

**Revised Syllabus of B.A. in JMC w.e.f. 2021-2022
(Approved by Board of Studies on 29-07-2021)**

B.A. [JMC]

Bachelor of Arts in Journalism & Mass Communication

Three Year Degree Course



Department of Journalism & Mass Communication

NEHRU GRAM BHARATI UNIVERSITY

KOTWA-JAMUNIPUR, DUBAWAL, ALLAHABAD

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NEHRU GRAM BHARATI (Deemed to University)

KOTWA-JAMUNIPUR-DUBAWAL, ALLAHABAD

[This Syllabus is approved by Board of Studies]

Bachelor of Arts in Journalism & Mass Communication

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|------------------------------|----|------------------------|
| 1. Eligibility for Admission | :- | Intermediate |
| 2. No. of Seats | :- | 30 |
| 3. Admission Mode | :- | Merit and Interview |
| 4. Duration | :- | 3 Year (Six Semesters) |

Objectives of Program :

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

Evaluation Scheme:-

- (1) There will be an examination at the end of the semester.Each paper will carry 80 marks.
- (2) There will be internal assessment of 20 marks in each (Theory & Practical both).
- (3) Internal assessment will be in the form of class test, presentation, group discussion, class room presentation,field research, attendance, verbal and written abilities and the level of knowledge.
- (4) A candidate must obtain 36% marks in each Paper (including Theory, Practical and Internal Assessment) and 40% marks in total aggregate for pass.

Guidelines for Practical Exams :-

- (1) Marks for practical examination are Hundred (100) in each semester.
- (2) The Practical examination will be conducted by a set of two examiners (one external Examiner & the other internal examiner)
- (3) The Practical examination will comprise of written test (60 marks with 5 questions) and Viva-voce of 40marks. Total 100marks.

BA [JMC] First Year

DETAILED DIVISION OF PAPERS AND MARKS IS SHOWN IN THE FOLLOWING TABLE.

SEMESTER – I

S.No.	Name of Paper	Theory Paper	Internal Evaluation	Total Marks
1.	Introduction To Communication	80	20	100
2.	History of Journalism	80	20	100
3.	Print Media	80	20	100
4.	Practical & Viva-Voce	80	20	100
	Total	320	80	400

SEMESTER – II

S.No.	Name of Paper	Theory Paper	Internal Evaluation	Total Marks
1.	Reporting & Editing	80	20	100
2.	Development Communication	80	20	100
3.	History of Broadcasting in India	80	20	100
4.	Practical & Viva-Voce	80	20	100
	Total	320	80	400

BA [JMC] Second Year **IIIrd Semester**

S.No.	Name of Paper	Theory Paper	Internal Evaluation	Total Marks
1.	Electronic Media & Visual Communication	80	20	100
2.	Communication Technology : Computer & Internet	80	20	100
3.	Media Language Structure & Style	80	20	100
4.	Practical & Viva-Voce	80	20	100
	Total	320	80	400

BA [JMC] IVth Semester

S.No.	Name of Paper	Theory Paper	Internal Evaluation	Total Marks
1.	Public Relations	80	20	100
2.	Advertisements	80	20	100
3.	Media & Social Issues	80	20	100
4.	Practical & Viva-Voce	80	20	100
	Total	320	80	400

BA [JMC] Second Year **Vth Semester**

S.No.	Name of Paper	Theory Paper	Internal Evaluation	Total Marks
1.	Indian Constitution, Government & Politics	80	20	100
2.	Press Laws of India	80	20	100
3.	International Relations & Current Affairs	80	20	100
4.	Practical & Viva-Voce	80	20	100
	Total	320	80	400

BA [JMC] VIth Semester

S.No.	Name of Paper	Theory Paper	Internal Evaluation	Total Marks
1.	Communication Research	80	20	100
2.	Social Media	80	20	100
3.	Project Work & Field Work (Apprenticeship)	80	20	100
4.	Practical & Viva-Voce	80	20	100
	Total	320	80	400

BA [JMC] First Year

Ist Semester

First Paper: Introduction To Communication.

COURSE OUTCOME –

CO1: The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life.

CO2: Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.

CO3: After the completion of the course the students will be able to explain and review on critical evaluation of mass communication Theories.

