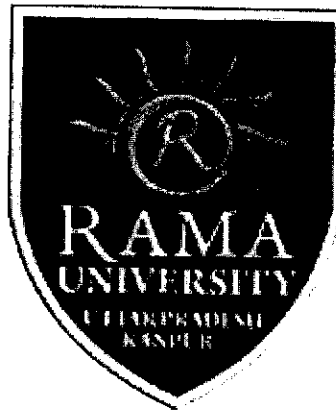




Minutes of Meeting

**(BJMC & MJMC)
Department of Journalism and Mass
Communication**

[Applicable w.e.f. Academic Session 2020-21 till Revised]



FACULTY OF PROFESSIONAL STUDIES

RAMA UNIVERSITY, UTTAR PRADESH, KANPUR

Website: www.ramauniversity.ac.in

Rama University Uttar Pradesh, Kanpur

Faculty of Professional studies



Ref: RU/FPS/DJMC/BOS/2020/001

Dated: 13-June-2020

Faculty of Professional studies

Department of Journalism and Mass Communication

Minutes of Meeting

Boards of Studies

A meeting of Boards of Studies of Department of Journalism & Mass Communication was held on 13-06-2020 in Director Office. The following members were present:

- | | |
|-----------------------|---------------|
| 1. Dr. Pranav Singh | - Chairperson |
| 2. Ms. Smittee Kumari | - Member |

The following members agreed to review the minutes in Delhi.

- | | |
|--|-------------------|
| 1. Dr. Rashmi Gautam, CSJM university, Kanpur | - External Member |
| 2. Dr. Shivendu Rai, Editor of Vichar Panchayat Web Magazine | - External Member |
| 3. 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, 2020.

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.

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- ☐ Change and upgradation in the syllabus
- ☐ 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 BJMC syllabus-

BJMC 2019-20 1st Semester	BJMC 2020-21 1st Semester	New Subject Code
Introduction to Communication	Introduction to Mass Communication	BJM-111
Basic Writing skills for media	Communicative and spoken English (New Paper added)	BJM-112
Introduction to Indian Journalism	Introduction to Journalism	BJM-113
Practical	Media Cultural Studies (New Paper added)	BJM-114
Environmental Studies	Environmental Sciences	BJM-115

BJMC 2019-20 2nd Semester	BJMC 2020-21 2nd Semester	New Subject Code
Application of Computer in Journalism	Introduction to broadcast Journalism (New paper added)	BJM-121
Graphic and Design	Creative Writing(New paper added)	BJM-122
Print Media: Reporting & Editing	Reporting and editing for Print (New paper added)	BJM-123

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Application of Computer in Journalism (Practical)	Language Communication and CSR (New paper added)	BJM-124
Photo Journalism	Audio and Visual Production (New paper added)	BJM-125
English Communication	Removed	-

BJMC 2019-20 3rd Semester	BJMC 2020-21 3rd Semester	New Subject Code
Indian Economy & Current Affairs	Indian Economy & Current Affairs	BJM-303
News Paper & Magazine Design and Graphics	Design and Graphics (changes done)	BJM-302
Introduction to electronic media	Introduction to Electronic media	BJM-301
Communication for development	Communication for Development	BJM-304
Media Writing: Radio	Media writing: Radio	BJM-305

BJMC 2019-20n 4th Semester	BJMC 2020-21 4th Semester	New Subject Code
Indian Culture & Current Affairs	Introduction to sociology (New paper added)	BJM-405
Radio production techniques	Removed	-
Radio Journalism and Program Format	Radio Journalism and Program Format	BJM-402

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PR and Advertising	PR & Advertising	BJM-404
Media Writing:TV	Media writing: TV (No changes done)	BJM-401
Practical	News Paper and Magazine Design(Practical)	BJM-403
	MOOC	

BJMC 2019-20 5th Semester	BJMC 2020-21 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	Removed	-
Writing for New Media	Writing for New Media	BJM-504
Practical	Removed	
	MOOC	

BJMC 2019-20 6th Semester	BJMC 2020-21 6th Semester	New Subject Code
Media Law and Ethics	Media Law and Ethics	BJM-601
Video Production Techniques	Video Production techniques	BJM-602
Advance Journalism	Advance Journalism	BJM-603

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Research Methods	Research Method	BJM-604
Dissertation	Dissertation	BJM-605
Video Production Techniques (Practical)	Removed	

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 2019-20 1st Semester	MJMC 2020-21 1st Semester	New Subject Code
Communication theories & Models	Communication theories (Content and Name changed for the whole subject)	MJM-111
Social & Political structure of India	Growth and Development of media (New paper added)	MJM-112
Media writing	Basics of Reporting and editing (New paper added)	MJM-113
Reporting and Editing	Photo journalism (New paper added)	MJM-114
Radio : Journalism and Production	Global Media and Intercultural Communication (New paper added)	MJM-115

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MJMC 2019-20 2nd Semester	MJMC 2020-21 2nd Semester	New Subject Code
Media management	Media management	MJM-121
Radio Journalism and Production	Radio Journalism and Program production (Whole content has been changed)	MJM-122
Media laws and ethics	Media laws and Ethics (Whole content has been changed)	MJM-123
Advance reporting and editing	IT and Computer application (New paper added)	MJM-124
Practical	Media and Society (New paper added)	MJM-125

MJMC 2019-20 3rd Semester	MJMC 2020-21 3rd Semester	New Subject Code
Television Journalism and Production	Television Journalism and Production	MJM-211
Communication for development	Communication for Development	MJM-212
Media Research	Media Research	MJM-213
Practical	Internship Project Report & Viva Voice (Newly added)	MJM-214
Public Relations	Public Relations	MJM-215

MJMC 2019-20 4th Semester	MJMC 2020-21 4th Semester	New Subject Code
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New Media	New Media	MJM-244
Advertising	Advertisement (Subject name Changed)	MJM-241
Film Studies	Film studies	MJM-242
Dissertation/Final Project	Dissertation	MJM-243
Practical	Removed	

S. No.	Item No.	Existing	Recommendation /Action Taken
1.			
2.	<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.	<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

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.

