Department of Journalism and Mass Communication
Himachal Pradesh University, Shimla – 5

Structure, norms and Syllabus for:
• B.A. (Honours) Journalism and Mass Communication
• B.A. (Pass) Programme with Journalism and Mass Communication
• Generic Elective Courses in Journalism and Mass Communication

(w.e.f. Academic session 2018-19)

Approved by the Under-Graduate Board of Studies
in Journalism and Mass Communication

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### List of abbreviations

<table>
<thead>
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<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>AECC</td>
<td>Ability Enhancement Compulsory Course</td>
</tr>
<tr>
<td>B</td>
<td>Bachelor</td>
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<td>C</td>
<td>Core Course</td>
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<tr>
<td>D/DSE</td>
<td>Discipline Specific Elective</td>
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<td>G/GE</td>
<td>Generic Elective</td>
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<tr>
<td>IA</td>
<td>Internal Assessment</td>
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<td>JMC</td>
<td>Journalism and Mass Communication</td>
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<tr>
<td>L</td>
<td>Lecture</td>
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<td>LE</td>
<td>Level</td>
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<tr>
<td>P</td>
<td>Practical</td>
</tr>
<tr>
<td>PA/HA</td>
<td>Pass Course Annual System/Honours Annual Stem</td>
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<tr>
<td>S/SEC</td>
<td>Skill Enhancement Course</td>
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<td>Year</td>
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1. The rules/criteria for admission, credit requirement, attendance, compartment, grace marks, re-evaluation, re-appear, duration of the degree programme, result, the division secured by a candidate, etc. shall be as prescribed by Himachal Pradesh University from time to time.

2. The internal assessment, practical examination and year-end theory examination shall carry the following marks distribution:

<table>
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<tr>
<th>Course Type</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory</th>
<th>Total</th>
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<tr>
<td>Non-Practical</td>
<td>30</td>
<td>0</td>
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<tr>
<td>Practical</td>
<td>30</td>
<td>20</td>
<td>50</td>
<td>100</td>
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<tr>
<td>Media Project/Media Internship</td>
<td>30</td>
<td>70</td>
<td>0</td>
<td>100</td>
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3. The marks for internal assessment shall be distributed as follows:

For all other courses except Media Project and Media Internship:

i. Attendance (5 Marks): To be awarded by the course teacher as per Himachal Pradesh University rules;

ii. Class test (5 marks): To be conducted by the course teacher upon completion of 40% of the course contents;

iii. Classroom activity (10 marks): To be awarded by the course teacher based on assignments/tutorials/general behaviour of the candidate;

iv. House test (10 marks): To be conducted upon completion of 70% of the course contents;

For Media Project/Media Internship courses:

i. Attendance (5 Marks): To be awarded by the course teacher;

In case of media project, the marks for attendance will be awarded as per Himachal Pradesh University rules. In case of Media Internship, the marks for attendance will be awarded on the basis of a certificate of attendance from the industry supervisor to be submitted by the candidate at the end of the internship;

ii. 1st Midterm Assessment (15 marks): To be undertaken by the course teacher upon completion of 40% of the course components.

iii. 2nd Midterm Assessment (10 marks): To be undertaken by the course teacher upon completion of 70% of the course components.

The procedure for 1st and 2nd midterm assessments has been detailed within the contents of the respective courses.

4. A candidate will be considered having successfully passed a course if (s)he:

   (i) secures at least 35% marks in internal assessment;

   (ii) secures at least 35% marks in the year-end theory exams;

   (iii) secures at least 40% marks in practical examination (applicable for courses with practical components);

   (iv) secures at least 40% aggregate marks in (i), (ii) and (iii) above.
A candidate shall be considered to have failed in the course if (s)he does not fulfill any of the above criteria from (i) to (iv).

5. Besides the courses listed under the “List of Generic Elective Courses in Journalism and Mass Communication,” all core courses offered under B.A. (Pass) programme with Journalism and Mass Communication may be offered as Generic Electives. These Generic Elective Courses may be opted for by the students having other subjects as their core discipline. This choice shall however be subject to Himachal Pradesh University norms and the approval by the institute of studies. This is applicable for both, B.A. (Pass) programme and B.A. (Honours) programme students.

6. The students with Journalism and Mass Communication as their Core Discipline may opt for Generic Elective from other disciplines as per Himachal Pradesh University norms and the approval by the institute of studies. This is applicable for both, B.A. (Pass) programme and B.A. (Honours) programme students.

7. The scheme of examination, marks distribution and the procedure for assessment mentioned under each course shall be followed.

8. Ability Enhancement Compulsory Courses (AECC) may vary as per Himachal Pradesh University norms for both B.A. (Pass) programme with Journalism and Mass Communication and B.A. (Honours) programme in Journalism and Mass Communication.
## B.A. (Honours) Journalism and Mass Communication – List of Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the course</th>
<th>Credit Distribution</th>
<th>Marks Distribution</th>
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<tr>
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<td>L T P Tot IA P Th Tot</td>
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<tr>
<td><strong>Core Courses</strong></td>
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<tr>
<td>B JMC HA C 1 01</td>
<td>Introduction to Journalism</td>
<td>5 1 0 6 30 00 70 100</td>
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<tr>
<td>B JMC HA C 1 02</td>
<td>Introduction to Media and Communication</td>
<td>5 1 0 6 30 00 70 100</td>
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<tr>
<td>B JMC HA C 1 03 P</td>
<td>Reporting and Editing for Print</td>
<td>4 0 2 6 30 20 50 100</td>
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<tr>
<td>B JMC HA C 1 04</td>
<td>Media and Cultural Studies</td>
<td>5 1 0 6 30 00 70 100</td>
<td></td>
</tr>
<tr>
<td>B JMC HA C 2 01</td>
<td>Introduction to Broadcast Media</td>
<td>5 1 0 6 30 00 70 100</td>
<td></td>
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<tr>
<td>B JMC HA C 2 02</td>
<td>Advertising and Public Relations</td>
<td>5 1 0 6 30 00 70 100</td>
<td></td>
</tr>
<tr>
<td>B JMC HA C 2 03 P</td>
<td>Introduction to New Media</td>
<td>4 0 2 6 30 20 50 100</td>
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<td>B JMC HA C 2 05</td>
<td>Development Communication</td>
<td>5 1 0 6 30 00 70 100</td>
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<tr>
<td>B JMC HA C 2 06</td>
<td>Media Ethics and the Law</td>
<td>5 1 0 6 30 00 70 100</td>
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<td>B JMC HA C 3 01</td>
<td>Global Media and Politics</td>
<td>5 1 0 6 30 00 70 100</td>
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<tr>
<td>B JMC HA C 3 02 P</td>
<td>Advanced Broadcast Media</td>
<td>4 0 2 6 30 20 50 100</td>
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<td>B JMC HA C 3 03 P</td>
<td>Advanced New Media</td>
<td>4 0 2 6 30 20 50 100</td>
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<tr>
<td>B JMC HA C 3 04 P</td>
<td>Communication Research and Methods</td>
<td>5 1 0 6 30 00 70 100</td>
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<td><strong>Discipline Specific Electives</strong></td>
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<tr>
<td>B JMC HA D 3 05</td>
<td>Introduction to Community Media</td>
<td>5 1 0 6 30 00 70 100</td>
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<tr>
<td>B JMC HA D 3 06</td>
<td>Newspaper Organisation and Functioning</td>
<td>5 1 0 6 30 00 70 100</td>
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<td>B JMC HA D 3 07</td>
<td>Visual Communication Basics</td>
<td>5 1 0 6 30 00 70 100</td>
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<td>B JMC HA D 3 08 P</td>
<td>Photojournalism</td>
<td>4 0 2 6 30 20 50 100</td>
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<td><strong>Discipline Specific Electives (Project)</strong></td>
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<tr>
<td>B JMC HA D 3 09 P</td>
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<td>0 1 5 6 30 70 00 100</td>
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<td>Media Internship*</td>
<td>0 0 6 6 30 70 00 100</td>
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<tr>
<td>B JMC HA S 2 07 P</td>
<td>Interpersonal Communication Skills</td>
<td>3 0 1 4 30 20 50 100</td>
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<tr>
<td>B JMC HA S 2 08 P</td>
<td>New Media Writing and Publishing</td>
<td>3 0 1 4 30 20 50 100</td>
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*These courses will be offered solely on the discretion of the institute of studies.*
B.A. (Pass) Programme with Journalism and Mass Communication – List of Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the course</th>
<th>Credit Distribution</th>
<th>Marks Distribution</th>
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<tr>
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<td>Core Courses</td>
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<tr>
<td>B JMC PA C 1 01</td>
<td>Principles of Communication</td>
<td>5 1 0 6 30 0 70 100</td>
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<tr>
<td>B JMC PA C 1 02</td>
<td>Introduction to Radio and TV</td>
<td>5 1 0 6 30 0 70 100</td>
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<tr>
<td>B JMC PA C 2 01</td>
<td>Advertising and Public Relations</td>
<td>5 1 0 6 30 0 70 100</td>
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<td>B JMC PA C 2 02</td>
<td>New Media Communication</td>
<td>5 1 0 6 30 0 70 100</td>
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<td>Discipline Specific Electives</td>
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<tr>
<td>B JMC PA D 3 01</td>
<td>Community and Traditional Media</td>
<td>5 1 0 6 30 0 70 100</td>
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<tr>
<td>B JMC PA D 3 02</td>
<td>Introduction to Photojournalism</td>
<td>4 0 2 6 30 20 50 100</td>
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<td>Skill Enhancement Courses</td>
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<td>B JMC PA S 2 03</td>
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<td>3 0 1 4 30 20 50 100</td>
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<td>B JMC PA S 3 03</td>
<td>Communication Skills</td>
<td>3 0 1 4 30 20 50 100</td>
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<td>B JMC PA S 3 04</td>
<td>Film Appreciation Skills</td>
<td>3 0 1 4 30 20 50 100</td>
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List of Generic Elective Courses in Journalism and Mass Communication

<table>
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<th>Course Code</th>
<th>Title of the course</th>
<th>Credit Distribution</th>
<th>Marks Distribution</th>
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<td>L T P Tot IA P Th Tot</td>
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<tr>
<td>B JMC HA GE 1 01</td>
<td>Basic Principles of Communication</td>
<td>5 1 0 6 30 0 70 100</td>
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<td>B JMC PA GE 3 01</td>
<td>Media and Culture</td>
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<td>B JMC PA GE 3 02</td>
<td>Introduction to Visual Communication</td>
<td>5 1 0 6 30 0 70 100</td>
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### B. A. (Honours) Journalism and Mass Communication – Annual Structure

<table>
<thead>
<tr>
<th>Year</th>
<th>Core Courses (6 credits each)</th>
<th>Ability Enhancement Courses</th>
<th>Elective Courses</th>
<th>Total credits</th>
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<tbody>
<tr>
<td>I</td>
<td>Introduction to Journalism</td>
<td>Environmental Studies</td>
<td>Basic Principles of Communication*</td>
<td>24 credits</td>
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<td></td>
<td>Introduction to Media and Communication</td>
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<tr>
<td></td>
<td>Reporting and Editing for Print</td>
<td>English/Hindi/Sanskrit (One out of three)</td>
<td>Broadcast Communication Basics*</td>
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<td></td>
<td>Media and Cultural Studies</td>
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<td><strong>24 credits</strong></td>
<td><strong>8 credits</strong></td>
<td><strong>12 credits</strong></td>
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<tr>
<td>II</td>
<td>Introduction to Broadcast Media</td>
<td>Interpersonal Communication Skills</td>
<td>Marketing Communication Basics*</td>
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<td>History of the Media</td>
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<td>Advertising and Public Relations</td>
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<td>Introduction to New Media</td>
<td>New Media Writing and Publishing</td>
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<td>Development Communication</td>
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<td>Media Ethics and the Law</td>
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<td><strong>36 credits</strong></td>
<td><strong>8 credits</strong></td>
<td><strong>12 credits</strong></td>
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<tr>
<td>III</td>
<td>Global Media and Politics</td>
<td>Introduction to Community Media</td>
<td>Introduction to Community Media</td>
<td><strong>24 credits</strong></td>
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<td>Advanced Broadcast Media</td>
<td>Newspaper Organisation and Functioning</td>
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<td>Advanced New Media</td>
<td>Visual Communication Basics</td>
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<td>Communication Research and Methods</td>
<td>Photojournalism</td>
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</tbody>
</table>
## B. A. (Pass) Programme with Journalism and Mass Communication – Annual Structure

<table>
<thead>
<tr>
<th>Year</th>
<th>Core Courses (6 credits each)</th>
<th>Ability Enhancement Courses</th>
<th>Elective Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>AECC* (4 credits each)</td>
<td>SEC (4 credits each)</td>
</tr>
<tr>
<td>1</td>
<td>English-1</td>
<td>Environmental Studies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sanskrit/Hindi-1</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Principles of Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to Radio and TV</td>
<td>English/Hindi/Sanskrit (One out of three)</td>
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<tr>
<td></td>
<td>DSC-2A</td>
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<tr>
<td></td>
<td>DSC-2B</td>
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</tr>
<tr>
<td></td>
<td>36 credits</td>
<td>8 credits</td>
<td>Nil</td>
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<tr>
<td></td>
<td><strong>Total credits = 44</strong></td>
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<tr>
<td>2</td>
<td>English-2</td>
<td>Reporting, Editing and Feature Writing</td>
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<td>Sanskrit/Hindi-2</td>
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<tr>
<td></td>
<td>Introduction to Advertising and Public Relations</td>
<td>Skills for New Media</td>
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<td></td>
<td>New Media Communication</td>
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<tr>
<td></td>
<td>DSC-2C</td>
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<tr>
<td></td>
<td>DSC-2D</td>
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<tr>
<td></td>
<td>36 credits</td>
<td>Nil</td>
<td>8 credits</td>
</tr>
<tr>
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<td><strong>Total credits = 44</strong></td>
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<tr>
<td>3</td>
<td></td>
<td>Communication Skills</td>
<td>Community and Traditional Media</td>
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<td></td>
<td>Introduction to Photojournalism</td>
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<tr>
<td></td>
<td>Film Appreciation Skills</td>
<td>DSE-2A</td>
<td>Introduction to Visual Communication*</td>
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<td></td>
<td>DSE-2B</td>
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<tr>
<td></td>
<td>Nil</td>
<td>Nil</td>
<td>8 credit</td>
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<tr>
<td></td>
<td><strong>Total credits = 44</strong></td>
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<tr>
<td></td>
<td><strong>Grand total = 132 credits</strong></td>
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</tbody>
</table>

* Besides the courses listed here, all core courses offered under Journalism and Mass Communication discipline for BA (Pass course) may be offered as Generic Electives subject to the norms of Himachal Pradesh University norms and the approval by the institute of studies.

