



ALAKH PRAKASH GOYAL
**SHIMLA
UNIVERSITY**
Established under HP State Act No. 20/2013 and Recognized by UGC Under Section 2(F)

Name of School: School of Media & Mass Communication

Name of Programme: MAJMC

Programme Structure

Programme Objectives: On completion of the programme students should be able to

1. Grasp and gain expertise in application of the knowledge.
2. Gain critical thinking and evaluation to handle any dissertation/project successfully.
3. Venture and excel into any higher research work to become top policy makers or academician or media industry Owner/Head. Sky is the limit.
4. Have proficiency in English and Hindi (one of the prevalent local languages), expertise in print, electronic and social media new trends, media technologies and investigative journalism.

Programme Outcomes:

1. Students are trained to follow, contextualize and think critically, about national and international issues. Students are able to think, write critically and creatively to handle any research project independently.

2. The programme has been designed to meet the needs of the industry. Students are trained in our media studio and media

Semester-I								
Sr. No.		Course Code	Title of Course	Credit Hr.				CBL/ PBL/ RBL
				L	T	P	Total	
1.	Core	JMC-1001	Fundamentals of Communication	3	1	2	4	CBL
2.	Core	JMC-1002	History of Indian Journalism	4	1	0	4	CBL
3.	Core	JMC-1003	Reporting & Editing	3	1	2	4	CBL
4.	Core	JMC-1004	Computers Skills for Print Media	1	1	6	4	CBL
5.	Dept. Elective	LNG-1001	Language skills for media (English)	3	1	0	3	CBL
6.		JMC-1005	Indian Culture* (NC) For Foreign Students only	2*	0	0	2*	CBL
7.	Core	JMCP-1000	Project Work	1	0	4	3	PBL
Total				15+2*	5	7	22+2*	
Internship of 3 Weeks in any Print Media Organization								

lab to enter any field of media industry.

3. Programme has been designed so that students excel in writing, reporting, editing and handling different media software, personality making self-confident to handle any situation.

4. In short students know – basics of journalism and mass communication, news production process, reporting skills, techniques and news beat, TV anchoring, TV news formats, interview techniques, panel discussions, TV studio production and multi camera set up, voice-over skills, new media application and convergent journalism and ICT. They can be academicians.

PROGRAMME STRUCTURE – MAJMC

S.No.	Name of Programme	Total Number of Credits
1	MAJMC	102

Semester-III

Sr. No.		Course Code	Title of Course	Credit Hr.				CBL/ PBL/ RBL
				L	T	P	Credit	
1.	Core	JMC-3001	Communication Research	3	1	2	4	CBL
2.	Core	JMC-3002	Media Management	3	1	2	4	CBL
3.	Core	JMC-3003	TV Journalism	2	1	4	4	CBL
4.	Core	JMC-3004	Public Relations & Advertising	3	1	2	4	CBL
5.	Dept. Elective	LANG-3001	Communicative English & Translation	2	1	2	3	CBL
6.	Core	JMC-3005	Computers Skills for Video & Film Editing	1	1	6	4	CBL
7.	Core	JMCP-3000	Research Project Work/Research Paper	1	0	4	3	PBL
Total				15	6	11	26	
Internship of 3 Weeks in TV industry or in film industry								

**CBL/PBL/RBL: Course Based Learning/ Project Based*

Semester-II

SL No.		Course Code	Title of Course	Credit Hr.				CBL/ PBL/ RBL
				L	T#	P	Credit	
1.	Core	JMC-2001	Fundamentals of Development Communication	3	1	2	4	CBL
2.	Core	JMC-2002	Radio Journalism	2	1	4	4	CBL
3.	Core	JMC-2003	Visual Communication & Photo Journalism	2	0	4	4	CBL
4.	Core	JMC-2004	Media Laws	3	1	2	4	CBL
5.	Dept. Elective	LANG-2001	Language skills for media (Hindi)	3	0	0	3	CBL
6.	Core	JMC-2005	Computers Skills for Radio & Photo Journalism	2	1	4	4	CBL
7.		JMC-2006	Indian Culture* For Foreign Students only	2*	0	0	2*	CBL
8.	Core	JMCP-2000	Project Work	1	0	4	3	PBL
Total				18	3	10	28	
Internship of 3 Weeks in Radio or in photo publishing industry								

Learning/Research Based Learning

Semester-IV

Sr. No.		Course Code	Title of Course	Credit Hr.				CBL/ PBL/ RBL
				L	T	P	Credit	
1.	Core	JMC-4001	New Media & Convergent Journalism	3	1	2	4	CBL
2.	Core	JMC-4002	Corporate & Intercultural Communication	4	1	0	4	CBL
3.	Core	JMC-4003	Media Ethics & Organizations	3	1	2	4	CBL
4.	Core	JMC-4004	New Media Application	2	1	4	4	CBL
5.	Core	JMCP-4000	Dissertation	2	0	12	8	RBL
Total				14	4	10	24	
Internship (For 3 Months in Print/TV/Radio/New Media organization)*								

COURSE CURRICULUM

MAJMC I

JMC- 1001	Fundamentals of Communication	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. List and explain different types of communication.

2. Discuss the meaning of self-communication.
3. Explain the importance of communication with others.
4. Differentiate between Mass Communication and Mass Media.
5. List various media of Mass Communication.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Concept of Communication	Knowing about the basic concepts of communication.	Lectures, Tutorials	Assignments, GD.	9
Unit 2: Mass communication	Knowing about the basic concepts of Mass communication	Lectures, Tutorials, PPT	Assignments, GD,	10
Unit 3: Communication Models	Detailed knowledge of Communication Models	Lectures, Tutorials, PPT	Assignments, GD, practical	7
Unit 4: Theories of Communication	Detailed knowledge of Communication Mode	Lectures, Tutorials, PPT	Assignments, GD, practical	7
Unit-5: Indian & Global Prospect of Communication	Learning the values of emerging trends of communication	Lectures, Tutorials, PPT	Assignments, GD, practical	7

Unit 1: Concept of Communication

- 1.1 Communication – Meaning , nature and scope.
- 1.2 Functions and Process of Communication, Aspect of Sadharanikaran
- 1.3 Kinds of Communication: Intrapersonal, Interpersonal, Group and Mass Communication
- 1.4 Effective Communication and its Barriers in Communication.

Unit 2: Mass communication

- 2.1 Mass Communication and Audience: meaning and Scope
- 2.2 Importance of Message and Feedback in Mass Communication.
- 2.3 Mass Communication in India: Reach, access and Nature of audience

Unit 3: Communication Models

- 3.1 Communication Model - Nature And scope
- 3.2 Aristotle and Lass wells Models, Shannon- Weaver- Models
- 3.3 Osgood's Model, Schramm & Gerbners Models
- 3.4 Newcomb' s Model, SMR Model, SMCR Model
- 3.5 Bruce H. Westley's & Maclean's Model
- 3.6 Convergent and Gate keeping Model

Unit 4: Theories of Communication

- 4.1 Personal Influence Theory- Two-Step Flow Theory, Multi-step flow Theory

- 4.2 Sociological Theories of Mass Communication: Cultivation Theory, Agenda Setting Theory, The Use and Gratification Theory, Dependency Theory
- 4.3 Normative Theories of Mass Media: Authoritarian, Libertarian Theory or Free Press Theory, Communist Media Theory, Social Responsibility theory, Development media Theory & Democratic Participant Media Theory

Unit-5 : Indian & Global Prospect of Communication

- 5.1. Historical Overview.
- 5.2. Sadharnikaran Model.
- 5.3. Indian heritage & communication values.
- 5.4 Emerging trends in communication research.

Practical:

1. Effective Communication Skill advancement.
2. Application of Different Communication Models in present day Society.

Assignment:

1. One Assignment for each student will be decided by subject teacher.
- 2.

Text Books:

1. Virbala Agarwal & V.S. Gupta, 'Handbook of Journalism and Mass Communication', New Delhi: Concept Publishing Company-2002
2. Virbala Agarwal, Essentials of Practical Journalism, New Delhi: Concept Publishing Company-2006
3. Dr. Lokesh Chandel, Concise journalism 1st Edition

Reference Books:

1. De Fleur, M Theories of Mass Communication, 2nd Edition, Dr Nirmla, New York
2. Berlo, D.K., The Process of Communication, New York: Holt Rinehart and Winston, 1960.
3. Klapper, J.T. The effects of Mass Communications, New York Free Press, 1960
4. Mass Communication In India, Keval J. Kumar, Jiaco Publication, 2008

Suggested Readings

1. Mass Communication Theory, Denis, McQuails, Vistaar Publication, 2003

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100Marks

Academic Council Approval date:

JMC 1002	History of Indian Journalism	L	T	P	Total
VERSION	1.0	4	1	0	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain various aspects related to the history of Indian journalism in India.
2. Identify, discuss and explain role played by different Journalists and Newspapers during Independence.
3. Know and discuss present trends in Journalism of India.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Advent of Journalism in India	Knowing about the origin and development in India	Lectures, GD, PPT, Tutorial	Assignments, Class test	6
Unit 2: Pioneers of Indian Journalism	Knowledge about the Pioneers of Indian Journalism	Lectures, GD, PPT, Tutorial	Assignments, Class test	10
Unit 3: History of English Journalism in India	Informing about history, importance and Contribution English Journalism	Lectures, GD PPT, Tutorial	Assignments Class test	10
Unit 4: Indian Press after Independence	Getting information about evolution of Indian Press after Independence	Lectures, GD PPT	Assignments Class test	10
Unit 5 : Present Trends in Indian Journalism	Knowledge about the Present Trends in Indian Journalism	Lectures, GD PPT, Tutorial	Assignments Class test	7

Unit 1: Advent of Journalism in India

- 1.1 Ancient Indian Journalists; Journalism in Medieval India
- 1.2 Beginning of Modern Journalism in India.
- 1.3 Freedom Struggle of 1857 and role of Indian press
- 1.4 James Silk Buckingham : Role and Contribution

Unit 2: Pioneers of Indian Journalism

- 2.1 The Phase of Social Awareness: Raja Ram Mohan Roy, Dayal Sing Majethia
- 2.2 The Phase of Political Awakening : Bal Gangadhar Tilak, Ganga Kishore, Ramnanda Chatterjee
- 2.3 The Phase of National Movement : Madan Mohan Malviya, Ganesh Shankar Vidyarishi, Babu Rao Vishnu Prabhkar.
- 2.4 Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Urdu etc)