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- 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. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1.....

Name: Ms. Smitee Kumari

Date: 13-06-2020

External Members

Signature:

1.....

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2.....

Name: Dr. Shivendu Rai

Date: 13.6.20

3.....

Name: Dr. Dharendra Rai

Date: 13-6-20

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

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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

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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 Syllabus of the concerned program, as are approved by the Ordinance Effective: 2020-21. 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 Syllabus 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 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

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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 weight-age 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

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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: 2021-22.
- (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

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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

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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 _____ theCentre _____ Superintendent.
- c) Having in possession of book(s), notes, papers or any other like material connected _____ withthe _____ examination.
- d) Receiving or giving assistance in copying or in any other form during the course _____ of _____ theexamination.
- 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.

vi) Other Cases of Unfair Means

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(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, etc.	Cancellation of the concerned paper

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	OR Possession of any message, mutual conversation by words of mouth or gestures. The recovered material is related to the subject, but not used. OR The candidate is showing his Answer Book to the other candidate to copy from his Answer Book. OR The candidate is copying from the Answer Book of another candidate. OR Carrying mobile phone, ear phone, pager, scientific calculator other than where explicitly allowed, lazer pen or other electronic device in the examination hall. OR Writing by the candidate even after the stipulated time is over and is being reminded by the invigilator repeatedly not to do so.	
III	Recovered matter is related with subject and is being used. OR Recovered material is copied on the Answer Book before distribution of question paper.	Cancellation of relevant paper along with one more paper in which the candidate has secured the minimum marks.
IV	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	Cancellation of entire Examination
V	Replacement of Answer Book, exchange of Answer Book with other student, addition of extra pages in the Answer Book, smuggling of Answer Book/pages, OR Manhandling with staff on duty or creating disturbance in the examination hall/centre. OR Caught using unfair means for more than once in a particular semester or yearly examination or during the whole duration of the program'	Cancellation of entire examination and further debarring for one year.
VI	Ran away with Answer Book from examination hall. OR Impersonation	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

Rama University Uttar Pradesh, Kanpur

Faculty of Professional studies



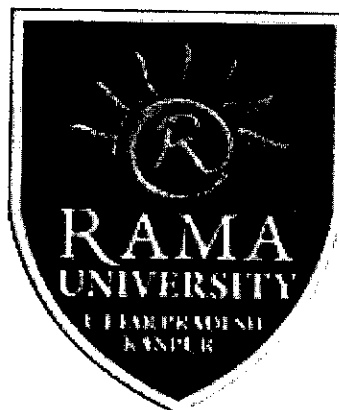
- (a) The fact that a particular roll no. was booked under UFM should be recorded daily in the attendance sheet as well as in the statement for dispatch of Answer Book to the Controller of Examinations.
- (b) Candidates found using any of the UFM are not to be debarred from appearing in the remaining 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 2020-21 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	Credit
				L	T	P	CA	MTE	ETE		
1.	CC - 1	BJM - 111	Introduction to Mass Communication	5	1	0	20	20	60	100	6
2.	SEC - 1	BJM - 112	Communicative and spoken English	1	1	0	0	15	35	50	2
3.	CC- 2	BJM - 113	Introduction to Journalism	5	1	0	20	20	60	100	6
4.	AECC - 1	BJM-115	Environmental Sciences	1	1	0	0	15	35	50	2
5.	GE -1	BJM - 114	Media Cultural Studies	5	1	0	20	20	60	100	6
			TOTAL	17	5	0	60	90	250	400	22



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 - 3	BJM - 121	Introduction to Broadcast Journalism	5	1	0	20	20	60	100	6
2.	SEC - 2	BJM - 122	Creative writing	1	1	0	0	15	35	50	2
3.	CC - 4	BJM - 123	Reporting and editing for Print	5	1	0	20	20	60	100	6
4.	AECC - 2	BJM - 124	Language Communication and CSR	1	1	0	0	15	35	50	2
5.	GE-2	BJM - 125	Audio and Visual Production	5	1	0	20	20	60	100	6
			TOTAL	17	5	0	60	90	250	400	22



Third Semester

				L	T	P	CE	MTE	ETE		
1.	CC – 5	BJM – 301	Introduction to Electronic media	5	1	0	20	20	60	100	6
2.	DSE –1	BJM – 302	Design and Graphics	5	1	0	20	20	60	100	6
3.	GE-3	BJM- 303	Indian Economy and Current Affairs	5	1	0	20	20	60	100	6
4.	CC - 6	BJM – 304	Communication for Development	5	1	0	20	20	60	100	6
5.	CC - 7	BJM – 305	Media writing: Radio	5	1	0	20	20	60	100	6
TOTAL				25	5	0	100	100	300	500	30



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 – 8	BJM – 401	Media writing: TV	5	1	0	20	20	60	100	6
2.	CC – 9	BJM – 402	Radio Journalism & Program formats	5	1	0	20	20	60	100	6
3.	CC – 10	BJM – 404	PR and Advertising	5	1	0	20	20	60	100	6
4.	DSE -2	BJM - 405	Introduction to Sociology	5	1	0	20	20	60	100	6
	MOOC		MOOC for Journalism								4
PRACTICALS											
1	PC	BJM-403	News Paper & Magazine design	0	0	8	20	20	60	100	4
			TOTAL	20	4	8	100	100	300	500	32



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-3A	BJM – 501	Science Technology and Current Affair	5	1	0	20	20	60	100	6
2.	DSE-3B	BJM -502	Basic of Camera Light and Sound	4	1	2	20	20	60	100	6
3.	CC - 11	BJM - 503	TV Journalism and Program Production	4	1	2	20	20	60	100	6
4.	SEC - 3	BJM - 504	Writing for New Media	5	1	0	20	20	60	100	6
	MOOC		MOOC for Journalism								4
			TOTAL	18	4	4	80	80	240	400	28



