



जननायक चन्द्रशेखर
विश्वविद्यालय , बलिया



JANANAYAK CHANDRASHEKHAR UNIVERSITY, BALLIA

(A State University established under the Uttar Pradesh University Act 1973)

**Curriculum in Accordance with
National Education Policy - 2020**

| | |
|-----------------|------------|
| Programme Name: | BA |
| Subject: | Journalism |



Department of Journalism
Jananayak Chandrashekhar University, Ballia
Shaheed Smarak, Near Surha Taal, Basantpur, Ballia - 277301, Uttar Pradesh, India



Subject Structure for Four Years Undergraduate Programme in accordance
with National Education Policy – 2020 and Common Minimum Syllabus

JOURNALISM

Semester-wise Title of the Papers

| Year | Sem | Course Code | Paper Title | Theory/ Practical | Credits | Marks |
|-----------------|------|-------------|--|-------------------|---------|-------|
| 1 st | I | A270101T | Basics of Mass Communication and Journalism | Theory | 4 | 6 |
| | | A270102P | Computer for Mass Media | Practical | 2 | |
| | II | A270201T | Reporting and Editing | Theory | 4 | 6 |
| | | A270202P | Media Related Software | Practical | 2 | |
| 2 nd | III | A270301T | Advertising and Public Relations | Theory | 4 | 6 |
| | | A270302P | Graphics and Design for Advertising | Practical | 2 | |
| | IV | A270401T | Media Law and Ethics | Theory | 4 | 6 |
| | | A270402P | Print Media Production | Practical | 2 | |
| 3 rd | V | A270501T | Communication Research | Theory | 4 | 10 |
| | | A270502T | New Media Technology | Theory | 4 | |
| | | A270503P | Content Production for New Media | Practical | 2 | |
| | VI | A270601T | Media Management | Theory | 4 | 10 |
| | | A270602T | Development Communication | Theory | 4 | |
| | | A270603P | Audio-Visual Production | Practical | 2 | |
| 4 th | VII | A270701T | Journalism and Mass Communication: Concept and Development | Theory | 5 | 20 |
| | | A270702T | Reporting: Concept and Processes | Theory | 5 | |
| | | A270703T | Editing: Concept and Processes | Theory | 5 | |
| | | A270704T | Media Ethics and Laws | Theory | 5 | |
| | VIII | A270801T | New Media | Theory | 5 | 20 |
| | | A270802T | Development Communication | Theory | 5 | |
| | | A270803T | Electronic and Digital Media | Theory | 5 | |
| | | A270804T | Advertising and Public Relations | Theory | 5 | |

Note:

- ❖ स्नातक के 5^{वें} सेमेस्टर में प्रत्येक विद्यार्थी को उसके द्वारा चुने गए दो विषयों में से किसी एक विषय (सम्बंधित विषय के शिक्षक/कों के दिशा-निर्देशन) में माइनर रिसर्च प्रोजेक्ट (एमआरपी) के लिए एक शीर्षक का चयन करना होगा जिसे वह पूर्ण करके 6^{वें} सेमेस्टर में मूल्यांकन के लिए जमा करेगा।

In the 5th semester of graduation, every student has to select a topic for Minor Research Project (MRP) in any one of the two subjects chosen by him/her (under the guidance of the teacher/s of the concerned subject) which he/she has to complete and submit it for evaluation in 6th semester.

- ❖ स्नातक के 7^{वें} सेमेस्टर में प्रत्येक विद्यार्थी को उसके द्वारा चुने गए विषय से (सम्बंधित विषय के शिक्षक/कों के दिशा-निर्देशन) में रिसर्च प्रोजेक्ट (आरपी) के लिए एक शीर्षक का चयन करना होगा जिसे वह 8^{वें} सेमेस्टर में पूर्ण कर मूल्यांकन हेतु जमा करेगा।

In the 7th semester of graduation, every student will have to select a topic for Research Project (RP) from the subject chosen by him/her (under the guidance of the teacher/s of the concerned subject) which he/she has to complete and submit it for evaluation in 8th semester.

B.A. I Semester I Journalism Paper 1
Basics of Mass Communication and Journalism(Theory)

| | | | |
|--|--|--|----------------|
| Programme/Class: Certificate | | Year: 1 | Semester: 1 |
| Subject: Journalism | | | |
| Course Code: A270101T | | Course Title: Basics of Mass Communication and Journalism | |
| Course outcomes: The student at the completion of the course will be able to: | | | |
| <ul style="list-style-type: none"> ▪ Prepare the students to understand physiology based courses ▪ Students will get familiar with different types of Communication and Journalism. ▪ Acquaint students with practical knowledge of Media related Computer softwares□ Explain the need and importance of studying Communication across life span □ Identify the factors affecting Journalism. | | | |
| Credits: 4 | | Core Compulsory | |
| Max. Marks: 25+50 | | Min. Passing Marks: 40% | |
| Total No. of Lectures-60 | | | |
| Units | Topic | | No of Lectures |
| JOURNALISM & COMMUNICATION | | | |
| I | Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication. Communication Games for Ice Breaking Indian concepts of communication, Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model | | 15 |
| II | Communication Models: Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation and other Relevant Theories of Communication | | 15 |
| III | Journalism: Meaning, Definition and Function of Communication Journalism Education in India Journalism as a Profession, Types of Journalism Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India | | 17 |
| IV | Duties and responsibilities of a journalist. Values and Ethics of Journalism Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism | | 13 |



