



Nehru Gram Bharati (Deemed to be University)  
Prayagraj, Uttar Pradesh , INDIA

FOUR YEAR UNDERGRADUATE PROGRAMME  
**Syllabus**  
[NHEQF Level 4.5-6.0]  
*[ As per NEP-2020 Regulations]*

*B.A./B.A. (Honours)/B.A.(Honours with Research)*  
*in*  
*Journalism & Mass Communication*

[Department of Journalism & Mass Communication]

[Effective From 2025-26 Onwards]

# Board of Studies

## Introduction of the Programme:

### [a] Introduction:

The NEP-2020 offers an opportunity to effect a paradigm shift from a teacher-centric to a student-centric higher education system in India. It is based on Outcome Based Education, where the Graduate Attributes are first kept in mind to reverse-design the Programs, Courses and Supplementary activities to attain the graduate attributes and learning outcomes. The learning outcomes-based curriculum framework for a degree in B.A. (Honours/Honours with Research) in Journalism & Mass Communication is intended to provide a comprehensive foundation to the subject and to help students develop the ability to successfully continue with further studies and research in the subject while they are equipped with required skills at various stages. The framework is designed to equip students with valuable cognitive abilities and skills so that they are successful in meeting diverse needs of professional careers in a developing and knowledge-based society. The curriculum framework takes into account the need to maintain globally competitive standards of achievement in terms of the knowledge and skills, as well as to develop spirit of enquiry, problem solving skills and human and professional values which foster rational and critical thinking in students.

### [b] Graduate Attributes:

Type of learning outcomes	The Learning Outcomes Descriptors
Learning outcomes that are specific to disciplinary/interdisciplinary areas of learning	Disciplinary/ interdisciplinary Knowledge & Skills
Generic learning outcomes	<b><i>Critical Thinking &amp; problem-solving Capacity</i></b>
	<b><i>Creativity</i></b>
	<b><i>Communication Skills:</i></b> The graduates should be able to demonstrate the skills that enable them to: <ul style="list-style-type: none"><li>• listen carefully, read texts and research papers analytically, and present complex information in a clear and concise manner to different groups/audiences,</li><li>• express thoughts and ideas effectively in writing and orally and communicate with others using appropriate media,</li><li>• confidently share views and express herself/himself,</li><li>• construct logical arguments using correct technical language related to a field of learning, work/vocation, or an area of professional practice,</li><li>• convey ideas, thoughts, and arguments using language that is respectful and sensitive to gender and other minority groups.</li></ul>

	<p><b>Analytical reasoning/thinking:</b> The graduates should be able to demonstrate the capability to:</p> <ul style="list-style-type: none"> <li>• evaluate the reliability and relevance of evidence;</li> <li>• identify logical flaws in the arguments of others;</li> <li>• analyze and synthesize data from a variety of sources;</li> <li>• draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</li> </ul>
	<p><b>Research-related skills:</b> The graduates should be able to demonstrate:</p> <ul style="list-style-type: none"> <li>• a keen sense of observation, inquiry, and capability for asking relevant/ appropriate questions,</li> <li>• the ability to problematize, synthesize and articulate issues and design research proposals,</li> <li>• the ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships,</li> <li>• the capacity to develop appropriate methodology and tools of data collection,</li> <li>• the appropriate use of statistical and other analytical tools and techniques,</li> <li>• the ability to plan, execute and report the results of an experiment or investigation,</li> <li>• the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or field of study.</li> </ul>
	<p><b>Coordinating/collaborating with others:</b> The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> <li>• work effectively and respectfully with diverse teams,</li> <li>• facilitate cooperative or coordinated effort on the part of a group,</li> <li>• act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.</li> </ul>
	<p><b>Leadership readiness/qualities:</b> The graduates should be able to demonstrate the capability for:</p> <ul style="list-style-type: none"> <li>• mapping out the tasks of a team or an organization and setting direction.</li> <li>• formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision.</li> <li>• using management skills to guide people to the right destination.</li> </ul>
	<p><b>‘Learning how to learn’ skills:</b> The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> <li>• acquire new knowledge and skills, including ‘learning how to learn’ skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace, including adapting to the changes in work processes in the context of the fourth industrial revolution, through knowledge/ skill development/reskilling,</li> <li>• work independently, identify appropriate resources required for further learning,</li> <li>• acquire organizational skills and time management to set self-defined goals and targets with timelines.</li> <li>• inculcate a healthy attitude to be a lifelong learner,</li> </ul>
	<p><b>Digital and technological skills:</b> The graduates should be able to demonstrate the capability to:</p> <ul style="list-style-type: none"> <li>• use ICT in a variety of learning and work situations,</li> <li>• access, evaluate, and use a variety of relevant information sources,</li> <li>• use appropriate software for analysis of data.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>National &amp; International Perspective considering the current perspective of a Global Village.</b></li> </ul>

	<p><b><i>Value inculcation:</i></b> The graduates should be able to demonstrate the acquisition of knowledge and attitude that are required to:</p> <ul style="list-style-type: none"> <li>• embrace and practice constitutional, humanistic, ethical, and moral values in life, including universal human values of truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values,</li> <li>• practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies,</li> <li>• formulate a position/argument about an ethical issue from multiple perspectives</li> <li>• identify ethical issues related to work, and follow ethical practices, including avoiding unethical behaviour such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights,</li> <li>• recognize environmental and sustainability issues, and participate in actions to promote sustainable development.</li> </ul> <p><b><i>Autonomy, responsibility, and accountability:</i></b> The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> <li>• apply knowledge, understanding, and/or skills with an appropriate degree of independence relevant to the level of the qualification,</li> <li>• work independently, identify appropriate resources required for a project, and manage a project through to completion,</li> </ul> <p><b><i>Environmental awareness and action:</i></b> The graduates should be able to demonstrate the acquisition of and ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for:</p> <ul style="list-style-type: none"> <li>• mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development and living.</li> </ul> <p><b><i>Community engagement and service:</i></b> The graduates should be able to demonstrate the capability to participate in community-engaged services/ activities for promoting the well-being of society.</p> <p><b><i>Empathy:</i></b> The graduates should be able to demonstrate the ability to identify with or understand the perspective, experiences, or points of view of another individual or group, and to identify and understand other people's emotions.</p>
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**[c] Flexibility:**

The programmes are flexible enough to allow liberty to students in designing them according to their requirements. The Learner is given freedom of choice in selecting disciplines. Students may select his/her own stream. He/She may select three major disciplines from his/her own stream or two major disciplines from his own stream and one major discipline from any other stream. Along with major disciplines, a student can select minor disciplines from other streams, languages, generic electives, ability enhancement courses, Vocational/Skill Enhancement Courses (SEC) and Value added Courses including Extra Curricular activities.

**Multiple Entry & Exit Options:**

ENTRY & EXIT OPTIONS	Credits Required
<b>Certificate</b> upon the Successful Completion of the First Year (Two Semesters) of the multidisciplinary Four-year Undergraduate Programme. <b>+ 04 Credit Mandatory Internship in Case of Exit.</b>	<b>44</b>
<b>Diploma</b> upon the Successful Completion of the Second Year (Four Semesters) of the multidisciplinary Four-year Undergraduate Programme. <b>+ 04 Credit Mandatory Internship in Case of Exit.</b> For Entry to NHEQF Level 5.0, must have completed the NHEQF 4.5 Level of Four Year Undergraduate Programme as per NEP-2020.	<b>84</b>
<b>Basic Bachelor Degree</b> at the Successful Completion of the Third Year (Six Semesters) of the multidisciplinary Four- year Undergraduate Programme. For Entry to NHEQF Level 5.5, must have completed the NHEQF 5.0 Level of Four Year Undergraduate Programme as per NEP-2020.	<b>120</b>
<b>Bachelor Degree with Honours/Honours with Research</b> in a Discipline at the Successful Completion of the Fourth Year (Eight Semesters) of the multidisciplinary Four-year Undergraduate Programme. For Entry to NHEQF Level 6.0, must have completed the NHEQF 5.5 Level of Four Year Undergraduate Programme as per NEP-2020.	<b>160</b>

**Programme Educational Objectives (PEOs):**

- (PEO1) :To familiarize the students with the working of media-both Print & Electronic.
- (PEO2) :To develop working skills needed for newspapers, Magazines, Radio, T.V. Web Journalism.
- (PEO3) :To develop aptitude and competence to analyze and interpret the events.
- (PEO4) :To develop writing skills for different formats used in media.
- (PEO5) :To provide knowledge of Indian Constitution, current affairs & Global scenario.

**Department of Journalism & Mass Communication**  
**B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication**  
**SYLLABUS STRUCTURE OVER-All ( Based on NEP – 2020)**

## Credit Distribution

B.A./B.A. (Honours)/B.A.(Honours with Research) in Journalism & Mass Communication										
<b>[2025-26]</b>										
Year	Semester	Nomenclature of the Courses/Title	Com/Ele.	Credit	Credit Distribution			Teaching Hours		
					L	T	P	L	T	P
First Year	I	Introduction to Communication	Compulsory	4	3	1	0	45	15	0
		History of Indian Journalism	Compulsory	3	2	1	0	30	15	0
		Introduction to IKS : Journalism & Mass Communication	Compulsory	2	1	1	0	15	15	0
		Choose any One Course: 1. Evolution of Media 2. Evolution of Audience	Elective	3	3	0	0	45	0	0
		AEC : Communication Skill & Personality Development	Compulsory	2	2	2	2	30	30	60
		Minor Course for other Discipline:- Media and Information Literacy	Pool Elective	3	3	0	0	45	0	0
		SEC : Paper-I	Pool Elective	3	1	0	2	15	0	60
		<b>Total Semester Credits</b>		<b>20</b>						
	II	Visual Communication	Compulsory	4	2	0	2	30	0	60
		Media Language; Structure & Style	Compulsory	3	3	0	0	45	0	0
		Coose any One Course: 1. Communication Technologies 2. Computer Application & Internet	Elective	3	3	0	0	45	0	0
		AEC : Critical Thinking & Problem Solving	Compulsory	2	2	0	0	30	0	0
		Minor :- Media and Culture	Pool Elective	3	3	0	0	45	0	0
		SEC : Paper-II	Pool Elective	3	1	0	2	15	0	60
		VAC: Indian Constitution	Pool Elective	2	2	0	0	30	0	0
		<b>Total Semester Credits</b>		<b>20</b>						
<b>Exit Option : Certificate in Field of Learning/discipline</b>										
Second Year	III	Print Media : Reporting & Editing	Compulsory	4	3	1	0	45	15	0
		Media Law	Compulsory	3	3	0	0	45	0	0
		Applied IKS-I : Journalism & Mass Communication	Compulsory	2	2	0	0	30	0	0
		Coose any One Course: 1. Development Communication 2. Media & Social Issues	Elective	3	3	0	0	45	0	0

Third Year	IV	AEC: Soft Skills	Compulsory	2	2	0	0	30	0	0
		Minor :- Development of Journalism	POOL B	3	3	0	0	45	0	0
		SEC : Paper-I (Other than Opted in Sem-I)	POOL C	3	1	0	2	15	0	60
		<b>Total Semester Credits</b>		<b>20</b>						
		Electronic Media	Compulsory	4	2	0	2	30	0	60
		International Relation & Communication	Compulsory	3	3	0	0	45	0	0
		Choose any One Course: 1. Study of Cinema 2. Indian Constitution: Government and Politics	Elective	3	3	0	0	45	0	0
		AEC: Content Writing & Editing		2	2	0	0	30	0	0
	V	Minor :- Understanding News	POOL B	3	3	0	0	45	0	0
		SEC: Paper-II	POOL C	3	1	0	2	15	0	60
		VAC: Food, Nutrition & Hygiene	Pool Elective	2	2	0	0	30	0	0
		<b>Total Semester Credits</b>		<b>20</b>						
		<b>Exit Option : Diploma in Field of Learning/discipline</b>								
		Advertisement	Compulsory	4	3	1	0	45	15	0
		Public Relations	Compulsory	4	4	0	0	60	0	0
		Applied IKS-II : Journalism & Mass Communication	Compulsory	2	2	0	0	30	0	0
	VI	Note: Choose any one Course 2. Media Management 3. Global Media: An Overview	Elective	3	3	0	0	45	0	0
		VAC : Environmental Science & Sustainability	POOL D	2	2	0	0	30	0	0
		AEC: Team Building & Leadership	Compulsory	2	2	0	0	30	0	0
		Minor:- Media Ethics (For Other Disciplines)	POOL B	3	3	0	0	45	0	0
		<b>Total Semester Credits</b>		<b>20</b>						
		Social Media & Web Journalism	Compulsory	4	3	1	0	45	15	0
		Photo Journalism	Compulsory	4	3	1	0	45	15	0
	VII	Note: Choose any one Course 1. Media & Society 2. Basics of New Media 3. Cyber Law	Elective	3	3	0	0	45	0	0
		Internship/Apprenticeship	Compulsory	4	0	0	4	0	0	120
		Minor :- Mobile Journalism and Multimedia Production	POOL B	3	3	0	0	45	0	0
		VAC: Physical Education & Yoga	POOL D	2	2	0	0	30	0	0
		<b>Total Semester Credits</b>		<b>20</b>						
		<b>Exit Option : Basic UG degree in Field of Learning/discipline</b>								

Fourth Year	VII	Media Research	Compulsory	5	4	1	0	60	15	0
		2. Research Methodology (Hons. with Research) /Rural Journalism (Honours)	Compulsory	4	4	0	0	60	0	0
		Note: Choose any Two Course (4+4) 1. Media Campaigns 2. Social Media Management 3. Basics of Camera, Lights & Sound	Elective	8	6	2	0	90	30	0
		Minor :- Gender and Media (For Other Discipline)	POOL B	3	4	0	0	60	0	0
		<b>Total Semester Credits</b>		<b>20</b>						
	VIII	Human Rights & Media	Compulsory	5	4	1	0	60	15	0
		Note: Choose any one Course: 1. Video Journalism 2. Documentaries & Short Films, Radio Programs 3. Dummy Newspapers	Elective	3	3	0	0	45	0	0
		Dissertation/Research Project & Viva Voce (Hons. with Research) or Field Visit/Tour based Viva Voce (Honours)	Compulsory	12	0	0	12	0	0	360
		<b>Total Semester Credits</b>		<b>20</b>						
	<b>Completion : UG (Hons./Hons. with Research) degree in Field of Learning/discipline</b>									
		Total Programme Credits		<b>160</b>						

AEC Ability Enhancement Course

VAC Value Added Course

SEC Skill Enhancement Course

IKS Indian Knowledge System

**Note : Column. No. 6 & 7 is expected to be filled by the departments based on requirement of Course.**

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**SYLLABUS ( Based on NEP – 2020)**  
**Session 2025 – 26**

YEA R	SEM.	PAPER TITLE	Course Code	MAJ OR/ MIN OR	COM /ELE	(L)	(T)	(P)	TOTAL CREDI T	TEACH ING HOURS
1 <sup>ST</sup>	I <sup>ST</sup>	Introduction to Communication	JMC-23101	Major	COM	03	01	00	04	60 (45 + 15)
		History of Indian Journalism	JMC-23102	Major	COM	02	01	00	03	45
		Introduction to IKS: JMC	JMCIKS-2301	Major	COM	01	01	00	02	30
		Choose any One Course: 1. Evolution of Media 2. Evolution of Audience	JMC-23103A/ JMC-23103B	Major	ELE	03	00	00	03	45
		Minor Course: Media & Information Literacy	MJMC01	Minor	ELE	03	00	00	03	45
2 <sup>ND</sup>	II <sup>ND</sup>	Visual Communication	JMC-23104	Major	COM	02	00	02	04	90 (30+60)
		Media Language, Structure & Style	JMC-23105	Major	COM	03	00	00	03	45
		Choose any One Course: 1. Communication Technologies 2. Computer Application & Internet	JMC-23106A/ JMC23106B	Major	ELE	03	00	00	03	45
		Minor Course: Media & Culture	MJMC02	POO L ELE	ELE	02	00	00	02	30
	III <sup>RD</sup>	Print Media: Reporting & Editing	JMC-23107	Major	COM	03	01	00	04	60 (45 + 15)

