



Ref: RU/FPS/DJMC/BOS/2019/001

Dated: 13-June-2019

Faculty of Professional studies

Department of Journalism and Mass Communication

Minutes of Meeting

Boards of Studies

An Online meeting of Boards of Studies of Department of Journalism & Mass Communication was held on 13-06-2019 in Director Office. The following members were present:

- | | |
|-----------------------|---------------|
| 1. Dr. Santosh Gautam | - Chairperson |
| 2. Mr. Pranav Singh | - Member |

The following members agreed to review the minutes in Delhi.

- | | |
|---|-------------------|
| 1. Dr. Rashmi Gautam, CSJM university, Kanpur | - External Member |
| 2. Dr. Dharendra Kumar Rai, BHU, Varanasi | - External Member |

Short description of Agenda:

1. Action Taken Report (ATR) on Minutes of Previous Meeting.

The BOS committee confirmed the minutes of the BOS meeting held on 13th June, 2019.

2. Review of existing programs and their curriculum and necessary changes in the curriculum.
3. Review of Teaching Pedagogy.
4. Planned periodic workshops, Short Term Courses, expert lectures, visits to media industries on topics such as television news production, print production, radio production, digital media production etc.

Agenda 1

- ☐ To review and recommended the syllabus for BJMC course.
- ☐ Change and upgradation in the syllabus
- ☐ Change of paper code

Recommendation /Action Taken: Approved

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BJMC 2018-19 1st Semester	BJMC 2019-20 1st Semester	New Subject Code
Introduction to Communication	Introduction to Mass Communication(Name Change)	BJM-101(Code change)
Basic Writing skills	Basic Writing skills for media (Name Change)	BJM-102(Code change)
History of Indian Journalism	Introduction to Indian Journalism (New subject added)	BJM-103(Code change)
Fundamental Of Computers	Practical (New subject added)	BJM-104(Code change)
Indian Social Structure & Current Affairs	Environmental Studies (New subject added)	CBHU-101(Code change)

BJMC 2018-19 2nd Semester	BJMC 2019-20 2nd Semester	New Subject Code
Indian Politics & current affairs	Application of Computer in Journalism(New subject added)	BJM-201(Code change)
Media law & Ethics	Graphic and Design(New subject added)	BJM-202(Code change)
Print Media Reporting	Print Media: Reporting & Editing(New subject added)	BJM-203(Code change)
Print Media Editing	Application of Computer in Journalism (Practical) (New subject added)	BJM-204(Code change)
Introduction to Photography	Photo Journalism (Name change)	BJM-205(Code change)
-	English Communication(New subject added)	CBHU-202(Code change)

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BJMC 2018-19 3rd Semester	BJMC 2019-20 3rd Semester	New Subject Code
Indian Economy & Current Affairs	Indian Economy & Current Affairs	BJM-301
Design & Graphic	News Paper & Magazine Design and Graphics (New subject added)	BJM-302(Code change)
Introduction to electronic media	Introduction to electronic media	BJM-303
Communication for development	Communication for development	BJM-304
Media Writing: Radio	Media Writing: Radio	BJM-305
Practical	Remove	Remove

BJMC 2018-19 4th Semester	BJMC 2019-20 4th Semester	New Subject Code
Indian Culture & Current Affairs	Indian Culture & Current Affairs	BJM-401
Radio production techniques	Radio production techniques	BJM-402
Radio Journalism and Program Format	Radio Journalism and Program Format	BJM-403
PR and Advertising	PR and Advertising	BJM-404
Media Writing: TV	Media Writing: TV	BJM-405
Practical	Practical	BJM-406
	MOOC	

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BJMC 2018-19 5th Semester	BJMC 2019-20 5th Semester	New Subject Code
Science technology and current affairs	Science technology and current affairs	BJM -501
Basics of Camera, light and sound	Basics of Camera, light and sound	BJM-502
TV Journalism and Program production	TV Journalism and Program production	BJM-503
Event management	Event management	BJM-504
Writing for New Media	Writing for New Media	BJM-505
Practical	Practical	BJM-506

BJMC 2018-19 6th Semester	BJMC 2019-20 6th Semester	New Subject Code
Foreign Affair & Current Affairs	Media Law and Ethics (New subject added)	BJM-601(Code change)
Video Production Techniques	Video Production Techniques	BJM-602
Advance Journalism	Advance Journalism	BJM-603
Research Methods	Research Methods	BJM-604
Dissertation/ Final Project	Dissertation (Name Change)	BJM-605
Practical	Practical	BJM-606

Agenda 2:

- ☐ The board revised and approved the syllabus for the choice-based credit system for the post graduate program of MJMC in Journalism and Mass communication
- ☐ To review and recommend syllabus of MJMC
- ☐ Change of Paper code.

Recommendation /Action Taken: Approved

- ☐ The members discussed the syllabus in details and replaced these mentioned below subjects and its content from MJMC syllabus
- ☐ The board revised and approved the syllabus for the choice-based credit system for the post graduate program of MJMC in Journalism and Mass communication
- ☐ To review and recommend syllabus of MJMC

MJMC 2018-19 1st Semester	MJMC 2019-20 1st Semester	New Subject Code
Communication: theories & Models	Communication: theories & Models	MJM-101
Social & Political structure of India	Social & Political structure of India	MJM-102
Media writing	Media writing	MJM-103
Reporting and Editing	Reporting and Editing	MJM-104
Practical	Radio : Journalism and Production (Practical)	MJM-105

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MJMC 2018-19 2nd Semester	MJMC2019-20 2nd Semester	New Subject Code
Advance Reporting and Editing	Advance Reporting and Editing	MJM-201
Radio: Journalism and Production	Radio: Journalism and Production	MJM-202
Media laws and ethics	Media laws and ethics	MJM-203
Media management	Media management	MJM-204
Practical	Practical	MJM-205

MJMC 2018-20 3rd Semester	MJMC 2019-20 3rd Semester	New Subject Code
TV Journalism and Production	TV Journalism and Production	MJM-301
Public Relations	Public Relations	MJM-302
Communication for development	Communication for development	MJM-303
Media Research	Media Research	MJM-304
Practical	Practical	MJM-305

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MJMC 2018-19 4th Semester	MJMC 2019-20 4th Semester	New Subject Code
New Media	New Media	MJM-401
Advertising	Advertising	MJM-402
Film Studies	Film Studies	MJM-403
Dissertation/Final Project	Dissertation/Final Project	MJM-404
Practical	Practical	MJM-405

S. No.	Item No.	Existing	Recommendation /Action Taken
1.			
2.	<ul style="list-style-type: none"> <input type="checkbox"/> The board revised and approved the syllabus for the choice-based credit system for the post graduate program of MJMC in Journalism and Mass communication <input type="checkbox"/> To review and recommend syllabus of MJMC 		Whole syllabus has been revised according to new CBCS curriculum
3.	<ul style="list-style-type: none"> <input type="checkbox"/> Approval of Paper setter, Paper moderator, Answers script evaluator, Dissertation evaluator, and examiner for Viva-voice for BJMC & MJMC course 		The members of BOS committee discussed agenda 3 and approved the name for Paper setter, Paper moderator, Answers script evaluator, Dissertation evaluator, and examiner for Viva-voice for BJMC & MJMC course

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Agenda 3:

- ☐ Review teaching pedagogy
- ☐ Key points discussed in the meeting are:
 - i. Practical Journal to be made compulsory for both the years
 - ii. Emphasis of Production work in each year
 - iii. Inclusion of digital platform in every subject
 - iv. Emphasis on ICT and e-resources as teaching learning aids.
 - v. Increase in the workshops/Seminars/Webinars and guest lectures for every semester.

Action Taken: Implemented

Any other issue with the permission of the Chair: ----

The meeting concluded with a vote of thanks to the chair.

Date of the Next Meeting: to be decided and conveyed later

(Chairman)

Encl.: Recommended curriculum attached for consideration and approval.

CC:

1. Dean Academics Office
2. Registrar Office

Chairperson

Signature:

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature:

1.....

Name: Mr. Pranav Singh

Date: 13-06-19

External Members

Signature:

1.....

Name: Dr. Rashmi Gautam

Date: 13-06-2019

2.....

Name: Dr. Dharendra Rai

Date: 13-06-19

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Encl.: Recommended Curricula attached for consideration and approval.
CC:

1. Dean
2. Registrar Office

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BJMC Program details:

Bachelor of Journalism and Mass Communication (BJMC) provides opportunities to students to study variety of subjects in the field of mass communications ranging from print, online, web and broadcast media. This course has divided into six semesters in duration of 3 years; BJMC gives hands on training in reporting, writing, creative writing broadcasting, films and critical thinking in order to create media professionals who are at par with the media industry. We provide highly professional environment such as community radio station, Newsroom studio to the broadcast media aspirants. We also provide highly equipped media lab for editing and designing news for electronic as well as print media. The program follows CBCS (Choice Based Credit System) which encourages inter-disciplinary approach allowing student to choose any subject of their choice offered by various departments. This allows students to get a Major degree in Journalism and Mass Communications along with a Minor degree in their chosen subject.

Program Educational Objectives

At Rama University Journalism and Mass Communication program will prepare its graduates to:

PEO-1: To equip students with the knowledge and essentials skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.

PEO-2: After the completion of the course, the student will be industry ready to successfully merge into the existing industrial requirements.

PEO-3: The course will open avenues for students to pursue the career in Print and Electronic, Radio and TV Production, Films, Integrated Marketing, Advertising, etc.

PEO-4: Students are provided with a holistic view of the subject in a gradual and progressive manner so, as to allow them the time to understand the key concepts and principles.

PEO-5: The LCD projector in class helps the students to see the latest movies and educational CDs related with their professional's subjects.

Program Specific Outcomes

PSO-1: Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

PSO-2: The course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.

PSO-3: The ability to report in depth, using a wide variety of sources to provide context, accuracy, and balance.

PSO-4: The ability to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.

PSO-5: An understanding of the roles and duties of journalism in society, and recognition of the legal and more implications of their work.

Program Outcomes:

The main outcomes of the BJMC program are given here. At the end of the program a student shall be able:

PO-1: Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

PO-2: Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

PO-3: Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

PO-4: Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

ORDINANCE FOR BJMC, MJMC & PGDJMC

Applicability: This ordinance shall be applied to all programs leading to the Bachelor of Journalism and Mass Communication, Masters of Journalism and Mass Communication, and Post Graduate Diploma in Journalism and Mass Communication; and all programs under this ordinance shall follow the semester system.

1. Definitions:

1. An academic year comprises a period of nearly 12 Months, devoted to achieve desired goals, and also devoted to completion of all requirements specified in the scheme of study, evaluation and normally is from July to August.

1.1. Academic program means program of courses or any other component leading to the award of a Bachelor's degree or Master's degree, or other Diplomas. The Bachelor of Journalism and Mass Communication (BJMC) program shall be for a minimum duration of six (6) consecutive semesters of six (6) months each, i.e., three (3) years; the Masters of Journalism and Mass Communication (MJMC) program shall be for a minimum duration of four (4) consecutive semesters of six (6) months each, i.e., two (2) years; and the Post graduate diploma in Journalism and Mass Communication (PGDJMC) program shall be for a minimum duration of two (2) consecutive semesters of six (6) months each, i.e., one (1) year. The odd semester will start ordinarily in the month of July and the even semester in the month of January of every year.

1.2. Semester System – An academic program wherein each academic year is bifurcated into two semesters of equal period.

1.3. The Board of Studies (BOS) shall mean a group of faculty members of the institution that will include internal as well as external members. It will assess and design syllabus time to time, and also formulate/enact a code of conduct for the aforementioned programs.

1.4. A course means a component of the academic program that shall carry a distinctive course code No. and specific credits assigned to it.

1.5. An external examiner shall evaluation practical and theory copies of the students. An external examiner shall mean an examiner who is not in the employment of the University.

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- 1.6.A student shall mean a person has enrolled to the institution of the university for any of the academic program(s) to which this ordinance shall be applicable.
- 1.7.Institution means Faculty of Professional Studies, and Department means Department of Journalism and Mass Communication, Rama University, Mandhana, Kanpur, (UP) - 209217.
- 1.8. MANCOS means management committee which shall be a committee and has constituted to co-ordinate and ensure the smooth running of the courses included in the particular program.

2. Admission

The University will permit admission and shall conduct entrance examinations for all academic programs as per the rules prescribed by the academic council of the Rama University, Mandhana, Kanpur, (UP) – 209217; and as it may notify from time to time for awarding Bachelor's/Master's degrees, Undergraduate/Post-graduate diplomas, as the case may be, as per the prescribed schemes of Study & Evaluation and syllabi as are approved by the Academic Council.

3. Eligibility to get admission

- 3.1 A candidate who has passed the Higher Secondary (10+2) or its equivalent examination is eligible to seek admission to the 1st year of the 3-year (six semesters) BJMC. For Master's degree or postgraduate diplomas, a candidate who has passed graduate (10+2+3) any discipline is eligible to seek admission to the 1st semester of MJMC 2-year course or PGDJMC one year course.
- 3.2.Admission to first semester / lateral entry to third semester, where applicable, shall be made as per the rules prescribed by the Academic Council of the university, duly notified in the admission brochure.
- 3.2 . A candidate shall normally have 50 percent marks (45% for SC/ST) in (10 + 20 higher secondary examination to be eligible to take admission to the BJMC program offered by the Rama University, Mandhana, Kanpur. For MJMC, a candidate shall normally have 55 percent marks (50% for SC/ST) in graduation examination, i.e., acquired Bachelor's degree to be eligible to get admission to the MJMC program offered by Rama University, Kanpur.

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3.4 Reservation Policy for admission in BJMC, MJMC degree or PGDJMC courses of studies

shall be guided by the Uttar Pradesh State Council of Higher Educational (Reservation in Admission), Act, 1995.

3.5 The details of the eligibility and the criteria for merit for various programs offered by the University and covered by this ordinance shall be as notified in the admission brochure.

3.6 A student who has been provisionally admitted to any academic program, because of non submission of the result of the qualifying examination at the time of admission, he/she shall have to submit the result in the University latest by November 15 of the academic year, except where regulatory councils norms prescribe otherwise, to prove his/her eligibility to continue in the program offered by Rama University, Kanpur.

4. Attendance

4.1 A student shall attend at least 75% of the total number of course held, shall be allowed to appear at the concerned Semester Examinations subject to fulfillment of other conditions laid down in the regulations.

4.2 A student attending at least 60% but less than 75% of the total number of classes held shall be allowed to appear at the concerned Semester Examinations subject to the payment of prescribed condonation fees and fulfillment of other conditions laid down in the regulations.

4.3 Every student is required to attend all the lectures, tutorials, practical and other prescribed curricular and co-curricular activities. The attendance can be condoned up to **25% on the medical ground and other genuine reasons beyond the control of students.**

4.4 Further relaxation of attendance up to 10% for a student can be given by the Dean, he/she has been absent with prior permission of head of the department for acceptable reason to him. Vice Chancellor may further condone attendance shortage up to 5% on genuine grounds. However, under no circumstances, a student with an attendance of less than 60% shall be allowed to appear in the semester end examination of that subject. Provided that late admitted student in the first semester of any course must maintain at least 80% attendance (including medical grounds and other reasons) from the date of their admission.

4.5 No student will be allowed to appear in the end semester examination, if he/she would not satisfy the overall average attendance requirements of clause No. 4.3 and 4.4, and such candidate shall be treated as having failed, and he/she will be further governed by clauses No. 4.1, 4.2, & 4.3.

5. Duration of course

5.1 The total duration of the BJMC course shall be 3 years, MJMC course shall be 2 years and PGDJMC course shall be 1 year. Each semester shall normally have teaching 90 working days or as prescribed by UGC time to time.

5.2 A candidate who has failed twice in first year due to any reason (either due to his/her non-appearance or he /she being not permitted to appear in semester examination) shall not be allowed to continue his/her studies, further he/she may be subjected to clause No. 9

6. Content, Medium of study

6.1 A Bachelor's/Master's degrees/ diploma programs shall comprise of a number of courses and/or other components as specified in the Scheme of Study & Evaluation and Syllabi of the concerned program, as are approved by the Ordinance Effective: 2019-20. Each course shall be assigned a weight-age in terms of specified Credits.

6.2 The medium of teaching and examination shall be as specified in the Scheme of Study & Evaluation.

6.3 The minimum period required for completion of a program shall be the program duration as specified in the Scheme of Study & Evaluation and Syllabi for the concerned program.

6.4 The maximum permissible period for completing a program for which the prescribed program duration is n semesters, shall be (n + 4) semesters. All the program requirements shall have to be completed in (n + 4) semesters, i.e. the program duration in years and two additional years. However, in case of program where the duration is less than two (2) years the requirement for completion of the program shall be (n+2) semesters i.e. the program duration in year and one additional year.

6.5 A student will have the option to take additional course(s) not included in the Scheme of Study & Evaluation, or one of the elective course(s) in the Scheme of Study & Evaluation and Syllabi. Such additional course(s) shall be shown in the mark sheet of

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the semester in which the course has been taken and also in the final consolidated mark-sheet under a distinct head of “Additional Course(s)” provided the attendance requirement of the course is duly certified to have been met by the concerned teacher(s), and the student has appeared in the semester end examination conducted by the University. However, such additional courses shall not be given any weightage in terms of CPI and/or credits required to successfully complete the program.

7. Education exchange program/migration

If university will sign MOUs with International Universities/state University/colleges which will permit student exchange and credit transfer facilities with Foreign Universities/ Central /State Universities/College. Under the arrangement a student may be allowed to migrate to any other university within or outside India after 1 year/2 years / 3 years of study at Rama University for program having duration of 2 years/3 years/4 years respectively. He/She will continue his/her further study for 1 year at the university abroad or other central/state university/college to fulfill the requirements of the degree. Degree shall be awarded as per the arrangements between the two Universities. Similarly, a candidate may be allowed to take up the admission in Rama University, after study from any other University abroad/Central/State/college. He/she will continue his/her further study for 1 year in Rama University to fulfill the requirements of the degree. Also on mutual understanding the student of either of the Universities would be allowed to take short term course or audit course at the other University and the credit for the same will be given by the University in which the student is registered. The above shall be after the recommendation of Credit Evaluation Committee of both the Universities on mapping of the courses. The duration of study in the collaborating university will not be more than 2 years under any circumstance. A student pursuing bachelor/master program from other institutions/ universities can migrate to the university if he/she has successfully completed the first year of studies with a minimum of 60% marks and will produce no objection certificate from the previous institution/university. The Dean/Director/Principal of the college shall evaluate the application(s) of such candidates and process the same as per the *University Guidelines for Inward Migration of Students* and submit the case to the office of the Registrar for approval of the migration.

8. Board of faculty

Each Institute will have its Board of Faculty, the constitution of which shall be as follow:

- i) Dean of Faculty (Chair person)
- ii) Principal/HOD of the faculty
- iii) All Professors of the college; if there is no Professor in the Department, two senior most faculty shall be members of the board.
- iv) Any expert(s) nominated by the Vice-Chancellor, if and when required. The Board of Faculty will deliberate upon all matters related with teaching, research and consultancy services including the recommendations of the BOS for approval by Academic Council.
- v) The Board of Faculty shall meet as and when required but at least once in an academic year.

9. Board of studies

Every College will have its Board of Studies for each department, the constitution of which shall be as follows:

- (a) Dean of the faculty (Chairperson)
- (b) All Professors of the department (if there is no Professor in the Department, two senior most faculty), two Associate Professors and one Assistant Professor will be members of the board Ordinance Effective: 2019-20.
- (c) Two experts from another University nominated by the Vice-Chancellor
Note: Dean of the faculty (Chairperson), provided the Dean of the faculty is of the Professor rank, else the Director/Principal of the college shall be the chairperson. The BOS will look into the matter related to the syllabus of all courses being run by the department and will also coordinate the need for improvement and modification of the syllabus and other needs to strengthen the department. The board will also send its recommendation on credit mapping in case of collaborations with foreign Universities or other certifying agencies. The Board of Faculty/Board of Studies shall be approved by the Vice Chancellor and have tenure of two years. The board shall meet as and when required, but at least once in an academic year.

10. Academic review committee

There shall be an Academic Review Committee in each faculty, the composition of which shall be as follows:

All the Professors of the college/faculty shall constitute the Academic Review Committee of which the Principal of the College/Dean of the faculty shall act as its Chairperson. If there is no Professor in the college, two senior most faculty members will be members of the committee. This Committee shall coordinate the implementation of the program requirements for optimum utilization of resources and shall also take care of the coordination of the programs with the other programs run by the different colleges of the University. The Academic Review Committee shall be responsible for the following:

- (a) Propose the Academic Calendar of the program to the university for integration in the University Academic calendar.
- (b) Propose the dates for internal and external examinations.
- (c) Propose the panel of examiners for external theory and practical examination to board of studies/ board of faculty.
- (d) Monitor and keep a check on the internal marking by the faculty and marks forwarded to the University.
- (e) Ensure that the external practical evaluation is as per norms.
- (f) Attendance of the students of the program and listing the detained students
- (g) Progress of syllabus teaching

The Academic Review Committees shall also perform other tasks as assigned to it by the Board of Studies of the concerned college of the University. The Academic Review Committee shall meet once every month and the meeting will be recorded and minutes sent to the Vice Chancellor for information.

11. Examination

11.1. The performance of a student in a semester shall be evaluated through continuous evaluation and end semester examination. The continuous evaluation shall be based on Mid Term Examination, Assignments/Tutorials, quizzes/Viva-voce, and attendance. The marks for continuous assessment/evaluation shall be awarded at the end of the semester. The end semester examination shall be comprised of written paper, practical, and viva-voce, inspection of certified

course work in the classes, laboratories, project work, design report, by means of any combination of these methods.

- 11.2. The distribution of marks for seasonal, end semester theory paper, practical and other examination, seminar, project, industrial training shall be as prescribed.
- 11.3. The marks obtained in a subject shall consist of marks allotted in the end semester theory paper, practical examination and seasonal work.
- 11.4. The minimum passing marks in each theory subject (including seasonal marks) shall be 40% with a minimum of 30% marks in each theory paper in the end semester examination. If there is no provision of seasonal marks in any subject, the minimum passing marks in that subject shall be 30% in the end semester examination.
- 11.5. The minimum passing marks in a project/practical subject (including seasonal marks, if any) shall be 50 percent.
- 11.6. A candidate in order to pass must secure 50% marks in the aggregate, in a particular academic year inclusive of both semesters of the academic year.
- 11.7. The minimum passing marks in seminar, industrial training, educational tour, or viva-voce etc shall be 50 percent.
- 11.8. For every student, one month internship training in any media house is compulsory. Although no marks will be awarded for it, but his/her final result will be declared only after submission of internship certificate.

Conduct of semester-end examination

- i) All Semester-end examinations shall be conducted by the Controller of Examinations.
- ii) The schedule of examination shall be notified by the Controller of Examinations at least ten (10) days prior to the first day of the commencement of Semester-end examinations.
- iii) For theory as well as practical examinations and dissertation/thesis/ project report/training report, all examiners shall be appointed by the Controller of Examinations with the prior approval of the Vice-Chancellor unless the power is delegated to the Controller of Examinations by the Vice Chancellor in writing. Name of examiners shall be obtained from the concerned Director/Principal of the college / Head of the department, from the panel recommended by the Board of Studies/ Board of Faculty. At least one examiner

for practical subjects in the final and pre-final year shall be from industry related to the program.

The Controller of Examinations shall be authorized to add one or more names in the panel of examiners received by him from the college before the list is submitted to the Vice-Chancellor for his/her approval. However, the Vice Chancellor, if deemed fit can appoint examiners out of the list proposed by the Controller of Examinations.

After the receipt of the question paper(s) from the paper setter, the same shall be moderated by the moderator(s) to be appointed by the Controller of Examinations with the approval of Vice Chancellor. Controller of Examinations shall ensure that minimum of two question papers duly moderated in each subject are available in the question paper bank.

The Examiner appointed by the Controller of Examinations, out of the approved panel for setting the Question paper, shall set the Question paper in accordance with approved scheme/syllabus

Internal assessment

The general procedure for internal evaluation and the weight-age of the marking to calculate the internal marks to be sent to the examination division of the University shall be as follows.

1. The continuous evaluation shall be 20 marks which includes attendance, Assignment/GD/Debates/ Seminar /Term paper/Project etc., i.e.,
For continuous Evaluation (CE) is such as: 20 Marks
Attendance – 10 Marks
Assignment/GD/Debates/ Seminar /Term paper/Project – 10 Marks
2. Two internal examinations of 20 Marks each shall be conducted, i.e., Mid-Term paper and Pre-University Test of which the highest acquired marks of the students will be considered as final internal 20 marks of the students.

Semester-End Examination

Semester-End Examination shall be 60 Marks and it will be conducted under the supervision of the controller of examination.

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Dissertation: For dissertation in final year of graduation/ Master's degree programs, wherever specified in the syllabus, the internal and external evaluation shall be done and marks awarded as detailed in the Schemes of Study & Evaluation.

The University shall have the right to call for all the records of teacher's continuous evaluation and moderate the teacher's evaluation, if it deems fit in any specific case(s).

Semester-end practical examinations shall be coordinated by the Director /Principal /Dean/HOD of the college from the appointed examiners by the Controller of Examination. He/She will ensure the proper conduct and fair evaluation of the practical and the student record.

The results of a semester (including both the semester-end examinations and internal assessment) shall be declared by the Controller of Examinations. However, after scrutiny of the detailed result, if it is observed by Controller of Examinations that there has been a distinct change of standard in the examination as a whole or in a particular course, he may refer the matter to the Examination Committee for moderation.

The award list containing the marks obtained by all the students in various courses shall be issued by the Controller of Examinations, at the end of each semester, after the declaration of the result to the Dean/Director/ Principal of the college for notification and records and also ensure the same is updated in the University ERP system and uploaded in the University web site.

Final summary of internal marks obtained by the student shall be displayed on the notice board of the college by the departments on the last teaching day of the semester and also uploaded on the University ERP enabling the student to have the information. The compiled internal marks shall be sent to the Controller of Examinations before the start of the end semester examination. Dean/Director/ Principal of the college will ensure that the complete records of the internal marks are properly displayed for information to the students and the same duly compiled reach the examination division on time.

12. CRITERIA FOR PASSING COURSES, MARKS AND DIVISIONS

Section (a)

- i) Appearing in all courses/papers as prescribed in the scheme of Study & Evaluation, both internal and external and obtaining a minimum of 45% marks in aggregate in each course including the semester-end examination and the teacher's continuous evaluation shall be essential for passing the course and earning its assigned credits. A candidate, who secures less than 45% marks in a course, shall be deemed to have failed in that course.
- ii) Grace Marks – A student shall be eligible for grace marks for clearing one or more courses to maximum of 0.5% of the semester maximum marks (rounded to next higher integer). The grace marks will be added to individual subject score and the semester aggregate. In case the student does not want to avail the grace marks s/he will have to forward a notarized affidavit through the Director/Principal of the College stating that s/he is not willing to avail the grace marks and that s/he will not avail the same in future also and would clear the papers by re-appearing in the future examination(s).
- iii) A student may apply, within one week from the date of the declaration of the result, for scrutiny of the examination answer script(s) of a specific course(s) on the payment of prescribed fee. Scrutiny shall mean verifying whether all the questions and their parts have been duly marked as per the question paper, and the totalling of marks. In the event of a discrepancy being found, the same shall be rectified through appropriate changes in both the result as well as marks-sheet of the concerned semester end examination.

Section (b)

- i) A student obtaining less than 45% of maximum marks (including semester end examination and Teacher's Continuous Evaluation) assigned to a course and failing in the course shall be allowed to re-appear in a semester end examination of the course in a subsequent semester(s) when the course is offered/ examination held by the University, subject to maximum permissible period of (n+4)/(n+2) semesters as mentioned in clause 3.4. The internal marks in such cases shall not change.
- ii) A student, who has to reappear in an end semester examination in terms of clause 12 (b) (i) above, shall be examined as per the syllabus which will be in operation during the subsequent semester(s). However, in case the student(s)

claims that there are major modifications in the syllabus which is in operation as compared to the syllabus which was applicable at the time of his/her joining the concerned program and the Academic Review Committee of the College so certifies that the examination may be held in accordance with the old syllabus. In such cases the Dean/ Director/Principal of the college will ensure that the request for re-appear examination as per the old syllabus reaches the Controller of Examinations at least 6 (six) weeks prior to commencement of semester end-term examination. Students who are eligible to reappear in an examination shall have to apply to the Controller of Examinations through the college concerned to be allowed to reappear in an examination and pay the fees prescribed by the University.

iii) A student for any valid reasons may opt to take an academic break for a maximum of one year after seeking the prior permission of the Vice Chancellor. However, s/he shall be required to re-register thereafter and complete the course within the stipulated maximum permissible period of $(n+4)/ (n+2)$ semesters as mentioned in clause 3.4., including the period of academic break.

(c) A candidate who has earned the minimum number of credits prescribed in the concerned Scheme of Teaching & Examination and Syllabi, shall be declared to have passed the program, and shall be eligible for the award of the relevant degree or diploma. The Scheme of Teaching & Examination and Syllabi shall clearly specify the minimum credits to be earned to qualify for a degree or diploma. The credits included in the Scheme of Teaching & Examination and Syllabi of a program shall generally be 5-10% more than such minimum specified credits.

Note:

i) In case the student has cleared the minimum required credit s/he shall be eligible for the award of the degree. Courses in which the student has not got the required minimum percentage of 45% shall be shown as audit course in the consolidated mark sheet. However, should the student want to clear the said papers also s/he shall have to apply to the examination division through the Director/Principal of the college requesting to hold his final consolidated mark sheet. Such student will then have to clear the paper within the provisions of $n+ 4/ n+2$ semesters for completion of the program.

ii) In case of students of BJMC, if the student has cleared all the papers but his aggregate CPI is less than 50, s/he has to appear in one or more papers where s/he has secured less than 50% marks in the semester examination to ensure that the minimum CPI is 50%. The student will have to complete the same within the provisions of n+ 4 semesters for completion of the program.

iii) The University will hold supplementary examination for students of final year only for the papers of final year (both odd and even semesters), normally within 90 days of the declaration of the results. Only students of the passing out batch or passed out batch(s), who have failed in the final year papers will be eligible to appear in the said supplementary examination. Further, the successful candidates will be placed in Divisions as below:

(a) Third Division: A candidate obtaining a Cumulative Performance Index (CPI) at the end of the program of 45 and above but below 50 shall be placed in Third Division.

(b) Second Division: A candidate obtaining a CPI at the end of the program of 50 and above but below 60 shall be placed in Second Division.

(c) First Division: A candidate obtaining a CPI at the end of the program of 60 and above but below 75 shall be placed in the First Division.

(d) First Division with Distinction: A candidate obtaining a CPI at the end of the program of 75 and above shall be placed in First Division with Distinction, provided, the candidate has passed all the courses for which s/he has earned credits, in the first attempt.

Division Improvement/Qualifying Audit Course(s)

A student having third or second division can avail the option to improve his/her division by appearing in external theory paper(s) during end semester examinations (odd and/or even) in subjects having less than 60% marks. The examination shall be as per the prevailing syllabus of the program, unless there is

a change in nomenclature with substantial change in the contents of the course(s), and then the candidate shall be examined as per the old syllabus studied. The student can avail this option only during the year following the year of completion of the academic program.

A student who has any course (s) reflected as 'AU'-Audit Course(s) in the consolidated mark-sheet in any semester of the academic program, shall have the option to improve his/her performance in such course(s). The willing student shall have to submit the examination form, pay the applicable fee within thirty days of issuance of the consolidated mark-sheet along with his/her original consolidated mark-sheet and semester mark-sheet(s), if issued, to the Examination Division. Only one chance shall be given in the year following the year of completion of the program for improvement in each audit course. Scheme of syllabus for such course(s) shall be the same as given in this clause of the ordinance under 'Division Improvement' heading. In case, after the student has re-appeared in the subjects, and succeeds in improving his/her division with the revised marks and obtains an improved division, only then will the student be issued a fresh consolidated marks sheet/ transcript mentioning at the bottom a remark 'Consolidated marks sheet/ transcript after improvement of division', else the original marks sheet/ transcript will be returned. In case a student appears in the odd semester examination and is able to secure marks sufficient for the improvement of the division to second or first, s/he will then not be entitled to appear in the even semester examination.

In case a student does not appear in the odd semester but appears in the even semester examination and is not able to improve his marks to obtain a second or first division s/he will not be entitled to further attempts for improvement. Student who has been issued a migration certificate shall be allowed to apply for improvement, only after s/he submits back the original migration certificate to the University and get the same cancelled.

Note: For the above, Cumulative Performance Index (CPI) shall be calculated as in Clause 12 and shall be based only on revised marks obtained in courses for which credits have been earned.

13. USE OF UNFAIR MEANS

Standard Operating Procedure for Dealing with Cases of Unfair Means

A candidate found guilty of any of the following offences shall be deemed to have used unfair means and his/her examination result shall be withheld. The examination committee of the university shall after giving a personal hearing will recommend the penalty to be imposed on the student. If the student fails to turn up before the committee for personal hearing, the committee shall be entitled to decide about the penalty to be imposed without giving any further opportunity of hearing.

Offences during the Examination

- a) Writing name or putting signature or any other mark in the Answer Book which may disclose, in any way, the identity of the candidate or writing Roll No. in Answer Book at a place other than the space provided for it.
- b) Found seating in a room or at a seat other than the allotted without permission of the Centre Superintendent.
- c) Having in possession of book(s), notes, papers or any other like material connected with the examination.
- d) Receiving or giving assistance in copying or in any other form during the course of the examination.
- e) Smuggling in or out of the examination hall of Answer Book in whole or part or tampering with it in any way.
- f) Using abusive/derogatory language orally or in writing in the Answer Book against the Centre Superintendent /Examiner/Invigilator or threatening/using violence towards Centre Superintendent/ Invigilators.
- g) Impersonation, i.e. sending some other person to take the examination.
- h) Communicating with the examiner or any other person connected with the examination for favour.
- i) Any other type of misconduct or a deliberate previous arrangement to cheat in the examination.
- j) Writing questions and answers on any paper other than the Answer Book.
- k) Unethical and unlawful conduct with the faculty and staff involved in the conduct of examination.
- l) Any other case of Unfair Means detected at any stage during or after the examination.

14. Procedure for booking of UFM cases at the examination centre

i) Issuance of Second Answer Book: As soon as any case of unfair means comes to the notice of the Centre Superintendent of the examination centre s/he shall take possession of the Answer Book of the candidate along with paper or other material found in his possession and provide the candidate with a second Answer Book immediately. On the top of the Answer Book it should be superscribed "Second Answer Book". The Superintendent shall record on the first Answer Book the time when the case was brought to his/her notice. S/he shall also record the time on the second Answer Book when it was issued to the candidate.

ii) Explanation of the candidate: While issuing the second Answer Book the candidate shall be asked by the Centre Superintendent to submit his explanation in writing. In case the candidate refuses to give his statement, s/he should not be forced to do so, only the fact of his/her refusal should be recorded by the Invigilator/s on duty at the time of occurrence and such a statement of the Invigilator/s be attested by the Centre Superintendent.

iii) Statement of the Invigilator: The Invigilator, who detects the use of UFM by a candidate, shall also record his/her statement which shall be verified and signed by _____ the _____ Centre _____ Superintendent.

iv) Material found from the candidate: As far as possible precise information as to from where the material was found (in the pocket, desk, shoes etc.) should be mentioned in the statement of the Invigilator/s. The copying material so detected by an Invigilator should also be signed by the Invigilator and countersigned by the Centre Superintendent on each page and the total number of pages detected should be mentioned on the title of the Answer Book and also in the UFM report form, duly signed by the Invigilator and Centre Superintendent.

v) Procedure to be followed in case of smuggling out a Answer Book:

In case a candidate has smuggled out a Answer Book, the Centre Superintendent should call for the student directly and try to secure the Answer Book. In case of non-availability of the Answer Book, the matter should be reported to the police and a copy of the FIR be sent to the office of Controller of Examinations along with the statement of the Invigilator present in the room and also of the candidate. The statement of the attendant/guard/police constable etc., if any should also be forwarded.

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vi) Other Cases of Unfair Means

(a) Impersonation: In case of impersonation, the Centre Superintendent should send to the Controller of Examinations, the statement of the person found to be impersonating, the Invigilator/s and the real candidate, if possible. He may also report the matter to the police in the prescribed format as Annexure - B and shall arrange for taking photographs of the impersonator from 3 angles (front and two sides, left and right) and send along with the case. The expenditure incurred in this connection shall be reimbursed by the examination division of the university.

(b) Misconduct: In case of misconduct of a serious nature, the matter should be reported to the police, if necessary. Statement of the Invigilator/s and that of the attendant/guard/policeman concerned may be obtained and sent to the office of the Controller of Examinations.

vii) Documents required to be sent in UFM cases: All cases of UFM should be recorded in the form for reporting UFM cases as given in Annexure - A. The form shall be accompanied by the following documents:

- (a) First and/or second Answer Books and additional sheets
- (b) Explanation of the candidate
- (c) Statement of the Invigilator
- (d) Unfair aid material found from the student

Note: All the columns of the proforma must invariably be filled properly in order to strengthen the case.

viii) Dispatch of UFM Cases: A separate sealed cover should be sent to the office of Controller of Examination along with the prescribed proforma in each case booked daily under UFM with a covering Proforma as per

Annexure-A.

List of penalties for different types offences under UFM

Section of offence	Offence(s)	Penalty
I	Recovered material not related to the subject or found writing something on the question paper, which is not the answer to the questions being asked on his question paper.	Issue of warning not to repeat the same.
II	Relevant material written by the candidate on any part of body, wall, door of the room, table or desk OR Related matter found in the form of book, manuscript, pages of books, clothes, scale, handkerchief, writing pad,	Cancellation of the concerned paper

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	<p>etc.</p> <p>OR</p> <p>Possession of any message, mutual conversation by words of mouth or gestures. The recovered material is related to the subject, but not used.</p> <p>OR</p> <p>The candidate is showing his Answer Book to the other candidate to copy from his Answer Book.</p> <p>OR</p> <p>The candidate is copying from the Answer Book of another candidate.</p> <p>OR</p> <p>Carrying mobile phone, ear phone, pager, scientific calculator other than where explicitly allowed, lazer pen or other electronic device in the examination hall.</p> <p>OR</p> <p>Writing by the candidate even after the stipulated time is over and is being reminded by the invigilator repeatedly not to do so.</p>	
III	<p>Recovered matter is related with subject and is being used.</p> <p>OR</p> <p>Recovered material is copied on the Answer Book before distribution of question paper.</p>	Cancellation of relevant paper along with one more paper in which the candidate has secured the minimum marks.
IV	<p>Candidate is caught with a material which s/he has chewed or swallowed or torn into pieces and the candidate refuses to sign the documents and also misbehaves with the invigilation staff</p>	Cancellation of entire Examination
V	<p>Replacement of Answer Book, exchange of Answer Book with other student, addition of extra pages in the Answer Book, smuggling of Answer Book/pages,</p> <p>OR</p> <p>Manhandling with staff on duty or creating disturbance in the examination hall/centre.</p> <p>OR</p> <p>Caught using unfair means for more than once in a particular semester or yearly examination or during the whole duration of the program</p>	Cancellation of entire examination and further debarring for one year.
VI	<p>Ran away with Answer Book from examination hall.</p> <p>OR</p> <p>Impersonation</p>	Cancellation of entire examination And further debarring the candidate for two years
VII	Two Times UFM	Cancellation of Semester examination
VIII	Three Times UFM	Expulsion from the university

IMPORTANT NOTES

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- (a) The fact that a particular roll no. was booked under UFM should be recorded daily in the attendance sheet as well as in the statement for dispatch of Answer Book to the Controller of Examinations.
- (b) Candidates found using any of the UFM are not to be debarred from appearing in the remaining papers.
- (c) Candidates can be physically searched by the Centre Superintendent/Invigilators/Member of the team of Observers deputed by Examination Division before or during the examination at any time except that as far as possible a female candidate should be searched by a female member only.
- (d) Normally when a candidate goes out to toilet the invigilators must ensure that the Answer Book and Question Paper of the candidate has been left behind on his seat in the examination hall.
- (e) At the end of the examination no candidate should be allowed to leave the room till all the scripts are collected, counted and found correct. If a candidate forces his/her way out with the answer script, the complete statement explaining the circumstances under which the candidate has left with the script should be made out. In no case this provision should be used to cover up the loss of Answer Book. The statement should also contain the time of the incident and details of the case as to how the candidate took away the Answer Book/efforts made to recover the Answer Book should also be stated.
- (f) In respect of the cases detected by the members of the team of observers, the Centre Superintendent should forward the same to the Examination Division after giving an opportunity to the candidate concerned to give his/her explanation. For these cases also requisite proforma should be used.
- (g) Proper procedure must be followed while reporting the UFM cases.
- (h) Under no circumstance shall the student be manhandled by anybody.

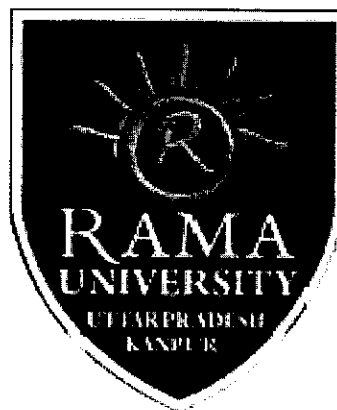


Minutes of Meeting

(BJMC & MJMC)

**Department of Journalism and Mass
Communication**

[Applicable w.e.f. Academic Session 2019-20 till Revised]



FACULTY OF PROFESSIONAL STUDIES

RAMA UNIVERSITY, UTTAR PRADESH, KANPUR

Website: www.ramauniversity.ac.in



COURSE STRUCTURE

Bachelor of Journalism and Mass communication

Under

Choice Based Credit System (CBCS)



First Semester

S. N. O.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	CC - 1	BJM - 101	Introduction to Mass Communication	4	1	0	20	20	60	100	5
2	SEC-1	BJM-102	Basic Writing skills for media	2	0	0	20	20	60	100	2
3	CC - 1	BJM-103	Introduction to Indian Journalism	3	2	0	20	20	60	100	5
4	AECC-1	CBHU-101	Environmental Studies.	2	0	0	20	20	60	100	2
PRACTICAL											
6		BJM-104	Practical	0	0	4	25	25	50	100	2
			TOTAL	11	3	4	105	105	290	500	16



Course Curriculum (w.e.f. Session 2019-20)
BJMC Journalism and Mass communication

Second Semester

S. N O.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credit
				L	T	P	CA	MTE	ETE		
1.	CC	BJM - 201	Application of computer in Journalism	4	0	0	20	20	60	100	4
2.	DSE-1	BJM - 202	Graphic and design	2	0	0	20	20	60	100	2
3.	CC-3	BJM - 203	Print Media: Reporting and Editing	3	2	0	20	20	60	100	5
4.	SEC-2	CBHU-202	English Communication .	2	0	0	20	20	60	100	2
5	CC	BJM - 205	Photo Journalism	3	0	2	20	20	60	100	4
PRACTICAL											
5		BJM - 204	Application of computer in Journalism	0	0	2	25	25	50	100	1
			TOTAL	14	2	4	125	125	350	600	18



Course Curriculum (w.e.f. Session 2019-20)
BJMC Journalism and Mass communication

Third Semester

S. N. O.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CE	MTE	ETE		
1.	GE-1	BJM- 301	Indian Economy & Current Affairs	3	2	0	20	20	60	100	5
2.	SEC	BJM -302	News Paper & Magazine design and Graphics	0	0	8	20	20	60	100	4
3.	CC-4	BJM- 303	Introduction to electronic media	3	2	2	20	20	60	100	6
4.	CC-5	BJM- 304	Communication for development	3	1	2	20	20	60	100	5
5.	CC-6	BJM-305	Media Writing: Radio	4	1	2	20	20	60	100	6
			TOTAL	13	6	14	100	100	300	500	26



Course Curriculum (w.e.f. Session 2019-20)
BJMC Journalism and Mass communication

Fourth Semester

S. N. O.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CE	MTE	ETE		
1.	CC	BJM-401	Indian Culture & Current Affairs	4	2	0	20	20	60	100	6
2.	CC	BJM-402	Radio production technique	3	1	2	20	20	60	100	5
3.	CC	BJM-403	Radio Journalism and Program.Format	3	1	2	20	20	60	100	5
4.	CC	BJM-404	PR and Advertising	3	1	2	20	20	60	100	5
5	CC	BJM-405	Media Writing:TV	3	1	2	20	20	60	100	5
PRACTICALS											
1		BJM-406	Practical	0	0	2	0	0	50	50	1
			TOTAL	16	6	10	100	100	350	550	27
			L								



Course Curriculum (w.e.f. Session 2019-20)
BJMC Journalism and Mass communication

Fifth Semester

S. N. O.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CE	MTE	ETE		
1.	DSE-1A	BJM -501	Science technology & current affairs	4	2	0	20	20	60	100	6
2.	DSE-2B	BJM -502	Basics of camera,lights & sound	3	1	2	20	20	60	100	5
3.	CC	BJM -503	TV Journalism & Program Production	3	1	2	20	20	60	100	5
4.	CC	BJM -504	Event Management	4	1	0	20	20	60	100	5
5.	SEC-	BJM -505	Writing for new media	3	1	2	20	20	60	100	5
PRACTICAL											
6		BJM-506	Practical	0	0	2	0	0	50	50	1
			TOTAL	17	6	8	100	100	350	550	27



Sixth Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Cred
				L	T	P	CE	MTE	ETE		
1.	CC	BJM-601	Media Law and Ethics	4	2	0	20	20	60	100	6
2.	CC	BJM-602	Video Production Techniques	3	1	2	20	20	60	100	5
3.	CC	BJM-603	Advance Journalism	4	1	2	20	20	60	100	6
4.	DSE	BJM-604	Research Methods	4	1	0	20	20	60	100	5
PRACTICALS											
5	GE-1	BJM-605	Dissertation	0	0	8	25	25	50	100	4
6		BJM-606	Practical	0	0	2	0	0	50	50	1
			TOTAL	15	5	14	105	105	340	550	27



Course Curriculum (w.e.f. Session 2019-20)
BJMC Journalism and Mass communication

Skills Enhancement Courses

S. NO.	CODE	SUBJECT	TEACHING SCHEME				EVALUATION SCHEME			TOTAL MARKS	CREDITS	CONTACT HRS/WK	PRE-REQUISITES
			L	T	P	J	CE	MTE	ETE				
Skills Development Program													
1.	BJM-102	Basic Writing skills for media	2	0	0	0	20	20	60	100	2		
2.	CBHU-202	English Communication .	2	0	0	0	20	20	60	100	4		
3.	BJM -505	Writing for new media	3	1	2	0	20	20	60	100	5		



Course Curriculum (w.e.f. Session 2019-20)
BJMC Journalism and Mass communication

Signature:

Chairperson

Signature:

Name: Dr. Santosh Gautam

Date: 13.06.19

Internal Members

Signature:

1.....

Name: Mr. Pranav Singh

Date: 13-06-19

External Members

Signature:

1.....

Name: Dr. Rashmi Gautam

Date: 13-06-2019

2.....

Dr. Dharendra Rai

13-06-19



BJM-101: INTRODUCTION TO COMMUNICATION

Credits: 05

L-T-P-J: 4 -1-0-0

Unit – I

10L

- Communication: Meaning, Definition, Nature
- need and scope of communication
- functions and significance of communication
- Types of communication – Intrapersonal, Interpersonal, group communication, organizational communication
- Process of communication
- 7 Cs of Communication
- Elements of Communication
- Barriers of communication: Physical & Psychological

Unit – II

10L

- Mass communication–Definition
- Nature, scope, functions. Mass Media—TV, Radio, Newspapers, magazines, and New Media
- Mass media and society- Role of Mass Communication in cultural promotion
- Social transformation and national development, Understanding Audience

Unit – III

15L

- Communication Models: Meaning & Definition,
- linear and non-linear communication models
- Aristotle Communication model, Harold D. Lasswell Communication Model, SMCR Model Shannon & Weaver Model, Wilber Schramm's Model, Osgood Model, Gatekeeping Model, Gerbner's Model, NewComb's Model, Dance's Helical Model

Unit – IV

15L

- Communication Theories: Four Theories of Press - Authoritarian Theory, Libertarian theory, Social Responsibility theory, & Soviet Communist Theory, Cultivation Theory, Dependency Theory, Agenda-Setting Theory, Bullet or Hypodermic needle Theory,



Uses & Gratification Theory, Social Cognitive Theory, Social Learning Theory, Democratic Media Participation Theory.

Reference Books:

1. Keval J Kumar Mass Communication in India, Jaico Publishing House, Mumbai, 2001
2. C. S. Rayadu Communication, Himalaya Publishing House, Mumbai
3. Handbook of Journalism and Mass Communication, Virbala Aggarwal, & V. S. Gupta, concept publishing company, 2006
4. Goldie C.M., Communication Theory, Cambridge University Press, 1991
5. Schulz, Peter J, Communication theory Vol.: 1 to 4, Sage Publishers
6. Narula, Uma, Dynamics of mass communication: theory and practice, Atlantic Publishers
7. Mass Communication theory-An Introduction: Denis McQuail: Sage Delhi
8. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi
9. Mass-, Culture, Language and arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
10. Towards sociology of Mass-Communication: Denis McQuail: Collier - Macmillan
11. Introduction to Communication Studies: John Fiske: Methuen London.

Signature:

Chairperson

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature:

1.....

Name: Mr. Pranav Singh

Date: 13-06-19

External Members

Signature: 1..... 

Name: Dr. Rashmi Gautam

Date: 13-06-2019

2..... 

Name: Dr. Dharendra Rai

Date: 13-06-19



BJM -102 : BASIC WRITING SKILLS FOR MEDIA

Credits: 02

L-T-P-J: 2 -0-0-0

Unit 1:

5L

- Media Writing skills & characteristic
- Introduction to writing
- Grammar & Style rules
- Preparation for writing
- Preparing a list of subject for writing
- Preparation of source list of information to writing

Unit-2

5L

- Inverted Pyramid Structure: Lead Writing, Body, and Summary
- Narrative structure: Situation, Conflict, Struggle, Outcome and meaning
- Hour glass: Beginning – middle – end

Unit-3

5L

- Newsman's language; sentences and their structure, Negative and double negative expression
- Attributions and identification of sources
- Writing letter to editor.
- Preparing press releases.
- Taking interviews.
- News writing on different beats

Unit -4

5L

- Interview Writing
- Writing Feature – Sources of Ideas – Collection of materials; Presentations; Market for features; Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists.
- Article, Editorial, Play
- Local event coverage
- Writing for web

Suggested Books:

- Print Journalism : A Critical Introduction . Richard Keeble
- Hindi Patrakarita ke vividh Ayam. Radha Ramakrishnan
- Patrakarita ki laxman Rekha. Alok Mehta
- Hindi Patrakarita : vividh Ayam . Ved Pratap Vaidik



Course Curriculum (w.e.f. Session 2019 - 20)
Journalism and Mass Communication

- फीचर लेखन: विविध आयाम, अर्जुन तिवारी
- मीडिया लेखन: रमेश जैन

Writing Feature Articles – A Practical Guide to methods and Markets – hennessy

Signature:

Chairperson

Signature:

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature:
1.....

Name: Mr. Pranav Singh

Date: 13-06-19

External Members

Signature: 1.... 2....

Name: Dr. Rashmi Gautam

Dr. Dharendra Rai

Date: 13-06-2019

13-06-19



BJM-103: INTRODUCTION TO INDIAN JOURNALISM

Credits: 05

L-T-P-J: 3 -2-0-0

Unit 1:

10L

- Journalism: Origin & Growth of Indian Journalism,
- History of Printing Journalism (India & world)
- Press as a fourth estate
- Eras of Hindi Journalism
- News Agencies, PTI, ANI, UNI, BHASHA, VARTA, Hindustan Samachar

Unit-2:

10L

- The language scenario in India-Major Indian language newspaper
- Regional Journalism: Role of Indian language newspapers in shaping outlook and
- Cultural identities, Renaissance in Bengal
- Role of Media in a Democracy
- Responsibility to Society
- Press and Democracy
- Contemporary debates and issues relating to media
- Ethics in journalism

Unit-3:

15L

- Role of Indian Newspapers: Pre independence & Post independence
- Indian Press and Indian freedom movement,
- Ghandi & his journalism
- Development of Hindi Journalism after Independence
- Indian Journalism in 21st century
- Representative Newspapers and Magazines Today – Brief Introduction
- Journalism & Social reforms
- Beginning Era: Raja Ram Mohan Ray and other Social Reformer
- Journalism & Social reforms
- Beginning Era: Raja Ram Mohan Ray and other Social Reformer

Unit - 4:

15L

- Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman, Indian Express, Dainik Jagran, Dainik Bhaskar;
- Contributions of Eminent Journalists: M. Chalapathi Rau, N.Ram, Kuldeep Nayar, Arun Shorie, Khushwant Singh, R. K. Laxman, P. Sainath, Mark Tully



Reference Books

- The Newspaper's Handbook; Richard Keeble. Routledge Publication, 2006.
- Journalism in India by R. Prasthasarathi
- History of Indian Journalism by J. Natarajan
- History of Journalism by Maniruddin
- Handbook of Journalism and Mass Communication by Virbala Aggarwal
- Mass Communication in India By Keval J. Kumar
- Writing a Nation: An Anthology of Indian Journalism by Nirmala Lakshman
- The Art of Fact: A Historical Anthology of Literary Journalism by Kevin Kerrane & Ben Yagoda,
- Journalism and Politics: M.Chelapati Rao:Vikas publication New Delhi
- Indian politics and role of the press:Sharad Karkhanis :Vikas publication New Delhi
- Role of press in the freedom movement: M.Bhargwa:Reliance :New Delhi
- Professional Journalism:M.V. Kamath: Vikas publication New Delhi
- Mass-Communication and Journalism in India :D.S. Mehta :Allied Publishers Delhi
- Professional Journalism: Patanjali Sethi:Orient Longman Mumbai
- Press in India : Annual report of the registrar of News paper for India:Publication Division New Delhi
- The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
- The Romance of Indian Journalism:J.Basu:Kolkatta university Press Kolkatta
- Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal

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BJM-104: Practical

Credits: 1

L-T-P-J: 0-0-2-0

Course Objectives

- To practice reporting for various print media platforms.
- To make students aware of practical aspects of print media writing.
- To create understanding of various print media content during ground reporting.
- Understanding the basics of reporting during ground reporting.
- To familiarize the students with different types of reporting during ground reporting.

Course Design-

- Practice of Writing News on different Beats like Crime, Sports, Health, Education, Entertainment, Political etc for Newspaper and Magazine
- Editing the news on Beat for Newspaper and Magazines like Crime, Sports, Health, Education, Entertainment, and Political.
- Practice basic of ground reporting.

Assignment-

Each Student has to submit a Assignment under the guidance of a supervisor. The student shall prepare his/her final Assignment on the subject approved by the Head of Department of the Institute. The hard and soft copy of the Assignment will be submitted by the students at least 2 weeks before the date of commencement of the semester examination. At the time of viva, students will present their Assignment to the committee.

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CBHU-101: ENVIRONMENTAL STUDIES

Course Objectives:

- To impart basic knowledge of environmental studies.
- To develop an attitude of concern for the environment.
- To acquire skills to help people identifying and creating solutions for the environment related problems.
- To understand the significance of sustainable development.
- To provide understanding how media professionals can contribute in creating awareness about environmental issues.

Credits: 02

L-T-P-J: 2-0-0-0

Unit-I

Natural Resources

Renewable and non-renewable resources: -

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles

Unit-II Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers



- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit-III Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit-IV Environmental Pollution Definition

Causes, effects and control measures of

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution



- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

Unit-V Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act
- Air (Prevention and Control of Pollution) Act
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Unit-VI Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programs
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

Unit-VII Field Work

Visit to a local area to document environmental assets river/forest/grassland/hill/mountain



- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
 - Study of common plants, insects, birds
 - Study of simple ecosystems-pond, river, hill slopes, etc.

Suggested readings:

1. Harris, CE, Prichard MS, Rabin's MJ, "Engineering Ethics"; Cengage Pub.
2. Rana SVS; "Essentials of Ecology and Environment"; PHI Pub.
3. Raynold, GW "Ethics in information Technology"; Cengage.
4. Svakumar; Energy Environment & Ethics in society; TMH
5. AK De "Environmental Chemistry"; New Age Int. Publ.
6. BK Sharma, "Environmental Chemistry"; Goel Publ. House.
7. Bala Krishnamoorthy; "Environmental management"; PHI
8. Gerard Kiely, "Environmental Engineering"; TMH

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BJM – 201 : APPLICATION OF COMPUTER IN JOURNALISM

Credits: 04

L-T-P-J: 4-0-0-0

Unit-I: Fundamentals of Computer

10L

- Brief History, Definition, Basic Components and Peripheral Devices,
- Computer Hardware & Software – CPU including all hardware devices, MS. Windows, Linux.
- Memories: Types of memories, Storage Devices
- Application of computer in various fields related to media: Print electronic and film etc.

Unit-II: Introduction to designing & Photo editing software -

10L

- Adobe Photoshop, Coral Draw, Quark Express 10, MS PowerPoint
- Use of MS Word in Copy Editing,
- Other internet enabled software

Unit-III: Introduction to Internet

10L

- Concept and development
- World Wide Web and Online media
- Tools and services on Internet
- Browsing the Internet
- Internet protocols, domain name systems,
- Internet functions: e-mail, searching and downloading information
- Security issue on internet

Unit-IV: Hindi & English Typing,

10L

Basics of Graphic & Design, Components of layout and layout planning, Advertisement layout

Broadsheet and Tabloid layout, Magazine & Book Layout

Reference Books:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.



5. Information Technology-The Breaking Wave: Dennis P. Curtin, Kim Foley, Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava

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BJM – 202: GRAPHICS AND DESIGN

Credits: 02

L-T-P-J: 2-0-0-0

Unit-I [Principles of Design & Graphics]

5L

- Graphic designer and his role
- Elements of design
- Principles in designing
- Characteristics of vision
- Human interpretation of movement,
- Psychological influences of consistency.
- Typography: Physical form, aesthetics and classifications
- Colour : Physical forms, psychology, colour scheme and production

Unit-II [Layout]

5L

- Components of layout and layout planning
- Advertisement layout
- Broadsheet and Tabloid layout
- Magazine & Book Layout

Unit-III [Visuals, Design and DTP]

5L

- Basics of Desktop Publishing,
- Photoshop, Coral draw, Quark Express
- Visuals: Physical forms, functions & editing
- Poster Design
- Logo Design
- Brochure Design, Leaflets, Pamphlets

Unit-IV [DTP & Printing]

5L

- History of Printing
- Printing Process
- Printing Methods - Letter Press, Screen, Offset, Lithography, Gravure, Intaglio, Flexography
- Paper and finishing



Reference Books:

- Designing Brand Identity: An Essential Guide for the Whole Branding Team – Alina Wheeler
- Graphic Design the new basics – Ellen Lupton
- How to be a graphic designer - Paul Woods
- Graphic Design: A user's Manual

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BJM-203: PRINT MEDIA: REPORTING & EDITING

Credits: 05

L-T-P-J: 3-2-0-0

Unit – I

10L

- News: Definition & Type, Sources of news
- Elements of news, Structure of News Story: Intro, Body (Inverted Pyramids) etc.,
- Types of Intro or Lead
- News Value judgment
- Qualities & Responsibilities of Reporter

Unit-II

10L

- News Writing Process
- Problems in News Writing
- Interview: Methods, Importance and types
- Book review, Film Review
- Feature: Definitions, Importance and Types of Features

Unit-III

10L

- Editing: Meaning, Definition & Need
- Role of sub editor, Qualities & Duties of Sub editor
- Headline: Meaning, Significance Writing and types
- Structure of editorial Department, Proof reading symbols
- Importance & Significance of the Editorial Page

Unit-IV

10L

- Dark - Room, Printing and Such Others and Their Functions.
- Advertisement Department, Functions of Advertisement department
- News Agencies and their role
- Use of style sheet. Selecting news to publish
- Dummy page, make up, layout, and pagination
- Editing of Press releases,
- Editing of articles/features of newspaper & Magazine

Unit: V

10L

- Different types of Beat & Importance
- Cultural reporting, Political Reporting
- Data journalism, Intercultural journalism
- Science & Technology reporting
- Education Reporting, Environmental Reporting
- Crime reporting



References:

- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- Bhanavat Sanjeev, Samachar Lekhan Ke Siddhant,

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BJM – 204 : APPLICATION OF COMPUTER IN JOURNALISM (Practical)

Credits: 01

L-T-P-J: 0-0-2-0

Course Objectives

- To practice Basics of Computer.
- To make students aware of practical aspects of Adobe Photoshop, Coral Draw, Quark Express.
- To create understanding of various Tools and services on Internet
- To practice Hindi & English Typing

Course Design-

- To acquire practical knowledge of computer hardware and software.
- Learning Hindi and English typing.
- Gaining practical knowledge of MS Word, MS Excel, and MS Power Point.
- Gain practical knowledge of Adobe Photoshop and Quark Express.

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BJM-205: PHOTO JOURNALISM

Course Objectives:

- To provide an insight to the tools and techniques of capturing and reproducing images
- Equips the students to understand basic functions of still cameras and to evolve as a photojournalist

Credits: 04

L-T-P-J: 3-0-2-0

Unit-I

10L

- Human Eye and Camera,
- Basics of Camera (aperture, shutter speed, ISO, focal length, depth of field etc.)
- Camera operations- Types of Camera, Types of Lenses,
- Types of Shots, Angle of Shots
- Characteristics and features of each type of cameras – Aperture - Shutter speed Usage - Depth of Field - Focal Length

Unit- II

10L

- Basics of Design - Photo composition - Rule of Third - Angle of View – Positive and Negative Space.
- Lighting: Properties of light - diffused light
- Light sources artificial and natural - Basic lighting set-up –Three Point Lighting
- Lighting for different situations, products, Indoor and outdoor lighting - Controlling light.

Unit- III

10L

- Lenses: Standard Lenses, Prime Lenses, Telephoto lenses, Macro lenses,
- Wide angle lenses, STM lenses, Fish eye lenses.
- Filters - Need of filters

Unit- IV

10L

- Still Photography: Photo-Journalism – Techniques - News values of pictures
- Picture editing - Photo feature and photo essay
- Specialized photography: Types- product – Industrial fashion - Nature and wild life photography



Suggested Readings:

1. Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
2. Steve Heath: Multimedia and Communications Technology, Elsevier, 2003
3. James A. Folts, Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography, 2002
4. Michael Langford: Basic Photography, Focal Press, 2003
5. O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
6. Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006
7. Newnes: Basic Photography, 2009
8. Hamlyn :The Hanlyn Basic Guide to Photography , 2003

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CBHU-202: ENGLISH COMMUNICATION

Credits: 02

L-T-P-J: 2-0-0-0

Course Objectives:

- To create linguistic skills.
- To impart knowledge about advanced vocabulary for effective communication.
- To understand the societal cultural perspectives.
- To inculcate the knowledge of compositional and comprehension skills.
- To develop the knowledge of various forms of English literature.

Credits: 02

L-T-P-J: 1-1-0-0

Unit-I Grammar

- Parts of Speech
- Tense
- Subject Verb Agreement
- Voice
- Antonyms
- Synonyms
- Prefix and Suffix

Unit-II Writing Skills

- Composing simple paragraph-Ordering information in a logical manner (coherence).
- Essay Writing, Argumentative, Narrative, Descriptive, Imaginative.
- Writing Advertisement
- Writing Welcome Speech & Vote of Thanks.

Unit-III Principles of Public Speaking

- Definition and Purpose
- Taking Command of audience attention span
- Role of Accent, Tone, Intonation
- Body Language
- Narrative

Unit IV English for Special & Technical Purpose Credit: 1P 15L

- Official letter, Paragraph writing, Note-making, Topic Sentence.
- Telephonic Conversation, Group Discussion regarding job interview & C. V. Writing.
- Scientific and technical subjects, Formal and informal writings
- Reports, handbooks, manuals, letters, memorandum, notices, agenda, minutes

Suggested Readings:

1. Technical Writing- Gearson
2. English for Technical Communication- Sudarshan, C. Savitha- Cambridge University



Course Curriculum (w.e.f. Session 2019 - 20)
Journalism and Mass Communication

3. Tech Talk- Vicky Hollett and John Sydes- OUP
4. Technical English 2 Course Book- David Bonamy- Pearson Publications

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BJM- 301: INDIAN ECONOMY AND CURRENT AFFAIRS

Credits: 05

L-T-P-J: 3-2-0-0

Unit- I

10L

- Definition, Nature and Scope of Economics
- Micro and macro economics
- Positive and normative economics
- Working of economic systems with special reference to the capitalistic
- Socialistic and the mixed economies

Unit- II

10L

- National Income -Concept
- Significance and measurement of National income.

Unit- III

10L

- Money and Credit - Concept of money and credit
- the Quantity theory of money; the supply of money
- Credit creation by bank
- Functions of central banking and its instruments of credit control

Unit- IV

10L

- Inflation and Deflation
- Concept and features of inflation
- Demand pull and cost push inflation
- Measures to control inflation
- Deflation and measures to control it; stagflation.

Unit- V

10L

- Indian Economy
- The concept and relevance of business environment
- Government failure and market failure
- Market guidance v. State regulation.

References :

- Principles of economics, D N Dwivedi
- Micro Economic theory, H L Bhatia
- Micro Economic theory, M L Jhingam
- Economic system and micro Economic theory, S K Agarwalas



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2. Dhirendra Rai

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BJM-302: NEWS PAPAR & MAGAZINE DESIGN (PRACTICAL)

Course Objectives:

- To provide practical knowledge of designing graphics to be used on print, electronics and digital platforms.
- To practice developing creative qualities in design preparation.

Credits: 04

L-T-P-J: 0-0-8-0

Curriculum Design-

- To design newspaper and Magazine with the help of QuarkXPress software .
- Practice of editing Photos with the help of photoshop software.
- To prepare a poster brochure and cover page of magazine with the help of QuarkXPress software.
- To Create logo of your choice .

Assignment –

Each student has to submit graphics on a given topic under the guidance of a supervisor. The student will prepare his/her graphics on the subject approved by the Head of the Department of the Institute. The hard and soft copy of the report shall be submitted by the students at least 2 weeks before the date of commencement of the semester examination. At the time of viva, students will present their report to the committee.

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BJM – 303: INTRODUCTION TO ELECTRONIC MEDIA

Credits: 06

L-T-P-J: 3-2-2-0

Unit I:

10L

- Meaning and types of media
- Electronic Media : Meaning and Definition
- Uses of Electronic Media
- Advantage & Disadvantage of Electronic Media

Unit II:

10L

- History of Radio – Evolution and Development of Radio in India
- Types of radio, Characteristics of Radio, AM & FM
- Radio as a mass medium
- Growth of private radio channels in India
- Introduction to major radio networks – FM Gold, FM Rainbow, Radio City, Radio Mirchi, My FM, Big FM, Red FM, Suryan FM, Radio Mantra, Radio Dhamal and others.

Unit III :

10L

- History of Television,
- Television in India: Development and Growth of Doordarshan and other Important Private television channels, Characteristics of TV
- Introduction to major Indian networks and present scenerio: Prasar Bharti, Zee group, Sun group, Enadu group, TV Today network, STAR India, Sahara group, NDTV group, CNN-IBN group

Unit IV :

15L

- Brief history of Indian cinema
- Characteristics of cinema
- Types of cinema, Indian Realism
- Introduction to short films and documentaries.

Unit V :

15L

- Internet as a mass medium
- New media : meaning and characteristics
- Media Convergence and future of media
- Social media

References:

- Keval J. Kumar -Mass Communication in India Jaico,Mumbai.
- Denis McQuonil -Mass Communication Theory : AnIntroduction, Sage
- H.R. Luthara, Indian Broadcasting
- P.C. Chatterjee, Broadcasting in India.
- Radio and guide to broadcasting techniques – Evans
- Broadcasting and the people _ Mehra Masani
- Writing for TV and radio - Robert Hellard.
- Techniques to TV Production – Rudy Bretz (McGraw Hill)
- Video Production Handbook – Miller (Focal Press)
- Herbert Zetl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208



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BJM- 304: COMMUNICATION FOR DEVELOPMENT

Credits: 05

L-T-P-J: 3-1-2-0

Unit 1 The Meaning of Development Communication

10L

- Concepts of development & Definition
- What is Development Communication
- Importance/ characteristics of Development Communication
- Development Indicators
- Role of communication in development
- The meaning of development communication in India
- Cultural nationalism and development
- Role Of Media in Development Communication

Unit 2 Theories of Development Communication

10L

- The dominant paradigm of development
- Modernization theory
- Dependency theory
- Diffusion of innovations theory
- Globalization theory
- Alternative development
- Participatory communication; Social marketing theory; Media advocacy
- Magic Multipliers

Unit 3 Indian Models of Development and Planning

10L

- Gandhi an model of development
- National development model: Five Year Plans & Policy commission
- Social development model:
- Governance and decentralized development model, e- governance

Unit 4 Communication Strategies for Rural Development

10L

- Rural development: Origin and growth; Print media in development journalism;
- Radio in development communication
- New media in rural development

Unit 5 Information and Communication Technologies for Development: The Indian Experience from SITE to Internet

10L

- Satellite instructional television experiment;
- Kheda communication project;
- Jhabua development communication project;
- Training and development communication channel



References:

- a. Development Communication, Uma Narula, 1999, Har Anand Publication Pvt. Ltd., New Delhi
- b. Development Communication in India, Raghvan.
- c. A manual of development Journalism (Press Institute of India): Alam Chalkels.
- d. Communication & social development in India (Sterling): B. Kupu Swami.
- e. Perspective on Development communication: K. Sadanandan, Sage Publication, New Delhi.
- f. Everybody Loves a good drought, P.Sainath

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BJM-305: MEDIA WRITING: RADIO

Credits: 05

L-T-P-J: 3-1-2-0

Unit I

10L

- Introduction to Creative Writing
- Fundamentals of Writing
- Structure and Content of Writing
- Writing News Stories and News Analysis

Unit II

10L

- Suggestions for better broadcast news writing
- Basics of Writing for Radio programmes
- language for radio
- Radio Terminology

Unit III

10L

- Radio programme Formats : News, commercials, Radio commentaries, interviews, radio Drama, Radio jingles, documentary, docu-drama, Radio features, Radio Magazine and Radio talks, etc
- Script Writing for different radio programmes

Unit IV

10L

- Different formats of news – headline different duration bulletin to one hour news show
- Radio News Magazine, Interview
- Rewriting the printed and agency copy for broadcasting
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops,
- Interviews

Unit V

10L

- Writing for anchoring and comparing includes announcements
- Radio report Writing
- Writing for Target groups & special interest groups

References

- Broadcast Journalism: S.C. Bhatt: Har anand Publications New Delhi
- Writing News For Broadcast: Edward bliss and M. John Patterson
- Broadcasting and the people: Masani Mehra: National Book Trust New Delhi
- Indian Broadcasting: H.R. Luthra: Publication Division New Delhi
- Radio drama-Theory and Practice: Tim Crook London
- Broadcast news writing, Reporting and Producing: Ted White: Focal Press
- Broadcast Journalism: Andrew Boyd: Focal Press



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BJM- 401: INDIAN CULTURE AND CURRENT AFFAIRS

Credits: 06

L-T-P-J: 4-2-0-0

Unit-I: Ancient India (Foundation of Indian Culture & Civilization) 10L

- The Vedic Period
- The Indus Valley Civilization
- The Aryan, The Dravidian and the other races
- Buddhism & Jainism
- Science & Technology in the Ancient Period
- Trade Relations with other countries
- Cultural Unity, Cultural inroads into other Asian countries.

Unit-II: The Medieval Period 10L

- The Advent of Islam
- Bhakti movement, Sufism, Sikhism
- The birth of Hindi
- The flourishing of Arts and Crafts, Literature, Architecture
- The loss of the scientific impulse

Unit-III: The Colonial Period 10L

- British colonization
- Emergence of the middle class
- The birth of the modern state
- The economics of colonization
- The emergence of the Indian entrepreneur class
- Western education and social mobility

Unit-IV: The National Awakening 15L

- The social reformers and religious revivalism
- Major landmarks in Indian Freedom Movement

Unit-V: Postcolonial India 15L

- Economic Resurgence
- Pre and post liberalization
- The Indian middle class, modernization and westernization
- The Swadeshi agenda
- Future of Indian Culture

References:

- Shyam Benegal Bharat Ek Khoj (Series)
- Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
- A.L. Basham A cultural History of India: The Wonder that is India: Volume-1&2
- Rajni Kothari Caste in Indian politics
- Ministry of I & B Facts about India



- Pandit Jawahar Lal Nehru The Discovery of India

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BJM-402:RADIO PRODUCTION TECHNIQUES

Credits: 05

L-T-P-J: 3-1-2-0

Unit-I

10L

- Introduction to aspects of sound recording
- Dubbing systems and mixing techniques
- Audio consoles and various sound effects
- Sound monitoring system: VU meter, PPM

Unit-II:

10L

- Nature and types of microphones
- Selection and placement of microphones
- Various types of speakers and their characteristics
- Placement of speakers

Unit-III:

15L

- Various types of studios and their nature
- Acoustic treatment of radio studio
- Cues, commands and signals of studio
- Introduction to various audio connectors and cords

Unit-IV:

15L

- Planning and production of radio programs
- Recording talk and interview in studio
- Preparing radio advertisements
- Concepts of O.B. production

References:

- Audio in Media: The Recording Studio by Stanley R. Alten, Wadsworth Publishing 2009
- Introduction to Media Production by Robert B. Musburger and Gorham Kindem, Focal Press 2009
- Sound and Recording by Francis Rumsey and Tim McCormick, Focal Press, 2009
- Essentials and Practices of Radio Management by Anil Kak, Wings Institute of Broadcasting
- Radio Production by Robert McLeish, Focal Press, 2005



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BJM -403: RADIO JOURNALISM AND PROGRAM FORMAT

Credits: 05

L-T-P-J: 3-1-2-0

Unit-I

10L

- Invention and development of radio
- Strength and weakness of the medium
- Skills of a radio news reporter: developing sources, gathering news
- Anchoring and news reading skills: general awareness, presence of mind, clarity, diction, pronunciation etc.

Unit-II:

10L

- Characteristics of radio writing style
- Regarding use of adjectives, adverbs, numerals etc
- Writing radio news: rewriting news to suit brevity and clarity in radio news
- Editing news, types of leads, function of headlines in a news bulletin, writing headlines for radio news

Unit-III:

15L

- Types of bulletins
- What is Bulletin and what are the types of bulletin.
- Editing news for different bulletins
- Using voice-dispatches and other elements in a bulletin
- News reel etc

Unit-IV:

15L

- Overview of all programme formats fiction, non-fiction/news base, entertainment
- Outside Broadcast (OB), Commentary, Voice Cast
- Phone In, Radio Bridge, Chat Show, Radio Commercial
- Radio Announcer: roles and Responsibility

References:

- T.V. Journalism- KM Srivastava
- Radio Production- Robert Macleish
- Broadcast Journalism- PC Chatterjee



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BJM- 404: PR & ADVERTISING

Credits: 05

L-T-P-J: 3-1-2-0

Unit-I:

10L

- Public relations
- Tools of PR
- Publicity
- Relevant publics
- House journals
- Managing media

10L

Unit-II:

- PR practice advertisement
- Difference between PR and Advertisement
- Business & Industry
- Government & Politics
- Healthcare & evaluation
- Corporate communication

Unit-III:

10L

- Introduction: Definitions of advertising
- Elements of Advertisement
- Advertising Agencies
- Functions of advertising

Unit-IV:

10L

- Economic Impact
- Informative function
- Persuasive function
- AIDA model, DAGMAR

Unit-V:

10L

- Types of advertising
- Classification by target audience
- Advertising Process
- Advertising Campaign

References:

- Contemporary Advertising- William F. Arens & Courtland L. Bovee. Sydney: Irwin 1994
- How advertising works and the people who make it happen- Jan Greenberg. New York: Henry Holt, 1987
- Advertising & Sales Promotion- S.H.H. Kazmi & Satish K. Batra. New Delh:Excel Books,2006
- Effective Public Relations- Scott M.Cutlip, Allen H. Center, Glen M. Broom. Delh: Pearson Education,2006



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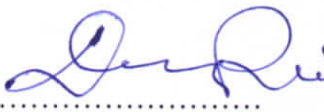
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BJM – 405: MEDIA WRITING: TV

Credits: 05

L-T-P-J: 3-1-2-0

Unit-I:

10L

- Meaning and Importance of language
- Language and communication
- Essentials of good writings

Unit-II:

10L

- Writing for mass communication
- Features of spoken language
- Concept of visual language
- Writings for visuals

Unit-III

15L

- Process of script writing
- Introduction to various formats of scripts
- Writing for television news, documentary, serial and advertisement

Unit-IV:

15L

- Writing for TV programmes
- Writing for TV news, talk, advertisement, feature
- Conducting radio interview, discussion and phone-in programmes
- Conducting TV interview and discussion/ debate

References:

- Copy writing for electronic media: A practical guide, Milan D. Meeske, Wadsworth Publishing Co. 2006
- Broadcast Journalism: Techniques of Radio and Television Journalism by Andrew Boyd, Focal Press 2009
- Broadcasting News: Writing, reporting and producing by Ted White 2008
- The craft of copywriting by June A. Valadares, Response Books
- Writing for Media by Usha Raan, Oxford Univesity Press, 2010



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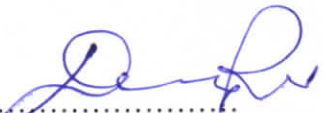
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BJM-406: Practical

Credits: 1

L-T-P-J: 0-0-2-0

Course Objectives

- To make students aware of practical aspects of TV News formats.
- To practice TV News Writing.
- To create understanding of various visual content during ground reporting.
- To familiarize the students with different types of reporting during ground reporting.

Course Design-

- Practice of Writing TV News on different Beats like Crime, Sports, Health, Education, Entertainment, Political etc.
- Editing the news on Beat for News Channel like Crime, Sports, Health, Education, Entertainment, and Political.
- Practice basic of ground reporting.
- Writing documentary, serial and advertisement for TV.
- Practice to Conduct the TV interview, discussion

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BJM -501: SCIENCE TECHNOLOGY & CURRENT AFFAIRS

Credits: 06

L-T-P-J: 4-2-0-0

UNIT – I

10L

- Science and technology: definition
- Science for a science communicator
- Professional scientific communication
- History of science and technology

UNIT - II

10L

- Forms of scientific knowledge
- Emergence of modern science
- Eminent scientists: their life and achievements
- History of science journalism in India

UNIT - III

10L

- Importance and use of science communication
- Science popularization: programmes, organizations, individuals
- Sources of scientific information – books, scientific reports, scientific journals, magazines, feature syndicates, leaflets, tabloids, seminars, press releases, encyclopedias on science, etc

UNIT - IV

15L

- Public Understanding of Science (PUS)
- Science and technology policy statements
- Science and Technology Policy in India
- Science and technology set-up in India
- Recent Nobel laureates on science

UNIT - V

15L

- Science Policy Resolution, 1958
- The Indian Patent Act, 1970
- The various policies in the field of Science and Technology
- Science Communication organizations: NCSTC, NCSM, NISCAIR, Vigyan Prasar

Reference Books

- Jane Gregory and Steve Miller, Science in Public: Communication, Culture, and Credibility, Plenum, New York, 1998
- James G. Paradis and Muriel L. Zimmerman, The MIT Guide to Science and Engineering Communication. MIT Press, UK, 2002.



- J.V. Vilanilam, Science Communication and Development in India, Sage, New Delhi, 1993.
- Stuart Allan, Science Journalism: Media, Risk and Science. Open University Press, London, 2002.
- Science Magazine. <http://www.sciencemag.org>
- A.N. Kothare, Sudhanshu S. Palsule, S.M. Parekh and M.P. Navalkar. Of Science & Scientists, National Book Trust, New Delhi, 2005.

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BJM-502: BASICS OF CAMERA, LIGHTS AND SOUND

Credits: 05

L-T-P-J: 3-1-2-0

Unit –I

10L

- Introduction to camera,
- Parts of video camera and their functions,
- Types of Cameras,
- Camera operation : depth of field and aperture control
- Lenses –functions and its types

Unit –II

10L

- Picture Compositions
- Different types of shots, camera angles and camera movements,
- Focuses on Cameras & Recorders controls
- Shooting techniques
- Basic theory of Video recording

Unit- III

10L

- Lights and its properties
- Different types of lights (Hard, Soft and Ultra Soft)
- Other tools used in lighting –diffusers, reflectors, cutters and gels.
- Basic lighting techniques
- Accessories used in lighting

Unit- IV

10L

- Unit of Sound
- Types of microphones & their uses
- Use of audio mixers for recording and editing of sound
- Different audio equipment for studio and location recording.
- Creative use of sound effects & music tracks

Unit- V

10L

- Sound and Camera
- How do microphones work ?
- Sound quality
- Analog vs. Digital
- Sound recording by Video Camera

Reference Books

- Handbook of Television Production –Herbert Zettl
- Television Field production and reporting –Fred Shook
- Writing and Producing Television news –Eric. K.Gormly
- Television Production –Gerald Millerson.



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BJM – 503: TV JOURNALISM & PROGRAMME PRODUCTION

Credits: 05

L-T-P-J: 3-1-2-0

- | | |
|---|------------|
| Unit –I | 10L |
| <ul style="list-style-type: none">• Understanding the medium – Nature and Importance• Public and Private Channels• Distinguishing characters of TV as compared to other Media• Modes of Transmission : Terrestrial, Satellite Television and Cable TV | |
| Unit –II | 10L |
| <ul style="list-style-type: none">• Formats and types for TV Programmes• TV News script format• Scripting for Fiction/Non Fiction• Ethics for TV reporting | |
| Unit- III | 10L |
| <ul style="list-style-type: none">• Definition and elements of TV News• Basic principles of News Writing and presentation techniques• Sources of TV News• Planning and conducting of various types of interview | |
| Unit- IV | 10L |
| <ul style="list-style-type: none">• Packaging Stories• Producer of TV News• Structure and Working of News Room of a Television Production Centre• Duties and Functions of TV Reporter | |
| Unit- V | 10L |
| <ul style="list-style-type: none">• Steps involved in production & utilisation of a TV Program• Stages of production- pre-production, production (camera recording) and post-production (editing & mixing etc.)• The production personnel – Single camera and Multi camera production• Use of graphics and special effects | |

Reference Books

- Jan R. Hakemulder, Ray AC de jonge, PP Singh - Broadcast Journalism, Anmol Publications, New Delhi
- Janet Trewin – Presenting on TV and Radio, Focal Press, New Delhi
- Stuart W.Hyde – TV & Radio Announcing, Kanishka Publishers
- Andrew Boyd – Techniques of Radio and Television News Publisher : Focal Press India



Course Curriculum (w.e.f. Session 2019 - 20)
Journalism and Mass Communication

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BJM – 504: EVENT MANAGEMENT

Credits: 05

L-T-P-J: 3-1-2-0

Unit –I

10L

- What are events
- Types of events and event management
- Event as a communication and a marketing tool,
- What are the marketing tool that we use in Event Management.
- Growing importance of events like exhibitions, seminars conventions worldwide

Unit –II

10L

- Organization–setting up an event organization structure,
- The committee system, meeting management,
- Programming and service management-programme planning portfolio, the programme, the elements of style,
- Developing a programme life cycle, scheduling.

Unit -III

10L

- Elements of event management
- event infrastructure, organizers, sponsors, logistics.
- Conceptualization and planning-the nature of planning, planning the setting , location and site, the operation plan, business plan, developing strategies.

Unit -IV

10L

- Human Resource Management –need, assessment, policies and procedures,job descriptions, recruitment and motivation
- Risk management-the budget and cost revenue management, cash flow management,
- Market Research-consumer behavior survey, Market area survey, visitors survey etc.

Unit-V

10L

- The Communications Mix
- Developing and Communicating a Positive Image.
- Evaluation Concepts, Observation Techniques and Applications
- Evaluation of Costs and Benefits

Reference Book

- C.N. Sontaki - Advertising and Sales Promotion
- Bruce E Skinner, Vladimir Rukavina Event Sponsorship, Publisher Wiley 2002,ISBN 0471126012
- Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
- Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000



Course Curriculum (w.e.f. Session 2019 - 20)
Journalism and Mass Communication

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BJM – 505: WRITING FOR NEW MEDIA

Credits: 05

L-T-P-J: 3-1-2-0

Unit- I

10L

- Overview of the New Media Industry
- Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.
- Web Content Management System, Wordpress/ Joomla
- Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)

Unit-II

10L

- Concepts and evaluation of Internet as a medium
- News on the web: newspapers, magazines, radio and TV news casts on the web
- Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization,
- Search Engine Marketing and Email Marketing

Unit-III

10L

- Various kinds of social media
- Social Collaboration: virtual community, wikis, instant messaging
- Important social media sites
- Citizen Journalism: Concept, Case studies.
- Blogging : a brief history of blogs, blogs as narratives, bloggers as journalists and 'opinionists'.

Unit-IV

10L

- Digital story-telling formats
- Content writing, editing, reporting and its management
- Structure of a web report
- Content for different delivery vehicles
- Multi-media and interactivity

Unit-V

10L

- Writing with hyperlinks
- Content management & content management systems
- Storyboarding and planning
- Planning and designing of WebPages, News Portal, Blogs, e-newspaper, e-magazine

Reference Book

- Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.



- Mirabito, M ., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press.
- Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray. Ward, M.(2002). Journalism Online, Focal Press.

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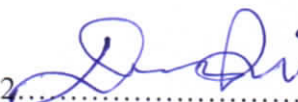
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BJM-506: Practical

Course Objectives:

- To introduce students with content writing for various formats of television news.
- To introduce students with video recording, voice over and editing of television news.
- To introduce students to the three stages of television program production (pre production, production and post production).

Credits: 01

L-T-P-J: 0-0-2-0

Course design-

- To prepare news packages and news bulletins.
- To prepare Documentary on different topics.
- To prepare different types of news using the Television News formats.

Assignment-

Each student has to prepare an assignment under the guidance of the supervisor. After the approval of the Head of the Department, the student will prepare his/her project. The soft copy of the project should be submitted by the students at least 2 weeks before the semester exam start date. During the viva the students will present their project to the committee

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BJM – 601: MEDIA LAWS AND ETHICS

Course Objectives:

1. To familiarize students about Right to communicate.
2. To help the students to understand the legal aspects of Journalism profession.

Credits: 06

L-T-P-J: 4-2-0-0

Unit-I

10L

- Media & Freedom: Concept of media freedom,
- Rights and obligation of the media,
- Fundamental rights.

Unit -II

10L

- Right to Information: Evolution of articles of 19 (1);
- Universal declaration of human rights.
- Right to Information Act 2005 and its implication,
- Right to be forgotten

Unit -III

10L

- Important Laws: Defamation, Contempt of Court, Parliamentary privileges, Official Secrets Act, copyright Act, working journalists Act.
- Protection of Publication Act

Unit- IV

15L

- Ethics: Sting operation and its impact; Right to privacy; Obscenity;
- Concept of self-regulation; Revealing sources;
- Code of ethics; Code of professional organizations;
- A critical study of functions and performance of the Press Council of India.

Unit-V

15L

- Cyber Laws: Laws regulating FDI in media;
- Cyber-crimes and cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences;
- IT Act; IPC.

Suggested Readings:

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah



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BJM-602: VIDEO PRODUCTIONS TECHNIQUES

Credits: 05

L-T-P-J: 3-1-2-0

Unit I [Basics of Video Production]

10L

- Fundamentals of video Production
- Key equipments, personnel involved in production
- Fiction and non-fiction programmes
- Developing programme brief: Objective, content, target audience, duration
- Generation of idea, preparing outline, and conducting research
- Writing the proposal, preparing floor plan and location sketch

Unit II [Stages of Video Production]

10L

- Pre Production: Budgeting, location hunting and scripting
- Production: Single camera and multi camera techniques
- Post production: Editing, dubbing, voiceover, music and sound mixing

Unit III [Pre Production: Budget and Script]

10L

- Budget: Budget formats, preparing budget details
- Factors for controlling budget
- Principles of scripting a programme
- Scripting for new and current affair programmes
- Scripting for fiction and documentary
- General script, screenplay, storyboard
- Scenic design, breakdown of script

Unit IV [Fiction: Genres and Types of Script]

10L

- Genre: Romance, science fiction, action/adventure, detective/thriller, epic/historical event
- Style: Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist
- Types of screenplay: Plot based, character based, event based, idea based, place story
- Characters: Protagonist, antagonist and supporting characters

Unit V [Various Aspects of Production]

10L

- Shooting inside and outside the studio
- Camera operations, allied equipments
- Studio/location management
- Requirement of makeup
- Costumes and other property
- Functions of creative team
- Role of production personnel
- Production control



Suggested Readings:

- James Monaco How to read a film
- Sharda Kaushik Script to Screen
- Ted White Broadcast News, Focal Press, New Delhi, 2007
- Rick Thompson Writing for Broadcast Journalists, Routledge, London, 2005
- Thornman & Purvis Television Drama, Palgrave MacMillan, 2004

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BJM-603: ADVANCE JOURNALISM

Course Objectives:

- Equip students with skills, deep knowledge, adaptive capabilities to build a career in rapidly changing and highly disruptive media landscape
- To build strong and flexible research approach, reporting and production skills and a critical understanding of contemporary media
- To make students learn about the leadership positions that are grounded in ethical, professional and transparent practice
- To make students understand the ability to work across platforms, channels and disciplines in digital and emerging environments.

Credits: 06

L-T-P-J: 4-1-2-0

Unit I: Basics of Reporting

15L

- Difference between Print and Television Reporting
- Meaning of News
- Characteristics of Reporter
- Resources for Reporter
- Importance of Research for Reporters
- Press Officers
- Follow-Ups in Journalism

Unit II: Practical Reporting Skills

15L

- Listening and Note-Taking Skills
- Structure of a News Report
- Importance of Interviews
- Techniques of Conducting Interviews

Unit III: Tools of Reporting

15L

- Writing Tools & techniques
- Concise Reports; Narrative and Dramatic Report
- Defense Reporting: Fundamentals of Deference Reporting
- Gadgets used during war reporting

Unit IV: Reporting Beats

15L

- Disasters
- Communal Riots
- News Role of Television in Electronic media
- Crime & Accidents Reporting
- Political, Health & Education Reporting
- Foreign crime & Accidents Reporting
- Political, Health & Education Reporting
- Foreign News Features
- News Features



Suggested Readings:

1. Sachar Avomvikas, Dr. B.R. Gupta. VishvavidyalayaPrakashan Varanasi
2. Mass Communication In India, Kewal J. Kumar. Jaico Publication
3. Learner D, Passing Of Traditional Society
4. Vikas Patrakarita, RadheShyam Sharma

Signature:


Chairperson

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature: 

1.....

Name: Mr. Pranav Singh

Date: 13.06.19

External Members

Signature:

1..... 

2..... 

Name: Dr. Rashmi Gautam

Dr. Dhirendra Rai

Date: 13-06-2019

13 - 06 - 19



BJM-604: RESEARCH METHOD

Credits: 05

L-T-P-J: 4-1-0-0

Unit I Research: Types and Process

10L

- Meaning and objectives of research
- Types of research
- Research Approaches—quantitative and qualitative
- Research Process—the steps involved
- Defining the research problem
- Research Ethics

Unit II Research Design and Sampling

10L

- Defining the research design
- Features of a good design
- Concepts relating to research design
- Types of research design
- Sampling—Steps in sampling design, sampling procedure,
- Types of sampling—Probability and Non-Probability
- Hypothesis—its characteristics, testing of hypothesis

Unit III Tools of Data Collection

10L

- Primary and secondary data
- Observation method
- Interview method
- Collection of data through questionnaire
- Collection of data through schedule
- Content Analysis
- Case Study Method

Unit IV Survey as Data Collection Technique

10L

- Survey—Meaning, concept and utility
- Planning, organizing and conducting survey
- Public opinion survey—methods used by print and electronic media
- Election related survey—opinion poll and exit poll
- Readership survey—NRS
- Viewership survey—TRP

Unit V Data analysis and Report Writing

10L

- Processing of data—editing, coding, classification, tabulation
- Analysis of data
- Measures of central tendency—Mean, median and mode
- Interpretation of data—inferences drawn from the study
- Report writing—steps involved, layout of the research project
- Measuring impact, evaluation, monitoring and feedback
- Bibliography



Suggested Readings:

- Hansen Andero, Cottle Simon, Mass Communication Research methods Negrine Ralph, Newbold Chris McMillan Press Ltd., London 2004
- Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
- Kothari, C R Research Methodolgy: Methods & Techniques, WishwaPrakashan, New Delhi, 2004
- Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
- Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
- Uma Joshi Media Research-Cross Sectional Analysis, Authors Press, 2002
- G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006

Signature:

Chairperson

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature: 
1.....

Name: Mr. Pranav Singh

Date: 13.06.19

External Members

Signature: 1..... 

Name: Dr. Rashmi Gautam

Date: 13-06-2019

Signature: 2..... 

Name: Dr. Dhirendra Rai

Date: 13-06-19



BJM-605: DISSERTATION

Credits: 04

L-T-P-J: 0-0-8-0

Every student will be assigned the Final Project/documentary (10 – 15 minutes) at the beginning of the 6th semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor. The student will make his/her Final Project/documentary (10 – 15 minutes) on the subject/theme approved by the Director of the Institute/HOD. The Project Reports (induplicate) both hard & soft copy or documentary will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the third year. At the time of viva, the students will make a Power Point Presentation of the Final Project. The Viva-voce of students who would select documentary as a final project will be held after the screening of his/her documentary.

Signature:

Chairperson

Signature: Sgautam

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature: Pranav Singh
1.....

Name: Mr. Pranav Singh

Date: 13.06.19

External Members

Signature: 1..... Rashmi

Name: Dr. Rashmi Gautam

Date: 13-06-2019

Signature: 2..... Dhirendra Rai

Name: Dr. Dhirendra Rai

Date: 13-06-19



BJM-606: Practical

Course Objectives:

- To acquaint the students with different types of video programmes.
- To impart practical knowledge of fiction and non-fiction programmes.
- To give practical knowledge of the three phases of video production - pre production, production and post production.

Credits: 01

L-T-P-J: 0-0-2-0

Course design :

- Practicing script writing.
- Practice on location, budget, selection of artists, etc.
- Practicing video recording as per the script.
- Creating documentaries on various subjects.
- Practicing video editing on Adobe Premiere and FCP software.

Signature:

Chairperson

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

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1.....

Name: Mr. Pranav Singh

Date: 13.06.19

External Members

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Name: Dr. Rashmi Gautam

Date: 13-06-2019

Signature: 2... 

Name: Dr. Dharendra Rai

Date: 13-06-19