Suggested Readings:

- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.□
- Wadsworth Julia T , Wood, Communication Mosaics: An Introduction to the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989□
- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- Uma Narula, Mass Communication Theory & Practice, Hiranand Publication, New Delhi.
- V.S. Gupta & VirBala Aggarwal, Hand Book of Journalism & Mass Communications, Concept Publishers, New Delhi.
- Marshal McLuhan, Understanding Media, Sage Publication.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.).
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication□& Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
- केवलजेकुमार, भारतमेंजनसंचार, जैकबपब्लिशिंगहाउस.
- प्रो. श्रीकांतशसहं, जनसंचारप्रततरूपएवंशसद्ांत, ववश्ववदयालयप्रका नवाराणसी.
- जेनटराजन, भारतीयपत्रकाररताकाइततहास, प्रका नववभाग, भारतसरकार□प्रो. देवव्रतशसहं, इलेक्ट्रॉनिकमीडिया

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material
Svayam Portal

This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software

QA

B.A. I Semester I Journalism Paper 2
Computer for Mass Media (Practical)

| | | |
|--|--|--------------------|
| Programme/Class: Certificate | Year: 1 | Semester: 1 |
| Subject: Journalism (Practical) | | |
| Course Code: A270102P | Course Title: Computer for Mass Media | |
| Course outcomes: | | |
| <ul style="list-style-type: none"> ▪ Students will get familiar with computer ▪ Acquaint students with practical knowledge of basics of computer | | |
| Credits: 2 | Core Compulsory | |
| Max. Marks: 25 | Min. Passing Marks: 40% | |
| Total No. of Lab Periods-30 (60 hours) | | |
| Unit | Topic | No. of lab.periods |
| I | Fundamental of Computer <ul style="list-style-type: none"> • History of Computer • Hardware and Software | 04 |
| II | MS Word <ul style="list-style-type: none"> • Interface, mail merge, Basics of MS Word • Typing: Hindi/English | 10 |
| III | MS Excel and PowerPoint Presentation <ul style="list-style-type: none"> • Interface, Operating of MS Excel • Preparing PowerPoint Presentation | 10 |
| IV | Internet <ul style="list-style-type: none"> • History of Internet • Surfing, Content Searching, Finding Authentic Sources of Content | 06 |

QAR

Suggested Readings:

- ❖ S Patnaik, Fundamentals of Information Technology, Dhanpat Rai & son, New Delhi
- ❖ Pradeep K sinha and Priti Sinha, Computer Fundamentals, BPB Publications
- ❖ Anita Goel, Computer Fundamentals, Pearson India,
- ❖ Basandra, S.K.ComputersToday.New Delhi: Galgotia Publications.
- ❖ Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House.
- ❖ Rajaraman, V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI
- ❖ Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press.
- ❖ First Edition Balagurusamy, E.Fundamentals of Computers. New Delhi: Mcgraw Hill
- ❖ Faithe Wampen, Computing Fundamentals: Introduction to Computers, Willey Eastern.
- ❖ Niranjana Shrivastava Fundamentals of Computers and Information System, ❖ Pankaj Sharma, Introduction to Web Technology, SK Kataria & sons, New Delhi ❖ A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.
- ❖ Bauer, Peter. Photoshop CC for Dummies. New Jersey: John Wiley & Sons Inc
- ❖ Dewis, Glyn. The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
- ❖ Faulkner, Andrew and Chavez, Conrad. Adobe Photoshop Classroom in a Book. Adobe
- ❖ Ralf, Steinmetz and Nahrstedt, Klara. "Multimedia Systems". Illinois: Springer.
- ❖ Raven, Fiona.. Book Design made simple. Canada : 12 Pines Press
- ❖ G S Baluja, Web Technology, Dhanpat Rai & son, New Delhi

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods:

- Test with multiple choice questions/short and long answer questions
- Mailing a Number of respondents in Single time using Mail Merge of MS Word
- Prepare PPT on Various current and other Important Issues

Course prerequisites: NA

Suggested equivalent online courses

IGNOU and other centrally/state operated Universities/MOOC platforms such as "SWAYAM" in India and abroad.

Further Suggestions:

After completion of this course students are capable to work in their day to day computer works.