		Media Law & Ethics	JMC-23108	Major	COM	03	00	00	03	45
		Applied IKS-I: JMC	JMCIKS-2302	Major	COM	02	00	00	02	30
		Coose any One Course: 1. Development of Communication 2. Media & Social Issues	JMC-23109A/JMC-23109B	Major	ELE	03	00	00	03	45
		Minor: Development of Journalism	MJMC03	POO L ELE	ELE	03	00	00	03	45
	IV <sup>TH</sup>	Electronic Media	JMC-23110	Major	COM	02	00	02	04	90 (30 + 60)
		International Relation & Communication	JMC-23111	Major	COM	03	00	00	03	45
		Coose any One Course: 1. Study of Cinema 2. Indian Constitution: Government & Politics	JMC-23112A/JMC-23112B	Major	ELE	03	00	00	03	45
		Minor : Understanding NEWS	MJMC04	Mino r	ELE	03	00	00	03	45
3 <sup>RD</sup>	V <sup>TH</sup>	Advertisement	JMC-23113	Major	COM	03	01	00	04	60 (45 + 15)
		Public Relations	JMC-23114	Major	COM	04	00	00	04	60
		Applied IKS-II : JMC	JMCIKS-2303	Major	COM	02	00	00	02	30

		Note: Choose any one Course 1. Media Management Global Media: An Overview	JMC-23115A/JMC23115B	Major	ELE	03	0	0	03	45
		Minor: Media Ethics	MJMC05	Minor	ELE	03	00	00	03	45
	VI <sup>TH</sup>	Social Media & Web Journalism	JMC-23116	Major	COM	03	01	00	04	60 (45 + 15)
		Photo Journalism	JMC-23117	Major	ELE	03	01	00	04	60
		Note: Choose any one Course 1. Media & Society 2. Basics of New Media	JMC-23118A/JMC-23118B	Major	ELE	03	00	00	03	45
		Internship/Apprenticeship	JMC-23119	Major	COM	00	00	04	04	120
		Minor : Mobile Journalism & Multimedia Production	MJMC06	Minor	ELE	03	00	00	03	45
	4 <sup>TH</sup>	Media Research	JMC-23120	Major	COM	04	01	00	05	75 (60 + 15)
		Research Methodology (Honours with Research)/Rural Journalism(Honours)	JMC-23121A/JMC23121B	Major	COM	04	00	00	04	60
		Note: Choose any Two Course i. Media Campaigns ii. Social Media Management iii. <b>Basics of Camera, Lights &amp; Sound</b>	JMC-23122A/JMC-23124B/JMC-23122C	Major	ELE	06	02	00	08	120 (90+30)
		Minor Course: Gender & Media	MJMC07	Minor	ELE	03	00	00	03	45

VIII <sup>T</sup> H	Human Rights & Media	JMC-23123	Major	COM	04	01	00	05	90 (75 + 15)
	Note: Choose any One Paper i. Video Journalism ii. Documentaries & Short Films, Radio Programs iii. Dummy Newspapers	JMC-23124A/ JMC-23126B/ JMC-23124C	Major	ELE	03	00	00	03	45
	Dissertation/Research Project Viva Voce (Hons. with Research)/Field Visit, Educational Tour based Viva Voce (Honours)	JMC-23125A/ JMC-23125B	Major	COM	00	00	12	12	360

**B.A. (Hons/Hons with Research) in Journalism & Mass Communication**

**SEMESTER-I**

Programme: B.A./B.A. (Hons/Hons with Research) in Journalism & Mass Communication		Year:1	Semester: I
Pedagogy:			
Course Code: JMC-23101		Course /Paper Title:	Introduction to Communication
Course Outcomes: After Completing the course, the students will be able to			
CO1: The students will be able to understand concepts of communication.			
CO2: Students are able to implement the form of communications in not only their professions but everyday life.			
CO3: Students understands about Communication; is integral to human expression and growth and has taken many forms over centuries.			
CO4: The students will be able to identify the use of media in providing meaningful information.			
CO5: After the completion of the course the students will be able to explain and review on critical evaluation of mass communication Theories.			
Credit (L+T+P): 3+1+0=4		Paper (Core Compulsory)	
Max. Marks 40+60=100		Passing Marks:35	
Total Number of Lectures (Lecture-Tutorials-Practical):45+15+0			
Units	Topics:		No. of Lectures:
I	Communication: Meaning, Definition, Concept, Charecterstics.Communication-Process & its Steps, Feedback.		9
II	Types of Communication: Language Communication, Intra Personal Communication, Inter Personal Communication, Group & MassCommunication. Mass Communication: meaning, concept and charecterstics.		9
III	Communication Medium: Traditional, Print, Audio-Visual and New Medium, Magic Bullet Theory, Psychological Indivisualdeference theory, Press theories and Normative theory.		9
IV	Various Models of Communication- ShannonWeaver Model, Dansh Model, Gatekeeper Model, Agenda Setting Model, Wilber and Schram Model, C.E. osgood Model Etc.		9
V	Theories of Communication- Magic Bullet, Two Step Flow, Multi Step Flow, Use and Gratification, Agenda Setting, Cultivation Etc.		9
Suggested Readings: -			
1-कम्यूनिकेशन थियरी टुडे-कावली, मिचले			
2-कम्यूनिकेशन इन इण्डिया-केवल जे. कुमार			
3-पत्रकारिता और जनसंचार : सिद्धांत और विकास			
4-मास कम्यूनिकेशन थियरी : एन इन्ट्रोडक्सन-डेनिस मैक्वेल			
5.Mass Communication: Principles And Concepts, 2nd Edition 2nd Edition, by <u>Seema Hasan</u>			
6.Mass Communication: Living in a Media World Paperback – Import, 29 November 2018 by <u>Ralph E. Hanson</u>			
7.Theories of Mass Communication, Melvin L. DeFLEUR and Sandra BALL ROKEACH			
Suggested Continuous Internal Evaluation Methods: Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ;			
Assignment/Practical/Projects – 05 Marks			
Internal Class Test – 10 Marks			
Attendance/Behavior – 05 Marks			

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Program: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: First	Semester: I
Pedagogy:			
Course Code: JMC-23102		Course/Paper Title: History of Indian Journalism	
Course Outcome: After completing this course, the students will be able to-			
CO1: The students will be able to understand the different phases of print Journalism.			
CO2: The students will be able to understand the different phases of broadcast journalism in India.			
CO3: Student will be able to understand the nature of Indian media during freedom movement.			
CO4: Students are able to acquire knowledge about freedom fighters and their journalistic approach.			
CO5: Students will be able to acquire knowledge of Indian media and its various aspects			
Credit (L+T+P): 2+1+0=3			Paper: Core Compulsory
Max Marks: 40+60=100			Min. Passing Marks: 35
Total Number of Lectures (Lecture- Tutorials- Practical) : 30+15+0			
Units	Topics		No of Lectures
Unit – I	Origin and development of Journalism in India, leading role of Pt. Kamalapati Tripathi, Acharya Shiv Poojan Sahay, Leading role of Raja Rammohan Roy in		6
Unit – II	Indian journalism, contribution of Tilak and Gandhi. Current Situation of Indian News Papers, PT. Madan Mohan Malviya and Makhan Lal Chaturvedi, Ganesh Shankar Vidyarthi.		6
Unit – III	Origin of modern Journalism. Hindi Journalism and Bhartendu era, silent features of Dwivedi era		6
Unit – IV	Journalism, freedom movement and Hindi Journalism, Hindi Journalism of Uttar Pradesh, literary Journalism, Scope of Journalism.		6
Unit - V	Indian Journalism after Independence-salient features and development, Indian Journalism and 21st Century.		6
Suggested Continuous Internal Evaluation Methods: Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ; Assignment/Practical/Projects – 05 Marks Internal Class Test – 10 Marks Attendance/Behavior – 05 Marks			
Suggested Books :			
1. R.R. Singh P. Saxena & A. Agarawal: Advanced Accounting, SPB Allahabad. (Hindi and English).			
2. Jain and Narang : Advanced Accounting kalyani Publication, Ludhiana.			
3. Jagdish Prasad : Advanced Accounting PPB, Allahabad (Hindi and English).			
5. Vitteya Lekhankan – Prof. Vinod Kumar Pandey Pravalika Prakashan, Allahabad.			
6. Vitteya Lekhankan – Jawahar Publication Agra.			

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Program: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: 1st Year	Semester: Ist
Pedagogy:			
Course Code: JMCIKS-2301		Course/Paper Title:	Introduction to Indian Knowledge System
Course Outcomes: After completing this course, the students will be able to -			
CO 1: explain the the foundational Concepts & Principles of IKS.			
CO 2: explain the historical development and evolution of Indian Intellectual traditions.			
CO 3: explain the knowledge key texts, thinkers, and schools of thought within the IKS.			
CO 4: analyze the interdisciplinary nature of Indian knowledge, integrating philosophy, spirituality, science, arts, and literature though the study of IKS.			
CO 5: explain the holistic and multidimensional nature of Indian Thought.			
Credit (L+T+P): 1+1+0=2		Paper (Core Compulsory / Elective): Core Compulsory	
Max. Marks : 40+60=100		Passing Marks=35	
Total Number of Lectures (Lecture – Tutorials – Practical): 30 +0+0			
Units:	Topics		No. of Lectures
I	Introduction to Indian Knowledge System <ul style="list-style-type: none"><li>Definition, Concepts and Scope of IKS</li><li>IKS based approache on Indian Knowledge System &amp; Role of Guru (teacher)</li><li>Understanding the concepts of dharma, karma, and the four purusharthas (goals of life)</li></ul>		06
II	Vedic Knowledge and Philosophy <ul style="list-style-type: none"><li>Study of the Vedas, including the Rigveda, Yajurveda, Samaveda, and Atharvaveda</li><li>Introduction to Upanishads and their metaphysical and philosophical teachings</li><li>Analysis of the six orthodox (astika) schools of Indian philosophy (e.g., Nyaya, Vaisheshika, Yoga, Samkhya, Mimamsa, and Vedanta)</li></ul>		06
III	Unit 3: Spiritual and Mystical Traditions <ul style="list-style-type: none"><li>Exploration of Hindu spiritual traditions, including Bhakti, Karma, Jnana, and Raja Yoga</li><li>Study of Advaita Vedanta and its nondualistic philosophy</li><li>Introduction to other spiritual paths like Tantra and Sufism in the Indian context</li></ul>		06
IV	Scientific and Technological Advancements <ul style="list-style-type: none"><li>Examination of ancient Indian contributions to mathematics, astronomy, and medicine</li><li>Study of scientific treatises such as Aryabhatiya, Sushruta Samhita, and Charaka Samhita</li><li>Exploration of the Indian concept of time, measurement, and cosmology</li></ul>		06
V	Indian Arts, Literature, and Aesthetics <ul style="list-style-type: none"><li>Analysis of Indian classical music, dance, and theater traditions</li><li>Study of classical Sanskrit literature, including the works of Kalidasa and Valmiki</li><li>Understanding the concept of rasa (aesthetic experience) and its manifestations in Indian arts</li><li>Modern Interpretation and Contemporary Relevance</li></ul>		06
Suggested Readings:			
<ul style="list-style-type: none"><li>"Indian Philosophy: A Very Short Introduction" by Sue Hamilton</li><li>"A History of Indian Philosophy" by Surendranath Dasgupta</li><li>"Indian Philosophy: A Critical Survey" by Chandradhar Sharma</li><li>"India: A History" by John Keay</li><li>"The Wonder That Was India" by A.L. Basham</li><li>"Ancient India" by R.S. Sharma</li></ul>			

- "The Oxford History of India" edited by Percival Spear
- "A History of Indian Literature" (multiple volumes) by Sisir Kumar Das
- "Indian English Literature" by M. K. Naik
- "The Norton Anthology of World Literature: India, Pakistan, and Bangladesh" edited by Sarah Lawall
- "Indian Art" by Partha Mitter
- "The Art and Architecture of the Indian Subcontinent" by J.C. Harle
- "Indian Architecture: Buddhist and Hindu Period" by Percy Brown
- "The Crest of the Peacock: Non-European Roots of Mathematics" by George Gheverghese Joseph
- "Indian Science and Technology in the Eighteenth Century" by Dharampal
- "Raga Mala: The Autobiography of Ravi Shankar" by Ravi Shankar
- "The Ragas of North India" by Walter Kaufmann
- "The Complete Book of Ayurvedic Home Remedies" by Vasant Lad
- "Ayurveda: The Science of Self-Healing" by Vasant Lad
- "The Heart of Yoga: Developing a Personal Practice" by T.K.V. Desikachar
- "The Yoga Sutras of Patanjali" translated by Swami Satchidananda

**Suggested Continuous Internal Evaluation Methods:** Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ;

Assignment/Practical/Projects – 05 Marks

Internal Class Test – 10 Marks

Attendance/Behavior – 05 Marks

**MAJOR ELECTIVE : Choose Any One Course**

<b>Programme : B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: 1</b>	<b>Semester: I</b>
<b>Pedagogy:</b>			
Course Code: JMC-23103A		<b>Course /Paper Title</b>	Evolution of Media
<b>Course Outcomes: After Completing the course, the students will be able to</b>			
CO1: Acquire knowledge about History of Radio, Print & Television. CO2: Will acquire knowledge of Role & Responsibility of Broadcasting. CO3: Students are able to understand the emerging of print journalism in India. CO4: Will acquire knowledge about role of media in freedom movement and democracy. CO5: The students will be able to understand new concept of Autonomy &Prasar Bharati.			
<b>Credit (L+T+P): 3+0+0=3</b>			<b>Paper (Major Elective)</b>
<b>Max. Marks 60+40=100</b>			<b>Passing Marks:35</b>
<b>Total Number of Lectures (Lecture-Tutorials-Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics:</b>		<b>No. of Lectures:</b>
I	Origin, History and role and importance of print media, growth, development and future of print media with special reference to india.		<b>09</b>
II	Origin, History, Growth development and future of radio and TV with special reference to India.		<b>09</b>
III	Origin, History, Growth, development and future of Internet and Cinema with special reference to India.		<b>09</b>
IV	Origin, history, growth and future of world media especially of USA, England, Russia, France.		<b>09</b>
V	Origin, history, growth and future of media of Asian countries with special reference to SAARC countries china, Japan.		<b>09</b>
<b>Suggested Readings: -</b> 1. The Evolution of Media by A. Michael Noll 2. India’s Newspaper Revolution: Capitalism, Politics and the Indian Language Press, 1977-99 by Robin Jeffrey 3. Now Media: The Evolution of Electronic Communication by Norman J. Medoff & Barbara K. Kaye 4. Media, Technology and Society: A History from the telegraph to the Internet by Brian Winston			
<b>Assignment/Practical/Project</b>			
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ; Assignment/Practical/Projects – 05 Marks Internal Class Test – 10 Marks Attendance/Behavior – 05 Marks			