* The students with Journalism and Mass Communication as one of their Core Disciplines may opt for Generic Elective courses from other disciplines, subject to the norms of Himachal Pradesh University norms and the approval by the institute of studies.

* These Generic Elective Courses may be opted for only by the students having other subjects as their core discipline.

* The AECC programmes may vary as per Himachal Pradesh University rules.
Courses for BA (Honours) Journalism and Mass Communication
Introduction to Journalism

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC101</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to Journalism</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course builds the basic foundation of a budding journalist, helping her understand what news is. Through a journey into various facets of and approaches to news, it prepares the learner to be a responsible journalist.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
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<td>√</td>
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<tr>
<td>Pass marks</td>
<td>IA</td>
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<td>Max</td>
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<td>30</td>
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</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td>Marks</td>
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<td></td>
<td>5</td>
<td>5</td>
<td>10</td>
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</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A

10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

10 x 1 = 10 marks
5 x 4=20 marks

Part B

Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

Part C

Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

Part D

Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

Part E

Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

Total Marks (A+B+C+D+E) 70 marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
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</thead>
<tbody>
<tr>
<td>I</td>
<td>UNDERSTANDING NEWS:</td>
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<td></td>
<td>Ingredients of news;</td>
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<td></td>
<td>News: meaning, definition, nature;</td>
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<td>The news process: from the event to the reader (how news is carried</td>
<td>19 4 0</td>
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<td>from event to reader);</td>
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<td>Hard news vs. Soft news;</td>
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<td>Basic components of a news story: Attribution, embargo, verification,</td>
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<td>balance and fairness, brevity, dateline, credit line, byline.</td>
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<tr>
<td>II</td>
<td>DIFFERENT FORMS OF PRINT – A HISTORICAL PERSPECTIVE:</td>
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<tr>
<td></td>
<td>Yellow journalism;</td>
<td>19 4 0</td>
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<td>Penny press; Tabloid press;</td>
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<td>Language of news: Robert Gunning – Principles of clear writing;</td>
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<td>Rudolf Flesch formula – skills to write news.</td>
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<tr>
<td>III</td>
<td>UNDERSTANDING THE STRUCTURE AND CONSTRUCTION OF NEWS:</td>
<td>18 3 0</td>
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<td>Organizing a news story, 5W’s and 1H, Inverted pyramid ;</td>
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<td>Criteria for news worthiness;</td>
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<td>Principles of news selection;</td>
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<td>Use of archives, sources of news, use of internet.</td>
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<tr>
<td>IV</td>
<td>DIFFERENT MEDIA – A COMPARISON:</td>
<td>19 4 0</td>
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<tr>
<td></td>
<td>Language and principles of writing: Basic differences between the print,</td>
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<td>electronic and online journalism;</td>
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<td>Citizen journalism;</td>
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<td></td>
<td>Contemporary debates and issues relating to media;</td>
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<td>Ethics in journalism.</td>
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### Texts and References:

Introduction to Media and Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC102</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to Media and Communication</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
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<tr>
<td></td>
<td>√</td>
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<tr>
<td>Pass marks</td>
<td>IA</td>
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<td>Max</td>
<td>Pass</td>
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<tr>
<td>30</td>
<td>35%</td>
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</table>

Examination Scheme:

<table>
<thead>
<tr>
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<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test(^\star)</td>
<td>Classroom Activity(^*)</td>
<td>House Test(^@)</td>
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</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

\(^\star\) Class test will be taken on completion of 40% of the syllabus.

\(^*\) Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

\(^@\) House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

| Part A | 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. 10 x 1 = 10 marks |
|        | 5 x 4 = 20 marks |
| Part B | Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks |
| Part C | Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks |
| Part D | Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks |
| Part E | Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks |
| Total Marks (A+B+C+D+E) | 70 marks |
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>L</td>
</tr>
<tr>
<td>I</td>
<td>MEDIA AND EVERYDAY LIFE</td>
<td>19</td>
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<tr>
<td></td>
<td>Mobile phones, television, ring tones, Twitter;</td>
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<td>The Internet: Media and everyday life;</td>
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<td>Mediated and non-mediated communication;</td>
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<td>Forms of Communication;</td>
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<tr>
<td></td>
<td>Levels of Communication: Mass Communication and its process;</td>
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<tr>
<td>II</td>
<td>COMMUNICATION AND MASS COMMUNICATION</td>
<td>19</td>
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<tr>
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<td>Normative Theories of the Press;</td>
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<tr>
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<td>Media and the Public Sphere.</td>
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<td>Four models of communication: Transmission models; Ritual or Expressive models; Publicity Model; Reception Model.</td>
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<tr>
<td>III</td>
<td>MASS COMMUNICATION AND EFFECTS PARADIGM</td>
<td>18</td>
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<td>Direct Effects;</td>
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<td>Mass Society Theory;</td>
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<td>Limited Effects;</td>
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<td>Individual Difference Theory;</td>
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<td>Personal Influence Theory.</td>
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<tr>
<td>IV</td>
<td>CULTURAL EFFECTS AND THE EMERGENCE OF AN ALTERNATIVE PARADIGM</td>
<td>19</td>
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<td>Cultural Effects;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agenda Setting;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spiral of Silence;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cultivation Analysis;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Critique of the effects paradigm and emergence of alternative paradigm.</td>
<td></td>
</tr>
</tbody>
</table>

**Texts and References:**

Reporting and Editing for Print

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC103P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Reporting and Editing for Print</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Contact hours</td>
<td>60</td>
</tr>
<tr>
<td>Course objective</td>
<td>The students will learn the basics arts of journalism: reporting and editing. Basic skills and concepts of reporting and copy editing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td></td>
<td>Max Pass</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Examination Scheme:</td>
<td>Components</td>
</tr>
<tr>
<td></td>
<td>Attendance</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
@House test will be taken on completion of 75 percent of the syllabus.
# Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:
The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions for each part should be mentioned at the beginning of the respective part in the question paper. Maximum time: 3 hours.

| Part A | Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. | 8 × 1 = 08 marks |
| Part B | Five questions for short answers (25 words), each for two marks. All questions are compulsory. | 5 x 2 = 10 marks |
| Part C | Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered. | 3 × 4 = 12 marks |
| Part D | Three questions for long answers, each for 10 marks. Two questions are to be answered. | 2 x 10 = 20 marks |

Total Marks (A+B+C+D) 50 marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L  T  P</td>
</tr>
</tbody>
</table>
| I    | COVERING NEWS  
Reporters: role, functions and qualities;  
General assignment reporting/working on a beat; news agency reporting;  
Covering Speeches, meetings and press conferences;  
Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports. | 15 0 15 |
| II   | INTERVIEWING/TYPES OF NEWS LEADS  
Interviewing: doing the research, setting up the interview, conducting the interview;  
Structure of the News Story: Inverted Pyramid style;  
Lead: importance, types of lead;  
Body of the story, intro;  
Attribution and verification;  
Features: Types of features and human interest stories, leads for features;  
Difference between articles and features. | 15 0 15 |
| III  | THE NEWSPAPER NEWSROOM  
Newsroom, organizational setup of a newspaper;  
Editorial department;  
Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents;  
Introduction to editing: Principles of editing, Style sheet;  
Headlines: importance, functions of headlines, typography and style, language, types of headline;  
Pictures: Importance of pictures, selection of news pictures. | 15 0 15 |
| IV   | TRENDS IN SECTIONAL NEWS  
Week-end pullouts, supplements, backgrounders; Columns/columnists;  
Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers;  
Objectivity and politics of news; Neutrality and bias in news. | 15 0 15 |

Texts and References:

- Baskette and Scissors. The Art of Editing, Allyn and Bacon.
- S.N. Chaturvedi. Dynamics of Journalism and Art of Editing, Cyber Tech Publications.
- Bruce Itule and Douglas Anderson. News Writing and Reporting for Today’s Media, NY:
McGraw Hill.

Media and Cultural Studies

Course Code: BJMCHAC104

Course Title: Media and Cultural Studies

Course Credits: Lecture 5, Tutorial 1, Practice 0, Total 6

Contact hours: Lecture 75, Tutorial 15, Practice 0, Total 90

Course objective: The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.

Type of the course: Core ✓ DSE Project GE AECC SEC

Pass marks: IA Practical Theory Exam Total

Max Pass Max Pass Max Pass Max Pass

30 35% 0 0 70 35% 100 40%

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test^</td>
<td>Classroom Activity^</td>
<td>House Test®</td>
</tr>
</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.

^Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

^House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A: 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.

Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

<table>
<thead>
<tr>
<th>Part A</th>
<th>10 x 1 = 10 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 x 4=20 marks</td>
</tr>
</tbody>
</table>

Part B: Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

<table>
<thead>
<tr>
<th>Part B</th>
<th>1 x 10 = 10 marks</th>
</tr>
</thead>
</table>

Part C: Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

<table>
<thead>
<tr>
<th>Part C</th>
<th>1 x 10 = 10 marks</th>
</tr>
</thead>
</table>

Part D: Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

<table>
<thead>
<tr>
<th>Part D</th>
<th>1 x 10 = 10 marks</th>
</tr>
</thead>
</table>

Part E: Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

<table>
<thead>
<tr>
<th>Part E</th>
<th>1 x 10 = 10 marks</th>
</tr>
</thead>
</table>

Total Marks (A+B+C+D+E) = 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | UNDERSTANDING CULTURE:  
- Mass Culture; Popular Culture; Folk Culture; Sub Cultures;  
- Media and Culture;  
- Media and technologies:  
  - Folk Media as a form of mass culture;  
  - Live performance, Audience in live performance;  
  - Media technologies; Medium is the message;  
  - Technological Determinism;  
  - New Media and cultural forms. | L: 19  
T: 4  
P: 0 |
| II   | CRITICAL THEORIES:  
- Frankfurt School;  
- Media as cultural industries;  
- Political economy;  
- Ideology and hegemony. | L: 19  
T: 4  
P: 0 |
| III  | REPRESENTATION MEDIA AS TEXTS:  
- Signs and Codes in Media;  
- Discourse Analysis;  
- Genres;  
- Representation of nation, class, caste and gender issues in media. | L: 18  
T: 3  
P: 0 |
| IV   | AUDIENCES:  
- Uses and Gratification Approach;  
- Reception studies;  
- Active Audiences;  
- Women as audiences;  
- Music and the popular; Fandom. | L: 19  
T: 4  
P: 0 |

Texts and References:
- Philip Rayner, Peter Wall and Stephen Kruger (Eds.). Media Studies: An Essential Introduction, Routledge (Covers Unit II, III, IV and V)
- John Fiske (1982). Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Baran and Davis. Mass Communication Theory (covers Unit II, III and IV)
- Kevin Williams. Understanding Media Theory (Covers Unit II, III and IV)
• James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, Mcluhan
• S. Parmar (1975). Traditional Folk Media in India, New Delhi: Geka Books.
## Introduction to Broadcast Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC201</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to Broadcast Media</td>
</tr>
<tr>
<td>Course Credits</td>
<td></td>
</tr>
<tr>
<td>Lecture</td>
<td>5</td>
</tr>
<tr>
<td>Tutorial</td>
<td>1</td>
</tr>
<tr>
<td>Practice</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
</tr>
<tr>
<td>Contact hours</td>
<td></td>
</tr>
<tr>
<td>Students will understand the power of audio-visual media in communication. They will understand how radio and television use sound and images for programming and communication.</td>
<td></td>
</tr>
<tr>
<td>Type of the course</td>
<td></td>
</tr>
<tr>
<td>Core</td>
<td>√</td>
</tr>
<tr>
<td>DSE</td>
<td></td>
</tr>
<tr>
<td>Project</td>
<td></td>
</tr>
<tr>
<td>GE</td>
<td></td>
</tr>
<tr>
<td>AECC</td>
<td></td>
</tr>
<tr>
<td>SEC</td>
<td></td>
</tr>
<tr>
<td>Pass marks</td>
<td></td>
</tr>
<tr>
<td>IA</td>
<td>Max 30</td>
</tr>
<tr>
<td>Practical</td>
<td>Pass 35%</td>
</tr>
<tr>
<td>Theory Exam</td>
<td>Max 70</td>
</tr>
<tr>
<td>Total</td>
<td>Max 100</td>
</tr>
</tbody>
</table>

### Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

- Class test will be taken on completion of 40% of the syllabus.
- Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
- House test will be taken on completion of 75 percent of the syllabus.

### Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

<table>
<thead>
<tr>
<th>Part</th>
<th>Instructions</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.</td>
<td>10 x 1 = 10 marks</td>
</tr>
<tr>
<td>B</td>
<td>Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>C</td>
<td>Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>D</td>
<td>Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>E</td>
<td>Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td></td>
<td><strong>Total Marks (A+B+C+D+E)</strong></td>
<td><strong>70 marks</strong></td>
</tr>
</tbody>
</table>

### Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the
candidates should strictly adhere to the word limit and use examples wherever possible.

### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>BASICS OF SOUND: Concepts of sound: scope, sound culture;</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Types of sound: Sync, non-sync, natural sound, ambience sound; Sound</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Design: Its meaning with examples from different forms; Sound</td>
<td></td>
</tr>
<tr>
<td></td>
<td>recording techniques;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to microphones;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Characteristics of radio as a medium.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>BASICS OF VISUAL: What is an image, electronic image, television image, Digital image, edited image (politics of an image);</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>What is a visual? (still to moving);</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visual Culture;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Changing ecology of images today;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Characteristics of television as a medium.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>WRITING AND EDITING RADIO NEWS: Elements of a radio news story: Gathering, writing/reporting; Elements of a radio news bulletins; Working in a radio news room; Introduction to recording and editing sound (Editing news based capsule only).</td>
<td>18 3 0</td>
</tr>
<tr>
<td>IV</td>
<td>WRITING AND EDITING TELEVISION NEWS: Basics of a camera (Lens &amp; accessories); Electronic News Gathering (ENG) &amp; Electronic Field Production (EFP) (Concept); Visual Grammar: Camera movement, types of shots, focusing, visual perspective; Elements of a television news story: Gathering, writing/reporting; Elements of a Television News Bulletins; Basics of editing for TV: Basic softwares and techniques (for editing a news capsule).</td>
<td>19 4 0</td>
</tr>
</tbody>
</table>

### Texts and References:

## History of the Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC202</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>History of the Media</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75 15 0 90</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course helps a student understand the traditional media of mass communication through a study of their evolution – how stand alone technologies of the yore in print, audio and visuals come together to form the mass media today.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core √ DSE Project GE AECC SEC</td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA Practical Theory Exam Total</td>
</tr>
<tr>
<td>Max</td>
<td>30</td>
</tr>
<tr>
<td>Pass</td>
<td>35%</td>
</tr>
</tbody>
</table>

### Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test(^^)</td>
<td>Classroom Activity(^*)</td>
<td>House Test(^@)</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

\(^\^\)Class test will be taken on completion of 40% of the syllabus.