B.A. I Semester 2 Journalism Paper 1
Reporting and Editing (Theory)

| | | |
|---|--|-----------------|
| Programme/Class: Certificate | Year: 1 | Semester: 2 |
| Subject: Journalism | | |
| Course Code: A270201T | Course Title: Reporting and Editing (Theory) | |
| Course outcomes: <ul style="list-style-type: none"> • Learn about Various types of Reporting. • Understanding concepts of Reporting and its Importance • Learn Challenges of Reporting • Understand Editing methods, tools and symbols. | | |
| Credits: 4 | Core Compulsory | |
| Max. Marks: 25+50 | Min. Passing Marks: 40% | |
| Total No. of Lectures- 60 | | |
| Unit | Topic | No. of Lectures |
| PART A: Reporting & Editing | | |
| I | News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news Intro: Definition & Types Headline: Definition & Types Beat: Meaning and Importance and types: Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women | 16 |
| II | Types of reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting, Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions. | 15 |
| III | Editing: concept, process and significance, Editing : Nature and need for editing. Principles of editing, editorial desk and its function, style sheet – editing symbols , Photo editing Editorial Values: objectivity, facts, impartiality and balance Proof reading: Meaning, Definition and Importance , Proof reading symbols New Technique of Proof Readings | 16 |
| IV | Translation: Meaning, Definition and uses of translation in Journalism, Importance of Translation in Journalism Translation of Government Orders Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader | 14 |
| Suggested Readings: <ul style="list-style-type: none"> • F. W. Hodgson, Modern News paper Editing and Production, Elsevier Science & Technology Books, • KM Srivastav, News re[porting and Editing, Sterling Publishers Pvt. Ltd • Seema Sharma, Journalism Reporting, Anmol Publications Pvt. Limited, • Seema Sharma, Editing: theory and Practices, Anmol Publications Pvt. Limited, • Ambrish Saxena, fundamental of Reporting and Editing, Kanishka Publishiners Distributors □Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford , . | | |

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|---|
| <ul style="list-style-type: none"> • Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London , • Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated • शर्मा शशिप्रभा , फोटोपत्रकारिता के मूलतत्व, कनिष्कपब्लिशर्स, डिस्ट्रीब्यूटर्सनईदिल्ली, • त्रिखा, नन्दकिशोर, समाचारसंकलनऔरलेखन, उत्तरप्रदेशहिन्दीसंस्थान, लखनऊ • कुमार, मनोज साक्षात्कार, मध्य प्रदेशहिन्दीग्रन्थअकादमी, भोपाल • तिवारी, डा. रामचन्द्र, पत्रिका सम्पादनकला, आलेख प्रकाशन, दिल्ली • दीक्षित, कमल समाचारसंपादन, माखनलालचतुर्वेदीपत्रकारिताविश्वविद्यालय, भोपाल • चतुर्वेदी, प्रेमनाथ, समाचारसंपादन, उपहारप्रकाशन, दिल्ली • चतुर्वेदी, आचार्यसीतारामलेखनकला, हिन्दीसाहित्य सम्मेलन, प्रयागराजेन्द्र, संवादऔरसंवाददाता, हरियाणासाहित्य अकादमी, चण्डीगढ़ |
| <p>This course can be opted as an elective by the students of following subjects: Open for all</p> |
| <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar on any topic of the above syllabus. • Test with multiple choice questions/ short and long answer questions. |
| <p>Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL . inclass12th.</p> <p>.....</p> |
| <p>Suggested equivalent online courses: IGNOU & Other centrally/state operated Universities/ MOOC platforms such as “SWAYAM” in India and Abroad</p> |
| <p>Further Suggestions:</p> <p>□Students may develop their managerial skills after completion this course and may join any filed. As Management of Resources is applicable everywhere.</p> |
| <p>At the End of the whole syllabus any remarks/ suggestions:</p> <p>.....</p> <p>.....</p> |



B.A. I Semester 2 Journalism Paper 2
Media Related Software (Practical)

| Programme/Class: CERTIFICATE | | Year: 1 | Semester: 2 |
|--|---|---|-------------|
| Subject: Journalism | | | |
| Course Code: A270202P | | Course Title: Media Related Software(Practical) | |
| Course outcomes: <ul style="list-style-type: none"> • Ability to handle media related software • Able to edit audio-visual content • Able to Prepare Graphics | | | |
| Credits: 2 | | Core Compulsory | |
| Max. Marks: 25 | | Min. Passing Marks: 40% | |
| Total No. of lab.periods- 30 (60 hours) | | | |
| Unit | Topic | No. of lab.periods | |
| I | Software related to Print Media : Adobe Page Maker, Coral Draw, InDesign, | 10 | |
| II | InDesign, Quark Xpress, Photoshop | 5 | |
| III | Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software | 7 | |
| IV | VFX software (visual effect software) / motion graphic software | 8 | |
| Suggested Readings: 1.User Guide of Various software | | | |
| This course can be opted as an elective by the students of following subjects: Open for all | | | |
| Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Preparation of samples of Layout Design. • Evaluation Sound quality edited by students. | | | |
| Course prerequisites: To study this course, a student must have had the subject ALL in class 12 th | | | |



B.A. II Semester 3 Journalism Paper 1
Advertising and Public Relations(Theory)

| Programme/Class: Certificate/DIPLOMA | | Year: 2 | Semester: 3 |
|---|--|---|-------------|
| Subject: Journalism | | | |
| Course Code: A270301T | | Course Title: Advertising and Public Relations | |
| Course outcomes: The student at the completion of the course will be able to: <ul style="list-style-type: none"> ▪ Prepare the students to understand basic concept of Advertising. ▪ Students will get familiar with different types of advertisement. ▪ Acquaint students with practical knowledge of various types of advertising. • Students have to understand the concept of Public Relation. • Students will know about the various mean of Public Relations. • To know about the ethics of advertisement and Public relation. | | | |
| Credits: 4 | | Core Compulsory / Elective | |
| Max. Marks: 25+50 | | Min. Passing Marks:40 % | |
| Total No. of Lectures-60 | | | |
| Units | Topic | No of Lectures | |
| I | Advertising: concepts, Definition, Type and Functions. Evolutions of Advertising. Advertising Agencies: functions, organizational structure. Advertising and marketing mix. Advertising and marketing research. | 13 | |
| II | Theories of advertising, Motivation theory, Consumer behaviour, Advertising appeals Consumer Behaviour: Factors, Models, and Brand positioning –creative strategies –creating ads for FMCG products –Brand promotions and sales promotions. Advertisements and Ethics. ASCI. | 17 | |
| III | Advertising Research: Importance, Types Online Advertising: Process, Scene, types, Creating Measuring Online Advertising: CPC, CPM and other Methods Public relation: Nature and Scope. History, Definition, Role and Function of PR. Publicity, public opinion, propaganda, Public affairs and lobbying. | 14 | |
| IV | PR Tools: House journals, press conferences, press releases, exhibitions, advertising, media tour. PR in Public Sector, Private Sector, Multi nationals. PRSI Theories of PR: Symmetrical & Asymmetrical. PRO. Corporate Communication: Corporate: Image, Identity. | 16 | |



- Mass Communication in India: Kumar, Kewal J., Jaico Publication
- Dr. Umesh Kumar, Digital Advertising
- Advertising Management: David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New Delhi
- Dr. Umesh Kumar, Advance Advertising
- JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications, New Delhi.
- Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.

- BN Ahuja and SS Chhabra, Advertising, Surjeet Publications, New Delhi
- C K Sardhana, Challenge of Public Relations, Har-Anand Publication, New Delhi
- William F, Contemporary Advertising, Arens & Bovee
- मधुअग्रवाल, भारतीय विज्ञापन में नैतिकता प्रकाशन विभाग, नई दिल्ली
- राधेशे याम शर्मा, विकास पत्रकारिता, हरियाणा साहित्य अकादमी, चण्डीगढ़
- अशाके महाजन, विज्ञापन, हरियाणा साहित्य अकादमी, चण्डीगढ़
- डा. विजयकुलश्रेष्ठ, विज्ञापन माध्यम एवं प्रचार, पंचशील प्रकाशन, जयपुर
- मदनगापोल, जनसम्पर्क, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, दिल्ली □ कालीदत्त झा, जनसम्पर्क, माखनलाल चतुर्वेदी पत्रकारिता विश्वविद्यालय, भोपाल
- चन्द्रकांत सरदाना, एवं सुषमा कसबेकर, जनसम्पर्क, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
- डा. सुशील त्रिवेदी, जनसम्पर्क, और व्यवहार, मध्य प्रदेश I हिन्दी ग्रन्थ अकादमी, भोपाल
- डा. मनोहर प्रभाकर, एवं डा. संजीव भानावत, प्रभावी जनसम्पर्क, युनिवर्सिटी बुक हाउस प्रा. लि., जयपुर
- डा. मनोहर प्रभाकर, एवं डा. संजीव भानावत, जनसम्पर्क, दिग्दर्शन पब्लिक रिलेशन्स सोसायटी ऑफ इण्डिया □ जनसंचार, जनसंपर्क एवं वक्तापन-संज्ञाता वमाकु, जी. पी. वमाकुमार, केवलजे., भारत में जनसंचार, जैकोपब्ललके न
- यादव, नरेन्द्र, शसहं (2009). वक्तापन प्रबं. जयपुर राजस्थान हिन्दी ग्रन्थ अकादमी.
- पतं, एन., सी., दववेदी मनीष (2006). पत्रकारिता एवं जनसंपर्क नई दिल्ली कतनष्कपब्ललसक, डिस्त्रिलयटरू

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels as per their socio-economic structure.

At the End of the whole syllabus any remarks/ suggestions:

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B.A. 2 Semester 3 Journalism Paper 2
Graphics and Design for Advertising (Practical)

| | | | |
|---|--|---|--------------------|
| Programme/Class: DIPLOMA | | Year: 2 | Semester: 3 |
| Subject: Journalism | | | |
| Course Code: A270302P | | Course Title: Graphics and Design for Advertising(Practical) | |
| Course outcomes: | | | |
| <ul style="list-style-type: none"> • Able to design advertising and Make Plan for that. • Understand Public Relation and able to make a good Public Relation. • Know press briefing, Press Conference and Others | | | |
| Credits: 2 | | Core Compulsory | |
| Max. Marks: 25 | | Min. Passing Marks: 40 % | |
| Total No. of lab.periods-30(60 hours) | | | |
| Unit | Topic | | No. of lab.periods |
| I | Design Print Advertising for his/her Institute | | 6 |
| II | Design Visual Advertising for his/her Institute and also for any historical or religious place | | 12 |
| III | Prepare Radio Advertisement for his/her Institute | | 5 |
| IV | Case Study of Any one the advertising National Campaign | | 7 |
| Suggested Readings: | | | |
| <ul style="list-style-type: none"> • Advertising Management: David A. Parker ,RajivBatra, Practice Hall, New Delhi • BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi • William F, Contemporary Advertising, Arens & Bovee • अशाकेमहाजन, विज्ञापन, हरियाणासाहित्य अकादमी, चण्डीगढ़ • डा. विजयकुलश्रेष्ठ, विज्ञापन माध्यम एवं प्रचार, पंचशीलप्रकाशन, जयपुर • यादव,नरेन्द्र, शसहं(2009).ववज्ञापनप्रबं. जयपुरराजस्थानहहंद्दीग्रथंअकादमी. | | | |
| This course can be opted as an elective by the students of following subjects: Open for all | | | |
| Suggested Continuous Evaluation Methods: | | | |
| <ul style="list-style-type: none"> • Assessment of observation report. • Preparation of advertising. • Evolution of Case Study. | | | |
| Course prerequisites: | | | |

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B.A. II Semester 4
Journalism Paper 1 : Media Law and Ethics (Theory)

| Programme/Class: DIPLOMA | | Year: 1 | Semester: 4 |
|---|---|--|-----------------|
| Subject: Journalism | | | |
| Course Code: A270401T | | Course Title: Media Law and Ethics (Theory) | |
| Course outcomes: <ul style="list-style-type: none"> • Learn about history of media laws. • To know about the various laws applicable to media paerson. □Understand basics about the media laws. | | | |
| Credits: 4 | | Core Compulsory / Elective | |
| Max. Marks: 25+50 | | Min. Passing Marks: 40% | |
| Total No. of Lectures- 60 | | | |
| Unit | Topic | | No. of Lectures |
| I | Constitution of India, Fundamental rights, freedom of speech and expression and their limitations. Brief history of press laws in India, emergency and its impact on media | | 15 |
| II | Provisions for legislature reporting, parliamentary privileges in reference with media. Contempt of Court, Defamation, Right to Information, , Official secret act | | 15 |
| III | Press and registration of book act, working journalist Act 1955, Cinematograph Act (1953), Information Technology Act, Film Censorship Prasar Bharati Act, Copyright Act, PCI. | | 16 |
| IV | Sedition and inflammatory writings, IPC and CrPC Code of conduct for journalists. ASCI Code of Conduct PRSI Code of Conduct Media Related Issue | | 14 |
| Suggested Readings: <ul style="list-style-type: none"> • Don Pember Mass Media Law, McGraw-Hill Higher Education • M Neelamalar, Media Laws and Ethics, PHI Learning Pvt. Ltd.s • Dileep Kumar, Rakesh Kumar and Amitabh Srivastav, Media Laws and Ethics, Mackhingee Publisher • Shipra Kumari, Indian Laws and Press, Omega publication • Rayudu, C.S. and Nageshwar Rao SB, Mass Media — Laws and Regulations, Himalaya Publicishing House, • Nand Kishore Trikha, Press Vidhi • PK Badhopadhyay and Kuldeep S. Arora, Journalistic Ethics | | | |



- Janmadhyam: Kanoon EvemUttardayitva - Dr.Shrikant Singh □DD Basu, Press Laws, Prentice Hall Pub.
- Mass Media Laws and Regulations in India, AMIC Publication
- Surender Kumar ManoharPrabhakar, Bharat Mein Press Vidhi
- डॉ. उमेशकुमार—मीडियामुद्दे
- Mk- संजीवभानावत, प्रेसकानूनऔरपत्रकारिताए सिद्धी प्रकाशन, जयपुर
- डा. नन्दकिशोर त्रिखा, प्रेसविधि, विश्वविद्यालय प्रकाशन, वाराणासी
- शखे ारसुचिपाण्डेय, सूचना का अधिकारकानून 2005: एक प्रवेशिका, नेशनलबुक ट्रस्ट, नईदिल्ली

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions. □Preparation of Audio-visual aids.

Suggested equivalent online courses:

□IGNOU & Other centrally/state operated Universities/ MOOC platforms such as “SWAYAM” in India and Abroad.

At the End of the whole syllabus any remarks/ suggestions:

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B.A. 2 Semester 4 Journalism
Paper –II Print Media Production (Practical)

| Programme/Class: DIPLOMA | Year: 2 | Semester: 4 |
|---|--|--------------------|
| Subject: Journalism | | |
| Course Code: A270402P | Course Title: Print Media Production (Practical) | |
| Course outcomes: | | |
| <ul style="list-style-type: none"> • Able to produce photo feature • Plan & prepare Print Media content. • Develop understanding for house journal publication. | | |
| Credits: 2 | Core Compulsory / Elective | |
| Max. Marks: 25 | Min. Passing Marks: 40 % | |
| Total No. of lab.periods-30 (60 hours) | | |
| Unit | Topic | No. of lab.periods |
| I | All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D format to the concerned Department. | 8 |
| II | All the students have to make their Institute's House Journal of at least of 20 pages including articles, Photographs, and stories etc. | 8 |
| III | All the students have to write 05 articles on any two current social issue and make a separate file and submit it to the concerned Department. | 7 |
| IV | All the students have to create a photo feature with at least 07 photographs of size 12x15 inches and submit the print out of the same in the concerned Department. | 7 |
| Suggested Readings: <ol style="list-style-type: none"> 1. NN Sarkar, Art and Print Production 2. Kayanna Pace Designer's Guide to Print Production 3. Wayne Collins Graphic Design and Print Production Fundamentals | | |
| This course can be opted as an elective by the students of following subjects: Open for all | | |
| Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Evaluate Newspaper layout and design • Evaluate Magazine quality • Evaluate Articles written by Students | | |



Further Suggestions:

□Students may develop their managerial skills & Interior designing skills after completion this course with the capability to opt for a job or start their own ventures.
The program giving an opportunity to advancement their knowledge by enrolling for advanced specialized program of their own area of need & interest.

At the End of the whole syllabus any remarks/ suggestions:

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B.A. 3 Semester 5
Paper I: Communication Research (Theory)

| Programme/Class: DEGREE | Year: 3 | Semester: 5 |
|---|--|-----------------|
| Subject: Journalism | | |
| Course Code: A270501T | Course Title: Communication Research | |
| Course outcomes: 1- Gain knowledge of Research methods and Technique 2-Able to develop scientific knowledge. 3- Practical knowledge of Research on various issues | | |
| Credits: 4 | Core Compulsory | |
| Max. Marks: 25+50 | Min. Passing Marks: 40% | |
| Total No. of Lectures-60 | | |
| Unit | Topics | No. of Lectures |
| I | Communication research: Meaning Definition and Importance Scientific approach for Communication Research Communication research in India Nature and scope of communication research Research and communication theory's Process of Research Types of Research Formulating a Research Problem Research Design: Meaning, Definition and Importance Types of Research Design: | 14 |

| | | |
|--|--|----|
| II | Variable: Meaning, Definition and types Important of variables Scaling Techniques Hypothesis: Meaning Definition and Importance Types of Hypothesis Hypothesis Testing Methods of communication research: Census Method, Survey Method, Observation Method, Clinical Studies, Case studies, Pre Election Studies, Exit Poll, Content Analysis | 17 |
| III | Data : Meaning definition and Importance of Data in Research Types of Data: Primary data , Secondary data Data Collection Tools: Questionnaire, Schedule, Observation and Interview Source of Data Sampling: Meaning definition and Importance of Sampling Types of Sampling Sampling Errors and Distribution Data Analysis | 12 |
| IV | Parametric and non-parametric Uni- variable, bi- variable, multi -variable, test of significant, level of reliability and validity, SPSS and other statistical package <ul style="list-style-type: none"> • Report writing • Coding Techniques and Tabulation, • Non Statistical Methods, • Descriptive-Historical- Statistical Analysis | 16 |
| Suggested Readings: 1.C. R. Kothari: Research Methodology- Method and Techniques,New age int. publishers 2.R. Kumar: Research Methodology: A step by Step Guide for Beginners 3. एलएनकोली, ओप्राववधू, वाईकेप्रका न,आगरा. 4. रामआहूजा, ओप्राववधू, वाराणसीप्रका न, वाराणसी. 5. | | |
| This course can be opted as an elective by the students of following subjects: Open for all | | |
| Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Test with multiple choice questions/short and long answer questions • Preparation of Questionnaire on Current Issues and others • Develop Synopsis for Research | | |
| Suggested equivalent online courses: IGNOU and other centrally/state operated Universities/MOOC platforms such as “SWAYAM” in India and abroad http://heecontent.upsdc.gov.in/Home.aspx | | |
| Further Suggestions: | | |



**B.A. III Semester 5 Journalism Paper 2
New Media Technology (Theory)**

| | | |
|---|--|-----------------------|
| Programme/Class: Degree | Year: 3 | Semester: 5 |
| Subject: Journalism | | |
| Course Code: A270502T | Course Title: New Media Technology | |
| Course outcomes: The student at the completion of the course will be able to: <ul style="list-style-type: none"> ▪ The students will know about the fundamentals of multi media. ▪ The students will know about the basics of new media. ▪ Students will be familiarizing with the new media. □ The students will get the knowledge about the various tools of news media technology. | | |
| Credits: 4 | Core Compulsory | |
| Max. Marks: 25+50 | Min. Passing Marks: 40% | |
| Total No. of Lectures-60 | | |
| Units | Topic | No of Lectures |
| I | Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics. E-Newspaper – Brief History of the E-newspaper in English & Hindi Reasons for the growing popularity of e-newspaper Present & Future of E-newspaper , Limitations of online newspapers | 18 |
| II | Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology impact and cultural perspective. Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption | 19 |
| III | Online journalism vs. traditional journalism–difference in news consumption Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine Traditional vs Web Journalism Meaning, Definition and Difference | 14 |



| | | |
|---|--|----|
| IV | Elements of a Web newspapers Report Writing, Editing for Web Journalism Web Journalism & Law | 09 |
| This course can be opted as an elective by the students of following subjects: Open for all | | |
| Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions | | |
| Further Suggestions: It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels as per their socio-economic structure. | | |
| At the End of the whole syllabus any remarks/ suggestions: | | |

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B.A. 3 Semester 5 Journalism Paper 3
Content Production for New Media(Practical)

| Programme/Class: DEGREE | Year: 3 | Semester: 5 |
|---|---|--------------------|
| Subject: Journalism | | |
| Course Code: A270503P | Course Title: Content Production for New Media (Practical) | |
| Course outcomes: <ul style="list-style-type: none"> • Able to operate various new media platform • Make use of Audio-visual aids for New Media <input type="checkbox"/>Able to start You tube Channel and website | | |
| Credits: 2 | Core Compulsory | |
| Max. Marks: 50 | Min. Passing Marks: 40% | |
| Total No. of lab.periods 30(60 hours) | | |
| Unit | Topic | No. of lab.periods |
| I | Create Youtube Channel and Upload content | 8 |
| II | News Website Creation and Post writing on Current Issues and News | 7 |
| III | Operate Social Media and Manage them | 7 |
| IV | Monetizing Process of social Media Platform Monetize minimum one channel of Social Media | 8 |
| Suggested Readings: 1.User guide of various social media platforms | | |
| This course can be opted as an elective by the students of following subjects: Open for all | | |
| Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Assessment of Audio-visual Aids and their use. • Assessment of techniques and communication skills. • Assessment of Educational Plan and Visits Record. • Attendance. | | |
| Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL . inclass 12 th | | |

OR

**B.A. 3 Semester 6 Journalism Paper 1
Media Management (Theory)**

| Programme/Class: Degree | Year: 3 | Semester: 6 |
|--|---|-----------------------|
| Subject: Journalism | | |
| Course Code: A270601T | Course Title: Media Management (Theory) | |
| Course outcomes: <ul style="list-style-type: none"> • Knowing Media Management • Identify the different techniques of Media Management • Know media scene in India | | |
| Credits: 4 | Core Compulsory | |
| Max. Marks: 25+50 | Min. Passing Marks: 40% | |
| Total No. of Lectures- 60 | | |
| Unit | Topics | No. of Lecture |
| I | Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited. companies, public limited companies, trusts, cooperatives, religious institutions (societies) and franchisees (chains) Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination. Hierarchy, functions and organisational structure of different departments. | 16 |
| II | General management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections. Changing roles of editorial staff and other media persons. Editorial – Response system Economics of print and electronic media management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience | 16 |
| III | Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques. Press Commissions and Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of Audio-visual Publicity (DAVP) | 13 |



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|---|--|----|
| IV | Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human research development for media. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure. | 15 |
| <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Print media communication and management –Aruna Zachariah • Media politics and ownership Jagdish Machani Journalism ethics and codes-Nayyar Shamsi • Media laws and ethics –Kiran Prasad • Ethics & Journalism –Karen Sanders • Media politics and ownership –Jagdish Vachani • Media selling –Charles Warner and Joseph Buchman □Media development and management –Biswajeet Guha □Newspaper management by Gulab Kothari. | | |
| <p>This course can be opted as an elective by the students of following subjects: Open for all</p> | | |
| <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar on any topic of the above syllabus. • Test with multiple choice questions/ short and long answer questions. • Subjective long questions □Attendance. | | |
| <p>Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL inclass/12th.</p> | | |

OR

B.A. 3 Semester 6 Journalism Paper 2
Development Communication (Theory)

| Programme/Class: Degree | | Year: 3 | Semester: 6 |
|---|---|---|-----------------|
| Subject: Journalism | | | |
| Course Code: A270602T | | Course Title: Development Communication (Theory) | |
| Course outcomes: <ul style="list-style-type: none"> • Understand the Development. • Understand about the development communication. • Identify the Indicator of Development. • Impart skills to implement, monitor & evaluate programmes. | | | |
| Credits: 4 | | Core Compulsory / Elective | |
| Max. Marks: 25+50 | | Min. Passing Marks: 40% | |
| Total No. of Lectures- 60 | | | |
| Unit | Topic | | No. of Lectures |
| I | Development: Meaning, Definition, Process. Definition, meaning, scope and concept of development communication, gap between developed and developing societies. Characteristics of developing countries. (High dependence on primary sector, Unemployment, population, Low productivity, Low level of living). Indicators of Development (GDP/GNP, Human Development Index, Physical Quality of Life Index, Per capita Income and others indicators) | | 16 |
| II | Theories of development: Social, Political and Economic theory Models of development: Western, Eastern, Gandhian, Schumacher's Development communication, process -special reference to India Use of traditional media, Print media and Electronic Media for development. Role of NGO's in development. | | 14 |
| III | Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication. Development communication policy– strategies and action plans – democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels. | | 15 |

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|--|---|----|
| IV | <p>Agricultural communication and rural development: The genesis of agricultural extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture.</p> <p>Nongovernmental (NGOs) organizations problems faced in effective communication, micro – macro – economic frame work. Writing development messages for media</p> | 15 |
| <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Uma Narula, Development Communication: Theory and Practice, • Understanding Development communication-Uma Joshi • Communication, Modernisation & Social Development-Edited: Ito Youichi, KiranPrasad,K. Mahadevan. • India Economy-Ruddar Dutt, K.P.M.Sundharam • International Development Communication-bellamody • Traditional Media and Development Communication-K.Madhusudan • Development Communication –V.S. Gupta | | |
| <p>This course can be opted as an elective by the students of following subjects: Open for all </p> | | |
| <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar on any topic of the above syllabus. • Test with multiple choice questions/ short and long answer questions. □Attendance. | | |
| <p>Courseprerequisites: Tostudythiscourse, astudentmusthavehadthesubject ALL inclass12th </p> | | |

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B.A. 3 Semester 6 Journalism Paper 3
Audio-Visual Production(Practical)

| | | |
|--|--|--------------------|
| Programme/Class: Degree | Year: 3 | Semester: 6 |
| Subject: Journalism (Practical) | | |
| Course Code: A270603P | Course Title: Audio-Visual Production | |
| Course outcomes: 1- Gain knowledge of Audio-Visual Production 2- Develop and understand Script and able to prepare script on various issues 3- Practical knowledge of Production | | |
| Credits: 2 | Core Compulsory | |
| Max. Marks: 50 | Min. Passing Marks: 40% | |
| Total No. of lab.periods -30(60 hours) | | |
| Unit | Topic | No. of lab.periods |
| I | Television Program Production: All the students have to Prepare- News, Talk, Script for Documentary, TV Interview. (One each) | 06 |
| II | Prepare a Short Movie on any current issue or documentary on his/her Institute | 08 |
| III | News Bulletin of 15 Minutes | 08 |
| IV | Radio Program Production: All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview.(One each) | 08 |
| Suggested Readings: <ul style="list-style-type: none"> • AwasthyG.C. :Broadcasting in India, Allied publishers, Mumbai, 1965. • Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988. • Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997. • Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986. • AkashBharti National Broadcast Trust : Publication Division, New Delhi, 1987. • Report of the Working Group on Television 'software for Doordarshan Vol. I &II , • Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980 • Edger E.Willis&HenryB.Aldrige, Television and Radio, Prentice Hall. • Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi. • Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY. □ Macliesh Robert, Radio Production Techniques. Macmillan. NY. • Nostrum William J. Van. The Script Writers' Handbook. • SinghalArvind,& Rogers Everett, India's Information revolution. Sage. New Delhi. □ Sim Harris & Paul Chantler, Local Radio, Focal press. □ Ash, William, The Way to Write radio Drama, BBC, • Crook, Tim, Radio Drama; Theory and Practice, Landon. | | |
| This course can be opted as an elective by the students of following subjects: Open for all | | |

OFW

Suggested Continuous Evaluation Methods:

- Test with multiple choice questions/short and long answer questions
- Menu planning and calculation of nutrient requirement

Course prerequisites: To study this course, a student must have had the subject in class/12th/ certificate/diploma.

Suggested equivalent online courses:

IGNOU and other centrally/state operated Universities/MOOC platforms such as “SWAYAM” in India and abroad Swayam Portal,
<http://heecontent.upsdc.gov.in/Home.aspx>

Further Suggestions:

Students can opt. dietitian, nutrition advisor/ Nutritionist as a career in private and government sector as well as extend knowledge by joining advance course in same discipline.