Or

<b>Programme: B.A./B.A. (Honours/Honours with Research) in</b>		<b>Year: 1</b>	<b>Semester: I</b>
<b>Journalism &amp; Mass Communication</b>			
<b>Pedagogy:</b>			
<b>Course Code : JMC-23103B</b>		<b>Course/Paper Title</b>	Evolution of Audience
<b>Course Outcomes: After Completing the course, the students will be able to</b>			
<b>CO1:</b> The students will be able to understand the different phases of print Journalism. <b>CO2:</b> The students will be able to understand the different phases of broadcast journalism in India. <b>CO3:</b> Student will be able to understand the nature of Indian media during freedom movement. <b>CO4:</b> Students are able to acquire knowledge about freedom fighters and their journalistic approach. <b>CO5:</b> Students will be able to acquire knowledge of Indian media and its various aspects			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper(Major Elective)</b>	
<b>Max. Marks 60+40=100</b>		<b>Passing Marks: 35</b>	
<b>Total Number of Lectures (Lecture-Tutorials-Practical):</b>			
<b>Units</b>	<b>Topics:</b>	<b>No. of Lectures:</b>	
I	Audience: meaning, concept & definition  History of Audience	<b>09</b>	
II	Audience theories - passive and active audience theory, hypodermic model audience theory, uses and gratifications audience theory,	<b>09</b>	
III	Nature of audience, its changing patterns, continuity and shift, from mass media to interactive media user	<b>09</b>	
IV	Media audience in digital age	<b>09</b>	
V	Audience Measurement	<b>09</b>	
<b>Suggested Readings: -</b> 1. Understanding Audiences: Theory and Methods by Andy Ruddock, Sage Publication, 2001 2. Audience Evolution: New Technologies and the Transformation of Media Audiences By Philip M. Napoli, Colombia University Press, 2010 3. Audience Evolution and the Future of Audience Research by Philip M. Napoli, The International Journal on Media Management, Rutledge Publication 2012 4. The audience by James G. Webster, Journal of Broadcasting & Electronic Media, 2009			
<b>This course can be opted as an elective by the students of following subjects-</b>			
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ; Assignment/Practical/Projects – 05 Marks Internal Class Test – 10 Marks Attendance/Behavior – 05 Marks			

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## Minor Course: For Students of other discipline/Subject

<b>Programme: B.A./B.A. (Hons/Hons with Research) in Journalism &amp; Mass Communication</b>		<b>Year:1</b>	<b>Semester: I</b>
<b>Pedagogy:</b>			
<b>Course Code: MJMC01 [For Students of other Discipline/Subject]</b>		<b>Course /Paper Title: Minor</b>	<b>Media and Information Literacy</b>
<b>Course Outcomes: After Completing the course, the students will be able to</b> <b>CO1:</b> The students will be able to understand and describe the process of media and Information literacy <b>CO2:</b> Students are able to outline the core concepts of media and Information literacy <b>CO3:</b> Students able to evaluate the credibility of information <b>CO4:</b> The students will be able to explain the power of visual images <b>CO5:</b> After the completion of the course the students will be able to critically analyze media messages			
<b>Credit (L+T+P): 3+0+0=3</b>			<b>Paper (Core Compulsory) : Elective</b>
<b>Max. Marks 40+60=100</b>			<b>Passing Marks:35</b>
<b>Total Number of Lectures (Lecture-Tutorials-Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics:</b>	<b>No. of Lectures</b>	
I	Media and Information Literacy: Concept and definition Need for Media and Information Literacy, Influence of media on our daily life.	9	
II	Technology and changes the look of the world, Media shapes our perception of the world, Functions of Media and Information Literacy,	9	
III	Core concepts of media and information literacy, Process of media and information literacy, Constructed of Media messages.	9	
IV	Messages are Constructed Using Creative Language, Media Have Embedded Values, Messages Are Organized To Gain Power,	9	
V	Media Triangle, Different People Experience Same Media Message Differently, Evaluation of the credibility of information.	9	
<b>Suggested Readings: -</b> 1-कम्प्युनीकेशन थियरी टुडे –कावली मिचल 2- कम्प्युनीकेशन इन इण्डिया –केवल जे. कुमार 4-Media Literacy by Nick Pernisco 5.Media Literacy is elementary, Author – Jeff Share 6.Inventing Reality, Author- Michael Parenti			
<b>Assignment/Practical/Project</b>			
Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			

### Other Courses to be Chosen:

AEC: Ability Enhancement Course

Minor Course: To be Chosen From POOL B (Other than the Major Subject)

Skill Enhancement Course (SEC) : To be Chosen from POOL C

Value Added Course : To be Chosen from POOL D

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## SEMESTER-II

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: 1	Semester: II
Pedagogy:			
Course Code : JMC-23104		Course/Paper Title	Visual Communication
Course Outcomes: After Completing the course, the students will be able to			
CO1: Visual communication applies the fundamentals of major art forms for professional problem-solving.			
CO2: It is the conveyance of ideas and information in forms that can be read or looked upon.			
CO3: This unit will introduce students to the history, forms and elements of visual communications.			
CO4: Students are able to understand the theories, meaning, and principles of visual communication.			
CO5: The students Able to understand various visuals and its presentations in news media.			
Credit (L+T+P): 2+0+2=4		Core Compulsory	
Max. Marks 40+60 (30T+30P)		Passing Marks:35	
Total Number of Lectures (Lecture-Tutorials-Practical):30+0+60 =90			
Units	Topics:		No. of Lectures
I	Electronic Media: meaning, definition, objectives, electronic media (Radio Television) presentation.		06
II	Visual Communication: meaning, definition, objectives, importance. Future of visual communication, element, layout, photography medium, cartoon, chart, graphics, vision & elements, visual composition, autistics, importance of TV & film.		06
III	Types of news story: Hard news, back grounder, side bar, series, documentary, feature (soft story), follow up, Exclusive news , broadcasting news.		06
IV	Uncut, vox pop, super, asten, OBvan, phono, breathing space, run down, headline, slug, vovt, package, teaser, break, sting, crashout, slot, production, studio. Types of reporters of electronic media, Reporting of electronic media. Piece to camera, voice over capsule, playing up the feature, sound bite, shaping & packaging, studio spot, concept of script in electronic media, role of shots in script. Natural sound, bite, important element of T.V. news writing. Editorial section:		06
V	channel head, news editor, input editor, output editor.		06
Suggested Readings: -			
Butcher, M. (2003). <i>Transnational Television, cultural Identity and Change: When STAR Came to India</i> . Sage Publication.			
Chatterji, P. C. (1987). <i>Broadcasting in India</i> . Sage Publication.			
Maclean, A., & Mehta, N. (2008). <i>India on Television: How Satellite News Channels have changed the way we think and Act</i> . India: HarperCollins Publishers.			
Menon, M. (2007). <i>Indian Television and Video Programmes: Trends and Policies</i> . Kanishka Publishers.			
Rajan, S. (2017). <i>Electronic Media and Print Media</i> . Book Enclave.			
गौतम, र. (2009). <i>इलेक्ट्रॉनिक मीडिया के सिद्धांत</i> . श्री नटराज प्रकाशन.			
नन्दा, व. (2010). <i>टेलीविजन और क्राइम रिपोर्टिंग</i> . राजकमल प्रकाशन.			
This course can be opted as an elective by the students of following subjects-			
Suggested Continuous Internal Evaluation Methods: Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ;			
Assignment/Practical/Projects – 05 Marks			
Internal Class Test – 10 Marks			
Attendance/Behavior – 05 Marks			

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B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: 1	Semester: II
Subject: Journalism & Mass Communication			
Course Code : JMC-23105		Course/Paper Title	Media Language Structure & Style
Course Outcomes: After Completing the course, the students will be able to			
CO1: Able to understand of Media language & its structure. CO2: Acquire basic knowledge about variations of language. CO3: Students able to use idioms and phrases these are generally used in both the language for journalists. CO4: Students able to understand the importance of Dialect Cultural Communication. CO5: Acquire knowledge utility of language.			
Credit (L+T+P):3+0+0=3		Core Compulsory	
Max. Marks 40+60=100		Passing Marks:35	
Total Number of Lectures (Lecture-Tutorials-Practical):45+0+0			
Units	Topics:		No. of Lectures:
I	Language: meaning, definition & features. Three forms of language: Personal, social & general. Types of language: phonology & audiology.		09
II	Development of language: body language & verbal language, written language, machine language, An essential part of language media, Language science.		09
III	Utility of language: Intra individual, person to person, person to social. Characterisation of language & its activities. Changes of language.		09
IV	Variations of language - Standard language, dialect, sub-dialect, special (Business language) Code language, created language, mix language. Difference between language & dialect.		09
V	Language of Print Media: radio news writing language of radio presentation: clarity, simplicity, easiness, sound, effect, naturalist, utility of audio, use of influence and silence.		09
Suggested Readings: - 1-भाषा विज्ञान-डॉ. भोला नाथ तिवारी 2-भाषा विज्ञान-डॉ. कर्ण सिंह 3-भाषा विज्ञान की भूमिका-डॉ० देवेंद्र नाथ शर्मा एवं दीप्ती शर्मा 4-News Writing -George, A.Hough, Kanishka Prakashan, New Delhi 5-Broadcast Journalism Boyd Andrew, Focal Press, Oxford			
Suggested Continuous Internal Evaluation Methods:			
Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ; Assignment/Practical/Projects – 05 Marks Internal Class Test – 10 Marks Attendance/Behavior – 05 Marks			

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**MAJOR ELECTIVE: Choose any one Course**

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: First	Semester: II
Pedagogy:			
Course Code: JMC-23106A		Course/Paper Title: Communication Technologies	
Course Outcome: After completing this course, the students will be able to-			
CO1: Understand the literature of social networks and their properties.			
CO2: Explain which network is suitable for whom.			
CO3: Develop skills to use various social networking sites like twitter, flicker, etc.			
CO4: Learn few GOI digital initiatives in higher education.			
CO5: Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.			
Credit (L+T+P): 03+0+0=3			Paper: Elective
Max Marks: 40+60=100			Min. Passing Marks:35
Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0			
Units	Topics		No of Lectures
Unit – I	Fundamentals of Internet: What is Internet? Internet applications, Internet addressing –Entering a website address, URL- components. Socila networking sites.		09
Unit – II	E-mail: definition of E-mail-advantages and disadvantages-user Ids, passwords, Email addresses, domain names, mailers, message components, message composition, E-mail management.		09
Unit – III	G-suite: Google drive, Google spread sheets, google slides and google forms.		09
Unit – IV	What are GOI digital initiatives in higher education? (SWAYAM, SWAYAM PRABHA.		09
Unit - V	National Acadimic Depository, National Digital Library of India, E-sodh sindhu, Vertual labs, e-acharya, eYantra and NPTEL.		09
Suggested Continuous Internal Evaluation Methods: Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ;			
Assignment/Practical/Projects – 05 Marks			
Internal Class Test – 10 Marks			
Attendance/Behavior – 05 Marks			
Suggested Books :			
1–कम्प्यूटर फन्डामेंटल–सिंहा एण्ड सिंहा			
2–ई जर्नलिज्म–डॉ० अर्जुन तिवारी			
3–कम्प्यूटर इन ब्राडकास्ट एण्ड केबल न्यूज रूम–फिलिप ओ० कीस्टीड, लारेंस अलबर्ग एसोसिएट्स			
5–This is All India Radio Techniques of Radio and TV News- V.L Baruah			

**Or**

<b>B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: First</b>	<b>Semester: II</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23106B</b>		<b>Course/Paper Title: Computer Application &amp; Internet</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			

<b>CO1:</b> Understand the concept of computer & internet. <b>CO2:</b> Able to handle the software related to Video & Photo Editing. <b>CO3:</b> Able to understand the technological support in media. <b>CO4:</b> Able to understand the convergence media communications. <b>CO5:</b> Define the principle of Newspaper page design.		
<b>Credit (L+T+P): 03+0+0=3</b>		<b>Paper: Elective</b>
<b>Max Marks: 60+40=100</b>		<b>Min. Passing Marks:35</b>
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45</b>		
<b>Units</b>	<b>Topics</b>	<b>No of Lectures</b>
<b>Unit – I</b>	Computer: meaning, definition, objectives, Generation of computers. Computerspecification: hardware & software, language interpretation, languages, memory, information, storage capacity, modem, web camera, input-output devices.	09
<b>Unit – II</b>	System an introduction: Excel, word, power-point, programme operating & controlling. Internet: introduction, features & work technology.	09
<b>Unit – III</b>	Editing Software: photoshop, coreldraw, pinnacle, u-lead, audio-visual effects, Various video Editing Software.	09
<b>Unit – IV</b>	satellite communication, convergence media, digital-signature, convergence technology, multimedia, digitalization, Digital devices.	09
<b>Unit - V</b>	Internet: Introduction, Search Engine, Website and its types, E-Commerce, EGovernance, E-learning, E-Paper, Virtual presentatuin.	05
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous Internal Evaluation shall be of 40% in two Steps in a Semester , C1(After 45 Days) & C2 (After 90 Days) respectively. Marks of Each Internal Assesment will be distributed as under ; Assignment/Practical/Projects – 05 Marks Internal Class Test – 10 Marks Attendance/Behavior – 05 Marks		
<b>Suggested Books :</b> 1. Computer Fundamentals and Applications by Ashok Arora 2. Getting Started with the Internet of Things: Connecting Sensors and Microcontrollers to the Cloud by Cuno Pfister 3. Teach Yourself VISUALLY Photoshop Elements 9 by Mike Wooldridge		

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**Minor Course : To be Opted by Students of other discipline/subject**

<b>Programme: B.A./B.A. (Hons/Hons with Research) in Journalism &amp; Mass Communication</b>		<b>Year:1</b>	<b>Semester: II</b>
<b>Pedagogy:</b>			
<b>Course Code: MJMC02</b> <b>[For Students of other Discipline/Subject]</b>		<b>Course /Paper Title: Minor</b>	<b>Media and Culture</b>
<b>Course Outcomes: After Completing the course, the students will be able to</b>			
<b>CO1:</b> The students will be able to understand and describe the process of media and Information literacy <b>CO2:</b> Students are able to outline the core concepts of media and Information literacy <b>CO3:</b> Students able to evaluate the credibility of information <b>CO4:</b> The students will be able to explain the power of visual images <b>CO5:</b> After the completion of the course the students will be able to critically analyze media messages			
<b>Credit (L+T+P): 3+0+0</b>		<b>Paper (Core Compulsory) : Elective</b>	
<b>Max. Marks 40+60=100</b>		<b>Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture-Tutorials-Practical):45+0+0</b>			
<b>Units</b>	<b>Topics:</b>		<b>No. of Lectures:</b>
I	Indian Society, Culture and Media Concepts of Society, Community, Association,		9
II	Institution & Group/Definition and typology of culture, components of culture,		9
III	Culture variables, Culture studies, Mass culture/Religions and Caste System of India,		9
IV	Joint family, Hindu & Muslim Marriage/Sanskritization, Westernization,		9
V	Modernization, Secularization/Media and its impact on Society		9
<b>Suggested Readings: -</b> References: 1. Handbook of Indian Sociology, edited by Veena Das, Oxford University Press. 2. Handbook of Poverty in India, Radhakrishna Ray, Oxford University Press. 3. समाजवाद – डॉ रघुवंश 4. समाजशास्त्रीय सिद्धांत –जे. पी. सिंह 5. समाजशास्त्र विचारधारा – रवीन्द्रनाथ मुखर्जी			
<b>Suggested Continuous Internal Evaluation Methods:</b>			
Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			

