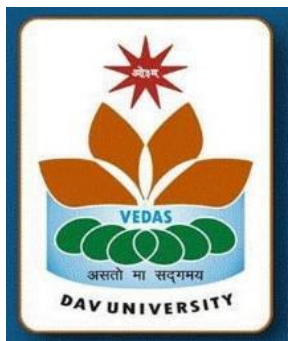


Department of
JOURNALISM & MASS COMMUNICATION



Scheme and Syllabi For
Bachelor of Journalism & Mass Communication
(2024-2025)
(As per NEP-2020)
Batch-2023-2024 (2YEAR) & 2024-2025(1 YEAR)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: Empowering the students with the requisite set of knowledge with a clear understanding of fundamental and advance concepts of Journalism and Mass Communication.

PEO2: To enable the students for the rudimentary / essential understanding and application of editing software's in professional settings.

PEO3: To prepare the students ready professionals for the Media and Entertainment industry by providing hands-on training with industry partners.

PROGRAMME OUTCOMES (POs)

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4: Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

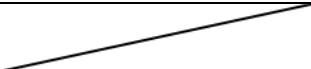
PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

PROGRAMME SPECIFIC OUTCOMES (PSOs)


PSO1: To prepare the students with a start-up mindset in the field of media and entertainment industry.

PSO2: To develop research orientation among students to pursue their higher education and career in the media research.

Mapping of POs with PEOs

 PEOs→ POs↓	PEO 1	PEO 2	PEO 3
PO1	Yes	Yes	Yes
PO2	Yes	Yes	Yes
PO3	Yes	Yes	Yes
PO4	Yes	Yes	Yes
PO5	Yes	Yes	Yes
PO6	Yes	Yes	Yes
PO7	Yes	Yes	Yes

Mapping of PSO with PEO

 PEOs→ PSO↓	PEO 1	PEO 2	PEO 3
PSO1	Yes	Yes	Yes
PSO2	Yes	Yes	Yes

Scheme of Courses

Bachelor of JOURNALISM AND MASS COMMUNICATION (Three Year Programme)

Credit Details			
S.No.	Course Category	Course Category Abbreviation	3-Yr BAJMC 4-(Credits)
1.1	Discipline Specific Courses-Core	DSC	83
1.2	Discipline Specific-Skill Enhancement Courses- Core	DS-SEC	2
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	
Total of Discipline Specific Core Courses			85
2.1	Minor Courses	MC	00
OR			
2.2	Interdisciplinary Courses	IDC	00
3	Multidisciplinary Courses	MDC	09
4	Ability Enhancement Course- Common	AEC-C	08
5	Value Added Courses-Common	VAC-C	06
6.1	Skill Enhancement Courses- Common	SEC-C	08
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	04
Total of Skill Enhancement Courses			12
Total Credits			120

Semester 1

			In hours				
S.No	Paper Code	Course Title	L	T	P	Cr.	Course Category
1.	MCJ101	History of the Media	4	0	0	4	DSC
2.	MCJ102	Introduction To Communication	4	0	0	4	DSC
3.	MCJ103	Communication Lab	-	-	4	2	DS-SEC
4.		Multidisciplinary Courses	-	-	-	3	MDC
5.		Ability Enhancement Course-Common	-	-	-	2	AEC-C
6.		Skill Enhancement Courses-Common	-	-	-	2	SEC-C
7.		Value Added Courses-Common	-	-	-	3	VAC-C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits**Semester 2**

			In hours				
S.No	Paper Code	Course Title	L	T	P	Cr.	Course Category
1	MCJ104	Introduction to Print Journalism & Broadcast Media	3	-	4	5	DS-SEC
3	MCJ105	Design and Graphics for Media	2	-	4	4	DS-SEC
5		Multidisciplinary Courses	-	-	-	3	MDC
6		Ability Enhancement Course-Common	-	-	-	2	AEC- C
7		Skill Enhancement Courses-Common	-	-	-	3	SEC-C
8		Value Added Courses-Common	-	-	-	3	VAC-C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