Sixth Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CE	MTE	ETE		
1.	CC - 13	BJM - 601	Media Law and Ethics	5	1	0	20	20	60	100	6
2.	CC-14	BJM - 602	Video Production Techniques	5	1	0	20	20	60	100	6
3.	DSE-4A	BJM - 603	Advance Journalism	5	1	0	20	20	60	100	6
4.	DSE-4B	BJM - 604	Research Methods	4	1	0	20	20	60	100	5
	MOOC		MOOC for Journalism								4
PRACTICALS											
5	GE-4	BJM-605	Dissertation	0	0	8	25	25	50	100	4
			TOTAL	19	4	8	105	105	290	500	31



Skills Enhancement Courses

Skills Enhancement Courses													
S. NO.	CODE	SUBJECT	TEACHING SCHEME				EVALUATION SCHEME			TOTAL MARKS	CREDITS	CONTACT SH/WRK	PRE-REQUISITES
			L	T	P	J	CE	MTE	ETE				
Skills Development Program													
1.	BJM - 112	Communicative and spoken English	1	1	0	0	0	15	35	50	2		
2.	BJM – 122	Creative writing	1	1	0	0	0	15	35	50	2		
3.	BJM – 501	Writing for New Media	5	1	0	0	20	20	60	100	6		



Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13.06.20

Internal Members

Signature:

Name: Ms. Smitee kumari

13-06-2020

External Members

Signature: 1.....

Name:

Dr. Rashmi Gautam

Date:

13-06-2020

2.....

Dr. Shivendu Rai

13.6.20

Signature: 3.....

Dr. Dharendra Kumar Rai

13.06.20



BJM-111 INTRODUCTION TO MASS-COMMUNICATION

Course Objectives:

- Demonstrate an ability to apply communication to the solution of global problems
- Display an understanding of the place of social movement in solving problems
- Evaluate the process of Mass communication within the framework of social, cultural, economic, religious and political division of the early 21st century.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Communication: Meaning, Definition
- Nature & Process of human communication
- Elements of communication
- The Seven C's of communication
- Functions of mass communication

Unit-II

15L

- Elements of human communications
- Communication as a social, human & universal process
- Communication - Objectives, Scope & Functions
- Factors responsible for growing importance of Communication
- Effective communication & its Barriers
-

Unit-III

15L

- Models of communication: Need & Relevance
- Indian Model of communication: Sadharnikaran
- Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication,
- Shannon -Weaver Model, Schramm Model
- Components of Mass Communication: Mass Media, Mass messages, Mass Audiences

Unit-IV

10L

- Communication theory: Need & relevance
- Bullet theory, Hypodermic needle theory; Difference and importance
- Agenda setting theory, Users and gratification theory
- Normative media theory: Authoritarian, Libertarian, Social responsibility, Soviet Media Theory

Unit-V

10L

- Mass Media Communication: Newspaper, Magazine, Radio, Television
- Films, Internet



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

- Future trends in Mass-Communication
- Role of Mass-Communication in development
- Impact of mass Communication: areas of danger
- Globalization and Mass-Communication

Suggested Readings:

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy: Olivegreen: Kochi
4. Mass-Culture, Language and arts in India: Mahadev L. Apte: Popular Prakashan Mumbai

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13.06.20

Internal Members

Signature:

1.

Name: Ms. Smita Kumari

Date: 13-06-2020

External Members

Signature:

1.

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2.

Dr. Shivendu Rai

13.6.20

3.

Dr. Dharendra Kumar Rai

13.06.20



BJM-112: COMMUNICATIVE AND SPOKEN ENGLISH

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

5L

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

Unit-II Writing Skills

5L

- 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

5L

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

Unit IV English for Special & Technical Purpose

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



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

- Reports, handbooks, manuals, letters, memorandum, notices, agenda, minutes

Suggested Readings:

1. Technical Writing- Gearson
2. English for Technical Communication- Sudarshan, C. Savitha- Cambridge University
3. Tech Talk- Vicky Hollett and John Sydes- OUP
4. Technical English 2 Course Book- David Bonamy- Pearson Publications

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13.6.20

Internal Members

Signature:

1. Smittee

Name: Ms. Smittee kumari

Date: 13-06-2020

External Members

Signature:

1. Rashmi Gautam

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2. Shivendu Rai

Dr. Shivendu Rai

13.6.20

3. Dhirendra Kumar Rai

Dr. Dhirendra Kumar Rai

13.06.20



BJM -113 : INTRODUCTION TO JOURNALISM

Course Objectives:

- To introduce students to the basics of journalism.
- To inculcate the knowledge of elements of journalism.
- To acquaint them with important aspects of the process of Journalism.
- To develop the knowledge of skills of journalism.
- To enhance understanding of the technical terms and jargons of Journalism.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Journalism: Origin & Growth
- Press as a fourth estate
- History of Printing (India & world)
- Types of printing: Offset lithography, Flexo, Digital, Gravure and screen printing
- Eras of Hindi Journalism
- Journalism & Social reforms

Unit-II

15L

- 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, Social reform in Maharashtra and Tamil Nadu & Uttar Pradesh
- Role of Indian Newspapers: Pre independence & Post independence
- Growth of news agencies in India: PTI, ANI, UNI, BHASHA, VARTA

Unit-III

15L

- Types of Journalism, Journalism Education, Journalism as a Profession
- Role and responsibilities of Journalist
- Scope of Journalism
- Code of ethics in Print media, Electronic Media (Radio & TV)
- Challenges from other media: Radio, TV, Web & Film etc.

