ability in statistical tools and techniques.

CO4: Students would be able to enrich the knowledge of research design research process etc.

Module – I

What is statistics

Types of statistics

Need of statistics in research

Statistical tools and Techniques

Module – II

Measure of central tendency

Frequency distribution, class interval,

Mean, Mode, Median, Range, Quartile

Deviation: Standard deviation, Variance

Module – III

Hypothesis

Types of hypothesis

Hypothesis formation

Hypothesis Testing, Type – I Error, Type – II Error

One Tail and Two Tail Test, Difference between two mean

Module – IV

Parametric Test

Non – Parametric Test

Measure of Asymmetry: Normal Distribution Curve, Skewness, Kurtosis

Open Educational Resources:

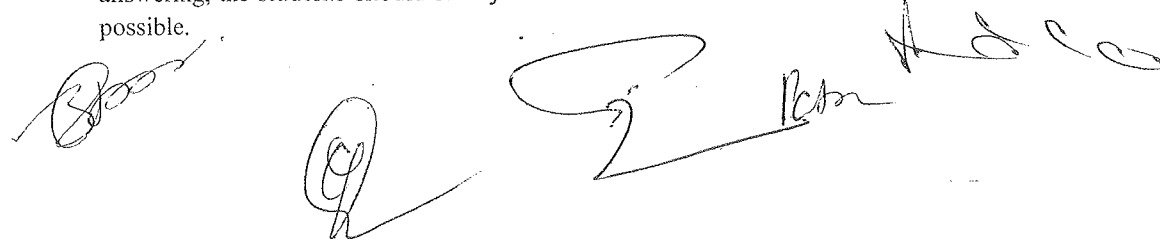
25. <https://www.youtube.com/watch?v=bEEVGFqvV4s>
26. <https://www.youtube.com/watch?v=nv7MOoHMM2k>
27. <https://www.ukessays.com/essays/communications/importance-communication-research-3106.php>
28. <https://courses.lumenlearning.com/introductiontocommunication/chapter/doing-communication-research/>
29. <https://www.sciencedirect.com/topics/computer-science/communication-research>
30. https://onlinecourses.swayam2.ac.in/ugc19_hs23/preview
31. <https://egyanagar.osou.ac.in/download-slm.php?file=JMC-08-BLOCK-01.pdf>
32. <https://www.routledge.com/A-Handbook-of-Media-and-Communication-Research-Qualitative-and-Quantitative/Jensen/p/book/9780415609661>

Suggested reading

16. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge
17. Mass Media Research: An Introduction by Roger D. Wimmer, Joseph R. Dominick
18. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE
19. Doing Media Research by Susanna Hornig Priest: SAGE
20. Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David DeJerners

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



B.A. Mass Communication

Semester - VIII

Sr. No.	Core Course (CC) (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Open Elective (6 credit each)	Total credits
1	BAMC – 801 Project/ Dissertation					26

In this semester the total 26 credits of undertaking research project/ dissertation shall be divided as follows:

1. Formulation and identification of topic
2. Appropriate/suitable methodology and Design
3. Review of Literature and Problem Statement
4. Data Interpretation and Analytical skills
5. Discussion and Presentation

BAMC – 801 PROJECT/DISSERTATIONS

In this semester, students will take up a research dissertation/project with a duly identified research topic under the supervision of a teacher. Guides/supervisor will be assigned by the department for each student. The students will have to present a synopsis in front of a Departmental Research Committee which shall assign a suitable research topic to them. The dissertation/project submitted at the end of the semester duly signed by the supervisor assigned to a student will carry proper procedure of a research study report stating in the following order:

1. Topic of the research
2. Problem statement of the research undertaken
3. Objectives
4. Review of Literature
5. Research Methodology
6. Data collection, analysis and interpretation
7. Findings
8. Discussion/Conclusion
9. Significance of the study
10. Limitations
11. Suggestions
12. References/Bibliography

The image shows several handwritten signatures and initials in black ink. On the left, there is a large, stylized signature. Below it is another signature. In the center, there is a large, bold signature. To the right, there are several smaller signatures and initials, including one that appears to be 'Ran'.