Unit 1

Communication: Meaning, Definition, Concept, Characteristics.

Unit 2

Communication-Process & its Steps, Feedback.

Unit 3

Types of Communication: Language Communication, Intra Personal Communication, Inter Personal Communication, Group & Mass Communication. Mass Communication: meaning, concept and characteristics.

Unit 4

Communication Medium : Traditional, Print, Audio-Visual and New Medium, Magic Bullet Theory, Psychological Individual difference theory, Press theories and Normative theory.

Unit 5

Models of Communication and Mass Communication: Laswell Model, Shannon-Weaver Model, Danaher Model, Gatekeeper Model, Agenda Setting Model, Wilbur and Schram Model, C.E. Osgood Model.

सन्दर्भ ग्रन्थ (Reference Book) :

- 1— कम्प्यूनिकेशन थियरी टुडे – कावली, मिचेल
- 2— कम्प्यूनिकेशन इन इन्डिया – केवल जे. कुमार
- 3— पत्रकारिता और जनसंचार : सिद्धांत और विकास
- 4— मास कम्प्यूनिकेशन थियरी : एन इन्ट्रोडक्सन –डेमिस मेक्वेल

BA [JMC] First Year

Ist Semester

Second Paper: History of Journalism.

COURSE OUTCOME –

CO1: The students will be able to understand the different phases of print and broadcast journalism in India.

CO2: Student will able to understand the nature of indian media during freedom movement.

CO3: Students will able to aquire knowledge of indian media and its various aspects

Unit 1

Journalism and Public Opinion, Journalism and Social Responsibility, Journalism and Mass Culture.

Unit 2

Origin and development of Journalism in India, leading role of Pt. Kamalapati Tripathi, Acharya Shiv Poojan Sahay, Leading role of Raja Rammohan Roy in Indian journalism, contribution of Tilak and Gandhi.

Unit 3

Current Situation of Indian News Papers, PT. Madan Mohan Malviya and Ganesh Shankar Vidyarthi, origin of modern Journalism.

Unit 4

Hindi Journalism and Bhartendu era, silent features of Dwivedi era Journalism, freedom movement and Hindi Journalism, Hindi Journalism of Uttar Pradesh, literary Journalism, Scope of Journalism.

Unit 5

Indian Journalism after Independence-salient features and development, Indian Journalism and 21st Century.

सन्दर्भ ग्रन्थ (Reference Books) :

- 1— पत्रकारिता और जनसंचार : सिद्धान्त और विकास – डा० अनिल कुमार उपाध्याय
- 2— हिन्दी पत्रकारिता – पं० कृष्ण बिहारी मिश्र
- 3— समाचार पत्रों का इतिहास – पं० अम्बिका प्रसाद वाजपेयी
- 4— हिन्दी पत्रकारिता और काशी – डा० हिमांशु शेखर सिंह
- 5— आधुनिक पत्रकारिता – डा० अर्जुन तिवारी
- 6— हिन्दी पत्रकारिता का आलोचनात्मक इतिहास – डा० रमेश कुमार जैन

BA [JMC] First Year

Ist Semester

Third Paper: Print Media.

COURSE OUTCOME –

CO1: Students will be able to identify news values and comprehend the news process.

CO2: Organize a news story according to the hard news structure.

CO3: Write different leads, the body text and ending for print media.

Unit 1.

Script : Meaning, definition & gradual development, development of printing, nature of printing, characteristics of printing.

Unit 2.

Foundation of press in India, preliminary nature of newspaper in India, starting of news papers, press ethics during British Government.

Unit 3.

Eminent news papers-magazines- Doodant Martand, Hindusthan, Banaras Akhbar, Bharat Mitra, Saraswati, Karmveer, Matwala, Madhuri, Pratap, Brahman, Hansa, Sudha, Kavivachan Sudha, Aj.

Unit 4.

Leading Journalists: Yugul Kishore Shukul, Bhartendu, Mahaveer Prasad Dwivedi, Premchand, Baburav Vishnu Paradkar, Ganeshshankar vidyarthi.

Unit 5.

Balkrishna Bhatt, Pratap Narayan Mishra, Ganesh Shanker Vidyarthi, Madan Mohan Malviya, Mahatma Gandhi.