EXIT1: Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject provided they earn 4 credits in work-based employ-ability oriented vocational/ skill development courses viz.NSDC/ industry collaborated certifications- SAP/ INTEL/ L&T etc. or discipline

Semester 3

			In hours				
S.No	Paper Code	Course Title	L	T	P	Cr.	Course Category
1	MCJ201	Introduction to Journalism	4	0	0	4	DSC
2	MCJ202	Photo Journalism	2	0	4	4	DS-SEC
3	MCJ203	Radio Production	2	0	4	4	DS-SEC
4		Multidisciplinary Courses	-	-	-	3	MDC
5		Ability Enhancement Course-Common	-	-	-	2	AEC- C
6		Skill Enhancement Courses-Common	-	-	-	3	SEC-C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Semester 4

			In hours				
S.No	Paper Code	Course Title	L	T	P	Cr.	Course Category
1	MCJ204	Development Communication	3	0	2	4	DS-SEC
2	MCJ205	Media and Indian Political System	3	0	0	3	DSC
3	MCJ206	Global Media and Politics	3	0	0	3	DSC
4	MCJ207	Media Laws and Ethics	4	0	0	4	DSC
5	MCJ208	TV & Video Production	2	0	4	4	DS-SEC
6		Ability Enhancement Course-Common	-	-	-	2	AEC- C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Exit 2: Students exiting the program after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject provided they secure additional 4 credits in work-based employ ability oriented vocational/ skill development courses viz. NSDC/ SAP certifications/discipline-specific courses or internship/

apprenticeship offered during the first year or second-year summer term.



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MCJ101						
Course Title	History of the Media						
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Demonstrate an understanding of the origins of different media</p> <p>CO2: Analyse the different ages of Indian Cinema</p> <p>CO3: Discuss the role of newspapers and radio during the fight for India's independence</p> <p>CO4: Know about history of print & electronic media.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weight age	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Origin and development of print media						CO1
•	Origin of the press, the invention of the printing press, the Guttenberg press.						
•	Growth of newspapers in India. Hickey's Gazette, early journalism in Bengal, Bombay and Madras presidencies.						
•	Penny Press, New Journalism and Yellow Journalism.						
Unit 2	Personalities & various Acts of Indian Journalism						CO2
•	James Augustus Hickey, Raja Ram Mohan Roy, Jawahar lal Nehru						
•	James Silk Buckingham, Mahatma Gandhi, Bal Gangadhar Tilak						
•	History of Press in India, National Freedom Movement and Indian Press; Emergency and Post Emergency Era						
Unit 3	Newspapers in India						CO3
•	The Tribune, The Times of India, The Hindu, The Indian Express						
•	The Statesman, Anand Bazar Patrika, Punjab Kesari, Dainik Jagran						
•	Dainik Bhaskar, Ajit, Punjabi Tribune						
Unit 4	History of Radio and Television in India						CO4
•	History of AIR, Evolution of AIR Programming; Privatization and FM Radio						
•	Formation of Prasar Bharati, Door darshan, SITE. Community Radio and its evolution in India.						
•	Indian Cinema - From the Silent Era to the Talkies						
•	Cinema in later decades; Dadasaheb Phalke. Latest Trends in Cinema.						
Reference Books	<p>1.Mass Communication in India Keval J Kumar</p> <p>2.Journalism in India Rangaswamy Parthasarthy</p> <p>3.Briggs, Asa and Burke, Peter. <i>Social History of Media: From Gutenberg to the Internet</i>. Polity Press , 2010</p>						



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MCJ102						
Course Title	Introduction to Communication						
Course Outcomes	<p>On the completion of the course, the student will be able to</p> <p>CO1: know about basics of communication</p> <p>CO2: understand various forms of communication</p> <p>CO3: know about various models of Communication</p> <p>CO4: understand about various theories of Communication</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Communication						CO1
•	Communication: meaning, concept & definition						
•	Communication: Characteristics ,process , needs ,elements .						
•	7Cs of Communication						
•	Barriers of Communication						
Unit 2	Forms of Communication						CO2
•	Intra-personal , Inter-personal communication.						
•	Group Communication, Mass Communication,						
•	Verbal & Non-Verbal Communication						
•	Body Language						
Unit 3	Models of Communication						CO3
•	Aristotle model, SMCR Model/Berlo's Model,						
•	The Shanon -Weaver model , Osgood - Schramm's Model						
•	The Westley & Maclean model , Lasswell model						
•	Newcomb's model, Dance's helical Model						

Unit 4	Theories of Communication	CO4
•	Hypodermic Needle Theory, Two-step & Multi-step Theory,	
•	Cultivation theory , agenda setting theory ,Uses & Gratification Theory,	
•	Athoritarian theory, Free press theory, Social Responsibility theory.	
•	Gate keeping theory.psychological or individual difference theory.	
Reference Book/s	<p>1. Baran, Stanley and Davis, Dennis. Mass Communication Theory:</p> <p>2. DeFleur, Melvin and Ball-Rokeach, Sandra. Theories of Mass Communication. Longman,1989.</p> <p>3. McQuail, Denis. Mass Communication Theory. London: Sage, 2010.</p>	



In hours			Credit
L	T	P	
0	0	4	2

Course code	MCJ103						
Course title	Communication Lab						
course outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Demonstrate understanding of the importance of Communication</p> <p>CO2: To channelize the creative, Critical and common thinking about various social concerns</p> <p>CO3: To build confidence among students to perform responsibly</p> <p>CO4: Making students familiar with basics of writing and preparing for various types of media</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
assessment tools	written quiz	assignment/ project work	mse	mtp	ese	epr	abl/pbl
Weightage	--	20%	30%	-	50%	-	--
syllabus							co mapping
unit 1	Communication Dynamics						Co1
<input type="checkbox"/>	Simple and Complex						
<input type="checkbox"/>	Use of Emphasis, Humor. Emotions etc.						
<input type="checkbox"/>	Understanding the Process of Communication						
unit 2	Introduction to Group Speeches and Public Speaking						Co2
<input type="checkbox"/>	Group Speech Presentations, role of language						
<input type="checkbox"/>	Selection of an appropriate topic for speech/public speaking						
unit 3	Leadership and Communication						Co3
<input type="checkbox"/>	Performing small task under group leader						
<input type="checkbox"/>	Understanding Leadership Style						
Unit 4	Communication in Media						Co4
<input type="checkbox"/>	Preparing and presenting any programme related to TV and Radio						
<input type="checkbox"/>	Writing a news Story based on 5W + 1H						
<input type="checkbox"/>	Production of a ten shot video (Group Task)						
text books							
reference books							



In hours			
L	T	P	Credit
3	0	4	5

Course Code	MCJ104						
Course Title	Introduction to Print Journalism & Broadcast Media						
Course Outcomes	<p>On the completion of the course, the student will be able to:</p> <p>CO1: Know in detail about print media</p> <p>CO2: Understand about basics of news</p> <p>CO3: Understand about Writing and Editing for Radio & T.V</p> <p>CO4: Practically write in different ways for Newspaper & Magazines& Make a TV & Radio show.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EP R	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Print Media						CO1
•	News: meaning ,Types , scope , sources & values.						
•	Covering news- working on beats; Covering of beats- crime, courts, health, education, environment, agriculture, sports, weather, culture, Investigating and Interpretative reporting. legislative and parliamentary, news agency reporting.						
•	Interviewing/Types of news Interviewing: preparing for interview, conducting the interview.						
•	Editing- Principles , Need & Types of editing						
•	Print Media : its types , features & advantages & dis advantages						
•	Impact of print media on society,						
Unit 2	Basics of news						CO2
•	Leads- Importance of leads, Functions and types of leads						
•	Editorial page: Structure, Editorials& its types & importance , Middles, Letters to the editor, Special articles, Op-ed page; Week-end pullouts, Supplements, columns/columnists; Style sheet						
•	Feature : types & its importance						
Unit 3	Writing and Editing for Radio & T.V						CO3
•	Radio as a mass medium – Characteristics, Strength & weaknesses , Types of Broadcast, AM & FM, Radio Waves, Analogue & Digital, Microphones,						
•	Basics of Sound, Types of sound- Sync & Non - Sync, Natural sound, Ambient Sound ,						