**Other Courses to be chosen:**

**AEC: Ability Enhancement Course**

**Minor : To be Chosen from POOL B (Other than the Major Subject(s)).**

**Skill Enhancement Course (SEC) : To be Chosen from POOL C**

**Value Added Course : To be Chosen from POOL D**

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**EXIT OPTION: Undergraduate Certificate (in the field of learning/discipline)** for those who exit after the first year (two semesters) of the undergraduate programme. (Programme duration: first year or two semesters of the undergraduate programme + Mandatory Internship) [NHEQF Level 4.5]

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## SEMESTER-III

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Second	Semester: III
Pedagogy:			
Course Code: JMC-23107		Course/Paper Title: Print Media : Reporting & Editing	
Course Outcome: After completing this course, the students will be able to-			
CO1: Will acquire Knowledge of various types of News Reporting.			
CO2: Acquire introductory Knowledge about news formal like: interviews Hard news soft news follow up etc.			
CO3: Acquire Knowledge of various areas of news.			
CO4: Acquire Knowledge of news composing.			
CO5: Acquire Knowledge of editing.			
Credit (L+T+P): 3+1+0=4		Paper: Core Compulsory	
Max Marks: 40+60=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0=60			
Units	Topics		No of Lectures
Unit-I	Types of news writing: fact finding & emotional, intro in news structure. Types and importance of headlines. Types of Reporters: Stringer, Local, Reporter, Foreign reporters, Special Correspondent, Responsibility, quality and qualification of reporters.		09
Unit-II	Feature: importance, structure and nature, Article, Feature, reportage, Nature of criticism critics. interview: importance and types.		09
Unit-III	Importance & characteristics of editor, editor's qualification & place, importance of editorial writing, Function and responsibilities of editor, sub editor and, editorial Board.		09
Unit-IV	News editing : concept & view, objectives and importance of page layout & its use in news paper, uses and importance of photographs, photographs editing & uses of caption.		09
Unit-V	Types of news writing: fact finding & emotional, intro in news structure. Types and importance of headlines. Types of Reporters: Stringer, Local, Reporter, Foreign reporters, Special Correspondent, Responsibility, quality and qualification of reporters.		09
Suggested Continuous Internal Evaluation Methods:Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
Suggested Books:- 1-पत्रकारिता और जनसंचार : सिद्धान्त और विकास- डा0 अनिल कुमार उपाध्याय 2-हिन्दी पत्रकारिता- पं0 कृष्ण बिहारी मिश्र 3-समाचार पत्रों का इतिहास- पं0 अम्बिका प्रसाद वाजपेयी 5-आधुनिक पत्रकारिता- डा0 अर्जुन तिवारी 6-हिन्दी पत्रकारिता का आलोचनात्मक इतिहास- डा0 रमेश कुमार जैन 7-सिर्फ समाचार : धनंजय चोपड़ा, वाणी प्रकाशन, नई दिल्ली 8-यह जो मीडिया है : धनंजय चोपड़ा, सहित्य भण्डार, प्रयागराज।			

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Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Second	Semester: III
Pedagogy:			
Course Code: JMC-23108		Course/Paper Title: Media Law & Ethics	
Course Outcome: After completing this course, the students will be able to-			
CO1: Will able to understand Press & Government in British India. CO2: Acquire knowledge about copy right act. Press Book registry act & Press council of India. CO3: Acquire knowledge about Press Book registry act. CO4: Acquire knowledge about Press council of India. CO5: Will able to understand Defamation, contempt of court & right to information act.			
Credit (L+T+P): 3+0+0=3		Paper: Core Compulsory	
Max Marks: 40+60=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0			
Units	Topics		No of Lectures
Unit – I	Press & Government in British India. A brief history of Press Laws in British India.		09
Unit – II	Freedom of Press, Freedom of Speech and Expression, Responsibility of Press and Prliamentary privilege.		09
Unit – III	Copyright Act, Press Book Registry Act, Press Commission, Press Council of India.		09
Unit – IV	Right to Information Act, Official Secret Act, IPC, CRPC.		09
Unit - V	Working Journalist Act., Defamation, contempt of court.		09
Suggested Continuous Internal Evaluation Methods:Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
Suggested Books : 1. Media Law and Ethics by M. Neelamalar, HPI Learning Private limited 2. Media Law and Ethics with Right to Information by Dr S. R. Myneni, Asia Law House 3. Law of freedom of press and media in India: contemporary issues by Gopal Sharma, Dattsons 4. World Trend in Freedom of Expression and Media Development by UNESCO			

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<b>Programme: B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>	<b>Year: Second Year</b>	<b>Semester: III</b>
<b>Pedagogy:</b>		
<b>Course Code: JMCIKS-2302</b>	<b>Course Title: Applied IKS-1 : JMC</b>	
<b>Course Outcome: After completing this course, the students will be able to -</b>		
<b>CO1:</b> Explain the fundamental concepts of Indian knowledge systems and trace the historical development of journalism and mass communication in India, comparing Indian and Western media frameworks.		
<b>CO2:</b> Analyze the concept of Dharma within Indian philosophical traditions and apply it to evaluate ethical dilemmas in journalism, formulating guidelines for responsible media practices.		
<b>CO3:</b> Demonstrate the ability to adapt traditional Indian storytelling techniques—such as those from the Puranas and Jataka tales—to create engaging and culturally rooted modern media content.		
<b>CO4:</b> Integrate Yogic and mindfulness practices to enhance clarity, confidence, and effectiveness in media communication and presentation.		
<b>CO5:</b> Assess the role of media in representing India’s cultural diversity and heritage, and design strategies for fostering inclusive and culturally sensitive communication.		
<b>Credit (L+T+P): 2+0+0=2</b>	<b>Paper: Core Compulsory</b>	
<b>Max. Marks: 40+60=100</b>	<b>Min Passing Marks: 35</b>	
<b>Total Number of Lectures (Lecture +Tutorials +Practical): 30+0+0</b>		

Unit:	Topics	Lectures (Hrs.)
Unit 1: <b>Introduction to Indian Knowledge Systems and Media Landscape</b>	<ul style="list-style-type: none"> <li>Overview of Indian knowledge systems: Vedas, Upanishads, Darshanas, etc.</li> <li>Historical evolution of journalism and mass communication in India.</li> <li>Comparative analysis of Western and Indian media paradigms.</li> </ul>	06
Unit 2: <b>Ethical Foundations: Dharma and Media Responsibility</b>	<ul style="list-style-type: none"> <li>Exploring the concept of Dharma in Indian philosophies and its relevance to media ethics.</li> <li>Case studies on ethical dilemmas in journalism from Indian ethical perspectives.</li> <li>Formulating guidelines for responsible journalism based on Indian ethical principles.</li> </ul>	06
Unit 3: <b>Traditional Storytelling Techniques in Media</b>	<ul style="list-style-type: none"> <li>Understanding the art of storytelling in Indian traditions: Puranas, Jataka tales, etc.</li> <li>Applying narrative techniques from Indian folklore to modern media content.</li> <li>Hands-on exercises in incorporating traditional storytelling methods into media projects.</li> </ul>	06
Unit 4: <b>Yogic Communication: Mind-Body Connection</b>	<ul style="list-style-type: none"> <li>Introduction to Yoga and its impact on communication.</li> <li>Mindfulness practices and their role in enhancing communication effectiveness.</li> <li>Workshop on integrating Yogic principles for improved media presentation and expression.</li> </ul>	06
Unit 5: <b>Cultural Diversity and Inclusive Communication</b>	<ul style="list-style-type: none"> <li>Exploring the cultural diversity of India and its representation in media.</li> <li>Role of media in nation-building and preserving cultural heritage.</li> <li>Strategies for promoting inclusive communication through insights from Indian cultural traditions.</li> </ul>	06
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>"Indian Philosophy: A Very Short Introduction" by Sue Hamilton</li> <li>"Media Ethics: Cases and Moral Reasoning" by Clifford Christians et al.</li> <li>"The Yoga Sutras of Patanjali" translated by Swami Satchidananda</li> <li>"Gandhi on Non-Violence" by Thomas Merton</li> <li>"The Art and Technique of Analyzing Indian Concept of Rasa" by S. N. Ghoshal</li> </ol>		
<b>Suggested continuous Evaluation methods-</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		

### Major Elective : Choose any one Course

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Second	Semester: III
Pedagogy:			
Course Code: JMC-23109A		Course/Paper Title: Development of Communication	
Course Outcome: After completing this course, the students will be able to-			
CO1: Understanding different approaches to development, its problems & issues.			
CO2: Knowledge about characteristics of developing societies and finding societies.			
CO3: Acquire introductory knowledge about the role of development and rural extension agencies in development.			
CO4: Acquire introductory knowledge about the role of Farming Sector in Development.			
CO5: Acquire introductory knowledge about the role of villages and its importance in development.			
Credit (L+T+P): 3+0+0=3		Paper: Elective	
Max Marks: 40+60=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0			
Units	Topics		No of Lectures

<b>Unit-I</b>	Development: meaning, definition & concept, impediment of development, symptoms of developed & developing societies, need of development journalism. Impact of development journalism.	09
<b>Unit-II</b>	Development journalism & urban society. Development journalism & rural society. Development journalism & Popular Culture culture. Development journalism & social change, Development journalism & Social media.	09
<b>Unit-III</b>	Role of media in Society development: Culture crisis, information hases And information hases not society.	09
<b>Unit-IV</b>	International news agencies: brief introduction & its role, public poll on special issues, social concern. Importance of information for rural area.	09
<b>Unit-V</b>	Elements of modern development journalism, latest technologies, information Space. highways, interactivemedium.	09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		
<b>Suggested Books:</b> 1. Development Communication- Theory and Practice by Uma Narula, Har-Anand Publication 2. Evaluating Communication for Development: A Framework for Social Change by June Lennie & Jo Tacchi, Routledge Publication 3. Communication and Development in India: A Sociological Perspective, by Dhanraj A. Patil, Amar M. Dhere & Chandrashekhar B. Pawar, Rajat Publication 4. Communication for Development: Theory and Practice for Empowerment and Social Justice by Srinivas Raj Melkote, SAGE Publication 5. Everybody Loves Good Drought: Stories from Indias Poorest District by P. Sainath, Penguin Books		

**Or**

<b>B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Second</b>	<b>Semester: III</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23109B</b>		<b>Course/Paper Title: Media &amp; Social Issues</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
<b>CO1:</b> Develop basic understanding about Indian society & its Historical feature. <b>CO2:</b> Acquire knowledge about Globalization & its impact on Indian media. <b>CO3:</b> Students are able to understand environmental, sociological and political issues. <b>CO4:</b> Students are able to understand Social awareness and its importance. <b>CO5:</b> Will able to understand Human Rights.			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper: Elective</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>Unit - I</b>	1. Concept and definitions of society, interrelationship between person and society, Indian Society: Historical feature		09
<b>Unit-II</b>	1. Main features of Indian Society, Unity in diversity, Several traditions. Modernization, Urbanization, Sanskritisation and their effects on Indian Society.		09
<b>Unit-III</b>	1. Globalization: Impact of Globalization on media. Globalization & Media, Globalization & Contemporary issues. Indian women movements. Empowermen of women in advertising..		09

<b>Unit-IV</b>	<b>1.</b> Environment: Environment & media, water harvesting, Wild life protection, disaster management and media.	09
<b>Unit-V</b>	<b>1.</b> Illiteracy, violence, infant death, role of media in abolish of social dispute	09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		
<b>Suggested Books:</b> 1. Indian Society: Themes and Social Issues by Nadeem Hasnain, McGraw Hill 2. Understanding Contemporary Social Problems through Media by Roberta Gold, Rutledge Publication 3. Globalization: India's Adjustment Experience by Biplab Dasgupta, SAGE Publication 4. 50 years of Indian Revolution: An Anthology of Research Papers by M. S. Swaminathan research Foundation, India, World Scientific		

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**MINOR Course (ELECTIVE): To be Choose by Students of Other Discipline/Subject**

<b>Programme: B.A./ B.A. (Hons/Hons with Research) in Journalism &amp; Mass Communication</b>		<b>Year:2</b>	<b>Semester: III</b>
<b>Pedagogy:</b>			
<b>Course Code: MJMC03</b> <b>[For Students of other Discipline/Subject]</b>		<b>Course /Paper Title</b>	<b>Development of Journalism</b>
<b>Course Outcomes: After Completing the course, the students will be able to</b>			
CO1: The students will be able to understand and describe the process Development.			
CO2: Students are able to outline the core concepts of media and Development.			
CO3: Students able to evaluate the credibility Journalism.			
CO4: The students will be able to explain the power of Development and Economy.			
CO5: After the completion of the course the students will be able to critically analyze Developmental Journalism.			
<b>Credit (L+T+P): 3+0+0=3</b>			<b>Paper (Core Compulsory) : Elective</b>
<b>Max. Marks 40+60=100</b>			<b>Passing Marks:35</b>
<b>Total Number of Lectures (Lecture-Tutorials-Practical):45+0+0</b>			
<b>Units</b>	<b>Topics:</b>		<b>No. of Lectures:</b>
I	Development of Journalism Concept, Evolution and development of Journalism		9
II	History of Journalism, Birth and growth of TV Journalism		9
III	Important Newspaper and News channels of India		9
IV	National and International News and Photo Agencies		9
V	Media Organization - PIB, PCI, ABC, INS, RNI, Editors guild etc., Changing face of Journalism and New challenges in 21st Century.		9
<b>Suggested Readings: -</b>			
1. Professional Journalism, M.V. Kamath			
2. India's Newspaper Revolution, Robbin Joffry, Jaico Publication, New Delhi.			
3. Development Journalism, Author – DVR Murthy			
4. ग्रामीण विकास – सिद्धांत नीतियों एवं प्रबंध, लेखक – कटार सिंह एवं अनिल षिषोदिया।			
<b>Suggested Continuous Internal Evaluation Methods:</b>			
Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under;			
Assignment/Practical/Projects-05 Marks			
Internal Class Test- 10 Marks			
Attendance/Behavior – 05 Marks			

**Other Courses to be Chosen:**

AEC: Ability Enhancement Course

Minor : To be Chosen from POOL B (Other than the Major Subject)

Skill Enhancement Course (SEC) : To be Chosen from POOL C

Value Added Course : To be Chosen from POOL D

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**SEMESTER-IV**

<b>B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Second</b>	<b>Semester: IV</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23110</b>		<b>Course/Paper Title: Electronic Media</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
<b>CO1:</b> Visual communication applies the fundamentals of major art forms for professional problem-solving. <b>CO2:</b> It is the conveyance of ideas and information in forms that can be read or looked upon. <b>CO3:</b> This unit will introduce students to the history, forms and elements of visual communications. <b>CO4:</b> Students are able to understand the theories, meaning, and principles of visual communication. <b>CO5:</b> The students Able to understand various visuals and its presentations in news media.			
<b>Credit (L+T+P): 2+0+2=4</b>		<b>Paper: Major Core</b>	
<b>Max Marks: 40+60 (30T+30P)=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical) : 30+0+60</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lecture</b>
<b>Unit– I</b>	Electronic Media: meaning, definition, objectives, electronic media (Radio Television) presentation.		6
<b>Unit – II</b>	Visual Communication: meaning, definition, objectives, importance. Future of visual communication, element, layout, photography medium, cartoon, chart, graphics, vision & elements, visual composition, autistics, importance of TV & film.		6
<b>Unit – III</b>	Types of news story: Hard news, back grounder, side bar, series, documentary, feature (soft story), follow up, Exclusive news, broadcastingnews		6
<b>Unit – IV</b>	Uncut, vox pop, super, asten, OBvan, phono, breathing space, run down, headline, slug, vovt, package, teaser, break, sting, crashout, slot, production, studio.		6
<b>Unit - V</b>	Types of reporters of electronic media, Reporting of electronic media. Piece to camera, voice over capsule, playing up the feature, sound bite, shaping & packaging, studio spot, concept of script in electronic media, role of shots in script, natural sound, bite, important element of T.V. news writing. Editorial section: channel head, news editor, input editor, output editor.		6
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			

**Suggested Books:**

1. Electronic Media: Then, Now and Later by Norman J. Medoff, Barbara K. Kaye
2. Samchar Madhyam Aur Electronic Media by Gyanendra Rawat
3. Electronic Media Communication by Dr Akshaya K. Nayak & Sameer Kumar Singh
4. Elements of Electronic Media : Tools and Techniques by Pramod K Sinha
5. Butcher, M. (2003). Transnational Television, cultural Identity and Change: When STAR Came to India . Sage Publication.
6. Chatterji, P. C. (1987). Broadcasting in India. Sage Publication.
7. Maclean, A., & Mehta, N. (2008). India on Television: How Satellite News Channels have changed the way we think and Act . India: HarperCollins Publishers.
8. Menon, M. (2007). Indian Television and Video Programmes: Trends and Policies. Kanishka Publishers.
9. Rajan, S. (2017). Electronic Media and Print Media. Book Enclave.
10. गौतम, र. (2009). इलेक्ट्रॉनिक मीडिया के सिद्धांत. श्री नटराज प्रकाशन.
11. नन्दा, व. (2010). टेलीविजन और क्राइम रिपोर्टिंग. राजकमल प्रकाशन.