Unit-IV

10L

- Professional & Statutory bodies of Media: First press commission, Second press commission,
- Press council: Composition, power & functions etc.
- Audit bureau of Circulation



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

- Press information bureau, IRS, NRS, NBA, Web analytics, Radio Audience Measurement

Unit-V

10L

- The Government and the mass media: A brief book into the Government media organizations
- The press commissions. The press council of India.
- Electronic media autonomy
- Chanda Committee, Varghese Committee,
- The Prasar Bharati

Suggested Readings:

1. Journalism and Politics: M.Chelapati Rao: Vikas publication New Delhi
2. Indian politics and role of the press: Sharad Karkhanis : Vikas publication New Delhi
3. Role of press in the freedom movement: M. Bhargwa: Reliance : New Delhi
4. Professional Journalism. Kamath: Vikas publication New Delhi

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BJM -114 :MEDIA CULTURAL STUDY

Course Objectives:

- Students will learn the origin of the term 'culture' and its use in both national and international context.
- Students will come to know various debates and scholarly discourses across the world in making sense of culture.
- Students will explain various aspects of media mediating and regulating existing culture.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

15L

- What is Culture?
- Elements of Culture
- Mass Culture, Popular Culture, Folk Culture
- Media and Culture

Unit-II

15L

- Media as Cultural Industries
- Political Economy
- Basic Concepts in Semiology
- Image, Myth and Power
- Ways of Seeing;
- Media Frames: Meaning, Ideology and Context

Unit-III

15L

- Media as Texts
- Signs and Codes in Media
- Representation of nation, class, caste and gender issues in media
- Core ideas in Cultural Studies

Unit-IV

15L

- Audiences
- Uses and Gratification Approach Reception Studies Active Audiences
- Women as Audiences
- Sub Cultures; Music and the popular, Fandom

Suggested Readings:



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy: Olivegreen: Kochi
4. Mass-, Culture, Language and arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
5. Towards sociology of Mass-Communication: Denis McQuail: Collier – Macmillan
6. Introduction to Communication Studies: John Fiske: Methuen London
7. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press
8. Bharat Men Sanchar aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal

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BJM-115: ENVIRONMENTAL SCIENCES

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: 1-1-0-0

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 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



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

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BJM- 121: INTRODUCTION TO BROADCAST JOURNALISM

Course Objectives:

- To understand the fundamentals of news writing and editing.
- To help develop the knowledge and skill of researching into topics of social importance and how to present the same

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I Origin of Broadcast Journalism

10L

- History of Broadcast Journalism
- Early Practices in Broadcast Journalism
- Changing Trends in Electronic Media
- New Age Journalism

Unit-II Sources and Impact of Broadcast Journalism

10L

- Different sources of News Gathering
- International News Agencies
- Socio-Political Impact of Broadcast Journalism
- Broadcast Media Channels/News Channels and ownership

Unit-III Ethics in Broadcast Media

15L

- Journalistic Ethics
- Standards and Practices
- Mannerisms in Reporting sensitive issues
- Cultural Contexts and Cultural Appropriation while Reporting and event

Unit-IV Electronic News Gathering (ENG)

10L

- Basics of Electronic News production
- Elements of Electronic News Production
- Media Equipment involved in ENG

Unit-V Studio Production (Anchoring and Reporting)

15L

- Single Camera Production
- Multi Camera Production
- Reporting and Anchoring (Practical)
- Talk Shows and Interviews (Practical)



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

Suggested Readings:

1. Zettl Herbert, Television Production Handbook. (Pg.no: 20-80, 85-135)
2. Robert c Allen and Annette Hill (Ed- 2004)
3. The Television Reader, Routledge (Pgno: 10- 40)
4. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987 (Page no: 25- 78)
5. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgno: 47-105)

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BJM-122: CREATIVE WRITING

Course Objectives:

- To understand the working pattern of various print media platforms
- To familiarize the students with the basics of writing of print media
- To create understanding of various print media content.

Credits: 02

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

Unit-I Basics of Creative Writing

5L

- What is Creative Writing
- Types of Creative Writing
- Fundamentals of Creative Writing

Unit-II Aspects of Creative Writing

5L

- Creative Writing as Literature
- Technical Writing
- Science and Communication Write Ups
- Commercial Write ups

Unit-III Necessity and Development of Creative Writing

5L

- Changing Markets for Content Development
- New Media
- Impact of User-friendly content generation
- SEO Friendly Content

Unit-IV Various Mediums to Demonstrate Creative Write-ups

8L

- Blogging sites
- Magazines and Journals
- Startups
- Online News Portals
- Private Websites
- IT Sector and technical writing

Unit-V Practice Exercises

7L

- Practice sheets
- Weekly submissions
- 'Yuvaan' & 'Rama Samay' contributions



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

Suggested readings:

1. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
2. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977- 99, St. Martin's Press, New York, 2000
3. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
4. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
5. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.

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BJM- 123 : REPORTING AND EDITING FOR PRINT

Course Objectives

- To understand the working pattern of various print media platforms
- To familiarize the students with the basics of writing of print media.
- To create understanding of various print media content.
- To understand the basics of reporting
- To familiarize the students with different types of reporting

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

15L

- Covering news Reporter- role, functions and qualities
- General assignment reporting/ working on a beat;
- News agency reporting
- Covering Speeches, Meetings and Press Conferences,
- Covering of beats- crime, courts, city reporting, local reporting, hospitals, health, education, sports

Unit-II

15L

- Different Forms of Writing
- Interviewing: doing the research, setting up the interview, conducting the interview
- News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story
- Articles, features, types of features and human-interest stories, leads for features, Difference between articles and features

Unit-III

15L

- The Newsroom
- Organizational setup of a newspaper, Editorial department
- Introduction to editing: Principles of editing
- Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet
- Role of sub/copyeditor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces

Unit-IV

15L

- Understanding media and news



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

- Week-end pullouts, Supplements, Backgrounders columns/columnists
- Sociology of news: factors affecting news treatment, paid news, agenda setting Objectivity and politics of news, Neutrality and Bias news

Suggested Readings:

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. M.L. Stein. and Susan F Paterno, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
6. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
7. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
8. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.

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BJM- 124: LANGUAGE COMMUNICATION LANGUAGE & CSR

Course Objectives:

- To provide a neutral and credible platform to all stakeholders engaged in CSR best practices for capturing relevant issues to foster sustainable growth.
- To provide research, training, practice, capacity building, standard setting, advocacy, rating, monitoring, recognition and related support in the field of CSR.
- To facilitate exchange of experiences and ideas between various stakeholders for developing a framework for strengthening of CSR indicatives.
- To facilitate any other assistance directly or indirectly for activities which seek to promote CSR practices.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I Formal Communication

10L

- Meaning and Definition of Formal Communication
- Elements of Formal Communication
- Difference between Formal/Informal Communication
- Formats for Formal Communication

Unit-II Corporate Communication

10L

- Corporate Sphere and Culture
- Definition of Corporate Communication
- Need of Corporate Communication
- Drafting Exercises and Strategizing Techniques

Unit-III Crisis Management

10L

- What is a Crisis situation?
- Importance of Crisis Management
- Steps in Crisis Management
- How to Communication with Media during Crisis Situation

Unit-IV Branding

15L

- What is a Brand
- Brand Image
- Brand Placement
- Brand Statement and Promotions
-



Unit-V Corporate Social Responsibility

15L

- What is CSR
- How CSR helps Companies/Empires
- Sustainability and its importance as a whole
- Various Approach to CSR Activities

Suggested Readings:

1. The Corporate Social Responsibility in India: A Practitioner's Perspective (2018) by NirbhayLumde
2. The Six Essential Steps in Implementing CSR (2016) by V Reddappa Reddy and C Dheeraja
3. The 'Corporate Social Responsibility in India: Cases and Development after the Legal Mandate' (2016)
4. CSR: Corporate Social Responsibility: The New Paradigm' (2016) edited by BS Sahya

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BJM- 125: AUDIO AND VISUAL PRODUCTION

Course Objectives:

- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint learners with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I Basics of Audio/Visual Productions

10L

- History of Audio-Visual Production
- Growth and impact of Audio-Visual Advertisement
- Art of Visual Storytelling
- Types of Audio-Visual Communication (Films, Documentaries, Advertisements, Web series)

Unit-II Mediums of Audio/Visual Communication

10L

- Early modes of Audio/Visual communication
- Different mediums of Audio/Visual communication
- Impacts of different types and mediums of A/V communication
- Case studies of new age medium of a/v communication- YouTube, NETFLIX, TVF, Hotstar

Unit-III Films and Documentaries

15L

- What are Films/Documentaries/Docudramas
- Cultural Relevance
- Cultural Documentation
- Source of awareness

Unit-IV Audio/Visual Advertisement

15L

- Origin and growth of A/V advertisement
- Types of Advertisements and their formats
- Impact of A/V advertisement
- Practical- Creating Ads

Unit-V Process and creation of Audio/visual Advertisement

10L

- Production
- Pre-Production
- Post Production
- Production Management
- Hierarchy in A/V Production Industry



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

Suggested readings:

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
3. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
4. Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
5. Baruah, U.L.,
6. This is All India Radio, Publication Division, New Delhi. 11. M. Chalapathi Rau, The Press

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BJM -301 INTRODUCTION TO ELECTRONIC MEDIA

Course Objectives:

- To understand the working pattern of electronic media platform.
- To familiarize the students with the basic techniques of broadcasting.
- To create understanding of electronic media content creation.
- To inculcate the knowledge of script writing.
- To develop the knowledge of online journalism

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Electronic Media: Meaning and Definition
- Types and Elements of Electronic media
- Uses of Electronic media
- Advantage and Disadvantage of Electronic media

Unit-II

10L

- History and Development of Radio in India
- Characteristics of Radio
- 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

- Television in India
- Characteristics of TV
- Development of Doordarshan and Important Private television channels
- Introduction to major Indian networks and present scenario: 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
- Introduction to short films and documentaries



Unit-V

15L

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

Suggested Readings:

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

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BJM-302 :DESIGN AND GRAPHIC

Course Objectives:

- To impart necessary skills required to be a professional graphic designer.
- To create visual designs for corporate, traditional media platforms and web.
- To provide hands-on training in digital design production.
- Design print content and create promotional materials using latest technologies.
- Structure visual information in both print and electronic media formats.
- Acquire basic proficiency of design applications to produce advertising, branding and information design.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I Principles of Design & Graphics

10L

- Basics of Design and Graphics
- Elements and principles of design
- Typography: Physical form, aesthetics, and classification
- Colour: Physical forms, psychology, colour scheme and production

Unit-II Layout

15L

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

Unit-III Visuals and Design

20L

- Visuals: Physical forms, functions & editing
- Poster Design
- Logo Design
- Brochure Design, Leaflets, Pamphlets

Unit-IV DTP & Printing

15L

- Basics of Desktop Publishing
- Printing Process
- Printing Methods – Letter Press, Screen, Offset
- Paper and Finishing



Suggested Readings:

1. K.S. Duggal Book publishing
2. A.K. Dhar Printing and Publishing
3. N.N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001
4. N.N. Sarkar Designing Print communication, Sagar Publishers, New Delhi, 1998

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BJM-303 : INDIAN ECONOMY AND CURRENT AFFAIRS

Course Objectives:

- To create understanding of overview to the concept and general perspective of economics.
- Developing countries strategies and their problems
- Learning about the underdeveloped regions of India and world.
- Sectoral distribution of national income
- To impart knowledge about economic development

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Definition, Nature and scope of Economics
- Micro and Macro economics
- Positive and Normative economics
- Working of economics systems with special references to the capitalistic
- Socialistic and the mixed economics

Unit-II

10L

- Structure of Indian economy
- National Income concept
- Significance and measurement of National income
- Five-year plan
- Role of Five-year plan in Indian economy

10L

Unit-III

- Capital accumulation as a factor in economic growth
- Role of Media in economic development
- Population and economic development (the two-way relationship)
- GDP and Economic development, development with human face and Human Development Index (HDI), Gender Development Index (GDI)
- IGG (Inclusive Green Growth)

Unit-IV

15L

- Inflation and Deflation
- Demand pull and cost push inflation
- Measures to control inflation
- Stagflation
- Issue of Economic Recession & globalization
-



Unit-V1

15L

- Current economy plan in India
- Poverty and inequality of income distribution (with special reference to India) and developing words
- Role of United Nations, World Bank, IMF and other International bodies such as SAARC, G-20, Common wealth of countries in economic development
- Problems associated with associated global warming, Climate Change, Water, Energy and approaches towards their solution with respect to SDGs (Sustainable Development Goals of United Nations).