	Elements of Radio news story & news bulletin.	
•	T.V as a mass medium – Characteristics, Strength & weaknesses ,Television as a mass medium; Writing and Editing of Television news, Electronic News Gathering & Electronic field Production; Visual Grammar, Television News Bulletins;	
•	Basics of Editing for TV. News Script, Piece to camera , Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	
Unit 4	Writing in different ways for Newspaper & Magazines , Making of a TV & Radio show .	CO4
•	Writing News for Different Beats , letter ton editor , Translation: News, Articles, Features, Reviewing :Magazines and Newspapers , News, Book , Theatre, Film and Art, Opinion Writing: Criticism, Editorial.	
•	Making of a TV show:Scripting , Shooting , Editing , Presenting.	
•	Making of Radio show & presenting the same.	
•	Learning about various parts of Radio & TV Hardware & Software, Microphones, Cameras, Lighting, Special effects, Sound effects.Consoles- Recording, Editing& Dubbing.	
Text Book/s	1. 2.	
Reference Book/s	1. Chatterjee, P.C. Broadcasting in India. New Delhi: Sage. 1991. 2. Fleming, Carrol. The Radio Handbook; Routledge, 2002. 3. Shrivastava, K.M. Broadcast Journalism in the 21st Century. Sterling publisher,	



In hours			
L	T	P	Credit
2	0	4	4

Course Code	MCJ105						
Course Title	Design and Graphics for Media						
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the basics of Design and Graphics & Various Type Composition & Printing Methods.</p> <p>CO2: Understand fundamental design principles and elements.</p> <p>CO3: Demonstrate proficiency in using industry-standard design software.</p> <p>CO4: Apply design concepts to various media, including print, web, and multimedia & create visually engaging graphics that effectively communicate messages.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Basics of Design and Graphics & Various Type Composition & Printing Methods						CO1
•	Basic elements and principles of Design and Graphics, Visualization, Convergence and Divergence - Conceptualizations Functions and significance, Design Lay-Out and Production						
•	Typeface families - Kinds - Principles of Good Typography Spacing - Measurement - Point System. Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making.						
•	Design processes: Steps involved in designing Press ad, Magazine ad, and Hoardings Focusing on the composition and balancing the different element of design						
Unit 2	Introduction to Design Principles						CO2
•	Understanding design elements: line, shape, color, texture, space.						
•	Principles of design: balance, contrast, unity, emphasis, rhythm.						
•	Introduction to typography and its role in visual communication.						
Unit 3	Introduction to Design Software						CO3
•	Overview of industry-standard design software (e.g., Adobe Photoshop and Corel Draw).						
•	Basic tools and functionalities for graphic design.						
•	Hands-on exercises to familiarize students with the software interface.						
Unit 4	Graphic Design for Print Media & Web Graphics and User Interface Design						CO4
•	Design considerations for various print media (posters, brochures, flyers).						
•	Print resolution, color modes (CMYK), and file formats (PDF, PSD). Creating layouts that convey information effectively.						
•	Basics of web graphics: pixel vs. vector, resolution, responsive design.						
•	Introduction to user interface (UI) design principles, Creating web banners, buttons, and icons.						