\(^*\)Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

\(^@\)House test will be taken on completion of 75 percent of the syllabus.

### Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

- **Part A**: 10 objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.  
  \[10 \times 1 = 10 \text{ marks}\]
  \[5 \times 4 = 20 \text{ marks}\]

- **Part B**: Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.  
  \[1 \times 10 = 10 \text{ marks}\]

- **Part C**: Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.  
  \[1 \times 10 = 10 \text{ marks}\]

- **Part D**: Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.  
  \[1 \times 10 = 10 \text{ marks}\]

- **Part E**: Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.  
  \[1 \times 10 = 10 \text{ marks}\]

**Total Marks (A+B+C+D+E)**  
70 marks

### Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>HISTORY OF PRINT MEDIA: Media and Modernity: Print Revolution, Telegraph, Morse Code; Yellow Journalism; Evolution of Press in United States, Great Britain and France.</td>
<td>19</td>
</tr>
<tr>
<td>II</td>
<td>HISTORY OF THE PRESS IN INDIA: Press during Colonial period, national freedom movement; Gandhi and Ambedkar as journalists and communicators; Media in the post-independence era: Emergency and Post-emergency era; Changing readership, print cultures, language press.</td>
<td>18</td>
</tr>
<tr>
<td>III</td>
<td>SOUND MEDIA: Emergence of radio technology, the coming of gramophone, early history of radio in India; History of AIR: Evolution of AIR programming; Penetration of radio in rural India: Case studies; Patterns of State control; the demand for autonomy; FM: Radio Privatization Music: Cassettes to the Internet.</td>
<td>19</td>
</tr>
<tr>
<td>IV</td>
<td>VISUAL MEDIA: The early years of photography, lithography and cinema; From silent era to the talkies; Cinema in later decades Indian television: The coming of television and the State’s development agenda; Commercialization of Programming (1980s); The coming of transnational television (1990s); Formation of Prasar Bharti.</td>
<td>19</td>
</tr>
</tbody>
</table>

**Texts and References:**

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010) (Chapter 2 and Chapter 5)
- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1-32
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
- Neurath P. “Radio Farm Forum as a Tool of Change in Indian Villages,” Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)
- David Page and William Crawley, Satellites Over South Asia, (Sage, 2001) Chapter 2, chapter 8
• Seminar Issue October 1997, Indian Language Press
• G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press, (Bombay, Press Trust of India, (1987), 92-119
• Melissa Butcher Transnational Television, Cultural Identity and Change, (New Delhi, Sage, 2003) 49-77
• Hindi Dalit Literature and the Politics of Representation by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.
Advertising and Public Relations

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC203P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Advertising and Public Relations</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Contact hours</td>
<td>60</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course will help students build a basic understanding about advertising and public relations. The students will get an exposure to their evolution along with application in the current times.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td></td>
<td>Max</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td>Practical Examination</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

* Class test will be taken on completion of 40% of the syllabus.
* Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
* House test will be taken on completion of 75 percent of the syllabus.
# Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks). The exercises prescribed (may be changed keeping in mind the resources available at the institute of studies) are as follows:
  - Design an ad copy for a product
  - Script writing for electronic media (Radio jingle, TV commercial)
  - Planning and designing advertising campaigns
  - Critical evaluation of advertisements
  - Writing a press release
  - Planning and designing PR campaign
  - Assignment on crisis management

Instructions for Paper Setters:
The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

| Part A | Eight objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. | 8 x 1 = 08 marks |
| Part B | Five questions for short answers (25 words), each for two marks. All questions are compulsory. | 5 x 2 = 10 marks |
### Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>INTRODUCTION TO ADVERTISING:</td>
<td>15 0 15</td>
</tr>
<tr>
<td></td>
<td>Meaning and history of advertising; importance and functions;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising as a tool of communication;</td>
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<tr>
<td></td>
<td>Role of Advertising in Marketing mix, PR;</td>
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<tr>
<td></td>
<td>Advertising theories and models: AIDA model, DAGMAR Model,</td>
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<td></td>
<td>Maslow’s Hierarchy Model;</td>
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<tr>
<td></td>
<td>Communication theories applied to advertising;</td>
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<tr>
<td></td>
<td>Types of advertising and new trends;</td>
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</tr>
<tr>
<td></td>
<td>Economic, cultural, psychological and social aspects of advertising;</td>
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</tr>
<tr>
<td></td>
<td>Ethical and regulatory aspects of advertising: Apex bodies in Advertising – AAAI, ASCI and their codes.</td>
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</tr>
<tr>
<td>II</td>
<td>ADVERTISING MEDIA:</td>
<td>15 0 15</td>
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<tr>
<td></td>
<td>Advertising through print, electronic and online media;</td>
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<tr>
<td></td>
<td>Types of media for advertising;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising objectives, segmentation, positioning and targeting media selection, planning, scheduling;</td>
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</tr>
<tr>
<td></td>
<td>Marketing strategy and research and branding;</td>
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<td>Advertising department vs. agency-structure, and functions;</td>
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<td>Advertising budget;</td>
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<td></td>
<td>Campaign planning, creation and production.</td>
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<td>III</td>
<td>PUBLIC RELATIONS:</td>
<td>15 0 15</td>
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<tr>
<td></td>
<td>Concepts and practices;</td>
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<td>Importance, role and functions of PR;</td>
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<td>Growth and development of PR;</td>
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<tr>
<td></td>
<td>Principles and Tools of Public Relations</td>
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<td></td>
<td>Organisation of Public relations: In-house department vs. consultancy;</td>
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<td>PR in govt. and private sector;</td>
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<td>Govt.’s print, electronic, publicity, film and related media organizations</td>
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<tr>
<td>IV</td>
<td>PR PUBLICS AND CAMPAIGNS:</td>
<td>15 0 15</td>
</tr>
<tr>
<td></td>
<td>Research for PR;</td>
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<td></td>
<td>Managing promotions and functions;</td>
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</tr>
</tbody>
</table>
PR campaign: planning, execution, evaluation;
Role of PR in crisis management;
Ethical issues in PR: Apex bodies in PR – IPRA, PRSI, PSPF and their codes.

Texts and References:
- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose and Glen T, Public Relations, Pearson
- C mutilp S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M. and Noya Prakash, Public Relation in India, Calcutta
**Introduction to New Media**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC204P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to New Media</td>
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<td>Course Credits</td>
<td>Lecture</td>
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<td>4</td>
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<td>Contact hours</td>
<td>60</td>
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</table>

- **Course objective**: This course introduces a student to the basic concepts involved in the use of new media technologies and gives them an overview of Internet-based content production and publishing.

- **Type of the course**: Core

- **Pass marks**:

<table>
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<tr>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
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<tbody>
<tr>
<td>Max</td>
<td>Pass Max</td>
<td>Pass Max</td>
<td>Pass Max</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>50</td>
<td>35%</td>
<td>100</td>
<td>40%</td>
</tr>
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**Examination Scheme:**

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td>Marks</td>
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<tr>
<td></td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
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</tbody>
</table>

- Class test will be taken on completion of 40% of the syllabus.
- Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
- House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

- **Part A**: Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. 8 x 1 = 08 marks
- **Part B**: Five questions for short answers (25 words), each for two marks. All questions are compulsory. 5 x 2 = 10 marks
- **Part C**: Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered. 3 x 4 = 12 marks
- **Part D**: Three questions for long answers, each for 10 marks. Two questions are to be answered. 2 x 10 = 20 marks

**Total Marks (A+B+C+D)**: 50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the
candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | KEY CONCEPTS AND THEORY:  
Defining new media, terminologies and their meanings – Digital media, new media, online media et. al.;  
Information society and new media;  
Technological determinism;  
Computer-mediated-communication (CMC), Networked Society. | 16 0 0 |
| II   | UNDERSTANDING VIRTUAL CULTURES AND DIGITAL JOURNALISM:  
Internet and its beginnings;  
Remediation and new media technologies;  
Online communities;  
User generated content and Web 2.0;  
Networked Journalism;  
Alternative Journalism. | 16 0 10 |
| III  | DIGITIZATION OF JOURNALISM:  
Authorship and what it means in a digital age;  
Piracy, copyright, copyleft, creative commons and open source;  
Digital archives;  
New media and ethics;  
Activism and New Media;  
Social media in the above context. | 16 0 10 |
| IV   | OVERVIEW OF WEB WRITING NAD DESIGN:  
Linear and Non-linear writing;  
Contextualized Journalism;  
Writing Techniques: Linking, using multimedia, storytelling structures.  
Website planning and visual design;  
Content strategy and audience analysis;  
Brief history of Blogging;  
Creating and promoting a blog. | 12 0 40 |

**Texts and References:**

Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
Development Communication

Course Code: BJMCHAC205
Course Title: Development Communication
Course Credits: Lecture 5, Tutorial 1, Practice 0, Total 6
Contact hours: 75 Lecture, 15 Tutorial, 0 Practice, Total 90

Course objective: This course familiarizes a student with the role of communication in development. While introducing major development thoughts and programmes, the course builds an understanding of the evolution of approaches to development communication and illustrates the use of development communication through examples.

Type of the course:

<table>
<thead>
<tr>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
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</table>

Pass marks:

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<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
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<tbody>
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<td>Max</td>
<td>Pass</td>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
<td>0</td>
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<tr>
<td>70</td>
<td>35%</td>
<td>100</td>
<td>40%</td>
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Examination Scheme:

Components

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<tr>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Test*</td>
<td>5</td>
<td>10</td>
<td>70</td>
</tr>
<tr>
<td>Classroom Activity*</td>
<td>5</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>House Test®</td>
<td>10</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

Mark: 5 x 5 = 25 marks
Mark: 10 x 10 = 100 marks
Mark: 5 x 4 = 20 marks

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A: 10 objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

Part B: Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

Part C: Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

Part D: Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

Part E: Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

Total Marks (A+B+C+D+E) 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>DEVELOPMENT: Concept, concerns, paradigms of development; Concepts in development: Measurement of development, Development versus growth, Human development, Development as freedom; Models of development: Basic needs model, Nehruvian model, Gandhian model, Panchayati Raj; Developing countries versus developed countries; UN Millennium Development Goals.</td>
<td>19 4 0</td>
</tr>
<tr>
<td>II</td>
<td>DEVELOPMENT COMMUNICATION: Concept and approaches; Paradigms of development: Dominant, dependency, and alternative paradigms; Development communication approaches: Diffusion of innovation, Empathy, Magic multiplier; Alternative Development Communication approaches: Sustainable development, Participatory Development, Inclusive development, gender and development; Development Support Communication: Definition, genesis, area woods triangle.</td>
<td>19 4 0</td>
</tr>
<tr>
<td>III</td>
<td>ROLE OF MEDIA IN DEVELOPMENT: Mass media as a tool for development; Development support communication in India in the areas of agriculture, health &amp; family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI); Cyber media and development: e-governance; e-chaupal; National Knowledge Network; ICT for development; Narrow Casting.</td>
<td>19 4 0</td>
</tr>
<tr>
<td>IV</td>
<td>DEVELOPMENT COMMUNICATION AND MEDIA: Strategies for designing messages for print; Role, performance record of each medium – print, radio, TV, video, traditional media. Community radio communication and development; Television programmes for rural india (Krishi Darshan); Using new media technologies for development; Critical appraisal of development communication programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA.</td>
<td>19 4 0</td>
</tr>
</tbody>
</table>

Texts and References:
• Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
• Srinivas R. Melkote and H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
• Dr. Anil Kumar: Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
• Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
• Modern Media in Social Development: Harish Khanna.
Media Ethics and the Law

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC206</th>
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<tbody>
<tr>
<td>Course Title</td>
<td>Media Ethics and the Law</td>
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<td>Course Credits</td>
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<td>Lecture</td>
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<td>Tutorial</td>
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<td>Practice</td>
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<tr>
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<tr>
<td>This course aims to inspire ethical journalistic conduct in budding journalists by making them conversant with the meaning of journalism, its power to make a difference in the world and the common pitfalls.</td>
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<td>Type of the course</td>
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<td>Project</td>
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<td>Pass marks</td>
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<td>IA</td>
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<td>Practical</td>
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<td>Theory Exam</td>
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<td>Max</td>
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<td>Pass</td>
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<td>Max</td>
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<td>Max</td>
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<tr>
<td>Pass</td>
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Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>Class Test*</td>
<td>Classroom Activity*</td>
<td>House Test#</td>
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<tr>
<td>Marks</td>
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</tbody>
</table>

\*Class test will be taken on completion of 40% of the syllabus.
\*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
\#House test will be taken on completion of 75 percent of the syllabus.