Unit 3: History of English Journalism in India

- 3.1 History of leading English News Papers of India
- 3.2 Important English News Papers and Their Contributions
- 3.3 Contribution of English newspapers in India
- 3.4 English press and Freedom Struggle

Unit 4: Indian Press after Independence

- 4.1 Indian press 1947-1974
- 4.2 The period of emergency and thereafter (1975-1990)
- 4.3 Era of Globalization and Indian Press (1991 onwards)

4.4 Contemporary Indian Journalism

Unit 5: Present Trends in Indian Journalism

- 5.1 Paid News, Advertorial
- 5.2 Media Activism
- 5.3 Social Media, Citizen Journalism
- 5.4 Convergence and Co-existence

Assignment:

1. One Assignment for each student will be decided by subject teacher.

Text Books:

1. Natrajan, J. (2002). History of Indian Journalism, Prakashan Vibhag
2. Parthasarthy, Rangaswami. (2007). Journalism in India, Sterling Publishers
3. Jeffrey, Robin. (2000). India's Newspaper Revolution, Oxford

Reference Books:

1. Nanon, Savanthy. (2007).Headlines from Hindi Heartland, Sage Publication
2. [Blank], [Blank]. (2002). [Blank] [Blank] [Blank] [Blank] [Blank],
3. [Blank], [Blank]. (2010). [Blank] [Blank] [Blank] [Blank], [Blank] [Blank]
4. [Blank], [Blank]. (2002). [Blank] [Blank] [Blank] [Blank], [Blank] [Blank]

Suggested Readings

5. [Blank], [Blank]. (2006). [Blank] [Blank] [Blank] [Blank], [Blank] [Blank]
6. [Blank], [Blank]. (2003). [Blank] [Blank] [Blank] [Blank], [Blank] [Blank]
7. [Blank], [Blank]. (2004). [Blank] [Blank] [Blank] [Blank], [Blank] [Blank]

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	60Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC-1003	Reporting and Editing	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain concept of News:-
2. Write the news stories.
3. Explain what a reporter is?
4. Able to explain the different beats.
5. Explain the principles of writing to inform report and persuade.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Understanding News	Knowing about the various aspects of News	Lecture, practical, GD	Assignment, Practical	8
Unit 2: News Reporter	Knowing about the various aspects of Reporting and news reporters	Lecture, practical, GD, PPT	Assignment, Practical	8
Unit 3: Beat Reporting	Acquainting students with various aspects of Beat Reporting	Lecture, practical, GD	Assignment, Practical	10
Unit 4: News Editing	Editing News	Lecture, practical, GD	Assignment, Practical	8
Unit 5: Organizational structure of News Room	Knowing about Organizational structure of News Room	Lecture, practical, PPT	Assignment, Practical	6

Unit 1: Understanding News

- a. News : Meaning, Definition & Characteristics, Importance of News
- b. Elements of News : Intro , body and conclusion, Types of intro
- c. News sense and news values, 5 Ws and H, importance of 'what next?'
- d. Types of News: Hard news, soft news, news in brief , follow up news

Unit 2: News Reporter

- 2.1 Reporting: Definition and Types
- 2.2 Reporter : Qualities and Responsibilities
- 2.3 Structure of Local Bureau office: Working, responsibilities and importance
- 2.4 Kinds of News Reporter

Unit 3: Beat Reporting

- 3.1 Local Reporting (Civil administration, Civic Problems, Health & Hospitals, Education & Educational Institutions, Crime & Police)
- 3.2 National Reporting (Parliament, National Issues, India's relations with foreign countries)
- 3.3 Specialized Reporting (Science, Sports, Economic, Cultural & Religious, Disaster & Crisis, Entertainment, Conflict & War)

Unit 4: News Editing

- 1.1 Editing: Purpose, Tools; Proof reading: Purpose & Symbols,
- 1.2 Important Elements of editing: News sense or Nose for News, Rewriting of News
- 1.3 Headlines: Definitions, types and characteristics, Photo Captions

Unit 5: Organizational structure of News Room

- a. News room / News desk: Editorial Department set-up and News flow
- b. Editor, News Editor, Sub Editor: works and Responsibilities
- c. News Agencies: National & International- Brief History & Functions

Practical:

1. Exercise of News Paper Reading.

2. Exercise on Writing News.
3. Exercise on Writing Lead.
4. Covering the beats.

Assignment:

1. One Assignment for each student will be decided by subject teacher.

Text Books :

1. News Reporting & Editing, Dr. Ambrish Saxena, Kanishka Publication, New Delhi, 2007
2. Professional Journalism, M V Kamath, Vikas publishing, 2005
3. Handbook of Editing, IIMC Publications, 2005

Reference Books :

4. ehfM;k ys[ku] panz izdk" k feJ] lat; izdk"ku] 2003
5. lekpkj ys[ku ,oa laiknu] uohu panz iar] dfu'Bk ifCy"klZ] 2001
6. laiknu] i'B ITtk vkSj eqnz.k] jes" k tSu] eaxyhni izdk"ku] 2006

Suggested Readings :

7. lekpkj laiknu] dey nhf{kr ek[ku yky prqosZnh jk'Vh; i=dkfjrk fofo] 2003
8. lekpkj ys[ku] ih- ds- vk;Z] izHkkr ifCyds"ku] 2009

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC-1004	Computer Skills for Print Media	L	T	P	Total
VERSION	1.0	1	1	6	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Understand the basic fundamentals of Computer.
2. Work on Ms Office tools, QuarkXPress and Internet.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures

Unit 1: Computer Fundamentals	Understanding the basic concepts of Computer	Assignments, Computer lab	Quiz, Assignments,	9
Unit 2: Office Automation Tools: MS Word , , MS Excel and MS PowerPoint	Working knowledge of Ms Office tools	Computer lab, You tube, Assignments	Practical Assignments, Reports making, Presentation	10
Unit 3: QuarkExpress	Working knowledge of QuarkXPress	Assignments, Computer lab	Practical Assignments, Newspaper Designing	12
Unit 4: Introduction to Internet	Working knowledge of use of Internet	Assignments, Computer lab	Practical, Web browsing & Report making	9

Unit 1: Computer Fundamentals

1. Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals.
2. Introduction to Operating System (Windows 7/8/10)
3. Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

Unit 2: Office Automation Tools: MS Word, MS Excel and MS PowerPoint

- 2.1 Introduction to MS Office Suit.
- 2.2 Introduction to Word Processing.
- 2.3 MS Word interface, Tools and Menus
- 2.4 Document editing and formatting, Mail Merge and other tools.
- 2.5 MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs
- 2.6 MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.

Unit 3: Quark Express

- 3.1 Introduction to Quark Express, Workspace,
- 3.2 Using type: fonts, size and style, Text wrapping,
- 3.3 Using images, use of colours

Unit 4: Introduction to Internet

- 4.1 Brief history and services of Internet (E-mail, Video Conferencing, Internet, Telephony, Chatting, Blogs, Usenet).
- 4.2 Internet Protocols (FTP, HTTP, TCP/IP).
- 4.3 Websites, Portals and Search Engines; Online newspapers/channels/magazines.
- 4.4 Advantages and threats in Internet Communication.

Practical:

1. Exercise of MS Office tools.
2. Exercise of MS Excel tools.
3. Exercise of MS Power point tools.
4. Exercise of Quark Express
5. Hindi & English Typing

Assignment:

1. One Assignment for each student will be decided by subject teacher.

Suggested Readings:

1. **Help Command of the related Software Programme.**

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

LANG-1001	Language Skills for Media	L	T	P	Total
VERSION	1.0	3	1	0	3
Pre-requisites					
Co-requisites					

Objective: Language is the basic tool a media person has to use. Students from diverse backgrounds enroll for this course and not all of them have the necessary language skills. This paper is designed to help students to look at language more consciously and teach them to use it with more responsibility. The paper aims to improve students' written, spoken and aural language skills.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Basic Grammar	Use of Vocabulary	Lectures	Assignments, Practical, Classroom test	7
Unit 2: Punctuation & Style	Knowing the Grammatical skills	Lectures	Assignments, Practical, Classroom test	8
Unit 3: Writing Skills	Knowing Types of writing and How to write them	Lectures	Assignments, Practical, Classroom test	9
Unit 4: Spoken Language	Effective presentations	Lectures, PPT, Audio Visual aids	Assignments, Practical, Classroom test	6

Unit 1: Basic Grammar

1. Vocabulary: Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.
2. Spelling: basic principles, common errors, UK and US spellings
3. Sentence: Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 2: Punctuation & Style

1. Paragraph: Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.
2. Punctuation: Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis.
3. Style: Purpose, Focus, Various devices - Deviation, Topicalisation

Unit 3: Writing Skills

1. Types of writing: Essay, Feature, Business Letter, Editorial comment.
2. Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence connectors, the structure of paragraphs and the stylistic features, checking the material for simplicity and precision of expression of the intended meaning.

Unit 4: Spoken Language

1. Spoken language: pronunciation, intonation, inflection, stress
2. Listening skills: Comprehension through listening, listening to various programmes and analyzing them for their language and presentation

Assignment:

1. One Assignment for each student will be decided by subject teacher.

Text Books :

1. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.

2. Seely John. The Oxford Guide to Writing & Speaking.
3. Cambridge Advanced Learner's Dictionary.

Reference Books:

4. Oxford Learner's Word finder Dictionary.
5. Evans, Harold. 1972. Newsman's English, Heinmann Publication.

Suggested reading:

6. Menonk.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers
7. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	60Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC- 1005	Indian Culture *For Foreign Students only	L	T	P	Total
VERSION	1.0	2*	0	0	2*
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Describe the foundations of Indian Culture & Civilization
2. Describe the socio- cultural aspect of Indian life in medieval India
3. Describe the stages of freedom struggle and the role of social reformers in the national Movement
4. Differentiate between the socio-economic-political milieu in pre and post-colonial India.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
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Unit 1: The Foundations of Indian Culture..	Knowing about the foundations of Indian Culture & Civilization	Lectures, PPT	Class test, GD, On the spot assignments	3
Unit 2: The Medieval Period	Socio- cultural aspect of Indian life in medieval India	Lectures, PPT	Class test, GD, On the spot assignments	5
Unit 3: The Colonial Period	Stages of freedom struggle and the role of social reformers in the national Movement	Lectures, PPT	Class test, GD, On the spot assignments	4

Unit-I: The Foundations of Indian Culture & Civilization; Lectures -10

1. The Vedas, The Upanishads, The Puranas, The Epics, The Indus Valley Civilization,
2. The Aryan, The Dravidian and the other races, Buddhism, Jainism,
3. Science & Technology in the Ancient Period, Trade Relations with other countries, Cultural unity, Cultural inroads into other Asian countries.