Reference Books	1. Ambrose, G., & Harris, P. (2009). The fundamentals of graphic design. Bloomsbury Publishing. 2. Bringhurst, R. (2004). The elements of typographic style. Point Roberts, WA: Hartley & Marks. 3. Principles of Printing Technology- N. Ghosh	
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In hours			
L	T	P	Credit
4	0	0	4

Course Code	MCJ 201						
Course Title	INTRODUCTION TO JOURNALISM						
Course Outcomes	On the completion of the course, the student will be able to: CO1: understand the basics of news. CO2: know and learn about aspects of reporting. CO3: understand about print media in detail. CO4 know how to write for newspapers.						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Basics of news						CO1
•	News: meaning, concept & process, news elements & values.						
•	Structure of a news story: Inverted pyramid, Organizing a news story: 5W's and 1H.						
•	News: Types, Sources, Style & characteristics.						
•	Various news beats: health, crime, sports, education, etc.						
•	Journalistic jargon including dateline, credit line, byline, a print line, Flag, Masthead etc.						
Unit 2	Reporting						CO2

•	Reporting & its types: investigative, interpretative cultural etc.	
•	Problems in reporting, yellow journalism, Citizen journalism & immersive journalism.	
•	Functions of reporting: a collection of data & research.	
•	Principles & techniques of reporting.	
•	Qualities & responsibilities of the reporter.	
Unit 3	Basics of print media	CO3
•	Headlines: its types, functions & importance.	
•	Editorial: its types, functions & importance.	
•	Feature: its types, functions & importance.	
•	Difference between news stories, features & articles. Letter to the editor.	
Unit 4	Writing for newspaper	CO4
•	Reading newspapers.	
•	Headlines making & writing.	
•	Lead making & writing.	
•	Finding 5W's and 1H in the news.	
Text Book/s	1. 2.	
Reference Book/s	1. Baran, Stanley and Davis, Dennis. Mass Communication Theory: Foundations, Ferment and Future. Wads-worth Publishing Co Inc, 2014 2. Schramm, Wilbur. Process & Effects of Mass Communication. University of Illinois Press, 1953. 3. Williams, Kevin. Understanding Media Theory. Hodder Education, 2003	



In hours			Credit
L	T	P	
2	0	4	4

Course Code	MCJ202						
Course Title	Photo Journalism						
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: understand basics of photography & about various camera components.</p> <p>CO2: know in detail about photography, photo journalism & editing in detail.</p> <p>CO3: understand Basic of Photography and practically with do shoots in various fields.</p> <p>CO4: know the Uses of Lighting in Different Photography.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Basics of Photography & Camera Components						CO1
•	About basic components of Photography, Modernization of Photography and its use in Mass Media Invention of Digital Photography						
•	Shutter Speed, Aperture, Focal Length, Cameras –TLR, DSLR, Large Format, Polaroid Camera mounts- Tripods, Monopods.						
•	Lenses: Normal, Zoom, Telephoto, Wide Angle, Fish Eye.						
Unit 2	Photography and Photojournalism & Editing						CO2
•	Lighting: different types, Natural lighting and Artificial Lighting, Essentials of Good Photography, Framing, Rule of Thirds, Depth of Field						
•	Types of Shots, Angles & Composition, Qualities of a Good Photo Journalist, Photo Features and Caption Writing, Candid, Ethical Aspects of Photo Journalism						
•	Editing: needs advantages & disadvantages, Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye, tools of photo editing.						
•	Various editing software & Glossary of Photography.						
Unit 3	Basic of Photography						CO3
•	To learn about shutter speeds and aperture and ISO.						
•	Architecture, Night, Children's, Nature, Animal, Birds, Product, Fashion, Event, Travel photography.						
•	News, Sports, Nature, Portrait, Fashion and advertisement photography						
•	Techniques: Rule of Thirds, Depth of Field, Miniature, Silhouette						
Unit 4	Uses of Lighting in Different Photography						CO4
•	Portrait photography using adequate lighting, effective backdrops, and perfect poses.						
•	On-location photography: anywhere outside the studio						
•	Perfect pictures of a sportsperson in action						
Reference Books	<p>1-Digital Photographer's Handbook – Tom</p> <p>2-The Photography - Graham Clarke,</p> <p>3-Practical photography by O.P. SHARMA HPB/FC,</p> <p>4- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.</p>						



In hours			Credit
L	T	P	
2	0	4	4

Course Code	MCJ203						
Course Title	Radio Production						
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: know about radio and its various components.</p> <p>CO2: understand about radio broadcasting in detail.</p> <p>CO3: practically know about Control Room, working Studio in detail & various Stages of Radio Production.</p> <p>CO4: learn in detail about various stages of Radio Production.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Radio						CO1
•	Explain the Characteristics, strength & weaknesses & History of Radio						
•	Compare Radio Genres						
•	Role of radio in the field of journalism its advantages & dis-advantages.						
•	Radio as a mass medium – Radio technology, Types of Broadcasts, AM & FM, Radio Waves, Analogue & Digital, Microphones						
Unit 2	Radio Broadcasting						CO2
•	Equipment used in Radio Broadcasting- Radio Transmitter, RF Cable & Antenna, Radio Console & Faders, Audio Processor, Microphones, stand, Headphones, Connectors, Radio Studio, Reverberation time.						
•	Public Service Broadcasting, Private Broadcasting & Community Radio Broadcasting.						
•	Broadcast Formats; Public service advertisements, Jingles, Radio magazine, Interview, Talk Show, Discussion, Feature.						
•	Radio Feature & Documentary: What is a Radio Feature, How it is different from Documentary.						
Unit 3	Production Control Room & Studio:						CO3
•	Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain.						
•	Studio console: recording and mixing.						
•	Documentary: Broadcast Production Techniques.						
•	Radio Commercial and its types						
Unit 4	Stages of Radio Production						CO4
•	Pre-Production (Idea, research, Radio script)						
•	Production– creative use of Sound; Listening, Recording, using archived sounds, (execution, requisites, challenges)						
•	Post-Production, Editing, Creative use of Sound Editing; Personnel in						

	Production process – Role and Responsibilities	
•	Writing and Presenting Radio&Radio Production Elements	
Reference Books	1.Siegel, E.H. <i>Creative Radio Production</i> . London: Focal Press. 1992. 2. <i>Radio Production, Art & Science</i> . London: Focal Press, 1990. 3. <i>The Radio Handbook</i> . London: Routledge, 2002	



In hours			Credit
L	T	P	
3	0	2	4

Course Code	MCJ204						
Course Title	Development Communication						
Course Outcomes	<p>On the completion of the course, the student will be able to:</p> <p>CO1: Understand about development and its basics.</p> <p>CO2: Understand Development communication & various paradigms.</p> <p>CO3: Understand about media & its role in development</p> <p>CO4: Understand the different concepts of new media technology in development</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Development						CO1
•	Meaning, Definition, Concept, Process & Historical background in India, Models of development: Eastern, Western and Gandhian Model.						
•	Basic needs model, Priority areas in development						
•	Development & social change						
Unit 2	Development communication						CO2
•	Concept- Development Communication, Communication support for development, issues and post-colonial conceptions.						
•	Paradigms of development: Dominant paradigm, dependency, alternative paradigm						
•	Development communication approaches, diffusion of innovation, empathy & multiplying of information, Magic multiplier, bottom-up and trickle down approach						
Unit 3	Media, Development & New media						CO3
•	Role of media and journalism in society, media, and specific audiences, Role of each medium- print, radio, TV, video, traditional media.						

•	Mass Media as a tool for development & Problems with use of media for development, role & performance record of each medium-Print, Radio & TV in the Indian context.	
•	Using new media technologies for development; Cybermedia and development, E-Governance, e-choupal, national knowledge network,	
•	ICT for development narrow casting & Development Issues & Concepts, Critical appraisal of mainstream media's reportage on rural Problems and issues	
Unit 4	Practical implementation.	CO4
•	Field visits and interaction with people.	
•	Assignments related to communication for development with people.	
•	Coverage of Agricultural and Environmental related topics/issues.	
•	News coverage related to the development and its presentation.	
Reference Books	1. Media & Development : M.R. Dua & V.S. Gupta 2. Mass Communication & Development: Dr. Baldev Raj Gupta 3 Communication and Development. Rogers, Everett	



In hours			
L	T	P	Credit
3	0	0	3

Course Code	MCJ205						
Course Title	Media and Indian Political System						
Course Outcomes	On the completion of the course the student will be able to: CO1: know about media & political system. CO2: understand about Constitution and Governance. CO3: know about Administrative Set-Up of Indian Political System. CO4: know about Indian Politics & various Political Ideologies.						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Media & Political System						CO1
•	Impact of media on political system of India: / Legislative reporting						
•	Rajya Sabha and Lok Sabha Television						
•	Tools of Communication for political parties, strengths and weaknesses						
•	Propaganda and lobbying, Paid News.						
Unit 2	Constitution and Governance						CO2
•	Union & its territories						

•	Citizenship, Fundamental Rights & Duties	
•	President & Vice President, Prime Minister	
•	Council of Ministers, Cabinet, Functions of Parliament.	
Unit 3	Administrative Set-Up	CO3
•	Ministries of the government	
•	Union Territories, Local Govt., Municipalities, Panchayats	
•	Election Commission, Electoral Reforms	
•	Reservation of seats, General Elections. Four pillars of democracy.	
Unit 4	Indian Politics & Political Ideologies	CO4
•	Major national and regional parties in India and their changing trends.	
•	Political Ideologies: Liberalism, Socialism, Marxism,	
•	Fascism, Gandhism, Feminism	
Text Books	1. 2.	
Reference Books	1. Foundations of Politics by Andrew Heywood (Mac Millan Foundation) 2. State & Politics in India edited by Parth Chatterjee, (Oxford University Press) 3. Our Parliament by Subash Kashyap, National Book Trust	



In hours				
L	T	P		Credit
3	0	0		3

Course Code	MCJ206						
Course Title	Global Media and Politics						
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To know about the various Global Technology</p> <p>CO2: To study about the various Global Conflict and Global Media</p> <p>CO3: To study about the issues of global media.</p> <p>CO4: To study about the various media platforms and news agencies.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Global Technology						CO1
•	Evolution of global news dissemination-origin and development of technology.						
•	Advent of satellites – ISDN, DBS, Global internet service.						
•	Emergence of internet as a global medium.						
•	Communication Debates: Unequal Development & Third World Concerns.						
Unit 2	Global Conflict and Global Media						CO2

•	World Wars and Media Coverage post 1990: Rise of Al-Jazeera.	
•	The Gulf Wars: CNN's satellite transmission, embedded journalism, 9/11 and its implications for media.	
•	Cultural imperialism and global media debate .	
•	Homogenization, Global/local (glocalization).	
Unit 3	Issues of global media	CO3
•	Emergence of the New World Communication and Information Order [NWICO] - Role of the NAM.	
•	MacBride Report & Its recommendations and impact.	
•	Attempts by NAM countries to meet the global challenge:- Non-Aligned News.	
•	Agencies Pool, (NANAP) - Non-Aligned News Network (NNN).	
Unit 4	Media platforms/ Agencies	CO4
•	Introduction to major news agencies: Reuters, AP, AFP, Xinhua , Global Media Conglomerates: AT &T, Walt Disney, CMCSA, Twenty First Century Fox.	
•	Role of Media in promoting humanity and peace.	
•	Introduction to main International Newspapers: Wall Street Journal/ Tabloid of UK, Dawn, Jung, The New York Times, The Guardian.	
•	Major international television channels: WION, BBC, CNN, AL JAZEERA, RT. Major International Radio channels: BBC, Voice of America, AIR.	
Text Books	1. 2.	
Reference Books	1. Artz, Lee and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony. New York Press, 2003. 2. Hussain, Zahida and Ray, Vanita Ray. Media and Communications in The Third World Countries. Gyan Publications, 2007 3. Stuart, Allan and Zelizer, Barbie. Reporting War: Journalism in War Time, Routledge Publication, 2004.	



In hours			
L	T	P	Credit
4	0	0	4

Course Code	MCJ207						
Course Title	Media Laws and Ethics						
Course Outcomes	<p>On the completion of the course, the student will be able to:</p> <p>CO1: Learn about various articles of the constitution.</p> <p>CO2: Learn about various laws and acts of the constitution</p> <p>CO3: Define basic legal terminology.</p> <p>CO4: Know about laws and ethics related to media.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit I	Constitutional Mandate of Media Law						CO1
•	Constitutional Safeguards to Freedom of Press, Freedom of speech and expression (Article 19(1) (a) and Article 19(1)(2)						
•	Privacy vis-a-vis Media.						
•	Press, Law, Society & Democracy, Self-Regulation by Media & Freedom of Expression,						
•	Right to Information as prerogative of good governance: RTI with special reference to Right to Information Act,2005						
Unit II	Criminal Aspects Related to Media Law						CO2
•	Defamation-Libel and slander						
•	The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act, 2013						
•	Indecent Representation of Women (Prohibition) Act, 1986 and Rules 1987						
•	Sec 67 of IT Act 2000 and 292 IPC						
Unit III	Various Laws related to Media						CO3
•	Intellectual Property Rights, Vernacular Press Act						
•	Gagging Act. Copyright Act (India)						
•	NBA guidelines, Prasar Bharti Act1990						
•	Press Commission of India & Press Council Act						
Unit IV	Media Ethics under Various Acts						CO4
•	Media Ethics, Working Journalists Act, 1995, and Wage Boards						
•	PCPNDT Act 1994, Censor board, Censorship Act and procedure						
•	Social Responsibility of the Press						
•	Code of Conduct: AIR, TV and Cable						

Reference Books	1. The Constitution of India, 1950 2. Right to Information Act, 2005 3. Information Technology Act, 2002	
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In hours			
L	T	P	Credit
2	0	4	4

Course Code	MCJ208						
Course Title	TV and Video Production						
Course Outcomes	On the completion of the course the student will be able to: CO1: learn about the camera, types of camera, lenses, and picture composition. CO2: understand about the different types of lights, tools of lighting and basic techniques of lighting. CO3: develop an understanding of different types of sound and audio equipment which are used in TV and video production. CO4: practically know about the developing of programming (research, objectives, content, structure etc).						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Introduction to camera						
•	Parts of video camera and their functions,						
•	Types of Cameras, other equipment, depth of field and aperture control						
•	Lenses– functions and its types, Aesthetics in visual communication, subject–camera relationship						
•	Compositions –different types of shots, camera angles and camera movements						
Unit 2	Introduction to Lights						
•	Lights and their properties, different types of lights						
•	other tools used in lighting – diffusers, reflectors, cutters and gels.						
•	Basic lighting techniques						
•	Accessories used in lighting						
Unit 3	Audio Sound						
•	Audio fundamentals, various audio elements in video programmes						

•	lip synchronized sound, voice music, ambience, sound effects	
•	Types of microphones, Use of audio mixers for recording and editing of sound	
•	different audio equipment for studio and location recording.	
Unit 4	Developing Programme	
•	Developing Programme briefs (Objectives, Contents, Duration etc)	
•	Researching the topic, Programme Resources	
•	Style and format, structuring the programme,	
•	Storyboard and Script Designing, Script Layout	
Text Books	1. 2.	
Reference Books	1. Handbook of Television Production – Herbert Zettl 2. Television Field production and reporting – Fred Shook 3. Television Production – Gerald Millerson	