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Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

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10 objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory.
Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

Part B
Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

Part C
Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

Part D
Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

Part E
Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

Total Marks (A+B+C+D+E) 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

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<table>
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<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
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<tbody>
<tr>
<td>I</td>
<td>ETHICAL FRAMEWORK AND MEDIA PRACTICE:</td>
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<td>Freedom of expression (Article 19(1)(a) and Article 19(1)2);</td>
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<td>Freedom of expression and defamation: Libel and slander;</td>
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<td>Issues of privacy and surveillance in society;</td>
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<td>Right to Information;</td>
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<td>Idea of fair trial vs. trial by media;</td>
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<td>Intellectual Property Rights;</td>
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<td>Media ethics and cultural dependence.</td>
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<tr>
<td>II</td>
<td>MEDIA TECHNOLOGY AND ETHICAL PARAMETERS:</td>
<td>19 4 0</td>
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<tr>
<td></td>
<td>Live reporting and ethics;</td>
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<td>Legality and ethicality of sting operations, phone tapping etc.;</td>
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<td>Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of the Supreme Court);</td>
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<td>Discussion of Important cases – e.g. Operation Westend;</td>
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<td>Relevant sections of Broadcast Bill;</td>
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<td>NBA guidelines.</td>
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<td>III</td>
<td>REPRESENTATION AND ETHICS:</td>
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<td></td>
<td>Media reportage of marginalized sections: Children, dalits, tribals,</td>
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<td></td>
<td>gender;</td>
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<td>Related laws and case studies: Indecent representation of Women</td>
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<td></td>
<td>(Prohibition) Act, 1986 and rules 1987;</td>
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<td></td>
<td>Protection of Women against Sexual Harassment Bill, 2007;</td>
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<td>Sec 67 of IT Act 2000; and 292 IPC etc.</td>
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<tr>
<td>IV</td>
<td>MEDIA AND REGULATION:</td>
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<td></td>
<td>Advertisement and women;</td>
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<td>Pornography;</td>
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<td>Regulatory bodies, codes and ethical guidelines;</td>
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<td>Self Regulation;</td>
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<td>Media Content: Debates on morality and accountability – Taste, Culture and Taboo;</td>
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<td>Censorship and media debates.</td>
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</table>

Texts and References:
- Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998.
• Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000.
• William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
• Raminder Kaur and William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
• Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible".
Global Media and Politics

<table>
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<tr>
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<tr>
<td>Course Title</td>
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<th>Tutorial</th>
<th>Practice</th>
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| Contact hours | 75 | 15 | 0 | 90 |

<table>
<thead>
<tr>
<th>Course objective</th>
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<table>
<thead>
<tr>
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<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
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<tr>
<td></td>
<td>Attendance</td>
<td>Class Test^</td>
<td>Classroom Activity^</td>
<td>House Test@</td>
</tr>
<tr>
<td>Marks</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.
^Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
@House test will be taken on completion of 75 percent of the syllabus.

**Examination Scheme:**
- **Part A:** 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
- **Part B:** Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.
- **Part C:** Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.
- **Part D:** Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.
- **Part E:** Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

**Instructions for candidates:**
- Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.
### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | MEDIA AND INTERNATIONAL COMMUNICATION  
The advent of popular media – a brief overview;  
Propaganda in the inter-war years: Nazi Propaganda;  
Radio and international communication;  
Media conglomerates and monopolies: Ted Turner/Rupert Murdoch;  
Global and regional integrations: Zee TV as a Pan-Indian Channel;  
Bollywood | 19 4 0 |
| II   | MEDIA AND SUPER POWER RIVALRY  
Media during the Cold War, Vietnam War, Disintegration of USSR;  
Radio free Europe, Radio Liberty, Voice of America;  
Communication debates: NWICO, McBride Commission and UNESCO  
Unequal development and Third World concerns: North-South, Rich-Poor | 18 3 0 |
| III  | GLOBAL CONFLICT AND GLOBAL MEDIA  
World Wars and media coverage post 1990: Rise of Al Jazeera;  
The Gulf Wars: CNN’s satellite transmission, embedded journalism;  
9/11 and implications for the media;  
Discourses of Globalisation: barrier–free economy, multinationals,  
technological developments, digital divide. | 19 4 0 |
| IV   | MEDIA AND CULTURAL GLOBALIZATION  
Cultural politics: Cultural imperialism, media hegemony and global cultures,  
Homogenization, the English language, Local/Global, Local/Hybrid;  
Entertainment: Local adaptations of global programmes (KBC/Big Boss/Others). | 19 4 0 |

### Texts and References:

Additional Readings:

Advanced Broadcast Media

Course Code: BJMCHAC302P
Course Title: Advanced Broadcast Media

Course Credits:

<table>
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<tr>
<th>Lecture</th>
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Contact hours:

<table>
<thead>
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<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
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<tbody>
<tr>
<td>60</td>
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<td>60</td>
<td>120</td>
<td></td>
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</tbody>
</table>

Course objective: While understanding how and why commercial broadcasting is different from public service broadcasting, the students will learn about various formats of radio and TV programming and their production.

Type of the course:

- Core
- DSE
- Project
- GE
- AECC
- SEC

Pass marks:

<table>
<thead>
<tr>
<th></th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>30</td>
<td>20</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Pass</td>
<td>35%</td>
<td>40%</td>
<td>35%</td>
<td>40%</td>
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Examination Scheme:

<table>
<thead>
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<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
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<tbody>
<tr>
<td>Marks</td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test*</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A: Eight objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. 

Part B: Five questions for short answers (25 words), each for two marks. All questions are compulsory.

Part C: Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.

Part D: Three questions for long answers, each for 10 marks. Two questions are to be answered.

Total Marks (A+B+C+D) 50 marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | PUBLIC SERVICE BROADCASTING  
Public Service Model in India (Policy and laws);  
Global Overview of Public Service Broadcasting;  
Community Radio; Community Video;  
Participatory Communication;  
Campus Radio. | 17 0 0 |
| II   | PRIVATE BROADCASTING  
Private broadcasting model in India;  
Private broadcasting policy and laws;  
Structure, Functions and Working of a Broadcast Channel;  
Public and Private partnership in television and radio programming (India and Britain case studies). | 17 0 0 |
| III  | BROADCAST GENRES  
Why am I the ‘Idiot Box’? - Debates, Issues and Concerns of Television Genre;  
Various evolving contemporary television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time. | 17 0 0 |
| IV   | ADVANCED BROADCAST PRODUCTION I  
Writing and Producing for Radio;  
Public Service Advertisements; Jingles;  
Radio Magazine shows  
Mixing Genres in Television Production;  
Music Video for social comment/as documentary;  
Mixing ENG and EFP;  
Reconstruction in news-based programming. | 9 0 60 |

### Texts and References:

- Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
- G. Mc Leash, Robert, Radio Production (US: Taylor & Francis)
Advanced New Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAC303P</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
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</table>

<table>
<thead>
<tr>
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<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>0</td>
<td>2</td>
<td>6</td>
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</table>

| Contact hours | 60 | 0 | 60 | 120 |

Course objective: The course prepares the student for critical understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.

Type of the course:

- Core
- DSE
- Project
- GE
- AECC
- SEC

<table>
<thead>
<tr>
<th>Pass marks</th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>30</td>
<td>35%</td>
<td>20</td>
<td>40%</td>
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Examination Scheme:

<table>
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<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td>20</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.

*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

*House test will be taken on completion of 75 percent of the syllabus.

Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks). Based on Unit V, the following practical exercises may be prescribed (Depending on the resources available with the institute of studies, the course teacher may vary these exercises):

- Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
- They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development and understanding of new strategies of exhibition and distribution.
- An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
- They should also attempt creating a mobile capsule for social activism and market it through social networks and actively participate in a cyber media campaign.

Instructions for Paper Setters:
The question paper for the theory exam will have four parts. Each part will cover first four units as explained below. The instructions part should be mentioned at the beginning of the Part of the question paper. Maximum time: 3 hours.
Part A  Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.  $8 \times 1 = 08$ marks

Part B  Five questions for short answers (25 words), each for two marks. All questions are compulsory.  $5 \times 2 = 10$ marks

Part C  Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.  $3 \times 4 = 12$ marks

Part D  Three questions for long answers, each for 10 marks. Two questions are to be answered.  $2 \times 10 = 20$ marks

Total Marks (A+B+C+D)  $50$ marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>BASICS OF NEW MEDIA FRAMEWORKS – GENRES AND ENVIRONMENTS</td>
<td>$L \quad T \quad P$</td>
</tr>
<tr>
<td></td>
<td>Understanding new media ecologies;</td>
<td>15 0 0</td>
</tr>
<tr>
<td></td>
<td>Trans-medial storytelling;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Genres – Digital art; Digital Cinema – New Media Fiction and Documentary; Gaming and player culture, virality and memes;</td>
<td></td>
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<tr>
<td></td>
<td>Guerrilla media;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Curating media: festival, media spaces.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>SOCIOLOGY OF THE INTERNET AND NEW MEDIA</td>
<td>15 0 0</td>
</tr>
<tr>
<td></td>
<td>Social construction of technology;</td>
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<tr>
<td></td>
<td>Utopian-Dystopian Interface;</td>
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<tr>
<td></td>
<td>Digital inequalities – Digital Divide and Access, Economy of New Media – Intellectual value;</td>
<td></td>
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<tr>
<td></td>
<td>Digital media ethics;</td>
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<tr>
<td></td>
<td>New media and popular culture.</td>
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<td>III</td>
<td>CRITICAL NEW MEDIA</td>
<td>15 0 0</td>
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<td></td>
<td>Who controls new media;</td>
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<tr>
<td></td>
<td>Questions surrounding net neutrality and related issues; Surveillance and the state;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cybersecurity and issues of privacy;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>the Internet and public sphere: politics and public sphere in the digital age.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>PARTICIPATORY CULTURE</td>
<td>15 0 0</td>
</tr>
<tr>
<td></td>
<td>Convergence culture: social media and participatory media culture, digital fandom and online communities;</td>
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<tr>
<td></td>
<td>Gender and new media</td>
<td></td>
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<tr>
<td></td>
<td>Digital media and identities;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New media campaigns.</td>
<td></td>
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<tr>
<td>V</td>
<td>PROJECT AND PRODUCTION</td>
<td></td>
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<tr>
<td>---</td>
<td>------------------------</td>
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<tr>
<td></td>
<td>Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to the above four units. Research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Texts and References:**

- Lister Dovey, Giddings, Grant and Kelly, “New media and new technologies” (2003).
- Rosen, J. “The People Formerly Known as the Audience” What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- “Privacy vs. the Internet: Americans should not be forced to choose” (ACLU report, 2008)
- Nakamura, “Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet”
### Communication Research and Methods

<table>
<thead>
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<th>Course Code</th>
<th>BJMCHAC304</th>
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<tbody>
<tr>
<td>Course Title</td>
<td>Communication Research and Methods</td>
</tr>
<tr>
<td>Course Credits</td>
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<tr>
<td>Contact hours</td>
<td>75 Lecture</td>
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<tr>
<td>Course objective</td>
<td>This course serves the dual objectives: one, of training young minds for scientific inquiry, and two, of exploring the realms of enquiry in communications. The students will learn to identify problems and learn methods to finding answers to those problems.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Type of the course</th>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
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### Examination Scheme:

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<th>Theory Examination</th>
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<td>Class Test: 5</td>
<td>Classroom Activity: 10</td>
<td>House Test: 10</td>
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</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
House test will be taken on completion of 75 percent of the syllabus.

### Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

**Part A**
- 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
- Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

<table>
<thead>
<tr>
<th>Part A</th>
<th>10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.</th>
<th>10 x 1 = 10 marks</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.</td>
<td>5 x 4=20 marks</td>
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</tbody>
</table>

**Part B**
- Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

| Part B | Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |

**Part C**
- Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

| Part C | Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |

**Part D**
- Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

| Part D | Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |

**Part E**
- Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

| Part E | Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |

**Total Marks (A+B+C+D+E)**

| Total | 70 marks |

### Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

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<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
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<tbody>
<tr>
<td>I</td>
<td>INTRODUCTION TO RESEARCH</td>
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</tr>
<tr>
<td></td>
<td>Definition, importance and function; Basic and applied research; Scientific approach; Role of theory in research; Steps of conducting research.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>METHODS OF MEDIA RESEARCH</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Qualitative and Quantitative Techniques; Content analysis; Survey method; Observation methods; Experimental studies, Case studies, Narrative analysis, Historical research; Readership and audience surveys; Ethnographies; Textual analysis; Discourse analysis; Ethical perspectives of mass media research.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>SAMPLING AND DATA COLLECTION</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Sampling: Need for sampling, sampling methods, representativeness of the samples, Sampling Error; Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>METHODS OF ANALYSIS AND REPORT WRITING</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Data analysis techniques, coding and tabulation, Non-Statistical methods: Descriptive and historical, Working with Archives; Library Research; Working with Internet as a source; Writing citations, bibliography; Writing the research report.</td>
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</table>

**Texts and References:**
Introduction to Community Media

<table>
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<tr>
<th>Course Code</th>
<th>BJMCHAD305</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to Community Media</td>
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**Course Credits**

<table>
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<th></th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
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<tr>
<td></td>
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<td>1</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

|          | 75      | 15       | 0        | 90    |

**Course objective**

In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of ‘community’ in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.

**Type of the course**

<table>
<thead>
<tr>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
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</thead>
<tbody>
<tr>
<td>√</td>
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<td></td>
</tr>
</tbody>
</table>

**Pass marks**

<table>
<thead>
<tr>
<th>Max</th>
<th>Pass</th>
<th>Max</th>
<th>Pass</th>
<th>Max</th>
<th>Pass</th>
<th>Total</th>
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<tbody>
<tr>
<td>30</td>
<td>35%</td>
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<td>0</td>
<td>70</td>
<td>35%</td>
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<td></td>
<td></td>
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**Examination Scheme:**

<table>
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<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
</tr>
<tr>
<td></td>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
*House test will be taken on completion of 75 percent of the syllabus.

**Instructions for Paper Setters:**

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

**Part A**

10 objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. 10 x 1 = 10 marks

5 x 4 = 20 marks

**Part B**

Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Part C**

Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Part D**

Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Part E**

Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Total Marks (A+B+C+D+E) 70 marks
**Instructions for candidates:**  
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
</tr>
</tbody>
</table>
| I    | **BASIC CONCEPTS:**  
   Community: its concept and importance;  
   Community as Place;  
   Community as Identity/Belonging;  
   Community as Ideology.           | 19 | 4  | 0  |
| II   | **COMMUNITIES:**  
   Locality, place and neighbourhood;  
   Virtual Communities;  
   Imagined Communities;  
   Imaginary Communities.          | 18 | 3  | 0  |
| III  | **COMMUNITY MEDIA AS ALTERNATIVE MEDIA:**  
   Concept, need and origin;  
   Types of Alternative Media: Alternative media as serving a community,  
   alternative media as an alternative to mainstream media, linking  
   alternative media to civil society, and alternative media as collaborative  
   media.                          | 19 | 4  | 0  |
| IV   | **COMMUNITY MEDIA SPACE:**  
   Alternative Print media: strengths and weakness with examples;  
   Alternative Television with special focus on PUBLIC Access Television;  
   Alternative Radio with special focus on Community Radio;  
   Internet Virtual Communities with special focus on blogging and micro-blogg.   | 19 | 4  | 0  |

**Texts and References:**

Newspaper Organisation and Functioning

Course Code: BJMCHAD306

Course Title: Newspaper Organisation and Functioning

Course Credits

<table>
<thead>
<tr>
<th></th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Contact hours</td>
<td>75</td>
<td>15</td>
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<td>90</td>
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</tbody>
</table>

Course objective

This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.