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<b>Programme: B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Second</b>	<b>Semester: IV</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23111</b>		<b>Course/Paper Title: International Relation &amp; Communication</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Acquire basic knowledge about UNO.			
CO2: Will able to understand foreign Policy of India. its Neighbor Countries.			
CO3: Will able to understand foreign Policy of India’sneighbor Countries.			
CO4: Will able to understand various International forum.			
CO5: Will able to understand India’s socio-economic scenario.			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper: Major Core</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>Unit – I</b>	United Nations: organization & objectives, Non-Alignment United Movement & Other International Organizations. Role of India in United Nation, organs of UNO.		09
<b>Unit – II</b>	Foreign policy: Importance, utility, Indian foreign policy, foreign policy of Pakistan, America & China. Neighbor Countries of India (Nepal, Bangladesh, Pakistan, Srilanka, Afganistan and Bhutan) & their Relationship with India, Chief political parties and their ideologies.		09
<b>Unit – III</b>	India's Socio-Economic Scenario, present challenges, consumerism & Cultural Crisis, Challenges of Globalization, current issues.		09
<b>Unit – IV</b>	International Communication (IC)-Meaning and Scope, IC- before 2 nd world and After 2 nd World war, During Cold war, World Order. Role of Non-Aligned Group, Demand of NWICO, MacBride Report		09
<b>Unit - V</b>	IC- in Globalized Era, Iraq War, Embedded Journalism, Arab Spring, WikiLeaks. IC in the world of New Media		09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			

**Suggested Readings: -**

1. An Introduction to World Cinema by Aristides Gazetas, McFarland, 2008
2. Theorizing World Cinema edited by LúciaNagib, Chris Perriam, Rajinder Dudrah, Bloomsbury Publishing 2011
3. World Cinema through Global Genres By William V. Costanzo, John Wiley & Sons, 2014
4. Routledge Handbook of Indian Cinemas edited by K. Moti Gokulsing, Wimal Dissanayake, Routledge, 2013
5. History of Indian cinema by Renu Saran, Diamond Pocket Books Pvt Ltd, 2014.

**MAJOR ELECTIVE: Choose any One Course**

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Second	Semester: IV
Pedagogy:			
Course Code: JMC-23112A		Course/Paper Title: Study of Cinema	
Course Outcome: After completing this course, the students will be able to-			
CO1: The student will be able to identify and define the advertising concepts.			
CO2: Students are able to review the advertising media.			
CO3: The student will be able to analyse the Indian advertising scenario. and will distinguish between advertising and marketing.			
CO4: The student will be able to distinguish between advertising and marketing.			
CO5: The student will be able to categorize different types of advertisements. The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.			
Credit (L+T+P): 3+0+0=3		Paper: Major Elective	
Max Marks: 60+40=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0			
Units	Topics		No of Lectures
Unit – I	Introduction of Cinema- Visual Language, Sound, Color, Film Stock, Barics of Cinematograph.		09
Unit – II	World Cinema- History of Cinema- Early cinema, Hollywood Studio System, German Expressionism, Italian Neo Realism, French New Wave. Third Cinema		09
Unit – III	Film Theories- Auteur Theory, Feminist film Theory, Queer Theory, Postmodern Theory, Film Genre		09
Unit – IV	Indian Cinema- Early Cinema, Cinema during Freedom movement, Golden Era, Parallel Cinema, Cinema in globalized era		09
Unit - V	Regional Cinema in India		09
Suggested Continuous Internal Evaluation Methods: Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
Suggested Readings: - 1. An Introduction to World Cinema by Aristides Gazetas, McFarland, 2008 2. Theorizing World Cinema edited by LúciaNagib, Chris Perriam, Rajinder Dudrah, Bloomsbury Publishing 2011 3. World Cinema through Global Genres By William V. Costanzo, John Wiley & Sons, 2014 4. Routledge Handbook of Indian Cinemas edited by K. Moti Gokulsing, Wimal Dissanayake, Routledge, 2013 5. History of Indian cinema by Renu Saran, Diamond Pocket Books Pvt Ltd, 2014.			

Or

<b>Programme: B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Second</b>	<b>Semester: IV</b>
<b>Pedagogy</b>			
<b>Course Code: JMC-23112B</b>		<b>Course/Paper Title: Indian Constitution : Government &amp; Politics</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Develop basic understanding about India constitution. CO2: Develop basic understanding about Preamble of Indian constitution. CO3: Acquire knowledge about fundamental rights & duties. CO4: Will able to understand Judicial Review system of India. CO5: Will able to understand federal system of India.			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper: Major Elective</b>	
<b>Max Marks: 60+40=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>Unit-I</b>	Indian Constitution: General introduction, characteristics. Indian Constitution assembly: Meaning of constituent assembly.		09
<b>Unit-II</b>	Constitution of assembly: Voting, constitution Formation, perspective of constitution assembly.		09
<b>Unit-III</b>	Preamble of Indian Constitution, Fundamental rights & duties, directive principles of state, Supreme Court, Judicial Review.		09
<b>Unit-IV</b>	Federal Executive: President, Powers & functions, Vice President, Powers & function of Cabinet.		09
<b>Unit-V</b>	Federal system: Parliament, Parliament's functions & powers. Lok Sabha, Rajya Sabha-Organization & powers.		09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
<b>Suggested Books:</b> 1. An Introduction to the Constitution of India by M. V. Paylee 2. Indian Government and Politics by Bidyut Chakrabarty & Rajendra Kumar Pandey 3. Indian Government and Politics by Abbas Hoveyda 4. 10 Judgements That Changed India by Zia Mody 5. Liberty After Freedom by Rohan J. Alva 6. Democracy, Interrupted: The Emergency 1975-77 7. "The Constitution of India(Brief)" by Pranay Pillewan 8. "Indian Administration" by Hoshiar Singh 9. "Indian Polity" by M Laxmikanth 10. "Introduction to the Constitution of India" by D D Basu			

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**MINOR ELECTIVE : To be Chosed by Students of Other Discipline**

<b>Programme: B.A./B.A. (Hons/Hons with Research) in Journalism &amp; Mass Communication</b>		<b>Year:2</b>	<b>Semester: IV</b>
<b>Pedagogy:</b>			
<b>Course Code: MJMC04 [For Students of other Discipline/Subject]</b>		<b>Course /Paper Title: Minor</b>	<b>Understanding News</b>
<b>Course Outcomes: After Completing the course, the students will be able to</b>			
CO1: The students will be able to understand and describe the News. CO2: Students are able to outline the core concepts of News and Media. CO3: Students able to differentiate News and Information. CO4: The students will be able to write news stories. CO5: After the completion of the course the students will be able in Field Reporting and Understanding News.			
<b>Credit (L+T+P): 3+0+0</b>		<b>Paper (Core Compulsory) : Elective</b>	
<b>Max. Marks 40+60=100</b>		<b>Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture-Tutorials-Practical):45</b>			
<b>Units</b>	<b>Topics:</b>	<b>No. of Lectures:</b>	
I	Understanding News Concept & definition of News	9	
II	News versus Information, Elements of News	9	
III	Source and gathering of News, Types of News Sources	9	
IV	Classification of News, Organs of News body, Inverted Pyramid, 5W 1H.	9	
V	Press activities, Writing of News, Presentation of News, Interviews	9	
<b>Suggested Readings: -</b> 1. News Writing and Reporting, M. Neal, Surjeet Publication 2. News Writing, George A. Hough 4. समाचार लेखन के सिद्धांत और तकनीक, संजीव भानावत 5. समाचार पत्र एवं समाचार, शिव अनुराग पटैरिया।			
<b>Suggested Continuous Internal Evaluation Methods:</b>			
Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			

**Other Courses to be Chosen:**

AEC: Ability Enhancement Course

Minor : To be Chosen from POOL B (Other than Major Subjects)

Skill Enhancement Course (SEC) : To be Chosen from POOL C

Value Added Course : To be Chosen from POOL D

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**Exit Option: Undergraduate Diploma** (in the field of learning/discipline) for those who exit after two years (four semesters) of the undergraduate programme (Programme duration: First two years or four semesters of the undergraduate programme) [NHEQF Level 5.0]  
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## SEMESTER-V

<b>B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Third</b>	<b>Semester: V</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23113</b>		<b>Course/Paper Title: Advertisement</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: The student will be able to identify and define the advertising concepts. CO2: Students are able to review the advertising media. CO3: The student will be able to analyse the Indian advertising scenario. and will distinguish between advertising and marketing. CO4: The student will be able to distinguish between advertising and marketing. CO5: The student will be able to categorize different types of advertisements. The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.			
<b>Credit (L+T+P): 3+1+0=4</b>		<b>Paper: Core Compulsory</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0=60</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>Unit – I</b>	Advertisement: Meaning, Defination and Concept.advertisement as a means of mass communication, objectives, elements & function. Advertisement & consumer behavior.		09
<b>Unit – II</b>	Advertisement & medium differences: print, visual, audio-visual media. Management of advertisement agencies.		09
<b>Unit – III</b>	Classification of advertisement, Adv. agencies, means of advertisement & marketing, advertisement planning & implementation, analysis of status, strategy, brandimage.		09
<b>Unit – IV</b>	Advertisement laws & its ethics. Pripairing of Ads : Creativity, Charecterstics of Ads language, Differences between PR & Ads.		09
<b>Unit - V</b>	Advertisement agencies, technique of copywriting & impact of advertisement. Media planning. Classification of consumer & advertisement campaign.		09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
<b>Suggested Readings: -</b> Arens, W. F., Weigold, M. F., &Arens, C. (2002). <i>Contemporary advertising</i> . McGraw-Hill Irwin. Chunawalla, S. A. (2008). <i>Advertising, Sales and Promotion Management</i> . Himalaya Publishing House. Hackley, C., & Hackley, .A. (2021) . <i>Advertising and Promotion</i> . Sage Publication. Jethwaney, J., & Jain, S. (2012). <i>Advertising Management</i> . Oxford. Tellis, G. J. (2003). <i>Effective Advertising: Understanding When, How, and Why Advertising Works</i> . Sage Publication.			

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B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Third	Semester: V
Pedagogy:			
Course Code: JMC-23114		Course/Paper Title: Public Relations	
Course Outcome: After completing this course, the students will be able to-			
CO1: To enable the students to integrate various functions with organizational goals and strategies.			
CO2: To provide hands-on training on planning and production of brand and social campaigns.			
CO3: Students are able to understand the importance of Branding.			
CO4: Students are able to understands the various types of publics.			
CO5: To provide skills on various events especially in media planning and production of campaigns.			
Credit (L+T+P): 4+0+0=4		Paper: Core Compulsory	
Max Marks: 40+60=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 60+0+0			
Units	Topics		No of Lectures
Unit – I	Public Relations: Definition, element, objectives and work area. Public Relation Process: Problem-Identification & research.		12
Unit – II	Planning and programme, communication & evaluation. Public Relations: Medium & Methodology.		12
Unit – III	Public Relations Officer: Qualification, accountability & work area. Public relation & public opinion formation. Principles of public opinion formation. Public relation & Disaster communication, Crisis communication.		12
Unit – IV	Relation with public relation and other subjects. Public relation laws & code of conduct. Public Relation: basic principles & communication technology.		12
Unit - V	Public retlation in India, press conference, press releases, Leaflets, House Journals, Folders, press breefing. Effective Elements of Public Relations. Role of Medium in PR. Public retlation& Democracy.		12
Suggested Continuous Internal Evaluation Methods: Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
Suggested Readings: - 1. Bernays, E. L. (2013). <i>Public relations</i> . University of Oklahoma Press. 2. Jethwaney, J. N., & Sarkar, N. (2009). <i>Public Relations Management</i> . Sterling Publishers Pvt., Limited. 3. Reddi, C. V. (2019). <i>Effective public relations and media strategy</i> . PHI Learning Pvt. Ltd. 4. Stacks, D. W. (2016). <i>Primer of public relations research</i> . Guilford Publications. 5. Vilanilam, J. V. (2011). <i>Public Relations in India: New Tasks and Responsibilites</i> . SAGE Publications. 6. Garg Chawla and Gupta company law, Kalyani Publication, Ludhiyana (Hindi and English). 7. M.C. Kuchhal, Modern company Law, Shree Mahavir Book depot, New Delhi.			