सन्दर्भ ग्रन्थ (Reference Books) :

- 1— जनसंचार और हिन्दी पत्रकारिता – डा० अर्जुन तिवारी
- 2— हिन्दी पत्रकारिता – पं० कृष्ण बिहारी मिश्र
- 3— समाचार पत्रों का इतिहास – पं० अम्बिका प्रसाद बाजपेयी
- 4— हिन्दी पत्रकारिता और काशी – डा० हिमांशु शेखर सिंह
- 5— हिन्दी पत्रकारिता का आलोचनात्मक इतिहास – डा० रमेश कुमार जैन

BA [JMC] First Year

Ist Semester

Fourth Paper: Practical and Viva-Voce

COURSE OUTCOME –

CO1: Develop basic writing skills.

CO2: Acquire practice knowledge of editing stories & writing headlines.

CO3: Will able to preparing reports on various events.

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- For Practical knowledge to organized educational tour of media organizations.
 - To organize group discussion for Skill development.
 - To organize expert advise.
 - To Organize debates in classroom on relevant topics through group communication & intrapersonal communication.
 - To present the dissertation by students on issues.
 - Evaluate the knowledge gained by student through Viva-Voce.
 - To create documentary
 - Field Reporting.

BA [JMC] First Year
IInd Semester
First Paper: Reporting & Editing

COURSE OUTCOME –

C01: Will acquire Knowledge of various types of News Reporting.

C02: Acquire introductory Knowledge about news formal like : interviews Hard news soft news follow up etc.

C03: Acquire Knowledge of editing & various area's of news.

Unit 1.

News: meaning, definition, types of news & elements, sources of news, news structure writing techniques of news.

Unit 2.

Types of news writing: 5W and 1H, 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, Citizen Journalism.

Unit 3.

Feature : importance, structure and nature, Article, reportage, importance and types of interview.

Unit 4.

Editor's qualification & place, importance of editorial writing, Function and responsibilities of editor, sub editor and, editorial Section.

Unit 5.

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, NSNG, Digital News gaffing.

सन्दर्भ ग्रन्थ (Reference Book) :

- 1— प्रोफेशनल जर्नलिज्म – होहेन्स वर्ग
- 2— न्यूज रिपोर्टिंग एण्ड एडिटिंग – के.एम. श्रीवास्तव
- 3— समाचार : संकलन और लेखन – नन्द किशोर त्रिखा
- 4— समाचार : संकलन, लेखन एवं सम्पादन – डा० अर्जुन तिवारी
- 5— समाचार सम्पादन – प्रेम नाथ चतुर्वेदी
- 6— सम्पादन कला – डा० संजीव मानावत
- 6— सम्पादन कला – डा० संजीव मानावत

BA [JMC] First Year
IInd Semester
Second Paper: Development Communication

COURSE OUTCOME –

CO1: Students will be able to recognize and explain the concept and importance of development.

CO2: Students will be able to distinguish between communication and development communication.

CO3: Students will be able to describe use of different media in development communication.

Unit 1.

Development: meaning, definition & concept, impediment of development, symptoms of developed & developing societies, need of development journalism. Impact of development journalism.

Unit 2.

Development journalism & urban society. Development journalism & rural society. Development journalism & people culture. Development journalism & social change, Development journalism & Social media

Unit 3.

Role of media in development journalism: Culture crisis, information has not society.

Unit 4.

International news agencies: brief introduction & its role, public poll on special issues, social concern. Importance of information for rural area.

Unit 5.

Elements of modern development journalism, latest technologies, information highways, interactive medium, social mode medium.

सन्दर्भ ग्रन्थ (Reference Book) :

- 1— संचार एवं सामाजिक परिवर्तन – डा० राकेश शर्मा
- 2— सूचना समाज – जगदीश चतुर्वेदी
- 3— जनसंचार माध्यमों का सामाजिक चरित्र – जबरीमल्ल पारख
- 4— भूमण्डलीकरण की चुनौतियां— सच्चिदानन्द सिन्हा
- 5— विकास का समाजशास्त्र – श्यामाचरण दुबे
- 6— परिवर्तन और विकास के सांस्कृतिक आयाम— पूरनचन्द्र जोशी
- 7— पत्रकारिता एवं विकास संचार – डा० अनिल कुमार उपाध्याय
- 8— परिवर्तन और विकास के सांस्कृतिक आयाम— पूरनचन्द्र जोशी

BA [JMC] First Year
IInd Semester
Third Paper : History of Broadcasting in India.