Type of the course

Core: Yes

DSE: No

Project: Yes

GE: No

AECC: No

SEC: No

Pass marks

<table>
<thead>
<tr>
<th>Components</th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>30</td>
<td>70</td>
<td>100</td>
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<tr>
<td>Pass</td>
<td>35%</td>
<td>35%</td>
<td>40%</td>
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</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A

10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

Part B

Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

Part C

Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

Part D

Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

Part E

Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

Total Marks (A+B+C+D+E) 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | EDITORIAL DEPARTMENT – I:  
Chief functionaries: Editor, Deputy Editor, Associate Editor, Assistant Editor, Special Assignment Editors.  
Editorial Desk: Chief Sub Editors, Sub Editors;  
Reporting: Roles and responsibilities of News Editor, Bureau Chiefs, Special Correspondents, Beat Reporters, General Assignment Reporters, Stringers;  
Features section: Features editor, feature writers, columnists, freelancers. | 19 4 0 |
| II   | ADVERTISING DEPARTMENT:  
Source of Revenue of a Newspaper: Circulation and Advertising;  
Types of advertisements: Display and classified advertising, advertorials; local, regional and national advertisements;  
Functions of Advertising Department: Billing and collection, dummy preparation, advertising research, advertising promotion, public relations;  
Space marketing features. | 19 4 0 |
| III  | CIRCULATION DEPARTMENT:  
Function of Circulation Department: Packing and dispatch, transportation, distribution, Relationship with agents; subscription; collection of sales; print order; circulation promoting;  
Duties of Circulation Manager. | 18 3 0 |
| IV   | PRODUCTION DEPARTMENT:  
Duties and functioning;  
Methods of Composition: Traditional (Hand Composing, Linotype, Monotype, Ludlow, Direct Impression); Modern- VDT (Video Display Terminal);  
Printing Processes: Letterpress; Offset; Gravure and Digital Printing. | 19 4 0 |

**Texts and References:**
Visual Communication Basics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAD307</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Visual Communication Basics</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
</tbody>
</table>

Course objective: This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.

Type of the course: Core (Core), DSE, Project, GE, AECC, SEC

Pass marks: IA Max 30, Pass 35%, Practical Max 0, Pass 0, Theory Exam Max 70, Pass 35%, Total Max 100, Pass 40%

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>00</td>
</tr>
</tbody>
</table>

Instructions for Paper Setters:

Question paper for the theory exam will cover first four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A: 10 objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

Part B: Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

Part C: Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

Part D: Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

Part E: Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

Total Marks (A+B+C+D+E) 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>BASIC CONCEPTS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The power of visual communication;</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Perception: Meaning and function in communication, visual perception;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Four stages of visual perception: Viewing, brain processing of visual</td>
<td></td>
</tr>
<tr>
<td></td>
<td>information, psychological processing, adding social-cultural</td>
<td></td>
</tr>
<tr>
<td></td>
<td>dimension.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PSYCHOLOGICAL PROCESSING:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>perception of relationships, building of structures, predictive order,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>coalescing the real and the perceived, framing and contextualising,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>perceiving time, space and movement); Gestalt Psychology: Whole and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>parts; Gestalt Principles: Similarity, Proximity, Continuation, Closure,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Figure/Ground.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>CULTURAL CODES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Foundations for a Theory of Signs;</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Relations between signs and what they signify;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Relation between signs and their users;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signification: from Denotation to Connotation.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>VISUAL CULTURE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Three types of responses to mass media images: dominant or preferred</td>
<td></td>
</tr>
<tr>
<td></td>
<td>readings, negotiated readings, oppositional readings; Concept of</td>
<td>18 3 0</td>
</tr>
<tr>
<td></td>
<td>gaze: desire, voyeurism, critique of male gaze, and interactive</td>
<td></td>
</tr>
<tr>
<td></td>
<td>gaze, masculine and feminine identities.</td>
<td></td>
</tr>
</tbody>
</table>

Texts and References:

Course Code: BJMCHAD308P
Course Title: Photojournalism

<table>
<thead>
<tr>
<th>Course Credits</th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>6</td>
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<tr>
<td>Contact hours</td>
<td>60</td>
<td>0</td>
<td>60</td>
<td>120</td>
</tr>
</tbody>
</table>

This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. The course in other areas of print communication as well – journalism, graphic designing and new media communication.

Course objective:

Type of the course

<table>
<thead>
<tr>
<th></th>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

Pass marks

<table>
<thead>
<tr>
<th></th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max</td>
<td>Pass</td>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>35%</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>35%</td>
<td>100</td>
<td>40%</td>
</tr>
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</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination*</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test^</td>
<td>Classroom Activity*</td>
<td>House Test®</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.

*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

®House test will be taken on completion of 75 percent of the syllabus.

# Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks) to judge the photography skills of the student.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A
Eight objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory.

8 x 1 = 08 marks

Part B
Five questions for short answers (25 words), each for two marks. All questions are compulsory.

5 x 2 = 10 marks

Part C
Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.

3 x 4 = 12 marks

Part D
Three questions for long answers, each for 10 marks. Two questions are to be answered.

2 x 10 = 20 marks

Total Marks (A+B+C+D) = 50 marks
**Instructions for candidates:**
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
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<tr>
<td></td>
<td><strong>ESSENTIALS:</strong></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Photojournalism: Concept, difference of news photography from other</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>photography, difference of news photographer’s job from new reporter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and copy editors;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The newspaper photo section: Chief Photographer, photographers and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>freelancers;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Importance of photographs in news; News values for photographs;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Responsibilities of a photojournalist</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TECHNOLOGY AND CREATIVE RULES:</strong></td>
<td>15</td>
</tr>
<tr>
<td>II</td>
<td>Camera: Elements of a camera – viewfinder, lens, iris, shutter, film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>chamber, light meter;</td>
<td></td>
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<tr>
<td></td>
<td>Camera Designs: pinhole camera, view camera, compact camera, TLR,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SLR, Instant/Polaroid camera, digital camera;</td>
<td></td>
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<tr>
<td></td>
<td>Picture composition: Framing, rule of thirds, perspective, angle of</td>
<td></td>
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<tr>
<td></td>
<td>view, backgrounds;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Framing: Visual quality and photographic meaning through conscious</td>
<td></td>
</tr>
<tr>
<td></td>
<td>framing.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>CREATIVE OPTIONS:</strong></td>
<td>15</td>
</tr>
<tr>
<td>III</td>
<td>Light: direct and indirect light; cool and warm; Three-point lighting;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Focus: Concepts of Aperture and f-stop;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lenses – Types of lenses and their functions;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Depth of field;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exposure: Relationship between light, aperture and shutter speed;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Time and motion.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>PHOTO EDITING:</strong></td>
<td>15</td>
</tr>
<tr>
<td>IV</td>
<td>Image sizes: captured image size, screen display size, printing size;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>concept of pixels per inch;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BMP); Image manipulation: Resizing, cropping, rotation.</td>
<td></td>
</tr>
</tbody>
</table>

**Texts and References:**


**Media Project**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAD309P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Media Project</td>
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<tr>
<td>Course Credits</td>
<td>Lecture</td>
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</tr>
<tr>
<td>Contact hours</td>
<td>0</td>
</tr>
</tbody>
</table>

**Course objective**
In this course the student will learn to create and publish media content. This will give them prepare them a comprehensive practical experience and will prepare an extensive portfolio. This course thus becomes an essential tool for preparing the student for the real world employment market.

**Type of the course**
Core DSE Project GE AECC SEC


<table>
<thead>
<tr>
<th>Pass marks</th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max</td>
<td>Pass</td>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>Max</td>
<td>30</td>
<td>35%</td>
<td>70</td>
<td>40%</td>
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</tbody>
</table>

**Examination Scheme:**

**Components**

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination*</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>5</td>
<td>15</td>
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<td>70</td>
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<tr>
<td>1st Midterm Assessment*</td>
<td>10</td>
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<tr>
<td>2nd Midterm Assessment*</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*The 1st and the 2nd midterm assessments may be carried out by the course teacher based on the progress made by the student upon completion of 40% and 70% of the course components, respectively and shall be based on in-house practical examination.

* Practical exam to be conducted at the end of the year by an external examiner (with assistance from the course teacher), will consist of evaluation of an individual blog maintained by each student (55 marks) and viva voce (15 marks). Each blog should have following components and will be marked as follows:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Component</th>
<th>Evaluation criteria</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Video</td>
<td>Concept/script, use of natural light, camera handling and editing. 1 x 10 = 10 marks</td>
<td>10</td>
</tr>
<tr>
<td>II</td>
<td>Audio message</td>
<td>Innovativeness of message, creativity in editing. 2 x 5 = 10 marks</td>
<td>10</td>
</tr>
<tr>
<td>III</td>
<td>News Reports</td>
<td>Relevance of topic, headlines, lead, editing, relevance of photograph.</td>
<td>10</td>
</tr>
<tr>
<td>IV</td>
<td>Photo feature</td>
<td>Thematic fidelity of photographs, variation within thematic unity, use of natural light, composition of photographs, originality of though, etc. 2 x 5 = 10 marks</td>
<td>10</td>
</tr>
<tr>
<td>IV</td>
<td>Graphic Ad</td>
<td>Effectiveness of message, use of design elements, overall appeal of the ad. 1 x 10 = 10 marks</td>
<td>10</td>
</tr>
<tr>
<td>V</td>
<td>Blog</td>
<td>Aesthetics, organisation of content, regularity of posts.</td>
<td>05</td>
</tr>
<tr>
<td>VI</td>
<td>Viva Voce</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

**Total marks for practical examination**

70
## Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>VIDEO: One video of two minute duration. The video should be shot in a documentary format and can be on a thematic area decided by the course teacher. Any video recording tool with at least 5MP (including mobile phone cameras) resolution may be used for shooting. Editing may be done using any suitable open source video editing software downloaded from the internet.</td>
<td>0 3 30</td>
</tr>
<tr>
<td>II</td>
<td>AUDIO MESSAGE: Create three two-minute audio messages (advertisement or a social service message or an RJ link) on a thematic area decided by the course teacher using two or more of the following components: voice piece, interview, vox-pop, commentary, music and ambient sound. Audio recording can be done using computer headsets, mobile phone voice-recorders, or other available voice recorder.</td>
<td>0 3 30</td>
</tr>
<tr>
<td>III</td>
<td>NEWS REPORTING: At least one news report every week throughout the year with pictures on major happenings in the community.</td>
<td>0 3 30</td>
</tr>
<tr>
<td>IV</td>
<td>PHOTO FEATURES: At least two photo-features in the year on a thematic area decided by the course teacher. The photographs may be clicked using consumer or professional digital cameras or mobile phones with at least 5 MP resolution. GRAPHIC AD: Create and design a social service ad in graphic mode using Scribus on a thematic area decided by the course teacher.</td>
<td>0 3 30</td>
</tr>
<tr>
<td>V</td>
<td>PERSONAL BLOGS: Each student is required to create and maintain a personal blog using free blog services such as Wordpress or Blogspot. All the above activities should be incorporated in this blog.</td>
<td>0 3 30</td>
</tr>
</tbody>
</table>

*Unit V will run concurrently with Units I to IV*
Media Internship

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAD310P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Media Internship</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Contact hours</td>
<td>0</td>
</tr>
<tr>
<td>Course objective</td>
<td>For this course a student will intern with a reputed mass media/communication organisation. The course intends to prepare a student for a real world working environment through practical exposure.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA Max</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment*</th>
<th>Practical Examination#</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>5</td>
<td>15</td>
<td>70</td>
<td>0</td>
</tr>
<tr>
<td>1st Mid-term Assessment</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>2nd Mid-term Assessment</td>
<td>0</td>
<td>70</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* A candidate shall undertake the internship under the direct supervision of an industry supervisor appointed from the organisation where (s)he is placed for internship. One faculty member from the Department of Journalism and Mass Communication in the institution of study will act as the internal supervisor for a student who opts for internship. The internal supervisor shall, in consultation with the industry supervisor, shall carry out the monitoring and evaluation of the candidate during the internship.

Attendance will be awarded on the basis of a certificate of attendance from the industry supervisor to be submitted by the candidate at the end of the internship.

The 1st and 2nd midterm assessments will be carried out by the internal supervisor on the basis of feedback from the industry supervisor upon completion of 40% and 75%, respectively, of the 180 mandatory hours for internship.

# Evaluation of the practical work undertaken during the internship will conducted by an external expert with assistance from the internship supervisor. For this purpose the candidate shall maintain a detailed record of the work carried out during the internship endorsed by the industry supervisor. The evaluation will be held after the completion of at least 180 hours of internship. Marks will be distributed as follows: Seminar presentation by a student on the work done during the internship (55 marks) + Viva Voce (15 marks).

Course Components:

- For the internship, a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during the internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.
A student who joins internship may complete 180 working hours with the organisation where (s)he is placed. These 180 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organisation offering internship.

**Notes:**
- Finding the internship placement will be the sole responsibility of the student.
- Internship can be joined only after completing 2\textsuperscript{nd} year of studies.
Interpersonal Communication Skills

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAS207P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Interpersonal Communication Skills</td>
</tr>
<tr>
<td>Course Credits</td>
<td></td>
</tr>
<tr>
<td>Lecture</td>
<td>3</td>
</tr>
<tr>
<td>Tutorial</td>
<td>0</td>
</tr>
<tr>
<td>Practice</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
</tr>
<tr>
<td>Contact hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>DSE</td>
</tr>
<tr>
<td></td>
<td>Project</td>
</tr>
<tr>
<td></td>
<td>GE</td>
</tr>
<tr>
<td></td>
<td>AECC</td>
</tr>
<tr>
<td></td>
<td>SEC</td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td></td>
<td>Practical</td>
</tr>
<tr>
<td></td>
<td>Theory Exam</td>
</tr>
<tr>
<td>Max</td>
<td>30</td>
</tr>
<tr>
<td>Pass</td>
<td>35%</td>
</tr>
<tr>
<td>Max</td>
<td>20</td>
</tr>
<tr>
<td>Pass</td>
<td>40%</td>
</tr>
<tr>
<td>Max</td>
<td>50</td>
</tr>
<tr>
<td>Pass</td>
<td>35%</td>
</tr>
<tr>
<td>Max</td>
<td>100</td>
</tr>
<tr>
<td>Pass</td>
<td>40%</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test*</td>
<td>Classroom Activity*</td>
<td>House Test$</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

\*Class test will be taken on completion of 40% of the syllabus.

\*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

\$House test will be taken on completion of 75 percent of the syllabus.