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Programme: B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Third Year	Semester: V
Pedagogy:			
Course Code: JMCIKS-2303		Course Title: Applied IKS-2 : JMC	
Course Outcome: After completing this course, the students will be able to -			
CO1 –Understand and apply Indian aesthetic theories ( <i>Rasa, Bhava, Alankara</i> ) in creating and analyzing media content.			
CO2 – Apply Gandhian philosophy and nonviolent communication methods to ethical media practices and campaigns.			
CO3 –Integrate spiritual insights into investigative reporting to uphold truth and justice.			
CO4 –Compare traditional Indian communication models with modern theories and use them to evaluate media messages.			
CO5 –Assess challenges, opportunities, and future directions for integrating Indian knowledge systems into media			
Credit (L+T+P): 2+0+0=2		Paper: Core Compulsory	
Max. Marks: 40+60=100		Min Passing Marks: 35	
Total Number of Lectures (Lecture +Tutorials +Practical): 30+0+0			
Unit:	Topics	Lectures (Hrs.)	
I	<b>Indian Aesthetics and Media Creation</b> Overview of Indian aesthetic theories: Rasa, Bhava, Alankara. Applying Indian aesthetic principles in media content creation. Analysis of media artifacts using Indian aesthetic frameworks.	06	
II	<b>Gandhian Principles in Journalism and Mass Communication</b> Study of Mahatma Gandhi's philosophy and its relevance to media activism. Nonviolent communication and its application in media campaigns. Case studies on successful media initiatives inspired by Gandhian values.	06	
III	<b>Spirituality and Investigative Journalism</b> Exploring the spiritual dimensions of Indian thought and their relation to journalism. Examining the role of investigative journalism in upholding truth and justice. Integrating spiritual insights into investigative reporting practices.	06	
IV	<b>Ancient Indian Communication Models</b> Overview of communication models from Indian traditions: Shabda, Sparsha, Chitta. Comparative analysis with modern communication theories. Applying ancient Indian models to analyze contemporary media messages.	06	
V	<b>Future Prospects and Challenges</b> Reflecting on the journey of integrating Indian knowledge systems into media practices. Addressing challenges and opportunities in sustaining this integration. Envisioning the future landscape of journalism and mass communication through an Indian perspective.	06	
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>• "Indian Philosophy: A Very Short Introduction" by Sue Hamilton</li><li>• "Media Ethics: Cases and Moral Reasoning" by Clifford Christians et al.</li><li>• "The Yoga Sutras of Patanjali" translated by Swami Satchidananda</li><li>• "Gandhi on Non-Violence" by Thomas Merton</li><li>• "The Art and Technique of Analyzing Indian Concept of Rasa" by S. N. Ghoshal</li></ul>			
<b>Suggested continuous Evaluation methods-</b>			
Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			

**MAJOR ELECTIVE: Choose Any One Course**

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Second	Semester: V
Pedagogy:			
Course Code: JMC-23115A		Course/Paper Title: Media Management	
Course Outcome: After completing this course, the students will be able to-			
CO1: Define and analyze basic media industry regulations, human resources principles			
CO2: Apply and discuss relevant digital and media management issues			
CO3: Generate solutions to daily media issues			
CO4: Examine media management principles			
CO5: Discuss relevant industry regulations affecting media management			
Credit (L+T+P): 3+0+0=3		Paper: Major Elective	
Max Marks: 40+60=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0			
Units	Topics		No of Lectures
I	Course introduction managing electronic digital media theories of management		09
II	Audiences & research content: strategy & distribution		09
III	The media market place, marketing electronic media management		09
IV	Regulatory influences, ethics of management		09
V	Media management: the manager/leader/entrepreneur		09
Suggested Continuous Internal Evaluation Methods: Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
Suggested Books: 1 B.K. Chaturvedi : Media Management 2 <sup>nd</sup> Edition -2014 2 Dr. Samir kumar singh, Prof. Pushpendra P Media Management and Development 3 Media Management by B. K. Chaturvedi · 4. Media Management Strategy, Business Models and Case Studies by Bernd W. Wirtz · 5. Handbook of Social Media Management Value Chain and Business Models in Changing Media Markets by Wolfgang Mühl-Benninghaus			

**Or**

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Third</b>	<b>Semester: V</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23115B</b>		<b>Course/Paper Title: Global Media : An Overview</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
<b>CO1:</b> To enable the students to understand Global Media and its Big Players.			
<b>CO2:</b> To Make Students Aware about International Practice of Media and Cultural Imperialism.			
<b>CO3:</b> Students are able to understand Impact of Market Force on Global Media.			
<b>CO4:</b> Students are able to understands Importance of Democratic Media.			
<b>CO5:</b> Students are able to understand Indian Media in Globla Perspective.			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper: Major Elective</b>	

<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:35</b>
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45</b>		
<b>Units</b>	<b>Topics</b>	<b>No of Lectures</b>
<b>I</b>	Understanding of Global Media, media imperialism, Localization of Global Media, Big Players of International Media-NEWSCORP, Disney,AOL-Time Warner, VIACOM, Star Network.	09
<b>II</b>	Global Television and Cultural Imperialism : CNN & MTV, International Practice on Visual Coverage, Regulation in Media Exchange.	09
<b>III</b>	Impact of Market Force on Global Media, Reporting : International Issues and Conflicts, Media Conglomerates, Media Monopolies.	09
<b>IV</b>	Democratic Media & its need, Democratizing Communication : Vertical to Horizontal Communication through Internet Journalism, Global challenges in New Information age.	09
<b>V</b>	(Indian Media) News Agencies : PTI, UNI, IANS, ANI, Hindustan Samachar. Government & Private Sector Media Conglomerates, Entertainment : Local Global and Hybrid, Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH). Internet Protocol TV (IPTV) CAS	09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		
<b>Suggested Books:</b> 1.Artz, L., & Kamalipour, Y. R. (2003). The Globalization of Corporate Media Hegemony. Albany: State University of New York Press. 2.Herman, E. S. & McChesney, R. W. (1997). The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell. 3.Merrill, J. C., & S., O. B. (2003). Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers. 4.P. Ghosh (2013). International Relation, PHI Learning Pvt Limited		

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### Minor Course: To be Selected by other than JMC students

<b>Programme: B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>	<b>Year: Second</b>	<b>Semester: V</b>
<b>Pedagogy:</b>		
<b>Course Code: MJMC05</b> <b>[For Students of other Discipline/Subject]</b>	<b>Course/Paper Title: Media Ethics</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>		
<b>CO1:</b> Will able to understand Ethics of Media Industry. <b>CO2:</b> Students will be able to understand media law and Acquire knowledge about copy right act. Press Book registry act & Press council of India. <b>CO3:</b> Acquire knowledge about Press Book registry act. <b>CO4:</b> Acquire knowledge about Press council of India. <b>CO5:</b> Will able to understand Defamation, contempt of court & right to information act.		
<b>Credit (L+T+P): 3+0+0=3</b>	<b>Paper (Core Compulsory) Elective</b>	

<b>Max. Marks 40+60=100</b>		<b>Passing Marks:35</b>
<b>Total Number of Lectures (Lecture-Tutorials-Practical):45</b>		
<b>Units</b>	<b>Topics</b>	<b>No of Lectures</b>
<b>I</b>	Global standards of ethics for journalists, Indian Journalism and ethics in current scenario.	<b>9</b>
<b>II</b>	Press & Government in British India. A brief history of Press Laws in British India. Freedom of Press, Freedom of Speech and Expression, Responsibility of Press and Parliamentary privilege.	<b>9</b>
<b>III</b>	Copyright Act, Press Book Registry Act, Press Commission, Press Council of India.	<b>9</b>
<b>IV</b>	Right to Information Act, Official Secret Act, IPC, CRPC.	<b>9</b>
<b>V</b>	Working Journalist Act., Defamation, Contempt of court.	<b>9</b>
<b><u>Suggested Books :</u></b> 1. Media Law and Ethics by M. Neelamalar, HPI Learning Private limited 2. Media Law and Ethics with Right to Information by Dr S. R. Myneni, Asia Law House 3. Law of freedom of press and media in India: contemporary issues by Gopal Sharma, Dattsons World Trend in Freedom of Expression and Media Development by UNESCO		
<b><u>Suggested Continuous Internal Evaluation Methods:</u></b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		

**Other Courses to be Chosen:**

**AEC: Ability Enhancement Course**

**Minor : To be Chosen from POOL B (Other than Major Subject)**

**Value Added Course : To be Choosed from POOL D**

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## SEMESTER-VI

Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Third	Semester: VI
Pedagogy:			
Course Code: JMC-23116		Course/Paper Title: Social Media & Web Journalism	
Course Outcome: After completing this course, the students will be able to-			
CO1: Acquire knowledge about social networking sites. CO2: Will able to understand participatory communication. CO3: Acquire knowledge about Participatory Communications. CO4: Acquire knowledge about social media start-up.			
Credit (L+T+P): 3+1+0=4			Paper: Core Compulsory
Max Marks: 40+60=100			Min. Passing Marks:35
Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0=60			
Units	Topics		No of Lectures
I	Social networking sites: Blogging, Facebook, Twitter, Linkedin. Impact of Social Media.		09
II	Social Media Technology, Language, Features of Social Networking.		09
III	Social Media Policy, Role of Regulator in Social Media, Management of Social Media.		09
IV	Use of Social Media in Governance and Development, Use of Social Media in Health and Education		09
V	Use of Social Media in Buisness and commerce, Use of Social Media in Politics and Socila System.		09
Suggested Continuous Internal Evaluation Methods: Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
Suggested Readings: - 1 . S.K Bansal – Internet Technology 2. Shyam Nath – Assessing the state of web Journalism. 3. Jagdeesh Chakravarthy- Net, Media and Mass Media 4. Deepika Verma – The Era of New Media. 5.Technology, Media Literacy, and the Human Subject: A Posthuman Approach, Richard S. Lewis, Prescott College 6.Mobile and Social Media JournalismA Practical Guide for Multimedia Journalism, By <a href="#">Anthony Adornato</a>			

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Programme: B.A./B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Third	Semester: VI
Pedagogy:			
Course Code: JMC-23117		Course/Paper Title: Photo Journalism	
Course Outcome: After completing this course, the students will be able to-			
CO1: Acquire knowledge about Photojournalism. CO2: Will able to understand participatory communication. CO3: Acquire knowledge about Participatory Communications. CO4: Acquire knowledge about social media start-up.			
Credit (L+T+P): 3+0+1=4		Paper: Core Compulsory	
Max Marks: 40+60=100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0=60			
Units	Topics		No of Lectures
I	Mean and importance of Photojournalism. Types of Photojournalism. Five basics of photojournalism.		09
II	News paper photo journalism. Broadcast photojournalism. Self employed/freelance photojournalism		09
III	Photography element and principle. Role of Photojournalim in society. Lense: different types of lenses: normal, wide, telephoto, zoom, fish eye lense and closeup lense.		09
IV	Digital photography. Lightining arrangement: different light sources. Electronic flash, shutter shyncronization.		09
V	Lightining priniciple. Composition : Basic elements of composition, Rule of third.		09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks			
<b>Suggested Readings: -</b> 1. Understanding Photojournalism by Jennifer Good & Paul Lowe, Taylor & Francis 2. Truth Need No Ally: Inside Photojournalism by Howard Chapnick, University of Missouri Press 3. Photojournalism: An Ethical Approach By Paul Martin Lester, Taylor & Francis 4. Practical Photojournalism By Martin Keene, Ammonite Press			

### MAJOR ELECTIVE : Choose any one Course

<b>Programme: B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Third</b>	<b>Semester: VI</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23118A</b>		<b>Course/Paper Title: Media &amp; Society</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Acquire knowledge about Society. CO2: Will able to understand Impact of Mass Media and their chainging relation. CO3: Acquire knowledge about Social deviance. CO4: Acquire knowledge about modernization and globalization			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper: Major Elective</b>	
<b>Max Marks:40+60=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0</b>			

Unit s	Topics	No of Lectures
I	Concept of Society, Inter-relation between person and Society, Language and Human Society, Socialization- Concept and Theory, Mass Media as a means, Vehicle of Socialization, Mass Media as a means of Social Control and change.	09
II	Concept of Family, Impact of Mass Media on Family Structure, Relations between family members and Impact of Mass Media on their changing relation. Attraction of Television in Youth.	09
III	Indian Social Structure- Varna Ashram, Purusartha, culture and its changing nature, Caste system and its Changing nature, Changing nature in Caste system and role of Mass Media, Social disorganization, Impact of Mass Media on Social disorganization, Social Deviance, Impact of Mass Media on Deviant tendency in Youth.	09
IV	Social Integration and Mass Media, National Social Problems and Mass Media. Crime: Concept and Theory, Crime and Mass Communication, Growth and Crime and role of mass Media, Cyber Crime, Mass Media and Social Awareness, Role of Mass Media in Contentment of Crime.	09
V	Cultural Dynamics and Mass Media, Impact of Mass Media on Culturalization, Westernization, Modernization and Globalization.	09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		
<b>Suggested Books:</b>  1. Indian Society: Themes and Social Issues by Nadeem Hasnain, McGraw Hill 2. Understanding Contemporary Social Problems through Media by Roberta Gold, Rutledge Publication 3. Globalization: India's Adjustment Experience by Biplab Dasgupta, SAGE Publication 4. 50 years of Indian Revolution: An Anthology of Research Papers by M. S. Swaminathan research Foundation, India, World Scientific		

Or

<b>Programme: B.A./B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Third</b>	<b>Semester: VI</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23118B</b>		<b>Course/Paper Title: Basics of New Media</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1 : Explain the meaning, concepts, and theoretical foundations of new media.			
CO2 : Describe and differentiate various audio-visual content delivery methods in digital environments.			
CO3 : Analyze digital and social media platforms with reference to ethical considerations.			
CO4 : Evaluate the role of AI and emerging technologies in shaping future media landscapes.			
CO5: Apply knowledge of traditional and digital radio, interactive, and converged media formats in contemporary communication.			
<b>Credit (L+T+P): 3+0+0=3</b>			<b>Paper: Major Elective</b>
<b>Max Marks: 40+60=100</b>			<b>Min. Passing Marks:35</b>
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	New Media Meaning Concept and Theory		<b>09</b>

<b>II</b>	Broadcast, Podcast, Streaming, Live Streaming, Shairing	<b>09</b>
<b>III</b>	Digital Media, Social Media Platform, Ethics	<b>09</b>
<b>IV</b>	Artificial Intelligence (AI), Future media technologies	<b>09</b>
<b>V</b>	Radio Broadcast, Digital Radio, Interactive Media, Convergence Media	<b>09</b>
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects-05 Marks Internal Class Test- 10 Marks Attendance/Behavior – 05 Marks		
<b>Suggested Books:</b> 1. India Connected: Mapping the Impact of New media Edited by Sunetra Sen narayan & Shalini Narayanan, SAGE Publication 2. Journalism & New Media by John V. Pavlik, Columbia University Press 3. सोशल मीडिया: संपर्क क्रांति का कल, आज और कल by Swrn Suman HarperCollins Publishers India 4. Hand Book of New Media by Leah A Lievrouw & Sonia Livingstone, SAGE Publication		

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### Minor Course/Paper to be Opted by Other than JMC Students

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Third</b>	<b>Semester: VI</b>
<b>Pedagogy:</b>			
<b>Course Code: MJMC06</b> <b>[For Students of other Discipline/Subject]</b>		<b>Course/Paper Title: Mobile Journalism and Multimedia Production</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Will able to understand Mobile Journalism Overview. CO2: Will able to understand social networking sites and participatory communication. CO3: Acquire knowledge about Participatory Communications. CO4: Will able to understand Multimedia Production. CO4: Acquire knowledge about social media start-up.			
<b>Credit (L+T+P): 3+0+0</b>		<b>Paper (Core Compulsory) : Elective</b>	
<b>Max. Marks 60+40=100</b>		<b>Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture-Tutorials-Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	Understanding Mobile Journalism, MOJO in India, Global adoption and influence of the Mobile, History of MOJO, MOJO & Smartphone, Scope and reach of Smartphone, Limitations of Smartphone, Social Media & MOJO, Social media branding and Marketing.		<b>9</b>
<b>II</b>	Social networking sites: Blogging, Facebook, Twitter, LinkedIn. Impact of Social Media, Social Media Technology, Language, Features of Social Networking.		<b>9</b>
<b>III</b>	Social Media Policy, Role of Regulator in Social Media, Management of Social Media, Multimedia Production ( Reel, Video, etc.)		<b>9</b>

<b>IV</b>	Use of Social Media in Governance and Development, Use of Social Media in Health and Education	<b>9</b>
<b>V</b>	Use of Social Media in Business and commerce, Use of Social Media in Politics and Social System.	<b>9</b>
<b>Suggested Readings: -</b> 1 . S.K Bansal – Internet Technology 2. Shyam Nath – Assessing the state of web Journalism. 3. Jagdeesh Chakravarthy- Net, Media and Mass Media 4. Deepika Verma – The Era of New Media. 5. Technology, Media Literacy, and the Human Subject: A Posthuman Approach, Richard S. Lewis, Prescott College 6. Mobile and Social Media Journalism Practical Guide for Multimedia Journalism, By Anthony Adornato		
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects        -        05 Marks Internal Class Test                        -        10 Marks Attendance/Behavior                      -        05 Marks		

