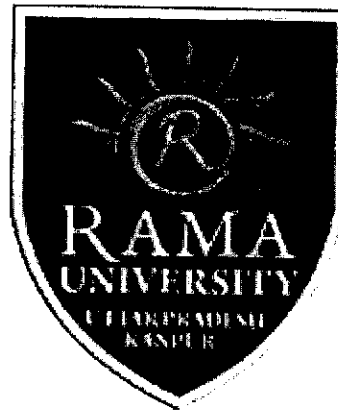




Minutes of Meeting

**(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..... 2..... 3.....

Name: Dr. Rashmi Gautam

Dr. Shivendu Rai

Dr. Dharendra Rai

Date: 13-06-2020

13.6.20

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

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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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Faculty of Professional studies



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

Offences during the Examination

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

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

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

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

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

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

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

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

vi) Other Cases of Unfair Means

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

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

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

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

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

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

Annexure-A.

List of penalties for different types offences under UFM

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

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

IMPORTANT NOTES

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

Faculty of Professional Studies
Journalism and Mass communication
Under
Choice Based Credit System (CBCS)



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

First Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	Core	MJM 111	Communication Theories	3	1	0	20	20	60	100	4
2.	Core	MJM 112	Growth and Development of Media	3	1	0	20	20	60	100	4
3.	Core	MJM 113	Basics of Reporting and Editing	3	1	0	20	20	60	100	4
4.	Generic/Open Elective- 2	MJM 115	Global Media and Intercultural communication	3	1	0	20	20	60	100	4
5.	Skill Enhancement Course (SEC)	MJM 114	Photo Journalism	2	1	2	20	20	60	100	4
			TOTAL	14	5	2	100	100	300	500	20



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

Second Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MET	ETE		
1.	Core	MJM 121	Media Management	3	1	0	20	20	60	100	4
2.	Core	MJM 122	Radio Journalism and Production	3	1	0	20	20	60	100	4
3.	Core	MJM123	Media Laws & Ethics	3	1	0	20	20	60	100	4
4.	Core	MJM 124	IT and Computer application	3	1	0	20	20	60	100	4
5.	Generic/ Open Elective	MJM 125	Media and Society	3	1	0	20	20	60	100	4
			TOTAL	15	5	0	100	100	300	500	20



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

Third Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	Core	MJM 211	Television Journalism and Production	3	1	0	20	20	60	100	4
2.	Core	MJM 212	Communication for Development	3	1	0	20	20	60	100	4
3.	Core	MJM 213	Media Research	4	1	0	20	20	60	100	5
4.	Discipline Specific Elective (DSE)	MJM 215	Public Relations	3	1	0	20	20	60	100	4
PRACTICALS											
5.	Core	MJM 214	Internship Project Report & Viva Voice	0	0	8	0	0	100	100	4
			TOTAL	13	4	8	100	100	300	500	21



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

Fourth Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	Core	MJM241	Advertisement	3	1	0	20	20	60	100	4
3.	Core	MJM 242	Film Studies	3	1	0	20	20	60	100	4
2.	Core	MJM 244	New Media	3	1	0	20	20	60	100	4
PRACTICALS											
4.	Core	MJM 243	Dissertation	0	0	12	0	0	100	100	6
			TOTAL	9	3	12	60	60	280	400	20



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

Projects

Projects													
S. NO.	CODE	SUBJECT	TEACHING SCHEME				EVALUATION SCHEME			TOTAL MARKS	CREDITS	CONTACT SHR/WK	PRE-REQUISITES
			L	T	P	J	CA	MTE	ETE				
PRACTICALS													
1.	MJM 214	Internship Project Report & Viva Voice	0	0	8	0	20	20	60	100	4		
2.													



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

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13.06.20

Internal Members

Signature:

1.

Name: Ms. Smittee 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



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

MJM-111: COMMUNICATION THEORIES

Course Objectives:

- To introduce the concepts of various analog modulations and their spectral characteristics in order to understand the properties of random process in communication
- To know the effect of noise on communication systems
- To study the limits set by Information Theory

Credits: 04

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

Unit- I

10L

- Introduction to Communication: Defining and Understanding Communication
- Communication as a Process
- Symbols and Meaning
- Models of Communication - Linear, Interactive and Transactional
- Levels of Communication: Intrapersonal, Interpersonal, Group and Team,
- Mass, Intercultural Communication - Barriers to Communication.