\#The practical examination to be conducted by an external expert will consist of viva-voce (05 marks) along with evaluation of a file maintained by each student of exercises completed during the year based on subunits I(b), II(b), III(b), and IV(b) (15 marks).

\$The mid-term and Theory Exams will be set from subunits I(a), II(a), III(a), and IV(a) only.

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover subunits I(a), II(a), III(a), and IV(a) only. The instructions part should be mentioned at the beginning of the Part of the question paper. Maximum time: 3 hours.

| Part A | Eight objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. | 8 \times 1 = 08 marks |
| Part B | Five questions for short answers (25 words), each for two marks. All questions are compulsory. | 5 \times 2 = 10 marks |
| Part C | Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered. | 3 \times 4 = 12 marks |
| Part D | Three questions for long answers, each for 10 marks. Three questions are to be answered. | 2 \times 10 = 20 marks |
| Total Marks (A+B+C+D) | | 50 marks |
**Instructions for candidates:**
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>SELF-ESTEEM:  &lt;br&gt; <strong>Subunit I(a):</strong> Spiral model of personal development; &lt;br&gt; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think.  &lt;br&gt; <strong>Subunit I(b):</strong> Practice exercises from the chapters ‘Self-esteem’ and ‘Self-awareness and self-knowledge,’ in Mandy Kotzman and Anne Kotzman (2008), <em>Listen to me listen to you: A step-by-step guide to communication skills training</em>, (pp.19-46).</td>
<td>11 0 7</td>
</tr>
<tr>
<td>II</td>
<td>LISTENING:  &lt;br&gt; <strong>Subunit II(a):</strong> Importance of listening; &lt;br&gt; Difference between active and reflective listening; &lt;br&gt; Reflective Listening: Meaning; &lt;br&gt; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; &lt;br&gt; Listening skills: Attending, following, reflecting;  &lt;br&gt; <strong>Subunit II(b):</strong> Practice exercises from the chapter ‘Effective listening,’ in Mandy Kotzman and Anne Kotzman (2008), <em>Listen to me listen to you: A step-by-step guide to communication skills training</em>, (pp.47-72).</td>
<td>11 0 7</td>
</tr>
<tr>
<td>III</td>
<td>SELF-ASSERTION:  &lt;br&gt; <strong>Subunit III(a):</strong> Self assertion: concept and need; Assertive Behaviour and Sell-Esteem; &lt;br&gt; ‘Rights’ in interpersonal communication; &lt;br&gt; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – ‘I’ messages, negotiation towards a workable compromise, free information, self-disclosure , negative assertion, setting limits, negative inquiry; &lt;br&gt; Fogging; Broken record; The five-star plan.  &lt;br&gt; <strong>Subunit III(b):</strong> Practice exercises from the chapter ‘Self-assertion,’ in Mandy Kotzman and Anne Kotzman (2008), <em>Listen to me listen to you: A step-by-step guide to communication skills training</em>, (pp.73-99).</td>
<td>11 0 8</td>
</tr>
<tr>
<td>IV</td>
<td>OFFICIAL COMMUNICATIONS:  &lt;br&gt; <strong>Subunit IV(a):</strong> Writing process: designing the document, writing a first</td>
<td>12 0 8</td>
</tr>
</tbody>
</table>
Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline;
Readership analysis – Managing readership expectations; Identifying the key persuasive factors;
Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered;
Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail;
Writing first draft – summaries, introductions, headings, bullet points;
Effective editing – paragraphs, sentences, words.

Subunit IV(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.

Texts and References:

**New Media Writing and Publishing**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAS208P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>New Media Writing and Publishing</td>
</tr>
<tr>
<td>Lecture</td>
<td>3</td>
</tr>
<tr>
<td>Tutorial</td>
<td>0</td>
</tr>
<tr>
<td>Practice</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
</tr>
<tr>
<td>Contact hours</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>75</td>
</tr>
</tbody>
</table>

**Course objective:**
This course will prepare a student to write and publish in the new media environment. The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools.

**Type of the course:**
- Core
- DSE
- Project
- GE
- AECC
- SEC

**Pass marks:**
- IA: Max 30, Pass 35%
- Practical: Max 20, Pass 40%
- Theory Exam: Max 50, Pass 35%
- Total: Max 100, Pass 40%

**Examination Scheme:**

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test^</td>
<td>Classroom Activity^</td>
<td>House Test@</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.

^Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

@House test will be taken on completion of 75 percent of the syllabus.

* Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

**Instructions for Paper Setters:**
The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

<table>
<thead>
<tr>
<th>Part A</th>
<th>Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.</th>
<th>8 × 1 = 08 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part B</td>
<td>Five questions for short answers (25 words), each for two marks. All questions are compulsory.</td>
<td>5 × 2 = 10 marks</td>
</tr>
<tr>
<td>Part C</td>
<td>Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.</td>
<td>3 × 4 = 12 marks</td>
</tr>
<tr>
<td>Part D</td>
<td>Three questions for long answers, each for 10 marks. Two questions are to be answered.</td>
<td>2 × 10 = 20 marks</td>
</tr>
<tr>
<td>Total Marks (A+B+C+D)</td>
<td></td>
<td>50 marks</td>
</tr>
</tbody>
</table>
**Instructions for candidates:**
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Components:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.</td>
<td>15 0 15</td>
</tr>
<tr>
<td>II</td>
<td>ONLINE NEWS GATHERING: What is online journalism? News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.</td>
<td>15 0 15</td>
</tr>
<tr>
<td>III</td>
<td>ONLINE NEWS WRITING: Storytelling: Non-liner storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.</td>
<td>15 0 15</td>
</tr>
<tr>
<td>IV</td>
<td>BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines; Contextual hyper linking; audio-visual elements; Interactivity, context.</td>
<td>15 0 15</td>
</tr>
</tbody>
</table>

**Texts and References:**
Courses for B.A. (Pass) Programme with Journalism and Mass Communication
## Course Information

**Course Code**: BJMCPAC101  
**Course Title**: Principles of Communication

**Course Credits**  
<table>
<thead>
<tr>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
<td>0</td>
<td>6</td>
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</tbody>
</table>

**Contact hours**  
<table>
<thead>
<tr>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>15</td>
<td>0</td>
<td>90</td>
</tr>
</tbody>
</table>

**Course Objective**: This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.

**Type of the Course**  
- Core
- DSE
- Project
- GE
- AECC
- SEC

**Pass Marks**  
<table>
<thead>
<tr>
<th>Component</th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>30</td>
<td>0</td>
<td>70</td>
<td>100</td>
</tr>
<tr>
<td>Pass 35%</td>
<td>0</td>
<td>35%</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

### Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test*</td>
<td>Classroom Activity*</td>
<td>House Test*</td>
<td>0</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.  
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.  
*House test will be taken on completion of 75 percent of the syllabus.

**Instructions for Paper Setters:**

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

- **Part A**: 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.  
  Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.  
  Total Marks (A+B+C+D+E): 70 marks

- **Part B**: Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.  
  Total Marks (A+B+C+D+E): 10 marks

- **Part C**: Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.  
  Total Marks (A+B+C+D+E): 10 marks

- **Part D**: Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.  
  Total Marks (A+B+C+D+E): 10 marks

- **Part E**: Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.  
  Total Marks (A+B+C+D+E): 10 marks

**Instructions for candidates:**
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>COMMUNICATION BASICS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concept and definitions of communication;</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Functions of communication;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elements and process of communication;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Types of communication: intrapersonal, interpersonal, group and mass</td>
<td></td>
</tr>
<tr>
<td></td>
<td>communication; Verbal and Non-verbal communication.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>COMMUNICATION AND SOCIETY:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 Cs of communication; Barriers to communication: Physical, language,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cultural, emotional and perceptual barriers to communication;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Socialization and role of communication in socialization.</td>
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</tr>
<tr>
<td></td>
<td>Meaning in communication; Basics of signs, symbols and codes.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>19 4 0</td>
</tr>
<tr>
<td>III</td>
<td>COMMUNICATION MODELS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One-way and two-way models of communication; SMCR model; Lasswell</td>
<td></td>
</tr>
<tr>
<td></td>
<td>formula; Osgood and Schramm model.</td>
<td>18 3 0</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>IV</td>
<td>COMMUNICATION THEORIES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bullet theory; Personal influence theory; Normative theories:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Authoritarian, libertarian, social responsibility and democratic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>participant media theories.</td>
<td>19 4 0</td>
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Texts and References:

## Introduction to Radio and TV

<table>
<thead>
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<th>Course Code</th>
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<tr>
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<td>Introduction to Radio and TV</td>
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<tr>
<td></td>
<td>Lecture</td>
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<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitize them towards television and radio media and their content.</td>
</tr>
<tr>
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<td>Core</td>
</tr>
<tr>
<td></td>
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<tr>
<td>IA</td>
<td>Practical</td>
</tr>
<tr>
<td>Max</td>
<td>Pass</td>
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<tr>
<td>30</td>
<td>35%</td>
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### Examination Scheme:

<table>
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<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test *</td>
<td>Classroom Activity *</td>
<td>House Test *</td>
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</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

\*Class test will be taken on completion of 40% of the syllabus.
\*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
\*House test will be taken on completion of 75 percent of the syllabus.

### Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

**Part A**
10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

10 x 1 = 10 marks
5 x 4=20 marks

**Part B**
Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

**Part C**
Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

**Part D**
Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

**Part E**
Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

1 x 10 = 10 marks

Total Marks (A+B+C+D+E) 70 marks

### Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the
candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | RADIO vs. TELEVISION:  
Characteristics of radio and television;  
Development of radio and television in India;  
Strengths and weaknesses of radio and television;  
Role and functions of radio and television in society. | L 19 T 4 P 0 |
| II   | TV PROGRAMMING GENRES:  
Types of programming: Fiction, Non-fiction and Mixed;  
Live, Packaged and Mixed;  
Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc. | L 19 T 4 P 0 |
| IV   | RADIO PROGRAMMING:  
Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes. | L 18 T 3 P 0 |
| IV   | BROADCAST INDUSTRY:  
Doordarshan: Organisation structure; Doordarshan Kendras;  
Private Television Ownership and control in India;  
Analog Transmission: AM and FM;  
Growth of private FM channels in India; Community Radio; Campus Radio;  
Digital radio: Internet radio, satellite radio, visual radio. | L 19 T 4 P 0 |

Texts and References:


**Introduction to Advertising and Public Relations**

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to Advertising and Public Relations</td>
</tr>
<tr>
<td>Course Credits</td>
<td></td>
</tr>
<tr>
<td>Lecture</td>
<td>Tutorial</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Contact hours</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>15</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>√</td>
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<tr>
<td>Pass marks</td>
<td></td>
</tr>
<tr>
<td>IA</td>
<td>Practical</td>
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<tr>
<td>Max</td>
<td>Pass</td>
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<tr>
<td>30</td>
<td>35%</td>
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</table>

**Examination Scheme:**

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>00</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
**House test will be taken on completion of 75 percent of the syllabus.

**Instructions for Paper Setters:**

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

**Part A** 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. 10 x 1 = 10 marks

**Part B** Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Part C** Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Part D** Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Part E** Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

**Total Marks (A+B+C+D+E)** 70 marks

**Instructions for candidates:**

Maximum time allowed for answering the question paper is 3 hours. While answering, the
candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>MARKETING MIX:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Marketing Mix: Meaning and components;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Factors Determining Marketing Mix;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising as tools of Marketing;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PR as a tool of Marketing;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evolution of Public Relations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evolution of Advertising.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>ADVERTISING – BASIC CONCEPTS:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Definition, origin &amp; development;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scope, need and functions of advertising;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Process of advertising;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising and Sales Promotion;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising and Publicity;</td>
<td></td>
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<tr>
<td></td>
<td>Advertising and Personal Selling;</td>
<td></td>
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<tr>
<td></td>
<td>Advertising and Public Relations.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>PR – BASIC CONCEPTS:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Public Relations: meaning, definition and objectives;</td>
<td></td>
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<tr>
<td></td>
<td>Importance and functions of Public Relations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Types of public;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Process of Public Relations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Principles of Public Relations.</td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>ESSENTIALS OF AD AND PR:</td>
<td>18 3 0</td>
</tr>
<tr>
<td></td>
<td>Types of advertising;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Campaign approach to advertising;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ASCII’s code of Advertising Practice;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ethical issues in Public Relations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PRSI code of ethics for PR.</td>
<td></td>
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</table>

Texts and References:

New Media Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCPAC202</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>New Media Communication</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
</tbody>
</table>

Course objective

The course acquaints a student with conventional and the new media technologies, with a special focus on networking – central to the new media technologies. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.

Type of the course

| Core | DSE | Project | GE | AECC | SEC |
|      |     |         |    |      |     |
| √    |     |         |    |      |     |

Pass marks

<table>
<thead>
<tr>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
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<tr>
<td>Max</td>
<td>Pass</td>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
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<td>0</td>
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</table>

Examination Scheme:

<table>
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<tr>
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<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test ❂</td>
<td>Classroom Activity ❃</td>
<td>House Test ❄</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Class test will be taken on completion of 40% of the syllabus.
Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A
10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

Part B
Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

Part C
Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

Part D
Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

Part E
Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

Total Marks (A+B+C+D+E) 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>NEW MEDIA AND NEW TECHNOLOGIES: New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;</td>
<td>19 4 0</td>
</tr>
<tr>
<td>II</td>
<td>INTERNET: History and development; Forces that shape internet; Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.</td>
<td>18 3 0</td>
</tr>
<tr>
<td>III</td>
<td>SOCIETY IN THE INFORMATION AGE: Concepts of information society, network society and mass society. Networks: Evolution of human networks. Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Historical and social causes for rise of networks; Comparison of mass society with network society.</td>
<td>19 4 0</td>
</tr>
<tr>
<td>IV</td>
<td>NEW MEDIA IN EVERYDAY LIFE: WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema. Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.</td>
<td>19 4 0</td>
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</table>

Texts and References:
## Community and Traditional Media

<table>
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<tr>
<td>Course Title</td>
<td>Community and Traditional Media</td>
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<td>Lecture</td>
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<td>Tutorial</td>
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<td>Practice</td>
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<td>Total</td>
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<tr>
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<td>Practice</td>
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</tr>
<tr>
<td>Total</td>
<td>90</td>
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</tbody>
</table>

**Course objective**

In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of ‘community’ in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.