COURSE OUTCOME –

CO1: Acquire knowledge about History of Radio, Print & Television.

CO2: Will acquire knowledge of Role & Responsibility of Broadcasting.

CO3: The students will be able to understand New concept of Autonomy & Prasar Bharati.

Unit 1.

Origin of broadcasting in India, First broadcasting of TV, First TV news presentation, Indian broadcasting & contemporary circumstances. Prasar Bharati : structure & problems."

Unit 2.

Prasar Bharti Act 1997, Broadcasting Ethics. Prasar Bharati : concept of autonomy. Broadcasting in adverse situation and accountability of Prasar Bharati.

Unit 3.

New concept of autonomy and Prasar Bharati. Agenda of Prasar, challenges of satellite channels.

Unit 4.

Era of change. Emergence of cable TV in India, Channel War, current situation of broadcasting.

Unit 5.

Future of broadcasting in India. Characteristics and importance of Indian Broadcasting, TV and modern society, Role and Responsibility of Broadcaster.

सन्दर्भ ग्रन्थ (Reference Book) :

1. आकाशवाणी एवं प्रसारण विधायें – डॉ० इन्द्र प्रकाश श्रीमाली
2. दूरदर्शन : दशा और दिशा– सुधीश पचौरी
3. उत्तर आधुनिक मीडिया तकनीक– हर्ष देव
4. Elements of Modern Journalism : R. K. Gupta
5. सम्प्रेषण और रेडियो शिल्प : विश्वनाथ पाण्डेय
6. प्रसार भारती और प्रसारण नीति – सुधीश पचौरी

BA [JMC] First Year

IISt Semester

Fourth Paper: Practical and Viva-Voce

COURSE OUTCOME –

CO1: Develop basic writing skills.

CO2: Acquire practice knowledge of editing stories & writing headlines.

CO3: Will able to preparing reports on various events.

-
- For Practical knowledge to organized educational tour of media organizations.
 - To organize group discussion for Skill development.
 - To organize expert advise.
 - To Organize debates in classroom on relevant topics through group communication & intrapersonal communication.
 - To present the dissertation by students on issues.
 - Evaluate the knowledge gained by student through Viva-Voce.
 - To create documentary
7. Field Reporting.

BA [JMC] Second Year

IIIrd Semester

First Paper: Electronic Media and Visual Communication.

COURSE OUTCOME -

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, elements, theories, meaning, and principles of visual communication.

Unit 1.

Electronic Media: meaning, definition, objectives, electronic media (Radio Television) presentation.

Unit 2.

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.

Unit 3.

Types of news story: Hard news, back grounder, side bar, series, documentary, feature (soft story), follow up, Exclusive news , broadcasting news.

Unit 4.

Uncut, vox pop, super, asten, OBvan, phono, breathing space, run down, headline, slug, vo vt, package, teaser, break, sting, crashout, slot, production, studio.

Unit 5.

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.

सन्दर्भ ग्रन्थ (Reference Book) :

1. संचार माध्यम और इलेक्ट्रानिक मीडिया – ज्ञानेन्द्र रावत
2. संचार माध्यम : तकनीक और लेखन – डॉ० विजय कुलश्रेष्ठ
3. इलेक्ट्रानिक मीडिया के सिद्धांत – रूपचन्द्र गौतम
4. फोटोपत्रकारिता – डॉ० गुलाब कोठारी

BA [JMC] Second Year

IIIrd Semester

Second Paper: Communication Technologies: Computer & Internet

COURSE OUTCOME –

CO1: Understand the concept of computer & internet.

CO2: Able to handle the software related to Video & Photo Editing.

CO3: Define the principle of Newspaper page design.

Unit 1.

Computer :meaning, definition, objectives, Generation of computers. Computer-specification: hardware & software, language interpretation, languages, memory information, storage capacity, modem, web camera, input-output devices.

Unit 2.

System an introduction :Excel, word, power-point, programme operating &controlling. Internet: introduction, features & work technology.

