

**BOARD OF STUDIES**  
**Journalism and Mass Communication**  
**Kumaun University, Nainital**  
**(11.06.2025)**

**SYLLABUS APPROVED**

**Integrated Four Year Undergraduate Programme-FYUP in Journalism  
and Mass Communication**  
**(Course Curriculum Design as per NEP 2020)**

**(Semester-I to VI)**

List of Papers Semester Wise					
Year	Semester	Course	Paper Title	Theory/P ractical	Credits
FIRST YEAR	I	DSC	Introduction to Communication	Theory	4
		DSC	History and Development of Media in India	Theory	4
		DSC	Folk Media and Cultural Communication	Theory	4
		GE	Introduction to Communication <b>(GE For Other Departments)</b>  <b>Journalism Students will choose GE subject from University pool of GE Courses</b>	Theory	4
		AEC	Will be opted from University pool of AEC Courses	Theory/P ractical	2
		VAC	Will be opted from University pool of VAC Courses	Theory/P ractical	2
		SEC	Fundamentals of Computers	Practical	2
	II	DSC	People and Culture of India	Theory	4
		DSC	Photography	Theory	4
		DSC	Indian Economy and Policy	Theory	4
		GE	People and Culture of India OR Photography <b>(GE For Other Departments)</b>	Theory	4

			<b>Journalism Students will choose GE subject from University Pool of GE Courses</b>		
		AEC	Will be opted from University pool of AEC Courses	Theory/Practical	2
		VAC	Will be opted from University Pool of VAC Courses	Theory/Practical	2
		SEC	Photo Editing	Practical	2
<b>Students on exit shall be awarded Undergraduate Certificate in Journalism and Mass Communication after securing the requisite 44 credits.</b>					

SECOND YEAR	III	DSC	Media Organisations: Structure and Functions		Theory	4
		DSC	Reporting and Writing for Print Media		Theory	4
		DSC	Introduction to Indian Polity and Society		Theory	4
		DSE/GE	Multi-Media Journalism	<i>Journalism Student can choose any one from these DSE Courses or one from the University pool of GE Courses</i>	Theory	4
		DSE/GE	English Communication Skills		Theory	4
		AEC	Will be opted from University Pool of AEC Courses		Theory/P ractical	2
		VAC	Will be opted from University Pool of VAC Courses		Theory/P ractical	2
	SEC	Newspaper Designing		Practical	2	
	IV	DSC	Reporting and Writing for Electronic Media		Theory	4
		DSC	Media Issues and Trends		Theory	4
		DSC	International Communication		Theory	4
		DSE/GE	Data Journalism	<i>Journalism Student can choose any one from these DSE Courses or one from the University pool of GE Courses</i>	Theory	4
		DSE/GE	The Art and Essentials of Anchoring		Theory	4
		AEC	Will be opted from University pool of AEC		Theory/P	2

			Courses	ractical	
		VAC	Will be opted from University pool of VAC Courses	Theory/P ractical	2
		SEC	Video Editing	Practical	2
<b>Students on exit shall be awarded Undergraduate Diploma in Journalism and Mass Communication after securing the requisite 88 credits on completing Semester IV</b>					

THIRD YEAR	V	DSC	Media Psychology		Theory	4
		DSC	Visual Communication		Theory	4
		DSC	Advertising and Public Relations		Theory	4
		DSE	Strategic Communication	Journalism Student can choose any one subject from these DSE Courses	Theory	4
		DSE	Environmental Communication		Theory	4
		GE	Environmental Communication (For Other Department)  Journalism Students will choose GE subject from the University pool of GE Courses		Theory	4
		IAPC	Project (Podcast Production)		Project	2
	VI	DSC	Communication Research		Theory	4
		DSC	Radio Production		Theory	4
		DSC	Media Laws and Ethics		Theory	4
		DSE	Mobile Journalism	Journalism Student can choose any one subject from these DSE Courses	Theory	4
		DSE	Event management		Theory	4
		GE	Event management (For Other Department)  Journalism Students will choose GE subject from the University pool of GE Courses.		Theory	4
		IAPC	Internship		Internship	2
Students on exit shall be awarded Bachelor of Journalism and Mass Communication after securing the requisite 132 credits on completing Semester VI.						

## SYLLABUS

### Semester-I

### Undergraduate Certificate in Journalism & Mass Communication

	<b>DISCIPLINE SPECIFIC CORE (DSC)- INTRODUCTION TO COMMUNICATION</b>
--	--

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical		
DSC:  Introduction to  Communication	4	4	0	0	Passed Class  XII	Nil

<b>UNDERGRADUATE CERTIFICATE IN JOURNALISM &amp; MASS COMMUNICATION</b>																					
<table style="width: 100%;"> <tr> <td style="width: 65%;">Programme : <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i></td> <td style="width: 15%;">Year: I</td> <td style="width: 20%;">Semester: I Paper: DSC</td> </tr> <tr> <td colspan="3">Subject: Journalism &amp; Mass Communication</td> </tr> <tr> <td>Course: DSC</td> <td colspan="2">Course Title: Introduction to Communication</td> </tr> <tr> <td colspan="3"> <b>Course Outcomes:</b>                       After studying this course, the student will be able to:                     <ul style="list-style-type: none"> <li>Acquainted with the basics of “Communication”.</li> <li>Students will have clear understanding of the process and dynamics of communication processes.</li> <li>Knowledge about Communication Models and emerging trends.</li> </ul> </td> </tr> <tr> <td>Credits: 4</td> <td colspan="2">Discipline Specific Core</td> </tr> <tr> <td>Max. Marks: As per Univ. rules</td> <td colspan="2">Min. Passing Marks: As per Univ. rules</td> </tr> <tr> <td>Unit</td> <td>Topic</td> <td>No. of Hours</td> </tr> </table>	Programme : <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>	Year: I	Semester: I Paper: DSC	Subject: Journalism & Mass Communication			Course: DSC	Course Title: Introduction to Communication		<b>Course Outcomes:</b>  After studying this course, the student will be able to: <ul style="list-style-type: none"> <li>Acquainted with the basics of “Communication”.</li> <li>Students will have clear understanding of the process and dynamics of communication processes.</li> <li>Knowledge about Communication Models and emerging trends.</li> </ul>			Credits: 4	Discipline Specific Core		Max. Marks: As per Univ. rules	Min. Passing Marks: As per Univ. rules		Unit	Topic	No. of Hours
Programme : <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>	Year: I	Semester: I Paper: DSC																			
Subject: Journalism & Mass Communication																					
Course: DSC	Course Title: Introduction to Communication																				
<b>Course Outcomes:</b>  After studying this course, the student will be able to: <ul style="list-style-type: none"> <li>Acquainted with the basics of “Communication”.</li> <li>Students will have clear understanding of the process and dynamics of communication processes.</li> <li>Knowledge about Communication Models and emerging trends.</li> </ul>																					
Credits: 4	Discipline Specific Core																				
Max. Marks: As per Univ. rules	Min. Passing Marks: As per Univ. rules																				
Unit	Topic	No. of Hours																			

- Acquainted with the basics of “Communication”.
- Students will have clear understanding of the process and dynamics of communication processes.
- Knowledge about Communication Models and emerging trends.

<b>Unit I</b>	<b>Meaning and concept of Communication</b> <ul style="list-style-type: none"> <li>• The concept and definition of communication.</li> <li>• Communication process and elements</li> <li>• Verbal and non-verbal communication</li> <li>• Types- Intrapersonal, Interpersonal, Group, Public, Mass communication.</li> <li>• Effective Communication</li> <li>• Barriers in Communication</li> </ul>	15
<b>Unit II</b>	<b>Communication Models and Theories</b> <ul style="list-style-type: none"> <li>• Model: Definition and concept</li> <li>• Classical Models of Communication: Aristotle's Model, SMR, SMCR, Newcomb, Lasswell, Osgood, Shannon and Weaver, Wilbur Schramm, George Gerbner, Dance model.</li> </ul>	15
<b>Unit III</b>	<b>Theories of Communication in Indian Tradition:</b> <ul style="list-style-type: none"> <li>• Sadharanikaran Model, Sahridaya Theory, Natyashastra</li> <li>• Great Indian Communicators and Their Methods: Narad, Ved Vyasa, Buddha, Adi Shankaracharya, Guru Nanak, Swami Vivekananda, Mahatma Gandhi</li> </ul>	15
<b>Unit IV</b>	<b>Emerging Trends in Communication</b> <ul style="list-style-type: none"> <li>• Digital Communication</li> <li>• Artificial Intelligence in Communication</li> <li>• Communication and Globalization</li> <li>• Media Convergence</li> <li>• Future of Communication</li> </ul>	15

### Recommended Readings

- Mass Communication- Living in the MediaWorld-Ralph.E.Hanson
- Mass Communication in India –KevalJ.Kumar,Jaico Publication
- Handbook of Mass Communication and Journalism-VirBala Aggarwal & V.S. Gupta
- Communication and Mass Communication In India-J.V.Vil'anilam
- The Media of Mass Communication-John Vivian
- Mass Communication Theories-Denis Mc Quail
- Mass Communication Theory and Practice in the 21<sup>st</sup>centuary- Diwakar Sharma
- Introduction to Communication Studies-John Fiske
- Mass communication Theory: Foundations, Ferment, and Future -Stanley J. Baran and Dennis K. Davis
- Swami Vivekananda. *Complete Works*, Vol. I. Advaita Ashram, 1997.
- D.G. Tendulkar. *Mahatma: Life of Mohandas Karamchand Gandhi*. Publications Division, 1951.
- Nanda, B.R. *Gandhi: A Pictorial Biography*. Oxford University Press, 2001.
- Malhotra, Rajiv. *Being Different: An Indian Challenge to Western Universalism*. HarperCollins India, 2011.
- MakarandParanjape. *Sacred India's Wisdom*. Rupa Publications, 2009.

- Pande, G.C. *Foundations of Indian Culture*. Indian Council of Philosophical Research, 1984.
- **Bharata Muni.** *Natyashastra*, trans. by Manomohan Ghosh. Asiatic Society, 1951.
- **Sinha, Durganand.** *Sadharanikaran Model and Indian Perspective on Communication*, Journal of Human Values, Vol. 2(1), 1996.
- **Pandey, N.P.** *Sadharanikaran: Bharatiya Sanchar Siddhant*. GranthShilpi, 2007. (Hindi)
- **KapilaVatsyayan.** *Bharata: The Natyashastra*. SahityaAkademi, 1996.

**Suggested Continuous Evaluation Methods:**Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/ short & long questions, attendance and participation in the class

### Semester-I

#### Undergraduate Certificate in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC CORE (DSC)- HISTORY AND DEVELOPMENT OF MEDIA IN INDIA

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSC:  History and Development of Media in India	4	4	0	0	Passed Class  XII	Nil

UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>	Year: I	Semester: I Paper: DSC
Subject: Journalism & Mass Communication		
Course: DSC	History and Development of Media in India	

**Course Outcomes:**

After studying the course the Students will know :

The history, evolution and development of different forms of Media in India such as:

- Folk media
- Traditional media
- Print Media
- Electronic Media
- Cinema

**Credits: 4**

**Discipline Specific Core**

**Max. Marks: As per Univ. rules**

**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
<b>Unit I</b>	<b>Media and India</b> <ul style="list-style-type: none"> <li>• Defining media.</li> <li>• Folk Media &amp; Mainstream Media-Differences and attributes</li> <li>• Unique features of each media-Newspapers, Radio, Cinema, Television, New Media</li> <li>• Role of Media in development of India</li> <li>• Digital Media in India</li> </ul>	15
<b>Unit II</b>	<b>Print Media in India</b> <ul style="list-style-type: none"> <li>• Historical development of Media-Printing Press and its development.</li> <li>• Major Newspaper during Pre-Independence era.</li> <li>• The Vernacular Press</li> <li>• Role of Press in freedom struggle, Censorship and press during freedom movement.</li> <li>• Press council of India.</li> <li>• News agencies-PTI, UNI, NANAP.</li> <li>• Press Commissions.</li> </ul>	15
<b>Unit III</b>	<b>Indian Cinema</b> <ul style="list-style-type: none"> <li>• Historical and development of media-Indian cinema-its beginnings and development.</li> <li>• Pre-independence days of Indian Cinema.</li> <li>• The Talkies, studio system. 'New Wave'.</li> <li>• Regional Cinema, Documentary films.</li> <li>• Censorship and cinema.</li> <li>• NFDC</li> <li>• OTT Platforms</li> </ul>	15
<b>Unit IV</b>	<b>Electronic Media-Radio &amp; Television in India</b> <b>Radio</b> <ul style="list-style-type: none"> <li>• Historical development of media-Radio in India-its beginnings and development.</li> <li>• Popular radio formats and programs.</li> </ul>	15