Unit- II

10L

- Types of Communication: Verbal and Non-verbal,
- Mass Media: What is Mass Media –Types of Mass Media: Traditional media, Print media, Electronic media, Digital media,
- Public Relations, Publicity and Propaganda
- Theories of Mass Media: Hypodermic Needle model, Uses and Gratification model, Cultural Studies model

Unit-III

10L

- Characteristics of Visual Communication:
- Functions of communication nature, meaning and process.
- information, Education and entertainment
- Dysfunctions of Mass communication
- Communication and Public opinion

Unit-IV

10L

- Culture and Communication-Relationships between Culture and Communication
- Global Media - multi cultural content - impact on Developing countries,
- Cross-cultural Communication: problems and challenges



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

Unit- V

10L

- Introduction to semiotics
- analysis-aspects of signs and symbols- the sign and Meanings description of signs
- denotations and connotations- paradigmatic and syntagmatic
- Aspects of Signs - Signs and Codes - Referent Systems
- Audience and Interpretation

Suggested Readings:

1. Littlejohn W. Stephen, Foss A. Karren, *Encyclopedia of Communication Theory*, University of New Mexico: Sage publication
2. Communication Models. Mcquail, Dennis and Windahl, Sven. Longman, London. 1981.
3. India's Communication Revolution, Singhal & Rogers, Sage, New Delhi. 2001.

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

13-6-20

3.

Dr. Dharendra Kumar Rai

13.6.20



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

MJM-112 : GROWTH AND DEVELOPMENT OF MEDIA

Course Objectives:

- Know the historical perspective on evolution of media
- Examine role of media communication in day-to-day social and cultural life
- 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: 04

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

Unit- I

10L

- Language and Society
- Advent of Printing Press in India Hickey gazette
- Raja Rammohan Roy Hindi Press News Agencies in India
- Vernacular Press Act Press and Freedom movement (with special reference to Gandhi and Tilak)
- Hindi Press-(Aaj, Dainik Jagran, Hindustan, Navbharat, NaiDuniya, Jansatta)
- English Press-The Hindu, The Times of India, The Pioneer, The Hindustan Times, The Statesman)
- Emergency and Indian Press

Unit- II

10L

- Radio in India -Vividh Bharati:
- Highlights of Indian Radio- 1950s to 1980s
- Broadcasting:
- Narrowcasting:
- Broadcasting Community and Recommendation
- Community Radio in India

Unit- III

10L

- Television Broadcast
- Public Broadcasting
- Cable Television
- Television in India
- The Television Shows of 80s
- Emergence of Private Television Channels

Unit-IV

10L

- Cinema
- The Pioneers: The Lumiere Brothers
- Georges Melies:
- Lumiere Brothers in India



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

- Pioneers of Indian Cinema
- The Golden Age:
- Regional Cinema
- The Documentary Film and Short Films
- Cinema as a powerful medium of Mass Communication

Unit-V

10L

- Multimedia Growth
- Development of internet in India
- Globalization and Media
- Media and Social movement
- Traditional Media in India

Suggested readings:

1. Natarajan: 'History of Indian Journalism', Publications Dvn.(Reprint 1997).
2. Rangaswamy Parthasarathi: 'Journalism in India', Sterling Publishers, 1989.
3. Kumar K. J.: 'Mass Communication in India', Jaico Publishing House, 2000
4. M. Chalapathi Rau: 'The Press', National Book Trust, India, 1974
5. Mehta, D.S.: 'Mass Communication and Journalism in India', Allied Publishers Private, 1996 • Elizabeth Grey: 'The Story of Journalism', Houghton Mifflin, 1969
6. Nandalal Bhattacharyya : 'Sambad Patraer Etibrittya' 1999
7. Mohit Mitra : 'History of Journalism', National Book Agency, 1969

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13.6.20

Internal Members

Signature:

1. Smitee

Name: Ms. Smitee 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

13.6.20



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

MJM -113 BASICS OF REPORTING & EDITING

Course Objectives:

- Introducing students to the skills and the challenges of reporting for print media.
- An understanding of the duties and functions to be followed as a professional reporter.

Credits: 04

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

Unit- I

10L

- News: definition, concept, elements, sources, lead and its kinds,
- Formats/styles of News writing: Inverted Pyramid, Lead and Body writing,
- Reporter-their functions & responsibilities,

Unit- II

10L

- Reporting crime, weather, speech, accident, disaster, court, election, conflicts, Legislature, Obituary.
- Kinds of Reporting – objective, interpretative, investigative,
- Development and in- depth reporting.

Unit-III

10L

- Interview- definition, formulae of Interviewing, Writing, Features,
- Specialized reporting – science, sports, economic, gender and allied areas, reporting for magazines.

Unit- IV

20L

- Editing: Meaning, symbols, tools, lead, body, paragraphing,
- Headlines, kinds of headlines, counting headlines, writing headlines, Principles of photo editing,
- Page make up, layout, graphics, Editorial and article writing.

Suggested Readings:

1. Hohenberg J: The Professional Journalist, Oxford IEH Publishing Company, New Delhi. 1978
2. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi, 1980
3. Hough G A: News Writing Kanishka Publishers, New Delhi, 2004
4. Mencher, M: Basic News Writing, W C Brown Publisher UK, 1989
5. Srivastava, K.M.: News Reporting & Editing. Sterling Publishers, 1987



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

6. Crump, Spencer: Fundamentals of Journalism. McGraw-Hill Inc. US (1 January 1974)
7. Parthasathi R: Journalism in India. Sterling Publishers, 1991
8. Harris, Geoffrey & Spark, David: Practical Newspaper Reporting. SAGE Publications Ltd, 2010
9. McDougal C D: Interpretative Reporting. Macmillan USA, 1987
10. Ahuja B. N and Chhabra S. S: News Reporting.

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1.

Name: Ms. Smittee 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



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM – 114 : PHOTO JOURNALISM

Course Objectives:

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

Credits: 04

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

Unit-I

10L

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

Unit- II

10L

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

Unit- III

10L

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

Unit- IV

20L

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



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

Suggested Readings:

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

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

13-6-20

3..... 

Dr. Dhirendra Kumar Rai

13.06.20



MJM-115: GLOBAL MEDIA & INTER CULTURAL COMMUNICATION

Course Objectives:

- To help students keep abreast with environmental issues
- To prepare students to effectively communicate on environmental issues.
- To impart knowledge about advanced vocabulary for effective communication.
- To understand the societal cultural perspectives.
- To inculcate the knowledge of compositional and comprehension skills.

Credits: 04

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

Unit-I 10L

- Culture: Concept, definition
- Diversity of culture: concept, genesis and importance
- Plurality in culture: concept, genesis and importance.

Unit-II 10L

- Unity in diversity and diversity in unity: concept, genesis and importance
- Cross cultural communication: concept, genesis and process
- Methods of cross-cultural communication

Unit-III 10L

- Barriers in cross cultural communication
- Imperialism and Colonisation
- Globalisation of communication

Unit-IV 10L

- Information imbalances.
- International news flow of newspapers
- Web and cross-cultural communication

Unit-V: 10L

- Folk media- character, content and functions
- Dance and music as instruments of inter-cultural communication:
- UN efforts in the promotion of intercultural communication- other organizations- code of ethics.



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Journalism and Mass Communication

Suggested Readings:

1. Holliday Adrian, Kullman John, Hyde Martin (2017): Intercultural Communication, New York: Routledge.
2. CarbaughDonal (1990); Cultural Communication and Intercultural Contact., New York, Psychology press.
3. Mohammadi, Ali (1997). International Communication and Globalization, A Critical Introduction: Nottingham, Nottingham Trent University.

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

13.6.20

3.....

Dr. Dharendra Kumar Rai

13.06.20



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM-121: MEDIA MANAGEMENT

Course Objectives:

- To introduce students to principles of Media business management
- To familiarize students to Indian media organization and their management practices.
- To introduce the work flow or pipelines in Media Industries

Credits: 04

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

Unit- I

10L

- Media Department management: classical and modern approaches to management;
- Economics of media; Economic impact in India media;
- FDI influences on media management.

Unit- II

10L

- Organizational structures of Indian print media
- Organizational structures of electronic media
- Ownership patterns.
- Organizational structure and management of Indian news agencies.

Unit- III

10L

- Economics of Print Media: production costs, operation, non-operation, revenue heads selling of spaces, commercial print jobs, budgeting, break even points, and promotional strategies;
- Circulation and revenue-readership measurement systems, ABC, NRS, INS, RNI

Unit- IV Economics of Electronic & Film Media

10L

- Economics of electronic media; radio and television, production costs, operation and non-operation, budgeting, break even points;
- Film production- cost and revenue, Film distribution and commission; Film exhibition, Export market for Indian films
- Viewership measurement systems- TRP, TAM, INTAY.