Suggested Readings:

1. Development Economics, Water Elkan] Pengin Books Londa, 1973
2. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media, 2002
3. India's Second Revolution, The Dimension of Development, Lawrance A, McGrow Hill, Newyork

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BJM-304: COMMUNICATION FOR DEVELOPMENT

Course Objectives:

- To impart basic concepts meaning and models of development
- To make students aware about problems and issues of the development.
- Inculcate knowledge of development communication and relations with media and society.
- Know the functioning of media in development coverage.
- Understanding the rural India and its problems.

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I The meaning of Development communication

10L

- Concepts of development & Definition
- Role of communication in development
- The meaning of development communication in India
- Cultural nationalism and development

Unit-II 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

Unit-III Indian Models of Development and Planning

10L

- Gandhian Model of Development
- National Development model: Five-year plan & Policy commission
- Social development model
- Governance and decentralized development model, e-governance

Unit-IV Communication Strategies for Rural Development

15L

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



Unit-V Indian Developmental experiment

15L

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

Suggested Readings:

1. Development communication, Uma Narula, 1999, Har Anand Publication Pvt. Ltd. New Delhi
2. Development communication in India, Raghvan
3. A manual of development journalism (Press Institute of India) Alamchakels
4. Everybody loves a good drought, P. Sainath

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BJM-305: MEDIA WRITING: RADIO

Course Objectives:

- Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers.
- Engage students in new trends in radio journalism
- To introduce students to the presentation, interviewing skills for new online radio.
- To make students able to cover events using mobile phones and right radio news stories
- Students can produce radio news bulletin
- Students will be able to interview, make radio promos and jingles

Credits: 06

L-T-P-J: 5-1-0-0

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 program
- Language for radio
- Radio terminology

Unit-III

10L

- Radio program formats: News, Commercials, Radio commentaries, Interviews,
- Drama, Radio jingles, Documentary, Docu-drama, Radio features, Radio magazine and Radio talks, etc
- Script writing for different radio programs

Unit-IV

15L

- 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



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

Unit-V

15L

- Writing for anchoring and compering includes announcements
- Radio report writing
- Writing for target groups & special interest groups

Suggested readings:

1. Broadcast Journalism: S.C Bhatt: Har Anand Publication news
2. Writing News for broadcast: Edward bliss and M. John Patterson
3. Broadcasting and the people: Masani Mehra: National Book Trust New Delhi
4. Radio Drama – Theory and Practice: Tim crook London
5. Broadcast news writing, Reporting and producing: Ted white: Focal Press

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BJM – 401 : MEDIA WRITING:TV

Course Objectives:

- To acquaint with advanced journalism
- Writing for media practices
- To understand about tv news values, representation of news views and ethical issues
- To understand tv writing and formats

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Principles of Television Writing.
- Stages of T.V. Writing
- Principles of television for visuals
- Steps for producing the perfect news story
- Television program and format

Unit-II

10L

- Television different program
- News writing process
- Packaging writing
- Interview writing
- Prime time writing

Unit-III

15L

- Television live show
- Visual language
- Different type of program sources
- T.V research writing

Unit-IV

15L

- Writing for documentary
- Writing for films
- Writing for feature
- Writing for docu –drama



Suggested Readings:

1. Copy writing for electronic media: A practical guide, Milan D. Meeske, Wadsworth Publishing Co. 2006
2. Broadcast Journalism: Techniques of radio and television Journalism by Andrew Boyd, Focal Press 2009.
3. Broadcasting News: Writing, Reporting and producing by Ted White 2008
4. The craft of copywriting by June A. Valadares, Response books
5. Writing for Media by Usha Raan, Oxford University Press, 2010

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BJM-402: RADIO JOURNALISM AND PROGRAM FORMATS

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-403: 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 Creative 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 – 404: PR & ADVERTISING

Course Objectives:

- To understand about basic advertising steps, tools, techniques
- To know about various models, theories
- To interact with various type of advertising and PR tools and bodies.
- To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
- To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.

Credits: 06

L-T-P-J: 5-1-0-0

Unit –I

15L

- Introduction to Advertising
- Meaning and history Advertising Importance and Functions a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR Advertising Theories and Models- AIDA model, DAGMAR
- Model, Maslow's Hierarchy Model, communication theories applied to advertising Types of advertising and
- New trends Economic, Cultural, Psychological and Social aspects of advertising Ethical & Regulatory
- Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their code, Consumer Courts

Unit -II

15L

- Advertising through Print, Electronic and Online Media
- Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research, Branding, Advertising department vs.
- Agency-Structure, Functions of Advertising Agency, Budgeting, Campaign Planning, Creation and
- Production of Advertisement, Online Advertising

Unit –III

15L

- Public Relations-Concepts and Practices
- Introduction to Public Relations Growth and development of PR, Importance, Role and Functions of PR
- Principles and Tools of Public Relations, Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors, Government's Print, Electronic, Publicity, Film and Related Media Organizations, Role and Qualities of PR



Unit-IV

15L

- PR-Publics and Campaigns
- Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management Ethical issues in PR- Apex bodies in PR- IPRA code - PRSI, PSPF and their codes,
- Integrated Marketing Communication, Crisis Management, Community Relations and CSR, Social Media Technologies and Management
- Integrated Marketing Communication, Developing Social Networks, Social Media Strategies, Tactics and Ethics, Social Media Tools, Measurement Strategies and ROI.

Suggested Readings:

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By Jaishri Jethwaney and N.N.Sarkar. New Delhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul. Kolkotta: Naya Prokash.
4. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher Himalaya Publishing House, Delhi, 2000.
5. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009. 3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.

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BJM-405: INTRODUCTION TO SOCIOLOGY

Course Objectives:

- To understand the sociological concept and theories
- To understand the importance of sociology
- To create understanding of the human society
- To develop the knowledge of Indian culture and Society
- To inculcate the knowledge of current socio-cultural issues

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Concept, Definitions of Sociology
- Importance of Sociology
- Types of Sociology
- Relation of Sociology with other Social Sciences
- Importance of studying Sociology for media students

Unit-II

10L

- Group, community, institution, Organization, society, Humanity, Biosphere and their unity and inter-dependence
- Meaning of family, Kinship, Community
- Class, caste, Clan, Tribe, Marriage
- Social reform
- Social Movements

Unit-III

10L

- Concept of Socialization
- Social stratification
- Concept, definitions and process of social change
- Agents of Social Change
- Understanding of contemporary changes in India

Unit-IV

15L

- Characteristics of Indian culture, religion and society
- India's main social Institutions
- Population and its growth
- Cultural imperialism, Consumerism
- Emerging trends of Indian Culture



Unit-V

15L

- Understanding current socio-Cultural issues
- Politics and society
- Economy and society
- Social Movements
- Inequality in Indian society

Suggested Readings:

1. Bauman, Zygmunt. Liquid Modernity. Wiley 2000.
2. Beck Ulrich, Risk Society: Towards A New Modernity, Sage Publications, 1992.
3. Breman Jan. Footloose Labour: Working in India's Informal Economy (Contemporary South Asia) Cambridge University Press, 1996.
4. Joseph, R. Gusfield. New Social Movements: From Ideology to Identity. Temple University Press. 2009
5. Pushpesh, Kumar. Quering Indian Sociology A Critical Engagement CAS WORKING PAPER SERIES Centre for the Study of Social Systems Jawaharlal Nehru University
6. Shah Ghanshyam, Social Movements and the State, Sage, New Delhi, 2002.
7. Surinder, S. Jodhka (ed), Community and Identities, Sage, New Delhi, 2001.
8. T.K. Oommen, Nation, Civil Society and Social Movements, Sage, Delhi, 2004.

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BJM -501 : SCIENCE AND TECHNOLOGY AND CURRENT AFFAIRS

Course Objectives:

- To understand science and technology basics
- The aim of a science and technology is to render very detailed, specific, and often jargon laden information produced by scientists into a form that non-scientists can understand and appreciate while still communicating the information accurately
- To make this subject as a bridge between science, scientists, and the public.
- To Promote the role of science journalists as key players in civil society and democracy.
- Improve the quality of science reporting, promote standards, and support science and technology journalists worldwide.

Credits: 06

L-T-P-J: 5-1-0-0

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

15L

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

Unit-IV

15L

- Public Understanding of science [PUS]
- Science and technology policy statements
- Science and technology set-up in India.
- Recent Nobel Laureates on science.



Unit-V

10L

- Science Policy Resolution, 1958
- The Indian Patent Act, 1970
- Science Communication organizations: NCSTC, NCSM, NISCAIR, Vigyan Prasar

Suggested Reading:

1. Jane Gregory and Steve Miller, Science in Public: Communication, Culture and Credability, Plenum, New York, 1998.
2. James G. Paradis and Muriel L. Zimmerman, The MIT Guide to science

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BJM-502: BASICS OF CAMERA, LIGHT AND SOUND

Course Objectives

- To provide students an experience about the studio pipeline
- To make them aware of different types of Lights and sound
- To learn about Video camera and Types of video camera
- To learn about Different types of shots, camera movements
- To learn basics of Lights and lighting
- To know about the Types of microphones, use of audio mixers for recording & editing of sound

Credits: 06

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

Unit-I

10L

- Introduction to camera
- Parts of video camera and their functions
- Types of Cameras
- Camera operations: 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 and recorder controls
- Shooting techniques
- Basic theory of video recording

Unit-III

10L

- Lights and its properties
- Different types of lights[Hard, soft, Ultra soft]
- Other tools used in lightening-Diffusers, Reflectors, Cutters and Gels.
- Basic lighting techniques.
- Accessories used in lighting.

Unit-IV

15L

- Unit of sound
- Types of microphones and 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 and music tracks.



Unit-V

15L

- Sound and camera
- How do microphones work?
- Sound quality
- Analog vs Digital
- Sound recording by video camera

Suggested Reading:

1. Handbook of television production-Herbert Zettle
2. Television Field production and reporting- Fred Shook
3. Writing production-Gerald Millerson

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BJM-503: TV JOURNALISM AND PROGRAM PRODUCTION

Course Objectives:

- To make students understand the digital video terms and how to apply the technique or concept using a digital video camera
- To make them learn about storyboarding, cinematic camera angles, key light, fill light, backlight, background light
- To train students how to establish effective and collaborative team work and management skills to complete the video process from pre-production script development through the production capture of quality video image and audio.

Credits: 06

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

Unit-I 10L

- Introduction of TV Journalism as a medium
- 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

- Formats and types for TV Programs- eg includes sitcoms, news
- TV news script format
- Scripting for Fiction/ Non fiction
- Ethics for TV News

Unit-III 10L

- Definition and elements of TV News
- Basics principles of News Writing and presentation techniques.
- Sources of TV News
- Planning and conducting of various types of interviews

Unit-IV 15L

- Packaging stories
- Producer of TV News
- Structure and working of News Room of a Television Production Center
- Duties and Functions of TV Reporter



Unit-V

15L

- Steps involved in production and utilization of a TV program
- Stages of Production-pre-production, production[camera recording] and post-production[editing and mixing etc.]
- The production personnel-single camera and multi camera production
- Use of graphics and special effects.

Suggested Readings:

1. Jan R. Hakemulder, Ray AC de jonge, PP singh- Broadcast Journalism, Anmol Publications, New Delhi
2. Janet Trewin-Presenting on TV and radio, focal press, New Delhi
3. Stuart W. Hyde-TV and Radio Announcing, Kanishka Publishers
4. Andrew Boyd-Techniques of Radio and Television News Publisher: Focal Press India.

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BJM-504 : WRITING FOR NEW MEDIA

Course Objectives:

- To equip with understanding of new media, current aspects, concepts, tools
- To learn current equipment's and market trends
- To know basics in social media

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I

10L

- Overview of the New Media Industry
- Introduction to Web –designing: Role of navigation, color, text, images, hyperlinks, multimedia elements and interactivity
- Web content Management system, WordPress /Joomla
- Digital tools for journalists [Document cloud, overview, timeline, Wordle, etc.]

Unit-II

10L

- Concepts and evaluation of internet as a medium
- News on the web: newspaper, magazines, radio and TV news casts on the web
- Changing paradigms of news delivery vehicles, job profiles, integrated newsroom
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization
- Search Engine Marketing and email marketing

Unit-III

15L

- 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

15L

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

UNIT-V

10L

- Writing with hyperlinks
- Content management and content management systems
- Story boarding and planning
- Planning and designing of webpages, news portal blogs, e-newspaper, e-magazines



Suggested Readings:

1. Marshall, P.D [2004], New Media Cultures, Oxford University Press
2. Dewdney, A & Ride, P [2006]. The New Media Handbook, Routledge, London
3. Felix, L. Stolarx, D [2006], video blogging & Podcasting, focal press
4. Mirabito, M. Morgenstern, B.L. [2004]. New Communication Technologies, Focal press
5. Schmidt, E & Cohen, L. [2013]. The New digital age, John Murray
6. Ward, M [2002], journalism online, Focal Press.

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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: 5-1-0-0

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:



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

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 PRODUCTION TECHNIQUES

Course Objectives:

- Identifying and determining corresponding control measures
- Programming events in such a way that operational information is transferred
- Forming the base of many routine activities in operations management

Credits: 06

L-T-P-J: 5-1-0-0

Unit-I Basics of Video Production

10L

- Fundamentals of video production
- Key equipment's, personnel involved in production
- Fiction and nonfiction programs
- Developing programs 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

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

15L

- Budget: Budget formats, preparing budget details
- Factors for controlling budget
- Principles of Scripting a program
- Scripting for new and current affair program
- Scripting for fiction and documentary
- General Script, screenplay, storyboard

Unit-IV

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

15L

- Shooting inside and outside the studio
- Camera operations, allied equipments
- Studio/location management
- Requirement of makeup
- Costumes and other property



Course Curriculum (w.e.f. Session 2020-21)
Journalism and Mass Communication

- Functions of creative team
- Role of production personnel
- Production control

Suggested Readings:

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

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Dr. Dharendra Kumar Rai

13-6-20



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: 5-1-0-0

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. Vishvavidyalaya Prakashan 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. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1.

Name: Ms. Smitee kumari

Date: 13-06-2020

External Members

Signature:

1.

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2.

Dr. Shivendu Rai

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BJM-604 : RESEARCH METHOD

Course Objectives:

- To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research
- To understand the need, role, importance functions and ethics of research.
- To know the elements of research
- To learn the types of research
- To impart the knowledge of basics of statistics and media metrics

Credits: 06

L-T-P-J: 5-1-0-0

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

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 SurveyasData Collection Technique

15L

- 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

15L

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

Suggested Readings:

1. An Introduction to Qualitative Research by Uwe Flick. London: Sage Publications.
2. Mass Media Research: An Introduction by Roger D. Wimmer & Joseph R. Dominick
USA: Wadsworth Publishing Company.
3. Media Metrics: An Introduction to Quantitative Research in Mass Communication. by Manoj Dayal
Delhi: Sage Publications.
4. Media Research Techniques by Arthur Asa Berger. USA: Sage Publications
5. Media Shodh By Manoj Dayal. Panchkula: Haryana Sahitya Akademi.
6. Research Methodology by Prasant Sarangi. Delhi: Taxman Publication.

Signature:

Chairperson

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Name: Dr. Pranav Singh

Date: 13-6-20

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Name: Ms. Smita Kumari

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BJM-605 : DISSERTATION

Course Objectives:

- After completing the project, the learner should be able to: Identify a research problem from the existing literature.
- Define, design and deliver an academically rigorous piece of research.
- Understand the relationships between the theoretical concepts and their application to specific situations.
- Appreciate practical implications and limitation of a research project

Credits: 04

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

Course Design

Every learner will have to submit a project under the guidance of a supervisor. The student will make his/her final project on the subject/theme approved by the director of the Institute/ HOD. A project is a formal document and there are rules that govern the way in which it is written. It gives learners an opportunity to show that they have gained the requisite knowledge and skills to organize and conduct a research project. The present document will guide you through the project process. The Project reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the end term examination of the final year. At the time of viva, the student will present their topic accordingly in front of a committee.

The aims of the project are to enable the learner:

- To identify a research issue / problem
- To put into practice theories and concepts learned during the program
- Show evidence of independent investigation
- Identify and apply relevant theories to support the given study
- Develop the ability to plan and manage a project within a stipulated time frame

Suggested Readings:

1. Basics of Project

Management. IES Master Publication.

2. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By

Manoj Dayal Delhi: Sage Publications.

3. 'Media Shodh' By Manoj Dayal. Panchkula: Haryana Granth Akademi



4. 'Research Methodology Concepts and 'By Deepak Chawla and Neena Sondhi. Delhi:
Vikas Publishing House.

5. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina, London: Sage
Publications.

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