	<ul style="list-style-type: none"> <li>• Community Radio.</li> <li>• The picture today.</li> </ul> <p><b>Television</b></p> <ul style="list-style-type: none"> <li>• Historical development of media-TV in India-its beginnings and development.</li> <li>• Genres of Television broadcasting</li> <li>• Various committees for TV ownership and regulation-Chanda Committee, Verghese Committee.</li> <li>• AIR and Doordarshan. Prasar Bharti Act.</li> <li>• Broadcast Bill. DTH and CAS.</li> <li>• NBA and code of ethics.</li> <li>• Present day Television</li> </ul>	
--	--	--

**Recommended Readings:**

- Mass Communication in India, Keval J. umar, Jaico Publication
- Modern Journalism-Principles and Practice, N.C.Pant, Kanishka Publishers, distributors
- Handbook of Journalism-VirBala Agarwal and V.S.Gupta
- History of Journalism- P. Rangaswami, Sterling Publications.
- History of Indian Press-J. Natarajan

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-I**

**Undergraduate Certificate in Journalism & Mass Communication**

**DISCIPLINE SPECIFIC CORE (DSC)- Folk Media and Cultural Communication(Theory)**

**No. of Hours-60**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSC:	4	4	0	0	Passed Class	Nil
Folk Media and Cultural Communication (Theory)					XII	



Undergraduate Certificate in Journalism & Mass Communication			
Programme: Undergraduate Certificate in Journalism & Mass Communication		Year: I	Semester: I Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC		Folk Media and Cultural Communication(Theory)	
Course Outcomes:			
<ul style="list-style-type: none"><li>• The Course aims to offer an in depth understanding Folk Media and Cultural Communication</li><li>• Students aware about Cultural Communication through Folk Media</li><li>• The course is designed to familiarize students with all Folk Media, Traditional media and Cultural Communication</li></ul>			
Credits: 4		Discipline Specific Core	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Introduction to Folk Media and Cultural Communication <ul style="list-style-type: none"><li>• Definition and Concept of Folk Media</li><li>• Types of Folk Media</li><li>• Role of Folk Media in Cultural Transmission</li><li>• Folk Media and its Relation to Mass Media</li><li>• Folk Media in Rural and Urban Contexts</li></ul>		12
Unit II	Folk Media in Cultural Communication <ul style="list-style-type: none"><li>• Folk Media and Identity Formation</li><li>• Storytelling and Folk Narratives</li><li>• Music, Dance, and Rituals in Folk Media</li><li>• Folk Theatre and Performance Arts</li><li>• Folk Media as a Tool for Social Change</li></ul>		15
Unit III	Folk Media and Social Movements <ul style="list-style-type: none"><li>• Folk Media in Protest and Resistance Movements</li><li>• The Role of Folk Songs in Social Movements</li><li>• Political Messages in Folk Media</li><li>• Folklore and Gender Communication</li><li>• Folk Media in Development Communication</li></ul>		18
Unit IV	Cultural Communication through Folk Media <ul style="list-style-type: none"><li>• Rituals and Festivals in Folk Communication</li><li>• Folk Media and its Educational Role</li><li>• Folk Media and Globalization</li></ul>		15

	<ul style="list-style-type: none"> <li>• Folk Media and Cultural Diversity</li> <li>• Preserving Folk Media in the 21st Century</li> <li>• Folk Media and Future Trends</li> </ul>	
--	--	--

### Recommended Readings:

1. **Singhal, A., & Rogers, E. M.** *India's Communication Revolution: From Bullock Carts to Cyber Marts*. SAGE Publications, 2001.
2. **Gupta, V. S.** *Communication Technology, Media Policy, and National Development*. Concept Publishing Company, 1999.
3. **Melkote, S. R., & Steeves, H. L.** *Communication for Development: Theory and Practice for Empowerment and Social Justice*. SAGE Publications, 2015.
4. **Ranganath, H. K.** *Folk Media and Communication*. Gyan Publishing House, 1996.
5. **Burke, P.** *Popular Culture in Early Modern Europe*. Ashgate Publishing, 2009.
6. **Narayan, B., & Kumar, B. S.** *Folk Media and Development Communication*. Kanishka Publishers, 2006.
7. **Pannu, P.** *Traditional Folk Media in India: A Study in Cultural Communication*. Commonwealth Publishers, 2008.
8. **Dasgupta, C.** *Traditional Folk Media: A Resource for Development*. Mittal Publications, 1993.
9. **Dissanayake, W.** *Communication Theory: The Asian Perspective*. SAGE Publications, 1988.
10. **Nair, K. S., & White, S. A.** *Perspectives on Development Communication*. SAGE Publications, 1993..

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

### Semester-I

#### Undergraduate Certificate in Journalism & Mass Communication

#### SKILL ENHANCEMENT COURSE (SEC)- Fundamentals of Computers (Practical)

No. of Hours-30

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
SEC:  Fundamentals of Computers  (Practical)	2	0	0	2	Passed Class  XII	Nil

UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>		Year: I Semester: I Paper: SEC
Subject: Journalism & Mass Communication		
Course: SEC	Fundamentals of Computers (Practical)	
Course Outcomes:  After completion of this course, the student will be able to :		
<ul style="list-style-type: none"><li>Understand an operating system and its working, and solve common problems related to operating systems.</li><li>Learn basic word processing, Spreadsheet and Presentation Graphics Software skills</li></ul>		
Credits: 2		Skill Enhancement Course
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	Topic	No. of Hours
Unit I	<b>Introduction to Computer</b> <ul style="list-style-type: none"><li>Classification of computer</li><li>Hardware and Software</li><li>Relationship between Hardware and Software</li><li>Categorization of Software</li><li><b>Components of Computer-</b> Input &amp; Output Devices, Storage Devices, Processing Device</li></ul>	6
Unit II	<b>Operating System</b> <ul style="list-style-type: none"><li>Introduction to Operating System</li><li>Difference between Single user &amp; Multi User Operating System</li><li>Brief Introduction of DOS and Windows</li><li>Difference between GUI and CUI</li><li>Function of Control Panel</li><li>Finding Files and Folders</li></ul>	8

<b>Unit III</b>	<b>Introduction to M.S. Excel and M.S. Power Point</b> <ul style="list-style-type: none"> <li>• An overview of M.S. Excel and M.S. Power Point</li> <li>• Creating Charts, Graphs Formatting and Sorting</li> <li>• Tools and Menus of MS Excel and Power Point</li> <li>• Designing and Effective presentation</li> <li>• Using of Animation in Power Point</li> </ul>	8
<b>Unit IV</b>	<b>Internet</b> <ul style="list-style-type: none"> <li>• Search Engine</li> <li>• Web pages</li> <li>• Websites</li> <li>• Web portal</li> </ul>	8

### Recommended Readings:

- Singh, RavindraPratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication (1st edt.)
- Gupta, Om, Jasra,Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)
- Harimohan 2002: SuchnaProdhyogikiAur Jan Madhyam, New Delhi, TaxsilaPrakashan (1st edt.)
- Sharma, GK, Sharma, Hemant 2002, SuchnaProdhyogiki New Delhi, Atlantic Pub. (1st ed.)
- Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication
- Harimohan 2004: SoochnaKrantiaurVishvaBhasha Hindi, Delhi, TaxsilaPrakashan
- Kumar, Suresh 2004: Internet Patrkariya,New Delhi, TaxsilaPrakashan (1st ed)
- Ozha, DD/Satya Prakash 2007: DoorsancharEvamPraudyogiki, Delhi, Gyan Ganga Publication
- Sinha,P.K. 2009:Computer Fundamentals,NewDelhi,BPB Publications
- Rajaraman, V., &Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd..
- Sinha, P. K., & Sinha, P. (2010). Computer fundamentals. BPB publications.
- Tannenbaum,L. (2019). Computer Applications and Networks. TMH.

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

## Semester-II

### Undergraduate Certificate in Journalism & Mass Communication

#### DISCIPLIN SPECIFIC CORE (DSC)- People and Culture of India (Theory)

No. of Hours-60

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course	Eligibility	Prerequisite
--------------	---------	-----------------------------------	-------------	--------------

		Lecture	Tutorial	Practical	criteria	of the course (if any)
DSC:	4	4	0	0	Passed Class	Nil
People and Culture of India (Theory)					XII	

UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>		Year: I Semester: II Paper: DSC
Subject: Journalism & Mass Communication		
Course: DSC	People and Culture of India (Theory)	
<b>Course Outcomes:</b>  Upon completion of the course, the students are expected to develop a critical understanding of thefollowing: <ul style="list-style-type: none"><li>• Develop a foundational understanding of the historical evolution of the Indian civilization;</li><li>• Know about complex Indian social fabric in terms of linguistic, social, cultural and geographical groupings;</li><li>• Understand the dynamics of caste, class and ethnicity and related interplay;</li><li>• Understand the emergence of modern India with its defining characteristics; Be equipped with comprehensive understanding of religious and cultural identities.</li></ul>		
Credits: 4		Discipline Specific Core
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	Topic	No. of Hours
Unit I	<b>Exploring the term ‘Culture’:</b> 1. Meaning and ambit of ‘culture’ 2. Culture, social practices and everyday life 3. Indian culture in historical and civilizational perspective 4. Understanding culture in modern India	15
Unit II	<b>Racial Diversity in India:</b> 1. Ethnic diversity and ethnic identities in India 2. Ethnicity as culture 3. Ethnic conflicts and resolutions	15
Unit III	<b>Social Perspective:</b> 1. Understanding ‘varna’and‘jati’	15

	2. Class and class consciousness 3. Caste and Class 4. Tribal culture and issues concerning tribes in modern India	
<b>Unit IV</b>	<b>Culture and Religious and Linguistic Identities:</b> 1. Formation of religious groups in India: A historical perspective 2. Understanding communalism and communal conflicts in Indian social fabric 3. Linguistic identities 4. Languages and state re-organisation	15

#### Recommended Readings:

- Jandt, Fred E. (2012), *An Introduction to Intercultural Communication*, Sage Publications, retrieved from <http://www.sagepub.com/jandt7e/study/chapter.htm>
- Panikkar, K.N. (2013), *History as a Site of Struggle: Essay on History, Culture and Politics*,
- Das, G. (2000), *India Unbound: From Independence to the Global Information Age*, Penguin Books
- Basham, A.L. (1963), *The Wonder That Was India*, Sidgwick and Jackson, London
- Dubey, S.C. (1990) *Indian Society*, National Book Trust, retrieved from <http://www.scribd.com/doc/188302540/NBT-Indian-Society-SC-Dubey#scribd>
- Berreman, G. Race, Caste and Other Invidious Distinctions in Social Stratification, *Race*
- Chattopadhyay, B.D. (2009), *The Oxford India Kosambi*, Oxford University Press
- Manor, J. Ethnicity & Politics in India, *International Affairs* Vol. 72 (3), 1996 retrieved from <http://www.jstor.org/stable/2625551>
- Patil, S. Dialectics of Caste and Class Conflict, *Economic and Political Weekly*, Vol. 14(7/8), 1997, retrieved from <http://www.jstor.org/stable/4367349>
- Majumder, P. and Balasubramaniam, D. Our Footprints on the Sands of Time, *Resonance* Vol. 11(1) (January, 2006) retrieved from <http://www.ias.ac.in/resonance/Volumes/11/01/0032-0050.pdf>
- Muni, S.D. (25 February, 2004), Ethnic Conflict, Federalism and Democracy in India, retrieved from <http://archive.unu.edu/unupress/unupbooks/uu12ee/uu12ee0i.htm>
- Shah, A. The Dark Side of Indigeneity?: Indigenous People, Rights and Development in India, *History Compass* 5/6(2007) retrieved from <http://onlinelibrary.wiley.com/doi/10.1111/j.14780542.2007.00471.x/pdf>
- Xaxa, V. Transformation of Tribes in India, *Economic and Political Weekly*, Vol. 34(24), Jun 12-18, 1999 retrieved from <http://www.jstor.org/stable/4408077>
- Padel, F. Mining and Movements: Causes of Tribal Militancy, *Social Action*, Vol. 60, 2010 retrieved from <http://www.isidelhi.org.in/saissues/articles/art1jul10.pdf>

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

**Undergraduate Certificate in Journalism & Mass Communication**

**DISCIPLIN SPECIFIC CORE (DSC)- Photography (Theory)**

**No. of Hours-60**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
<b>DSC:</b>  Photography (Theory)	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>Passed Class XII</b>	<b>Nil</b>

**UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION**

Programme: <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>		Year: I	Semester: II Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC	Photography (Theory)		
<b>Course Outcomes:</b>  After studying this course, the student will be able to - <ul style="list-style-type: none"><li>• Know about historical evolution of photography</li><li>• Know about principles, elements and accessories of Camera</li><li>• Know about Visual composition and types of light</li><li>• know about Various beats of photography</li></ul>			
Credits: 4		Discipline Specific Core	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Photography: History and basic concepts History of Photography, Photography as a medium of communication. Eminent Indian photographers and their work, Different types of Cameras. Principle of Image formation, Pin hole concept Different ,parts of a DSLR camera		10

<b>Unit II</b>	<b>Tools and Gadgets/Equipment</b> Recording medium, Different types of file formats for the digital images, memory card. Shutter speed, Aperture, ISO, White Balance, Focusing, Exposure, Sensor size, Depth of field etc., Lenses-Normal, Wide and Telelenses, Fish eyelenses, Prime and Zoom lenses, Macro Lenses etc., Tripod, Mono pod, hand held mountings Safe handling and Care of equipment,, Lenshood, Flashunit, filters, close up attachment	20
<b>Unit III</b>	<b>Aesthetics and Techniques of photography</b> Rules of Frame Composition, Different camera shots and Camera angles Rule of Third, Head Room, Looking Room, Balance Use of lines and dots in a frame Shape, pattern ,Texture and colors 2DVs 3D Composition Lighting- Need and importance, Hard light & Soft light, Warm light &Cool Light, Color temperature, Studio Lighting & its functions, Outdoorlighting, Reflectors etc. Front Light, Back Light, Side light, Catch light, Property Light, Rim Effect, HighKey & Lowkey, Three-point lighting- Key, Fill & back light Make-up, Basics of Photo Editing	20
<b>Unit IV</b>	<b>Types of Photography</b> Portrait, Candid Photography, Macro, Wild life, Nature and landscapes, Disaster, Social photography, Night photography. Photography for News, Photo Feature	10

#### Recommended Readings:

- Langford's Basic Photography: Michael Langford, Anna Fox & Richard Sawdon Smith
- Perception and Imaging, Photography-Away of seeing: Richard D.Zakia
- Photoshop CS5: Mark Galer, Philip Andrews
- Canon DSLR: Christopher Grey
- Photographic Lighting: John Child, Mark Galer
- The Advanced Digital Photographer's Work Book: Wonne J Butler
- Photographic Composition, A Visual Guide: Richard D Zakia and David A Page

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

#### Semester-II

#### Undergraduate Certificate in Journalism & Mass Communication

**DISCIPLIN SPECIFIC CORE (DSC)- Indian Economy and Policy (Theory)**

**No. of Hours-60**



### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
<b>DSC:</b>	4	4	0	0	Passed Class	Nil
<b>Indian Economy and Policy (Theory)</b>					XII	

UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Undergraduate Certificate in Journalism &amp; Mass Communication</i>		Year: I	Semester: II Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC		Indian Economy and Policy (Theory)	
Course Outcomes:  After studying this course, the student will be able to learn about: <ul style="list-style-type: none"><li>• Indian Economy: meaning and importance</li><li>• Concept of Economic growth &amp; Economic Development</li><li>• Challenges and opportunities for Indian Economy</li><li>• Indian Economy Policy</li></ul>			
Credits: 4		Discipline Specific Course	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Indian Economy: meaning and importance, Economy & Economics, Characteristics of Indian Economy, Different Sectors of Indian Economy		15
Unit II	Concept of Economic growth & Economic Development, Indicators of economic development. Important concepts in economics: GDP, GNP, NNP, Inflation and deflation. Rural Development, Rural Economy, Role of agriculture in Indian economy.		15
Unit III	Challenges and opportunities for Indian Economy, Future of Indian Economy, Role of International Organizations: ASEAN, WTO, IMF & World Bank. Important Economic Summits: G20, APEC, OECD. NITI Ayog, NGOs and Indian Economy.		15
Unit IV	Indian Economy Policy: meaning, & objectives, Economic reforms in India- Liberalization, Privatization, and globalization to integrate the Indian		15

	Economy with the world economy, Indian Economic Policies: Agriculture, Industry, Foreign Trade, Exchange Rate Management, EXIM Policy, Monetary Policy, Fiscal Policy. Recent Economic Developments.	
--	--	--

### Recommended Readings:

- Srirangam Sri Ram, Manish Kumar and Rohit Deo Jha. (2020). Indian Economy: Principles, Policies and Progress. Pearson Education: Delhi
- Mahajan, M. M. (2022). Indian Economy. Pearson: Delhi
- Datt and Sundaram (2023). Indian Economy. New Delhi: S Chand Publisher.
- Rakesh Mohan. (2018). India transformed: Twenty-five years of economic reforms. Brookings Institution Press: Washington, D.C.
- Anwer, Ejaz. (2019). Agriculture and economic development in India. New Century Publications: Delhi.

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

### Semester-II

#### Undergraduate Certificate in Journalism & Mass Communication

	<b>SKILL ENHANCEMENT COURSE (SEC)- Photo Editing (Practical)</b>
--	--

No. of Hours-30

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical/Practice		
SEC:  Photo Editing (Practical)	2	0	0	2	Passed Class  XII	Nil

#### UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION

<b>Programme:</b> Undergraduate Certificate in Journalism & Mass Communication	<b>Year:</b> I	<b>Semester:</b> II
		<b>Paper:</b> SEC
<b>Subject:</b> Journalism & Mass Communication		

Course: SEC	Photo Editing (Practical)		
<b>Course Outcomes:</b>  After studying this course Student will acquire knowledge and skills pertaining to- <ul style="list-style-type: none"><li>• Basic enhancement techniques to develop a photograph</li><li>• Equalizing different parameters of a photograph</li><li>• Compose a good frame by editing</li><li>• Creating basic graphics</li><li>• Creating collage</li></ul>			
Credits: 2		Skill Enhancement Course	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Need and importance of Photo Editing Basic editing in MS word and Power Point.		5
Unit II	Photo Editing in professional software (Photoshop or any other similar application software) Different file formats, Automate Selection Tool, Sharpen and blur tool, Dodge and burn tool, Shape tool, Eye dropper Tool, Spot healing, Red eye, Patch, Eraser, Cropping, transform tools etc.		10
Unit III	Adjustments-Levels, Brightness, Contrast, Vibrancy, Hue and saturations etc. Different Filters-Liquefy, Artistic, Blur, Sharpen, Sketch, Texture etc. Multi-layer editing		8
Unit IV	Creative use of Typing Tool, Collage Making, Basic graphics etc.		7

#### Recommended Readings:

- Photoshop CS5: Mark Galer, Philip Andrews
- The Advanced Digital Photographer's Work Book: Wonne J Butler
- Photographic Composition, A Visual Guide: Richard D Zakia and David A Page

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

**Undergraduate Diploma in Journalism & Mass Communication**

**DISCIPLINE SPECIFIC CORE (DSC)- Media Organizations: Structure and Functions (Theory)**

**No. of Hours-60**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
<b>DSC: Media Organizations: Structure and Functions (Theory)</b>	4	4	0	0	Passed Undergraduate Certificate Course	Nil

**UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

**Programme:** *Undergraduate Diploma in Journalism & Mass Communication*

**Year:** II

**Semester:** III  
**Paper:** DSC

**Subject:** Journalism & Mass Communication

**Course:** DSC

Media Organizations: Structure and Functions (Theory)

**Course Outcomes:**

On completion of this course, students will be acquainted with

- Structures of different Media organizations.
- Functions of different Media organizations.

**Credits:** 4

**Discipline Specific Core**

**Max. Marks:** As per Univ. rules

**Min. Passing Marks:** As per Univ. rules

Unit	Topic	No. of Hours
<b>Unit I</b>	<b>Media Organization and Management</b> <ul style="list-style-type: none"> <li>• Principles of Management</li> <li>• Types of Organization and their functions</li> <li>• Ownership patterns</li> <li>• Advantages and Disadvantages of Various forms of Ownership</li> </ul>	15
<b>Unit II</b>	<b>Newspapers finance and control</b> <ul style="list-style-type: none"> <li>• Budgeting and Financial management</li> </ul>	15

	<ul style="list-style-type: none"> <li>• Newspaper registration –RNI–</li> <li>• Recruitment policy – training–</li> <li>• Wage policy- Wage boards –Readerships surveys</li> <li>• ABC-Advertising policy</li> </ul>	
<b>Unit III</b>	<b>Organizational Structure of Media houses</b> <ul style="list-style-type: none"> <li>• Organizational Structure of Print Media Organizations</li> <li>• Organizational structure of Radio station</li> <li>• Organizational Structure of Television News Channels</li> <li>• Organizational Structure of News Agencies</li> </ul>	15
<b>Unit IV</b>	<b>Media Organizations in India</b> <ul style="list-style-type: none"> <li>• Press Council of India</li> <li>• Government Information Systems: Concept and Philosophy</li> <li>• Prasar Bharti, AIR, Doordarshan, CableTV ,DTH, CAS-TV</li> <li>• PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.</li> </ul>	15

#### Recommended Readings:

- Mastering Beats in Journalism (Specialized Reporting, Editing and Emerging Technologies in the Digital Era), 1st Edition by Surbhi Dahiya and Shambhu Sahu
- Digital First: Entrepreneurial Journalism In India, by Prof Surbhi Dahiya
- The House That Zee Built by Surbhi Dahiya
- Newspaper Organisation and Management-Herbert Lee
- Broadcasting in India-P.C.Chatterji
- Media Ethics-PronjoyGuhaThakurta
- Handbook of Journalism and Mass Communication in India-Virbala Aggarwal and V.S.Gupta

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

#### Semester-III

##### Undergraduate Diploma in Journalism & Mass Communication

##### DISCIPLINE SPECIFIC CORE (DSC)- Reporting and Writing for Print Media (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if
		Lecture	Tutorial	Practical		

						any)
DSC:	4	4	0	0	Passed Undergraduate Certificate Course	Nil
Reporting and Writing for Print Media (Theory)						

UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Undergraduate Diploma in Journalism &amp; Mass Communication</i>		Year: II Semester: III Paper: DSC
Subject: Journalism & Mass Communication		
Course: DSC	Reporting and Writing for Print Media (Theory)	
<b>Course Outcomes:</b>  After studying this course, the student will be able to: <ul style="list-style-type: none"><li>• Skill of writing for the print media</li><li>• Specialized reporting skills and reporting analysis</li><li>• Understanding of the basics of reporting and writing for print media focusing on its various elements and features</li><li>• Understanding as to how a reporter covers a news event and writes a news story/feature.</li></ul>		
Credits: 4		Discipline Specific Core
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	Topic	No. of Hours
Unit I	<b>News Perspectives:</b> Definition, Principles of news: News values, Lead - five w's and 1 h, Types of lead, Structure of news – Inverted pyramid style, Writing news in an inverted pyramid, News writing styles, types of news; Soft news, hard news; Importance of Headline; Intros and their importance, Lead copy	15
Unit II	<b>General Assignment Reporting:</b> Beat reporting- Types of beat reporting: political reporting, religious reporting, education reporting; environment reporting, cultural reporting, sports reporting, parliament reporting, court reporting, crime reporting, and war reporting. Reporting for the Magazines; Use of computers by reporters; Online reporting, Blog and Web writing, Citizen Journalism, Photo Journalism. Techniques of reporting: investigative reporting, interpretative reporting, in-depth reporting. Interviewing: principles and techniques; types: news interview; profile, writing questionnaire for interviews, techniques of writing questions on the spot. open ended. profile interviews	15

<b>Unit III</b>	<b>News Sources:</b> Sources of news; news gathering techniques; types of sources: news agency, press release, and press conference and other types–primary, secondary sources; Oral press briefing, special press briefing; Press Release, Press Note.	15
<b>Unit IV</b>	<b>Essentials of Good Writing and Purpose of Media Writing:</b> Writing to Inform, Writing to Describe, Writing to Persuade, Writing to Educate; The ABCD of Media Writing: i. Accuracy ii. Brevity iii. Clarity. Discernment; Principles of Media Writing, Robert Gunning’s Principle of writing.	15

### Recommended Readings:

- News Reporting & writing: Melvin Mencher;
- News Writing: George;
- Headlines from the heart:Ninan;
- Essentials of practical journalism:VirBala;
- The Changing faces of Journalism:John Eldridge;
- News Reporting–B.N. Ahuja and S.S.Chhabra;
- News Writing and Reporting–Mames M Neal and Suzanne S Brown;
- Investigative Reporting and Editing–P.N.Williams;
- Reporting for the Print Media–F.Fedler;
- Writing for Media, Vision Books:New Delhi: Sunny Thomas;
- Basic Media Writing,William C Brown Publication :Melvin Mencher;
- Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press:A.S. Hornby;
- High School English Grammar &Composition,S.Chand: Wren & Martin;
- Writing and Reporting News: A Coaching Method,”3rd edition:CaroleRich;
- Beyond the Headlines: MV Desai &SevantiNinan;
- Mass Communication & Journalism in India: DS Mehta;
- Indian Journalism:BG Varghese.
- Mass Communication: A Critical analysis, KevalJ.Kumar

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

### Semester-III

#### Undergraduate Diploma in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC CORE (DSC)- Introduction to Indian Polity and Society (Theory)

No. of Hours-60

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course	Eligibility	Prerequisite
--------------	---------	-----------------------------------	-------------	--------------

		Lecture	Tutorial	Practical	criteria	of the course (if any)
DSC:	4	4	0	0	Passed Undergraduate Certificate Course	Nil
Introduction to Indian Polity and Society (Theory)						

UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Undergraduate Diploma in Journalism &amp; Mass Communication</i>		Year: II	Semester: III Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC		Introduction to Indian Polity and Society (Theory)	
<b>Course Outcomes:</b>  After studying this course, the student will be able to understand the following: <ul style="list-style-type: none"><li>• Historical and philosophical underpinnings of complex dynamics of Indian society</li><li>• Evolve a comprehensive understanding of Indian social structure, dynamics and processes of social change</li><li>• Indian political structure, system of government, parliamentary system and Indian Constitution</li><li>• Critically analyse social and political process and the interplay between the two</li><li>• Develop ability to assess and make critical and logical inferences with regard to current social and political affairs</li></ul>			
Credits: 4		Discipline Specific Core	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Indian Society: An Overview <ul style="list-style-type: none"><li>• Indian Society through history</li><li>• Unity in diversity and national integration</li><li>• Tradition and modernity</li><li>• Rural and urban India</li><li>• Social Change: Modernisation, Westernisation, Sanskritisation</li></ul>		15
Unit II	Indian Social Structure <ul style="list-style-type: none"><li>• Social stratification: caste and class, backward classes</li></ul>		



	<ul style="list-style-type: none"> <li>Indian villages, agrarian class structure, village autonomy, jajmanisystem, Family, marriage and kinship</li> <li>Scheduled Tribes, Minorities and other social groups</li> </ul>	15
<b>Unit III</b>	<b>Constitutional Framework</b> <ul style="list-style-type: none"> <li>Constitution: Preamble and basic features</li> <li>Fundamental Rights and Directive Principles</li> <li>Organs of government: The Legislature, Executive and Judiciary</li> </ul>	15
<b>Unit IV</b>	<b>Government System and Federal Structure</b> <ul style="list-style-type: none"> <li>Parliamentary system</li> <li>Central government, state governments</li> <li>Inter-state relations</li> <li>Panchayati Raj, urban local bodies</li> <li>Constitutional and Non-Constitutional bodies</li> </ul>	15

#### Recommended Readings:

- Chakrabarty, B., Pandey RK (2008), *Indian Government and Politics*, Sage.
- Dube, S.C. (1990), *Indian Society*, New Delhi, National Book Trust.
- Srinivas, MN, (1980) *India: Social Structure*, Transaction Publishers.
- Indian Constitution at Work*, (Textbook in Political Science), NCERT
- Laxmikanth, M, (2016) *Indian Polity*, McGraw Hill.
- Hasnain, N. (2004) *Indian Society and Culture: Continuity and Change*. New Delhi, Jawahar Publishers and Distributors.

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

#### Semester-III

##### Undergraduate Diploma in Journalism & Mass Communication

##### DISCIPLINE SPECIFIC ELECTIVE (DSE)- Multi-Media Journalism (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		

<b>DSE:</b>	4	4	0	0	<b>Passed Undergraduate Certificate Course</b>	<b>Nil</b>
<b>Multi-Media Journalism (Theory)</b>						

UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Undergraduate Diploma in Journalism &amp; Mass Communication</i>		Year: II	Semester: III Paper: DSE
Subject: Journalism & Mass Communication			
Course: DSE	Multi-Media Journalism (Theory)		
<b>Course Outcomes:</b>  After studying this course, the student will be able to: <ul style="list-style-type: none"><li>• Develop the learners advanced skills for the converged multimedia news platforms.</li><li>• Will learn the essential software used in the development of various forms of media content, i.e., text, audio, video, graphics.</li><li>• The course will acquaint the learners with the authoring tools used in multimedia content development.</li></ul>			
Credits: 2		Discipline Specific Elective	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Introduction to Multimedia: Basics of multimedia reporting; Importance of audio, photo and video production skills in the newsroom in contemporary times; Developing a portfolio – print and online; Legal and ethical issues and diversity in the media. Impact of new technology on language and medium; Recording and editing the story, link and hyperlink, Blogging, podcasting & multi-media storytelling.		15
Unit II	Photograph Photo on Screen: Rule of thirds; Focal point, Composition. Photography as a powerful tool to tell a story; Dynamic content and visual medium.		15
Unit III	Audio & Video Content: Audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting.		15
Unit IV	Multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative,		15

	interactive user's vs linear narratives, elements of an interactive writer.	
--	---	--

### Recommended Readings:

- S. Saxena, Web Journalism 2.0, Tata McGraw Hill Publishing Company Ltd., 2012.
- M. Briggs, Journalism 2.0: how to survive and thrive, ebook by Creative Commons, 2007.
- A. Godbole & A. Kahate, Web Technologies, New Delhi, India, Tata McGraw Hill, 2017.
- A.B. Albarran & D.H. Goff, Understanding the web: Social, political and economic dimensions of the Internet, New Delhi, India, Surjeet Publications, 2000.
- Journalism and New Media by John V Pavlik
- Convergence Culture: Where old and new media collide by Henry Jenkins
- Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

### Semester-III

#### Undergraduate Diploma in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC ELECTIVE (DSE)- English Communication and Skills (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
DSE:  English Communication Skills (Theory)	4	4	0	0	Passed Undergraduate Certificate Course	Nil

#### UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION

Programme: <i>Undergraduate Diploma in Journalism &amp; Mass</i>	Year: II	Semester: III
--	----------	---------------

<b>Communication</b>			<b>Paper: DSE</b>
<b>Subject: Journalism &amp; Mass Communication</b>			
<b>Course: DSE</b>		English Communication Skills (Theory)	
<b>Course Outcomes:</b> <ul style="list-style-type: none"><li>• Develop good communication (both oral and written) skills, listening skills.</li><li>• Gain confidence in conversing in English.</li><li>• Capable of reading English and comprehending the read matter.</li><li>• Handling presentations with confidence</li></ul>			
<b>Credits: 4</b>		<b>Discipline Specific Elective</b>	
<b>Max. Marks: As per Univ. rules</b>		<b>Min. Passing Marks: As per Univ. rules</b>	
<b>Unit</b>	<b>Topic</b>		<b>No. of Hours</b>
<b>Unit I</b>	LISTENING SKILLS: Listening to short and extended dialogues, telephone conversations, discussion Listening to prose & poetry reading Listening to video clips, documentaries, feature films, presentations.		15
<b>Unit II</b>	SPEAKING SKILLS: Introducing oneself or expressing personal opinion -- Simple oral or casual interaction – Dialogue -- Conversation – Participating in group discussions, role plays and interviews, Addressing a small group or a large formal gathering.		15
<b>Unit III</b>	READING SKILLS: Basic Reading Comprehension and interpretation, Reading for the gist of a text, for information transfer and interpretation. Reading for specific information, instructions, recommendations, functional checklists.		15
<b>Unit IV</b>	WRITING SKILLS: Writing emails, messages, notices, agendas, leaflets, brochures, minutes of a meeting Writing formal business and official Letters inviting, accepting, declining the invitation, Requesting permission for industrial visits or implant training,		15

**Recommended Readings:**

- Oxford Guide to Effective Writing & Speaking skills,
- John Seely, Oxford Publishing, 2013 2.
- Wren & Martin, High School English Grammar and Composition,
- D.V. Prasada Rao N, N.D.V. Prasada Rao, 2017

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-III**

**Undergraduate Diploma in Journalism & Mass Communication**

**SKILL ENHANCEMENT COURSE (SEC)- Newspaper Designing (Practical)**

**No. of Hours-30**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
SEC:  Newspaper Designing (Practical)	2	0	0	2	Passed Undergraduate Certificate Course	Nil

**UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Undergraduate Diploma in Journalism &amp; Mass Communication</i>		Year: II	Semester: III Paper: SEC
Subject: Journalism & Mass Communication			
Course: SEC	Newspaper Designing (Practical)		
Course Outcomes:			
After studying this course, the student will be able to get hand-on training about:			
<ul style="list-style-type: none"><li>• Newspaper &amp; Magazine layouts</li><li>• Adobe InDesign, Page Layout</li><li>• Professional Typesetting Techniques</li></ul>			
Credits: 2		Skill Enhancement Course	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Introduction to Adobe InDesign, Page Layout Letter Creation, Setting preferences, The Control panel, Text frames, Basic text attributes, Basic keyboard.		6
Unit II	Large Type Letter, More text attributes, More Text Styling, Baseline shift, Small caps, The Line tool, Making proper fractions, Magazine Ad, Setting up		8

	a document bleed, Placing images,	
<b>Unit III</b>	Professional Typesetting Techniques, Bulleted lists, Hanging bullets, Hyphenation, Discretionary hyphens, Special break characters, Drawing Bezier Curves, The Pen tool, Segments, anchor points, & curves, Multiple Column Ad with Text Wrap.	8
<b>Unit IV</b>	Multiple text columns, Drop caps, The baseline grid, Text wrap, Magazine Cover, Placing transparent art, Defining & using color, swatches, Type on a path. Shortcuts Combining text & images, White type on a black background	8

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

### Semester-IV

#### Undergraduate Diploma in Journalism & Mass Communication

##### DISCIPLINE SPECIFIC CORE (DSC) - Reporting and Writing for Electronic Media (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
<b>DSC:</b>  <b>Reporting and Writing for Electronic Media (Theory)</b>	4	4	0	0	Passed Undergraduate Certificate Course	Nil

#### UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION

<b>Programme: Undergraduate Diploma in Journalism &amp; Mass Communication</b>	<b>Year: II</b>	<b>Semester: IV</b> <b>Paper: DSC</b>
--	-----------------	--

<b>Subject: Journalism &amp; Mass Communication</b>		
<b>Course: DSC</b>	Reporting and Writing for Electronic Media (Theory)	
<b>Course Outcomes:</b>  Students will acquire skills for working in Radio and Television departments such as: <ul style="list-style-type: none"><li>• Input, Output, Assignment, Reporting , Production, Editing.</li></ul>		
<b>Credits: 4</b>		<b>Discipline Specific Core</b>
<b>Max. Marks: As per Univ. rules</b>		<b>Min. Passing Marks: As per Univ. rules</b>
<b>Unit</b>	<b>Topic</b>	<b>No. of Hours</b>
<b>Unit I</b>	<b>Basics of Electronic Media</b> <ul style="list-style-type: none"><li>• Definitions-Elements and related Concepts</li><li>• Print versus Electronic Media</li><li>• Sources of News</li><li>• Reporter at Work</li><li>• Challenges and Demands of the Profession</li><li>• TV news: Principles, Elements and Concepts</li><li>• Structure of a television news channel and a newsroom</li><li>• Role and responsibilities of news team members</li><li>• Types of news bulletin and their structure</li></ul>	15
<b>Unit II</b>	<b>TV News Production</b> <ul style="list-style-type: none"><li>• Various Formats of News and News Programmes-News package, Visual on anchor, anchor read, anchor graphics, anchor byte etc.</li><li>• Stand Up, Piece to camera(PTC), Phono and Vox-pop in television news.</li><li>• Studio/Panel discussions</li><li>• Interviewing Techniques</li><li>• Beat Reporting, Live reporting</li><li>• Covering Disasters and Tragedies</li><li>• Presentation Skills, Phono/Phoner</li><li>• Sting Operation, Media Trials</li><li>• Storytelling, Fakenews, Post Truth</li></ul>	15
<b>Unit III</b>	<b>Radio News Production</b> <ul style="list-style-type: none"><li>• Radio <u>news: Principles</u> and concept</li><li>• Structure of Radio News Room</li><li>• Roles and responsibility of Radio broadcasters</li><li>• Radio Broadcasting AIR</li><li>• Radio News Formats-Radio Bulletin</li><li>• Studio Discussion/Panel Discussion</li><li>• Phone-in Program</li><li>• Voice Modulation</li></ul>	15

<b>Unit IV</b>	<b>Radio &amp; TV Script</b> <ul style="list-style-type: none"> <li>• Grammar of sound</li> <li>• Features of Radio Script</li> <li>• News writing–structuring radio-copy; editing agency copy, reporter’s copy compiling radio news programs</li> <li>• Structuring a radio report–news capsuling</li> <li>• Presentation skills</li> <li>• News Writing</li> <li>• Formats of TV News Script</li> <li>• Importance of Slug, Anchor, Voice- Over, Byte</li> <li>• Reporter’s Copy &amp; Producers Copy</li> <li>• News Editing, Character Generation</li> </ul>	15
----------------	--	----

#### Recommended Readings:

- Writing and Reporting News-Carol Rich
- Broadcast Journalism-A critical introduction-Jane Chapman and Marie Kinsey
- News Reporting and Writing –Melvin Mencher
- Broadcast Journalism:Technique of Radio and Television News-Andrew Boyd et al
- Reporting and Communication Skills-V.S.Gupta

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

#### Semester-IV

##### Undergraduate Diploma in Journalism & Mass Communication

##### DISCIPLINE SPECIFIC CORE (DSC) - Media Issues and Trends (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
DSC:  Media Issues and Trends (Theory)	4	4	0	0	Passed Undergraduate Certificate Course	Nil



UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Undergraduate Diploma in Journalism &amp; Mass Communication</i>		Year: II	Semester: IV Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC	Media Issues and Trends (Theory)		
Course Outcomes: To learn about: <ul style="list-style-type: none"><li>● Media and Social Issues</li><li>● Media and Politics</li><li>● Media and Legal Aspects</li><li>● Media and Current Issues</li></ul>			
Credits: 4		Discipline Specific CORE	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Media and Social Issues: Media and Gender Issues, Media and Children, Media and Religion, Media and Social Responsibility.		15
Unit II	Media and Politics: Reporting Parliaments; Assembly; Propaganda; Emergence of Regional Media; Media ownership patterns		15
Unit III	Media and Legal Aspects: Media Freedom, Media Activism, Legal Reporting. Media and Business: Corporatization of Media; Investments in Media; Self-censorship		15
Unit IV	Media and Current Issues: prominent regional, national and international issues.		15

**Recommended Readings:**

1. E. Devereux, Media Studies: Key Issues and Debates, SAGE, 2007.
2. S. Oates, Introduction to Media and Politics, SAGE, 2008.
3. V. Kohli, The Indian Media Business, SAGE Publishing India, 2013.

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Undergraduate Diploma in Journalism & Mass Communication**

**DISCIPLINE SPECIFIC CORE (DSC) – International Communication (Theory)**

**No. of Hours-60**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
<b>DSC:</b>  <b>International Communication (Theory)</b>	4	4	0	0	<b>Passed Undergraduate Certificate Course</b>	<b>Nil</b>

**UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

**Programme:** *Undergraduate Diploma in Journalism & Mass Communication*

**Year:** II

**Semester:** IV  
**Paper:** DSC

**Subject:** Journalism & Mass Communication

**Course:** DSC

International Communication (Theory)

**Course Outcomes:**

Upon completion of the course, the students are expected to develop acritical understanding of the following:

- Understanding International Communication perspectives and the need in a rapidly changing globalized world;
- Evolution of International Communication in the context of historical global dynamics;
- The evolution of international communication in the context to global media policy patterns;
- Issues and challenges in International Communication, particularly with regard to dynamics of flows of information around the world;
- Concepts and definitions of culture and inter-cultural communication in a globalized world.

**Credits:** 4

**Discipline Specific Core**

**Max. Marks:** As per Univ. rules

**Min. Passing Marks:** As per Univ. rules

Unit	Topic	No. of Hours
<b>Unit I</b>	<b>International Communication and Communication Patterns in Historical Perspective</b>	

	<ul style="list-style-type: none"> <li>• International Communication: Definition, history, evolution and role of propaganda</li> <li>• Evolution of international news agencies: Structure and functions</li> <li>• MacBride Commission's Report, UNESCO Response, World Culture Report, Role of NAM and IPDC</li> </ul>	15
<b>Unit II</b>	<b>Debate over International Information Flow and Global Power Dynamics</b> <ul style="list-style-type: none"> <li>• Media flow imbalance: Global media flows, contra flows, types of flows and statistics</li> <li>• Digital divide and digital opportunities: Digital natives, digital immigrants and digital subalterns.</li> <li>• ICTs and NICTs and their impact on global communication (Current statistics and reports)</li> </ul>	15
<b>Unit III</b>	<b>Globalisation and International Communication</b> <ul style="list-style-type: none"> <li>• Information flow and media and cultural imperialism</li> <li>• Globalisation, media ownership and monopolies</li> <li>• Softpower, nation state and globalization</li> <li>• Information Society, WSIS etc.</li> </ul>	15
<b>Unit IV</b>	<b>Understanding Intercultural Communication</b> <ul style="list-style-type: none"> <li>• Intercultural Communication: Theory, concepts, patterns</li> <li>• Cultural values and identities</li> <li>• Understanding Intercultural Communication differences, challenges and opportunities</li> <li>• Ethnocentrism, bias, stereotyping, culture shock, assimilation, cultural relativism</li> <li>• Cultural context in verbal and non verbal communication</li> </ul>	15

#### **Recommended Readings:**

- Thussu, D.K. eds. (2009). *International Communication: A Reader*. Routledge
- Mody, B. eds. (2003). *International and Development Communication: A 21<sup>st</sup> Century Perspective*. Sage Publications
- Siapera, E. (2011). *Understanding New Media*. Sage Publications 4.
- Durham, M.G. & Kellner, D.M. (2012) *Media and Cultural Studies Keywords*. Wiley-Blackwell
- Goggin, G. & McLelland, M. eds (2009) *Internationalizing Internet Studies: Beyond Anglo phone Paradigms*. Routledge
- Delfanti, A. & Arvidsson, A. (2019) *Introduction to Digital Media*. Wiley-Blackwell
- Thussu, D.K. (2013). *Communicating India's Soft Power: From Buddha to Bollywood*. Palgrave-Macmillan
- Flew, T. (2014). *New Media: An Introduction*. OUP, Australia
- Thombre, A., Ramesh N. Rao (2015) *Specific ations of Intercultural Communication: The Indian Context*, Sage Publications India Pvt Ltd.
- Martin, J.N. & Nakayama, T. K. (2009) *Intercultural Communication in Context*, 5<sup>th</sup> Edition, McGraw-Hill
- Edwin, Retal. (2014) *Specificationsof Intercultural Communication: A Reader*, Cengage Learning.

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

Semester-IV

**Undergraduate Diploma in Journalism & Mass Communication**

**DISCIPLINE SPECIFIC ELECTIVE (DSE)- Data Journalism (Theory)**

No. of Hours-60

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
DSE:  Data Journalism (Theory)	4	4	0	0	Passed Undergraduate Certificate Course	Nil

**UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

**Programme:** *Undergraduate Diploma in Journalism & Mass Communication*

**Year:** II

**Semester:** IV

**Paper:** DSE

**Subject:** Journalism & Mass Communication

**Course:** DSE      Data Journalism (Theory)

**Course Outcomes:** After studying this course, the student will be able to:

- Understand the basics and evolution of data journalism
- Recognize the significance of data in storytelling and reporting
- Identify credible sources of data
- Apply methods of data collection ethically and effectively
- Develop skills to clean, analyze and interpret data
- Create compelling visualizations for journalistic content

**Credits:** 4

**Discipline Specific Elective**

**Max. Marks:** As per Univ. rules

**Min. Passing Marks:** As per Univ. rules

Unit	Topic	No. of Hours
Unit I	<b>Introduction to Data Journalism</b> <ul style="list-style-type: none"> <li>• Definition, scope and evolution of data journalism</li> <li>• Differences between data journalism, traditional journalism, and investigative journalism</li> <li>• Role and importance of data in modern journalism</li> <li>• Key characteristics of a data journalist</li> <li>• Understanding the data journalism ecosystem: sources, audience, impact</li> </ul>	15
Unit II	<b>Data Sources and Collection</b> <ul style="list-style-type: none"> <li>• Types of data: Open data, structured vs. unstructured data</li> <li>• Primary vs. secondary data</li> <li>• Government, NGOs, private and international sources of data</li> <li>• Tools and methods for data scraping and mining</li> <li>• Legal and ethical aspects of data sourcing</li> </ul>	15
Unit III	<b>Data Analysis and Visualization</b> <ul style="list-style-type: none"> <li>• Basic concepts of statistics relevant to journalists</li> <li>• Cleaning and interpreting datasets</li> <li>• Introduction to data analysis tools: Excel, Google Sheets, Tableau, Flourish</li> <li>• Data visualization techniques: charts, graphs, maps, timelines</li> <li>• Best practices for visual storytelling</li> </ul>	15
Unit IV	<b>Data-Driven Storytelling and Case Studies</b> <ul style="list-style-type: none"> <li>• Writing and structuring a data story</li> <li>• Case studies of impactful data journalism (e.g., Panama Papers, Covid-19 tracking)</li> <li>• Fact-checking and verification in data journalism</li> <li>• Role of automation and artificial intelligence in data journalism</li> <li>• Challenges and future trends in data journalism</li> </ul>	15

#### Recommended Readings:

- **Jonathan Gray, Liliana Bounegru & Lucy Chambers** – *The Data Journalism Handbook* (O'Reilly Media)
- **Paul Bradshaw** – *Data Journalism Heist*
- **Steve Doig** – *Data Journalism and the Computer-Assisted Reporting*
- **Alberto Cairo** – *The Functional Art: An Introduction to Information Graphics and Visualization*
- **Philip Meyer** – *Precision Journalism: A Reporter's Introduction to Social Science Methods*
- **Simon Rogers** – *Facts are Sacred: The Power of Data*
- **Nathalie Marechal** – *Ethics in Data Journalism: Rights and Responsibilities*

- Websites: [datajournalism.com](http://datajournalism.com), [Our World in Data](http://Our World in Data), [Kaggle](http://Kaggle)

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

#### Semester-IV

#### Undergraduate Diploma in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC ELECTIVE (DSE)- The Art and Essentials of Anchoring (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
DSE:  The Art and Essentials of Anchoring (Theory)	4	4	0	0	Passed Undergraduate Certificate Course	Nil

UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Undergraduate Diploma in Journalism &amp; Mass Communication</i>		Year: II  Semester: IV  Paper: DSE
Subject: Journalism & Mass Communication		
Course: DSE	The Art and Essentials of Anchoring (Theory)	
<b>Course Outcomes:</b>  Student will acquire knowledge and skills- <ul style="list-style-type: none"><li>• About basic Anchoring</li><li>• Advance Anchoring with Teleprompter</li><li>• Hosting in Events</li><li>• Reading News Bulletin</li><li>• Anchoring Requirements and Process</li></ul>		
Credits: 4		Discipline Specific Elective
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules

Unit	Topic	No. of Hours
Unit I	<b>Introduction to Anchoring:</b> Anchoring as a performing art, Career options in Anchoring-Radio, Television & Events, Structure of Anchoring script-- Intro, body and conclusion. Role and responsibilities of anchors in news, entertainment, and current affairs.	15
Unit II	<b>Anchoring Requirements and Process:</b> Command on Language, Preparation of script, Voice Command- Tone, Pauses-Punches & Pronunciation, Mirror Practice. Voice modulation, pronunciation, articulation, and pacing, Non-verbal communication: posture, eye contact, gestures, Understanding audiences and tone modulation across platforms.	15
Unit III	<b>News Anchoring:</b> Teleprompter, Understanding News Values, TV Studio Anchoring, Piece to Camera, Live News Anchoring, Anchoring of Recorded Shows, Interviews. Understanding rundown formats: bulletins, links, intros/outros, Script writing for radio: cue sheets, news reads, RJ talk segments, TV anchoring scripts: live news reads, interviews, debates, Teleprompter reading and improvisation techniques, Coordination with producers, reporters, and technical crew.	15
Unit IV	<b>Practical Anchoring Skills:</b> Field anchoring vs. studio anchoring (radio and TV), Live event anchoring: press conferences, cultural shows, elections, Radio anchoring formats: news, talk shows, phone-ins, podcasts, TV anchoring formats: bulletins, panel discussions, infotainment shows, Interviewing skills: setting tone, managing time, handling difficult guests <b>Hosting of Events:</b> Greetings, Welcome note, Introduction to Programme, About Guests/Speakers/Performers, Call for activities, Use of catchy phrases and appropriate punches, Concluding comment & Vote of Thanks.	15

#### Recommended Readings:

- Anchoring Change by Harper Collins India
- Kalra, R. J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson Education India.
- Sidlow, E., & Stephens, J. (2021). Broadcast news in the digital age: A guide to reporting, producing and anchoring online and on TV. Routledge.
- Ghose, S. (2011). A textbook of interview journalism and television anchoring. Dominant Publishers & Distributors.
- Schultz, B. (2016). Sports media: Reporting, producing, and planning (3rd ed.). Routledge.
- Chandra Kumar Bhawesh (2018), 'Reporting Se Anchoring Tak: From Facts to Emceeing'

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

#### Semester-IV

#### Undergraduate Diploma in Journalism & Mass Communication

#### SKILL ENHANCEMENT COURSE (SEC)- Video Editing (Practical)

No. of Hours-30

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
SEC:  Video Editing (Practical)	2	0	0	2	Passed Undergraduate Certificate Course	Nil

#### UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION

Programme: *Undergraduate Diploma in Journalism & Mass Communication*

Year: II

Semester: IV

Paper: SEC

Subject: Journalism & Mass Communication

Course: SEC      Video Editing (Practical)

#### Course Outcomes:

Student will acquire knowledge and skills-

- About basic Non-Linear editing
- Adding different Visual effects and transitions
- To correct color and audio
- To add basic graphics
- To export edited video in desired format

Credits: 2

Skill Enhancement Course

Max. Marks: As per Univ. rules

Min. Passing Marks: As per Univ. rules



Unit	Topic	No. of Hours
Unit I	<b>Basics of Video Editing:</b> Need and importance of Video Editing, Basic understanding about Non-Linear Editing Different Formats and Aspect ratio/ Pixel Ratio	8
Unit II	<b>Working over a video editing software-I:</b> Adobe Premier / FCP or any other Professional Video editing software Basic Tools, Setting up a project Importing , Media Organizing Media	7
Unit III	<b>Working over a video editing software-II:</b> Mastering the essentials of Video editing, Using Transitions(Cut,Fadein- Fadeout, Dissolve,wipeetc) Working, with Clips and Markers, Adding Video effects, Mastering Advanced Editing Techniques Putting Clips in Motion	8
Unit IV	<b>Working over a video editing software-III:</b> Editing and Mixing Audio Improving, Audio Applying Color Correction and Grading Exploring Compositing Techniques Creating New Graphics, Exporting Project	7

#### Recommended Readings:

- Aaron Goold, The Video Editing Handbook
- Patrick McGrath and Robert M. Goodman, Editing Digital Video: The Complete Creative and Technical Guide
- Sonja Schenk, Premiere Pro for Filmmakers
- Adobe Premiere Pro Classroom in a Book
- Diana Weynand, Final Cut Pro X
- Iain Anderson, Final Cut Pro Efficient Editing: A Step-by-step Guide to Smart Video Editing with FCP 10.5

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

## Semester-V

### Bachelor in Journalism & Mass Communication

**DISCIPLINE SPECIFIC COURSE (DSC)- Media Psychology(Theory)**

**No. of Hours-60**

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
<b>DSC:</b>  <b>Media Psychology (Theory)</b>	4	4	0	0	Passed Undergraduate Diploma Course	Nil

BACHELOR IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III Semester: V Paper: DSC
Subject: Journalism & Mass Communication		
Course: DSC	Media Psychology(Theory)	
<b>Course Outcomes:</b> Upon completion of the course, Students will develop <ul style="list-style-type: none"><li>Understand the foundations of media psychology</li><li>Analyze how media affects mental processes and social behavior</li><li>Evaluate psychological impacts of media content</li><li>Understand media’s role in influencing identity and emotions</li><li>Assess behavioral changes linked to digital and interactive media</li><li>Explore online behavior patterns from a psychological perspective</li></ul>		
Credits: 4		Discipline specific course
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	Topic	No. of Hours
Unit I	<b>Introduction to Media Psychology</b> <ul style="list-style-type: none"><li>Definition, scope, and evolution of media psychology</li><li>Key theories: Uses and Gratifications, Agenda Setting, Cultivation Theory, Social Learning Theory</li><li>Understanding media as a psychological environment</li><li>Role of media in shaping perception, attitudes, and behavior</li><li>Media literacy and psychological impact</li></ul>	15
Unit II	<b>Media Effects on Individuals and Society</b> <ul style="list-style-type: none"><li>Short-term vs. long-term effects of media</li><li>Media violence and aggression</li><li>Body image, self-esteem, and media representation</li><li>Media influence on children and adolescents</li><li>Emotional responses to media (fear, empathy, desensitization)</li></ul>	15

<b>Unit III</b>	<b>Digital Media and Human Behavior</b> <ul style="list-style-type: none"> <li>Psychology of social media: validation, addiction, FOMO</li> <li>Impact of smart phones, gaming, and virtual environments</li> <li>Cyberbullying, trolling, and online disinhibition</li> <li>Parasocial interaction and digital relationships</li> <li>Psychological effects of multitasking and information overload</li> </ul>	15
<b>Unit IV</b>	<b>Media Psychology in Practice and Future Trends</b> <ul style="list-style-type: none"> <li>Rise of digital and online news platforms</li> <li>Globalization and convergence of media</li> <li>Press freedom and challenges globally (with reference to World Press Freedom Index)</li> <li>Media monopolies and corporate ownership</li> <li>Role of alternative and citizen journalism</li> </ul>	15

#### Recommended Readings:

- **David Giles** – *Media Psychology* (Routledge)
- **Pamela Rutledge** – *Introduction to Media Psychology* (Oxford University Press – Articles & Case Studies)
- **Dill, Karen E.** – *The Oxford Handbook of Media Psychology*
- **Mary Beth Oliver & Jennings Bryant** – *Media Effects: Advances in Theory and Research*
- **Zillmann & Vorderer** – *Media Entertainment: The Psychology of Its Appeal*
- **Bandura, A.** – *Social Learning Theory*
- **APA Division 46** – Society for Media Psychology and Technology resources

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

Semester-V

#### Bachelor in Journalism & Mass Communication

**DISCIPLINE SPECIFIC CORE (DSC)- Visual Communication (Theory)**

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if
		Lecture	Tutorial	Practical		

						any)
DSC:	4	4	0	0	Passed Undergraduate Diploma Course	Nil
Visual Communication (Theory)						

BACHELOR IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III Semester: V Paper: DSC
Subject: Journalism & Mass Communication		
Course: DSC	Visual Communication (Theory)	
<b>Course Outcomes:</b>  Upon completion of the course, the students will acquire understanding of:  • Visual messages: visual perception, design syntax, design elements and how they fit in the visual communication of mass media.  • Theoretical concepts of vision and perception, visual literacy, visual language, visual persuasion/manipulations, and the cultural implications of visual images.		
Credits: 4		Discipline specific Core
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules
Unit	Topic	No. of Hours
Unit I	Meaning and importance of Visual communication: Meaning of Visuals, Visual Literacy, Visual thinking, Visual learning, Uses of Visuals, Functions of Visuals Factors affect Perceptions of persons to watch visuals, Past experience and learning, attitude and interests, needs and feelings, current situations etc. History of Visuals- Paintings (from caves to present era). Architectures (Historical buildings), Photography (From Plate to digital), Movies (from silent to digital, Advertisements etc.	15
Unit II	Visual Communication- Elements and its significance: Homogeneous and heterogeneous field, Figure –Ground Boundary, Notan, Visual search. Illusion, Morphics Gestalt Grouping- Law of Proximity, Law of Similarity, Law of Continuity and law of Closure, Space/Depth Cues- Relative size, Linear Perspective, Texture Gradient, Color, Shadow, Interposition 10 L+ 7 P Page 64 of 87 Elements of Visual- Dot, Line,	15

	Shape, Pattern, Texture etc.	
<b>Unit III</b>	Visual designing: Composition, Rule of third, Balance, Movement, Rhythm, Visual search etc. Designing for Visual communication- Poster, cartoons, Book jacket, Interior designing, greeting cards, Pottery designing, t-shirt etc.	15
<b>Unit IV</b>	Applied form of Visual Communication: Gestures and sign languages, signs and symbols, calligraphy, poster, electronic moving display messages, exhibitions, dramas, dance and cultural programmes, leaflets, newspapers, magazines and journals, comics books, window display - point of sale, films, television graphics, web displays etc.	15

#### Recommended Readings:

- K. Parry & G. Aiello, Visual communication: Understanding images in media culture, Sage Publications, 2019.
- N. Mirzoeff, The Visual Culture Reader (3rd edition), London: Routledge, 2012.
- J. Seppanen, The Power of the Gaze: An Introduction to Visual Literacy (New Literacies and Digital Epistemologies), NY: Peter Lang Publishing, 2006.
- C. Jenks, Visual culture, Routledge, 2006.
- R. Howells & J. Negreiros, Visual culture (3rd edition). Polity, 2018.
- J.A. Walker & S. Chaplin, Visual culture: An introduction, Manchester University, 1997.

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

### Semester-V

#### Bachelor in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC CORE (DSC)- Advertising and Public Relations (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if
		Lecture	Tutorial	Practical		

						any)
<b>DSC:</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>Passed Undergraduate Diploma Course</b>	<b>Nil</b>
<b>Advertising and Public Relations (Theory)</b>						

BACHELOR IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III	Semester: V Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC	Advertising and Public Relations (Theory)		
Course Outcomes:			
After studying this course, the student will be able to:			
<ul style="list-style-type: none"><li>• Learn the difference between PR and Advertising</li><li>• Learn the creative aspects of advertising</li><li>• Learn writing Press Releases.</li><li>• Get advanced knowledge and skills in relation to PR and Advertising.</li></ul>			
Credits: 4		Discipline specific Core	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Introduction to Public Relations & Advertising: <ul style="list-style-type: none"><li>• PR-Definition and Concept</li><li>• Advertising—Definition and Concept</li><li>• Difference between PR and Advertising</li><li>• PR Vs Advertising Vs Propaganda</li><li>• PR Vs Advertising Vs Publicity</li><li>• PR Vs Advertising Vs Public affairs</li><li>• PR Vs Advertising Vs Lobbying</li></ul>		15
Unit II	Advertising & Public Relations: History and Theories <ul style="list-style-type: none"><li>• Evolution of Public Relations</li><li>• Ivy Lee, Edward Bernays, George Creel</li><li>• James Grunig’s Models</li><li>• Evolution of Advertising<ul style="list-style-type: none"><li>○ Advertising in pre-print era</li><li>○ The Industrial Revolution</li><li>○ World Wars</li></ul></li></ul>		15

	<ul style="list-style-type: none"> <li>○ Great Depression</li> <li>● History of Indian Advertising</li> <li>● Advertising theories-DAGMAR,AIDA, Hierarchy of Needs ,Hierarchy of Effects, Marketing Mix</li> </ul>	
<b>Unit III</b>	<p><b>Fundamentals of Public Relations &amp; Advertising:</b></p> <p><u>PR CONCEPTS</u></p> <ul style="list-style-type: none"> <li>● Basic Principles- Audience Analysis, Public Interest, Change Agent, Social Responsibility etc.</li> <li>● Public in PR- who is the public?</li> <li>● Public Opinion and Opinion Leaders</li> <li>●</li> </ul> <p><u>ADVERTISING CONCEPTS</u></p> <ul style="list-style-type: none"> <li>● Brand-definition, evolution, life-cycle, positioning</li> <li>● Brand Equity, Brand Image and Brand Loyalty</li> <li>● Classification of Advertising on the basis of: (a)Purpose (b) Media(c)Geography (d)Audience</li> <li>● Types of Advertising</li> <li>● Functions of Advertising</li> <li>● Advertising Appeals-Meaning &amp; Concept</li> <li>● Discussion on various advertising appeals</li> </ul>	20
<b>Unit IV</b>	<p><b>Advertising and PR-Process and Tools:</b></p> <ul style="list-style-type: none"> <li>● RPCE model</li> <li>● PR Tools-Press Conference/Meets</li> <li>● Press Releases/ Communiqué/Briefs/Rejoinders/White Papers Blogs, newsletters etc.</li> <li>● PR writing-Position papers, White papers etc.</li> </ul> <p><b>Ethics: PR and Advertising:</b> PR ethics- Free Flow of Information, Disclosure of Information, Defamation, Privacy, etc. Corporate Social Responsibility (CSR), Codes of ethics 4. A discussion on PRSI, PRSA.</p>	10

#### Recommended Readings:

- Effective Public Relations and Media Strategy-CV NarasimhaReddi
- Public relations management-J.Jethwaney
- PR! A social history of Spin-Stuart Ewen
- Mass Communication in India, Keval J. Kumar, Jaico Publication
- Handbook of Journalism and Mass Communication-VeerBala Agarwal
- Advertising Theory Shelly Rodgers and Esther Thorson

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-V**

**Bachelor in Journalism & Mass Communication**

**DISCIPLINE SPECIFIC ELECTIVE (DSE)- Strategic Communication (Theory)**

**No. of Hours-60**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSE:  Strategic Communication (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

**BACHELOR IN JOURNALISM & MASS COMMUNICATION**

**Programme:** *Bachelor in Journalism & Mass Communication*

**Year:** III

**Semester:** V  
**Paper:** DSE

**Subject:** Journalism & Mass Communication

**Course:** DSE      Strategic Communication (Theory)

**Course Outcomes:**

- Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures.
- Identify key concepts and central discussions within the professional and academic fields of modern-day communication.
- To learn to develop a strategic framework for effective communication campaigns.
- To understand the expanse of Strategic Communication from PR, Advertising to Development

**Credits:** 4

**Discipline Specific Elective**

**Max. Marks:** As per Univ. rules

**Min. Passing Marks:** As per Univ. rules

**Unit**

**Topic**

**No. of Hours**



<b>Unit I</b>	<b>Introduction to Strategic Communication:</b> <ul style="list-style-type: none"> <li>• Strategic Communication -Concept, Definition and Dimension.</li> <li>• Corporate Communication-Meaning &amp; Concept</li> <li>• Integrated Marketing Communication (IMC)</li> <li>• Strategic Management Vs Operational Management</li> </ul>	15
<b>Unit II</b>	<b>Strategic Communication: Public Relations:</b> <ul style="list-style-type: none"> <li>• Propaganda, Public affairs, Lobbying</li> <li>• Issues Management</li> <li>• Corporate Identity</li> <li>• Crisis Communication</li> <li>• Stakeholder Management</li> </ul>	15
<b>Unit III</b>	<b>Strategic Communication: Advertising</b> <ul style="list-style-type: none"> <li>• Brand Personality and Identity</li> <li>• Limits to Branding</li> <li>• Framing the message</li> <li>• The Elaboration Likelihood Model</li> </ul>	15
<b>Unit IV</b>	<b>Strategic Communication: Development and related concepts</b> <ul style="list-style-type: none"> <li>• Nation Branding</li> <li>• Behaviour Change Communication</li> <li>• Preparing IEC Material</li> <li>• Seeking Beneficiary Participation</li> </ul>	15

#### Recommended Readings:

- Living the Brand: The Identity Strategies of Nation-Branding Consultants, in: Branding the Nation. The Global Business of National Identity (2013)- Aronczyk, Melissa
- We are professional manipulators' – PR pros, are we lying to ourselves? PR Week, August 12, 2015-Bowen, Shannon
- Stakeholder Management and Communication and Issues Management in: Corporate Communication. Cornelissen, Joep
- It's the (Democracy-Poisoning) Golden Age of Free Speech, in Wired, January 16, 2018-Zeynep, Tufekci

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

#### Semester-V

#### Bachelor in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC ELECTIVE (DSE)- Environmental Communication (Theory)

No. of Hours-60

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSE:  Environmental Communication (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

BACHELOR IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III	Semester: V Paper: DSE
Subject: Journalism & Mass Communication			
Course: DSE	Environmental Communication (Theory)		
Course Outcomes: <ul style="list-style-type: none"><li>• Students will be sensitized about the nature, scope and significance of Environmental Communication.</li><li>• Students will develop skills for planning and executing environmental communication programs.</li></ul>			
Credits: 4		Discipline specific elective	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	Environmental Communication: The study of Environmental Communication; Concepts of “Nature” and “Environment”; Deep Ecology and Critical Theory; Anthropocentrism vs. Eco centrism, Public Participation in Environmental Decisions		15
Unit II	Environmental Journalism: Communication and Disaster Management: Disaster and Disaster Preparedness; Response: Rescue, relief and rehabilitation; Technology and Disaster communication: Emergency Response community radio, internet, email, mobile, social media, blogging; Risk Communication		15
Unit III	Natural Disaster and role of Media: The Nepal Earthquake of April 2015, Orissa Cyclone 2014, Uttarakhand Disaster 2013 and role of media in disaster mitigation with reference to Uttarakhand.		15

<b>Unit IV</b>	<b>Communication, Risk, and Society:</b> Environmental movements; Campaigns; Environmental Advocacy: Advocacy and Engagement in action	15
----------------	---	----

#### Recommended Readings:

- Cox, R. (2009). Environmental Communication and the Public Sphere
- Killingworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalyptic narrative from Silent Spring to Global Warming
- Carson, R. (1962). Silent Spring. New York: Fawcett
- Carson, R. (1962). Silent Spring. New York: Fawcett
- Naess, A. (2005). The basics of deep ecology. The Trumpeter, 21(1), 61-71
- White, L. (1967). The historical roots of our environmental crisis. Science, 155(3767), 1203-1207
- Hardin, G. (1968). The tragedy of the commons. Science, 162(3859), 1243-1248
- Gelbman, R. (1998). The coming permanent state of emergency
- Senecah, S. L. (2004). The trinity of voice: The role of practical theory in planning and evaluating the effectiveness of environmental participatory processes
- Bullard, R. D. (1994). Dumping on Dixie: Race, class, and environmental quality. Boulder, CO: Westview Press
- Pearce, W. B., & Littlejohn, S. (1997). Moral conflict: When social worlds collide. Thousand Oaks, CA: Sage
- Short, B. (1991). Earth First! and the rhetoric of moral confrontation. Communication Studies, 42, 172-188
- Lange, J. I. (1993). The logic of competing information campaigns: Conflict over old growth and the spotted owl. Communication Monographs, 60, 239-257
- Hannigan, J. A. (1995). Constructing environmental risks. In J. A. Hannigan, Environmental sociology: A social constructionist perspective (pp. 92-108). New York: Routledge
- Friedman, S. M. (2004). And the beat goes on: The third decade of environmental journalism. In S. Senecah (Ed.), Environmental Communication Yearbook, vol. 1 (pp. 175-187). Mahwah, NJ: Erlbaum

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

**Semester-V**

**Bachelor in Journalism & Mass Communication**

**INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- ACADEMIC PROJECT  
(Podcast Production)**

**No. of Hours-30**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
IAPC:  Academic Project (Podcast Production)	2	0	0	2	Passed Undergraduate Diploma Course	Nil

**BACHELOR IN JOURNALISM & MASS COMMUNICATION**

**Programme: Bachelor in Journalism & Mass Communication**

**Year: III**

**Semester: V  
Paper: IAPC**

**Subject: Journalism & Mass Communication**

**Course: IAPC**

**Academic Project (Podcast Production)**

**Course Outcomes:**

- Students will be sensitized about the nature, scope and significance of research & intervention projects.
- Students will develop skills for planning and executing research studies

**Credits: 2**

**IAPC Course**

**Max. Marks: As per Univ. rules**

**Min. Passing Marks: As per Univ. rules**

Unit	Topic	No. of Hours
<b>Unit I</b>	Draft a script for interview/ news/ programme for your PODCAST to prepare audio recording content with a report on an event and to edit and publish a PODCAST on YouTube.	30

**Recommended Readings:**

- Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media.
- August E Grant, Understanding Media Convergence, Oxford University Press.
- Daniel Larsen-Podcasting make simple

**Suggested Continuous Evaluation Methods:** Presentation /submission of Project report/production output.

## Semester-VI

### Bachelors in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC CORE (DSC)- Communication Research (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSC: Communication Research (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

#### BACHELOR IN JOURNALISM & MASS COMMUNICATION

Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III	Semester: VI Paper: DSC
Subject: Journalism & Mass Communication			
Course: DSC	Communication Research (Theory)		
<b>Course Outcomes:</b>  Upon completion of the course the students will learn the basics of research, particularly in relation to:			
<ul style="list-style-type: none"><li>● Problems/ subjects relevant to Media and Communication Research.</li><li>● Literature review</li><li>● Data collection</li><li>● Data Analysis</li><li>● Data Interpretation</li><li>● Writing Findings</li></ul>			

<b>Credits: 4</b>		<b>Discipline Specific Core</b>
<b>Max. Marks: As per Univ. rules</b>		<b>Min. Passing Marks: As per Univ. rules</b>
<b>Unit</b>	<b>Topic</b>	<b>No. of Hours</b>
<b>Unit I</b>	<b>Introduction to Communication Research:</b> <ul style="list-style-type: none"> <li>• Concept &amp; definition of research in general &amp; Communication Research in particular</li> <li>• Difference between Media Research &amp; Communication Research</li> <li>• Development of Media Research</li> <li>• Four Phases of Mass Media Research</li> <li>• Objectives of Communication Research</li> </ul>	15
<b>Unit II</b>	<b>Research Concepts:</b> <ul style="list-style-type: none"> <li>• Types of Research- Descriptive, exploratory, Applied, Fundamental, Qualitative, Quantitative etc.</li> <li>• Variables-Types of Variables and their concepts</li> <li>• Sampling-Meaning, Concept &amp; Need</li> <li>• Probability &amp; Non-Probability</li> <li>• Types of Probability Sampling &amp; Non-Probability Sampling</li> <li>• Hypothesis: Meaning, definitions.</li> </ul>	15
<b>Unit III</b>	<b>Research Methods:</b> <ul style="list-style-type: none"> <li>• Survey Method</li> <li>• Observation Method</li> <li>• Content Analysis</li> <li>• Case Study</li> <li>• Experimental Research</li> <li>• Moving Image Analysis</li> <li>• Policy Research</li> </ul>	15
<b>Unit IV</b>	<b>Research Writing</b> <ul style="list-style-type: none"> <li>• Report writing &amp; Interpretation</li> <li>• Layout of Research Report</li> <li>• Significance of Report Writing</li> <li>• Writing Abstracts &amp; Synopsis</li> <li>• Research Paper Writing</li> <li>• Bibliography (Introduction to APA)</li> <li>• Ethics in Research and Publication</li> </ul>	15

**Recommended Readings:**

- Mass Communication Research Methods by Hansen et al.
- Doing Media Research by S.H. Priest
- Donald Treadwell, Introducing Communication Research: Paths of enquiry
- Arthur Asa Berger, Mass Media and Communication Research methods

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

**Semester-VI****Bachelors in Journalism & Mass Communication****DISCIPLINE SPECIFIC CORE (DSC)- Radio Production (Theory)****No. of Hours-60****CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
DSC:  Radio Production (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

**BACHELOR IN JOURNALISM & MASS COMMUNICATION****Programme: Bachelor in Journalism & Mass Communication****Year: III****Semester: VI  
Paper: DSC****Subject: Journalism & Mass Communication****Course: DSC**

Radio Production (Theory)

<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>To familiarize the students with the different formats of Radio programme.</li> <li>Students will acquire skills for Studio production &amp; O.B. production</li> <li>Students will also learn tools and techniques of Radio Programme editing i.e., different aspects and techniques of Post-production.</li> </ul>		
<b>Credits: 4</b>		<b>Discipline specific core</b>
<b>Max. Marks: As per Univ. rules</b>		<b>Min. Passing Marks: As per Univ. rules</b>
<b>Unit</b>	<b>Topic</b>	<b>No. of Hours</b>
<b>Unit I</b>	<b>Introduction to Radio Programmes:</b> <ul style="list-style-type: none"> <li>Quality of Radio as a medium.</li> <li>General Principles of Writing for Radio, Radio programmes formats: overview of and introduction to all programme, formats in fiction, non-fiction/newsbased/entertainment talks, talkshows, phone-in programmes. Radio magazine, Interview, Discussion, Feature, Documentary etc.</li> </ul>	15
<b>Unit II</b>	<b>Radio Production Tools and Technology:</b> <ul style="list-style-type: none"> <li>Analog Vs digital sound, Digitalization of sound and Different Sound formats.</li> <li>Nature of sound – Sound wave, Stereo Vs Mono sound, Pitch, Volume, Bass, Treble, Echo, Reverb, Noises and ambience etc.</li> <li>Microphones–Different types–Dynamic, Ribbon, Condenser, Different types according to pick up pattern–Unidirectional, bidirectional, Omnidirectional, cardioids etc., Special types–wireless, lapel, reflected type, shotgun etc.</li> </ul>	15
<b>Unit III</b>	<b>Process of Radio Programme Production:</b> <ul style="list-style-type: none"> <li>Pre-production– Idea and concept, target audience, Research, developing Script, marking the script, rehearsal etc.</li> <li>Production-Indoor Vs outdoor recording, Different cables and Connectors, different types of recorders, Audio Console, Precautions during recording.</li> <li>Studio console: recording and mixing; Personnel in Production process –Role and Responsibilities.</li> <li>Post production- Editing terminologies- fade in, fade out, Cross fade, bed, SFX etc., Exposure of sound editing software. Single track editing, multi-track editing.</li> </ul>	15
<b>Unit IV</b>	<b>Radio Programmes</b> <ul style="list-style-type: none"> <li>Radio News, Radio talks, Radio Interviews, Radio Jingles, Radio Drama, Radio Documentary</li> <li>Voice Quality: Pitch, Modulation, Pace, Energy, Timbre, Tone etc. Announcing and Presentation for different program formats,</li> <li>Mis consciousness</li> <li>Pronunciation and delivery of words</li> <li>Voice personality etc.</li> </ul>	15



**Recommended Readings:**

- Radio Production: Robert McLeish
- Broadcast Production Worktext: Alan R Stephenson, David E Reese, Mary E Beadle
- Television and Radio Announcing: Stuart W Hyde
- Radio Station: Michael C Keith
- Audio Production Worktext: David E Reese, Lynne S Gross, Brian Gross
- Essential Radio Skills: How to Present and Produce a Radio Show (Professional Media Practice): Peter Stewart
- Creating Powerful Radio: Valerie Geller
- Introduction To Radio: Production and Programming: Michael H Adams, Kimberley K Massey

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

**Semester-VI****Bachelors in Journalism & Mass Communication****DISCIPLINE SPECIFIC CORE (DSC)- Media Laws and Ethics (Theory)****No. of Hours-60****CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical		
DSC:  Media Laws and Ethics (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

**BACHELOR IN JOURNALISM & MASS COMMUNICATION**

<b>Programme: Bachelor in Journalism &amp; Mass Communication</b>			<b>Year: III</b>	<b>Semester: VI</b>
				<b>Paper: DSC</b>
<b>Subject: Journalism &amp; Mass Communication</b>				
<b>Course: DSC</b>	Media Laws and Ethics (Theory)			

<b>Course Outcomes:</b>		
<ul style="list-style-type: none"> <li>Students shall develop understanding and acquire knowledge in relation to different laws which are relevant for journalists and media practitioners.</li> <li>Students shall also be acquainted with ethics and ethical concerns in media profession so as to make them responsible media and communication practitioners.</li> </ul>		
<b>Credits: 4</b>		<b>Discipline Specific Core</b>
<b>Max. Marks: As per Univ. rules</b>		<b>Min. Passing Marks: As per Univ. rules</b>
<b>Unit</b>	<b>Topic</b>	<b>No. of Hours</b>
<b>Unit I</b>	<b>Basics of Indian Constitution:</b> Introduction; Features; fundamental rights; Reasonable restrictions; Directive Principles of State Policy; Media Freedom, Freedom of expression(Article19(1)(a)andArticle19(1)2)	15
<b>Unit II</b>	<b>Media Laws:</b> Press and registration of books Act, 1867; Vernacular Press Act of 1878; Official secrets Act of 1923; Cinematography Act 1953; Cable Television Act; First Press Commission and Second Press Commission; Working journalist Act; Law on Defamation, Contempt of Courts, Prasar Bharti Act; Right to information Act, Related Laws and case studies- Indecent Representation of Women (Prohibition) Act,1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67of IT Act 2000, Digital Media ethics code 2021 and 292 IPC etc.	15
<b>Unit III</b>	Cyber Media and New Media Laws: Cyber Crime regulated by cyber laws or Internet laws; Digital Personal Data Protection Act 2023; IT (Amendment) Act 2018; Media Values - Concept and Meaning of values.	15
<b>Unit IV</b>	<b>Media Ethics</b> Meaning and Concept; Ethical challenges; Codes of Media Ethics, Regulatory Bodies: PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN, Self-Regulation, Media Content- Debates on morality and Accountability: Taste, Culture and Taboo Censorship and media debates.	15

#### Recommended Readings:

- Thakurta,ParanjoyGuha, Media Ethics, Oxford University Press, 20092. Barrie Mc Donald and Michel Petheran Media Ethics, Mansell,1998
- Austin Sarat Where Law Meets Popular Culture (ed.),The University of Alabama Press,2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- RaminderKaur,WilliamMazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard COURSE:Power, Pleasure, and the "Frenzy of the Visible"

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

### Semester-VI

#### Bachelors in Journalism & Mass Communication

#### DISCIPLINE SPECIFIC ELECTIVE (DSE)- Mobile Journalism (Theory)

No. of Hours-60

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSE:  Mobile Journalism (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

#### BACHELOR IN JOURNALISM & MASS COMMUNICATION

BACHELOR IN JOURNALISM & MASS COMMUNICATION			
Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III	Semester: VI Paper: DSE
Subject: Journalism & Mass Communication			
Course: DSE	Mobile Journalism (Theory)		
<b>Course Outcomes:</b>  Students will acquire skills on – <ul style="list-style-type: none"><li>• Mobile Journalism-its tools, techniques and relevance.</li><li>• Working with smart phones and mobile edit software.</li><li>• MoJo and Social Media</li></ul>			
Credits: 4		Discipline Specific Elective	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	

Unit	Topic	No. of Hours
Unit I	<b>Introduction to Mobile Journalism</b> <ul style="list-style-type: none"> <li>Journalism-Concept ,Principles and Demands</li> <li>Newsgathering-Sources, News Values and Elements</li> <li>Roles and Responsibility of journalist</li> <li>Beat Reporting &amp; News Writing</li> <li>Citizen Journalism</li> <li>Mobile Journalism(Mojo)-Concept and Process</li> <li>Importance of Mobile Journalism</li> <li>Introduction to Smartphone</li> <li>Storytelling through Mobile or Smartphone</li> <li>Limitations of Mobile phone</li> </ul>	15
Unit II	<b>Mobile Photography and Videography</b> <ul style="list-style-type: none"> <li>Mobile Photography Using smart phones for taking effective pictures</li> <li>Shooting video with Smart phones</li> <li>Conducting Interviews</li> <li>Event coverage using Mobile Phones</li> <li>Streaming Live Videos with Mobile Phones</li> </ul>	15
Unit III	<b>Editing on Mobile</b> <ul style="list-style-type: none"> <li>Editing photos and videos taken on smartphones</li> <li>Use of Mobile video editing apps</li> <li>Editing software for Mobile</li> <li>Editing and uploading mobile photo and video on Web Media</li> </ul>	15
Unit IV	<b>MoJo and Social Media</b> <ul style="list-style-type: none"> <li>Understanding Social media</li> <li>Impact of MoJo on Social media</li> <li>Impact of MoJo on Mainstream Media</li> <li>Concept of Fake News, Paid news and Post-Truth</li> <li>Ethics and Best practices in Mobile Journalism</li> </ul>	15

#### Recommended Readings:

- Mobile and Social Media Journalism: Anthony Adornato
- Smartphones video Storytelling-Robb Montgomery
- The MoJoHandbook:Theory to Praxis- Ivo Burum
- Democratizing Journalism Through Mobile Media:TheMojo Revolution-Ivo Burum

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

**Semester-VI**

**Bachelors in Journalism & Mass Communication**

**DISCIPLINE SPECIFIC ELECTIVE (DSE)- Event Management (Theory)**

**No. of Hours-60**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
DSE:  Event Management (Theory)	4	4	0	0	Passed Undergraduate Diploma Course	Nil

**BACHELOR IN JOURNALISM & MASS COMMUNICATION**

Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III	Semester: VI Paper: DSE
Subject: Journalism & Mass Communication			
Course: DSE	Event Management (Theory)		
<b>Course Outcomes:</b>  Upon completion of the course, the students shall acquire skills of: <ul style="list-style-type: none"><li>● Handling various events</li><li>● Scheduling various Events</li><li>● Managing various Events</li><li>● Hosting various events</li></ul>			
Credits: 4		Discipline Specific Elective	
Max. Marks: As per Univ. rules		Min. Passing Marks: As per Univ. rules	
Unit	Topic		No. of Hours
Unit I	<b>Introduction to Event Management:</b> <ul style="list-style-type: none"><li>● Introduction to Event Management</li><li>● Historical Perspective</li><li>● Size &amp; type of event</li><li>● Event Team</li></ul>		15

	<ul style="list-style-type: none"> <li>• Code of ethics</li> </ul>	
<b>Unit II</b>	<b>Principles of Event Management:</b> <ul style="list-style-type: none"> <li>• Principles of Event Management,</li> <li>• Concept &amp; designing.</li> <li>• Analysis of concept</li> <li>• Logistics of concept.</li> </ul>	15
<b>Unit III</b>	<b>Event Planning &amp; Team Management:</b> <ul style="list-style-type: none"> <li>• Aim of event</li> <li>• Develop a mission</li> <li>• Establish Objectives</li> <li>• Preparing event proposal</li> <li>• Use of planning tool</li> </ul>	15
<b>Unit IV</b>	<b>Event Marketing, Advertising &amp; PR:</b> <ul style="list-style-type: none"> <li>• Nature and Process of Marketing</li> <li>• Marketing mix, Sponsorship</li> <li>• Image, Branding</li> <li>• Advertising</li> <li>• Publicity and Public Relations</li> </ul>	15

#### Recommended Readings:

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
- GhouseBasha – Advertising & Media Mgt, VBH.
- Anne Stephen – Event Management, HPH.
- K. Venkataramana, Event Management, SHBP.
- Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
- The Complete Guide to successful Event Planning – Shannon Kilkenny
- Human Resource Management for Events – Lynn Van der Wagen (Author)
- Successful Team Manageemnt (Paperback) – Nick Hayed (Author)
- Event Management & Public Relations by Savita Mohan – Enkay Publishing House
- Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher

**Suggested Continuous Evaluation Methods:** Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

#### Semester-VI

#### Bachelor in Journalism & Mass Communication

**INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- INTERNSHIP**

**No. of Hours-30**

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Prerequisite of the course(if any)
		Lecture	Tutorial	Practical		
IAPC:  Internship	2	0	0	2	Passed Undergraduate Diploma Course	Nil

BACHELOR IN JOURNALISM & MASS COMMUNICATION		
Programme: <i>Bachelor in Journalism &amp; Mass Communication</i>		Year: III  Semester: VI Paper: IAPC
Subject: Journalism & Mass Communication		
Course: IAPC	Internship	
Course Outcomes:		
<ul style="list-style-type: none"><li>• Gain first hand exposure of working in the real world.</li><li>• Allow harnessing skills, knowledge and theoretical practice learnt during the course.</li><li>• Develop and refine skills to suit the industry demands and build a strong network with professionals in the field.</li><li>• Gain confidence and improve chances as a job applicant.</li></ul>		
Credits: 2	Apprenticeship/Project/Community Outreach(IAPC)	
Max. Marks: As per Univ. rules	Min. Passing Marks: As per Univ. rules	
Unit	Topic	No. of Hours
Unit I	Internship will be undertaken with any reputed media organization/NGO for one month.	30

**Suggested Continuous Evaluation Methods:** Submission of Internship Report/Attendance.