Unit- V Committees: Reports of committees/commissions

10L

- S K Patil committee report,
- Ashok Chanda committee report,
- Verghese committee report,
- Khosala committee report,
- Joshi committee report,
- Prasara Bharati Act.



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

Suggested Readings:

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1.

Name: Ms. Smittee 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

13.6.20



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

MJM-122: RADIO JOURNALISM AND PRODUCTION

Course Objectives:

- To make students aware of the importance of Radio Broadcasting in India,
- To train them as professional radio journalists.

Credits: 04

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

Unit- I

10L

- Development of radio broadcasting: Evolution and development of radio in India
- Present status of Radio in India;
- Radio as a medium of communication;
- Broadcasting formats.

Unit- II

10L

- Types of programme : Production, talks, interviews, discussion, drama, features, news, news reels,
- Special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes,
- Agriculture programmes.

Unit- III

10L

- Radio as a medium of communication;
- Community Radio,
- FM and AM Radio.
- Types of Radio programs, Special audience programme for rural audience, Women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit- IV

10L

- Writing for radio Principles of script writing; Types of scripts; Script formats;
- Creativity in scripting and editing for radio;
- Radio commentary; dubbing and mixing.

Unit- V

10L

- Programme Production: The producer- responsibilities, qualities, Studio production
- Techniques of handling various sound equipment's;
- Studio and Outdoor broadcast; Digital technologies; Creating audio special effects.
- Preparation- Programme items; treatments, running orders, pot points, fixing guests



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Journalism and Mass Communication

Suggested Readings:

1. Erta D Fossard, 2005. Writing and Producing Radio Dramas, New Delhi, Sage Publication.
2. Chaltherji P.C.1991. Broadcasting in India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences, The Indian Experience in Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
5. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
6. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
7. Arvind Singhal, Mechel J Curdy and E M Rogers(Est). 2003. Entertainment Education and Social Change, New York, Lawrence &Bouns Association

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1....Smitee.....

Name: Ms.Smitee kumari

Date: 13-06-2020

External Members

Signature:

1....Rashmi.....

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2....Shivendu.....

Dr. Shivendu Rai

13-6-20

3....Dhirendra.....

Dr. Dhirendra Kumar Rai

13-06-20



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM -123: MEDIA LAWS AND ETHICS

Course Objectives:

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

Credits: 04

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

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

10L

- 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

10L

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

Suggested Readings:

1. Law and the Media – An Everyday Guide for Professionals – Crone



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Journalism and Mass Communication

2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1.

Name: Ms. Smittee 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



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

MJM-124 : IT AND COMPUTER APPLICATION

Course Objectives:

- This course aims to provide introduction to IT and computer and their application in Mass Media.
- This course also imparts the knowledge of Computer Networks and Social Networking Sites.

Credits: 04

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

Unit-I Information Technology

10L

- IT: Concept, Definition
- Information Technology: Uses & Characteristics
- Scope and limitations of IT
- Introduction to Multimedia: Components of Multimedia, Multimedia devices
- Advantage of using multimedia

Unit-II DTP Software's

10L

- DTP: Meaning and Scope
- Introduction to PageMaker, Photoshop, Illustrator, QuarkXPress
- To Prepare pages of Newspapers and Magazines

Unit-III Data Communications and Computer Networks

10L

- Basic elements of communication system
- Data Transmissions Modes and Data Transmission Media
- Types of Networks: LAN, WAN, MAN, MODEM
- Data Transmission Services

Unit-IV Interactive Communication:

10L

- Satellite Communication
- Types of Satellite
- Networking

Unit-V Social Networking Sites

10L

- Social Networking Sites: Introduction, Functions
- Facebook, LinkedIn, Twitter
- Application like Whatsapp, Fliker
- Merits and Demerits Social Networking Sites



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

Suggested Readings:

1. Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Pub. (1st ed.)
2. Singh, Sharma, GK, Sharma, Hemant 2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.)
3. Harimohan 2002: Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxila Prakashan (1st ed.)
4. Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Pub. (1st ed.)

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

13.6.20

3.

Dr. Dharendra Kumar Rai

13.6.20



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

MJM-125: MEDIA AND SOCIETY

Course Objectives:

- To make students aware of contemporary media development and challenges in India and
- Appreciate the role of media in fulfilling the aspirations of people.

Credits: 04

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

Unit- I

10L

- Mass media and society: Importance of media,
- Critical analysis of the role of media,
- Media impact on society,
- Social responsibility of media.