Unit-II: The Medieval Period; Lectures -5

1. The Advent of Islam, Bhakti movement, Sufism, Sikhism,
2. The birth of Hindi, the Flourishing of Arts and Crafts, Literature, Architecture, the loss of the scientific impulse.

Unit-III: The Colonial Period; Lectures -5

1. British Colonization, emergence of the middle class, the birth of the modern state, the
2. Economics of colonization, the emergence of the Indian entrepreneur class, western Education and social mobility.

Assignment:

1. One Assignment for each student will be decided by subject teacher.

Suggested Readings:

1. ShyamBenegal Bharat EkKhoj (Series)
2. Ram ChanderGuha India after Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. GhosalAn Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics

8. Ministry of I&B Facts about India
9. PanditJawaharLal Nehru The Discovery of India
10. Ramakrishan Mission Institute of Culture, Cultural Heritage of India, Kolkata.

Evaluation Distribution

The mark * depicts the Non-credit Course for which the “S” (Satisfactory) or “US” (Unsatisfactory) grades will be given for successful and unsuccessful achievement of the student.

Version: 1.0

Academic Council Approval date:

JMCP-1000	Project Work	L	T	P	Total
VERSION	1.0	1	0	4	3
Pre-requisites					
Co-requisites					

4 News Reports 5x6 = 30 Marks

4 Pages Newspaper Design= 30 Marks

5 Reports on Different Reporting Beats and 4 page newspaper is compulsory for each student. Evaluations will be made on the basis of the Report Submitted. Its VIVA shall be held at the end of the session by Examiner in co-ordination with the Supervisor.

Internship of 3 Weeks in any Print Media Organization

Students will join any print media organization for a period of 3 weeks and after completing it every student will submit an internship report to the Head of Department/Programme Coordinator for the Evaluation.

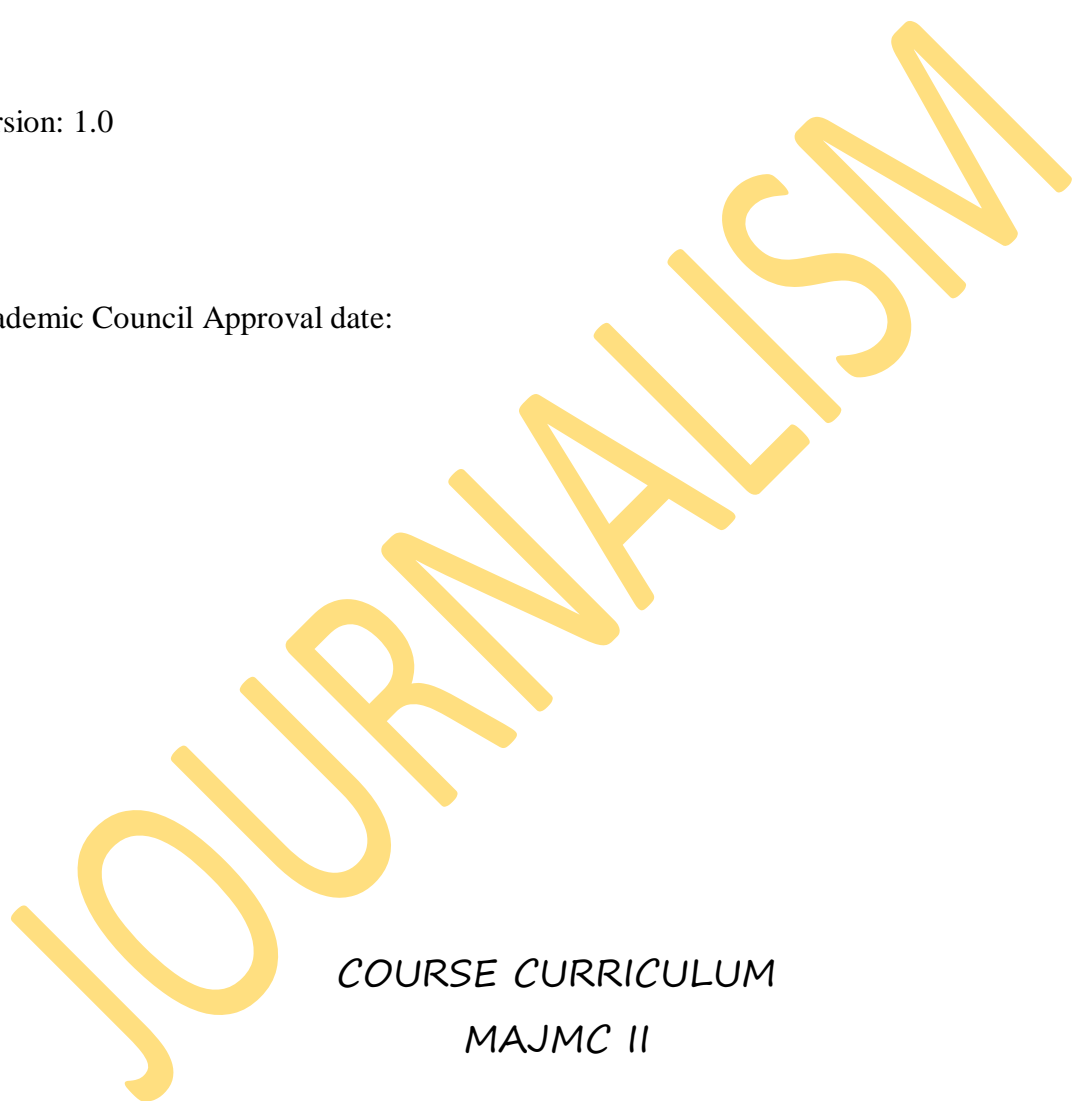
Mode of Evaluation: -

Total:

100 Marks

Version: 1.0

Academic Council Approval date:



*COURSE CURRICULUM
MAJMC II*

JMC- 2001	Fundamentals of Development Communication	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain the concept of Development.
2. Discuss and Explain the Concept of Development Communication.
3. Explain the importance of Communication Mediums for Development.

4. Explain the principles of Development Reporting and Rural Development.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Concepts Of Development	Introduction of Development	Lecture, PPT	Assignment, Practical	9
Unit 2: Development Communication	Basics of Communication Development	Lecture, PPT	Assignment, Practical	10
Unit 3: Development Support Communication	Approaches is Different Organization for Development	Lecture, PPT	Assignment, Practical	7
Unit 4: Governance & Development & Communication	Basics of System Approach	Lecture, PPT	Assignment, Practical	7
Unit 5 Role Of Different Media In Development Communication	Basic Media Role in Development	Lecture, PPT	Assignment, Practical	7

UNIT-1: CONCEPTS OF DEVELOPMENT

- 1.1 Concepts of Development: Measurement of Development.
- 1.2 Theories & Paradigms of Development.
- 1.3 Development Experience: The Third World; Problems of Underdevelopment; Growth vs Justice; Rural vs Urban Dichotomy
- 1.4 Sustainable Development issues and challenges.

UNIT-2: DEVELOPMENT COMMUNICATION

- 2.1 Meaning nature and scope Development Communication
- 2.2 Development Communication Needs & Resources
- 2.3 Strategies Development Communication: Case Studies and Experience- Scavenger Development Programme of Indonesia: Case Study-I; Site Project: Case Study-II

UNIT-3: DEVELOPMENT SUPPORT COMMUNICATION

- 3.1 Development Support Communication, New World Information Communication Order and International Scenario.
- 3.2 Focus of Agriculture & Rural Development: Case Studies on Communication Support to Agriculture & Rural Development.
- 3.3 Development Communication Needs for Environment; Health, Education; Gender Equality, Consumer Affairs.

UNIT-4: GOVERNANCE, DEVELOPMENT & COMMUNICATION

- 4.1 Role of legislature, the executive and the judiciary in development.
- 4.2 E –governance, digital democracy & E–chaupal etc.
- 4.3 Development & Communication- Need for systems approach

UNIT 5: ROLE OF DIFFERENT MEDIA IN DEVELOPMENT COMMUNICATION

- 5.1 Traditional

- 5.2 Print
- 5.3 Electronic
- 5.4 New Media
- 5.5 PIB, DAVP, Songs and Drama Division

Practicals:

1. **Case Studies:** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.
2. Reporting Related to Developmental Issues.

Assignment:

Written Assignment and Presentations related to Development Communication.

Text Books

1. Tiwari, IP., Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001
2. Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
3. Singhal, Arvind., Rogers,M. India’s Information Revolution, Sage, New Delhi, 1989

Reference Books

1. Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001
2. Ostman, Ronals E., Communication and Indian Agriculture, Sage, New Delhi, 1989
3. Rural Communication (A.M.C.) : Prof . R. Sinha & Gavdi.
4. Communication & Social Development in India (sterling) : B. Kupu Swamy.
5. The Community Newspaper : Karris & Hocks.

SUGGESTED READINGS

1. Reporting Agriculture : William Ward B.
2. Agricultural Journalism : Rodnary Fox.
3. India's Changing Villages : Human Factor : Dubae S.C.
4. Understanding Development communication- Uma Joshi
5. Communication, Modernisation & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
6. India Economy- Ruddar Dutt, K.P.M. Sundharam
7. International Development Communication- bella mody

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Academic Council Approval date:

JOURNALISM

JMC- 2002	Radio Journalism	L	T	P	Total
VERSION	1.0	2	1	4	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Familiar with concept of Radio Journalism.
2. Familiar with the concept of Radio programme recording and editing.
3. Make Radio Programmes.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Radio & Opening up Skies	Introduction to Radio	Lecture, PPT	Assignment, Practical	9
Unit 2: Introduction to different formats of Radio Programmes	Basics of Radio Formats	Lecture, PPT, Visit to Community Radio	Assignment, Practical	10
Unit 3: Writing for Radio & Radio News Production:	Radio Writing Styles	Lecture, PPT, Visit to Community Radio	Assignment, Practical	7
Unit 4: Production of Radio Programmes & Use of Technology	Stages of Radio Production	Lecture, PPT, Radio Station Visit	Assignment, Practical	7
Unit 5: News Production	Different Types of News Bulletin	Lecture, PPT, Radio Station Visit	Assignment, Practical	7

Unit 1: Radio & Opening up Skies

- 1.1 Radio, Characteristics, Strengths and Weaknesses of Radio
- 1.2 Establishment of Akashwani, Mission, Expansion.
- 1.3 Educational radio: Gyanwani, other university radio channels;
- 1.4 Community Radio: Its need in India, Success Stories
- 1.5. Entry of private Radio Channels/ Stations, Rules and Regulations

Unit 2: Introduction to different formats of Radio Programmes

- 2.1 Radio Talks, Radio Documentary, Radio Features
- 2.2 Radio Interviews, Panel Discussion
- 2.3 Radio Drama, Phone-in Programme, Radio Commentary. Radio Commercials and Ads.

Unit 3: Writing for Radio & Radio News:

- 3.1 Writing for Radio & style: simple & conversational style;
- 3.2 Writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads; Function of headlines in a news bulletin, writing headlines
- 3.3 Skills & functions of a radio News reporter/ Desk editor: developing sources, gathering news, giving voice-cast, phono's; Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation etc.

Unit 4: Production of Radio Programmes & Use of Technology

- 4.1. Overview and introduction to programme formats in fiction, non-fiction/ news-based/entertainment R
Jing, talks, talk shows, phone-in programmes

- 4.2. Radio Advertising: Advantages, Disadvantages; Types of Radio Advertising, Jingles; Appeal Programme promos, Public Service Announcements
- 4.3. Audio recording, Editing software and Editing
- 4.4. Transmission: AM, FM, medium wave, short wave; internet radio, webcasting, podcasting

Unit 5: News Production

- 5.1. Types of bulletins: Local to International,
- 5.2. Compilation & Editing news for different bulletins; Using voice-dispatches and other elements in a bulletin, sequencing, updating etc., News updates, News reports, Newsreel etc.
- 5.3. Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; Research for interview; from planning to production
- 5.4. Structured interview programmes: personality, informative, issue based

Practicals & Assignment:

1. Basic sound recording and editing software
2. News reading and anchoring exercises, analysis and discussion of news bulletins etc.
3. Visits to FM channels and community radio stations;
4. Production of radio ads and promos;
5. Critical analysis of radio programmes etc.

Text Books

1. De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.
2. Ciignel, Hugh. *Key Concepts in Radio studies*. Sage.
3. Hyde, Stuart. *Television and Radio Announcing*. Kanishka.

Reference Books

1. Masani, Mehra. *Broadcasting and the People*. National Book Trust.
2. Awasthi, G. C. *Broadcasting in India*. Allied Publications.
3. Ward, Qual L. *Broadcasting Management: Radio and Television*. Communication Arts Books.
4. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka.

Suggested readings:

1. Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.
2. Broadcast Journalism : Basic Principles by SC Bhatt, Style Book of AIR News Division, Haranand Publication, 2007
3. Radio in New avtaar – AM to FM, Dr. Ambrish Saxena, Kanishka Publisher, New Delhi, 2011
4. jsfM;ks vkSj nwjn" kZu i=dkfjrk] MkW0 gfjeksgu] r{kf"kyk izdk"ku] 2006
5. jsfM;ks izlkj.k] dkS"ky "kekZ] izfrHkk izfrBku] 2004
6. jsfM;ks okrkZ f"kyYi] fl)ukFk dqekj] jk/kkd".k izdk"ku] 1992
7. jsfM;ks ukVd ys[ku] Á'kk IDIsuk] uVjkt izdk"ku] 2007

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC- 2003	Visual Communication & Photo Journalism	L	T	P	Total
VERSION	1.0	2	0	4	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain the concept of Visual Communication.
2. Handle the still photography camera.
3. Discuss and explain the concept of Photo journalism.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Visual Communication	Importance of Visuals	Lecture, PPT	Assignment, Practical	9
Unit 2: Principle of Visual Communication	Communicating Visually	Lecture, PPT	Assignment, Practical	10
Unit 3: Photo Journalism	Techniques of Photography	Lecture, PPT, Outdoor Photography	Assignment, Practical	7
Unit 4: Basics of Photographic Equipments	Learning the equipments	Lecture, PPT	Assignment, Practical	7
Unit 5: Photo Editing & Photo as a News	Basics of news photograph	Lecture, PPT	Assignment, Practical	7

Unit 1: Visual Communication

- 1.1 Meaning, Definition, Philosophy, Need, Importance & Power of Visual Communication
- 1.2 Various applications of visual communication
- 1.3 Latest Development in the field of Visual Communication

Unit 2: Principles of visual communication

- 2.1 Theory of Colours need and importance.
- 2.2 Basics theories of visual communication
- 2.3 Persistence of Vision Application, Design aspect of Audio Visual presentation (Power point Presentation), Conceiving logo design & Corporate Identity

Unit 3: Photo Journalism

- 3.1 Photo Journalism, Nature, Scope & techniques,
- 3.2 Qualities of a good Photo Journalist, Qualities of good pictures.
- 3.3 Types of Photography: Portrait, Pictorial, Nature, Fashion, Sports & News.
- 3.4 Ethics of photojournalism: Issues of invasion of privacy, authenticity of digital photos available on web.

Unit 4: Basics of Photographic Equipments

- 4.1 Comparison of an eye with Camera, Reflection, Refraction, Dispersion & Polarization.
- 4.2 Camera: components of camera (Shutter, Aperture and Speed of the Film)
- 4.3 Types of Camera: SLR, TLR, DSLR, large format, Polaroid and others features and use.
- 4.4 Types of lens: normal, zoom, telephoto, wide, fisheye, features and use.

Unit 5: Photo Editing & Photo as a News

- 5.1 Principles and Techniques, Digital images, use of computer and software
- 5.2 Cropping, Aspect ratio, Photo size, resolution and correction
- 5.3 Concept of RGB & CMYK, Different type of formats: JPEG, MPEG, AVI, GIF, MP3, BITMAP, TIFF, Relevance of fonts and sizes.

5.4 Text Vs. photos; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper; Coordination between photographer, reporter and sub-editor, instructing and guiding photographers, selection, Caption and outlines: writing photo captions, names and designations, function and significance of outlines.

Practicals & Assignments

1. Advanced exercises in photojournalism, Writing captions to photographs
2. Exercises in Photography, photo features
3. Camera handling, Taking photos for different occasions. Collection of photos,
4. Preparation of photo feature.
5. Cropping and retouching photos.
6. Story presentation with help of photos. Other related activities.

Text Books

1. Photojournalism — By the editors of Time-Life Books. New York, 1971.
2. Basic Photography — John Hedgecoe. London: Collins & Brown, 1993.
3. The Color Photo Book — Andreas Feininger. New Jersey: Prentice-Hall, 1969.

Reference Books

1. The Colour Book of Photography — L. Lorelle. London: Focal Press, 1956.
2. Kobre. 1996. Photo journalism – the professional approach. Focal press.
3. Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.

Suggested reading

1. Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
2. Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.
3. Photography, Barbara Upton, 1981, Little Brown & Co., Boston
4. The elements of Photography- Angela Faris Belt- Focal Press

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC- 2004	Media Laws	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain the Article 19 (1) and 19 (2).
2. Discuss and explain the various Press laws of India.
3. Debate on Media and Law related issues.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Constitution and Media	Importance of Fundamental Rights	Lecture, PPT	Assignment, Practical	9
Unit 2: Press Laws in India-I	History of Press Laws	Lecture, PPT	Assignment, Practical	10
Unit 3: Press Laws in India-II	Introduction of Various Acts	Lecture, PPT	Assignment, Practical	7
Unit 4: Media Ethics and Social Responsibility	Ethics of Media as a Journalist	Lecture, PPT	Assignment, Practical	7
Unit 5: Cyber Law	Laws of IT Act	Lecture, PPT	Assignment, Practical	7

Unit 1: Constitution and Media

- 1.1 Fundamental Rights; Article 19 (1) (a) and 19 (2): Freedom of Expression; Freedom of Press & Reasonable Restrictions.
- 1.2 Legislature and Media; Breach of privilege of legislature
- 1.3 Judiciary and Media; Contempt of Court Act 1952; Defense of Media persons

Unit 2: Press Laws in India-I

- 2.1 Brief history of Press Laws in India before Independence
- 2.2 First Press Regulation 1799, Gagging Act 1857, Press and Regulation Act 1867.
- 2.3 Vernacular Press Act 1878, Indian Press Act 1910, Sea Custom act 1878, Official Secrets Act 1923,
- 2.4 Working Journalist Act 1955 and Wage Board.1953

Unit 3: Press Laws in India-II

- 3.1 Copyright Act, Intellectual Property Right, Press Council of India Act, 1965.
- 3.2 Cinematograph Act 1952 , Telegraph Act.etc), Prasar Bharati Act 1990, Broadcast Bill 200,
- 3.3 Right to Information Act 2000, Whistle Blowers Bill ,Young Persons' Act, 1956 (Harmful Publication)
- 3.4 Cable TV Network (Regulation) Act 2002

Unit 4: Media Ethics and Social Responsibility

- 4.1. Defamation and Media; Defense of Media persons in respect to torts and Indian Penal Code 1860.
- 4.2. Self Regulation, Right to Privacy
- 4.3. Different types Of Media Organizations, RNI, ABC,
- 4.4. Press Commissions, Press Council, Editors Guild and other regulatory bodies

Unit 5: Cyber Law

- 5.1. Information and Technology Act-2000 and 2008
- 5.2. Cyber Crime, Cyber attacking, Hacking & Anti-Hacking, Cyber bullying, Morphing, Cyber Security.
- 5.3. Debate to make cyber law as International Law

Practicals & Assignment

1. To prepare a project on the Media Law Vs Media Organization.
2. Case studies Related to Different Media Laws.
3. Written assignments and Presentations.