Unit 3.

Editing Software: photoshop, coreldraw, pinnacle, u-lead, audio-visual effects, Various video Editing Software.

Unit 4.

satellite communication, convergence media, digital-signature, convergence technology, multimedia, digitalization, Digital devices.

Unit 5.

Internet : Introduction, Search Engine, Website and its types,E-Comerce, E-Governance, E-learning, E-Paper, Virtual presentatuin.

सन्दर्भ ग्रन्थ (Reference Book) :

1. कम्प्यूटर फन्डामेंटल – सिन्हा एण्ड सिन्हा
2. ई-जर्नलिज्म-डॉ० अर्जुन तिवारी
3. कम्प्यूटर इन ब्राडकाष्ट एण्ड केबल न्यूजरुम्स – फिलिप ओ० कीरस्टीड, लारेन्स अलबर्ग एसोशिएट्स।
4. This is All India Radio : Techniques of Radio and TV News - V. L Baruah, Publication Division, New Delhi.
5. Broadcast Journalism - Boyd Andrew, Focal Press, Oxford.
6. कम्प्यूटर सूचना प्रणाली विकास – रामबंसल विज्ञाचार्य

BA [JMC] Second Year
IIIrd Semester
Third Paper : Media : Language-Structure and Style.

COURSE OUTCOME -

CO1: Able to understand of Media language & its structure.

CO2: Acquire basic knowledge about variations of language.

CO3: Acquire knowledge utility of language.

Unit 1.

Language: meaning, definition & features. Three forms of language: Personal, social & general. Types of language :phonology & audiology.

Unit 2.

Development of language :body language & verbal language, written language, machine language, An essential part of language media, Language science.

Unit 3.

Utility of language: Intra individual, person to person, person to social. Characterisation of language & its activities. Changes of language.

Unit 4.

Variations of language - Standard language, dialect, sub-dialect, special (Business language) Code language, created language, mix language. Difference between language & dialect.

Unit 5.

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.

सन्दर्भ ग्रन्थ (Reference Book) :

1. भाषा विज्ञान – डॉ० भोलानाथ तिवारी
2. भाषा विज्ञान –डॉ० कर्ण सिंह
3. भाषा विज्ञान की भूमिका – डॉ० देवेन्द्र नाथ शर्मा एवं दीप्ति शर्मा
4. News Writing : George, A. Hough, Kanishka Prakashan, New Delhi
5. Broadcast Journalism - Boyd Andrew, Focal Press, Oxford.

BA [JMC] Second Year

IIISt Semester

Fourth Paper: Practical and Viva-Voce

COURSE OUTCOME –

C01: Develop basic writing skills.

C02: Acquire practice knowledge of editing stories & writing headlines.

C03: Will able to preparing reports on various events.

-
- For Practical knowledge to organized educational tour of media organizations.
 - To organize group discussion for Skill development.
 - To organize expert advise.
 - To Organize debates in classroom on relevant topics through group communication & intrapersonal communication.
 - To present the dissertation by students on issues.
 - Evaluate the knowledge gained by student through Viva-Voce.
 - To create documentary
6. Field Reporting.

BA [JMC] Second Year
IVth Semester
First Paper: Public Relations

COURSE OUTCOME –

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: To provide skills on various events especially in media planning and production of campaigns.

Unit 1.

Public Relations: Definition, element, objectives and work area. Public Relation Process: Problem-Identification & research.

Unit 2.

Planning and programme, communication & evaluation. Public Relations: Medium & Methodology.

Unit 3.

Public Relations Officer: Qualification, accountability & work area. Public relation & public opinion formation. Principles of public opinion formation. Public relation & Disaster communication, Crisis communication.

Unit 4.

Relation with public relation and other subjects. Public relation laws & code of conduct. Public Relation: basic principles & communication technology.

Unit 5.

Public relation in India, press conference, press releases, Leaflets, House Journals, Folders, press briefing. Effective Elements of Public Relations. Role of Medium in PR. Public relation & Democracy.

सन्दर्भ ग्रन्थ (Reference Book) :

- 1— भारत में जनसम्पर्क – प्रो० बलदेवराज गुप्ता
- 2— पब्लिक रिलेशन एण्ड साइन्टिफिक एप्रोच – बलदेव साहनी
- 3— जनसम्पर्क – मदन गोपाल
- 4— जनसम्पर्क – गुलाब कोठारी
- 5— पब्लिक रिलेशन एण्ड साइन्टिफिक एप्रोच—बलदेव शाहनी

BA [JMC] Second Year

IVth Semester

Second Paper : Advertising.

COURSE OUTCOME –

CO1: The student will be able to identify and define the advertising concepts and will review the advertising media.

CO2: The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.

CO3: 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.

Unit 1.

Advertisement: Meaning, Definition and Concept. advertisement as a means of mass communication, objectives, elements & function. Advertisement & consumer behavior.

Unit 2.

Advertisement & medium differences: print, visual, audio-visual media. Management of advertisement agencies.

Unit 3.

Classification of advertisement, Adv. agencies, means of advertisement & marketing, advertisement planning & implementation, analysis of status, strategy, brand image.

Unit 4.

Advertisement laws & its ethics. Pairing of Ads : Creativity, Characteristics of Ads language, Differences between PR & Ads.

Unit 5.

Advertisement agencies, technique of copywriting & impact of advertisement. Media planning. Classification of consumer & advertisement campaign.

सन्दर्भ ग्रन्थ (Reference Book) :

1. आधुनिक विज्ञापन : कला एवं व्यवहार – डा० अर्जुन तिवारी
2. आधुनिक विज्ञापन – डा० प्रेमचन्द पंतजली
3. इण्डियन एडवर्टाइजिंग – अरुन चौधरी
4. विज्ञापन व्यवसाय एवं कला – डा० रामचन्द्र तिवारी
5. एडवर्टाईसमेन्ट – डेविड वेब राइट

BA [JMC] Second Year
IVth Semester
Third Paper: Media and Social Issues

COURSE OUTCOME –

CO1: Develop basic understanding about Indian society & its Historical feature.

CO2: Acquire knowledge about Globalization & its impact on Indian media.

CO3: Will able to understand Human Right.

Unit 1.

Concept of society, interrelationship between person and society, Indian Society: Regional feature.

Unit 2.

Main features of Indian Society, External Attacks, Unity in diversity, Several traditions, Folk diversity in art.

Unit 3.

Globalization: Impact of Globalization on media. Globalization & Media, Globalization & Contemporary issues. Indian women movements. Employment in media. Women in advertising. Women in media (Print, Electronic, Radio and New media)

Unit 4.

Environment : Environment & media, water harvesting, Wild life protection, disaster management and media. Illiteracy, violence, infant death, role of media in abolish of social dispute.

Unit 5.

Human right : meaning, definition and concept. Human right and media, phase of human right in World, the UN declaration about human right, human right in India.

सन्दर्भ ग्रन्थ (Reference Book) :

1. भूमण्डलीकरण की चुनौतियाँ—सच्चिदानन्द सिन्हा
2. सामाजिक पत्रकारिता – भरत झुनझुनवाला (संपादक रूपचन्द गौतम)
3. विकास पत्रकारिता : विविध आयाम—डॉ० अनिल कुमार उपाध्याय
4. दलित पत्रकारिता के सामाजिक सरोकार – रूपचन्द गौतम
5. भारतीय भाषाओं में महिला लेखन – आशारानी बहोरा
6. विकास का समाजशास्त्र—श्यामाचरण दुबे

BA [JMC] Second Year

IVSt Semester

Fourth Paper: Practical and Viva-Voce

COURSE OUTCOME –

CO1: Develop basic writing skills.

CO2: Acquire practice knowledge of editing stories & writing headlines.

CO3: Will able to preparing reports on various events.

-
- For Practical knowledge to organized educational tour of media organizations.
 - To organize group discussion for Skill development.
 - To organize expert advise.
 - To Organize debates in classroom on relevant topics through group communication & intrapersonal communication.
 - To present the dissertation by students on issues.
 - Evaluate the knowledge gained by student through Viva-Voce.
 - To create documentary
7. Field Reporting.

BA [JMC] Third Year

Vth Semester

First Paper: Indian Constitution: Government & Politics.

COURSE OUTCOME –

CO1: Develop basic understanding about India constitution.

CO2: Acquire knowledge about fundamental rights & duties.

CO3: Will able to understand federal system of India.

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Unit 1.

Indian Constitution : General introduction, characteristics. Indian Constitution assembly : Meaning of constituent assembly.

Unit 2.

Constitution of assembly: Voting, constitution Formation, perspective of constitution assembly.

Unit 3.

Preamble of Indian Constitution, Fundamental rights & duties, directive principles of state, Supreme Court, Judicial Review.

Unit 4.

Federal Executive: President, Powers & functions, Vice President, Powers & function of Cabinet.

Unit 5.

Federal system : Parliament, Parliaments functions & powers. Lok Sabha, Rajya Sabha- Organization & powers.

सन्दर्भ ग्रन्थ (Reference Book) :

1. The Constitution of India Vol1 & 2 - Kagzi M.C. Jan
2. जे० एन० पाण्डेय – भारतीय संविधान
3. Introduction to the constitution of India- Basu, Durga Das
4. भारत का संविधान : एक परिचय – ब्रज किशोर शर्मा
5. Indian Government & Politics- Dr. B. L. Fadia
6. India : Government & Politics : In a developing nation Robert L. Hardgrave, Jr. Stannley, A. Kochanek

BA [JMC] Third Year

Vth Semester

Second Paper :Press Laws of India.

COURSE OUTCOME -

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: Will able to understand Defamation, contempt of court & right to information act.

Unit 1.

Press & Government in British India.A brief history of Press Laws in British India.

Unit 2.

Freedom of Press, Freedom of Speech and Expression, Responsibility of Press and Parliamentary privilege.

Unit 3.

Copy Right Act, Press Book Registry Act, Press Commission, Press Council of India, Working Journalist Act.

Unit 4.

Right to Information Act, Official Secret Act, IPC, CrPc. Information technology Act 2000.

Unit 5.

Defamation, Contempt of court.

सन्दर्भ ग्रन्थ (Reference Book) :

1. प्रेस विधि – डॉ० नन्द किशोर त्रिखा
2. प्रेस कानून एवं पत्रकारिता – डॉ० संजीव भानावत
3. भारत में प्रेस विधि – मनोहर प्रभाकर एवं सुरेन्द्र नाथ शर्मा ।
4. प्रेस लॉ – डी० डी० बसु
5. लॉ ऑफ दी प्रेस इन इण्डिया –जे०आर०मधोलकर
6. Media Law & Ethics - M. Neelamalar

BA [JMC] Third Year

Vth Semester

Third Paper : International Relations & Current affairs

COURSE OUTCOME –

CO1: Acquire basic knowledge about UNO.

CO2: Will able to understand foreign Policy of India & its Neighbour Countries.

CO3: Will able to understand Indias socio economic scenario.

Unit 1.

foreign policy : Importance, utility, Indian foreign policy, America & China.

Unit 2.

United Nations: organization & objectives, Non-Alignment Movement.

Unit 3.

Role of India in United Nation, organs of UNO.

Unit 4.

Neighbor Countries of India (Nepal, Bangladesh, Pakistan, Srilanka, Afganistan and Tibet) & their Relationship with India.

Unit 5.

India's Socio Economic Scenario, present challenges, consumerism & Cultural Crisis, Challenges of Globalization, current issues

सन्दर्भ ग्रन्थ (Reference Book) :

1. अन्तर्राष्ट्रीय पत्रकारिता – भरत झुनझुनवाला (संपादक हंसराज सुमन)
2. कार्पोरेट मीडिया : दलाल स्ट्रीट – दिलीप मंडल
3. अन्तर्राष्ट्रीय महिला दसक और हिन्दी पत्रकारिता – मीरा कान्त
4. भूमण्डलीकरण की चुनौतियां – सच्चिदानन्द सिन्हा
5. परिवर्तन और विकास के सांस्कृतिक आयाम – पूरनचन्द्र जोशी
6. इक्कीसवीं सदी के संकट – रामशरण जोशी
7. सोशल इफेक्ट्स ऑफ मास मीडिया – के०पी० यादव
8. एलीमेन्ट्स ऑफ माडर्न जर्नलिज्म – आर०के० गुप्ता
9. Current Trends in International Relations-Vikas Ranjan

BA [JMC] Second Year

VSt Semester

Fourth Paper: Practical and Viva-Voce

COURSE OUTCOME –

CO1: Develop basic writing skills.

CO2: Acquire practice knowledge of editing stories & writing headlines.

CO3: Will able to preparing reports on various events.

-
- For Practical knowledge to organized educational tour of media organizations.
 - To organize group discussion for Skill development.
 - To organize expert advise.
 - To Organize debates in classroom on relevant topics through group communication & intrapersonal communication.
 - To present the dissertation by students on issues.
 - Evaluate the knowledge gained by student through Viva-Voce.
 - To create documentary
 - Field Reporting

BA [JMC] Third Year

VIth Semester

First Paper : Communication Research.

COURSE OUTCOME –

CO1: describe the media research analysis for source, message, channel and audience.

CO2: classify the applications of media research in print, electronic and PR industry.

CO3: prepare media research plans for the above mentioned industries.

Unit 1.

Research : Definition & Concept, Elements of Research.

Unit 2.

Meaning of Communication Research meaning & Concept, Research dissertation, Research and communication theory, role, area & importance.

Unit 3.

Research Methodology of Mass Communication- Survey, survey polling, content- Analysis.

Unit 4.

Case study, group discussion, Interview.

Unit 5.

Schedule & questionnaire- utility, achievement, problems & its comparison, Schedule & questionnaires creation. Interview as a art & care to be taken.

सन्दर्भ ग्रन्थ (Reference Book) :

1. सामाजिक शोध एवं सांख्यिकी – जी० के० अग्रवाल, एस. एस. सहाय
2. अनुसंधान की विधियाँ – डी० एन० श्रीवास्तव
3. सामाजिक शोध एवं सांख्यिकी – आर० एन० मुखर्जी
4. रिसर्च इन मास मीडिया – आर० एस० शर्मा
5. मेथड्स इन सोशल रिसर्च – गुडे एवं हाट
6. मीडिया शोध – प्रो० मनोज दयाल
7. Mass Media Research : An Introduction, Roger D. Wimmer
8. Media Researc methods: measuring Audiences, Reactions and Impact-
Barrie Gunter
9. Media and Communication Research Methods : An Introduction-Arthur Asa
Berger

BA [JMC] Third Year
VIth Semester
Second Paper: Social Media

COURSE OUTCOME –

CO1: Acquire knowledge about Social networking sites.

CO2: Will able to understand participatory communication.

CO3: Acquire knowledge about Social media policy & technology.

Unit 1.

Social networking sites : Blogging, Facebook, Twitter, LinkedIn. Impact of Social Media.

Unit 2.

Social Media Technology, Language, Features of Social Networking.

Unit 3.

Social Media Policy, Role of Regulator in Social Media, Management of Social Media.

Unit 4.

Use of Social Media in Governance and Development, Use of Social Media in Health and Education

Unit 5.

Use of Social Media in Buisness and commerce, Use of Social Media in Politics and Socila System.

सन्दर्भ ग्रन्थ (Reference Book) :

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.

BA [JMC] Third Year

VIth Semester

Third Paper: Project Work & Field Work (Apprenticeship)

COURSE OUTCOME –

CO1: Develop basic writing skill.

CO2: student will be able to prepare reports & news.

CO3: Acquire practical knowledge of media Industry

Field work (Field training) is an integral part of the program in Media Studies. It involves practicing under the guidance of trained field trainers like newspapers and news channels, news agencies. It enables the student to see the applicability of the theoretical knowledge taught in the classroom to real situations. Field work is to promote students' own learning.

BA [JMC] Third Year
VISt Semester

Fourth Paper: Practical and Viva-Voce

COURSE OUTCOME –

CO1: Develop basic writing skills.

CO2: Acquire practical knowledge of editing stories & writing headlines.

CO3: Will be able to preparing reports on various events.

-
- For Practical knowledge to organized educational tour of media organizations.
 - To organize group discussion for Skill development.
 - To organize expert advice.
 - To Organize debates in classroom on relevant topics through group communication & intrapersonal communication.
 - To present the dissertation by students on issues.
 - Evaluate the knowledge gained by student through Viva-Voce.
 - To create documentary

Field Reporting.