Unit- II

10L

- Media and democracy: Public sphere
- Freedom of speech and expression, Right to information,
- Right to privacy and media as a watchdog,
- Media and human rights.

Unit- III

10L

- Mass media and public interest: A critical study of media,
- Analysis of media contents,
- It's role in serving public; marginalized groups.
- Role of media in social movements: political – cultural movements, national integration, communal harmony, Dalit movements, Agrarian movements.

Unit- IV

10L

- Regulations and Society: Ownership of media,
- Content – control, Internal and external threats,
- Pressures on media – media regulations,
- Issues of social class, poverty,
- Development and public health.

Unit- V

10L

- Media credibility: Factors affecting media credibility,
- Contemporary issues, media performance and its role,
- Critical analysis of media credibility, Paid news

Suggested Readings:

1. Campbell, R., Martin, C. R., & Fabos, B. (2011). Media and culture: An introduction to mass communication. Macmillan.
2. Rodman, G. R. (Ed.). (1984). Mass media issues: analysis and debate. Science Research Associates.



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Journalism and Mass Communication

3. Ooi, G. L. (2000). Singapore-Country Report. Media and Democracy in Asia an AMIC Compilation.
4. Dominick, J. (2012). Dynamics of Mass Communication: Media in Transition. McGraw-Hill Higher Education.
5. Institute for Media, Policy and Civil Society, & International Media Support (Association). (2004). Conflict Sensitive Journalism [electronic Resource]: a Handbook. IMPACS.
6. Graber, D. A., & Dunaway, J. (2014). Mass media and American politics. CQ Press.
7. Berger, A. A. (2013). Media analysis techniques. Sage Publications.
8. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. Concept Publishing Company.
9. Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Persuasion and communication. New Have: Yale University press.

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1.....

Name: Ms. Smittee 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

13.6.20



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM-211 : TELEVISION JOURNALISM AND PRODUCTION

Course Objectives:

- Impart to students the essentials of television production techniques,
- To train them in TV production.

Credits: 04

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

Unit- I

10L

- Visual communication – shooting with TV camera, camera mounting, white balance,
- Basic shots and camera movement,
- Basics of TV Production,
- TV lighting in field, Using reflectors,
- Studio lighting – three-point lighting, High key and low key lighting -objectives, studio sets and make-up.

Unit- II

10L

- Video editing techniques – Linear and Non-Linear, Cut, Mix and Dissolve,
- Digital effects and post production, Planning location shoots,
- Story board, Single camera shooting, Multi camera shooting, Studio production, Role of functionaries, Planning studio programmes, Cue's and commands,
- Formats of TV programmes, Studio interview, Studio discussion, Studio chat shows with audience participation, Studio quiz program with audience participation, TV
- Documentary production, Corporate video production, Production of Educational Television Programmes.

Unit- III

15L

- Writing for television: Writing television program script – research, visualization and production script,
- Television reporting- visualizing news/ENG – research, Investigation– interview techniques, Piece to camera and voice over,
- Sequencing and editing news packages.

Unit- IV

15L

- Television news editing: planning, production and compilation of news programmes,
- Writing lead, intro to news packages – headlines writing, Teasers and Promos,
- Television anchoring, TV news writing- Making copy in production language,
- Practical Exercises.



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

Suggested Readings:

1. Boyd, Stewart & Alexander: Broadcast Journalism, Focal Press sixth edition 2008.
2. Owens J & Millerson G: Television Production, Focal Press fifteenth edition 2012.
3. French and Richard (Eds.): Contemporary Television, Eastern Perspective Sage 1996.
4. Acharya, R.N.: Television in India, Manas Publication, Delhi.
5. Desai M K: Television in India Authors press New Delhi, 2010.

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

13.6.20



MJM- 212 : COMMUNICATION FOR DEVELOPMENT

Course Objectives:

- This course will develop an understanding on developmental issues and make students realize the importance of it in everyday life.
- Students will be better equipped to contribute to the development of the country as future communicators.

Credits: 04

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

Unit-I

10L

- Understanding development
- Role of UN agencies in development
- Development Communication-basic concepts
- Evolution of Development Communication
- Role and relevance of Development Communication
- Historical and conceptual overview of Development Communication

Unit-II

10L

- Paradigms in Development Communication
- Modernisation paradigm
- Dependency paradigm
- Alternative development
- Telecommunication for development
- Sustainability and development communication
- Sustainable strategies in Development Communication
- Diffusion of innovation
- History of diffusion research and development
- Digital divide and development
- Internationalising development communication

Unit-III

10L

- Gandhian Model of Development
- National Development Model: Five Year Plans
- Social Development Model
- NGOs and development
- Communication planning and rural development in India
- Modern media for development communication
- Political economy of development in India

Unit-IV

10L

- Governance and Decentralized Development Model, E- Governance
- Poverty and development planning
- Communication policy and national development in India



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

- Media Assistance in Development
- Development for whom? A people centred policy and development communication

Unit-V

10L

- Development in the age of globalisation
- ICT and economic growth
- ICT and development
- ICT and health sector
- ICT and rural development
- ICT in poverty reduction
- Development Communication: A philanthropy or tyranny
- From development to governance

Suggested Readings:

- Macbride, Sean, : 'Many Voices, One World', UNESCO, PARIS, 1980.
- Kumar Keval J & Biernatzki We: 'International News Flows: Communication Research Trends'. 2006.
- Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan. London, 1988.
- Singhal, Arvind & Rogers, Everett: India's Information Revolution, Sage, New Delhi, 1989.
- Varis Tapio (ed): Peace and Communication, San Jose/ Costa Rica, 1986.
- Mohammadi Ali (ed): International Communication Globalisation, 2003.
- McNair: Political Communication 2005.
- Moulana, Hamid: International information flow, 2005.
- Nimmo & Sanders: Handbook of Political Communication, 2001.

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13.6.20

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.

Name: Dr. Shivendu Rai

Date: 13.6.20

3.

Name: Dr. Dharendra Kumar Rai

Date: 13.6.20



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM- 213: MEDIA RESEARCH

Course Objectives:

- To sensitize students to communication research, and also enabling them to independently conceive and execute research projects
- Students would gain conceptual knowledge of communication research.
- Students would be able to finalize research design, and use various research tools to conduct research.
- Students would be able to conduct survey(s), use sampling techniques, and conduct quantitative research.

Credits: 04

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

Unit-I Communication Research

10

- Definition, Elements and characteristics, approach, scope and importance of communication research
- Basic and Applied research, Other types
- Research design components – experimental, quasi-experimental, Bench mark,
- Research Approaches- Qualitative and Quantitative

Unit-II Methods of communication research

15L

- Census method, survey method, observation method
- Case studies, content analysis,
- Tools of data collection: sources, media source books,
- Questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls,
- Random sampling methods and representativeness of the samples,
- Social, Communication and Media Research

Unit-III Media research

10L

- Evaluation, feedback, feed forward, media habits –
- Public opinion surveys, pre-election studies and exit polls,
- Report writing – data analysis techniques, coding and tabulation, non-statistical methods – descriptive, historical, Statistical analysis – parametric and non-parametric, tests of significance,

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

- Levels of measurement , central tendency, tests of reliability and validity , statistical packages.

Unit-IV Report Writing:

15L

- Writing Research project
- Styles of presenting research findings
- Chapterization, essentials of thesis/ dissertation, ethics in research
- Major trends in mass communication research in India.

Suggested Readings:

1. Berger J. 2000 Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches, California Sage Publication.
2. California Harper and Rachal Marcus. 2003. Research for Development, New Delhi Visitor Publication.
3. Roger D. Wimmer and Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.
4. Rummuel R.L, 1970. Applied Factor Analysis, North western University Press, Evanston
Il Sarlow, C. 1994. Basic Research Methods, New Delhi, Mc Graw- Hill
5. Ralph O, Natiger and D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press

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

13.6.20

3.

Dr. Dharendra Kumar Rai

13.06.20



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

**MJM-214 : INTERNSHIP PROJECT REPORT
& VIVA VOICE**

Course Objectives:

- To give an insight on how the media industries work

Credits: 04

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

Course Design:

Students are expected to complete a minimum of 40 days of internship in media organisations (one newspaper internship and the other as per the preference of the student) and submit a hard-bound Internship report with the following chapterisation:

- Cover page
- Certificate (declaration)
- Internship certificates
- Acknowledgement
- Introduction (about the media organisations where the internships were undertaken)
- Contact details of the persons under whom internships were undertaken
- Daily diary/ Weekly Diary
- Contributions.

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

13.6.20

3.

Dr. Dharendra Kumar Rai

13.06.20



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM-215: PUBLIC RELATIONS

Course Objectives:

- To inculcate the knowledge of the elements, functions.
- Need of public relations in various field of communication so as to have a deeper insight into the subject.

Credits: 04

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

Unit-I

15L

- Public Relations- definition - elements - functions - need, growth of public relations- a historical perspective,
- PR as a Management concept, PR as a profession
- Stages of PR-Planning, Implementation, research, evaluation
- PR practitioners and media relations-press conference-press release, exhibition and other PR tools.

Unit-II

10L

- PR firms and opinion formation.
- Public Opinion: Attitudes in opinion formation. Changing existing attitudes;
- Propaganda; techniques of Pernicious Propaganda, planning for PR campaigns.

Unit-III

10L

- PR in private and public sectors, case studies in Public Relations in India;
- Code of professional standards for the practice of public relations;
- Code of ethics In India.

Unit-IV

15L

- PR agencies in India
- Public Relations in Industry
- House Journals
- Professional PR Organisations

Suggested Readings:

1. Y. K. D'souza,(1977). Mass Media Tomorrow, Indian Publishers Distributors, New Delhi.
2. J.L Kumar, Mass Media, Anmol Publications Pvt ltd., New Delhi. 2006
3. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
4. Advertising worldwide' (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
5. Promotional Culture; Advertising, Ideology, Symbolic Expression', Andrew Wernick,Sage, London, 1994.



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

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date:

Internal Members

Signature:

1.

Name: Ms. Smittee 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



Course Curriculum (w. e. f. Session2020-21)
Journalism and Mass Communication

MJM-241:ADVERTISEMENT

Course Objectives:

- To provide an understanding of advertising theory and practice
- To represent its role in modern society
- Aware importance of advertising in media
- Encourage graduates for self-employability
- Inculcate knowledge of economy of media
- Knowledge of the functioning of advertising agencies

Credits: 04

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

Unit- I Evolution of advertising

10L

- Evolution of advertising- Indian advertising scene
- Types of advertising - product, service, institutional/ corporate, industrial and public service
- Advertising media - print, radio, TV/ Film, Supplementary media; Outdoor advertising
- Advertising agency system and operations; Client, creative and media services in an agency

Unit- II Ad-production

15L

- Slogans, headlines, body copy, creating illustration, Fundamentals of layout; importance of colors and placing of text
- advertising as persuasive communication
- Stimulus-response model
- Maslow's Hierarchy of needs
- Ad copy themes and appeals — Types of appeals, Branding

Unit- III Advertising campaigns

10L

- Planning, execution and evaluation
- Campaign objectives; campaign budget;
- Ad design and messaging strategies; Ads creation, pre-test and release
- Media planning and media mix; Campaign evaluation

Unit- IV Advertising audience

15L

- Socio-demographic and psychographic profiles
- Audience segmentation; Ad avoidance by audience; Advertising and economy; Relevance of public service advertising
- Difference between print, audio, TV ads, new media advertising



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

Unit- V Advertising Ethics

10L

- Ethical and moral issues in advertising
- Indian laws relating to advertising
- Code of conduct in advertising

Suggested reading

1. Kaid L.L., Holtz-Bacha C. (2006) The SAGE Handbook of Political Advertising SAGE Publications, Inc.
2. Kotler P., Lane. K, Koshy A., Jha M. (2009) Marketing Management Pearson Education India
3. Russell T, Lane W.R, Kleppner O. (2002) Advertising Procedure Prentice Hall Jeffkins F. (1982) Advertising made simple The Macmillan Press, William Heinemann
4. Sandage & Fryberger (1989) Advertising: Theory and Practice Longman Group, United Kingdom
5. Sen Gupta S. (1978) Advertising and Communication Management India Journalism Quarterly;

Signature:

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

Signature:

1. Smita

Name: Ms. Smita Kumari

Date: 13-06-2020

External Members

Signature:

1. Rashmi

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2. Shivendu Rai

Dr. Shivendu Rai

13.6.20

3. Dhirendra Rai

Dr. Dhirendra Kumar Rai

13.06.20



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

MJM- 242 : FILM STUDIES

Course Objectives:

- To introduce the students to cinema as a medium and cinema studies as a discipline.
- The lectures will be based on familiarising students to the histories of cinema in various regions, the dominant form that cinema has acquired in various parts of the world, genres and affects.
- The course will also introduce key concepts in film studies.
- A special focus will be on Indian cinema and South Indian cinema cultures in specific.

Credits: 04

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

Unit: 1 15L

- Fundamentals of Film: Concept of Film,
- Film as a medium of Communication,
- Types of Film,
- History of Film, Interrelationship of film industry with other media
- Influence of cinema on society, culture, arts.

Unit:2 15L

- Development of Cinema: Film making,
- Production, Distribution,
- Exhibition and Publicity function.

Unit:3 15L

- Kinds of cinema: Action/Commercial/ Art/ Documentary instructional films, Emotional cinema, Animation 3D cinema.
- Film Appreciation, Film Criticism, Film Reviews
- Censorship: need, relevance

Unit:4 15L

- Film Personalities and Committees,
- Various committees in cinema,
- Central and state organization of cinema, Children Film Society, Censor Board
- Film festivals and film awards.
- Film institutions: NFDC, NFAL, FTII

References:

- Movies as Mass Communication by Garth Jowett and James M. Lintou
- An Introduction to film by John L. Fell Our Films, and Their Films by Ray, Satyajit Hours in the Dark by Vaidyanathan T.G Film Editing by Roger Crittenden
- Film Theory and criticism by Mast and Cohen Cinemas of India by Thoraval Vyas
- Encyclopaedia of Indian Cinema, Paul Willemen, 1995, British Film Institute, New Delhi.
- So Many Cinemas, B.D. Garga, 1996, Eminence Publishers, Mumbai.
- Indian Popular Cinema, K. Cotculsin, 1998, Orient Longman, New Delhi.
- Mass Communication in India, KevaJ.Kumar, 2004, Jaico Books, Mumbai.



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

Chairperson

Signature:

Name: Dr. Pranav Singh

Date:

Internal Members

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1.

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Date: 13-06-2020

External Members

Signature:

1.

Name: Dr. Rashmi Gautam

Date: 13-06-2020

2.

Dr. Shivendu Rai

3.

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13.06.20



Course Curriculum (w. e. f. Session 2021-22)
Journalism and Mass Communication

MJM- 243 : DISSERTATION

Course Objectives:

- After completing the dissertation 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: 06

L-T-P-J: 0-0-12-0

Course Design

Every learner will have to submit a dissertation 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 dissertation 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 dissertation 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 dissertation 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:



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

Chairperson

Signature:

Name: Dr. Pranav Singh

Date: 13-06-20

Internal Members

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1.

Name: Ms. Smittee Kumari

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External Members

Signature:

1.

Name: Dr. Rashmi Gautam

Date: 13-06-2020

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Dr. Shivendu Rai

13.6.20

3.

Dr. Dharendra Kumar Rai

13.6.20



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

MJM- 244: NEW MEDIA

Course Objectives:

- To familiarise students on the distinctions of new media
- To critically evaluate the theories of new media in the context of new media issues and effects

Credits: 04

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

Unit- I Alternative Journalism

10L

- The new breaking news medium
- Changing role of E-journalist: Impact on news values; Global or Local or Glocal
- Presenting the news and views;
- Basics of web designing

Unit- II New Social Media

10L

- Dynamics of social media networks, novelty, strength and weakness;
- Growing personal sphere and online communities;
- New business model: advertisements,
- Marketing and online revenue;
- Future trends

Unit- III Cyber wave

10L

- Multimedia storytelling on individual and group blogs;
- Media research and Internet.

Unit- IV Internet and Social Activism:

10L

- Digital divide: Problem of access and other issues;
- Use of internet for development by NGOs and E-governance;
- Politics 2.0 and Virtual Democracy;
- Social sharing to social activism;
- National and international campaigns on environment, human rights and other issues

Unit- V Ethics of web journalism:

10L

- Security and privacy concerns
- Nature of Cybercrimes and Cyber laws
- Net war and Terrorism
- Need for a national ICT policy

Suggested Readings:

1. Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K: New media -A critical introduction.
2. Routledge, 2009.



Course Curriculum (w. e. f. Session2020-21)
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3. Fenton, N: New media, Old news: Journalism and democracy in the digital age, London: Sage, 2010.
4. Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge, 2006.
5. Thakur K: Internet Journalism, Department of Journalism, Pune, University, Pune.
6. Gangopadhyay S ed: Digital Media- Emerging Issues, Suhrd Kolkata, 2014.
7. Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi, 2006.
8. Rawat DKS: Digital Media and Communication Technology Swastik New Delhi, 2007.
9. Nayar P: An introduction to new media and cyber cultures Wiley Blackwell UK, 2010.

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

2.

Dr. Shivendu Rai

3.

Dr. Dharendra Kumar Rai

Date: 13-06-2020

13-06-20