**Other Courses To be Chosen:**

**Internship/Apprenticeship (Compulsory) [Course Code: JMC-23119]**

**Minor Course : To be Chosen from POOL B (Other than Major Subject)**

**Value Added Course : To be Chosen from POOL D**

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**Exit Option: Bachelor' Degree (Programme duration: Three years or six semesters) .**

**[NHEQF Level 5.5]**

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## SEMESTER-VII

Programme: B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Fourth	Semester: VII
Pedagogy:			
Course Code: JMC-23120		Course/Paper Title: Media Research	
Course Outcome: After completing this course, the students will be able to-			
CO1: Describe the research analysis for source, message, channel and audience. CO2: Classify the applications of research. CO3: Understanding theoretical, conceptual & operational framework of research. CO4: Will acquire knowledge of designing research methodology & literature review tools of data collection and data interpretation. CO5: Prepare media research plans for the above-mentioned industries.			
Credit (L+T+P): 4+1+0=5		Paper: Major Elective	
Max Marks: 40+60= 100		Min. Passing Marks:35	
Total Number of Lectures (Lecture- Tutorials- Practical): 60+15+0			
Units	Topics		No of Lectures
I	Research meaning, Concept, Role and functions.		12
II	Research Need, importance types and elements of research, Research Ethics.		12
III	Research approaches qualitative and quantitative. Methods of Research serve, content analysis, case study and observation.		12
IV	Sampling techniques probability and non-probability. Tools of research: Questionnaire, schedule and interviews. Types of data primary and secondary data.		12
V	Coding and data analysis classification and tabulation of data. Statistical; techniques, mean, mode, standard deviations, correlation, T-test, Chi-square.  Scaling Techniques.  Interpretation of Result.		12
Suggested Continuous Internal Evaluation Methods: Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects - 05 Marks Internal Class Test - 10 Marks Attendance/Behavior – 05 Marks			
Suggested Books:			
1.Wilkinson and Bhandarkar : Methodology and techniques of social research. 2.Rajendra Mishra : Anushandhan ki Pravidhi aur Prakriya. 3.Uma Joshi : Media Research 4.Manoj Dayal : Media Sodh 5.Santosh Gupta : Research Methodology and Statical Techniques. 6.Media Research Methods, <a href="#">Barrie Gunter</a>			

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**[For Students Pursuing Honours with Research]**

<b>Programme: B.A. (Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VII</b>
<b>Pedagogy</b>			
<b>Course Code: JMC-23121A</b>		<b>Course/Paper Title: Research Methodology [ For Hons. with Research]</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
<b>CO1:</b> Describe the media research analysis for source, message, channel and audience.			
<b>CO2:</b> Classify the applications of media research in print, electronic and PR industry.			
<b>CO3:</b> Understanding theoretical, conceptual & operational framework of research.			
<b>CO4:</b> Will acquire knowledge of designing research methodology & literature review tools of data collection and data interpretation.			
<b>CO5:</b> Prepare media research plans for the above-mentioned industries.			
<b>Credit (L+T+P): 4+0+0=4</b>		<b>Paper: Core Compulsory</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 60+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	Media Research, Research meaning, concept role and functions, media research need importance, types and elements of research areas of media research, Litreature Review.		12
<b>II</b>	Research Praposals, Research approaches qualitive & quantitative Methods of research servey content analysis,		12
<b>III</b>	Case study and observation sampling techniques probability and non-probability, Tools of research questionair, schedule and intervius, Writing of Research Papers.		12
<b>IV</b>	Types of data primary & second anydata coding & data analysis.		12
<b>V</b>	Statistical techniques Interpretation of results, Bibiliography, Referencing.		12
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under;			
Assignment/Practical/Projects - 05 Marks			
Internal Class Test - 10 Marks			
Attendance/Behavior - 05 Marks			
<b><u>Suggested Books:-</u></b>			
1.Wilkinson and Bhandarkar : Methodology and techniques of social research.			
2.Rajendra Mishra : Anushandhan ki Pravidhi aur Prakriya.			
3.Research Methodology: Methods and Techniques )by, C.R. Kothari			
4.Case Study Research: Design and Methods (Applied Social Research Methods)			
by, Robert K. Yin			
5.Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (Paperback)			
by John W. Creswell			

**[For Students Pursuing Honours Only]**

<b>Programme: B.A. (Honours) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VII</b>
<b>Pedagogy:</b> Pitching rural story ideas, Practical interview exercises, Fieldwork assignment: Reporting from a rural location, Guest speaker: Rural multimedia journalist, Interactive workshop on social media tools, Case studies and discussions, Guest speaker: Investigative rural journalism			
<b>Course Code: JMC-23121B</b>		<b>Course/Paper Title: Rural Journalism</b>	
<b>Course Outcome:</b>			
CO1. <b>Comprehensive Understanding of Rural Issues:</b> Upon completion of the course, students should have a deep and comprehensive understanding of the unique challenges, opportunities, and dynamics of rural areas, including agriculture, healthcare, education, economic development, and cultural aspects.			
CO2. <b>Effective Reporting and Storytelling Skills:</b> Graduates should be proficient in journalistic techniques, including research, interviewing, and news gathering specific to rural environments. They should also demonstrate the ability to craft compelling and informative stories about rural issues for various media platforms.			
CO3. <b>Community Engagement and Trust Building:</b> Students should be able to build positive relationships with rural communities, sources, and stakeholders. They should understand the importance of trust, empathy, and cultural sensitivity when reporting on rural topics.			
CO4. <b>Multimedia Proficiency:</b> In today's multimedia-driven landscape, graduates should be skilled in using a variety of media tools, including writing for print and online publications, producing audio and video content, and effectively utilizing social media for rural journalism.			
CO5. <b>Ethical and Responsible Reporting:</b> Graduates should be well-versed in journalistic ethics and principles. They should demonstrate a commitment to accuracy, fairness, and objectivity in their reporting while being sensitive to the cultural, social, and economic contexts of rural communities.			
<b>Credit (L+T+P): 4+0+0=4</b>		<b>Paper: Core Compulsory</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 60</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	<b>Introduction to Rural Journalism</b> <b>Understanding Rural Context:</b> Definition of rural areas, Challenges and opportunities in rural communities, Role of journalism in rural development <b>Rural Issues and Beats:</b> Identifying key rural issues (agriculture, healthcare, education, etc.), Introduction to rural beats and specialization, Guest speaker: Rural journalist's perspective <b>Research and Story Idea Generation:</b> Techniques for researching rural topics, Generating story ideas related to rural issues		12
<b>II</b>	<b>Reporting Skills in Rural Settings</b> <b>Conducting Rural Interviews:</b> Best practices for rural interviews, Sensitivity and rapport-building <b>Data Gathering in Rural Journalism:</b> Using data sources for rural reporting, Introduction to data collection tools,Analyzing rural data sets <b>Fieldwork and Observation:</b> Conducting field visits in rural areas, Observational reporting techniques		12

III	<b>Multimedia Storytelling in Rural Journalism</b> <b>Writing for Rural Journalism:</b> Feature writing techniques, Story structure and narrative, Editing and revising rural stories <b>Audio and Visual Storytelling:</b> Basics of audio and video production, Creating multimedia content for rural stories <b>Digital and Social Media for Rural Reporting:</b> Utilizing social media platforms	12
IV	<b>Ethical and Responsible Reporting</b> <b>Journalism Ethics in Rural Context:</b> Ethical dilemmas in rural reporting Balancing advocacy and objectivity, <b>Cultural Sensitivity and Diversity:</b> Understanding cultural nuances in rural communities, Reporting on diverse rural populations, Cultural sensitivity training <b>Accountability and Impact:</b> Holding institutions and policymakers accountable, Reporting for positive change in rural areas.	12
V	<b>Capstone Projects and Rural Journalism Careers</b> <b>Capstone Project Initiation:</b> Selecting capstone project topics, Research proposals and project plans, Instructor feedback and guidance <b>Capstone Project Development:</b> Working on capstone projects, Regular check-ins and peer feedback, Preparing for final presentations <b>Capstone Project Presentations and Career Outlook:</b> Student presentations of capstone projects, Guest speakers from rural journalism industry, Career opportunities in rural journalism	12
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects - 05 Marks Internal Class Test - 10 Marks Attendance/Behavior - 05 Marks		
<b><u>Suggested Books:-</u></b> <ol style="list-style-type: none"> <li>"Journalism Next: A Practical Guide to Digital Reporting and Publishing" by Mark Briggs This book covers essential digital journalism skills, including multimedia reporting and using social media effectively. It's important for rural journalists to be proficient in digital tools to reach a broader audience.</li> <li>"Rural Journalism and Local Media: Building Sustainable Local Journalism Ecosystems" by Kristy Hess and Lisa Waller Focusing on rural journalism, this book explores the unique challenges and opportunities of reporting in rural areas. It provides insights into how rural journalists can better serve their communities.</li> <li>"The New Agrarianism: Land, Culture, and the Community of Life" by Eric T. Freyfogle Understanding the agricultural and environmental aspects of rural areas is crucial for rural journalists. This book delves into the relationship between land, culture, and rural communities.</li> <li>"Journalism Ethics at the Crossroads: Democracy and the Future of the Profession" edited by Patrick Lee Plaisance Ethical journalism is vital for maintaining trust in rural communities. This book explores contemporary ethical dilemmas and provides guidance on making ethical decisions in journalism.</li> <li>"Data Journalism Handbook" by Jonathan Gray, Lucy Chambers, and Liliana Bounegru Data journalism is increasingly important for investigative reporting, including rural journalism. This handbook offers practical guidance on collecting, analyzing, and visualizing data in journalistic contexts.</li> </ol>		

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**MAJOR ELECTIVE : Choose any Two Courses**

Programme: B.A. (Honours/Honours with Research) in Journalism & Mass Communication		Year: Fourth	Semester: VII
Pedagogy:			
Course Code: JMC-23122A		Course/Paper Title: Media Campaigns	
Course Outcome: After completing this course, the students will be able to-			
CO1. Campaign Strategy Development: Upon completing the course, students should be able to develop comprehensive media campaign strategies. They should understand the importance of setting clear objectives, identifying target audiences, and creating messaging that aligns with campaign goals.			
CO2. Media Planning and Execution: Graduates should be proficient in selecting and utilizing various media channels effectively for different campaign purposes. This includes traditional media (e.g., TV, radio, print) as well as digital and social media platforms. Students should be able to plan media placements, negotiate media buys, and execute media schedules.			
CO3. Message Crafting and Storytelling: Students should develop skills in crafting compelling and persuasive messages for campaigns. They should understand the principles of storytelling and be able to tailor messages to resonate with specific target audiences.			
CO4. Campaign Monitoring and Analysis: Graduates should be capable of monitoring media campaigns and analyzing their effectiveness using key performance indicators (KPIs) and metrics. They should be able to make data-driven decisions to optimize campaigns and achieve desired outcomes.			
CO5. Ethical and Legal Considerations: Students should have a strong understanding of ethical and legal considerations in media campaigns. They should be aware of issues related to transparency, accuracy, privacy, and the responsible use of data and messaging.			
Credit (L+T+P): 3+1+0			Paper: Major Elective
Max Marks: 40+60			Min. Passing Marks:35
Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0=60			
Units	Topics		No of Lectures
I	Media campaign: meaning concept and characterstics Types of media campaigns		9
II	Social media, web and ground campaigns		9
III	Case study and examples of media campaigns		9
IV	Social work advertising and health campaigns		9
V	Environments Media Campaigns		9
Suggested Continuous Internal Evaluation Methods: Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under;			
Assignment/Practical/Projects - 05 Marks			
Internal Class Test - 10 Marks			
Attendance/Behavior – 05 Marks			
Suggested Books:-			
1. Hill and Jones, an integrated approach to strategic management.			
2. Dr. A.K. Chaudhari, Radnitik Prabandh, sahitya bhawan publication (Hindi)			
3. Chaturvedi and gupta, Radnitik Prabandh, shree mahavir book dipo (publishers) (Hindi)			
4. L.M. Prasad, strategic management, sultan chand and sons.			
5. Dr. pradip kumar sinha, strategic management, Nirali prakashan.			

**Or**

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VII</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23122B</b>		<b>Course/Paper Title: Social Media Management</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1.Able to understand what social media is and how this new type of media and communications technology influences.			
CO2. Develop skills in using the predominant social media tools currently available for business/marketing communication			
CO3. Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value			
CO4. Develop and implement a strategic social media plan for your own social brand			
CO5. Develop skills in using the predominant social media tools currently available for Communications and marketing.			
<b>Credit (L+T+P): 3+1+0</b>		<b>Paper: Major Elective</b>	
<b>Max Marks: 40+60</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	SMM: An Overview, SMM & Public Relations. Logic of Social Media		<b>9</b>
<b>II</b>	Social Media Strategy and Planning, Social Media Measurement News Writing and Community Management.		<b>9</b>
<b>III</b>	YouTube and Livestreaming,Twitter, Facecook and Photosharing Sites (Instagram, Snapchat, Pinterest)		<b>9</b>
<b>IV</b>	Must Know Social Media Marketing Tools + Social Media Automation Tools + Keyword Research Tool + Tools for Designing		<b>9</b>
<b>V</b>	Video Editing Tools + Image Editing Tools + URL Shortening Tools		<b>9</b>
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under;			
Assignment/Practical/Projects                    -                    05 Marks			
Internal Class Test                                        -                    10 Marks			
Attendance/Behavior                                       -                    05 Marks			
<b><u>Suggested Books:-</u></b>			
1.The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI by Carlos Gil			
2.Faster, Smarter, Louder: Master Attention in a Noisy Digital Market by Aaron Agius and Gián Clancey			
3.Fanocracy: Turning Fans into Customers and Customers into Fans by David Meerman Scott and Reiko Scott			
4.How to Win Friends and Influence People, <b>Dale Carnegie</b>			
5. Optimize, Lee Odden			

Or

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VII</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23122C</b>		<b>Course/Paper Title: Basics of Camera, Lights &amp; Sound</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Students should be able to identify different kinds of video camera			
CO2: Students should be able to understand different types of Camera shots.			
CO3: Students understand the Movements of video cameras.			
CO4: Students are able to mounts, angles and compositions along with basic operations and functions of a video camera.			
CO5: Student should be able to understand techniques of lighting for video production & methods of recording and mixing of sound in video production.			

<b>Credit (L+T+P): 3+1+0</b>		<b>Paper: Major Elective</b>
<b>Max Marks: 40+60</b>		<b>Min. Passing Marks:35</b>
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+15+0</b>		
<b>Units</b>	<b>Topics</b>	<b>No of Lectures</b>
<b>I</b>	[Camera] Introduction to video camera 2. Parts of video camera and their functions 3. Camera movement equipment 4. Lenses – functions and types	9
<b>II</b>	[Visualization] L-12 1. Composition – different types of shots, camera angles and camera movements 2. Aesthetics in visual composition 3. Subject - camera relationship. 4. Aperture control and depth of field	9
<b>III</b>	[Lights] L-12 1. Lights and its properties 2. Different types of lights 3. Other tools used in lighting – diffusers, reflectors, cutters & gels 4. Basic lighting techniques 5. Accessories used in lighting	9
<b>IV</b>	[Sound] L-12 1. Audio fundamentals 2. Various audio elements used in video programmers - lip synchronized sound, voice, music, ambience, sound effects	9
<b>V</b>	Types of microphones, use of audio mixers for recording & editing of sound. Different audio equipment for studio and location recording . Audio post production – mix and unmix tracks	9
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects - 05 Marks Internal Class Test - 10 Marks Attendance/Behavior - 05 Marks		
<b>Suggested Books:</b> 1. 1 Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi 2. Herbert Zettl TV production Handbook, Thomas Wards worth Publishing		

### MINOR ELECTIVE : To be Choosed by Students of other Discipline

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Forth</b>	<b>Semester: VII</b>
<b>Pedagogy:</b>			
<b>Course Code: MJMC07</b> <b>[For Students of other Discipline/Subject]</b>		<b>Course/Paper Title: Gender and Media</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Will able to understand basic concepts relating to gender and provide logical understanding of gender roles. CO2: Will be able to present different perspectives on the body and understand discourse on power relations. CO3: Students will become sensitized about the cultural constructions of masculinity and femininity. CO4 : Will able to understand gender perspective in Media.			
<b>Credit (L+T+P): 3+0+0=3</b>		<b>Paper (Core Compulsory) : Elective</b>	
<b>Max. Marks 40+60=100</b>		<b>Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture-Tutorials-Practical):45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	Introduction to Gender, Types of Gender, Gender Roles and Gender Division of Labor, Gender Socialization and Gender Stereotyping, Gender Stratification and Gender Discrimination.		<b>9</b>
<b>II</b>	Gender Perspective of Body : Biological, Phenomenological and Socio-Cultural Perspectives of Body, Body as a Site and Articulation of Power		<b>9</b>
<b>III</b>	Social Construction of Femininity, Bio-Social Perspective of Gender , Gender as Attributional Fact, Images of Women in Sports, Arts, Entertainment and Fashion Industry		<b>9</b>

<b>IV</b>	Social Construction of Masculinity, Definition and Understanding of Masculinities, Sociology of Masculinity, Social Organization of Masculinity and Privileged Position of Masculinity, Politics of Masculinity and Power.	<b>9</b>									
<b>V</b>	Gender Equality and Inequality in the Media Sector, Campaigning and Advocacy, Gender Mainstreaming etc.	<b>9</b>									
<b>Suggested Readings: -</b> 1. Connell, R.W. (2002). “Gender”. Cambridge: Polity Press 2. S. Gunew (ed.) (1991) A Reader in Feminist Knowledge”. London, Routledge. 3. Holmes M (2007). “What is Gender”. New Delhi, Sage Publications. 4. Jackson S and Scott S (2002). “Gender: A Sociological Reader”. New York, Routledge. 5. Kessler S J and McKenna W (1978). “Gender: An Ethno methodological Approach”. Chicago, University of Chicago Press. 6. Kimmel S Michael (2004) “The Gendered Society: Reader”. Oxford: Oxford University Press. 7. Lipman-Blumen J (1984). “Gender Roles and Power”. New Jersey, Prentice Hall. 8. Oakley A (1985). “Sex, Gender and Society”. London, Temple Smith. 9. Stanley L and Wise S. (1983). “Breaking out Again: Feminist Methodology and Epistemology”. London, Routledge.											
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; <table> <tr> <td>Assignment/Practical/Projects</td><td>-</td><td>05 Marks</td></tr> <tr> <td>Internal Class Test</td><td>-</td><td>10 Marks</td></tr> <tr> <td>Attendance/Behavior</td><td>-</td><td>05 Marks</td></tr> </table>			Assignment/Practical/Projects	-	05 Marks	Internal Class Test	-	10 Marks	Attendance/Behavior	-	05 Marks
Assignment/Practical/Projects	-	05 Marks									
Internal Class Test	-	10 Marks									
Attendance/Behavior	-	05 Marks									

**Other Courses to be chosen:**

**Minor : To be Chosen from POOL B (Other than Major Subject)**

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## SEMESTER-VIII

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>	<b>Year: Fourth</b>	<b>Semester: VIII</b>
<b>Pedagogy:</b>		
<b>Course Code: JMC-23123</b>	<b>Course/Paper Title: Human Rights &amp; Media</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>		
<b>CO1:</b> Develop basic ability to understand human rights.		
<b>CO2:</b> This should be helpful to students looking to work in the field of human resources, development, charitable institutions and government agencies.		
<b>CO3:</b> Students are able to acquire knowledge about field in depth.		
<b>CO4:</b> Develop basic knowledge Rights and media industry.		
<b>CO5:</b> Students able to understand human rights as a natural complement to studies in various subjects.		
<b>Credit (L+T+P): 4+1+0=5</b>	<b>Paper: Core Compulsory</b>	
<b>Max Marks: 40+60=100</b>	<b>Min. Passing Marks:35</b>	

<b>Total Number of Lectures (Lecture- Tutorials- Practical): 60+15+0=90</b>											
<b>Units</b>	<b>Topics</b>	<b>No of Lectures</b>									
<b>I</b>	Meaning and Concept of Human Rights - Notion and Classification of Rights: Natural, Moral and Legal Rights - Three Generations of Human Rights: Magna Carta - The French Declaration of the Rights of Man and the Citizen; United States Bill of Rights	12									
<b>II</b>	United Nations and Human Rights: Universal Declaration of Human Rights – Significance – Civil and Political Rights - (Art. 1-21) - Economic, Social and Cultural Rights - (Art.22-28) - Duties and Limitations - (Art. 29) - Final Provision (Art. 30).	12									
<b>III</b>	Human Rights & Enforcement Mechanism - Supreme Court (Art 32) and High Courts (Art 226) - Human Rights Commission - National and State - Commission of Women, Children, Minority, SC/ST .	12									
<b>IV</b>	The Directives Principles of State Policy - Fundamental Rights - Constitutional Vision of Role of The State - National Human Right Commission, National Commission on Women, National Commission on Minorities, and State Human Rights Commission	12									
<b>V</b>	Role of Functions of International Non-Governmental Organizations - Amnesty International - Red Cross - Human Rights Watch and Asia Watch - Role of NGOs in protection of Human Rights. Press and Democracy –Media and Human Rights – Media and Accountability	12									
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; <table> <tr> <td>Assignment/Practical/Projects</td><td>-</td><td>05 Marks</td></tr> <tr> <td>Internal Class Test</td><td>-</td><td>10 Marks</td></tr> <tr> <td>Attendance/Behavior</td><td>-</td><td>05 Marks</td></tr> </table>			Assignment/Practical/Projects	-	05 Marks	Internal Class Test	-	10 Marks	Attendance/Behavior	-	05 Marks
Assignment/Practical/Projects	-	05 Marks									
Internal Class Test	-	10 Marks									
Attendance/Behavior	-	05 Marks									
<b>Suggested Books:</b>  1.THE UNIVERSAL DECLARATION OF HUMAN RIGHTS Kindle Edition, by <u>United Nations</u> 2.मानव अधिकार : Human Rights, Dr. Brijendra Singh Baudh 3.मानवाधिकार और महिलाएँ - Human Rights and Women, <u>MAMTA CHANDRASHEKHAR</u> 4.Human Rights: Contemporary Issues by V.K. Ahuja											

### MAJOR ELECTIVE : Choose any One Courses

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VIII</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23124A</b>		<b>Course/Paper Title: Video Journalism.</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Develop basic writing skill.			
CO2: Student will be able to prepare reports & news.			
CO3: Students are able to acquire knowledge about field in depth.			
CO4: Practical knowledge of media industry.			
CO5: Acquire practical knowledge of media Industry.			
<b>Credit: 3+0+0=3</b>		<b>Paper: Major Elective</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>

<b>I</b>	Video journalism, meaning concept and role. Opportunities in the world of video journalism.	09
<b>II</b>	Understanding all aspects of video journalism. Developing the art of video journalism.	09
<b>III</b>	Finding a story-News and features. Doing research about the story.	09
<b>IV</b>	How to effectively tell a story/convey the message visually.	09
<b>V</b>	The actual shoot-what to expect. Post production-the script pre determined/post shoot, what to prepare for during the production.	09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects - 05 Marks Internal Class Test - 10 Marks Attendance/Behavior - 05 Marks		
<b>Suggested Books:</b> 1.VideojournalismMultimedia Storytelling, By <u>Kenneth Kobre</u> 2. Video Journalism for the WebA Practical Introduction to Documentary Storytelling By <u>Kurt Lancaster</u> 3.The Solo Video JournalistDoing It All and Doing It Well in TV Multimedia Journalism By <u>Matt Pearl</u> 4.Audio and Video Journalism, By <u>Erika Engstrom</u> , <u>Gary Larson</u> Book <u>Convergent Journalism: An Introduction</u>		

**Or**

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VIII</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23124B</b>		<b>Course/Paper Title: Documentaries &amp; Short Films, Radio Programs</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
CO1: Develop basic writing skill. CO2: Student will be able to prepare reports & news. CO3: Students are able to acquire knowledge about field in depth. CO4: Practical knowledge of media industry. CO5: Acquire practical knowledge of media Industry.			
<b>Credit: 3+0+0=3</b>		<b>Paper: Major Elective</b>	
<b>Max Marks: 100</b>		<b>Min. Passing Marks:35</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45+0+0</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>Unit – I</b>	Research about Documentry/Shot FilmTopic, Preparing blue print Tracing location, to develop skills of Script writing		09
<b>Unit – II</b>	Pre-production		09
<b>Unit – III</b>	How to decide Shots according to story/location		09

<b>Unit – IV</b>	Post production, Voice over, Introduction to Radio as a Mass Communication, Radio broadcasting in Indian scenario.	09
<b>Unit - V</b>	Structure of Radio News Room and News Studio, Radio News and Current affairs Programme. FM Radio, Script.	09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects - 05 Marks Internal Class Test - 10 Marks Attendance/Behavior – 05 Marks		
<b><u>Suggested Books:</u></b>		

Or

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: Fourth</b>	<b>Semester: VIII</b>
<b>Pedagogy:</b>			
<b>Course Code: JMC-23124C</b>		<b>Course/Paper Title: Dummy Newspapers</b>	
<b>Course Outcome: After completing this course, the students will be able to-</b>			
<b>CO1:</b> Develop basic writing skill.			
<b>CO2:</b> Student will be able to prepare reports & news.			
<b>CO3:</b> Students are able to acquire knowledge about field in depth.			
<b>CO4:</b> Practical knowledge of media industry.			
<b>CO5:</b> Acquire practical knowledge of media Industry.			
<b>Credit: 3+0+0=3</b>		<b>Paper: Major Elective</b>	
<b>Max Marks: 40+60=100</b>		<b>Min. Passing Marks:</b>	
<b>Total Number of Lectures (Lecture- Tutorials- Practical): 45</b>			
<b>Units</b>	<b>Topics</b>		<b>No of Lectures</b>
<b>I</b>	News room management & Meeting		09
<b>II</b>	Report gathering		09
<b>III</b>	Editing		09
<b>IV</b>	Layout Design		09
<b>V</b>	Printing		09
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under; Assignment/Practical/Projects - 05 Marks Internal Class Test - 10 Marks Attendance/Behavior - 05 Marks			
<b><u>Suggested Books:</u></b> 1. N. Mishra – Labour Law, Central Book Agency, Prayagraj. 2. Industrial and labou law, Sahitya Bhawan Publication, Agra. 3. P.L. Malik - Industrial Law, eastern book company, Lucknow. 4. N.D. Kapoor – Handbook of industrial law, Sultan chand and sons, New Delhi. 5. S.S. Gulsan and G.K. Kapoor – Economic labour and industrial law, Sultan chand and sons, New Delhi.			

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## [For Students Pursuing Hons. with Research]

<b>Programme: B.A. (Honours/Honours with Research) in Journalism &amp; Mass Communication</b>		<b>Year: B.Com. 4<sup>th</sup> Year</b>	<b>Semester: VIII<sup>th</sup></b>
Pedagogy:			
Course Code: <b>JMC-23125A</b>	Course/Paper Title: Dissertation/Research Project & Viva voce [For Hons. with Research Students]		
Course Outcomes: After completing this course, the students will be able to -			
CO 1: acquire Research Skills and awareness about Methodology			
CO 2: develop critical thinking skills for evaluating existing literature and research gaps.			
CO 3: develop Communication Skills, Analytical and Problem-Solving abilities.			
CO 4: develop Project Management and will be able to contribute to existing knowledge			
CO 5: Collaborate in Interdisciplinary Skills.			
Credit: 0+0+12=12		Paper (Core Compulsory / Elective): Compulsory	
Max. Marks : 100			
Total Number of Lectures (Lecture – Tutorials – Practical): 360			
Units:	Topics:		Practical Hrs
I	Dissertation/ Research Project & Viva Voce		360
Suggested Readings:			
<div>1. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell This book covers various research designs and approaches, helping you select the most appropriate one for your dissertation. It's suitable for both qualitative and quantitative research.</div> <div>2. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams This book is a comprehensive guide to the research process, from formulating research questions to presenting findings. It offers practical advice and strategies for effective research.</div> <div>3. "How to Write a Better Thesis" by David Evans, Paul Gruba, and Justin Zobel Geared towards graduate students, this book provides practical guidance on planning, writing, and revising a thesis or research project. It covers a range of disciplines and research methods.</div> <div>4. "Completing Your Qualitative Dissertation: A Roadmap from Beginning to End" by Linda Dale Bloomberg and Marie F. Volpe Focused on qualitative research, this book offers step-by-step guidance on the entire dissertation process, including choosing a topic, data collection, analysis, and writing.</div> <div>5. "Writing Your Dissertation in Fifteen Minutes a Day" by Joan Bolker This book offers practical strategies to help you overcome writer's block and procrastination while writing your dissertation. It emphasizes consistent writing habits.</div> <div>6. "The Dissertation Journey: A Practical and Comprehensive Guide to Planning, Writing, and Defending Your Dissertation" by Carol M. Roberts This book provides a holistic approach to the dissertation process, covering topics such as time management, literature review, research design, and defense preparation.</div> <div>7. "How to Design, Write, and Present a Successful Dissertation Proposal" by Elizabeth A. Wentz Focusing on the proposal stage, this book offers guidance on crafting a clear and effective dissertation proposal, including outlining research questions and methodologies.</div> <div>8. "Writing the Successful Thesis and Dissertation: Entering the Conversation" by Irene L. Clark This book emphasizes the importance of contributing to scholarly conversation in your field and provides practical advice on how to structure and present your research.</div> <div>9. "The Literature Review: Six Steps to Success" by Lawrence A. Machi and Brenda T. McEvoy A comprehensive guide to conducting a literature review, a crucial component of any research project or dissertation.</div>			

10. "Demystifying Dissertation Writing: A Streamlined Process from Choice of Topic to Final Text" by Peg Boyle Single This book offers a straightforward and organized approach to the dissertation process, helping you break down the tasks and stay on track.	
<u>Suggested continuous E-Valuation Methods –</u>	
<b>Suggested Continuous Internal Evaluation Methods:</b> Continuous internal Evaluation shall be of 40% in two steps in a semester, C1 (after 45 days) & C2 (after 90 days) respectively. Marks of each internal assessment will be distributed as under;	
Assignment/Practical/Projects	- 05 Marks
Internal Class Test	- 10 Marks
Attendance/Behavior	- 05 Marks

Or

Field Visit/ Educational Tour Visit based Viva Voce [Course Code : JMC-23127B] for  
(Hons. Students)

Credit: 0+0+12=12		Paper (Core Compulsory / Elective): Compulsory
Max. Marks : 100		
Total Number of Lectures (Lecture – Tutorials – Practical): 360		
Units:	Topics:	Practical Hours
I		360
Field Visit/ Educational Tour Visit based Viva Voce [Course Code : JMC-23125B] for (Hons. Students)		

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**Completion of the Programme: Bachelor Degree with Honours/Honours with Research** in Major Discipline at the Successful Completion of the Fourth Year (Eight Semesters) of the multidisciplinary Four-year Undergraduate Programme. [NHEQF Level 6.0]

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