**Type of the course**

<table>
<thead>
<tr>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
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<td>✓</td>
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**Pass marks**

<table>
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<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
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<tr>
<td>Pass</td>
<td>35%</td>
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<td>35%</td>
<td>40%</td>
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**Examination Scheme:**

<table>
<thead>
<tr>
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<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>5</td>
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<td>70</td>
<td>100</td>
</tr>
<tr>
<td>Class Test</td>
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<tr>
<td>Classroom Activity</td>
<td>10</td>
<td>10</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>House Test</td>
<td>0</td>
<td>0</td>
<td>70</td>
<td>100</td>
</tr>
</tbody>
</table>

- Class test will be taken on completion of 40% of the syllabus.
- Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
- House test will be taken on completion of 75 percent of the syllabus.

**Instructions for Paper Setters:**

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

<table>
<thead>
<tr>
<th>Part</th>
<th>Questions</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10 objective-type questions (MCQ/True-False/Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.</td>
<td>10 x 1 = 10 marks</td>
</tr>
<tr>
<td>B</td>
<td>Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>C</td>
<td>Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>D</td>
<td>Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>E</td>
<td>Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>70 marks</td>
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</tbody>
</table>
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
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<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
</tr>
<tr>
<td>I</td>
<td>BASIC CONCEPTS:</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Community: its concept and importance;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community as Place;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community as Identity/Belonging;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community as Ideology.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>COMMUNITIES:</td>
<td>19</td>
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<tr>
<td></td>
<td>Locality, place and neighbourhood;</td>
<td></td>
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<tr>
<td></td>
<td>Virtual Communities;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Imagined Communities;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Imaginary Communities.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>COMMUNITY MEDIA AS ALTERNATIVE MEDIA:</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Concept, need and origin;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Types of Alternative Media: Alternative media as serving a community,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>alternative media as an alternative to mainstream media, linking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>alternative media to civil society, and alternative media as collaborative</td>
<td></td>
</tr>
<tr>
<td></td>
<td>media.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>COMMUNITY MEDIA SPACE:</td>
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<tr>
<td></td>
<td>Alternative Print media: strengths and weakness with examples;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alternative Television with special focus on PUBLIC Access Television;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alternative Radio with special focus on Community Radio;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internet Virtual Communities with special focus on blogging and micro-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>blogging.</td>
<td></td>
</tr>
</tbody>
</table>

Texts and References:
Introduction to Photojournalism

Course Code: BJMCPAD302P
Course Title: Introduction to Photojournalism
Course Credits:

<table>
<thead>
<tr>
<th></th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>hours</td>
<td>60</td>
<td>0</td>
<td>60</td>
<td>120</td>
</tr>
</tbody>
</table>

Course objective:
This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. Although the focus of this course is to develop a student’s skills as a photojournalist, it is useful in other areas of print communication as well. It even builds a foundation for a future career in photography.

Type of the course:
Core
DSE
Project
GE
AECC
SEC

√

Pass marks:

<table>
<thead>
<tr>
<th>Components</th>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>30</td>
<td>20</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Pass</td>
<td>35%</td>
<td>40%</td>
<td>35%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
*House test will be taken on completion of 75 percent of the syllabus.
*Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks) to judge the photography skills of the student.

Instructions for Paper Setters:
The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

<table>
<thead>
<tr>
<th>Part A</th>
<th>Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.</th>
<th>8 × 1 = 08 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part B</td>
<td>Five questions for short answers (25 words), each for two marks. All questions are compulsory.</td>
<td>5 × 2 = 10 marks</td>
</tr>
<tr>
<td>Part C</td>
<td>Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.</td>
<td>3 × 4 = 12 marks</td>
</tr>
<tr>
<td>Part D</td>
<td>Three questions for long answers, each for 10 marks. Two questions are to be answered.</td>
<td>2 × 10 = 20 marks</td>
</tr>
<tr>
<td>Total Marks (A+B+C+D)</td>
<td></td>
<td>50 marks</td>
</tr>
</tbody>
</table>
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L  T  P</td>
</tr>
<tr>
<td>I</td>
<td>ESSENTIALS:</td>
<td>15 0 0</td>
</tr>
<tr>
<td></td>
<td>Photojournalism: Concept, difference of news photography from other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>photography, difference of news photographer’s job from new reporter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and copy editors;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The newspaper photo section: Chief Photographer, photographers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and freelancers;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Importance of photographs in news; News values for photographs;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Responsibilities of a photojournalist</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>TECHNOLOGY AND CREATIVE RULES:</td>
<td>15 0 20</td>
</tr>
<tr>
<td></td>
<td>Camera: Elements of a camera – viewfinder, lens, iris, shutter, film</td>
<td></td>
</tr>
<tr>
<td></td>
<td>chamber, light metre;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Camera Designs: pinhole camera, view camera, compact camera, TLR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>, SLR, Instant/Polaroid camera, digital camera;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Picture composition: Framing, rule of thirds, perspective, angle of</td>
<td></td>
</tr>
<tr>
<td></td>
<td>view, backgrounds;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Framing: Visual quality and photographic meaning through conscious</td>
<td></td>
</tr>
<tr>
<td></td>
<td>framing.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>CREATIVE OPTIONS:</td>
<td>15 0 20</td>
</tr>
<tr>
<td></td>
<td>Light: direct and indirect light; cool and warm; Three-point lighting;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Focus: Concepts of Aperture and f-stop;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lenses – Types of lenses and their functions;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Depth of field;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exposure: Relationship between light, aperture and shutter speed;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Time and motion.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>PHOTO EDITING:</td>
<td>15 0 20</td>
</tr>
<tr>
<td></td>
<td>Image sizes: captured image size, screen display size, printing size;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>concept of pixels per inch;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BMP); Image manipulation: Resizing, cropping, rotation.</td>
<td></td>
</tr>
</tbody>
</table>

Texts and References:


## Reporting, Editing and Feature Writing

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCPAS203P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Reporting, Editing and Feature Writing</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Contact hours</td>
<td>45</td>
</tr>
<tr>
<td>Course objective</td>
<td>The students will learn the basics arts of journalism: reporting, editing and feature writing. Basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

### Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Exam</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Test</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classroom Activity</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>House Test</td>
<td>10</td>
<td>20</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

- Class test will be taken on completion of 40% of the syllabus.
- Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
- House test will be taken on completion of 75 percent of the syllabus.
- Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

### Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

<table>
<thead>
<tr>
<th>Part</th>
<th>Questions</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.</td>
<td>$8 \times 1 = 08$ marks</td>
</tr>
<tr>
<td>B</td>
<td>Five questions for short answers (25 words), each for two marks. All questions are compulsory.</td>
<td>$5 \times 2 = 10$ marks</td>
</tr>
<tr>
<td>C</td>
<td>Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered.</td>
<td>$3 \times 4 = 12$ marks</td>
</tr>
<tr>
<td>D</td>
<td>Three questions for long answers, each for 10 marks. Two questions are to be answered.</td>
<td>$2 \times 10 = 20$ marks</td>
</tr>
</tbody>
</table>

**Total Marks (A+B+C+D)**: 50 marks

### Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

### Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>NEWS BASICS: News: Concept and definition</td>
<td>11 0 7</td>
</tr>
<tr>
<td></td>
<td>News Values (traditional): Impact, proximity, timeliness, prominence, topicality, novelty, conflict, disasters, human interest; Sources of news; Structure of a news story; Five ‘W’s and one ‘H’.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>BASIC REPORTING-I: City Beats: Concept of beat reporter; Key city beats: Local government, subordinate administrators, educational and health institutions, law and order; Speeches, news conferences, meetings and interviews: Preparing for speech, news conference and meeting, getting the correct content, describing the participants, covering the event, structuring the story.</td>
<td>11 0 7</td>
</tr>
<tr>
<td>III</td>
<td>BASIC REPORTING-II: Accident, disasters and crime stories: The scene of incident; Sources of information: police reports, victims, witnesses, hospitals and other emergency services, other possible sources.</td>
<td>11 0 8</td>
</tr>
<tr>
<td>IV</td>
<td>EDITING: Process and functions of editing; Selection of news items; Principles of editing. Features: Definition and characteristics; Steps in writing features: Getting ideas, getting information, getting anecdotes, getting good quotes, structure of a feature.</td>
<td>12 0 8</td>
</tr>
</tbody>
</table>

### Texts and References:

Skills for New Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCPAS204P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Skills for New Media</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Contact hours</td>
<td>45</td>
</tr>
</tbody>
</table>

Course objective
This course will prepare a student to write and publish in the new media environment. The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools.

Type of the course
Core | DSE | Project | GE | AECC | SEC

√

Pass marks
<table>
<thead>
<tr>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>Pass</td>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>50</td>
<td>35%</td>
<td>100</td>
<td>40%</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test*</td>
<td>Classroom Activity*</td>
<td>House Test*</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
*House test will be taken on completion of 75 percent of the syllabus.
" Practical exam will be conducted at the end of the year by an external examiner with assistance from the course teacher. The practical will consist of evaluation of the exercises undertaken by each student throughout the year (15 marks) along with a viva-voce (05 marks).

Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. $8 \times 1 = 08$ marks

Part B Five questions for short answers (25 words), each for two marks. All questions are compulsory. $5 \times 2 = 10$ marks

Part C Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered. $3 \times 4 = 12$ marks

Part D Three questions for long answers, each for 10 marks. Two questions are to be answered. $2 \times 10 = 20$ marks

Total Marks (A+B+C+D) 50 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
</tr>
<tr>
<td>I</td>
<td>STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.</td>
<td>15</td>
</tr>
<tr>
<td>II</td>
<td>ONLINE NEWS GATHERING: What is online journalism News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.</td>
<td>15</td>
</tr>
<tr>
<td>III</td>
<td>ONLINE NEWS WRITING: Storytelling: Non-liner storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.</td>
<td>15</td>
</tr>
<tr>
<td>IV</td>
<td>BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; Audio-visual elements; Interactivity, context.</td>
<td>15</td>
</tr>
</tbody>
</table>

Texts and References:
### Communication Skills

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCPAS303P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Communication Skills</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td>Contact hours</td>
<td>45</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td>Pass marks</td>
<td>Max</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

### Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test(^{\wedge})</td>
<td>Classroom Activity(^{*})</td>
<td>House Test(^{#})</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

\(^{\wedge}\) Class test will be taken on completion of 40% of the syllabus.

\(^{*}\) Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

\(^{\#}\) House test will be taken on completion of 75 percent of the syllabus.

\(^{\wedge}\) The practical examination to be conducted by an external expert will consist of viva-voce (05 marks) along with evaluation of a file maintained by each student of exercises completed during the year based on subunits I(b), II(b), III(b), and IV(b) (15 marks).

\(^{\#}\) The house test and theory exams will cover subunits I(a), II(a), III(a), and IV(a) only.

### Instructions for Paper Setters:

The question paper for the theory exam will have four parts. Each part will cover subunits I(a), II(a), III(a), and IV(a) only. The instructions part should be mentioned at the beginning of the Part of the question paper. Maximum time: 3 hours.

- **Part A**: Eight objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. \(8 \times 1 = 08 \text{ marks}\)
- **Part B**: Five questions for short answers (25 words), each for two marks. All questions are compulsory. \(5 \times 2 = 10 \text{ marks}\)
- **Part C**: Six questions for medium length answers (50 words), each for four marks. Three questions are to be answered. \(3 \times 4 = 12 \text{ marks}\)
- **Part D**: Three questions for long answers, each for 10 marks. Two questions are to be answered. \(2 \times 10 = 20 \text{ marks}\)

**Total Marks (A+B+C+D)**: 50 marks
**Instructions for candidates:**
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

## Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | SELF-ESTEEM:  
Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think. 
Subunit I(b): Practice exercises from the chapters ‘Self-esteem’ and ‘Self-awareness and self-knowledge,’ in Mandy Kotzman and Anne Kotzman (2008), *Listen to me listen to you: A step-by-step guide to communication skills training*, (pp.19-46). | 11 0 7 |
| II   | LISTENING:  
Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting; 
Subunit II(b): Practice exercises from the chapter ‘Effective listening,’ in Mandy Kotzman and Anne Kotzman (2008), *Listen to me listen to you: A step-by-step guide to communication skills training*, (pp. 47-72). | 11 0 7 |
| III  | SELF-ASSERTION:  
Subunit III(a): Self assertion: concept and need; Assertive Behaviour and Sell-Esteem; ‘Rights’ in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – ‘I’ messages, negotiation towards a workable compromise, free information, self-disclosure, negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan. 
Subunit III(b): Practice exercises from the chapter ‘Self-assertion,’ in Mandy Kotzman and Anne Kotzman (2008), *Listen to me listen to you: A step-by-step guide to communication skills training*, (pp.73-99). | 11 0 8 |
| IV   | OFFICIAL COMMUNICATIONS:  
Subunit IV(a): Writing process: designing the document, writing a first | 12 0 8 |
| Draft, editing the draft.  
| Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline;  
| Readership analysis – Managing readership expectations; Identifying the key persuasive factors;  
| Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered;  
| Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail;  
| Writing first draft – summaries, introductions, headings, bullet points;  
| Effective editing – paragraphs, sentences, words.  

**Subunit IV(b):** Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.

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**Texts and References:**

### Film Appreciation Skills

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCPAS304</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Film Appreciation Skills</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture: 3</td>
</tr>
<tr>
<td>Contact hours</td>
<td>45</td>
</tr>
</tbody>
</table>

**Course objective:**
An average movie-goer may be content with entertainment or catharsis, a student of communication analyses films for technique, art, style, and most importantly narrative of the film ‘text’. This course is intended to lay a foundation for such critical analysis of the film.

**Type of the course:**

<table>
<thead>
<tr>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
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</table>

**Pass marks:**

<table>
<thead>
<tr>
<th>Max</th>
<th>IA Pass</th>
<th>Max</th>
<th>Theory Exam Pass</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>35%</td>
<td>00</td>
<td>35%</td>
<td>100</td>
</tr>
</tbody>
</table>

**Examination Scheme:**

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test³</td>
<td>Classroom Activity*</td>
<td>House Test@$</td>
<td>70</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>40</td>
<td>00</td>
<td>100</td>
</tr>
</tbody>
</table>

³ Class test will be taken on completion of 40% of the syllabus.

*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

@$ House test will be taken on completion of 75 percent of the syllabus.

$ House test and Theory Examination will cover first four units only.

**Instructions for Paper Setters:**

Question paper for the theory exam will cover first four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

**Part A**
10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

**Part B**
Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

**Part C**
Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

**Part D**
Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

**Part E**
Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

**Total Marks (A+B+C+D+E)**

70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>FILM CONSTRUCTS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mise en scène: setting, performance and movement, costume and props;</td>
<td>11 0 0</td>
</tr>
<tr>
<td></td>
<td>Cinematography: colour, lighting, camerawork;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sound: Diegetic and non-diegetic sound.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>FILM EDITING:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concept; Styles – continuity editing, movement and speed, shot size,</td>
<td>11 0 0</td>
</tr>
<tr>
<td></td>
<td>cross-cutting; Editing decisions – Long take or montage.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>INTERPRETING FILMS:</td>
<td>11 0 0</td>
</tr>
<tr>
<td></td>
<td>‘Reading’ films: Audience as reader;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Film form: Formalism and realism;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Genre: Concept; Genre through image and sound.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>NARRATIVE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concept;</td>
<td>11 0 0</td>
</tr>
<tr>
<td></td>
<td>Plot structure – Character, stories, storytelling expectations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Narrative structure and the viewer – position of the viewer,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hollywood narratives, audience as a reader, narrative pleasure,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>narrative dependence on opposition.</td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>PRACTICE SESSIONS: WATCHING AND ‘READING’ FILMS</td>
<td>1 15 0</td>
</tr>
<tr>
<td></td>
<td>Watch the following films and analyse them using concepts learnt in</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Units 1 to 4: Pather Panchali, Kaagaz Ke Phool, Do Beegha Zameen,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jaane Bhi Do Yaaron, Vertigo, 8½, Life is Beautiful, Seven Samurai,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Artist.</td>
<td></td>
</tr>
</tbody>
</table>

Texts and References:

Motion pictures:
- Do Beegha Zameen (1953)
- Pather Panchali (1955)
- Kaagaz Ke Phool (1959)
- Jaane Bhi Do Yaaron (1983)
- Vertigo (1958)
- 8½ (1963)
- Life is Beautiful (1997)
- The Artist (2011)
Generic Elective Courses in Journalism and Mass Communication
Basic Principles of Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHE101</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Basic Principles of Communication</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td>Max</td>
<td>30</td>
</tr>
<tr>
<td>Pass</td>
<td>35%</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

*Class test will be taken on completion of 40% of the syllabus.
*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
*House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:
Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

| Part A | 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. | 10 x 1 = 10 marks |
| Part B | Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |
| Part C | Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |
| Part D | Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |
| Part E | Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. | 1 x 10 = 10 marks |

Total Marks (A+B+C+D+E) 70 marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

**Course Contents:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | COMMUNICATION BASICS:  
Concept and definitions of communication;  
Functions of communication;  
Elements and process of communication;  
Types of communication: intrapersonal, interpersonal, group and mass communication;  
Verbal and Non-verbal communication. | 19 4 0 |
| II   | COMMUNICATION AND SOCIETY:  
7 Cs of communication;  
Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication;  
Socialization and role of communication in socialization.  
Meaning in communication; Basics of signs, symbols and codes. | 19 4 0 |
| III  | COMMUNICATION MODELS:  
One-way and two-way models of communication;  
SMCR model;  
Lasswell formula;  
Osgood and Schramm model. | 19 4 0 |
| IV   | COMMUNICATION THEORIES:  
Bullet theory;  
Personal influence theory;  
Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories. | 18 3 0 |

**Texts and References:**

Broadcast Communication Basics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHAGE102</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Broadcast Communication Basics</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75 15 0 90</td>
</tr>
</tbody>
</table>

Course objective: This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitize them towards television and radio media and their content.

Type of the course:
- Core
- DSE
- Project
- GE
- AECC
- SEC

Pass marks:
- IA: Max 30, Pass 35%
- Practical: Max 0, Pass 0
- Theory Exam: Max 70, Pass 35%
- Total Max 100, Pass 40%

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
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<td></td>
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</tr>
</tbody>
</table>

Instructions for Paper Setters:
Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A: 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. 10 x 1 = 10 marks 5 x 4=20 marks

Part B: Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Part C: Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Part D: Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Part E: Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Total Marks (A+B+C+D+E) 70 marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the
candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
</table>
| I    | RADIO vs. TELEVISION:  
Characteristics of radio and television;  
Development of radio and television in India;  
Strengths and weaknesses of radio and television;  
Role and functions of radio and television in society. | 19 4 0 |
| II   | TV PROGRAMMING GENRES:  
Types of programming: Fiction, Non-fiction and Mixed;  
Live, Packaged and Mixed;  
Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc. | 19 4 0 |
| IV   | RADIO PROGRAMMING:  
Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes. | 18 3 0 |
| IV   | BROADCAST INDUSTRY:  
Doordarshan: Organisation structure; Doordarshan Kendras;  
Private Television Ownership and control in India;  
Analog Transmission: AM and FM;  
Growth of private FM channels in India; Community Radio; Campus Radio;  
Digital radio: Internet radio, satellite radio, visual radio. | 19 4 0 |

Texts and References:


• GoI (1983). *This is All India Radio: A handbook of radio broadcasting in India*, Publications Division, Ministry of Information and Broadcasting, Government of India.


Marketing Communication Basics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMCHE201</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Marketing Communication Basics</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture 5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
</tr>
</tbody>
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Examination Scheme:

<table>
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<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test^</td>
<td>Classroom Activity^</td>
<td>House Test®</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.

*C*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.

®House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. 10 x 1 = 10 marks 5 x 4=20 marks

Part B Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Part C Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Part D Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Part E Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. 1 x 10 = 10 marks

Total Marks (A+B+C+D+E) 70 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the
candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>MARKETING MIX:  Marketing Mix: Meaning and components;  Factors Determining Marketing Mix;  Advertising as a tool of Marketing;  PR as a tool of Marketing;  Evolution of Advertising;  Evolution of Public Relations.</td>
<td>L 19  T 4  P 0</td>
</tr>
<tr>
<td>II</td>
<td>ADVERTISING – BASIC CONCEPTS:  Definition, origin &amp; development;  Scope, need and functions of advertising;  Process of advertising;  Advertising and Sales Promotion;  Advertising and Publicity;  Advertising and Personal Selling;  Advertising and Public Relations.</td>
<td>L 19  T 4  P 0</td>
</tr>
<tr>
<td>III</td>
<td>PR – BASIC CONCEPTS:  Public Relations: meaning, definition and objectives;  Importance and functions of Public Relations;  Types of public;  Process of Public Relations;  Principles of Public Relations.</td>
<td>L 19  T 4  P 0</td>
</tr>
<tr>
<td>V</td>
<td>ESSENTIALS OF AD AND PR:  Types of advertising;  Campaign approach to advertising;  ASCII’s code of Advertising Practice;  Ethical issues in Public Relations;  PRSI code of ethics for PR.</td>
<td>L 18  T 3  P 0</td>
</tr>
</tbody>
</table>

Texts and References:
New Media Basics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMC\textup{H\textup{A}\textup{G\textup{E}202}}</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>New Media Basics</td>
</tr>
<tr>
<td>Course Credits</td>
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<tr>
<td>Lecture</td>
<td>Tutorial</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
<tr>
<td>Course objective</td>
<td>The course acquaints a student with conventional and the new media technologies, with a special focus on networking. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.</td>
</tr>
<tr>
<td>Type of the course</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass marks</td>
<td>IA</td>
</tr>
<tr>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
</tr>
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</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test^</td>
<td>Classroom Activity^*</td>
<td>House Test^@</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.
^*Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
^@House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A 10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory. 10 \times 1 = 10 marks 5 \times 4 = 20 marks

Part B Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered. 1 \times 10 = 10 marks

Part C Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered. 1 \times 10 = 10 marks

Part D Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered. 1 \times 10 = 10 marks

Part E Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered. 1 \times 10 = 10 marks

Total Marks (A+B+C+D+E) 70 marks

Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Contents:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>NEW MEDIA AND NEW TECHNOLOGIES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertexual, virtual, networked, and simulated;</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Old media versus new: comparison and similarities;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Convergence: Blurring of boundaries between IT, telecommunications and media;</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>INTERNET:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>History and development;</td>
<td>18 3 0</td>
</tr>
<tr>
<td></td>
<td>Forces that shape internet;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Web 2.0 technologies: Meaning and applications;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social networking and mobile media;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Web 3.0: Concept.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>SOCIETY IN THE INFORMATION AGE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concepts of information society, network society and mass society.</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Levels of social networks: individual relations, group and organizational relations, societal relations, global relations;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Historical and social causes for rise of networks; Comparison of mass society with network society.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>NEW MEDIA IN EVERYDAY LIFE:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.</td>
<td></td>
</tr>
</tbody>
</table>

Texts and References:

Media and Culture

Course Code: BJMC-PAGE301
Course Title: Media and Culture
Course Credits:

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

Contact hours:

<table>
<thead>
<tr>
<th></th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Practice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75</td>
<td>15</td>
<td>0</td>
<td>90</td>
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</tbody>
</table>

Course objective:
The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.

Type of the course:

<table>
<thead>
<tr>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pass marks:

<table>
<thead>
<tr>
<th></th>
<th>Max</th>
<th>Pass</th>
<th>Max</th>
<th>Pass</th>
<th>Max</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>IA</td>
<td>30</td>
<td>35%</td>
<td>0</td>
<td>0</td>
<td>70</td>
<td>35%</td>
</tr>
<tr>
<td>Practical</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theory Exam</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100</td>
<td>40%</td>
</tr>
<tr>
<td>Total</td>
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<td></td>
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</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical</th>
<th>Theory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attendance</td>
<td>Class Test</td>
<td>Classroom Activity</td>
<td>House Test</td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

^Class test will be taken on completion of 40% of the syllabus.
^Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
^House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:

Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

Part A
10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.
Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.

Part B
Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.

Part C
Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.

Part D
Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.

Part E
Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.

Total Marks (A+B+C+D+E) 70 marks
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L  T  P</td>
</tr>
<tr>
<td>I</td>
<td>UNDERSTANDING CULTURE: Mass Culture; Popular Culture; Folk Culture; Sub Cultures; Media and Culture; Media and technologies: Folk Media as a form of mass culture; Live performance, Audience in live performance; Media technologies; Medium is the message; Technological Determinism; New Media and cultural forms.</td>
<td>19 4 0</td>
</tr>
<tr>
<td>II</td>
<td>CRITICAL THEORIES: Frankfurt School; Media as cultural industries; Political economy; Ideology and hegemony.</td>
<td>19 4 0</td>
</tr>
<tr>
<td>III</td>
<td>REPRESENTATION MEDIA AS TEXTS: Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in media.</td>
<td>18 3 0</td>
</tr>
<tr>
<td>IV</td>
<td>AUDIENCES: Uses and Gratification Approach; Reception studies; Active Audiences; Women as audiences; Music and the popular; Fandom.</td>
<td>19 4 0</td>
</tr>
</tbody>
</table>

Texts and References:
- Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)
• James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, Mcluhan
Introduction to Visual Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>BJMC/PA/GE 302</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Introduction to Visual Communication</td>
</tr>
<tr>
<td>Course Credits</td>
<td>Lecture</td>
</tr>
<tr>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Contact hours</td>
<td>75</td>
</tr>
</tbody>
</table>

Course objective:
This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.

Type of the course:

<table>
<thead>
<tr>
<th>Core</th>
<th>DSE</th>
<th>Project</th>
<th>GE</th>
<th>AECC</th>
<th>SEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
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</table>

Pass marks:

<table>
<thead>
<tr>
<th>IA</th>
<th>Practical</th>
<th>Theory Exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max</td>
<td>Pass</td>
<td>Max</td>
<td>Pass</td>
</tr>
<tr>
<td>30</td>
<td>35%</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Examination Scheme:

<table>
<thead>
<tr>
<th>Components</th>
<th>Internal Assessment</th>
<th>Practical Examination</th>
<th>Theory Examination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Class Test(^*)</td>
<td>Classroom Activity(^\circ)</td>
<td>House Test(^\circ)</td>
<td></td>
</tr>
<tr>
<td>Marks</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

\(^*\)Class test will be taken on completion of 40% of the syllabus.
\(^\circ\)Classroom Activity marks will be awarded by the course teacher on the basis of assignments/tutorials/general behavior in the class.
\(^\circ\)House test will be taken on completion of 75 percent of the syllabus.

Instructions for Paper Setters:
Question paper for the theory exam will cover all four units as explained below. The instructions should be mentioned at the beginning of each part of the question paper. Maximum time: 3 hours.

<table>
<thead>
<tr>
<th>Part</th>
<th>Questions</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10 objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory. Five short answer questions (25 to 50 words) covering whole syllabus for four marks each. All questions are compulsory.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 x 4 = 20 marks</td>
</tr>
<tr>
<td>B</td>
<td>Two long answer type questions, each for 10 marks, from Unit I. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>C</td>
<td>Two long answer type questions, each for 10 marks, from Unit II. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>D</td>
<td>Two long answer type questions, each for 10 marks, from Unit III. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>E</td>
<td>Two long answer type questions, each for 10 marks, from Unit IV. A question may contain subparts. One question is to be answered.</td>
<td>1 x 10 = 10 marks</td>
</tr>
<tr>
<td>Total Marks (A+B+C+D+E)</td>
<td></td>
<td>70 marks</td>
</tr>
</tbody>
</table>
Instructions for candidates:
Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>BASIC CONCEPTS:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>The power of visual communication;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perception: Meaning and function in communication, visual perception;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Four stages of visual perception: Viewing, brain processing of visual</td>
<td></td>
</tr>
<tr>
<td></td>
<td>information, psychological processing, adding social-cultural</td>
<td></td>
</tr>
<tr>
<td></td>
<td>dimension.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>PSYCHOLOGICAL PROCESSING:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>perception of relationships, building of structures, predictive order,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>coalescing the real and the perceived, framing and contextualising,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>perceiving time, space and movement);</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gestalt Psychology: Whole and parts;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gestalt Principles: Similarity, Proximity, Continuation, Closure,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Figure/Ground.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>CULTURAL CODES:</td>
<td>19 4 0</td>
</tr>
<tr>
<td></td>
<td>Foundations for a Theory of Signs;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Relations between signs and what they signify;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Relation between signs and their users;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signification: from Denotation to Connotation.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>VISUAL CULTURE:</td>
<td>18 3 0</td>
</tr>
<tr>
<td></td>
<td>Three types of responses to mass media images: dominant or preferred</td>
<td></td>
</tr>
<tr>
<td></td>
<td>readings, negotiated readings, oppositional readings;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concept of gaze: desire, voyeurism, critique of male gaze, and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>interactive gaze, masculine and feminine identities.</td>
<td></td>
</tr>
</tbody>
</table>

Texts and References: