

ST. XAVIER'S COLLEGE RANCHI  
(AUTONOMOUS)  
UNDER RANCHI UNIVERSITY



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CBCS CURRICULUM OF  
BACHELOR OF JOURNALISM & MASS  
COMMUNICATION (BJMC) HONOURS PROGRAMME

---

FOR UNDER GRADUATE THREE (3) YRS. DEGREE COURSE

Implemented from  
Academic Session 2025-2026 onwards

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Shashi  
Savavar Sunkla  
Malika  
Tulsi  
Bhale  
Shabir

## **Board of Studies Meeting, Nov. 11, 2025**

### **Resolutions**

A meeting of the Board of Studies (BoS) of Dept. of Journalism and Mass Communication was held on November 11, 2025.

The BoS meeting reviewed various aspects of the present syllabus of B.A. (Journalism and Mass Communication).

A resolution for the following changes in the present syllabus was mooted, and approved by the Board.

1. In Paper C1 (Introduction to Journalism), a unit on Audio has been added.
2. In Paper C5 (News Writing), the basic concepts of Videography has been added to a unit pertaining Television.
3. In Paper C12 (Television Journalism), a unit on Film Studies (Film Appreciation) has been added. The unit 3 (On-line Television) has been replaced by Film Studies.

The BoS recommended presentation of the reviewed syllabus for the approval of the Academic Council of the College.

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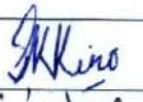
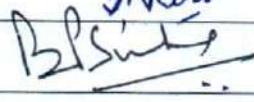
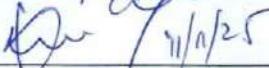
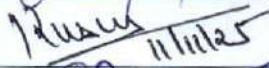
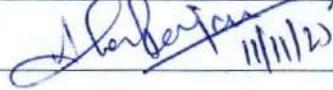
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Members of Board of Studies of CBCS Under- Graduate Syllabus as per Guidelines of the Ranchi University, Ranchi.

| SL.NO | NAME OF THE BOARD STUDIES MEMBER      | SIGNATURE   |
|-------|---------------------------------------|---|
| 1     | Dr. Santosh Kumar Kiro, (Chairperson) |  |
| 2     | Dr. B.P.Sinha, RU Representative      |   |
| 3     | Shri Y.N. Jha, (Member)               |   |
| 4     | Shri Kumar Sumveg, (Member)           |   |
| 5     | Dr. Neel Kusum Kullu (Member)         |   |
| 6     | Shri Alok Ranjan (Member)             |   |

Two Subject Experts Outside the University:

|   |  |  |
|---|--|--|
| 1 | Md. Rashid Iqbal Siddique<br>Asst Professor, Amity University, Jharkhand |   |
| 2 | Ms. Nandini Sinha<br>Asst professor, Sarla Birla University.             |  |

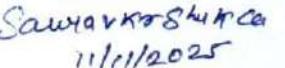
Industry Representative:

|   |  |  |
|---|--|--|
| 1 | Mr. Prem Shankar<br>(Owner, Sunmarg Ranchi, Awami News,<br>Live7 Channel, Morning India, Ex-Student<br>of Dept of BJMC, SXC Ranchi |  |
|---|--|--|

Expert from Outside the College:

|   |  |  |
|---|--|--|
| 1 | Mr. Anuj Kumar<br>1. Film Maker and<br>Asst. Prof, Gossner College (Dept<br>of Mass Comm. and Video<br>Production), Ranchi University. |  |
|---|--|--|

Post Graduate Ex-student:

|   |   |  |
|---|---|--|
| 1 | Mr. Sourabh Shukla<br>M.A. Journalism and mass Communication<br>Alumni of Dept of BJMC, SXC, Ranchi |  |
|---|---|--|

## **DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**ST. XAVIER'S COLLEGE**  
*(An Autonomous College, affiliated to Ranchi University)*  
**RANCHI-834001, JHARKHAND**

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## **EXAMINERS LIST FOR ACADEMIC YEAR 2025-2026**

| SEM | PAPER  | NAME OF THE EXAMINER   |
|-----|--|--|
| I   | C-1 INTRODUCTION TO JOURNALISM                 | 1. Mr.Y.N.Jha<br>2. Mr. S.K.Kiro<br>3. Mrs. Neel Kusum Kullu       |
| I   | C-2 HISTORY OF MEDIA                           | 1. Mr. S.K.Kiro<br>2. Mr.Y.N.Jha                                   |
| II  | C-3 INTRODUCTION TO COMMUNICATION              | 1. Mrs. Neel Kusum Kullu<br>2. Mr. S.K.Kiro                        |
| II  | C-4 INTRODUCTION TO PRINT MEDIA                | 1. Mr. S.K.Kiro<br>2. Mr.Y.N.Jha                                   |
| III | C-5 NEWS WRITING                               | 1. Mr. S.K.Kiro<br>2. Mr.Y.N.Jha                                   |
| III | C-6 BASICS OF REPORTING                        | 1. Mr. S.K.Kiro<br>2. Mr.Y.N.Jha                                   |
| III | C-7 INTRODUCTION TO ELECTRONIC MEDIA           | 1. Mrs. Neel Kusum Kullu<br>2. Mr. S.K.Kiro<br>3. Mr. Kumar Sumveg |
| III | SE-I ELEMENTARY COMPUTER APPLICATION SOFTWARES | 1. Mr. Kumar Sumveg<br>2. Mr. S.K.Kiro                             |
| IV  | C-8 INDIAN CONSTITUTION AND MEDIA RELATED LAWS | 1. Mr. S.K.Kiro<br>2. Mr. Y.N.Jha                                  |

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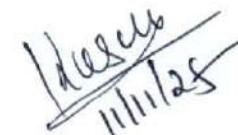
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| IV | <b>C-9 COMMUNICATION RESEARCH: THEORY AND PRACTICES</b>       | 1. Mrs. Neel Kusum Kullu<br>2. Mr. S.K.Kiro        |
| IV | <b>C-10 MEDIA MANAGEMENT</b>                                  | 1. Mr. S.K.Kiro<br>2. Mr. Y.N.Jha                  |
| IV | <b>SE-II COMMUNICATION SKILLS</b>                             | 1. Mr. Kumar Sumveg<br>2. Mr. S.K.Kiro             |
| V  | <b>C-11 RADIO JOURNALISM</b>                                  | 1. Mr. Shahid Anwar<br>2. Mr. Kumar Sumveg         |
| V  | <b>C-12 TELEVISION JOURNALISM</b>                             | 1. Md. Rashid Iqbal Siddque<br>2. Mr. Kumar Sumveg |
| V  | <b>DSE-01 DEVELOPMENT COMMUNICATION: THEORY AND PRACTICES</b> | 1. Mr. S.K.Kiro<br>2. Mr. Y.N.Jha                  |
| V  | <b>DSE-02 ADVERTISING THEORY AND PRACTICES</b>                | 1. Mrs. Neel Kusum Kullu<br>2. Akhelesh Kumar      |
| VI | <b>C-13 BASICS OF EDITING</b>                                 | 1. Mr. Kumar Sumveg<br>2. Biju Toppo               |
| VI | <b>C-14 COMMUNICATION TECHNOLOGY</b>                          | 1. Mrs. Neel Kusum Kullu<br>2. Mr. Kumar Sumveg    |
| VI | <b>DSE-03 PUBLIC RELATIONS THEORY AND PRACTICES</b>           | 1. Mrs. Neel Kusum Kullu<br>2. Mr. Anil Kumar      |
| VI | <b>DSE-04 ON-JOB-TRAINING</b>                                 | 1. Mr. S.K.Kiro<br>2.                              |

  
 11/11/25  
 Saurav K. Srivastava  
 11/11/25

  
 Biju Toppo  
 11/11/25

  
 Mr. S.K.Kiro  
 11/11/25

  
 Mr. Shahid Anwar  
 11/11/25

  
 Mrs. Neel Kusum Kullu  
 11/11/25

  
 Mr. Y.N.Jha  
 11/11/25

  
 Mr. Akhelesh Kumar  
 11/11/25

  
 Mr. Rashid Iqbal Siddque  
 11/11/25

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*S. Jaiswal 21/11/2015*

*M. N. Sawarkarshukla 21/11/2015*

*A. Bora 21/11/2015*

*B. C. D. 21/11/2015*

*M. B. D. 21/11/2015*

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## COURSE STRUCTURE FOR UNDERGRADUATE 'HONOURS' PROGRAMME

Table AI-1: Distribution of 164 Credits [\*wherever there is a Practical there will be no tutorial and vice-versa.]

| Course<br>Theory + Practical                            | Papers                  | Credits<br>Theory + Tutorial | Credits        |
|---|-------------------------|------------------------------|----------------|
| I. Core Course  | (CC 1 to 14)            |                              |                |
| Theory  | 14 Papers               | 14X4=56                      | 14X5=70        |
| Practical/ Tutorial*                                    | 14 Papers               | 14X2=28                      | 14X1=14        |
| II. Elective Course (EC)                                |                         |                              |                |
| A. Discipline Specific Elective                         | (DSE1 to 4)             |                              |                |
| Theory  | 4 Papers                | 4X4=16                       | 4X5=20         |
| Practical/ Tutorial*                                    | 4 Papers                | 4X2=8                        | 4X1=4          |
| B. Generic Elective/ Interdisciplinary (GE1 to 4)       |                         |                              |                |
| Theory  | 4 Papers                | 4X4=16                       | 4X5=20         |
| Practical/ Tutorial*                                    | 4 papers                | 4X2=8                        | 4X1=4          |
| III. Ability Enhancement Compulsory Courses (AECC)      |                         |                              |                |
| 1. English/ Hindi Communication                         | 1 Paper                 | 1X2=2                        | 1X2=2          |
| 2. Environmental Science                                | 1 Paper                 | 1x2=2                        | 1x2=2          |
| 3. Skill Enhancement Course<br>of the Core Course opted | (SEC 1 & 2)<br>2 Papers | 2X2=4                        | 2X2=4          |
| Total Credit = 140 + 24 = 164                           |                         |                              | 140 + 24 = 164 |

## Note:

In the Academic Council Meeting of Ranchi University, Ranchi, held on 29.06.2019, it is resolved that Students will be offered Two Generic Elective Subjects (GE-A & GE-B) in C.B.C.S. U.G. Honours Courses of all streams, so that their 'Eligibility for Admission' in P.G., Vocational & Technical Courses in various Institutions is not hampered.

Table AI-1.1: Course structure for B.Sc./ B.A./ B.Com./B.Voc. (Hons. Programme)

| Semester | Honours<br>(Core Courses)<br>14 Papers | Allied<br>(Elective Courses)<br>8 Papers | Ability Enhancement<br>(Compulsory Courses)<br>4 Papers | Total Credits |
|----------|--|--|---|---------------|
| Sem-I    | C-1, C-2<br>(6+6=12 Credits)           | GE-1A, GE-1B<br>(6+6=12 Credits)         | English Comm./ Hindi Comm.<br>(02 Credits)              | 26 Credits    |
| Sem-II   | C-3, C-4<br>(6+6=12 Credits)           | GE-2A, GE-2B<br>(6+6=12 Credits)         | EVS<br>(02 Credits)                                     | 26 Credits    |
| Sem-III  | C-5, C-6, C-7<br>(6+6+6=18 Credits)    | GE-3A, GE-3B<br>(6+6=12 Credits)         | SEC-1<br>(02 Credits)                                   | 32 Credits    |
| Sem-IV   | C-8, C-9, C-10                         | GE-4A, GE-4B                             | SEC-2   |               |

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Saurav Srivastava  
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Mohamed A  
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Jitendra  
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Bhupesh  
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Ishu  
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Dey  
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Shubh  
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|        |                    |                  |              |            |
|--------|--------------------|------------------|--------------|------------|
|        | (6+6+6=18 Credits) | (6+6=12 Credits) | (02 Credits) | 32 Credits |
| Sem-V  | C-11, C-12         | DSE-1, DSE-2     |              |            |
|        | (6+6=12 Credits)   | (6+6=12 Credits) |              | 24 Credits |
| Sem-VI | C-13, C-14         | DSE-3, DSE-4     |              |            |
|        | (6+6=12 Credits)   | (6+6=12 Credits) |              | 24Credits  |

Total = 164 Credits

## COURSES OF STUDY FOR UNDERGRADUATE 'B.J.M.C. Hons' PROGRAMME

Table AI- 2 Subject Combinations allowed for B.J.M.C. Hons. Programme (164 Credits)

| Honours/Core Subject<br>CC<br>14 Papers | Discipline Specific Elective Subject<br>DSES<br>4 Papers | Skill Enhancement Course<br>SEC<br>2 Papers | Compulsory Course<br>AECC<br>1+1=2 Papers |
|---|--|---|---|
| BJMC                                    | BJMC Specific  | SEC in BJMC                                 | Language Communication +<br>EVS           |

Table A1- 2.1 Semester wise Examination Structure for Mid Sem& End Sem Examinations:

| Sem | Core Honours, Allied DSE, Compulsory AECC Courses |   | Examination Structure      |                            |   |
|-----|---|---|----------------------------|----------------------------|---|
|     | Code  | Papers  | Mid Semester Theory (F.M.) | End Semester Theory (F.M.) | End Semester Practical/Assignment/Viva (F.M.) |
| I   | C1  | Introduction to Journalism +T                       | 15                         | 60                         | 25  |
|     | C2  | History of Media +T                                 | 15                         | 60                         | 25  |
|     | GE1A  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---                        | 100/ (75)                  | 0/ (25)                                       |
|     | GE1B  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---                        | 100/ (75)                  | 0/ (25)                                       |
|     | AECC  | Language Communication +T                           | ---                        | 100                        | ---   |
| II  | C3  | Introduction to Communication +T                    | 25                         | 75                         | ---   |
|     | C4  | Introduction to Print Media +T                      | 25                         | 75                         | ---   |
|     | GE2A  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---                        | 100/ (75)                  | 0/ (25)                                       |
|     | GE2B  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---                        | 100/ (75)                  | 0/ (25)                                       |
|     | AECC  | Environmental Studies +T                            | ---                        | 100                        | ---   |
| III | C5  | News Writing +T                                     | 25                         | 75                         | ---   |
|     | C6  | Basics of Reporting +T                              | 25                         | 75                         | ---   |
|     | C7  | Introduction to Electronic Media +T                 | ---                        | 75                         | 25  |
|     | GE3A  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---                        | 100/ (75)                  | 0/ (25)                                       |
|     | GE3B  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---                        | 100/ (75)                  | 0/ (25)                                       |
|     | SEC 1   | Fundamentals of Computers +T                        | ---                        | ---                        | 100   |
| IV  | C8  | Indian Constitution & Media Related Laws +T         | 25                         | 75                         | ---   |
|     | C9  | Communication Research +T                           | 25                         | 75                         | ---   |

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|-------|---|--|-----------|---------|
| C10   | Media Management +T                                 | 25   | 75        | ---     |
| GE4A  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---  | 100/ (75) | 0/ (25) |
| GE4B  | Refer Table AI-2.3 of the Syllabus of Subject opted | ---  | 100/ (75) | 0/ (25) |
| SEC 2 | Communication Skills +T                             | ---  | 75        | 25      |
| V     | C11   | Radio Journalism +Lab  | 15        | 60      |
|       | C12   | Television Journalism +Lab   | 15        | 60      |
|       | DSE 1   | Either Group 'A' or 'B'<br>1A Development Communication: Theory and Practices Or<br>1B Current Affairs | 15        | 60      |
|       | DSE 2   | 2A Advertising: Theory and Practices +T Or<br>2B Social Media: Theory and Practices +T                 | 15        | 60      |
| VI    | C13   | Basics of Editing +Lab   | 15        | 60      |
|       | C14   | Communication Technology +Lab  | 15        | 60      |
|       | DSE 3   | 3A Public Relation: Theory and Practices +T Or<br>3B Jharkhand: Journalism, Culture & Heritage +T      | 15        | 60      |
|       | DSE 4   | Internship   | ---       | ---     |

GE1 & GE2; Any Two Generic Elective Combinations allowed for B.J.M.C. (Hons) Course may be opted from the List given below:

Table AI- 2.2 Allowed Generic Subjects for B.J.M.C. Hons. Programme (140 + 24 = 164 Credits);

All Four Papers of Two allowed Subjects (Table AI-2.3) to be opted:

| Generic Elective Subject<br>GE 4 Papers | Generic Elective Courses for B.J.M.C. Course<br>(GE will be other than Core Subject opted) |
|---|--|
| Commerce Background                     | All four Generic Elective papers in GEA & GEB as listed below                              |
| Arts Background                         | All four Generic Elective papers in Arts subjects as listed below                          |
| Science Background                      | All four Generic Elective papers in Science subjects as listed below                       |

Table AI-2.3: For Student from COMMERCE background

| Generic Elective Subject<br>GE 4 Papers | Generic Elective Courses for Commerce Stream<br>(GE will be other than Core Subject opted) |                        |                       |  |
|---|--|------------------------|-----------------------|--|
|   | Semester I<br>GE1  | Semester II<br>GE2     | Semester III<br>GE3   | Semester IV<br>GE4                           |
| Commerce GEA                            | Micro Economics +T   | Business Statistics +T | Macro Economics +T    | Indian Economy - Performance and Policies +T |
| Commerce GEB                            | Business Organization +T   | Business Management +T | Monetary Economics +T | Indian Banking system +T                     |

Table AI-2.3: For Student from SCIENCE background All Four Papers of Two Subjects to be opted:

| Generic Elective Subject | Generic Elective Courses for Science Stream<br>(GE will be other than Core Subject opted) |
|--------------------------|---|
|                          |   |

*Srikant  
11/11/2025  
Ranjan*

*Wuzi 2025*

*Santosh Krushna  
11/11/25  
Mitali  
11/11/25  
Brijesh  
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Musum  
11/11/25  
Bhakti  
11/11/25  
Deepti  
11/11/25  
Shankar  
11/11/25*

| GE<br>4 Papers | Semester I<br>GE1   | Semester II<br>GE2   | Semester III<br>GE3  | Semester IV<br>GE4   |
|----------------|---|--|--|--|
| Physics        | Mechanics +Lab  | Electricity and Magnetism +Lab                                       | Thermal & Statistical Physics +Lab   | Waves and Optics +Lab  |
| Chemistry      | Atomic Structure, Bonding, General Org Chem & Aliphatic Hydrocarbons +Lab | Chemical Energetics, Equilibria & Functional Gp Org Chemistry-I +Lab | Chem. of s- and p-block elements, States of matter and Chem. Kinetics +Lab | Chem. of d-block elements, Molecules of Life +Lab            |
| Mathematics    | Differential Calculus And Coordinate Geometry 2D +T                       | Integral Calculus, Vector Calculus & Trigonometry +T                 | Real Analysis-I, Group Theory & Differential Equations +T                  | Real Analysis-II, Complex Variable, Set Theory & Matrices +T |
| Zoology        | Animal Diversity +Lab   | Human Physiology +Lab  | Food, Nutrition & Health +Lab  | Environment & Public Health +Lab                             |
| Botany         | Biodiversity +Lab   | Plant Ecology & Taxonomy +Lab  | Plant Anatomy & Embryology +Lab  | Plant Physiology & Metabolism +Lab                           |
| Geology        | Essentials of Geology +Lab  | Rocks & Minerals +Lab  | Fossils & their Applications +Lab  | Earth Resources +Lab   |

Table AI-2.3: For Student from ARTS background with Practical Subjects &amp;/OR having Economics

| S.No. | Note: Any One Subject may be opted as GE Subject but only One from S.No.1 and 10 will be allowed, if desired. |    |  |  |
|-------|---|----|--|--|
| 1     | Anthropology/ Geography/ Psychology/ Home Sc.   | 7  | Mathematics  |  |
| 2     | History   | 8  | Hindi  |  |
| 3     | Political Science   | 9  | English  |  |
| 4     | Sociology   | 10 | Bengali / Urdu / Sanskrit /<br>Ho / Kharia / Khortha /Kurmali / Kurukh /<br>Mundari / Nagpuri / PanchPargania / Santhali |  |
| 6     | Philosophy  |    |  |  |

Table AI-2.4 Generic Subject Papers for B. A. Hons. Programme (140 + 24 = 164 Credits); All Four Papers of Two allowed Subjects (Table AI-2.3) to be opted:

| Generic<br>Elective<br>Subject<br>GE<br>4 Papers | Generic Elective Courses for Arts Stream<br>(GE will be other than Core Subject opted) |   |   |   |
|--|--|---|---|---|
|  | Semester I<br>GE1  | Semester II<br>GE2                        | Semester III<br>GE3                     | Semester IV GE4                                 |
| Hindi  | कला और साहित्य, ज  | अनुवाद, ज                                 | साहित्य और पत्रकारिता, ज                | रचनात्मक लेखन की विधाएँ ज                       |
| English  | Academic Writing +T  | Language & Linguistics +T                 | Literature: Poems & Short Stories +T    | Language, Literature & Culture +T               |
| Bengali  | History of Bengali Literature +T   | Bengali Poetry, Novel, Short Stories +T   | Bengali Poetry, Drama, Short Stories +T | Bengali Poetry, Short Stories, Bengali Essay +T |
| Urdu   | Study of Poet Nazir Akbarabadi +T  | Study of Short Story Writer Prem Chand +T | Mass Media: Principles and Practice +T  | Study of Short Story Writer +T                  |
| Sanskrit   | सं ध त ाकरण एवं वाकरण शा काटितहास +T   | भारतीय सं ध लित एवं वाक्यालय +T           | आयुवदीपर रा +T                          | भाषाविज्ञान +T                                  |
| Ho   | कला, साहित्य एवं संस्कृति ज  | पारम्परिक वाद्य यंत्र ज                   | आरथण्डी समुदाय का सांस्कृतिक केन्द्र ज  | होसमुदाय की नृत्य शैलियाँ ज                     |
| Kharia   | कला, साहित्य एवं संस्कृति ज  | पारम्परिक वाद्य यंत्र ज                   | झारखण्डी समुदाय का सांस्कृतिक केन्द्र ज | खडिगा समुदाय की नृत्य शैलियाँ ज                 |

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Savita Krushika  
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Renuka  
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*Parusy 11/11/25  
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Bhakti  
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*Day 11/11/25  
Shabir  
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|                   |   |  |   |  |
|-------------------|---|--|---|--|
| Khortha           | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | खोरातासमुदाय की नृत्य शैलियाँ जे                             |
| Kurmali           | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | कुरमालीसमुदाय की नृत्य शैलियाँ जे                            |
| Kurukh            | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | कुंडुख समुदाय की नृत्य शैलियाँ जे                            |
| Mundari           | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | मुण्डासमुदाय की नृत्य शैलियाँ जे                             |
| Nagpuri           | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | नागपुरी समुदाय की नृत्य शैलियाँ जे                           |
| PanchPargania     | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | पंचपरगनियासमुदाय की नृत्य शैलियाँ जे                         |
| Santhali          | कला, साहित्य एवं संस्कृति<br>जे                   | पारम्परिक वाद्य यंत्र जे                             | झारखण्डीसमुदाय कासारकृतिककेन्द्र जे                       | संताल समुदाय की नृत्य शैलियाँ जे                             |
| Geography         | Geomorphology +Lab                                | Human Geography +Lab                                 | Climatology +Lab  | Economic Geography +Lab                                      |
| History           | Environmental Issues in India +T                  | Making of Contemporary India +T                      | History of West Asia +T                                   | India and her Neighbours +T                                  |
| Political Science | An Introduction to Political Theory +T            | Indian Govt. and Politics +T                         | Comparative Govt. and Politics +T                         | Public Administration +T                                     |
| Psychology        | Introduction of psychology +Lab                   | Social psychology +Lab                               | Psychopathology +Lab                                      | Psychological Statistics +Lab                                |
| Sociology         | Indian Society and Culture +T                     | Social Movement in India +T                          | Sociology of Religion +T                                  | Indian Sociological Theories +T                              |
| Economics         | Principals of Microeconomics +T                   | Principals of Macroeconomics +T                      | Indian Economy +T   | Money Banking & Public Finance +T                            |
| Anthropology      | Economic Anthropology +Lab                        | Political Anthropology +Lab                          | Anthropology of Religion +Lab                             | Linguistic Anthropology +Lab                                 |
| Philosophy        | Indian Philosophy-I +T                            | Indian Philosophy-II +T                              | Indian Ethics +T  | Western Ethics +T  |
| Home Science      | Human Nutrition +Lab                              | Entrepreneurship for small Catering units +Lab       | Current concerns in Public Health Nutrition +Lab          | Care and Wellbeing in Human Development +Lab                 |
| Mathematics       | Differential Calculus & Coordinate Geometry 2D +T | Integral Calculus, Vector Calculus & Trigonometry +T | Real Analysis-I, Group Theory & Differential Equations +T | Real Analysis-II, Complex Variable, Set Theory & Matrices +T |

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## SEMESTER I

5 Papers

Total 100 x 5 = 500 Marks

I. ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

(Credits: Theory-02)

योग्यता संवर्धन अनिवार्य पाठ्यक्रम

क्रेडिट रु सैद्धान्तिक 02

Marks : 100 (ESE 3Hrs) = 100

Pass Marks Th ESE = 40

Instruction to Question Setter for EndSemester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six questions of 20 marks each, out of which any four are to answer. Note: There may be subdivisions in each question asked in Theory Examinations.

## ENGLISH COMMUNICATION

Theory: 30 Lectures

Course Objectives: -

- To create linguistic skills
- To impart knowledge about advanced vocabulary for effective communication
- To understand the societal cultural perspectives
- To inculcate the knowledge of compositional and comprehension skills

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- Students would be able to create linguistic skills
- Students would be able to impart knowledge about advanced vocabulary for effective communication
- Students would be able to understand the societal cultural perspectives
- Students would be able to inculcate the knowledge of compositional and comprehension skills

Unit-I - Communication – Definition, stages, barriers, types: verbal and non-verbal, Listening-Meaning, Nature and importance, Principles of Good Listening

Unit-II- Class-presentation (Oral for five minutes) on any of the above-mentioned topics: Descriptive writing, expansion of an idea

Unit-III- Writing skills – notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), and Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter

Unit-IV- Vocabulary building: One word substitution, synonyms and antonyms, idioms and phrases

Suggested Readings: Text Books:-

1. Technical Communication, M.H. Rizvi, Tata McGrawhill
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan

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4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Precis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press

OR

## HINDI COMMUNICATION

## Theory: 30 Lectures

Marks : 100 (ESE 3Hrs) = 100

Pass Marks Th ESE = 40

### Course Objectives: -

- To strengthen oral communication skills in Hindi Language
- To develop the knowledge of written in Hindi Language
- To improve vocabulary in Hindi Language
- To inculcate the knowledge of grammar in Hindi Language

- Students would be able to strengthen oral communication skills in Hindi Language
- Student would be able to develop the knowledge of writing in Hindi Language
- Students would be able to improve vocabulary in Hindi Language
- Students would be able to inculcate the knowledge of grammar in Hindi Language

### प्रश्नपत्र के लिए निर्देश

क्रेडिटरु सैख्तान्तिक.02द्व

### छमाहीपरीक्षा:

प्रश्नोंकेदोसमूहहांगे। खण्ड '।' अनिवार्यहैजिसमेंतीनप्रश्नहोंगे प्रश्न संख्या 1 मेंदसअत्यंतलघुउत्तरीय 1 अंक के प्रश्नहोंगे। प्रश्न संख्या 2 व 3 लघुउत्तरीय 5 अंककाप्रश्नहोंगे। खण्ड 'ठ' में छः में से किर्णीचार 20 अंकों के वि यनि ठ/ वर्णनात्मकप्रश्नों के उत्तरदेनेहोंगे। नोट : थ्योरीपरीक्षामेंपूछे गए प्रत्येकप्रश्नमेंउपर्युक्तविभाजनहोसकतेहैं।

हिन्दीव्याकरण एवं संप्रेषण सैद्धान्तिक लूप 30 व्याख्यान इकाई-1 हिन्दीव्याकरण और रचना,

संज्ञा, सर्वनाम, वि शेषण, क्रिया, अव्यय, कारक, वचन, संधि, उपसर्ग, प्रत्यय तथासमास, लिंगनिर्णय, पर्यायवाची भाब्द, विलोम भाब्द, अनेक भाब्दों के लिए एक भाब्द, भाब्द भुद्धि, वाक्य भुद्धि, मुहावरे और लकौत्तियां, पल्लवन एवं संक्षेपण।

## डिक्टी-2 निबंध कलात्थासमसामयिक एवंराष्ट्रीय विषयोंपरनिबंध लेखन

इकाई-3 संप्रेषण (संचार) संप्रेषण की अवधारणा और महत्व, संप्रेषण के लिए आवश्यक भार्ते, संप्रेषण के प्रकार, संप्रेषण कामाध्यम, संप्रेषण कला, संप्रेषण की तकनीक, वाचन कला, समाचार वाचन, साक्षात्कार कला, रचनात्मक लेखन का लक्ष्य, रचनात्मक लेखन का आधार, भाव और विचारों की प्रस्तुति, वाक् कला की उपयोगिता।

### अनशंसितपस्तके :-

|    |                          |                         |
|----|--------------------------|-------------------------|
| १- | वृहत्याकरणभास्कर         | : डॉ वचनदेवकुमार        |
| २- | वृहत्निबंध भास्कर        | : डॉ वचनदेवकुमार        |
| ३- | आधिनिकहिन्दीयाकरणआँररचना | : डॉ यासुदेवनन्दनप्रसाद |

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| 4- रचनामानस                        | : प्रो० रामेश्वरनाथतिवारी        |
| 5- व्यवहारिकहिन्दी                 | : डॉ० जगेंबहादुरपाण्डेय          |
| 6- रचनात्मक लखे इन                 | : डॉ० रमेश । गौतम                |
| 7- राजहसंहिन्दीनिवंड               | : धो० आर० एन० गौड                |
| 8- सफलहिन्दीनिवंड                  | : रत्नेश्वर                      |
| 9- निवंध सहचर                      | : डॉ० लक्ष्मणप्रसाद              |
| 10- उपकारमुहावरेओरलोकोयितयाँ       | : प्रो० राजेश्वरप्रसादभट्टवृद्धी |
| 11- कहनियोंकहावतों की              | : प्रतापअनन्म                    |
| 12- सम्प्रेषणपरकहिन्दीभाषाशिक्षण   | : डॉ० वैश्नानारागं               |
| 13- शैलीविज्ञान                    | : डॉ० सुशास्कुमार                |
| 14- शैलीविज्ञानप्रतिमानजौरविश्लेषण | : डॉ० पाठे ये शशिभूषण शीताशु     |
| भौलीविज्ञानकाटिहास                 | : डॉ० पाठे ये शशिभूषण शीताशु     |

## II. GENERIC ELECTIVE (GE 1A):

(Credits: 06)

GE1A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

### III. GENERIC ELECTIVE (GE 1B):

(Credits: 06)

GE1B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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IV. CORE COURSE -C 1:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

## INTRODUCTION TO JOURNALISM

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

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

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Learning Outcomes:-

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- Students would be able to understand the basics of journalism
- Students would be able to inculcate the knowledge of student elements of journalism
- Students would be able to acquaint them with important aspects of the process of journalism
- Students would be able to develop the knowledge of skills of journalism
- Students would be able to enhance understanding of the technical terms and jargons of journalism.

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**Unit-I-** Journalism: Concept, nature, scope, function and types, Role of Journalism in Society, Journalism and Democracy, Concept of Fourth Estate, Concept of Mass Communication, Mass Communication in India

**Unit-II-** Process of Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism

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Bhile 11/11/25  
D 11/11/25*

*Shobhija 11/11/25*

Unit – III- Photo-journalism: Definition, History, Ethics and Industry, Elements of Photography, about Camera, Types of Camera, Camera Control, Aperture, Shutter speed, Focus system, Lens Depth, Use of Filters, Measuring light, and Rules of Composition.

Unit –IV- Radio Journalism: Introduction to Sound-- types, properties, types of microphones (dynamic, condenser etc), Format of Audio tapes, and audio editing.

Assignments should be given by faculty concerned on any topic from above four units

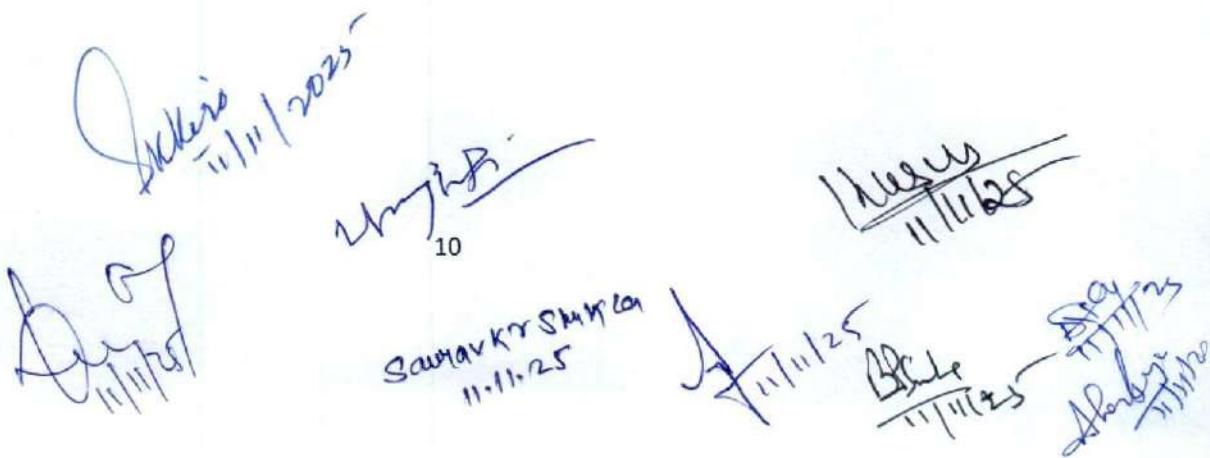
Suggested Readings:

Text Books:-

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs

Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- Keval J.kumar)- अिमताभीवा च


 A cluster of handwritten signatures and dates in blue ink. The signatures include 'Sachin 11/11/2025', 'Rajesh 10/11/2025', 'Saurav Kumar 11/11/2025', 'Amit 11/11/2025', 'Bhushan 11/11/2025', 'Rakesh 11/11/2025', and 'Shashi 11/11/2025'. The dates are written in a variety of styles, such as '11/11/2025', '11/11/2025', and '11/11/2025'.

V. CORE COURSE- C 2:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for  
Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## HISTORY OF MEDIA

Theory: 75 Lectures; Tutorial: 15 Lectures

## Course Objectives: -

- To acquaint students with the glorious journey of journalism
- To enhance understanding of the origin of the traditional print, electronic and web media To inculcate the knowledge of growth of print, electronic and cinema
- To acquaint learners with technological advancements in print, electronic and web media
- To throw light on the present status of various mass media

## Learning Outcomes:-

- Students would be able to acquaint themselves with the glorious journey of journalism
- Students would be able to enhance understanding of the origin and of the print, electronic and web media
- Students would be able to inculcate the knowledge of growth of print, electronic and web media
- Students would be able to acquaint themselves with technological advancements in print, electronic and web media
- Students would be able to throw light on the present status of various mass media

Unit-I - Origin and development of the press in India, The press and freedom movement  
 Bhartendu era, Pioneers of Indian Journalism: Tilak and Gandhi and others, Post-independence journalism

Unit-II- Traditional media- Folk dances and music, Folk theatre, Puppetry, Reviving traditional media

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Unit-III- Invention of Radio and its advent as a tool of information/entertainment, History of Radio in India, Public service, Commercial service, Community service

Unit-IV- Evolution and development of Television, History of TV in India, SITE, Growth of Doordarshan and private channels, Public service and commercial TV broadcasting

Unit-V - Evolution of Cinema, Introduction to major Film Genres, Silent Era of Indian Cinema Major Features and Personalities, The 'Talkies' Popular Cinema, New Wave and 'Middle' Cinema

\* Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

- 1<sup>st</sup> वर्मा, केशवचन्द्र, शब्द की साख (भारत मेरेडियो प्रसारण), लोकभारतीप्रकाशन, इलाहाबाद
- 2<sup>nd</sup> चड्ढा, मनमोहन, हिन्दीसिनेमाकाइतिहास, सविवप्रकाशन, दिल्ली
- 3<sup>rd</sup> रजा, राहीमासूम, सिनमे । औरसर्वकृति, वाणीप्रकाशन, दिल्ली
- 4<sup>th</sup> विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशनविभाग, दिल्ली
- 5<sup>th</sup> मिश्र, डॉ. कृष्णबिहारी, हिन्दीपत्रकारिता, लोकभारतीप्रकाशन, इलाहाबाद
6. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
7. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
8. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986

Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- जिमताभीवा व

12

Sawar Kirshna  
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Abhishek

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Dnyaneshwar

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Vishal

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Rajesh

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Rakesh

## SEMESTER II

5 Papers

Total 100 x 5 = 500 Marks

I. ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

7(Credits: Theory-02)

Marks : 100 (ESE: 3Hrs)=100

Pass Marks Th ESE = 40

Instruction to Question Setter for EndSemester Examination (ESE):

There will be objective type test consisting of hundred questions of one mark each. Examinees are required to mark their answer on OMR Sheet provided by the University.

## AECC – ENVIRONMENT STUDIES

Theory: 30 Lectures

Course Objectives: -

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

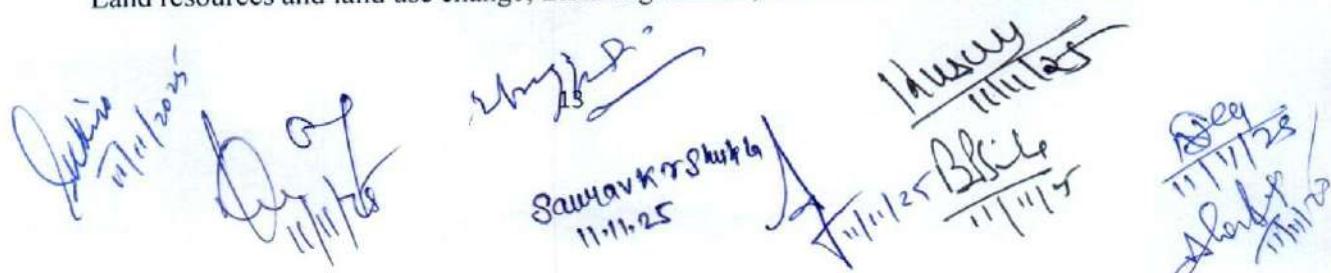
Learning Outcomes:-

- Students would gain understanding of the concepts of environmental studies
- Students would be able to utilize media for different sustainable developmental activities
- Students would be able to utilize media for different promotional activities for protecting environment
- Students will be able to create awareness about environmental issues in society
- Students would be able to know about the consequences of issues like global warming or climate change

Unit I: Introduction to environmental studies  
 Multidisciplinary nature of environmental studies;  
 Scope and importance; Concept of sustainability and sustainable development

Unit II: Ecosystems  
 Definition, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following Ecosystems- Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III: Natural Resources: Renewable and Non-Renewable Resources  
 Land resources and land use change; Land degradation, soil erosion and desertification.


 A series of handwritten signatures and dates in blue ink, likely signatures of faculty or administrative staff, are arranged in a curved line across the bottom of the page. The signatures are somewhat stylized and difficult to read in detail, but the dates are clearly visible as 11/11/25.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit IV: Biodiversity and Conservation**

Levels of biological diversity: genetic, species and ecosystem diversity;

Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots

India as a mega-biodiversity nation; Endangered and endemic species of India

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Environmental Pollution**

**Unit V:**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste. Pollution case studies.

**Unit VI: Environmental Policies & Practices**

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture, Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**Unit VII: Human Communities and the Environment**

Human population growth: Impacts on environment, human health and welfare.

Resettlement and rehabilitation of project affected persons; case studies.

Disaster management: floods, earthquake, cyclones and landslides.

Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

**Unit VIII: Field work**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-□ Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems□ pond, river, Delhi Ridge, etc.

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B.S.S.  
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*Deg  
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Hank  
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**Suggested Readings:**

1. Raziuddin, M., Mishra P.K. 2014, A Handbook of Environmental Studies, Akanaksha Publications, Ranchi.
2. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
3. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
4. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
5. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.

**II. GENERIC ELECTIVE (GE 2A):**

(Credits: 06)

GE2A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

**III. GENERIC ELECTIVE (GE 2B):**

(Credits: 06)

GE2B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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B. C.  
11/11/25**Dey  
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Shankar  
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IV. CORE COURSE -C 3:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):Instruction to Question Setter for Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## INTRODUCTION TO COMMUNICATION

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

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- To develop the knowledge of basic elements of Communication
- To inculcate the knowledge of communication model
- To introduce students to the theories of Communication
- To acquaint students with the various types of Communication
- To strengthen the 5Cs of Communication

Learning Outcomes:-

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- Students would be able to introduce themselves to the theories of Communication
- Students would be able to inculcate the knowledge of Communication models
- Students would be able to develop the knowledge of basic elements of Communication
- Students would be able to acquaint themselves with the various types of Communication
- Students would be able to strengthen the 5Cs of Communication

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Unit-I - Communication concept elements and process, Defining meaning and scope of communication, Types of communication, Barriers to communication, Function of communication

Unit-II- Basic models of Mass Communication- Aristotle's model, Lasswell's model, Shannon and Weaver model, Osgood's model

Unit-III- Basic theories of Communication- Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory

Unit-IV- Media Theories- Four theories of Press, Interactive Theory: One step flow, Two step flow (Opinion Leaders), Multi step flow

Unit-V - Relevance of communication theories to practice – Persuasion, Perception, Diffusion of Innovations, Social Learning, Participatory Communication

\* Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

1. Dennis, McQuail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
7. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.

Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- Keval J. Kumar)- जिमताभीवा व

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Saurav Kumar Shukla  
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V. CORE COURSE -C 4:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## INTRODUCTION TO PRINT MEDIA

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

- To understand the working pattern of various print media platforms
- To familiarize the students with the basics of writing of print media
- To create understanding of various print media content
- To develop the knowledge of news agency
- To inculcate the knowledge of book editing

Learning Outcomes:-

- Students would able to understand the working pattern of various print media platform
- Students would be able to familiarize themselves with the basics of writing of print media
- Students would be able to create understanding of various print media content
- Students would be able to develop the knowledge of news agency
- Students would be able to inculcate the knowledge of book editing

**Unit-I -** Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly), Elements of News Writing, writing a Photo caption for a Newspaper, writing an Editorial, Article and Feature for a newspaper, Writing news stories for different beats

**Unit-II-** Style sheet of a Newspaper, Pagination of a Newspaper, Vocabulary for writing news in a Newspaper, Editorial policy of a Newspaper, Opinion Writing

**Unit-III-** Difference between writing for a Newspaper and Magazines, Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.), Writing a Travelogue, Data Journalism, Writing for a Magazine

**Unit-IV-** Concept of News agency, Indian news agencies, foreign news agencies, Writing for news agencies, Difference between writing for news agencies & other forms of writing

**Unit-V -** Concept of book editing, Text books, Supplementary books, Concept of book publishing, online book publishing

\* Assignments should be given by faculty concerned on any topic from above five units

### Suggested Readings:

### Text Books:-

1. History of Journalism in India - J. Natrajan
2. Press - M. Chalapati Rao
3. Press Commission Report - Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
5. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
6. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998

Re

### Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- जिमताभीवा व

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## SEMESTER III

6 Papers

Total 100 x 6 = 600 Marks

I. SKILL ENHANCEMENT COURSE SEC 1:

(Credits: Theory- 02)

Marks : 100 (ESE: 3Hrs)=100

Pass Marks Th ESE = 40

Instruction to Question Setter for EndSemester Examination (ESE):

There will be objective type test consisting of hundred questions of 1 mark each. Students are required to mark their answer on OMR Sheet provided by the University.

ELEMENTARY COMPUTER APPLICATION SOFTWARES:

A Common Syllabus Prescribed by Ranchi University

## Objective of the Course

The objective of the course is to generate qualified manpower in the area of Information Technology (IT) and Graphic designing which will enable such person to work seamlessly at any Offices, whether Govt. or Private or for future entrepreneurs in the field of IT.

## SKILL ENHANCEMENT LAB- SEC 1 LAB

30 Lectures

A. MS-WORD LAB ASSIGNMENT

1. Write down the following Paragraph OR any one provided by your teacher;

Without a doubt, the Internet is one of the most important inventions of modern times. The Internet is a global interconnected computer networks which allow each connected computer to share and exchange information with each other. The origins of the Internet can be traced to the creation of Advanced Research Projects Agency Network (ARPANET) as a network of computers under the auspices of the U.S. Department of Defense in 1969.

Apply following effects on The paragraph:

- i. Paragraph font-size and font-type must be 12 Verdana.
- ii. Paragraph alignment must be justified and double line spacing.
- iii. Highlight the “(ARPANET)” with green color. iv. Make the “Internet” keywords Bold and Italic.
- v. Insert any “WordArt” and a symbol to your document.
- vi. Insert a clipart to your document.
- vii. Add following lines to your document:

Internet, Intranet, Extranet, URL, WWW, Networking, Protocols, HTTP, TCP/IP

## 2. Create a Table of following fields:

Name, Surname, Age, Gender, Job and apply the following effects

- i. Insert 10 records
- ii. Font size should be 12
- iii. Title size should be 14
- iv. Font type should be Times new Roman
- v. Title color should be blue
- vi. Text color should be black
- vii. Table border should be 2

## 3. Write a letter on 'Road Safety' and send to 'Multiple Recipients' using mail merge.

## 4. Type the paragraph given below:

Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (for Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (for Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol.

Apply the following:

- i. Change Internet into Internets at a time
- ii. Heilight TCP/IP in red color
- iii. Replace protocol into protocols
- iv. Find the word "Public"

**B. MICROSOFT EXCEL LAB ASSIGNMENT**

## Basic Formatting and Spreadsheet Manipulation

1. Add rows and columns to an existing spreadsheet
2. Reformat data (center, comma and currency styles, bold, text color)
3. Work with a simple formula (product) and function (sum)

## Assignment

1. Create a workbook as shown below.
2. To enter new rows or columns, simply click on the row or column header to select the whole row or column. Then right click with the mouse and choose insert.
3. Add the new row for S Spade with the data that's shown below (between the original rows 7 and 8).

*Sheet 11/11/25*  
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*Sheet 11/11/25*

*Sheet 11/11/25*  
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*Sheet 11/11/25*  
11/11/25

4. Add a column for gender and the data as shown below (between the original columns A and B). Enter the appropriate gender for yourself in the last row.

| A        | B           | C           | D               |
|----------|-------------|-------------|-----------------|
| Name     | Male/Female | Genre       | Number of Songs |
| J Smith  | F           | Blues       | 50              |
| B Doe    | M           | Country     | 110             |
| S Spade  | F           | Country     | 200             |
| F Zappa  | M           | Blues       | 1400            |
| F Zappa  | M           | Alternative | 2300            |
| J Smith  | F           | Alternative | 150             |
| S Spade  | F           | Blues       | 1000            |
| B Doe    | M           | Blues       | 75              |
| yourname | M           | Blues       | 800             |

5. Center the data in columns B and C. Do this by selecting the whole column and click the center icon on the ribbon.

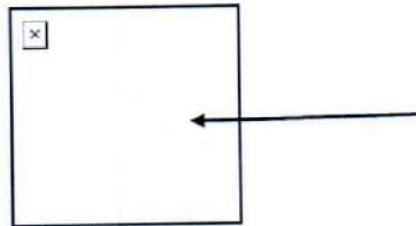
6. Bold the data in row 1, the column headings (ensure that the data all remains visible within the column boundaries).

7. Change the font color for row 1 to Blue.

8. Change the format of the data in column D to comma style (no decimal places showing). There is an icon on the home tab that sets it to comma style easily.

9. Add two new column labels to the right of the current columns; Unit Price and Total Cost. (They will be in columns E and F.) These two columns of data should be currency type so that the dollar sign is shown. There is an icon to quickly format the selected column as currency type.

10. All tunes are \$.99, so enter that value for all rows in Column E. You can copy quickly by using the Auto Fill handle and drag that amount down. When you over your mouse over the tiny square in the bottom right hand corner of the active cell, your mouse shape will become a skinny plus sign, and you can click and drag that cell to make a copy.



11. Calculate Total Cost (column F) as column D times Column E. You will type in a formula like this into cell F2: =D2\*E2 (Be sure to begin the formula with an equal sign)

12. Use the AutoFill (skinny plus sign) again to copy the formula down column F; down to F10. Double check the picture below to make sure yours has the correct values

Handwritten notes and signatures are visible in the background of the image, including:

- Julian 11/11/20
- 22
- Samir kashish 11/11/25
- Me Fahim 11/11/25
- 11/11/25
- Blues 11/11/25
- Shuktara 11/11/25
- 11/11/25
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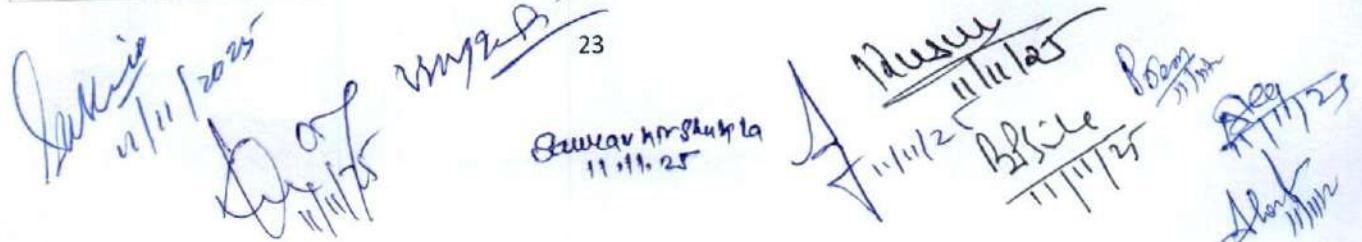
13. Add a border to all of the cells (A1-f10) using the Borders tool in the Fonts group on the Home Tab.
14. Change the page layout to landscape. Do this by clicking the Page Layout tab on the ribbon and then to Orientation to Landscape.
15. Save the file.
16. Click in cell F11 and Use the sum function or the shortcut icon that looks like  $\Sigma$  to get the total of the Total Cost column.
17. Ensure that the data is all visible within the column boundaries. Make the columns wider if needed.
18. Save the workbook. Your final spreadsheet should look like the following when printed.

| Name     | Male/Female | Genre       | Number of Songs | Unit Price | Total Cost  |
|----------|-------------|-------------|-----------------|------------|-------------|
| J Smith  | F           | Blues       | 50              | \$ 0.99    | \$ 49.50    |
| B Doe    | M           | Country     | 110             | \$ 0.99    | \$ 108.90   |
| S Spade  | F           | Country     | 200             | \$ 0.99    | \$ 198.00   |
| F Zappa  | M           | Blues       | 1,400           | \$ 0.99    | \$ 1,386.00 |
| F Zappa  | M           | Alternative | 2,300           | \$ 0.99    | \$ 2,277.00 |
| S Spade  | F           | Blues       | 1,000           | \$ 0.99    | \$ 990.00   |
| J Smith  | F           | Alternative | 150             | \$ 0.99    | \$ 148.50   |
| B Doe    | M           | Blues       | 75              | \$ 0.99    | \$ 74.25    |
| yourname | M           | Blues       | 800             | \$ 0.99    | \$ 792.00   |
|          |             |             |                 |            | \$ 6,024.15 |

Create a sample table given below in Excel

- Using formula find Total
- Find the maximum value using MAX function from the Units column
- Find minimum value from Total column

| Order Date | Region  | Rep     | Item   | Units | Unit Cost | Total  |
|------------|---------|---------|--------|-------|-----------|--------|
| 1/6/2016   | East    | Jones   | Pencil | 95    | 1.99      | 189.05 |
| 1/23/2016  | Central | Kivell  | Binder | 50    | 19.99     | 999.50 |
| 2/9/2016   | Central | Jardine | Pencil | 36    | 4.99      | 179.64 |
| 2/26/2016  | Central | Gill    | Pen    | 27    | 19.99     | 539.73 |
| 3/15/2016  | West    | Sorvino | Pencil | 56    | 2.99      | 167.44 |
| 4/1/2016   | East    | Jones   | Binder | 60    | 4.99      | 299.40 |
| 4/18/2016  | Central | Andrews | Pencil | 75    | 1.99      | 149.25 |
| 5/5/2016   | Central | Jardine | Pencil | 90    | 4.99      | 449.10 |


 Handwritten signatures and marks are present in the bottom right corner, including a large signature of 'Rajesh', a date '11/11/2016', and other smaller handwritten text and numbers.

|            |         |          |         |    |        |          |
|------------|---------|----------|---------|----|--------|----------|
| 5/22/2016  | West    | Thompson | Pencil  | 32 | 1.99   | 63.68    |
| 6/8/2016   | East    | Jones    | Binder  | 60 | 8.99   | 539.40   |
| 6/25/2016  | Central | Morgan   | Pencil  | 90 | 4.99   | 449.10   |
| 7/12/2016  | East    | Howard   | Binder  | 29 | 1.99   | 57.71    |
| 7/29/2016  | East    | Parent   | Binder  | 81 | 19.99  | 1,619.19 |
| 8/15/2016  | East    | Jones    | Pencil  | 35 | 4.99   | 174.65   |
| 9/1/2016   | Central | Smith    | Desk    | 2  | 125.00 | 250.00   |
| 9/18/2016  | East    | Jones    | Pen Set | 16 | 15.99  | 255.84   |
| 10/5/2016  | Central | Morgan   | Binder  | 28 | 8.99   | 251.72   |
| 10/22/2016 | East    | Jones    | Pen     | 64 | 8.99   | 575.36   |
| 11/8/2016  | East    | Parent   | Pen     | 15 | 19.99  | 299.85   |
| 11/25/2016 | Central | Kivell   | Pen Set | 96 | 4.99   | 479.04   |
| 12/12/2016 | Central | Smith    | Pencil  | 67 | 1.29   | 86.43    |
| 12/29/2016 | East    | Parent   | Pen Set | 74 | 15.99  | 1,183.26 |

### C. MS-POWERPOINT LAB ASSIGNMENT

#### Activity 1 : Using Text & Background/Themes

- Create one new slide and insert any text.
- To make your slide more attractive, use the themes or background.
- Make sure it apply for every slide not only one slide.

#### Activity 2 : Apply Custom Animation On Text

- Use the custom animation to add effects on your text. Set the text move after you click the mouse.
- If you have more than one text, add effects for each of text.

#### Activity 3 : Insert Image & WordArt

- Insert one new blank slide.
- Choose one pictures or clip art from any source and insert in your new slide.
- Using the WordArt, make a note or title on your picture.
- Use the custom animation again to add effects on your picture and WordArt.

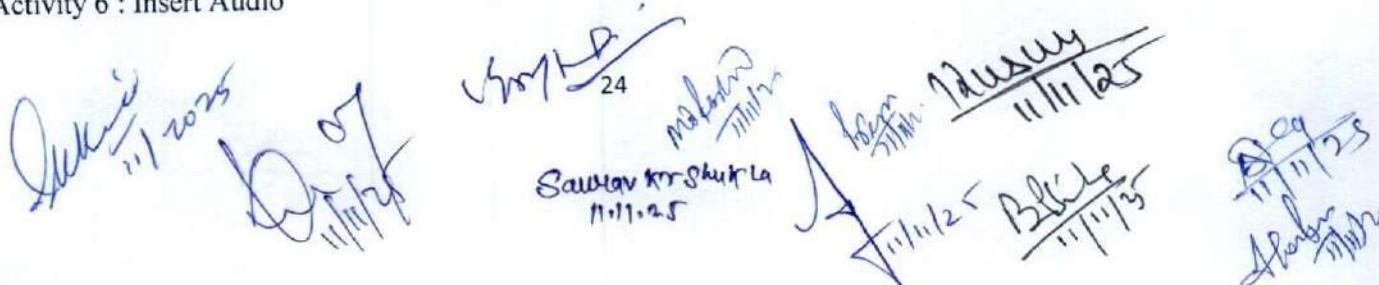
#### Activity 4 : Insert Text Box

- Insert one new blank slide.
- Use the text box to insert one paragraph of text and adjust your text.

#### Activity 5 : Insert Smart Art

- Insert one new blank slide.
- Insert the Smart Art and put your text on the Smart Art.

#### Activity 6 : Insert Audio



- i. Back to your first slide and insert one audio on that slide. The audio must play automatically when you show your slide.
- ii. Make sure the speaker also not appear when you show your slide. (the icon). iii. The audio must play when you show all your slide, not only one slide.

## Activity 7 : inserting Video

- i. Insert one new slide and insert one short video

## Activity 8 : Save File

i. Save your file

#### Activity 9 : Create Photo Album & Hyperlink

- i. Insert one new slide and put a text ex: "My Photo Album"
- ii. Create one photo album and adjust your text and your photos
- iii. Save your photo album with a new file iv. Make a hyperlink to your photo using the text "My Photo Album"

### Reference Books:

1. Faithewempen, word 2016 in depth 1<sup>st</sup> edition, que publishing (2015)
2. Stevenwelkler, Office 2016 for bigners, Create Space Independent publishing plateform (2016)
3. Elaine Marmel, office 2016 simplified, 1<sup>st</sup> Edition, John wiley and sons Inc (2016)
4. Patrice-Anne Rutledge, Easy office 2016 1st edition, Que publishing (2016)

## II. GENERIC ELECTIVE (GE 3A):

(Credits: 06)

GE3A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

### III. GENERIC ELECTIVE (GE 3B):

(Credits: 06)

GE3B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

IV. CORE COURSE -C 5:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## NEWS WRITING

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

- To understand basics of news writing
- To understand the theory, methods, and practice of gathering information and writing news
- To understand different writing techniques
- To develop the knowledge of web writing

To inculcate the knowledge of news and backgrounder  
 Learning Outcomes:-

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- Students know about the basics of news writing
- Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news
- Students would be able to understand different writing techniques
- Students will have the knowledge of web writing
- Students will be having the knowledge of news and background

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**Unit-I -** Concept & Definitions of News, Elements of News, News values and dynamics of news values-Truth, Objectivity, Diversity, and Plurality. Social welfare and relevance of facts

**Unit-II-** News: structure and content, Differences between news writing and other forms of media writing, various types of writing style, Headlines: Types, Function and Importance, Various techniques of writing headlines.

**Unit-III-** Source of News, cultivation and protection, Verification and validation of facts, Types of News stories, Introduction to writing news, Article & Features

**Unit-IV-** News in Television--

Introduction to Videography: Types and parts of video camera, tripod, video tape recorder, fundamentals of video recording, basics of shoot terminology, basic camera movements  
 Concept of Lighting and Sound in Video Production

**Unit-V -** News writing for web, E-paper, writing for Blog, writing photo captions, writing for social media, Comparison of online writing and other forms of writing

\* Assignments should be given by faculty concerned on any topic from above five units

**Suggested Readings:**

**Text Books:-**

1. George, A. H. (1990). News Writing, Kanishka Publications
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972
5. M.L. Stein. and Susan F Paterno, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003

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 Nisha 11/11/25  
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 Akash 11/11/25*

6. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006

Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- जिमताभीवा व

**V. CORE COURSE -C 6:**

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

**BASICS OF REPORTING**

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

- To understand the basics of reporting
- To familiarize the students with different types of reporting
- To create understanding of specialized reporting
- To develop the general understanding of art culture and sports reporting
- To inculcate the knowledge of crime reporting

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## Learning Outcomes:-

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- Students would be able to understand the basics of reporting
- Students would be able to familiarize themselves with different types of reporting
- Students would be able to create understanding of specialized reporting
- Students would be able to develop the general understanding of art culture and sports reporting  Students would be able to know about crime reporting

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**Unit-I** - Concept, definitions and elements of Reporting, Sources of News, News gathering, Verification and Validation, reporting hierarchy in News Organizations General Interests, Cultivation of sources, Ethics and laws related to reporting

**Unit-II** - Reporting Techniques and skills, Types of Reporting, Beat Reporting, Press conference, Press briefing and Meet the press, Human interest stories v/s hard stories

**Unit-III** - Understanding of Political Trends and Political Parties, Conducting Political Interview, Legislative Reporting (Parliament, Assembly and Local Bodies), Rural Reporting, Reporting of Autonomous bodies

**Unit-IV** - Reporting for Cultural Events (Drama, Music, and Dance etc.), Difference between Cultural Reporting and Review Articles, Film Coverage, Introduction of reporting in Sports Journalism-Cricket, Football, Hockey, Athletics and Tennis Events

**Unit-V** - Basics of Investigative Reporting, Cover a Crime Incident, Analytical Coverage of Crime, Complete Understanding of Rural-Urban Crime Pattern, Court Reporting

\* Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi
2. K.M. Srivastava News Reporting and Editing
3. Tony Harcup: Journalism: Principles and Practice; Sage
4. Here is the News: Reporting for Media, Sterling Publishers
5. Frost, C. (2001). Reporting for Journalists, Routledge, London



Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis

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## VI. CORE COURSE -C 7:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

### Mid Semester Examination (MSE):

Instruction to Question Setter for

### Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## INTRODUCTION TO ELECTRONIC MEDIA

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

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

Learning Outcomes:-

- Students will be able to understand the working pattern of electronic media platform
- Students will be able to familiarize the students with the basic techniques of broadcasting
- Students will be able to have understanding of electronic media content creation
- Students will be having the knowledge of script writing
- Students will be having the knowledge of online journalism

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Hari*

**Unit-I -** Brief History of broadcasting, broadcast in India- A Retrospect, Objectives and Policies of A.I.R, Committees on B' casting: Chanda Committee, Varghese Committee, Prasar Bharti Act. Radio Programme Formats and Writing process

**Unit-II-** Radio Newsroom- Employee and Working Process, Collection and Writing of Radio News, Formats of News based Programmes, Preparation of News Bulletin and Editing of News, Traits of News Reporter and News Editor, F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio

**Unit-III-** Brief History & Characteristics of T.V., Broadcasting in India and the World, P.C. Joshi Committee, SITE Experiment, General Activities of a T.V. Centre, Expansion and Reach of T.V. Media, Programme Pattern of Different D.D. Channels & Private News Channels

**Unit-IV-** Concept of Scripting, Objectives of Scripting, Script Writing and Presentation for Radio & TV (Voice Quality, Modulation & Pronunciation), Steps and Formats of Script Writing, Writing for Anchoring

**Unit-V -** Concept of web Journalism, Internet and its functions, Search and Conceptualization of online Material, Major Newspapers, Magazines and their E-paper on internet, Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

\* Assignments should be given by faculty concerned on any topic from above five units

### Suggested Readings:

### Text Books:-

1. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London
2. Chatterji, P.C. (1993) — “ Indian Broadcasting”
3. “Television Journalism and Broadcasting”-Bhatt
4. Keval J Kumar (2012). Mass Communication in India (4thedn), Mumbai: Jaico Publishing House
5. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage
6. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications

### Reference Books:-

1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta  
2 Social Media in Business and Governance- K.M. Srivastava

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3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis  
 4 भारतमेजनसंचार (Mass Communication in India- Keval J. Kumar)- जिमताभीवा व

## SEMESTER IV

6 Papers

Total 100 x 6 = 600 Marks

I. SKILL ENHANCEMENT COURSE SEC 2:

(Credits: Theory-02)

Marks : 75 (ESE: 3Hrs) + 25 (Viva) = 100

Pass Marks ESE = 40

Guidelines to Examiners for

End Semester Theory Examination (ESE): F.M. = 75

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer. Note: There may be subdivisions in each question asked in Theory Examinations.

End Semester Practical Examination (ESE Pr): Viva-voce /Assignment/Lab work, F.M. = 25

## COMMUNICATION SKILLS

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

- To impart knowledge about the elements of effective communication skills
- To create understanding of impactful writing
- To understand the significance of speech communication
- To develop the knowledge of employment communication about resume
- To inculcate the knowledge of employment communication about job interview.

Learning Outcomes:-

- Students will have the knowledge about the elements of effective communication skills
- Students will be able to have the understanding of impactful writing
- Students would be able to understand the significance of speech communication
- Students will be having the knowledge of employment communication
- Students will be able to communicate effectively

**Unit-I -** Need for Effective communication, Language & communication, Verbal communication, Non-verbal communication, Improving Writing skills, Essentials of good writing, Styles, Expressions & words to be avoided

**Unit-II-** Listening, Types of listening, listening skills, Barriers of effective listening, Reading Skills: Purpose & Types, Techniques for Effective reading

**Unit-III-** Oral presentation, public Speaking skills, reading skills: purpose, audience, locale, Steps in making presentation- Research and planning- structure & style, Technology based communication, Writing Emails, Power Point Presentation

**Unit-IV-** Graphic Design- concept and need for graphic design; Design Elements: Text (display text, body text, punctuation marks, etc.), Images (photographs, illustrations, logos, trademarks, icons, symbols), white/blank space, colour, rules; Design process: Research, thumbnails, roughs, comprehensives, presentation, ready for press.

**Unit-V -** Design in Practice- Concept and purpose of Layout; Layout Principles: Unity-visual and intellectual unity, Balance- symmetry, asymmetry, balance through contrast; Movement: top to bottom, left to right, vertical and horizontal; Other Elements: Proportion, visual weight, focal point, rhythm and theme.

\* Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

1. Rayudu C.S., Communication, Himalaya Publishing House
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson
4. Improve your communication skills by Alan Barker, Kogan Page Publisher
5. Agarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.



Reference Books:-

- 1 Handbook of Journalism- Vir Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- Keval J. Kumar)- जिमताभीवा व

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- Top left: "Hitesh 11/11/25" and "Rajesh 11/11/25"
- Middle left: "Santosh Kumar 11/11/25" and "Mukesh 11/11/25"
- Bottom center: "Santosh Kumar 11/11/25" and "Brijesh 11/11/25"
- Top right: "Rakesh 11/11/25" and "Amit 11/11/25"
- Bottom right: "Rakesh 11/11/25" and "Amit 11/11/25"

II. GENERIC ELECTIVE (GE 4A):

(Credits: 06)

GE4A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

### III. GENERIC ELECTIVE (GE 4B):

(Credits: 06)

GE4B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

#### IV. CORE COURSE -C 8:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

### Instruction to Question Setter for

### Mid Semester Examination (MSE):

### Instruction to Question Setter for

### Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

INDIAN CONSTITUTION & MEDIA RELATED LAWS

Theory: 75 Lectures; Tutorial: 15 Lectures

### Course Objectives: -

- To provide understanding of knowledge of the Indian constitution
- To familiarize students with the fundamental rights and duties
- Students will know Press laws and understand the importance of media related laws
- Students will know the Codes of ethics of newspapers, television and Press Council of India
- To understand the correlation between Indian constitution, democracy and media

### Learning Outcomes:-

Shall have understanding of our Indian Constitution

- Shall get aware to legal aspects of the media and its values
- Shall have an overview of recent changes and future challenges of media regulation
- Shall have understanding of media ethics
- Shall know how media laws and ethics empower media practitioners to perform their duties with commitment

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**Unit-I -** Introduction of the Constitution, Preamble of the constitution, Salient features of Constitution, Amendments in Constitution, Special provisions

**Unit-II-** Fundamental rights, Directive principles of state policies, Fundamental duties, Emergency powers, Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)

**Unit-III-** Press in India, Media laws: Introduction, Significance of media laws, Freedom of expression in context of media, Role of media laws and their application

**Unit-IV-** Working Journalist Act, Copyright Act, Contempt of court, IT Act, Right to Information Act

**Unit-V -** Main Provisions of IPC and CRPC, Official secret Act, Press Council Act, Press and Registration of Book Act, Prasar Bharti Act, Code of Ethics

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980
2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
3. Mass media Law and Regulation in India AMIC publication
4. Bharat mein Pravesh vidhi by Surendra Kumar & Manas Prabhakar
5. Mass media law and regulation in India, Venkat Aiyer, AMIC publication
6. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.



**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- Keval J. Kumar)- अिमताभीवा व

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**V. CORE COURSE -C 9:**

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (MSE + ESE) =40

### Instruction to Question Setter for

### **Mid Semester Examination (MSE):**

### Instruction to Question Setter for

### **Mid Semester Examination (MSE):**

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

COMMUNICATION RESEARCH: THEORY AND PRACTICES

Theory: 75 Lectures; Tutorial: 15 Lectures

### Course Objectives: -

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

### Learning Outcomes:-

- Students would learn the definitions and basic concepts of research, communication research, media research and social research
- Students would know the difference between communication research, media research and social research
- Students would gain knowledge about the need, role importance, functions and ethics of research
- Students would learn the concept of each element of research and the interrelations between elements  Students would learn the various types of research

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**Unit-I -** Definitions and basic concept of research, Communication research, Media research, Social research, Difference between communication research, media research and social research

**Unit-II-** Need for research, Role of research, Importance of research, Functions of research, Ethics of research

**Unit-III-** Research topic, scientific approach, systematization, Comparison, evaluation and variables, Measurability, scales, objectivity, Validity, authenticity and reliability, Researchable problems and justifications

**Unit-IV-** Census method, Sampling method, Probability sampling, Non-probability sampling, Quantitative method

**Unit-V -** Concept of statistics, Importance of statistics in research, Role of media metrics in communication and media research, Measures of central tendencies in communication and media research, Measures of dispersion in communication and media research

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. 'An Introduction to Qualitative Research' By Uwe Flick. London: Sage Publications
2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: McGraw- Hill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications
3. 'Foundations of Behavioural Research' By F.N. Kerlinger. Delhi: Surjeet Publications
4. 'Mass Media Research: An Introduction' By Roger D. Wimmer& Joseph R. Dominick. USA: Wadsworth Publishing Company
5. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal .Delhi: Sage Publications
6. 'Media Research Techniques' By Arthur Asa Berger. USA: Sage Publications



**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis

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## VI. CORE COURSE -C 10:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

Pass Marks (ESE) =40

Instruction to Question Setter for Mid  
Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## MEDIA MANAGEMENT

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

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- Describe the principles, need and functions of management
- Describe the structure and functions of print media, electronic media organization etc.  Explain the economics of media organization

Learning Outcomes:-

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- Students would gain understanding of the concepts of management and social media management
- Students would be able to gain understanding of media organizations and its functions
- Students would be able to know about the risks and challenges of media management

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Signature: Brijesh Patel

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Date  
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Signature: Hemant Rathore

**Unit-I -** Management –Definition & Nature, Principles and Need for Management, Management Functions, Quality of a Good Manager- Motivation, Decentralization, coordination, delegation

**Unit-II-** Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession

**Unit-III-** Organizational Patterns- Print Media & Electronic & other Media, Functions of the different departments of Media- Print, electronic & other Media

**Unit-IV-** Economics of media- Print, Electronic& other Media, Ownership pattern of Mass Media, Media Monopoly & its impacts, Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts

**Unit-V -** Various Media Organizations- Functions & Responsibilities, New trends in Media Management- Possibilities & Challenges

\*Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

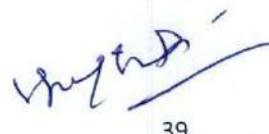
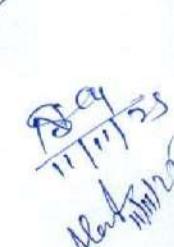
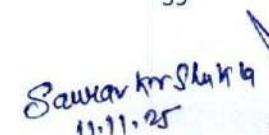
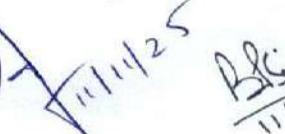
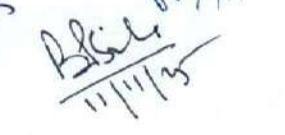
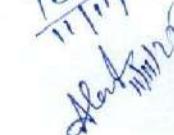
Text Books:-

1. Hargie O, Dickson D, Tourish, Communication Skills for Effective Denis Management, Palgrave Macmillan, India
2. Dr.SakthivelMurughan M, Management Principles & Practices, New Age International Publishers, New Delhi
3. Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi
4. Albarran, Alan B, Media Economics, Surjeet Publication, New Delhi
5. Dr SudhirSoni Media Prabandhan, University Publication



Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- जिमताभीवा व

## SEMESTER V

4 Papers

I. B.J.M.C. SPECIFIC (DSE 1A):Total 100 x 4 = 400 Marks  
(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## DEVELOPMENT COMMUNICATION: THEORY AND PRACTICES

Theory: 75 Lectures; Tutorial: 15 Lectures

## Course Objectives: -

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

## Learning Outcomes:-

- Students would learn the concepts meaning and model shop the development
- Students would be able to understand the problems and hurdles in development communication
- Learner would understand the working of government and administration in development
- Students would know different programmes and policies of the development
- Learner would know the rural India and its problems he also will understands the communication gap

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**Unit-I -** Development communication: concept, evolution, historical perspective debates Models of development: capitalist model, neo-liberal model, socialist model Alternative models of development, Development and marginal communication, Areas of development

**Unit-II-** Use of media in development communication, Mass media and modernization  
Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wibur Schramm, Media and national development, Experiences from developing countries with special emphasis on India

**Unit-III-** Development coverage in India: Print, Electronics and New Media, Role of Government, Other agencies in development communication, Role of Government  
Agencies in development communication

**Unit-IV-** Developing countries: Goals, characteristics, Concept of Participatory Development Communication, Indicators of Developments, MDG's and SDG's, Hurdles and prospects in development communication

**Unit-V -** Rural Communication, concepts and meaning, Media and rural communication, Women, child, health & family structure and problems in India, Writing for development communication, Use of Traditional media and new media in development communication

\*Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

1. Sacharevamvikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication in India, Kewal J. Kumar. Jaico Publication
3. Learner D- Passing Of Traditional Society
4. Vikas Patrakarita- RadheShyam Sharma



Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- जिमताभीवा व

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- Middle left: "S. K. S. 11/11/23"
- Middle right: "B. K. 11/11/23"
- Bottom right: "D. S. 11/11/23"
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OR

B.J.M.C. SPECIFIC (DSE 1B):

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

**CURRNT AFFAIRS**

Theory: 75 Lectures; Tutorial: 15 Lectures

Course Objectives: -

- To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio – economic issues
- To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues
- To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues
- To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues
- To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media- related issues

Learning Outcomes:-

- Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio – economic issues
- Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues
- Students would be able to inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues
- Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues
- Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media related issues

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| Unit -I    | Contemporary activities at local, regional, national and international level about socio-economic issues, General knowledge and general awareness at local level about socioeconomic issues, General knowledge and general awareness at regional level about socio-economic issues, General knowledge and general awareness at national level about socio-economic issues, General knowledge and general awareness at international level about socio-economic   |
| Unit – II  | Contemporary activities at local, regional, national and international level about political issues, General knowledge and general awareness at local level about political issues, General knowledge and general awareness at regional level about political issues, General knowledge and general awareness at national level about socioeconomic issues, General knowledge and general awareness at international level about socio-economic issues   |
| Unit – III | Contemporary activities at local, regional, national and international level about educational and cultural issues, General knowledge and general awareness at local level about educational and cultural issues, General knowledge and general awareness at regional level about educational and cultural issues, General knowledge and general awareness at national level about educational and cultural issues, General knowledge and general awareness at international level about educational and cultural issues |
| Unit – IV  | Contemporary activities at local, regional, national and international level about religious and spiritual issues, General knowledge and general awareness at local level about religious and spiritual issues, General knowledge and general awareness at regional level about religious and spiritual issues, General knowledge and general awareness at national level about religious and spiritual issues, General knowledge and general awareness at international level about religious and spiritual issues      |
| Unit – V   | Contemporary activities at local, regional, national and international level about media related issues, General knowledge and general awareness at local level about media related issues, General knowledge and general awareness at regional level about media-related issues, General knowledge and general awareness at national level about media-related issues, General knowledge and general awareness at international level about media-related   |

\*Assignments should be given by faculty concerned on any topic from above five units

### Suggested Readings:

### Text Books:-

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By V.V.K. Subburaj. Publication of Sura College Competition

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2. 'Basic General Knowledge' (Latest edition). By V.V.K. Subburaj. Publication of Sura College Competition
3. General Knowledge' (Latest edition) By Manohars Pandey (Online)

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#### Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- अिमताभीवा व

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#### II. B.J.M.C. SPECIFIC (DSE 2A):

(Credits: Theory-05, Tutorial-01)

|  |                            |
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| Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance) | Pass Marks (MSE + ESE) =40 |
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Instruction to Question Setter for

#### Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

#### **ADVERTISING: THEORY AND PRACTICES**

Theory: 60 Lectures; Tutorial: 15 Lectures

Course Objectives: -

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- Impart basic concepts of advertising and its development
- Aware importance of advertising in media
- Encourage graduates for self-employability
- Inculcate knowledge of economy of media
- Knowledge of the functioning of advertising agencies

Learning Outcomes:-

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- Students would learn development of advertising and basic concepts
- Students would be able to know about role and importance of advertising in media
- Learner will have the knowledge of self-employment
- Students would know about advertising agencies
- Learner would know about the advertising industry and its functioning

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**Unit-I -** Advertising: concepts, definitions, needs, Development of advertising in India and World, Importance and role of advertising in media, Trends in advertising, Basic Principles and Vocabulary

**Unit-II-** Product advertising, Market segmentation, Sales promotion, Identification of target consumer, Market trends

**Unit-III-** Advertising campaign, Campaign planning, Brands image, positioning, Advertising strategies, Types of advertising, general objectives, slogans and appeals

**Unit-IV-** Advertising Agencies, growth and development, Structure and function, Media selection- print, audio visual & digital, Design, budget, client relations, advertising copy writing, testing: pre and post testing

**Unit-V -** Media research for advertising, planning and executions, market research, Advertising and society, branding the product, Advertising ethics

\*Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000



Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- Keval J. Kumar)- जिमताभीवा व

OR

### B.J.M.C. SPECIFIC (DSE 2B):

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)

Pass Marks (MSE + ESE) = 40

#### Instruction to Question Setter for

### Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

SOCIAL MEDIA: THEORY AND PRACTICES

Theory: 75 Lectures;

## Tutorial: 15 Lectures

### Course Objectives: -

- To provide an understanding of the social media landscape
- To gain proficiency in specific uses of various types of social media platforms
- To provide understanding of etiquette of various social media
- To understand how to create own presence on social media professionally
- To understand basic strategies of brand Management on social media

- Students would gain understanding of the concepts of digital and social media
- Students would be able to utilize digital social media tools for different developmental activities
- Students would be able to gain understanding of cyber ethics
- Students will comprehend the functionalities of social media
- Students would be able to know about the risks and challenges of digital media world

|           |   |
|-----------|---|
| Unit-I -  | Concept of Information Technology, Growth and development, Use of communication technology, Media convergence, Internet                                   |
| Unit-II-  | New Digital Media, Social Media Concept, Evolution and Characteristics, Usage of Social Media, Impact of Social Media, Social Media: Risks and Challenges |
| Unit-III- | Social media; Introduction; platform, Online Communities, Web portals, Social Networking sites introduction: Facebook, Instagram, Linkedin, Pinterest     |
| Unit-IV-  | Blogging: Introduction, Blog writing (twitter), Social media marketing, social media management tools, Social media analytic tools                        |

**Unit-V -**

News and social media, Tools for checking on various fake news on social platforms , Virality and social media (like Troll, meme), Cyber laws, Cyber Ethics and social media

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997
3. Webster Frank, Theories of the information Society Routledge, New York, 1995
4. Michael Mandiberg, The Social Media Reader (eBook)
5. Ankit Lal, India Social, Hachette India 2017
6. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited,2017



**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- Keval J. kumar)- जिमताभीवा व

**III. CORE COURSE -C 11:**

(Credits: Theory-04, Practicals-02)

Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75

Pass Marks: Th (MSE +ESE) = 30

Instruction to Question Setter for

**Mid Semester Examination (MSE):**

There will be two group of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type three questions of five marks each, out of which any two are to answer.

**End Semester Examination (ESE):**

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There will be two group of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type five questions of fifteen marks each, out of which any three are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## RADIO JOURNALISM

## Theory: 75 Lectures

### Course Objectives: -

- Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers
- Engage students in new trends in radio journalism
- To introduce students to the presentation, interviewing skills for new online radio
- Visit radio commercial radio studios
- To acquaint students with the real world of radio production and transmission

### Learning Outcomes:-

- Students will be able to cover events using mobile phones and right radio news stories
- Students can produce radio news bulletin
- Students will be able to interview, make radio promos and jingles
- Students will be able to apply radio production techniques
- Students will be able to undertake radio programme production in different formats

**Unit-I -** Introduction Radio journalism, History of Radio Journalism, Radio in India, writing for the ear, sound and sound bites, Writing for radio programmes

**Unit-II-** Radio features, advertisements, Types of radio broadcasting, Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, sound proof, UHF, UHF-T, Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, programme director, band, Radio: Types of microphones; Mixers, speakers

Unit-III- Radio Stations based on their transmission and purpose, Community radio, military radio, spiritual/religious radio, Commercial radio, private radio, pirate radio, Amateur radio stations, and Satellite radio

Unit-IV- How does a radio station works, Radio Studio. Radio signal Types, Phone-in interview, Script writing for radio, Elements of radio production, Digital Radio, Online radio stations

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## Unit-V -

New Trends in Radio Broadcasting, Radio broadcasting equipment, Radio broadcast technology, Types of news bulletin, Talk shows, features for radio, Radio as tool for culture preservation, Social development and development communication

### Suggested Readings:

### Text Books:-

1. MusaniMehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheat Winston NY 1980
6. While T. Broadcast, News writing Mac Millian NY, 1984

Re

### Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- अिमताभीवा व

#### IV. CORE COURSE -C 12:

(Credits: Theory-04, Practicals-02)

Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75

Pass Marks: Th (MSE + ESE) = 30

### Instruction to Question Setter for

### Mid Semester Examination (MSE):

There will be two group of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type three questions of five marks each, out of which any two are to answer.

### End Semester Examination (ESE):

There will be two group of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type five questions of fifteen marks each, out of which any three are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## TELEVISION JOURNALISM

## Theory: 60 Lectures

### Course Objectives: -

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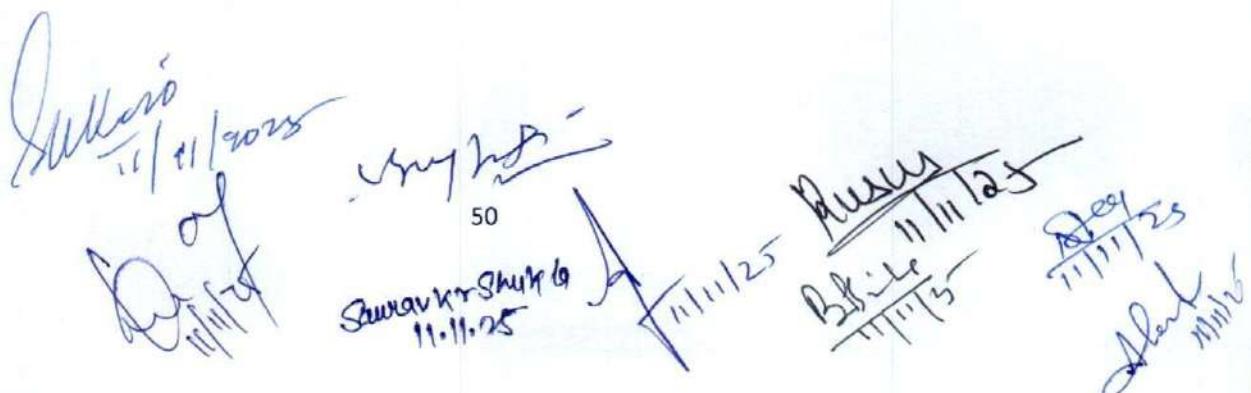
- Understand Television journalism while practicing in the studios how to handle and use various television gadgets
- Students will understand new trends in television journalism
- To introduce students techniques and skills for presentation, anchoring for television programme production
- Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme
- Students will acquire skills and learn to use different softwares for editing television Programmes

Learning Outcomes:-

- Students will be able to write scripts of television news stories, special stories and on the spot reporting
- Students will be able to cover events and news based stories using mobile phones, video cameras
- Students will anchor, present and able to produce television news bulletin
- Students will acquire skills and techniques of television media production
- Students will be able to do the editing both offline and online programme of television with using the software

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|------------|--|
| Unit-I -   | Introduction to Television Journalism- Pre-production, Production, Post Production, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera, Video Formats, Camera Shots, Camera Movements, Camera Angle  |
| Unit-II -  | Television newsroom, Newsroom structure, Types of television studios, Television Debates, Interviews; Types of interviews, Story structures; inverted pyramid, diamond, hourglass, narrative   |
| Unit-III - | Film Studies :- Evolution Of Cinema(World and Indian context), Important Movement And Era In Cinema, introduction to Film Genre, Film Theories, Film Analysis, important directors in World Cinema And Indian Cinema,  |
| Unit-IV -  | News Agencies, Press Agency Wire Agencies, Role of News Agencies in Journalism, Hoaxes, Alternative news media, Netflix, Apple TV etc, News Bureau, Types of Televisions Programmes, Television Formats, Satellite Communication   |
| Unit-V -   | Television news script, News anchor, presenters, reporter's roles, and responsibilities, Green screen, Tele-prompter, multi-prompter Television production and shooting program crew, Television Lighting techniques, Fill, Main, and back lights. Editing; offline, online editing, linear editing, non-linear editing. SFX |


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- Praveen 11/11/25
- Bhavika 11/11/25
- Reyansh 11/11/25
- Amit 11/11/25

Suggested Readings:Text Books:-

1. Deborah Potter, Handbook of Independent Journalism (2006)
2. News Editing, William L. Rivers
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003
5. Broadcasting in India, P.C Chatterji, Sage Publication, London
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998

Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- जिमतामीवा व

**B.J.M.C. PRACTICAL- C11 + C12 LAB**

Marks : Pr (ESE: 3Hrs) =50

Pass Marks: Pr (ESE) = 20

Instruction to Question Setter for

End Semester Examination (ESE):

There will be one Practical Examination of 3Hrs duration. Evaluation of Practical Examination may be as per the following guidelines:

|                           |            |
|---------------------------|------------|
| Experiment                | = 30 marks |
| Practical record notebook | = 10 marks |
| Viva-voce                 | = 10 marks |

**GROUP-A**

60 Lectures

**Radio Journalism Practical's:-**

1. Writing the script for advertisement for five different products for radio
2. Preparing a radio jingle for FM channel
3. Drawing up fixed point chart for community radios
4. Writing script for short news bulletins
5. Production of field based Radio features
6. Production of Studio based Radio programmes in different formats

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GROUP-B

60 Lectures

## Television Journalism Practical's:

1. TV writing for different types of visuals
2. TV - Reporting of events and recordings
3. Writing and editing of news reports
4. TV news - Writing, presenting and recording of PTCs
5. Copy editing and video editing of news
6. Online content editing assignment
7. Reporting TV news stories for any five events of your city
8. Different types of PTC
9. Studio anchoring and Use of Teleprompter
10. Voice over, sound track for features
11. Moderating studio news programmes

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## SEMESTER VI

4 Papers

I. B.J.M.C. SPECIFIC (DSE 3A):Total 100 x 4 = 400 Marks  
(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for Mid Semester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## PUBLIC RELATION: THEORY AND PRACTICES

Theory: 75 Lectures; Tutorial: 15 Lectures

## Course Objectives: -

- To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR
- To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity
- To understand the basic tools of public relations
- To impart the fundamentals of public relations writings  To learn the ethics and laws of public relations

## Learning Outcomes:-

- Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR
- Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity
- Students would gain knowledge about the tools of public relations
- Students would learn the basics of public relations writings
- Students would gain knowledge about the basic ethics and laws of public relations

*Julie  
11/11/25*  
*11/11/25*

*Onya  
11/11/25*  
*Sawan Singh  
11/11/25*

*Parvati  
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*A  
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*Bhile  
11/11/25*

*D  
11/11/25*  
*Ashutosh  
11/11/25*

Unit-I - Definitions and concept of public relations, Definitions and concept of publicity, Definitions and concept of propaganda, Definitions and concept of advertising, Definitions and concept of e-PR

Unit-II- Difference between public relations and corporate communications, Difference between public relations and advertising, Difference between public relations and propaganda, Difference between public relations and publicity, Difference between propaganda and publicity

Unit-III- Tools of public Relations- Newspaper and magazine, Radio, television, film, New media, social media, Alternate media and traditional media

Unit-IV- Fundamentals of public relations writings- Press release writing, Poster writing, Wall, pamphlet and leaflet writings, Writing for internal publics

Unit-V - Ethics of public relations- Ethics of e-PR, Code of ethics by professional bodies, Laws relating to public relations and corporate communications, Laws relating to e-PR

\*Assignments should be given by faculty concerned on any topic from above five units

#### Suggested Readings:

#### Text Books:-

1. 'Managing Public Relations' By E. Grunig James and Hunt Todd. New York: Rinehart and Winston
2. 'Public Relations Management' By Jaishri Jethwaney and N.N. Sarkar. New Delhi: Sterling Publishers Private Limited
3. 'Public Relations in India' BY J.M. Kaul. Kolkotta: Naya Prokash
4. 'PR as Communication Management' By Crable E. Richard. Edina, Min: Bellwether Press
5. 'Public Relations: bThe Profession and the Practice' By Baskin W. Otis, Aronoff E. Croig and Lattimore Dan. Dunuque: Brown & Benchmark
6. 'Vigyapan aur jansampark' By Jaishri Jethwaney, Ravi Shanker and Narendra Nath Sarkar. New Delhi: Sagar Publications



#### Reference Books:-

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
2. Social Media in Business and Governance- K.M. Srivastava
3. Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
4. भारतमेजनसंचार (Mass Communication in India- Keval J. Kumar)- अिमताभीवा व

OR

B.J.M.C. SPECIFIC (DSE 3B):

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)

Pass Marks (MSE + ESE) =40

Instruction to Question Setter for MidSemester Examination (MSE):

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

**JHARKHAND: JOURNALISM, CULTURE & HERITAGE**

Theory: 75

Lectures; Tutorial: 15 Lectures

Course Objectives: -

- To acquaint students with the glorious journey of journalism of Jharkhand
- To enhance understanding of the Culture in Jharkhand
- To inculcate the knowledge of Heritage of Jharkhand
- To acquaint learners with basic history of Jharkhand
- To throw light on the present status of various mass media

Learning Outcomes:-

- Students would be able to acquaint themselves with the glorious journey of journalism of Jharkhand
- Students would be able to enhance understanding of the Culture in Jharkhand
- Students would be able to inculcate the knowledge of Heritage of Jharkhand
- Students would be able to acquaint themselves with
- basic history of Jharkhand
- Students would be able to throw light on the present status of various mass media

Unit-I - The Jharkhand- Origin, movement & History, Origin and development of the journalism in Jharkhand & its pioneers,

Unit-II - Traditional media in Jharkhand- Fair, Festivals and Rituals of Jharkhand

Unit-III- Tribal Culture & Famous Heritage of Jharkhand- Social, Educational, Natural

Unit-IV- Tribal & Traditional Communication, Impact of digital media on Tribal & its Culture

Unit-V - Initiatives for preservation of Tribal Culture in Jharkhand: Government & voluntary organization

\*Assignments should be given by faculty concerned on any topic from above five units

Suggested Readings:

Text Books:-

1. Surjit Sinha. Tribes in Indian civilization
2. L.P. Vidyarthi. Tribal Culture of Indian
3. Moonis Raza (NCERT Publication) General Geography of India
4. Nadeem Hussain- Tribal India
5. ParmarShyam Traditional Folk Media in India New Delhi: Geka Books 1975

Reference Books:-

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis
- 4 भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- अिमताभीवा व

**II. JOURNALISM & MASS COMMUNICATION SPECIFIC (DSE 4):**

(Credits: Theory-05, Tutorial-01)

Marks : 75+25 = 100

Pass Marks ESE = 40

Guidelines to Examiners for

End Semester Examination (ESE Pr):

Evaluation of Internship may be as per the following guidelines:

Overall project internship may be evaluated under the following heads by External & Internal Examiners Separately:

- External Assessment = 75 marks
- Internal Assessment = 25 marks

**Project:**

On completion of the End-Semester University Examinations of Fifth Semester, students will undergo training in Print Media/ Electronic Media/ Other Govt. or Private Media Institutions for four weeks and will submit a comprehensive Internship Report (IR) of the work done during the training.

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Saxena  
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However written permission from the HOD/ Director/ In-charge is needed before undergoing the project.

**Submission:**

The hard copy of the Internship Report (in duplicate) is to be submitted at least 4 weeks before the commencement of End Term Examination of the Sixth semester.

**Assessment:**

A group of External & Internal Examiners will evaluate Internship Report (IR). The marks prescribed for external evaluation is 75 whereas 25 marks on internal assessment based on the assigned media activities/ report submitted during the course.

**V. CORE COURSE -C 13:**

(Credits: Theory-04, Practicals-02)

Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75

Pass Marks: Th (MSE +ESE) = 30

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be two group of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type three questions of five marks each, out of which any two are to answer.

End Semester Examination (ESE):

There will be two group of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type five questions of fifteen marks each, out of which any three are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

**.BASICS OF EDITING**

Theory: 60 Lectures

Course Objectives: -

- To familiarize the students with the basics of editing
- To understand the process of editing for various platforms  To create understanding of specialized reporting
- To inculcate the knowledge of dummy, printing and layout
- To develop the knowledge of photography

Learning Outcomes:-

- Students would be able to familiarize themselves with the basics of editing
- Students would be able to understand the process of editing for various platforms
- Students would be able to create understanding of specialized reporting
- Students would be able to understand about the dummy, printing and layout
- Students would be able to develop the knowledge of photography

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May 2025  
Saurav Krr84646  
11.11.25

July 11/2025  
Amit Birla  
11/11/23

July 11/2025  
S. K. S.  
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Amit Birla  
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**Unit-I -** Editing and its Significance in Journalism, Role of News Editor, Chief Sub Editor and Copy Editor, Difference Between Editing of Newspaper and Magazine, Subbing of News and News Reports, Editing of Articles, Features and other Stories

**Unit-II-** Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines, Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc, Difference between Print Editing and Web Editing, Editing for On-line Newspaper, Editing for Magazines

**Unit-III-** Video Editing: Editing, An Introduction, Why edit, Grammar of Editing, Motivation, Information, Composition, Sound, Camera Angle, Continuity. Transition: Cut, Dissolve, Fade, Wipe. Editing module: Assemble Editing, Capture, Digitization, Edit Controller, EDL (edit decision list), insert editing, Linear Editing System, Non-linear editing, Rough-cut, Dubbing.  
Editing Style: Montage, Documentary and Fiction

**Unit-IV -** Photography: Introduction, Necessity & utility in Media, Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera, Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field, Flash Gun, Filters, Speed of the film, Composing & Framing, Rules of Composition, and Background, Photography & Media, Digital Photography, Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)

**Suggested Readings:**

**Text Books:-**

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980
3. VirBala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006
4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002
5. Darkroom basics and beyond, Roger hicks & Francis schultz, Patterson, 2000
6. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016Rogers, G.(1993). Editing for Print, Mcdonald Book. • Prasad, S.(1993). Editors on Editing/HY, National Book Trust



**Reference Books:-**

1. Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta

*Handbook of Journalism  
Veer Bala Agrawal & V.S. Gupta  
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*Handbook of Journalism  
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Veer Bala Agrawal & V.S. Gupta  
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*Handbook of Journalism  
Veer Bala Agrawal & V.S. Gupta  
11/11/25*

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2 Social Media in Business and Governance- K.M. Srivastava  
 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis  
 4 भारतमेजनसंचार (Mass Communication in India- KevalJ.kumar)- उमताभीवा व

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VI. CORE COURSE -C 14:

(Credits: Theory-04, Practicals-02)

Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75

Pass Marks: Th (MSE +ESE) = 30

Instruction to Question Setter for MidSemester Examination (MSE):

There will be two group of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type three questions of five marks each, out of which any two are to answer.

End Semester Examination (ESE):

There will be two group of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type five questions of fifteen marks each, out of which any three are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

## COMMUNICATION TECHNOLOGY

Theory: 60 Lectures

Course Objectives: -

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- Impart knowledge of communication technology
- To provide knowledge of latest multimedia technologies
- To provide extensive hands on training in the latest digital audio, video and multimedia technologies
- To familiarize and equip them with a range of technical skills
- Introduce students about significance and usage of social media

Learning Outcomes:-

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- Learner will gain basic understanding of communication technology  Learner will have the basic knowledge of various audio editing tools
- Learner will have hands on experience on video editing techniques
- Learner will be able to create content on various platforms
- Learner will be able to communicate on social media effectively

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Unit-I - Concept of technology, Growth and development, Usage of communication technology, Professional video Camera and Mobile Video camera: Functions and Usage.

*Autumn 11/11/2025*  
*Dr. D. K. Devis*  
*11/11/25*

*Autumn 11/11/25*  
*Saurav K. Srivastava*  
*11/11/25*

*Autumn 11/11/25*  
*Dr. D. K. Devis*  
*11/11/25*

*Autumn 11/11/25*  
*Dr. D. K. Devis*  
*11/11/25*

|           |   |
|-----------|---|
| Unit-II-  | Image editing software: Introduction, Photoshop: Introduction, File Formats, Color Modes, Tools, Layers and filters   |
| Unit-III- | Audio-Video editing software: Introduction, Basics of Sound editing software (like Sound Forge), Basics of Video editing software (Adobe Premiere), Sound Forge: Interface, tools and Menus, Adobe Premiere: Interface, tools and Menus |
| Unit-IV-  | Social media and business: Social media marketing, developing content for Website, blog contents, Developing content for social networking pages, Social media content management tools, Viral content platform and medium              |
| Unit-V -  | Social Media: Blogging, Vlogging, How to make a film (Documentary) for social media, Recording and Narration, Laying Commentary track, Laying Music and Effect Track, Master Mixing.  |

### Suggested Readings:

### Text Books:-

1. Andrew Faulkner and Conrad Chavez, *Adobe photoshop cc*, Pearson, 2018
2. Maxim jago, *Adobe Premiere pro CC*, Pearson Education,2018
3. Adobe Creative Team, *Adobe Premiere Pro CS6*, Adobe Press; 1 edition 2012
4. Kogent Learning Solutions Inc, *Sound Forge Pro*, Dreamtech Press 2010
5. Rogers M. Everett, *Communication Technology: The New Media Society*, The Free Press, Collier Macmillan Publisher, London, 1986
6. Dizard Wilson Jr. *Old Media, New Mass Communication in the information Age*, 2nd rd. Longman, New York, 1997

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### Reference Books:-

1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta  
2 Social Media in Business and Governance- K.M. Srivastava  
3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran& Dennis K. Devis  
4 भारतमेजनसंचार (Mass Communication in India- KevalJ. kumar)- जिमताभीवा व

B.J.M.C. PRACTICAL- C13 + C14 LAB

Marks : Pr (ESE: 3Hrs) =50

Pass Marks: Pr (ESE) = 20

**Instruction to Question Setter for End  
Semester Examination (ESE):**

There will be one Practical Examination of 3Hrs duration. Evaluation of Practical Examination may be as per the following guidelines:

Experiment  = 30 marks

### Experiment

= 30 marks

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arks  
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No. 111~~

Practical record notebook = 10 marks  
Viva-voce = 10 marks

GROUP-A 60 Lectures

## Basics of Editing Practical's:-

1. Making Documentary Film
2. Making a Film for You-Tube
3. Making a Fiction Film

GROUP-B 60 Lectures

## Communication Technology:

1. Using editing softwares and create interactive videos
2. Designing websites and creating content
3. Usage of Teleconferencing, Whatsapp, Facebook, Twitter
4. Creating Blogs and writing
5. Using Twitter for social messages

## SAMPLE CALCULATION FOR SGPA & CGPA FOR UNDERGRADUATE ‘B.Sc./B.A./B.Com/B.Voc. Honours’ PROGRAMME

## Distribution of Credits Semester wise for Undergraduate Honours Courses

Table B-1: UG (B.A./ B.Sc./B.Com./B.Voc Hons. Programme)

### Semester wise distribution of 164 Credits

|              | CC | AECC | GE-A | GE-B | SEC | DSE | Total credits |
|--------------|----|------|------|------|-----|-----|---------------|
| Semester I   | 12 | 02   | 06   | 06   |     |     | 20 + 6        |
| Semester II  | 12 | 02   | 06   | 06   |     |     | 20 + 6        |
| Semester III | 18 |      | 06   | 06   | 02  |     | 26 + 6        |

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|             |    |    |    |    |    |    |                  |
|-------------|----|----|----|----|----|----|------------------|
| Semester IV | 18 |    | 06 | 06 | 02 |    | 26 + 6           |
| Semester V  | 12 |    |    |    |    | 12 | 24               |
| Semester VI | 12 |    |    |    |    | 12 | 24               |
|             | 84 | 04 | 24 | 24 | 04 | 24 | $140 + 24 = 164$ |

CC=Core Course; AECC=Ability Enhancement Compulsory Course; GE=Generic Elective; SEC=Skill Enhancement Course;  
DSE=Discipline Specific Elective

Table B-2: Sample calculation for SGPA for B.Sc./B.A./B.Com/B.Voc. Honours Programme

| Course              | Credit    | Grade Letter | Grade Point | Credit Point (Credit X Grade) | SGPA (Credit Point/Credit) |
|---------------------|-----------|--------------|-------------|-------------------------------|----------------------------|
| <b>Semester I</b>   |           |              |             |                               |                            |
| C-1                 | 06        | A            | 8           | 48                            |                            |
| C-2                 | 06        | B+           | 7           | 42                            |                            |
| AECC-1              | 02        | B            | 6           | 12                            |                            |
| GE-1A               | 06        | B            | 6           | 36                            |                            |
| GE-1B               | 06        | B+           | 7           | 42                            |                            |
| <b>Total</b>        | <b>26</b> |              |             | <b>180</b>                    | <b>6.92 (180/26)</b>       |
| <b>Semester II</b>  |           |              |             |                               |                            |
| C-3                 | 06        | B            | 6           | 36                            |                            |
| C-4                 | 06        | C            | 5           | 30                            |                            |
| AECC-2              | 02        | B+           | 7           | 14                            |                            |
| GE-2A               | 06        | A+           | 9           | 54                            |                            |
| GE-2B               | 06        | B+           | 7           | 42                            |                            |
| <b>Total</b>        | <b>26</b> |              |             | <b>176</b>                    | <b>6.76 (176/26)</b>       |
| <b>Semester III</b> |           |              |             |                               |                            |
| C-5                 | 06        | A+           | 9           | 54                            |                            |
| C-6                 | 06        | O            | 10          | 60                            |                            |
| C-7                 | 06        | A            | 8           | 48                            |                            |
| SEC-1               | 02        | A            | 8           | 16                            |                            |
| GE-3A               | 06        | O            | 10          | 60                            |                            |
| GE-3B               | 06        | B+           | 7           | 42                            |                            |
| <b>Total</b>        | <b>32</b> |              |             | <b>280</b>                    | <b>8.75 (280/32)</b>       |
| <b>Semester IV</b>  |           |              |             |                               |                            |

*Subhajit  
11/11/2025  
DSC*

*Umesh  
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Saurav Karshaka  
11.11.25*

*11/11/25  
Brijesh  
11/11/25*

*Ramya  
11/11/25  
Bhushan  
11/11/25*

*Dey  
11/11/25  
Hemant  
11/11/25*

|             |            |    |    |      |                  |
|-------------|------------|----|----|------|------------------|
| C-8         | 06         | B  | 6  | 36   |                  |
| C-9         | 06         | A+ | 9  | 54   |                  |
| C-10        | 06         | B  | 6  | 36   |                  |
| SEC-2       | 02         | A+ | 9  | 18   |                  |
| GE-4A       | 06         | A  | 8  | 48   |                  |
| GE-4B       | 06         | B+ | 7  | 42   |                  |
| Total       | 32         |    |    | 234  | 7.31 (234/32)    |
| Semester V  |            |    |    |      |                  |
| C-11        | 06         | B  | 6  | 36   |                  |
| C-12        | 06         | B+ | 7  | 42   |                  |
| DSE-1       | 06         | 0  | 10 | 60   |                  |
| DSE-2       | 06         | A  | 8  | 48   |                  |
| Total       | 24         |    |    | 186  | 7.75 (186/24)    |
| Semester VI |            |    |    |      |                  |
| C-13        | 06         | A+ | 9  | 54   |                  |
| C-14        | 06         | A  | 8  | 48   |                  |
| DSE-3       | 06         | B+ | 7  | 42   |                  |
| DSE-4       | 06         | A  | 8  | 48   |                  |
| Total       | 24         |    |    | 192  | 8.0 (192/24)     |
| CGPA        |            |    |    |      |                  |
| Grand Total | 140+24=164 |    |    | 1248 | 7.61 (1248 /164) |

Table B-3: Sample calculation for CGPA for B.Sc./B.A./B.Com/B.Voc.Honours Programme

| Semester I              | Semester II              | Semester III             | Semester IV              | Semester V               | Semester VI             |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|
| Credit:26;<br>SGPA:6.92 | Credit:26;<br>SGPA: 6.76 | Credit:32;<br>SGPA: 8.75 | Credit:32;<br>SGPA: 7.31 | Credit:24;<br>SGPA: 7.75 | Credit:24;<br>SGPA: 8.0 |

Thus CGPA=  $(26 \times 6.92 + 26 \times 6.76 + 32 \times 8.75 + 32 \times 7.31 + 24 \times 7.75 + 24 \times 8.0) / 164 = 7.61$

#### MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS

##### Marks Distribution of Mid Semester Theory Examinations:

Table No. C1: Marks distribution of Theory Examinations of Mid Semester

| Topic       | Code | Full Marks | Pass Marks | Time | Group-A<br>(Very short<br>answer type<br>Compulsory<br>Questions)<br>No. of Questions<br>x Marks = F.M. | Group-B<br>(Descriptive Questions<br>with Choices) No. of<br>Questions x Marks =<br>F.M. | Total No. of Questions to<br>Set |         |
|-------------|------|------------|------------|------|---|--|----------------------------------|---------|
|             |      |            |            |      |   |  | Group A                          | Group B |
| Mid<br>Sem* | T15  | 15         | ---        | 1 Hr | 5 x 1 = 5   | 2 (out of 3) x 5 = 10  | 5                                | 3       |
|             | T25  | 25         | ---        | 1 Hr | 5 x 1 = 5   | 4 (out of 6) x 5 = 20  | 5                                | 6       |

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Sawarkar Shrikant  
11/11/25  
M. Jaiswal  
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B. S. S. I.  
11/11/25  
R. G. Patel  
11/11/25  
Shrikant  
11/11/25*

### Marks Distribution of End Semester Theory Examinations:

Table No. C2: Marks distribution of Theory Examinations of End Semester

| Topic   | Code     | Full Marks | Pass Marks including Mid Sem | Time  | Group-A <sup>#</sup>   | Group-B (Descriptive Questions with Choices ) | Total No. of Questions to Set |         |
|---------|----------|------------|------------------------------|-------|--|---|-------------------------------|---------|
|         |          |            |                              |       | (Very short answer type Compulsory Questions)<br>No. of Questions x Marks = F.M. | No. of Questions x Marks = F.M.               | Group A <sup>#</sup>          | Group B |
| End Sem | T60      | 60         | 30                           | 3 Hrs | Q.No.1 (10x1) + 1x5 =15  | 3 (out of 5) x15 =45                          | 2                             | 5       |
|         | T75      | 75         | 40                           | 3 Hrs | Q.No.1 (10x1) + 1x5 =15  | 4 (out of 6) x15 =60                          | 2                             | 6       |
|         | T100     | 100        | 40                           | 3 Hrs | Q.No.1 (10x1) + 2x5 =20  | 4 (out of 6) x20 =80                          | 3                             | 6       |
|         | T50 +T50 | 50X2=100   | 20                           | 3 Hrs | 2 x5 =10   | 2 (out of 3) x20 =40                          | 2                             | 3       |

# Question No.1 in Group-A carries 10 very short answer type 1 Mark Questions.

### Marks Distribution of Mid/End Semester Practical Examinations:

Table No. C3: Marks distribution of Practical Examinations of End Semester

| Topic   | Code | Full Marks | Pass Marks | Time  | Distribution of Marks |        |      | Total No. of Questions to Set           |
|---------|------|------------|------------|-------|-----------------------|--------|------|---|
|         |      |            |            |       | Experiment            | Record | Viva |   |
| End Sem | P25  | 25         | 10         | 3 Hrs | 15                    | 5      | 5    |   |
|         | P50  | 50         | 20         | 3 Hrs | 30                    | 10     | 10   | Pr. with components of both papers      |
|         | P75  | 75         | 30         | 3 Hrs | 45                    | 15     | 15   | Pr. with components of all three papers |
|         | P100 | 100        | 40         | 3 Hrs | 60                    | 20     | 20   | Pr. with components of all four papers  |

Abbreviations : T= Theory Examination, P= Practical Examination.

Mid Sem\* There will be 15 Marks Theory Examination in Practical Subjects and 25 Marks Theory Examination in Non-Practical Subjects/ Papers. 25 Marks Theory Examination may include 10 Marks questions from Assignment/ Project/ Tutorial where ever applicable.

**Note** There may be subdivisions in each question asked in Theory Examinations.

~~Gellie 11/11/25~~ ~~Shaggy 64 11/11/25~~ ~~Lucy 11/11/25~~  
~~Bob 11/11/25~~ ~~Saman Krishnam 11/11/25~~ ~~Brick 11/11/25~~ ~~Reg 11/11/25~~  
~~265 11/11/25~~ ~~no reason 11/11/25~~ ~~Albany 11/11/25~~