Text Books

1. Mass Media laws & Regulations: C S Rayudu, S B Nageshwar Rao, Himalaya Publishing House, 1995
2. Press in the Indian Constitution: RK Ravindran, Indian Publishers and Distributors, 1997
3. Principle & ethics of Journalism: Dr. Jan R Hakenuldar, Dr. Fay A Ced Jougé P.P. Singh, Anmol Publication, 1998

Reference Books

1. Press Law: D.D. Basu, Nexis Publication, 1998
2. Issues of Media Policy, Regulation & Ethics: Edited by Ambrish Saxena, Kanishka Publishers, Distributors, New Delhi, 2012

Suggested Readings

1. Media Ethics: Paranjoy Guha Thakurta, Oxford Press, New Delhi, 2008
2. IT Act, Pavan Duggal, Saakshar Law Publication, 2002
3. Right to Information, Law & Practice, Shalu Nigam, JBA Publications, 2006
4. izsl fof/k] uan fd"kk sj f=[kk] lkSeU;k ifCyds"ku] 1986
5. izsl fof/k ,oa vfHkO;fDr Lokra=-;] izks- gjca" k nhf{kr] ek[kuyky ifCyds"ku] 2006

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

3. □□□□ □□ □□□□ □□ □□□□ □□□□□□

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	60Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JOURNALISM

JMC- 2005	Computer Skills for Radio & Photo Journalism	L	T	P	Total
VERSION	1.0	2	1	4	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Understand the basic concepts of Hindi & English Typing.
2. Work on Page Maker, Corel Draw, Photoshop and QuarkXPress.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Hindi and English Typing	Typing Techniques	Lecture, PPT	Assignment, Practical	9
Unit 2: Introduction to Page Maker	Newspaper Designing	Lecture, PPT	Assignment, Practical	10
Unit 3: Introduction to Corel Draw	Brochure Designing	Lecture, PPT	Assignment, Practical	7
Unit 4: Adobe Photoshop	Designing and Photo Publishing	Lecture, PPT	Assignment, Practical	7
Unit 5: Sound Forge	Audio Editing	Lecture, PPT	Assignment, Practical	7

Unit 1: Hindi and English Typing

- 1.1 Hindi Typing Techniques
- 1.2 English Typing Techniques
- 1.3 Practice of Both Type of Typing

Unit 2: Introduction to Page Maker

- 2.1 Introduction to News Paper and Magazine Layout.
- 2.2 Page Maker Interface, Tools and Menus, Working with Page Maker
- 2.3 News Paper Design with the Help of Page Maker.

Unit 3: Introduction to Corel Draw

- 3.1 Corel Draw Interface, Tools and Menus, Working with Corel Draw.
- 3.2 Advertisement, Pamphlet, Brochure, Invitation Card & Flex Design with the help of Corel Draw.

Unit 4: Adobe Photoshop

- 1.1 Introduction to Graphics, Colour models and modes, Graphic file formats and their applications.
- 1.2 Adobe Photoshop Interface.
- 1.3 Photo Editing using Adobe Photoshop tools.
- 1.4 Use of Photoshop for Designing and Photo Publishing.

Unit 5: Sound Forge.

- 5.1 Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording.
- 5.2 Radio programme recording and editing with the help of Sound-forge.

Assignment:

1. Assignment related to different units will be given by subject teacher.

Suggested Readings

Help Commend of All Softwares.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JOURNALISM

JMC- 2006	Indian Culture* For Foreign Students only	L	T	P	Total
VERSION	1.0	2*	0	0	2*
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Describe the foundations of National awakening.
2. Describe the socio- cultural aspect of Indian life in postcolonial India.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: The National Awakening	History of Indian Freedom	Lecture, PPT	Assignment, Practical	5
Unit 2: Postcolonial India	History of Indian Culture	Lecture, PPT	Assignment, Practical	5

Unit-1: The National Awakening; Lectures -5

- 1.1 The social reformers & religious revivalism,
- 1.2 The Indian freedom struggle.

Unit-2: Postcolonial India; Lectures-5

- 2.1 Economic Resurgence: Pre and post liberalization.
- 2.2 The Indian middle class, Modernization and westernization.
- 2.3 The Swadeshi Agenda, Future of Indian Culture.
- 2.4 Cultural and spiritual heritage of India

Assignment: One Assignment for each student will be decided by subject teacher.

Text Books

1. ShyamBenegal Bharat EkKhoj (Series)
2. Ram ChanderGuha India after Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin

Reference Books

1. H.R. Ghosal An Outline History of Indian People
2. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
3. A.N. Aggarwal Indian Economy
4. Swami PrabhavaNanda, Spiritual Heritage of India

Suggested Readings:

1. Rajni Kothari Caste in Indian politics
2. Ministry of I&B Facts about India
3. PanditJawaharLal Nehru The Discovery of India

Evaluation Distribution

The mark * depicts the Non-credit Course for which the “S” (Satisfactory) or “US” (Unsatisfactory) grades will be given for successful and unsuccessful achievement of the student.

Version: 1.0

Academic Council Approval date:

JMCP- 2000	Project Work	L	T	P	Total
VERSION	1.0	0	0	6	3
Pre-requisites					
Co-requisites					

Internal assessment (40 marks)

Basic Photography and Photo-editing Skills

20 Marks

Each student must be trained in using a digital photography camera; downloading the pictures and edit them using latest software like Adobe Photoshop. Marks will be awarded after testing these skills. Students will also be expected to use their photography skills in the production of the experimental journal

Basic Radio Programme Recording and Editing Skills

20 Marks

Each student must be trained in using a radio recording and editing equipments like mice, mixer etc. Marks will be awarded after testing these skills. Students will also be expected to use their recording and editing skills in the production of radio programme.

Sem-end evaluation (60 marks)

Examiner appointed by APG Shimla University will assess each student as per the details given below.

1. Test of Typing and Using Page making Software

20 Marks

Each student must be able to type his/her work in latest version of MS Word. Each student must be able to use a page making software. (PageMaker/Quark Express or any other latest software). Test of typing and page layout will be conducted in External Examiner's presence and marks will be awarded for speed, accuracy and knowledge.

2. Programme and Report

20 Marks

Radio Programme (3) and Report in Development (2) shall be based on the student's original writing.

3. Viva-voce

20 Marks

Visits and other activities: During the semester at least four visits (two media units and two social organization/ educational institute/ research institution/ industrial unit/historical site) will have to be arranged.

Students have to submit a file containing a consolidated report on all visits (around 1000 words) and all the written assignments for other subjects to the external examiner. Using the file as reference, the External Examiner will interview the student about the organizations visited, as well as other activities during the semester.

Mode of Evaluation: -

Total:

100 Marks

Version: 1.0

Academic Council Approval date:

COURSE CURRICULUM

MAJMC III

JMC- 3001	Communication Research	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain the Basic Concept of Communication Research.
2. Conduct a Media Research Study.
3. Write the research paper related to Communication Research.
4. Write the Research Report and Dissertation.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Introduction	Basic Concept of Communication Research	Lecture, PPT	Assignment, Practical	9
Unit 2: Research Design, Variables and Sampling Methods	Preparing research design	Lecture, PPT	Assignment, Practical	10
Unit 3: Data Collection tools & Research Methods	Methods of Data collection	Lecture, PPT	Assignment, Practical	7
Unit 4: Data Analysis and Research Writing	Data analysis	Lecture, PPT	Assignment, Practical	7
Unit 5 Research Writing	Report writing	Lecture, PPT	Assignment, Practical	7

Unit 1: Introduction

- 1.1 Research : Definition, Elements and Scientific approach
- 1.2 Communication Research : Need, Importance & Scope in India
- 1.3 Qualities of Media Researcher
- 1.4 Ethical Perception of Mass Media Research
- 1.5 Communication Research : Area & Types- based on application, based on objectives

Unit 2: Research Design, Variables and Sampling Methods

- 2.1 Defining the Research Problem and Hypothesis
- 2.2 Research Designs design and its application
- 2.3 Concepts and Constructs Variables
- 2.4 Sampling method-Probability and non- Probability & Sampling error

Unit 3: Data Collection tools & Research Methods

- 3.1 Sources of Data Collection – Primary and Secondary Sources
- 3.2 Questionnaire & Schedules
- 3.3 Observation & Interview, group discussion
- 3.4 Content analysis

3.5 Case Studies & Survey

Unit 4: Data Analysis and Research Writing

- 4.1 Data processing, coding and tabulation
- 4.2 Measures of Central tendency: Mean, Median and Mode
- 4.3 Standard Deviation & Co-relation
- 4.4 Tests of Significance, Test of reliability and validity
- 4.5 Computer assisted analysis tools: Excel and SPSS

Unit 5: Research Writing

- 5.1 Synopsis & Dissertation Writing
- 5.2 Writing Research Report
- 5.3 Research Paper Writing
- 5.4 Research malpractice & Ethics

Text books:

1. Buddenbaum, Judith M.; Novak, Katherine B. (2005). Applied Communication Research. Surjeet Publications: New Delhi.
2. Davies, Máire Messenger; Mosdell, Nick. (2006). Practical Research Methods for Media and Cultural Studies. Edinburgh University Press.
3. Gunter, Barrie. (2000). Media Research Methods: Measuring Audiences, Reactions and Impact. Sage Publications: New Delhi.

Refrence books

4. Jensen, Klaus Bruhn. (2002). A Handbook of Media & Communication Research. Routledge Publication.
5. Jensen, Klaus Bruhn; W.Jankowski, Nicholas. (1991). A Handbook of Qualitative Methodologies for Mass Communication Research. Routledge Publication.

Suggested Readings

6. Kerlinger, Fred N. (2010). Foundations of Behavioural Research. Surjeet Publications: New Delhi.
7. Kothari, C.R.; Garg, Gaurav. (2014). Research Methodology: Methods and Techniques. New age International Publishers: New Delhi.
8. Wimmer, Roger D.; Dominick, Joseph R. (2011). Mass Media Research: An Introduction: Cengage Learning.

Practicals:

1. Practical of questionnaire making and content analysis should be performed.
2. Conducting field research in relegated to communication research in Himachal.

Assignment:

1. Individual Assignment for each student. It will be based on communication research.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC- 3002	Media Management	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

4. Explain the Concept and Meaning of Media Management.
5. Discuss the status of India Media Industry.
6. Explain and discuss the concept of Media Economics and Marketing.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Media Management: Concept and Perspective	Concept and Meaning, growth of Media Management	Lectures, PPT	Assignments, Class test, GD	9
Unit 2: Indian Media Industry: An Overview	Overview of Media Industry in India	Lectures, PPT	Assignments, Class test, GD	10
Unit 3: Media Management, Economics and Marketing	Sales, Marketing and Market analysis of Media	Lectures, PPT	Assignments, Class test, GD	7
Unit 4: Entrepreneurship, Media Managers and Workforce	Media Managers role and functions	Lectures, PPT	Assignments, Class test, GD	7
Unit 5 : Case Studies of Some Media Organizations	Analyzing the case studies of different media organizations	Lectures, PPT	Assignments, Class test, GD	7

Unit 1: Media Management: Concept and Perspective

- 1.1 Concept, Principles and Functions of Management
- 1.2 Schools of Management
- 1.3 Origin and growth of Media Management
- 1.4 Media Management in the global scenario
- 1.5 Development of Media Organizations as an Industry in India

Unit 2: Indian Media Industry: An Overview

- 2.4 Media Ownership patterns in India
- 2.5 Media industry as manufacturers (Content and Consent)
- 2.6 Characteristics, Consolidation and Convergence of Media Industry
- 2.7 Mission and vision of Media Organisations
- 2.8 Models of Media Management

Unit 3: Media Management, Economics and Marketing

- 3.1 Financial Management and budgeting in Media
- 3.2 Sales, Marketing and Market analysis of Media,

- 3.3 Developing strategies for product, promotion, pricing, penetration and distribution.
- 3.4 Sources of revenue-circulation and advertisements, Problems of finance
- 3.5 Market Position of performance evaluation(IRS, TAM, TRP and HITS)

Unit 4: Entrepreneurship, Media Managers and Workforce

- 4.1 Arranging equipment and personnel for a new media enterprise
- 4.2 Personnel management in media organisations,
- 4.3 Qualities and Functions of media managers, Planning and Goal setting
- 4.4 Entrepreneurial freedom and challenges
- 4.5 Unionism in media companies.

Unit 5 : Case Studies of Some Media Organizations

- 5.1 Times Group, TV Today Group
- 5.2 Jagran Group, Bhaskar Group
- 5.3 Anand Bajar Patrika Group, Enadu
- 5.4 E-TV Network, NDTV
- 5.5 Some other important media organizations

Text Books:

- 1. Media Management in the age of Giants-Dennis F. Herrick(Surjeet Publications)
- 2. Media Industries-History, Theory and Method(Edited By- Jennifer Holt and Alisa Perren)(Wiley- Blackwell)
- 3. Managing Media Organisations-John M. lavine and Daniel B. Wackman
- 4. Newspaper Management- Gulab Kothari

Reference Books

- 5. Making News- Uday Sahay
- 6. Management of Electronic Media- Alan B. Albarran

Suggested Reading:

- 7. Strategic management in media – LucyKung, SAGE
- 8. Marketing Of Newspapers - Padmaja R, Kanishka Publishers Distributors
- 9. The Fundamentals Of Marketing, Edward Russell, Ava Publishing

Practical & Assignment:

- 1. To prepare a project on the management strategies adopted by any one newspaper and one television channel.
- 2. Case studies of different media organizations
- 3. Written assignments and Presentations.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC- 3003	TV Journalism	L	T	P	Total
VERSION	1.0	2	1	4	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

4. Explain the concept of TV Journalism.
5. Write program for TV channel.
6. Be a TV journalist.
7. Basics of Video Shooting & TV Production

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Growth & State of TV Journalism	Knowing concept of TV Journalism	Lectures, Youtube, PPT, Visit to DD,	Assignment, Practicel.	8
Unit 2: TV Reporting	Write program for TV channel	Lectures, Youtube, PPT, Visit to DD, Local news Channel	Assignment, Practicel	8
Unit 3: TV Newsroom	TV Newsroom, functions and importance	Lectures, Youtube, PPT, Visit to DD, Local news Channel	Assignment, Practicel	8
Unit 4: TV Interview and anchoring	TV Interview and anchoring	Lectures, Youtube, PPT, Visit to DD, Local news Channel	Assignment, Practicel	8
Unit 5 : TV Writing & Production	TV Editing Principles and Techniques	Lectures, Youtube, PPT, Visit to DD, Local news Channel	Assignment, Practical	8

Unit 1: Growth & State of TV Journalism

- 1.1 Brief History of Television
- 1.2 Growth of Television in India & Doordarshan
- 1.3 Advent of Private Channels in India
- 1.4 Present State of TV Journalism in India

Unit 2: TV Reporting

- 2.1 Reporting team, types of Reporter
- 2.2 Basic Qualities of a TV reporter
- 2.3 Sources of a reporter
- 2.4 Live Reporting and related terms – Phono, OB, Peace to Camera etc.

Unit 3: TV Newsroom

- 3.1 Editorial Room – Input & Output Desk and their functions.
- 3.2 Production room and Studio

- 3.3 Types of news stories
- 3.4 Run down and other related terms

Unit 4: TV Interview and anchoring

- 4.1 Art of Interview: Types, Preparations for the Interviewer, Facing the TV Interview
- 4.2 Preparation for the Press Conference, Cautions during the Press Conference
- 4.3 News Reading & Anchoring and its Basic element
- 4.4 Tips for effective News anchoring.

Unit 5: TV Writing & Production

- 5.1 TV Program Production – Pre Production, Production and Post production
- 5.2 Elements of TV News writing, Importance of TV Script & Effective Script Writing
- 5.3 Requirements for Shoot, TV Cameras, Types of Shots, Lighting & floor plans
- 5.4 TV Editing Principles and Techniques – Linear & Non Linear
- 5.5 Program Production – News Bulletin, Documentary, TV Advertisement

Text Books :

- 1. Broadcast Journalism – Basic Principles : SC Bhatt, Haranand Publication, 2007
- 2. News Writing : A. Hough, Kanishka Publication, 2011
- 3. Fundamentals of TV Production, Ralph Donald & Thomas Span, Surjeet Publication, 2004
- 4. TV Field Production and Reporting : Freederick Shook, Pearson Publication, 2006

Reference books :

- 5. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear] [unclear] [unclear] [unclear] [unclear]
- 6. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear] [unclear] [unclear] [unclear] [unclear], 2010
- 7. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear] [unclear] [unclear] [unclear] [unclear], 2011

Suggested reading :

- 8. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear] [unclear] [unclear] [unclear] [unclear], 2006
- 9. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear] [unclear] [unclear] [unclear] [unclear], 2003
- 10. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear]. [unclear] [unclear] [unclear] [unclear] [unclear], 2009
- 11. [unclear] [unclear] [unclear] [unclear] [unclear]: [unclear] [unclear] [unclear] [unclear] [unclear], [unclear]. [unclear] [unclear] [unclear] [unclear] [unclear], [unclear] [unclear] [unclear] [unclear] [unclear], 2008

Practical:

- 3. Practicals related to TV News Reporting.
- 4. Making of TV News, advertisement, Documentary.

Assignment:

- 2. Individual Assignment for each student. It will be based on TV and Radio Production.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMC- 3004	Public Relations & Advertising	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Explain the concept & development of PR as well as advertisement.
2. Make advertisements for Print & Broadcast.
3. Explain the role and effects of PR and advertisements.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Concept and Development of PR	Understanding basic aspects of PR.	Lecture, PPT	Class test, assignment	8
Unit 2: PR communication: tools and means	Tools of PR	Lecture, PPT, Seminar,	Class test, assignment	8
Unit 3: Applied Public Relations	Contemporary issues in PR	Lecture, Seminar,	Class test, assignment	8
Unit 4: Advertising	Understanding basic aspects of Advertisement.	Lecture, Seminar, PPT, workshop	Class test, assignment	8
Unit 5 : Role, Effect and Creative aspect of Advertising		Lecture, Seminar, PPT, workshop	Class test, assignment	8

Unit1: Concept and Development of PR

- 1.1 Concept and development of PR, Functions of PR
- 1.2 Qualification and Characteristics of PR personnel
- 1.3 Difference between Publicity, Public Opinion, Propaganda and PR
- 1.4 Internal and External PR

Unit 2: PR communication: tools and means

- 2.1 PR Tools: House Journal, Brochures, Newsletter, Press Conference
- 2.2 Means of PR : Print, Electronic and Traditional
- 2.3 PR: Seminar, Exhibition and Trade Fair
- 2.4 Writing for PR: principles, press release, feature writing, Ghost Writing

Unit 3: Applied Public Relations

- 3.1 Applied public relations: International, central and state govt., Local Bodies
- 3.2 Professional Organizations: PRSI, PASA, IPRA, BPRA
- 3.3 Future and Career in PR
- 3.4 PR in the era of Globalization

Unit 4: Advertising

- 4.1 Meaning, Nature and Scope of Advertising, Purpose and Types of Advertising
- 4.2 Advertising as Marketing Tool, Advertising pyramid, Concept of Brand
- 4.3 Structure of Advertising Agency, Advertising Media: Print, Electronic and Other Media
- 4.4 Advertisement Policy
- 4.5 Apex Bodies in Advertising: Advertising Standards Council of India (ASCI), Advertising Agencies Association Of India (AAAI), Ethics of Advertising

Unit 5: Role, Effect and Creative aspect of Advertising

- 5.1 Copy Writing for Print and Broadcast Advertisements
- 5.2 Creative Aspects of Advertising: Elements of a Print Copy – Headline, Body, Illustration, Slogan, Logo and Punch line; Advertising Layout
- 5.3 Script writing for radio & television advertisements
- 5.4 Role and effect of Advertising: Negative & Positive Effect, Advertising & Development, Role of Advertising in National Economy

Text Books :

- 4. Handbook of Public Relation in India: D.S.Mehta, Allied Publisher, Delhi, 1980
- 5. Public Relation in India: J.M. Kaul, Maya Prakashan, 1976
- 6. Public Relations, Principles and Practices, Iqbal S. Sacdeva, Oxford Uni. Press, 2009
- 7. Indian Broad casting: H R Lutheran, Publication Division, 2005

Reference Books:

- 8. Advertising made Simple: Frand Jerkins, Rupa& Co, 2004
- 9. Ogilvy on Advertising: David Ogilvy, Pan Books, 2002

Suggested Readings:

- 10. Advertisement Management: Asker, Myers & Bart, 2008
- 11. Advertising Management, Jaishri Jethwaney, Shruti Jain, Oxford Uni Press. 2009

Practicals:

- 5. Practicals related to Public Relations and Advertisement should be preformed.
- 6. Making of Print, Radio, and TV Advertisement.

Assignment:

- 3. Individual Assignment for each student. It will be based on Public Relation & Advertisement.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Academic Council Approval date:

LANG- 3001	Communicative English & Translation	L	T	P	Total
VERSION	1.0	2	1	2	3
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

1. Understand how to speak and write good English.
2. Translate for Hindi to English & English to Hindi.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1:	Understanding English Language	Lectures, Practical	Assignment, class test	8
Unit 2:	Uses of English	Lectures, Practical	Assignment, class test	7
Unit 3:	Common errors in English	Lectures, Practical	Assignment, class test	7
Unit 4:	Translation	Lectures, Practical	Assignment, class test	8

Unit-1: Introduction

- 6.1 Growth and development of English language
- 6.2 Introduction to written and spoken English
- 6.3 Different types of spoken English – British, American and Indian

Unit-2: Uses of English

- 2.1 Usage of dictionary and thesaurus
- 2.2 Diction - words meaning and usage
- 2.3 Spelling rules, verb patterns, Idioms and phrases
- 2.4 Syntax - different types of sentence formation
- 2.5 Basic sentence formation

Unit-3: Common errors

- 3.1 Common errors in spellings and sentences
- 3.2 Human organs of articulation
- 3.3 Main problems in pronunciation, Exercising right pronunciation of difficult words
- 3.4 Voice analysis, Pitch and tempo for effective presentation

Unit-4: Translation

- 4.1 Hindi to English
- 4.2 English to Hindi
- 4.3 Transliteration

Suggested Readings:

1. Books will be added soon.

Assignments:

1. Individual Assignment for each student. It may be based on Translation of News reports published in the News Papers.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	60Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JOURNALISM

JMC- 3005	Computer Skills for Video & Film Editing	L	T	P	Total
VERSION	1.0	1	1	6	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

- Understand the basic concepts of sound forge, Adobe premiere pro, Adobe after effects and FCP.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment	No of Lectures
Unit 1: Sound-Forge	using Sound-forge for audio mixing	Lectures, Audio- Video Aids	Assignment, Practical	11
Unit 2: Adobe Premiere Pro	using Adobe Premiere Pro for audio visual editing	Lectures, Audio- Video Aids	Assignment, Practical	10
Unit 3: Adobe After effects	using Adobe After effects for visual effects	Lectures, Audio- Video Aids	Assignment, Practical	10
Unit 4 : FCP (Final Cut Pro)	using FCP for video editing	Lectures, Audio- Video Aids	Assignment, Practical	9

Unit 1: Sound-Forge

- 1.1 Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording and mixing.
- 1.2 Audio programme recording and editing with the help of Sound-forge.

Unit 2: Adobe Premiere Pro

- 2.1 Adobe Premiere Pro Interface, Tools and Menus, Uses of Adobe Premiere-Pro as Video editing software
- 2.2 Working with timelines.
- 2.3 Audio and Video mixing and layering
- 2.4 Video programme making and editing with the help of Adobe Premiere Pro.

Unit 3: Adobe After effects

- Adobe After effects Interface, Tools and Menus, Video Editing, visualization effects.
- Uses of Adobe After effects as Video editing software.

Unit 4: FCP (Final Cut Pro)

- 4.1 FCP (Final Cut Pro) Interface, Tools and Menus,
- 4.2 Arranging the Interface, Learning Custom Layout, Customizing the keyboard Layout, Digitizing, and Capturing, Saving Projects. Accessing the Auto save Vault
- 4.3 Organizing Video Footage, Insert and Overwriting, Editing
- 4.4 Working with Multi Layers, Key framing Image, Time Remapping, Effects, Applying Transitions, Compositing, Render Setting, Titling, Sound Editing, Track laying (Effects, Music, Narration), Print to Video.
- 4.5 Working with FCP, Video Editing with the help of FCP

Practical:

6. Audio mixing and layering
7. Video effects

8. Audio visual synchronization
9. Making & Editing of Short Film.

Suggested Readings

Help Command and Manual of All Software.

Assignment:

2. Assignment related to different units will be given by subject teacher.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JOURNALISM

JMCP- 3000	Research Project Work/Research Paper	L	T	P	Total
VERSION	1.0	1	0	4	3
Pre-requisites					
Co-requisites					

Internal assessment

(40 marks)

Each student will prepare a research project report/research paper under the guidance of faculty allotted by the Head of the Department. The marks of the internal assessment are based on the research proposal and the progress reports of the whole semester regarding research project report/research paper.

Sem-end evaluation

(60 marks)

Submission of Research Report/Paper:

40 Marks

Viva-voce by the external examiner:

20 marks

Mode of Evaluation: -

Total:

100 Marks

Version: 1.0

Academic Council Approval date:

COURSE CURRICULUM

MAJMC IV

JMC- 4001	New Media & Convergent Journalism	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives: This course is designed to

1. To understand the development of online journalism in India.
2. Learn skills and techniques required for online journalism.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment Strategy & Tools	No of Lectures
Unit 1: Introduction to IT and Online Journalism	Understand about the Online Journalism	Lecture ,GD, Tutorial	Discussions, by Training and Assignment	9
Unit 2: Understanding New Media	Understanding of new age media practically through established models	Explaining through diagram in the class room and lectures	assignment and making on the spot testing	10
Unit 3: Web site planning, design and writing	To understand the meaning of web Journalism through established theories	Lecture, PPT	Through GD and practical interaction in the class room	7
Unit 4: Understanding New Media Technologies & Application	Understanding the Computer Application	PPTs, lecture, tutorial	assignment and discussions	7
Unit 5: New Media Emerging Trends & Social, Ethical & Legal Issue	Analysing the emerging social trends and Issues	PPTs, Lecture	Through GD and practical interaction in the class room	7

UNIT 1 INTRODUCTION TO IT AND ONLINE JOURNALISM

- 1.1 Introduction to Information Technologies, Analogue and digital technology
- 1.2 Emerging Trends in IT, ICT-scope and role.
- 1.3 Intranet to Internet.

UNIT II UNDERSTANDING NEW MEDIA

- 2.1 Impact of new media on journalism, Difference of elements between web journalism, Traditional journalism and other media
- 2.2 Characteristics of the online writer/journalist, New roles of journalists in the Internet age
- 2.3 Trends in web/online journalism

UNIT III WEB SITE PLANNING, DESIGN AND WRITING

- 3.1 Basic HTML for writers, Audience analysis.
- 3.2 Content planning, structure, Visual Design, Copyright issues.
- 3.3 Web page elements, Overview of Web writing, Linear vs. nonlinear form
- 3.4 Web page writing techniques; Writing for the screen vs. writing for print
- 3.5 Web page style, Editing web text, Storytelling structures that work on the Web

UNIT IV- UNDERSTANDING NEW MEDIA TECHNOLOGIES & APPLICATION

- 4.1 Digitization of media. Media Convergence, Convergent Journalism, Online & Multimedia Journalism, Citizen & Participatory Journalism
- 4.2 Characteristics & new roles of journalists in the internet age & digital era
- 4.3 Cyber Journalism: Online edition of newspapers,- traditional vs online newspapers: pros & cons. E-newspapers, management, marketing & economics. E-publishing, Online advertisements- pros & cons.

UNIT V- NEW MEDIA EMERGING TRENDS & SOCIAL, ETHICAL & LEGAL ISSUE

- 5.1 Emerging Trends: Mobile Computing, Bioinformatics, Biometrics, speech recognition, computer vision, nanotechnology & green computing
- 5.2 Social Issues: Reliability, integrity, security, privacy & anonymity, Intellectual Property, Equality of access, control. Ethical & legal issues: plagiarism, piracy, computer crime, netiquette, overview of IT Act, 2000, Intellectual Property Right..
- 5.3 ICT security issues: hacking, data theft, salami attacks, Denial of service attack, virus attacks, worms, Trojans, web jacking, password cracking, data diddling, tempest attacks.
- 5.4 Digital Divide: First, second & third level of digital divide, Bridging the digital divide, Global village. Positive & Negative Impact of ICT.

Practicals:

1. Practical related to how to use the Internet & New Communication technologies for self and for society.

Assignment:

1. Individual Assignment for each student.

Text Books

1. Anderson, B. (2001) *e-Living: State of the Art Review*, report for the e-Living project,
2. MacKay, H. and Ivey, D. (2004) *Modern Media in the Home: An Ethnographic Study*, John Libby Publishing, Rome.
3. Buckingham D and Willet R (eds) (2006) *Digital Generations: Children, Young People, and the New Media*. New York: Routledge
4. Dwyer T (2010) *Media Convergence*. Maidenhead: Open University Press

Reference Books

1. Green, L. (2002) *Technoculture: From Alphabet to Cybersex*, Allen and Unwin, Crows Nest, Australia
2. Lally, E. (2002) *At Home with Computers*, Berg, Oxford. MacKay, H. and Ivey, D. (2004)
3. *Modern Media in the Home: An Ethnographic Study*, John Libby Publishing, Rome.
4. Mansell, R. and Steinmuller, W.E. (2000) *Mobilizing the Information Society. Strategies for Growth and Opportunity*, Oxford University Press, Oxford.

Suggested Readings:

1. MacKay, H. and Ivey, D. (2004) *Modern Media in the Home: An Ethnographic Study*, John Libby Publishing, Rome.
2. Mansell, R. and Steinmuller, W.E. (2000) *Mobilizing the Information Society. Strategies for Growth and Opportunity*, Oxford University Press, Oxford.
3. Silverstone, R. (Ed.) (2005) *Media, Technology and Everyday Life in Europe*, Ashgate, Aldershot.
4. Silverstone, R. and Hirsch, E. (eds.) (1992) *Consuming Technologies*, Routledge, London.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JOURNALISM

JMC- 4002	Intercultural & Corporate Communication	L	T	P	Total
VERSION	1.0	4	1	0	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

5. Explain the concept of Intercultural communication.
6. Discuss and Explain the Concept of Corporate Communication.
7. Explain the importance of relation between intercultural and corporate communication.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment Strategy & Tools	No of Lectures
Unit 1: Interculture Communication & Process	Understanding Interculture Communication	Lecture ,GD, Tutorial	Discussions, by Training and Assignment	9
Unit 2: Modern Mass Media & Interculture Communication	Knowing about the Models of Intercultural Communication	Explaining through diagram, PPTs in the class room and lectures	assignment and making on the spot testing	10
Unit 3: Culture Communication	To understand inner meaning of Culture Communication through established theories	Lecture, PPT	Through GD and practical interaction in the class room	7
Unit 4: Corporate Communication	To update communication values in perspective of Corporate	PPTs, lecture, tutorial	assignment and discussions	7
Unit-5 BUSINESS COMMUNICATION & IMPORTANCE	Learning the importance of Business Communication	Lecture, PPT	assignment and discussions	7

Unit-1 INTERCULTURE COMMUNICATION & PROCESS

- a. Culture- definition-process-culture as a social institution - value systems-- primary secondary- Eastern and western perspective.
- b. Inter-Cultural communication- definition and process
- c. Philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication.

Unit-2 MODERN MASS MEDIA & INTERCULTURE COMMUNICATION

- 2.1 Modern mass media as vehicles of inter-cultural communication- barriers in inter-cultural Communication- religious, political and economic pressures
- 2.2 Inter-cultural conflicts and Communication; impact of new technology on culture.
- 2.3 Globalization effects on culture and Communication; mass media as a culture manufacturing industry-- mass media as a cultural Institution.

Unit-3 CULTURE COMMUNICATION

- 7.1 Culture, communication and folk media- character, content and functions
- 7.2 Dance and music as instruments of inter-cultural communication
- 7.3 UN efforts in the promotion of intercultural communication- other organizations- code of ethics.

Unit-4 CORPORATE COMMUNICATION

- 4.1 Introduction to Corporate communication: Advent, role, strategic importance
- 4.2 Corporate culture, corporate philosophy, corporate citizenship, Skills and talents of a corporate communicator:-Making presentations, preparing for meetings, writing speeches.
- 4.3 Selection of media for corporate communication

Unit-5 BUSINESS COMMUNICATION & IMPORTANCE

- 5.1 Business Communication - Importance, Objective, Correspondence-formal and informal letters, notices office correspondence, PR letters, Reports, Business magazines.
- 5.2 Type of Communication- Downward, Upward, Horizontal and Common Barriers.
- 5.3 Corporate Communication and Media: Broadcast News network, Public broadcasting and corporate sponsorship and Corporate Communication and Crisis: - Responding to pressure groups.
- 5.4 Relation between Corporate & Cultural Communication

Practicals:

1. Practical related to Interculture Communication

Assignment:

Individual Assignment for each student.

Text Books

1. Handbook of International & Intercultural Communication, Willam .Gudykunstella Mody, 2002, Sage Pub. India Pvt., New Delhi.
2. Corporate Public Relations: Balan K.R.

Suggested Readings:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.
2. Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delhi
3. An Introduction to Intercultural Communication Fred. E. Jandt., 2004, Sage Pub. India Pvt., New Delhi.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Academic Council Approval date:

JMC- 4003	Media Ethics & Organization	L	T	P	Total
VERSION	1.0	3	1	2	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

4. Explain the Article 19 (1) and 19 (2) of constitution of India.
5. Discuss and explain the various Press laws of India.
6. Debate on Media and Law related issues.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment Strategy & Tools	No of Lectures
Unit 1: Press Codes & Ethics Of Journalism	Conceptual comprehension of the term Press Codes.	Lecture ,GD, Tutorial	Discussions, by Training and Assignment	9
Unit 2: Role Of Press	Understanding of Roll of Press through established Theories	Explaining through diagram in the class room and lectures	assignment and making on the spot testing	10
Unit 3: Media Flaws & Addersal	To understand inner meaning of Media Flaws through established theories	Lecture, PPT	Through GD and practical interaction in the class room	7
Unit 4: Media Laws & Restrictions	Knowing about media Laws & Restrictions	PPTs, lecture, tutorial	assignment and discussions	7
Unit 5 : Media Organizations	Learning the uses of different media organizations	PPTs, lecture	Through GD and practical interaction in the class room	7

Unit1: PRESS CODES & ETHICS OF JOURNALISM

- 1.1 Ethics- meaning, objective, concept and importance.
- 1.2 Morality and Ethics- components and character.
- 1.3 PCI's Guide to Journalistic Ethics.
- 1.4 Role and Responsibility of the Press.

Unit2: ROLE OF PRESS

- 2.1 Freedom of Press.
- 2.2 Internal and External Pressures on the Press.
- 2.3 Sensational and Yellow Journalism, Issues of Privacies.
- 2.4 Paid News- a Question of credibility.

Unit3: MEDIA FLAWS & ADDERESAL

- 6.1 The Menace of Plagiarism.

- 6.2 Commercialization of Indian Media and Lucrativity.
- 6.3 Media ethical problem and accountability.
- 6.4 Codes for Radio, Television, Advertising and Public Relations.

Unit4: MEDIA LAWS & RESTRICTIONS

- 4.1 Responsibilities and Accountabilities of Journalists and publishers.
- 4.2 The Contempt of Court Act.
- 4.3 The Official Secrets Act.
- 4.4 The Copyright Act & Prasar Bharti Act & R.T.I.

Unit5: MEDIA ORGANIZATIONS

- 5.2 Ministry of Information and Broadcasting.
- 5.3 Press Commissions.
- 5.3 Press Council of India.
- 5.4 Editor’s Guild of India, RNI, ABC and PIB.

Practicals & Assignment

- 4. To prepare a project on the Media Law Vs Media Organization.
- 5. Case studies Related to Different Media Laws.
- 6. Written assignments and Presentations.

Text Books

- 12. Mass Media laws & Regulations: C S Rayudu, S B Nageshwar Rao, Himalaya Publishing House, 1995
- 13. Press in the Indian Constitution: RK Ravindran, Indian Publishers and Distributors, 1997

Reference Books

- 1. Principle & ethics of Journalism: Dr. Jan R Hakenuldar, Dr. Fay A Ced Jouge P.P. Singh, Anmol Publication, 1999
- 2. Issues of Media Policy, Regulation & Ethics: Edited by Ambrish Saxena, Kanishka Publishers, Distributers, New Delhi, 2012.

Suggested reading:

- 1. Press Law: D.D. Basu, Nexis Publication, 1998
- 2. Media Ethics: Paranjy Guha Thakurta, Oxford Press, New Delhi, 2008
- 3. IT Act, Pavan Duggal, Saakshar Law Publication, 2002
- 4. Right to Iformation, Law & Practice, Shalu Nigam, JBA Publications, 2006

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Academic Council Approval date:

JMC- 4004	New Media Applications	L	T	P	Total
VERSION	1.0	2	1	4	4
Pre-requisites					
Co-requisites					

Objectives of the Course: On completion of the course students should be able to:

4. Understand the basic concepts of Blogging.
5. Work on different Software's regarding Blogging.

Learning Outcome:

Unit	Learning Outcome	Teaching Aid	Assessment Strategy & Tools	No of Lectures
Unit 1: New Media & Social Networking Sites	Knowledge of Social Network sites	Lecture ,GD, Tutorial	Discussions, by Training and Assignment	9
Unit 2: Blogging & Micro Blogging	Knowledge of Blogging & Micro Blogging	Explaining through diagram in the class room and lectures	assignment and making on the spot testing	10
Unit 3: SOCIAL APPLICATIONS	Knowledge of Social Application	Lecture, PPT	Through GD and practical interaction in the class room	7
Unit 4: Negative impact & Social Concern	Analyzing the negative impact of digital addiction	PPTs, lecture, tutorial	assignment and discussions	7
Unit 5: Research Oriented Application	Importance of Research Applications	PPTs, lecture, tutorial	assignment and discussions	7

Unit I: New Media & Social Networking Sites

- 1.1 Introduction to Facebook, History and Evolution
- 1.2 Facebook as a tool of Social Media
- 1.3 Instagram, History and present status of Instagram
- 1.4 WhatApp, Introduction and Changing phase of News

Unit II: Blogging & Micro Blogging

- 2.1 Introduction to Blogging, Evaluation & basics of Blogging
- 2.2 History of Blogging, Present scenario of Blogging in Hindi & English Languages.
- 2.3 Introduction and history of Micro-blogging
- 2.4 Present Trends in Micro-blogging-like Twitter.

Unit III: Social Applications

- 6.1 Introduction to Blog writing & social Application.

6.2 LinkedIn, History & Evaluation, Personal use & Present Status

6.3 Skype- History, Evaluation and uses

Unit IV: Negative impact & Social Concern

4.1 Negative impact and Digital Addiction

4.2 Digital detoxication

4.3 Ethics in Professional Networking

4.4 Legal issues & Psychological Problems

Unit V: Research Oriented Application

5.1 Research Gate: Importance & uses in research.

5.2 Edu-media. Importance & its resources.

5.3 Google Scholar & other utilities regarding research

5.4 SHODHGANGA

Practical:

1. Students will make their own blog & update it time to time.

Assignment:

1. Assignment related to different units will be given by subject teacher.

Mode of Evaluation: -

Quiz, Assignment, Seminar, Attendance, etc.:	20 Marks
Minors:	20Marks
Major:	40Marks
End Term Practical Exam	20 Marks
Total:	100 Marks

Version: 1.0

Academic Council Approval date:

JMCP- 4000	Dissertation	L	T	P	Total
VERSION	1.0	2	0	12	8
Pre-requisites					
Co-requisites					

OBJECTIVES

- Every student will have to prepare a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.
- The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice.
- It should be a research –based effort and should endeavour to create new knowledge in any area of mass communication.

Note: Before the beginning of the fourth semester’s exam student must submit his/her synopsis to the department. Student has to submit the final dissertation within one month (30 days) of final exam (fourth semester). If dissertation is not submitted during time limit department will not consider this research work for forth semester.

Mode of Evaluation: -

Total:

100 Marks

Version: 1.0

Academic Council Approval date: