



BANASTHALI VIDYAPITH

Bachelor of Journalism and Mass Communication (BJMC)-2014-15 to 2016-17
(Three Years Course)

Approved for the 2014-15
Place it before Academic
Council for final approval.

BA Journalism and Mass Communication
Scheme of Examination

Semester I

Course Code	Course Title	Contact hours/Week		Continuous Assessment Mark		Semester Exam Marks		Maximum Marks	
		T	P	T	P	T	P	T	P
Disciplinary Courses									
BJ 1.1	Introduction to Journalism and Mass Media	04	00	20	00	40	00	60	00
BJ 1.2	Introduction to Communication and Mass Communication	04	00	20	00	40	00	60	00
BJ 1.3	Indian Polity and Constitution	04	00	20	00	40	00	60	00
BJ 1.4	Language Skills	04	00	20	00	40	00	60	00
BJ 1.5	Computer Fundamentals	04	04	20	30	40	60	60	90
Total		20	04	100	30	200	60	300	90

Semester II

Course Code	Course Title	Contact hours/Week		Continuous Assessment Mark		Semester Exam Marks		Maximum Marks	
		T	P	T	P	T	P	T	P
Disciplinary Courses									
BJ 2.1	Contemporary Issues and Current Affairs	04	00	20	00	40	00	60	00
BJ 2.2	Media Laws & Ethics	04	00	20	00	40	00	60	00
BJ 2.3	Hindi AvamBhashaiPatrakarita	04	00	20	00	40	00	60	00
BJ 2.4	Print Media: Reporting and Writing	04	04	20	30	40	60	60	90
BJ 2.5	Photo Journalism	04	04	20	30	40	60	60	90
Total		20	08	100	60	200	120	300	180

Semester III

Course Code	Course Title	Contact hours/Week		Continuous Assessment Mark		Semester Exam Marks		Maximum Marks	
		T	P	T	P	T	P	T	P
Disciplinary Courses									
BJ 3.1	Print Media: Editing and Layout Design	04	04	20	30	40	60	60	90
BJ 3.2	Radio Journalism and Production	04	04	20	30	40	60	60	90
BJ 3.3	Communicative English	04	00	20	00	40	00	60	00
BJ 3.4	Creative Writing	04	04	20	30	40	60	60	90
BJ 3.5	Economic Development and Planning in India	04	00	20	00	40	00	60	00
	Total	20	12	100	90	120	180	300	270

Semester IV

Course Code	Course Title	Contact hours/Week		Continuous Assessment Mark		Semester Exam Marks		Maximum Marks	
		T	P	T	P	T	P	T	P
Disciplinary Courses									
BJ 4.1	New Media Journalism	04	04	20	30	40	60	60	90
BJ 4.2	Public Relations and Corporate Communication	04	00	20	00	40	00	60	00
BJ 4.3	Advertising and Commercial Communication	04	04	20	30	40	60	60	90
BJ 4.4	Film Studies	04	04	20	30	40	60	60	90
BJ 4.5	Indian Society and Culture	04	00	20	00	40	00	60	00
	Total	20	12	100	90	200	180	300	270

Semester V

Course Code	Course Title	Contact hours/Week		Continuous Assessment Mark		Semester Exam Marks		Maximum Marks	
		T	P	T	P	T	P	T	P
Disciplinary Courses									
BJ 5.1	TV Journalism and Production	04	06	20	30	40	60	60	90

BJ 5.2	Media Organization and Management	04	00	20	00	40	00	60	00
BJ 5.3	Communication Research	04	00	20	00	40	00	60	00
BJ 5.4	Community Media	04	00	20	30	40	60	60	90
BJ 5.5	Beats and Specialized Reporting	04	04	20	00	40	00	60	00
	Total	20	10	100	60	200	120	300	180

Semester VI

Course Code	Course Title	Contact hours/Week		Continuous Assessment Mark		Semester Exam Marks		Maximum Marks	
		T	P	T	P	T	P	T	P
Disciplinary Courses									
BJ 6.1	Media Project- I – Practical Electives (1-6)	00	10	00	40	00	60	00	100
BJ 6.2	Media Project – II Practical Electives (1-6)	00	10	00	40	00	60	00	100
BJ 6.3	Orientation for Industrial project	02	00	00	00	00	00	00	00
	Total	02	30	00	80	00	120	00	200
BJ 6.4	University – Industry Linkage (Summer Training) - Practical	00	02	Break-up of practical marks Project Report – 40 Presentation – 40 Continuous assessment – 60 (based on the report received from industry) Final external assessment (Viva-voice) - 60					

<p>Electives: Media Project – I – Practical (Students are required to choose <u>one</u> of the following)</p> <ol style="list-style-type: none"> 1. Digital Photo Journalism 2. Video Editing Skills 3. Radio Jockeying/Anchoring 4. Videography 5. Copy Writing 6. Editorial Writing 	<p>Electives: Media Project – II – Practical (Students are required to choose <u>one</u> of the following)</p> <ol style="list-style-type: none"> 1. Covering Science and Technology 2. Sports Reporting 3. Covering the Arts and Cultural Events 4. Rural Reporting 5. Travel and Tourism Journalism 6. Covering Economic Issues
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Activities under five fold education :

(Intellectual, Physical, Aesthetic, Moral & Practical)

A student must take part in at least one of the activity in each semester from the activities listed under five fold education choosing at least one activity from each group during the course of entire UG Programmes.

Group – 1 – Fine Arts

Classical Dance (Kathak/Manipuri), Folk Dance, Music – Instrumental (Violin/Sitar/Gitar/Sarod/Tabla/ Orchestra)/Vocal), Theatre, Creative Arts

Group – 2 – Physical Education & Sports

Athletics (Track & Field), Sports & Games (Hockey, Volley Ball, Tennis, Cricket, Kho-Kho, Kabbaddi, Handball, Throw Ball, Basket Ball, Net Ball, Soft Ball, Weight Training, Martial Art, Judo Karate, Badminton, Table Tennis, Rifle Shooting, Archery Range) Horse Riding,- Equestrian, Swimming, Flying, Yog, Aerobics, Gymnastics

Group – 3 – Social Service & Extension Activities

National Service Scheme (NSS), BanasthaliSewa Dal (BSD), FM Radio, Informal Education, Extension Programs for Women Empowerment

BANASTHALI VIDYAPITH

Bachelor of Journalism and Mass Communication (BJMC)

Objectives:

- To impart understanding of Journalism and Mass Communication process and its impact on society.
- To impart understanding of socio-cultural environment of Mass Media.
- To develop working skills needed for Print, Electronic and New Media.
- To develop a sense of purpose, mission and ethical values in the field of Mass Communication.
- To inculcate critical and creative thinking in professional context and to cope with the fast growing changes in the world of media.
- To focus on ‘ethics of journalism’ which is being necessitated to pay more attention in today’s journalism.
- To familiarize with the latest technology incorporated and used in Mass Media.

Course Structure

Semester I

Foundation Courses

FC 1.1 Indian Heritage

Disciplinary Courses

BJ 1.1 Introduction to Journalism and Mass Media

BJ 1.2 Introduction to Communication and Mass Communication

BJ 1.3 Indian Polity and Constitution

BJ 1.4 Language Skills

BJ 1.5 Computer Fundamentals

Semester II

Foundation Courses

FC 2.1 Environment Studies

Disciplinary Courses

BJ 2.1 Contemporary Issues and Current Affairs

BJ 2.2 Media Laws & Ethics

BJ 2.3 Hindi AvamBhashaiPatrakarita

BJ 2.4 Print Media: Reporting & Writing

BJ 2.5 Photo Journalism

Semester III

Foundation Courses

FC 3.1 Women in Indian society

Disciplinary Courses

BJ 3.1 Print Media: Editing & Layout Design

BJ 3.2 Radio Journalism& Production

BJ 3.3 Communicative English

BJ 3.4 Creative Writing

BJ 3.5 Economic Development and Planning in India

Semester IV

Foundation Courses

FC 4.1 Parenthood and Family Relations

Disciplinary Courses

BJ 4.1 New Media Journalism

BJ 4.2 Public Relations & Corporate Communication

BJ 4.3 Advertising and Commercial Communication

BJ 4.4 Film Studies

BJ 4.5 Indian Society and Culture

Semester V

Foundation Courses

FC 5.1 Selected writings for self study-I

Disciplinary Courses

BJ 5.1 TV Journalism& Production

BJ 5.2 Media Organization & Management

BJ 5.3 Communication Research

BJ 5.4 Community Media

BJ 5.5 Beats and Specialized Reporting

Semester VI

Foundation Courses

FC 6.1 Selected Writings for Self Study-II

Disciplinary Courses

BJ 6.1 Media Project - I- Practical

(Students are required to choose one of the following)

Electives:

1. Digital Photo Journalism
2. Video Editing Skills
3. Radio Jockeying/Anchoring
4. Videography
5. Copy Writing
6. Editorial Writing

BJ 6.2 Media Project – II - Practical

(Students are required to choose one of the following)

Electives:

1. Covering Science and Technology
2. Sports Reporting
3. Covering the Arts and Cultural Events
4. Rural Reporting
5. Travel and tourism journalism

6. Covering Economic Issues

BJ 6.3 Orientation for Industrial Project

BJ 6.4 University-Industry Linkage (Summer Training) - Practical

DETAILED SYLLABUS

FIRST SEMESTER

FC 1.1 Indian Heritage

Objectives: - It aims at creating an integrated understanding of Indian Heritage and Modern Indian Society and presents cultural synthesis as the essential theme of the Indian history.

Note: - There will be 7 questions in all and the students are required to attempt 4 questions.

Significance of Heritage.Unity in diversity in Indian Culture, Influence of Ramayan and Bhagvad Gita on Indian Culture.Cultural Contribution of Buddhism and Jainism. Promotion of cultural synthesis in Medieval Indian thought:

- (a) Bhakti movement (with special reference to Nanak and Kabir)
- (b) Study of Sufism with special reference to Chishtia Cult. Growth of cultural harmony as reflected in architecture and music. Impact of West on Indian culture.Nature of Social Reform Movements.Growth and Impact of Nationalism in India.Gandhi's views on Non-violence, Satyagraha and untouchability.Contribution of Indian Constitution towards the development of secularism and Egalitarian society.

Bibliography:

1. Bhattacharya, Haridas: (ed.), Cultural Heritage of India (in 5 Vol.) Sri Ram Krishna Mission, Calcutta.
2. Kabir, Humayun: Our Heritage, Bombay, 1947.
3. Nehru, JawaharLal: The Discovery of India, J. L. Nehru Memorial Fund, Oxford University Press, 1981.
4. Pandey, Susmita: Medieval Bhakti Movement: its History and philosophy, KusumawaliPrakashan, Meerut 1989.
5. Raza, Moonis: (ed.) Introducing India, Aligarh Muslim University, Aligarh, 1961.
- 6.1 राजेन्द्रपाण्डे, भारतकासांस्कृतिकइतिहास, उत्तरप्रदेशहिन्दीसंस्थान, लखनऊफ, 2002.
7. रामधारी सिंह दिनकर, संस्कृति के चार अध्याय, लोकभारतीप्रकाशन, इलाहाबाद, 1956.
8. जवाहरलालनेहरु, हिन्दुस्तानकीकहानी, सस्तासाहित्य मण्डलप्रकाशन, 2001.

Disciplinary Courses

BJ 1.1 Introduction to Journalism and Mass Media

Unit I Introduction to Journalism : Concept, Meaning and Definition; Nature; Scope; Objectives and Functions. Print Media in India – History in three stages - Early years, of freedom struggle, Post-independence era. History of Journalism in India and Rajasthan.

Unit II Mass Media: Introduction to different types of Mass Media. Folk Media, Traditional Media, Broadcast Media and New Media.

Unit III Broadcast Media: History and Development, pre and post independence era, Contemporary broadcasting and internet radio.

Unit IV Television: Evolution and Growth, Television in India, Public and Commercial Television Channels in India, Global Television.

Unit V Introduction to New Media: Nature, functions and significance of New Media.

Suggested readings:

- History of Indian Journalism, J. Natrajan publication division New Delhi
- The Press Council, Dr. N.K. Trikha, Somaiya Publication.
- Mass Communication in India, KevalJ.Kumar, Jaico Publication – New Delhi.
- India’s Newspaper Revolution, Robbin Jeffry, oxford University Press.
- India’s Communication Revolution, ArbindSinghal.
- Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi.
- Sharma, K.C., Journalism in India: History, Growth &Development, Regal Publications, New Delhi.
- Joshi Uma, Textbook of Mass Communication & Media, AnmolPublications[P] Ltd.,
- Ravindaran R.K., Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi.

BJ 1.2 Introduction to Communication and Mass Communication

Unit I Communication: Origin, Concept, Meaning, Definitions and Importance of Communication. The Process and Elements of

Communication, Attributes of Effective Communication, Focused & Unfocused Interactions; Forms of Communication.

Unit II Mass Communication: Meaning, role, functions and impact of Mass Communication; Forms and types of Mass Communication; Characteristics and Barriers to Mass Communication.

Unit III Communication Models: SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gerbner's Model.

Unit IV Communication Theories: Introduction to Communication Theories, Bullet Theory, Multistep theory, Selective Exposure, Selective Perception, Selective Retention, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory.

Unit V Mass Communication and Society: Social responsibility, accountability, demassification and demystification.

Suggested readings:

- DeVito Joseph A., Communication: Concepts and Process, Prentice-Hall. New Jersey.
- McLuhan Marshall., Understanding Media, Routledge and Kegan Paul, London.
- Agee, Warren K. Ault Philip H., Introduction to Mass Communication, Oxford and IBH Publishing Co., New Delhi.
- Mass Communication in India, KevalJ.Kumar, Jaico Publishing house– Mumbai.
- Berlo, D.K. The Process of Communication, New York :HoltRenehart and Winston, 1960.
- Klapper, J.T.The effects of Mass Communications, New York Free Press, 1960
- DeVito, Joseph A., Communication: Concepts and Process Prentice-Hall. New Jersey.
- McLuhan, Marshall, Understanding Media.Routledge and Kegan Paul, London.
- Agee, Warren P.K. Adult Philip H., Introduction to Mass Communication, Oxford and IBH Publishing Co., New Delhi.
- Yadava, J.S., Mathur P. K., Ault Philip H., Introduction to Mass Communication: The Basic Concepts, Kanishka Publishers, Distributors, New Delhi.

BJ 1.3 Indian Polity and Constitution

Unit I Indian constitution: An outline study of the constitutional development in India. Main features and provisions of the Acts of 1909, 1919, 1935 and 1947.

Unit II Characteristics of the Indian political system. Ideological contents: Preamble of the Indian constitution, Fundamental Rights, Fundamental Duties and Directive Principles of State Policy.

Unit III Theory and practice of Parliamentary System in India. Relations between executive and Legislature Federal System in India, centre-state relations and Panchayati Raj.

Unit IV Indian Judicial System: Composition and jurisdiction of Supreme Court, Judicial Review and Judicial Activism. Need of Independence and reforms in the structure of judiciary.

Unit V Major issues in Indian Politics: Caste, Communalism, Corruption, Terrorism, Criminalization of Politics, politics of Vote Bank the emerging role of Regional Parties.

Suggested Readings:

- ShyamBenegal Bharat, EkKhoj (Series)
- Ram ChanderGuha, India after Gandhi: The History of the World's Largest Democracy, Perennial
- D.B. Vohra, History of Freedom Movement, Delhi Admin
- H.R. Ghosal, An Outline History of Indian People
- A.L. Basham, A Cultural History of India: The Wonder that is India: Volume-1 & 2
- A.N. Aggarwal, Indian Economy
- Rajni Kothari, Caste in Indian politics
- Ministry of I&B Facts about India
- PanditJawaharLal Nehru, The Discovery of India
- Basu, DD: The Constitution of India
- Browne, Hen: An Introduction to Sociology
- Chatterjee, Parth: *State and Politics in India*, Oxford University Press
- Constitution of India; Fundamental Rights; Major Political Parties In India –
- Introduction
- Daily Newspapers and Current News and Opinion Periodicals.

- Heywood, Andrew: *Foundation of Politics*, Macmillan Foundation
- India Year Book. Publications Division, New Delhi.

BJ 1.4 Language Skills

Unit I Tenses: Simple, Present, Progressive, Future (All Types); Clauses: Noun Clauses, Adjectival Clauses, Adverbial Clauses; Modals and use of shall, should, will; Reported Speech- Would, May, Might, Can, Could etc.; Voice- Active and Passive Voice.

Unit II Vocabulary Building: Diminutives and Derivatives; Word Foundation; Jargons of Registers; British and American Usage; Technical terminology in the field of Finance, Economy, IT, Agriculture, Politics, Law, and Culture.

Unit III Compositional and Comprehension Skills: Essay Writing, Report Writing. Focus on Listening, Speaking, Reading, and Writing Skills. Note-making and note-taking skills.

Language Skills – Hindi

Unit I हिन्दीभाषाऔरउसकीसंरचना; हिन्दीवर्णमालाऔरउसकेउच्चारण-नियम पद औरवाक्य संरचना; हिन्दीभाषाऔरउसका शब्दसमूह; हिन्दीभाषी क्षेत्र की बोलियोंकासामान्य अध्ययन; हिन्दीऔरउसकीपारिभाषिक (प्रशासनिक, वाणिज्यिक, वैज्ञानिक, समाजविज्ञानी, खेलकूद, कलाऔरसूचना प्रौद्योगिकी); शुद्धियाँ-अशुद्धियाँ; कथावर्तेंऔरमुहावरें।

Unit II हिन्दीकापूर्ववर्ती रूप: मध्ययुगीनहिन्दी; चारणकवियों की भाषा (पृथ्वीराज रासोऔरआल्ह खण्ड के संदर्भ में); खुसरोऔरउनकीहिन्दीभक्तिआंदोलन के कवियों की हिन्दी (कबीर, जायसी, सूर, तुलसी, रसखान, मीरा के संदर्भ में)। रीतिकालीन कवियों की हिन्दी (बिहारी, केशव, और घनानंद के संदर्भ में)।

Unit III हिन्दी गद्य काविकास-प्रथमचरण भारतेन्दु युगीनहिन्दी गद्य; द्विवेदी युगकाहिन्दी गद्य; हिन्दी गद्य कापरवर्तीविकास; सरकारीआदेश, सनद, फरमान, पत्र आदिकाहिन्दी गद्य; राष्ट्रभाषा की समस्याएंऔरहिन्दीभाषाकासामुदायिकबोलियोंपरप्रभाव; अंग्रेजीकाप्रभाव; राष्ट्रभाषाकाआंदोलनऔरहिन्दी।

Suggested Readings:

- A Practical English Grammar (Oxford India 2002).
- Usage and Abuse: A guide to Good English, Eric Partridge, Hamish Hamilton London.

- Background to the Study of English Literature – Revised edition- Brijadish Prasad.
- ABC of Common Grammatical Errors- Nigel Development Turlon.
- Style Book Associate Press.
- Style Book of Times of India.
- हिन्दीभाषाकाइतिहास, धीरेन्द्रवर्मा ।
- अच्छीहिन्दी, रामचंद्रवर्मा ।
- हिन्दी शब्दानुशासन, आचार्यकिशोरीदासवाजपेयी ।
- हिन्दीनिरुक्त–आचार्यकिशोरीदासवाजपेयी ।
- हिन्दीव्याकरण–कामताप्रसादगुरु ।
- हिन्दीभाषाकाइतिहास–डॉभोलानाथतिवारी ।
- भाषाऔरसमाज–डॉरामविलास शर्मा ।
- आधुनिकहिन्दीव्याकरणऔररचना–वासुदेवनंदनप्रसाद, भारतीभवन, पटना ।
- भारत की भाषा, समस्या, रामविलास शर्मा, राजकमलप्रकाशननईदिल्ली ।
- भारतीय कार्यभाषाऔरहिन्दी, सुनीतिकुमारचटर्जी, राजकमलप्रकाशननईदिल्ली ।
- हिन्दी पत्रकारितामेंराजभाषाकास्वरूप, माया त्रिपाठी, जवाहरलाईब्रेरी ।

BJ 1.5 Computer Fundamentals

Unit I Information Technology: Data, Instruction and Information, Information Systems - LAN, WAN, Internet.

Unit II Number Systems: Decimal, Binary, Octal, Hexadecimal; Conversions from one base to another.

Unit III Computer Fundamentals: Characteristics of a Computer, History of Computer, Classification of Computer, Applications of Computer.

Unit IV Basic Components of a Personal Computer, Functions of various devices, Input devices, Output devices, Central Processing Unit.

Unit V Software: Introduction to Operating System, Windows XP, MS Office- MS word, MS excel and MS Power Point.

Practical Exercises and Assignments: Microsoft Office: Word, Power Point and Excel, Corel draw: Features, basic use, creating a file, designing simple graphics, and creating simple layouts with text and vector and bitmap graphics.

Suggested Readings:

- Author Adobe, Adobe PageMaker – Publisher Techmedia, Adobe Photoshop – Publisher Techmedia
 - Coburn, Foster D. Corel Draw
 - A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today
 - D.P. Mukherjee - Fundamentals of computer graphics and multimedia, Prentice Hall of India.
 - V.Rajaraman-Fundamentals of computer, Prentice Hall of India
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SECOND SEMESTER

FC 2.1 Environment Studies

Contact hrs- 2hrs/week

Note:-There will be 7 questions in all and the students are required to attempt 4 questions.

Introduction to Environmental Science and Ecosystem

1. Definition, scope and importance.
2. Concept of Ecosystem, Structure of Ecosystem (Biotic & Abiotic factors)
3. Dynamics of Ecosystem : Food Chain, Food Web & Ecological, Pyramids.
4. Brief idea of energy flow.
5. Salient features of Forest, Grassland, Deser and Aquatic Ecosystem.

Natural Resources and their conservation

1. Renewable and non-renewable resources.
2. Uses and over utilization/ exploitation of Natural resources : Forest, Water, Mineral, Food, Energy and Land.
3. Water conservation & management, Rain water harvesting.
4. Elementary idea of solid wastes management.

Biodiversity and its Conservation.

1. Definition, Types and Importance of Biodiversity.
2. *Endangered and Endemic Species of India. Biogeographical Classification. Hot spots and India as a Megadiversity nation.*
3. Threats to Biodiversity, Habitat loss, Poaching of wild life.
4. Conservation of Biodiversity : Brief idea of *in situ* and *ex situ* conservation of Biodiversity.

Environmental Pollution and other Problems

1. Definition, Causes, Effects of air, water, soil, noise, thermal and nuclear pollution.
2. Control and preventive measures of air, water, soil, noise, thermal and nuclear pollution.
3. Global problems: Climate change, global warming, Ozone layer depletion, Acid Rain and Photochemical Smog.
4. Elementary knowledge of Natural Disaster Management.

Human Population, Social Issues and Environment

1. Population growth, Variation, Explosion and Sex ratio.
2. Environment and Public Health (HIV/AIDS).
3. *Environmental Ethics (Issues and Possible Solutions), Environmental legislation and Environmental Protection Acts (Air, Water, Wild Life, Forest)*
4. Role of information technology in Environment and Human Health.

Recommended Books :

1. S.V.S. Rana, 2004. Environmental Studies. Rastogi Publications, Meerut.
2. P. Bakre, V. Bakre and V. Wadhwa. 2005. Paryavarniya Adhyayan. Rastogi Publications, Meerut.
3. E. Bharucha, 2005. Environmental Studies. University Press, Hyderabad.
4. G. R. Chatisel and H. Sharma. 2005. A Text Book of Environmental Studies. Himalaya Publishing House, Delhi.
5. J. P. Sharma. 2005. Environmental Studies, Laxmi Publications Ltd., Jalandhar.

Disciplinary Courses

BJ 2.1 Contemporary Issues and Current Affairs

Unit I Indian Foreign Relations: India's Foreign Policy; India's Relations with its Neighbors especially China, Pakistan, Sri Lanka, Bangladesh and Nepal; India's relationship with the developed and developing countries, role in various international organization and groupings.

Unit II India and Major Concerns: Rapid Urbanization; Major Poverty Alleviation Programs; Food Self-Sufficiency; Indian Industry, Agriculture, Health and Education.

Unit III Security Issues: India as a Nuclear Power; India's Defense; Criminalization of Politics and politicization of criminals; Naxalite Movement.

Unit IV Global Issues: Terrorism and Anti-terrorist Measures; Human Rights Issues; Gender Issues; Consumerism.

Unit V Current Affairs: Topical issues, concerns and debates.

Suggested Readings:

- Tapan Biswal, Human Rights Gender and Environment, Vina Books

- Prof. S.D. Muni Indian and Nepal ,Konark Publisher,
- MadanGopal, India through the Ages, Publication Division
- MuchkundDubey, Political Issues
- PrakashChander International Politics
- R.S. Yadav (ed.), India's Foreign Policy: Contemporary Trends
- J.N. Dixit, Assignment Colombo
- I.K. Gujral, Continuity and Change: India's Foreign,Policy (Mac Millan, India)
- RajanHarshe& K.N. Sethi, Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma, Indian Foreign Policy (Om Sons)

BJ 2.2 Media Laws & Ethics

Unit I Media Laws: Concept and Need; History of Press Laws in India. Freedom of Speech and Expression in terms of Press/ Media and its limitations.Parliamentary Privileges, I and II Press Commission and Recommendations.

Unit II Contempt of Courts Act, 1971, Copy Right Act, 1957; Official Secrets Act, 1923; Press and Registration of Books Act 1867; Law of Defamation; Right to Information Act.

Unit III ThePrasarBharti (Broadcasting Corporation of India) Act, 1990; The Press Council Act, 1978; The Working Journalists and Newspaper Employees (Condition of Services) and Miscellaneous Provision Act, 1955; The Cinematography Act, 1952.

Unit IV Important Sections of Indian Penal Code, 1860 related to Media; Important Sections of Criminal Procedure Code, 1973 related to Media; The Consumer Protection Act, 1986 with Amendment; Law related to Cyber Crimes; Election Commission: Guidelines.

Unit V Press Ombudsmen; Press Council of India and its Broad Guidelines; Accountability and Independence of Media.Guidelines for Coverage of Elections by Akashwani and Doordarshan, AIR Code during Elections; the Cable Television Newsworks (Regulations) Act, 1995 and Rules 1994; Right to Privacy.

Suggested Readings:

- प्रेसविधि, प्रो. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
- पत्रकारिता एवंप्रेसविधि, डॉ. बसंतिलालबाबेल, सुविधालॉहाउस।
- समाचार पत्र व्यवसाय एवंप्रेसकानून, डॉ. संजीवभानावत, शिप्रामाथुर।

- भारतमेंप्रेस—विधि, डॉ. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
- सूचना की स्वतंत्रताऔर शासकीय गोपनीयता, न्यायमूर्तिश्रीरणजीत सिंह सरकारिया, मा.च.रा. प.वि.वि., भोपाल।
- मीडियाविधि, निशांत सिंह, नमनप्रकाशनदिल्ली।
- Media Ethics and Laws, Dr.Jain R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Anmol Publications Pvt. Ltd.
- Principles and Ethics of Journalism and Mass Communication, Y.K. D'souza, Commonwealth Publishers.
- Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur.
- Introduction to the constitution of India, DurgadasBasu.

BJ 2.3 Hindi AvamBhashaiPatrakarita

Unit I नवजागरणऔरहिन्दी पत्रकारिता की भाषाप्रथमउत्थान (सन्1826—1900 तक):नवजागरणकाअर्थऔरउसकीविचारधारा।हिन्दीभाषीसमाज।हिन्दीभाषा के विभिन्न रूपहिन्दी पत्रकारिताकाआरंभिक गद्य औरभाषा (उन्नीसवीं शताब्दी) उदंतमार्तण्ड, समाचारसुधावर्षण, मालवा अखबार, कविवचनसुधा, भारतमित्र, हिन्दीबंगवासी, मार्तण्ड।

Unit II हिन्दी पत्र—पत्रकारिताका द्वितीय उत्थान—हिन्दीसमाचार पत्र और इनके स्तंभोंका गद्य, सरस्वतीकाप्रकाशनऔरहिन्दी गद्य कापरिष्कार, अभ्युदय, छत्तीसगढ़ मित्र औरस्वराज्य की पत्रकारिता की भाषा, संदेशऔरआज—समाचार पत्रों की भाषा, प्रतापऔरकर्मवीर की पत्रकारिता की भाषा।

Unit III हिन्दी पत्र—पत्रकारिताकातृतीय उत्थान—सैनिक, विशालभारतऔरहरिजन की पत्रकारिताऔरउनकीभाषा, भारत (इलाहाबाद) की पत्रकारिता की भाषा, श्री शारदा, हंस, सुधा, माधुरी, चांद, वीणा, मतवाला— पत्रिकाओं की भाषा, स्वतंत्रतासंग्राम के दौरान पत्रकारिता की भाषाकास्वरूप।

Unit IV पत्रकारिता की भाषा के क्षेत्र मेंहिन्दी पत्रकारिता के आधारस्तंभऔरउनका योगदान, पं. युगलकिशोर शुक्लऔरउदन्तमार्तण्ड, राजाराममोहनराय औरसंवादकौमुदी, भारतेन्दुहरिश्चंद्रऔरकविवचनसुधा।

Unit V अन्य प्रमुख पत्र—पत्रिकाओं एवं पत्रकारोंकाभाषा के क्षेत्र में योगदान, गणेश शंकरविद्यार्थी एवंप्रताप, बाबूरावविष्णुपराडकर एवंआज, महावीरप्रसाद द्विवेदी एवंसरस्वती, शिवपूजनसहाय एवंमतवाला, माधवरावसप्रे एवंछत्तीसगढ़ मित्र, प्रेमचंद एवं हंस, माखनलालचतुर्वेदी एवंकर्मवीर, पत्रकारिता की भाषा—नईदुनिया, राजस्थान पत्रिका, पत्रिका (मैगज़ीन) पत्रकारिता की भाषा—कल्पना, धर्मयुग, रविवार, दिनमान, साप्ताहिकहिन्दुस्तान

संदर्भग्रंथ :-

- भारतीय स्वतंत्रताऔरहिन्दी पत्रकारिता—डॉ. बंशीधरलाल, बिहारग्रंथकुटीरराजपथ, पटना।
- संचारक्रान्तिऔरहिन्दी पत्रकारिता—डॉ. अशोककुमार शर्मा, विश्वविद्यालय, प्रकाशन, वाराणसी।
- हिन्दी पत्रकारिता के कीर्तिमान—जगदीशप्रसादचतुर्वेदी, साहित्य संगम, इलाहाबाद।
- हिन्दी पत्रकारिताऔरराष्ट्रीय आंदोलन, राजीवदुबे, सत्येन्द्रप्रकाशन।
- हिन्दी पत्रकारिताऔर पत्रकार: एकसंवाद, सुनीता शास्त्री, कल्पतरु प्रकाशन।
- हिन्दी पत्रकारिताकाअलोचनात्मकइतिहास, रमेशकुमारजैन, हंसाप्रकाशन।
- हिन्दी पत्रकारिता के प्रतिमान, आचार्य एच. हर्षा, रचनाप्रकाशन।

BJ 2.4 Print Media: Reporting & Writing

Unit I News: Meaning and Definition; News Values, Types, Sources, News Gathering, News and information; Hard vs. Soft News, Difference between article, news, feature, backgrounder, editorial.

Unit II News Writing: Types of News Stories; Essentials of News Writing (5Ws and 1H of news writing), News Story Structure-Inverted Pyramid: Importance and Various Kinds of Leads. Headline writing: Types & Functions.

Unit III News Reporting: Basics of News Reporting, Specialized reporting - Interpretative, Investigative and Development Reporting; Reporting for Newspapers; News Agencies and Magazines; Pitfalls and Problems in Reporting-Attribution, Off-the-record; Embargo Reviews - Book, Film, Theatre. Art of Interviewing - Kinds, Purpose, Technique; Reporting for Magazines.

Unit IV Reporters: Categories of Reporters, Special Correspondent, Qualities and Responsibilities of Reporter; Reporting for a News Agency and Daily News Paper; Reporting for Different Beats.

Unit V Types of Writing: Features, commentary, editorial, Middles and letters to the Editors; Difference between features and articles.

Practical Exercises/Assignments:

Reading of Newspapers in the Class Particularly the Front Page and the Local News Pages. Writing Reports on Civic Problems Incorporating Information from Civil Organizations Based on Interviews. Preparing questions for a specific interview. Preparing Stories – Crime, Weather, City life, Speech, Accident, Disaster, Court; (in Hindi & English) Election Issue for a Daily Newspaper. Opinion Writing-Criticism; Articles; Writing Reviews- Book, Film, Theatre Analysis-News, Articles Features.Scoops -

Exclusives; Specialized Reporting – Science, Sports, Economics, Commerce, Gender; Conducting Interviews.

Suggested Readings:

- A Manual for News Agency Reporters. Indian Institute of Mass Communication, New Delhi, Allied Publishers Pvt. Ltd., New Delhi.
- Agrawal, Veerabala, Gupta, V.S.: Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi.
- Bandhyopadhyay, P.K. and Arora, Kuldip Singh: A Practitioners' Guide to Journalistic Ethics, Published by Media Watch Group, Distributed by D.K.
- Delhi George, T.J.S. Editing, A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi.
- Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.
- Saxena, Dr. Ambrish – Fundamentals of Reporting and Editing, Kanishka Publishers and Distributors, New Delhi
- Kamath, M.V. Professional Journalism, Vikas Publishing House, New Delhi.
- Lewis, James. The Active Reporter. Press Institute of India, New Delhi.
- MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.

BJ 2.5 Photo Journalism

Unit I Introduction to Photography: Brief History of Photography; Photography as a Medium of Communication; Elements of Camera, Camera Formats. Different Type of Camera and Camera Accessories, Camera Operation.

Unit II Lighting and Visual Communication: Lighting; Sources of light: Natural & Artificial; Colour and Temperature. Types and principles of lighting; Principles of Photographic Composition.

Unit III Photo Editing: Principles of Cropping, Layout and Placements; Titling and Caption Writing; Printing of Photograph: Steps Involved in Printing of Digital Photographs; Photo Appreciation; Problems related to Photography.

Unit IV Photo Journalism: Photography for News Papers and Magazines, Nature, Wild Life and Product Photography.

Unit V Ethics of Photo Journalism: Photo Journalism as profession, Ethics in Photo Journalism, Qualities of a Photo Journalist, Responsibility of Photo Journalist in different situations.

Practical Exercises/Assignments

1. Outdoor Shoot:
 - i. Using Digital SLR and Mobile camera/ developing an idea for practice.
Making a Photo Feature on a Specific Topic by using Self-clicked Photographs with the help of Digital Camera.
 - ii. Photographs should be of Postcard Size. A photo feature comprises 10–16 Photographs.
2. Studio Photo Shoot: Shooting Exercise in Artificial Lights.
3. Photo Lab:
 - i. Use of Software for Modification of Pictures.
 - ii. Editing of Captured Images with the help of Photoshop
 - iii. Preparing a Softcopy of Photo Feature in CD.

Suggested Readings:

- 100 Days in photographs :*pivotal events that changed the word*, Nick, Yapp, National geographic
 - Art and Print Production, NN Sarkar, oxford university Press, New Delhi, 2009
 - Visual communication and photo journalism, PK Chandra, Swastika publishers, New Delhi 2007
 - Photo journalism and Today's News: *Creating visual reality*, Loup Langton, Wiley-Blackwell, Sussex, 2009
 - मुद्रण के तकनीकसिद्धान्त, नवीनचंद्रपंत, तक्षशिलाप्रकाशन, नईदिल्ली 1990
 - प्रसारणऔरफोटो पत्रकारिता , डा, मालामिश्र, ज्योतिफाउंडेशन, नईदिल्ली, 2010
 - फोटो पत्रकारिता ,प्रो. मनोहरप्रभाकरराधाकृष्ण प्रकाशन, नईदिल्ली, 2003
-

वनस्थली विद्यापीठ

शैक्षिक परिषद् की गुरुवार, 11 दिसम्बर, 2014 को सायं: 4:30 बजे समिति कक्ष, विद्या मंदिर, वनस्थली विद्यापीठ में सम्पन्न हुई बैठक का कार्य विवरण।

उपस्थिति

प्रो० आदित्य शास्त्री- कुलपति

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|-------------------------------|--------------------------------|
| 1. डॉ. अनिता जैन | 25. डॉ. रश्मि शर्मा |
| 2. डॉ. बालगोपाल सिंह | 26. डॉ. ऋतु विजय |
| 3. प्रो. भारती पाण्डेय | 27. डॉ. संतोष मीणा |
| 4. डॉ. चन्द्र कुमार झा | 28. डॉ. संगीता विजय |
| 5. प्रो. डी. आर. फलस्वाल | 29. प्रो. सरला पारीक |
| 6. प्रो. धर्म किशोर | 30. प्रो. सर्वेश कुमार पालीवाल |
| 7. प्रो. जी.एन. पुरोहित | 31. डॉ. सतीश चन्द्र शुक्ला |
| 8. प्रो. हर्ष पुरोहित | 32. डॉ. सीमा शर्मा |
| 9. प्रो. हिमाद्री घोष | 33. प्रो. शर्मिला टेलर |
| 10. प्रो. ईना शास्त्री | 34. श्रीमती शर्मिला गुर्जर |
| 11. प्रो. इन्दु बंसल | 35. प्रो. सिद्धार्थ शास्त्री |
| 12. प्रो. इला यादव | 36. प्रो. सोफी टाइटस |
| 13. प्रो. जे. एल. अरोड़ा | 37. प्रो. सुधा शास्त्री |
| 14. डॉ. जया द्विवेदी | 38. डॉ. सुजित देवघरिया |
| 15. प्रो. के.डी. जोशी | 39. प्रो. सुमन पंत |
| 16. प्रो. किंशुक श्रीवास्तव | 40. डॉ. सुफिया खान |
| 17. प्रो. किरन सरना | 41. प्रो. सुरेन्द्र पॉल |
| 18. श्री लोकेश शर्मा | 42. डॉ. वन्दना गोस्वामी |
| 19. प्रो. मंजु सिंह | 43. प्रो. विनय शर्मा |
| 20. प्रो. मीनाक्षी श्रीवास्तव | 44. प्रो. वीना गर्ग |
| 21. डॉ. मोनिका जैन | 45. प्रो. वीना शर्मा |
| 22. प्रो. निर्मला सिंह | 46. डॉ. सीमा वर्मा |
| 23. प्रो. प्रवीण ध्यानी | 47. डॉ. उषा तिवारी |
| 24. प्रो. प्रीति शर्मा | |

विशेष आमंत्रित सदस्य :

1. डॉ. हम्सावाहिनी सिंह
2. डॉ. गीता कपिल
3. डॉ. सरल कुमार गुप्ता
4. डॉ. आशुतोष

नोट: 1. प्रो० चित्रा पुरोहित, अध्यक्ष, वनस्थली विद्यापीठ बैठक में उपस्थित हुईं।

2. प्रो० आदित्य शास्त्री, कुलपति, वनस्थली विद्यापीठ ने बैठक की अध्यक्षता की।

3. डॉ. अजय सुराणा, प्रो. नीलम पारीक, श्रीमती मंजु शुक्ला, प्रो. प्रदीप कुमार सेठ एवं प्रो. शील शर्मा (आन्तरिक सदस्य) परिषद् की बैठक में उपस्थित नहीं हो सके।

बैठक की कार्यवाही प्रारंभ करने से पूर्व कुलपति द्वारा सभी सदस्यों का हार्दिक स्वागत किया गया। तत्पश्चात् निम्न कार्यसूचियों पर विस्तृत विचार-विमर्श के पश्चात् निर्णय लिये गये:-

1. शैक्षिक परिषद् की 14 फरवरी, 2014 की बैठक के कार्य विवरण की पुष्टि।

कुलपति महोदय द्वारा बताया गया कि परिषद् की 14 फरवरी, 2014 को सम्पन्न हुई बैठक का कार्य विवरण सभी सदस्यों को प्रेषित किया जा चुका है। कार्यविवरण के अंकन में यदि कोई कमी रह गयी हो तो सदस्य अभी परिषद् का ध्यान आकर्षित कर सकते हैं। अन्यथा यह माना जायेगा कि कार्यविवरण सही रूप में तैयार किया गया है।

निश्चय किया कि परिषद् की 14 फरवरी, 2014 की बैठक की कार्य विवरण की पुष्टि की जाती है।

(Encl.-1)

2. शैक्षिक परिषद् की 14 फरवरी, 2014 की बैठक के कार्य विवरण पर की गयी कार्यवाही की सूचना।

कुलपति महोदय द्वारा बताया गया कि परिषद् की 14 फरवरी, 2014 को सम्पन्न हुई बैठक के कार्य-विवरण पर वांछित कार्यवाही पूर्ण कर ली गयी है जिसका विवरण कार्यालय द्वारा सदस्यों को प्रेषित किया गया है।

निश्चय किया कि परिषद् की 14 फरवरी, 2014 की बैठक के कार्य विवरण पर की गई कार्यवाही को अभिलिखित किया जाता है।

(Encl.-2)

3. दैनिक अध्ययन अध्यापन की प्रक्रिया को समुन्नत करने हेतु नीतियों के निर्धारण पर विचार।

कुलपति महोदय ने बताया कि विद्यापीठ में दैनिक अध्ययन अध्यापन को समुन्नत बनाने के लिए समस्त पाठ्यक्रम समितियों को विचार-विमर्श करना चाहिए।

निश्चय कर अनुशंसा की कि इस विषय पर परिषद् की आगामी बैठकों में विचार-विमर्श निरन्तर जारी रहेगा।

4. सतत् मूल्यांकन को अधिक प्रभावी तथा सुदृढ़ बनाने के तरीकों तथा साधनों पर विचार ।
- कुलपति महोदय ने सतत् मूल्यांकन प्रक्रिया से प्रभावी बनाने की दिशा में गम्भीरता से विचार करने पर जोर दिया । कुलपति महोदय ने विचार व्यक्त किया कि विद्यापीठ में समस्त पाठ्यक्रमों हेतु एक समान सतत् मूल्यांकन नीति होनी चाहिए । सभी सदस्यों ने इस विषय पर आम सहमति व्यक्त की ।
- निश्चय किया** कि सतत् मूल्यांकन प्रक्रिया को प्रभावी तथा सुदृढ़ बनाने की प्रक्रिया निरन्तर जारी रखनी चाहिए ।
5. शैक्षिक सत्र 20 14-20 15 के शैक्षिक कैलेण्डर पर विचार ।
- निश्चय कर अनुशंसा** की कि शैक्षिक सत्र 20 14-15 के शैक्षिक कैलेण्डर को स्वीकार किया जाता है ।
- (Encl.-3)
6. रिसर्च बोर्ड की दिनांक 13 फरवरी, 20 14 की बैठक की अनुशंसाओं पर विचार ।
- कुलपति महोदय द्वारा सदस्यों को बताया गया कि **रिसर्च बोर्ड** की बैठक दिनांक 13 फरवरी, 20 14 को सम्पन्न हुई थी जिसकी अनुशंसाएँ परिषद् के समक्ष प्रस्तुत की गई हैं ।
- निश्चय कर अनुशंसा** की कि रिसर्च बोर्ड की दिनांक 13 फरवरी, 20 14 की बैठक की अनुशंसाओं को यथावत स्वीकार किया जाता है ।
- (Encl.-4)
7. प्रबन्धन संकाय की दिनांक 07 मई, 20 14 की बैठक की अनुशंसाओं पर विचार ।
- कुलपति महोदय द्वारा डीन, प्रबन्धन संकाय से अनुरोध किया गया कि वे प्रबन्धन संकाय की समस्त अनुशंसाओं का प्रस्तुतीकरण परिषद् के समक्ष प्रस्तुत करें । तत्पश्चात् डीन, प्रबन्धन संकाय द्वारा स्नातक एवं स्नातकोत्तर स्तर सम्बन्धी पाठ्य संरचना का प्रस्तुतिकरण प्रस्तुत किया गया ।
- निश्चय कर अनुशंसा की** कि प्रबन्धन संकाय द्वारा अनुशंसित एम.बी.ए. पाठ्यक्रम की पाठ्य संरचना एवं अन्य अनुशंसाओं को स्वीकार किया जाता है ।
- (Encl.-5)
8. डिजायन संकाय की दिनांक 29 जून, 20 14 की बैठक की अनुशंसाओं पर विचार ।
- कुलपति महोदय द्वारा डीन, डिजायन संकाय से अनुरोध किया गया कि वे संकाय की समस्त अनुशंसाओं का प्रस्तुतीकरण परिषद् के समक्ष प्रस्तुत करें । तत्पश्चात् डीन द्वारा संकाय की दिनांक 29 जून, 20 14 को हुई बैठक की अनुशंसाओं का प्रस्तुतीकरण प्रस्तुत किया गया ।
- निश्चय कर अनुशंसा की** कि डिजायन संकाय की अनुशंसाओं को स्वीकार किया जाता है ।
- (Encl.-6)

9. **सामुदायिक कॉलेज** के पाठ्यक्रमों के लिए गठित समिति की दिनांक 06 अगस्त, 2014 की बैठक की अनुशंसाओं पर विचार।

कुलपति महोदय द्वारा सामुदायिक कॉलेज के पाठ्यक्रमों के लिए गठित समिति से अनुरोध किया गया कि वे विभाग की समस्त अनुशंसाओं का प्रस्तुतीकरण परिषद् के समक्ष प्रस्तुत करें। तत्पश्चात् पाठ्यक्रमों के लिए गठित समिति की दिनांक 06 अगस्त, 2014 को हुई बैठक की अनुशंसाओं का प्रस्तुतीकरण प्रस्तुत किया गया।

निश्चय कर अनुशंसा की कि सामुदायिक कॉलेज के पाठ्यक्रमों के लिए गठित समिति की अनुशंसाओं को स्वीकार किया जाता है।

(Encl.-7)

10. विद्यापीठ के विभिन्न पाठ्यक्रमों हेतु कोड निर्धारण सम्बन्धी परियोजना पर की गई कार्यवाही की समीक्षा।

प्रो० जे०एल० अरोड़ा द्वारा कोड निर्धारण सम्बन्धी परियोजना पर संक्षिप्त प्रस्तुतिकरण प्रस्तुत किया गया।

निश्चय कर अनुशंसा की कि विद्यापीठ के विभिन्न पाठ्यक्रमों हेतु कोड निर्धारण सम्बन्धी प्रस्तुतीकरण को आंशिक रूप से स्वीकार किया जाता है तथा इस दिशा में आगे विचार विमर्श जारी रहेगा।

11. विद्यापीठ के विभिन्न पाठ्यक्रमों में चल रही 'Choice Based Credit System (CBCS)' प्रणाली की समीक्षा।

शैक्षिक परिषद् ने विद्यापीठ के विभिन्न पाठ्यक्रमों में चल रही 'Choice Based Credit System (CBCS)' प्रणाली पर विचार विमर्श किया।

निश्चय कर अनुशंसा की कि विद्यापीठ के विभिन्न पाठ्यक्रमों में चल रही 'Choice Based Credit System (CBCS)' प्रणाली की समीक्षा की गयी तथा इस दिशा में आगे विचार विमर्श जारी रहेगा।

12. शैक्षिक सत्र 2014-2015 के लिए कुलपति महोदय द्वारा बी.सी.ए. प्रथम समसत्र के प्रश्नपत्र 1.2 'एकाउंटिंग एण्ड फाइनेंसियल मैनेजमेंट' के पाठ्यक्रम को संशोधित किये जाने सम्बन्धी आदेशों की सूचना।

निश्चय कर अनुशंसा की कि कुलपति महोदय द्वारा स्वीकृत बी.सी.ए. प्रथम समसत्र के प्रश्नपत्र 1.2 'एकाउंटिंग एण्ड फाइनेंसियल मैनेजमेंट' के पाठ्यक्रम को संशोधित किये जाने सम्बन्धी आदेशों को अभिलिखित किया जाता है। अनुमोदित प्रस्ताव आगामी शैक्षिक सत्रों के लिए भी प्रभावी रहेगा।

(Encl.-8)

13. शैक्षिक सत्र 2014-2015 के लिए कुलपति महोदय द्वारा बी.जे.एम.सी. पाठ्यक्रम को अनुमोदन किये जाने सम्बन्धी आदेशों की सूचना ।

निश्चय कर अनुशंसा की कि कुलपति महोदय द्वारा स्वीकृत बी.जे.एम.सी. पाठ्यक्रम को अनुमोदन किये जाने सम्बन्धी आदेशों को अभिलिखित किया जाता है । अनुमोदित प्रस्ताव आगामी शैक्षिक सत्रों के लिए भी प्रभावी रहेगा ।

(Encl.-9)

14. शैक्षिक सत्र 2014-2015 के लिए कुलपति महोदय द्वारा एम.डेस. हेतु ब्रिज कोर्स (प्रथम व द्वितीय समसत्र) एवं एम.डेस. पाठ्यक्रम (प्रथम व द्वितीय समसत्र) को अनुमोदन किये जाने सम्बन्धी आदेशों की सूचना ।

निश्चय कर अनुशंसा की कि कुलपति महोदय द्वारा स्वीकृत एम.डेस. एवं एम.डेस. हेतु ब्रिज कोर्स पाठ्यक्रम को अनुमोदन किये जाने सम्बन्धी आदेशों को अभिलिखित किया जाता है । अनुमोदित प्रस्ताव आगामी शैक्षिक सत्रों के लिए भी प्रभावी रहेगा ।

(Encl.-10)

15. शैक्षिक सत्र 2014-2015 के लिए बी.ए.एलएल.बी. पाठ्यक्रम को स्वीकार किये जाने संबंधी सूचना ।

निश्चय कर अनुशंसा की कि बी.ए.एलएल.बी. पाठ्यक्रम को अनुमोदन किये जाने सम्बन्धी आदेशों को अभिलिखित किया जाता है । अनुमोदित प्रस्ताव आगामी शैक्षिक सत्रों के लिए भी प्रभावी रहेगा ।

(Encl.-11)

Verified



Offg. Secretary
Banasthali Vidyapith
P.O. Banasthali Vidyapith
Distt. Tonk (Raj.)-304022

BANASTHALI VIDYAPITH

Department of Journalism and Mass Communication

Minutes of the Board of Studies held on 30.12.2018 at 03:00 P.M in the Conference Hall, Vidya Mandir, Banasthali Vidyapith.

Present

1. Mr. Gajanand Khajotia	:	Internal Member
2. Dr. Girija Shanker Sharma	:	External Member
3. Mr. Lokesh Sharma	:	Convener
4. Dr. Megha Attrey Purohit	:	Internal Member
5. Ms. Pallavi Mishra	:	Internal Member
6. Ms. Umang Gupta	:	Internal Member
7. Mr. Zafar Khan	:	Internal Member

Note: Ms. Madhu Kumari (Internal Member) could not attend the meeting.

The meeting started with a welcome of the members, by the convener of Board of Studies Mr. Lokesh Sharma, Head, Department of Journalism and Mass Communications, Banasthali Vidyapith, Rajasthan

1. The board took up the minutes of its last meeting held on May 01, 2017. The Board resolved that the minutes to be confirmed.
2. The board reviewed the existing panel of examiners and suggested to update the address and phone numbers of the existing examiners for each examination keeping in view the by-law 15.03.02 of the Vidyapith. Updated panel is sent to the examination and secrecy section.
3. The board reviewed the Study/Curricula, scheme of examination and proposed revisions in various courses of study as follows:

3 I. B.A. (JMC):

i.	First Semester	Minor Change ^a
ii.	Second Semester	Minor Change ^a
iii.	Third Semester	Minor Change ^a
iv.	Fourth Semester	Minor Change ^a
v.	Fifth Semester	Change ^b
vi.	Sixth Semester	Minor Change ^c

The Board reviewed the objectives, syllabi, learning outcomes and programme scheme of the BA (JMC) programme. The board proposed changes as follows

- (a) In B.A. (JMC) I, II, III and IV Semester minor changes in the course schemes were proposed. Board discussed the proposed changes and agreed upon the suggested Scheme.
- (b) In B.A. (JMC) V Semester, the Board recommended a discipline elective course to incorporate the CBCS. Board also recommended to shift the Development Communication (Course Code- JMC 308) in sixth semester. Board discussed the recommendations and agreed upon the same.
- (c) In B.A. (JMC) VI Semester the change in the nomenclature of Elective-I and Elective-II was proposed accordingly. Board agreed upon the suggested nomenclature.

The Board recommended implementing the changes from batch 2019-20 onwards.

Programme educational objectives, programme outcomes, programme scheme and list of discipline electives is attached and marked as **Annexure-I**.

The suggested syllabus, learning outcomes, list of suggested books and e-resources of the B.A. (JMC) programme is attached and marked as **Annexure-II**.

3 II. Certificate Examination:

i.	Certificate Course in Radio Production (RJing & Anchoring)	Minor Change
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The Board reviewed the objectives, syllabi, learning outcomes of the Certificate Course in Radio Production (RJing & Anchoring) and found the syllabus of Certificate Course in Radio Production (RJing & Anchoring) up to the mark, **minor change** was proposed in Certificate Course in Radio Production (RJing & Anchoring) **2019-20**.

The suggested learning outcomes of Certificate Course in Radio Production (RJing & Anchoring) is attached and marked as **Annexure-V**.

3 III. Diploma Examination:

i.	Diploma in Audio Engineering	Minor Change
ii	Diploma in Broadcast Journalism	Minor Change

The Board reviewed the objectives, syllabi, learning outcomes of the Diploma in Audio Engineering and Diploma in Broadcast Journalism and found the syllabus of diploma programmes up to the mark, **minor change** was proposed in Diploma in Audio Engineering **2019-20** and Diploma in Broadcast Journalism **2019-20**. **Annexure-V**

3 IV Proposed new programme

The Board suggested to introduce a P. G. programme in Journalism & Mass Communication for the aspirants of Master's degree in JMC like M.A.(JMC). Board discussed the proposed draft curriculum and recommended a workshop with distinguished experts of the field to discuss and debate the draft at length. The proposed draft curriculum of the programme including programme description, eligibility criteria, objectives, outcomes, scheme and syllabi is attached and marked as **Annexure-III**.

4. Board reviewed the reports received from the examiners of different examinations of 2017 and 2018. All the reports were found to be satisfactory except four. The analysis of the reports received is enclosed in **Annexure-IV**.
5. The board evaluated the semester examination papers and found that most of them were analytic, descriptive and application based depending on the nature of course. The board discussed and agreed upon the fact that improvement in question papers itself enhances the credibility and reliability. The board also recommended to include the questions related to mental testing and case studies based on problem solving, critical thinking, reasoning, creative thinking etc. in future examinations.

The meeting ended with the Vote of Thanks.

Name of Programme: Bachelor of Arts (Journalism and Mass Communication)**Programme Educational Objectives:**

Journalism and Mass Communication education at Vidyapith is aimed to create women professionals with ethical values to contribute to the society and lead the industry. Media is a massive force that influences our society at each and every level. Journalism and Mass Communication process helps to understand how different elements of communication provide new development in social, political and economic context. The curriculum offers a systematic progression of hands-on production work, conceptual skills and artistic expression required to become an accomplished media practitioners in a social and technological environment. It also includes various on-field activities like real-time news reporting, on-field TV news coverage, industrial training, developing actual advertising campaigns etc.

- To promote journalism and mass communication education as a culture that attracts wider participation and focus to women with a view to empower them towards bridging the prevalent gender disparity.
- To prepare students to recognize and analyze the problems prevailed in society and effectively design media strategies that will provide solution to the problems.
- To emphasize on the development of critical thinking, professional writing skills and effective oral communication.
- To enable the learner to write, deliver and direct media programmes for the benefit of the society.
- To inculcate the values and attitudes that makes them representatives of social change and make competent to cope with ethical dilemmas of Mass Media.
- To acquaint with the latest technology incorporated and used in Mass Media.

Programme outcomes:

After completion of the course, the student will achieve the following:

- PO1. Domain Knowledge: Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement and understand the history, development, and practice of the print media, electronic media, and the new media.
- PO2. Problem analysis: Understand the media critically and recognize how media shape and are shaped by politics, society, culture, economics, and daily lives.
- PO3. Analyzing Complex problems: Use domain based knowledge to analyze the real life problems in the profession and society to provide effective solutions using available resources.
- PO4. Usage of Modern IT tools: Use MS Office tools, Design softwares like In design, Photoshop, Quark Xpress, Coral Draw, Multimedia Softwares for designing, interpretation of data, audio-video, text, pictures, graphics and simulation tools for smooth functioning in different media industry.

- PO5. Environment and sustainability: Understand the impact of the mass communication channels in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO6. Ethics: To recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- PO7. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO8. Communication: To understand the role of communication in fostering interaction and interdependence across gender, race, and culture.
- PO9. Project Management: Demonstrate knowledge of journalism & mass communication application and management principles to apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PO10. Life-long learning: Demonstrate effective writing, speaking and listening skills for communication in personal, public, and media areas.

Programme Scheme

Semester-I

Existing					
Course Code	Course Name	L	T	P	C
BVF 003	Indian Heritage	2	0	0	2
CS 101	Computer Applications for Mass Communication	4	0	0	4
JMC 102	Introduction to Communication and Mass Communication	4	0	0	4
JMC 103	Introduction to Journalism and Mass Media	4	0	0	4
POL 104	Indian Polity and Constitution	4	0	0	4
TSKL 102	Language Skills (English)	2	0	0	2
TSKL 103	Language Skills (Hindi)	2	0	0	2
CS 101L	Computer Applications for Mass Communication Lab	0	0	4	2
Total		22	0	4	24

Proposed					
Course Code	Course Name	L	T	P	C
	General English / सामान्य हिन्दी	2	0	0	2
	Core Foundation Course - I	2	0	0	2
CS 101	Computer Applications for Mass Communication	4	0	0	4
JMC 102	Introduction to Communication and Mass Communication	4	0	0	4
JMC 103	Introduction to Journalism and Mass Media	4	0	0	4
POL 104	Indian Polity and Constitution	5	0	0	5
TSKL 102	Language Skills (English)	2	0	0	2
TSKL 103	Language Skills (Hindi)	2	0	0	2
CS101 L	Computer Applications for Mass Communication	0	0	6	3
Total		25	0	6	28

Semester-II

Existing					
Course Code	Course Name	L	T	P	C
BVF 002	Environment Studies	2	0	0	2
JMC 101	Hindi Evam Bhashai Patrakarita	4	0	0	4
JMC 104	Media Laws and Ethics	4	0	0	4
JMC 105	Photo Journalism	2	0	0	2
JMC 106	Print Media: Reporting and Writing	4	0	0	4
POL 101	Contemporary Issues and Current Affairs	4	0	0	4
JMC 105 L	Photo Journalism Lab	0	0	6	3
JMC 106L	Print Media: Reporting and Writing Lab	0	0	4	2
Total		20	0	10	25

Proposed					
Course Code	Course Name	L	T	P	C
	सामान्य हिन्दी/General English	2	0	0	2
	Core Foundation Course - II	2	0	0	2
JMC 101	Hindi Evam Bhashai Patrakarita	4	0	0	4
JMC 104	Media Laws and Ethics	4	0	0	4
JMC 105	Photo Journalism	2	0	0	2
JMC 106	Print Media: Reporting and Writing	4	0	0	4
POL 101	Contemporary Issues and Current Affairs	4	0	0	4
JMC 105L	Photo Journalism	0	0	6	3
JMC 106L	Print Media: Reporting and Writing	0	0	6	3
Total		22	0	12	28

Semester-III

Existing					
Course Code	Course Name	L	T	P	C
BVF 009	Women in Indian Society	3	0	0	3
ECO 201	Economic Development and Planning in India	4	0	0	4
JMC 202	Creative Writing	4	0	0	4
JMC 203	Editing and Layout Design	4	0	0	4
JMC 207	Radio Journalism and Production	4	0	0	4
TSKL 202	Communicative English	4	0	0	4
JMC 202L	Creative Writing Lab	0	0	4	2
JMC 203L	Editing and Layout Design Lab	0	0	4	2
JMC 207L	Radio Journalism and Production Lab	0	0	4	2
	Total	23	0	12	29

Proposed					
Course Code	Course Name	L	T	P	C
	Core Foundation Course – III	2	0	0	2
	Elective Foundation Course – I	2	0	0	2
ECO 201	Economic Development and Planning in India	3	0	0	3
JMC 202	Creative Writing	3	0	0	3
JMC 203	Editing and Layout Design	4	0	0	4
JMC 207	Radio Journalism and Production	4	0	0	4
TSKL 202	Communicative English	4	0	0	4
JMC 202L	Creative Writing Lab	0	0	4	2
JMC 203L	Editing and Layout Design Lab	0	0	4	2
JMC 207L	Radio Journalism and Production Lab	0	0	4	2
	Total	22	0	12	28

Semester-IV

Existing					
Course Code	Course Name	L	T	P	C
BVF 006	Parenthood and Family Relation	3	0	0	3
JMC 201	Advertising and Commercial Communication	4	0	0	4
JMC 204	Film Studies	4	0	0	4
JMC 205	New Media Journalism	4	0	0	4
JMC 206	Public Relations and Corporate Communication	4	0	0	4
SOC 202	Indian Society and Culture	4	0	0	4
JMC 201L	Advertising and Commercial Communication Lab	0	0	4	2
JMC 204L	Film Studies Lab	0	0	4	2
JMC 205L	New Media Journalism Lab	0	0	4	2
	Total	23	0	12	29

Proposed					
Course Code	Course Name	L	T	P	C
	Core Foundation Course – IV	2	0	0	2
	Elective Foundation Course – II	2	0	0	2
JMC 201	Advertising and Commercial Communication	4	0	0	4
JMC 204	Film Studies	2	0	0	2
JMC 205	New Media Journalism	4	0	0	4
JMC 206	Public Relations and Corporate Communication	4	0	0	4
SOC 202	Indian Society and Culture	4	0	0	4
JMC 201L	Advertising and Commercial Communication Lab	0	0	4	2
JMC 204L	Film Studies Lab	0	0	4	2
JMC 205L	New Media Journalism Lab	0	0	4	2
	Total	22	0	12	28

Semester-V

Existing					
Course Code	Course Name	L	T	P	C
FC 5.1	Selected Writings for Self Study-I	2	0	0	2
JMC 304	Communication Research	4	0	0	4
JMC 305	Community Media	4	0	0	4
JMC 308	Development Communication	4	0	0	4
JMC 319	Media Organization and Management	4	0	0	4
JMC 327	TV Journalism and Production	4	0	0	4
JMC 327L	TV Journalism and Production Lab	0	0	6	3
	Total	22	0	6	25

Proposed					
Course Code	Course Name	L	T	P	C
	Vocational Course - I	2	0	0	2
	Core Foundation Course - V/Elective Foundation Course - III	2	0	0	2
JMC 304	Communication Research	4	0	0	4
JMC 305	Community Media	4	0	0	4
JMC 319	Media Organization and Management	4	0	0	4
JMC 327	TV Journalism and Production	4	0	0	4
JMC 327L	TV Journalism and Production	0	0	6	3
	Discipline Elective I	0	0	10	5
	Total	20	0	16	28

Semester-VI

Existing					
Course Code	Course Name	L	T	P	C
FC 6.1	Selected Writings for Self Study-II	2	0	0	2
	Elective -I	0	0	10	5
	Elective -II	0	0	10	5
JMC 328P	UIL Project	0	0	20	10
	Total	2	0	40	22

Proposed					
Course Code	Course Name	L	T	P	C
	Vocational Course -II	2	0	0	2
	Elective Foundation Course-III/Core Foundation Course-V	2	0	0	2
JMC 308	Development Communication	4	0	0	4
	Discipline Elective-II	0	0	10	5
	Discipline Elective-III	0	0	10	5
JMC 328P	UIL Project	0	0	20	10
	Total	8	0	40	28

List of Discipline Electives

Course Code	Course Name
JMC 301L	Advertising Lab
JMC 309L	Digital Photo Journalism Lab
JMC 315L	Film Direction Lab
JMC 320L	Public Relations (Film, Corporate) Lab
JMC 321L	Radio Jockeying/Anchoring Lab
JMC 326L	TV Journalism Lab
JMC 302L	Animation and Graphics Lab
JMC 313L	Event Management Lab
JMC 322L	Rural Reporting Lab
JMC 325L	Travel and Tourism Journalism Lab
JMC 331L	Web Journalism Lab
JMC 332L	Campus Reporting Lab

Curriculum Structure
Bachelor of Arts (Journalism and Mass Communication)

First Year											
Semester - I					Semester - II						
Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
	General English / सामान्य हिन्दी	2	0	0	2		सामान्य हिन्दी/General English	2	0	0	2
	Core Foundation Course - I	2	0	0	2		Core Foundation Course - II	2	0	0	2
JMC 102	Introduction to Communication and Mass Communication	4	0	0	4	JMC 101	Hindi Evam Bhashai Patrakarita	4	0	0	4
JMC 103	Introduction to Journalism and Mass Media	4	0	0	4	JMC 104	Media Laws and Ethics	4	0	0	4
POL 104	Indian Polity and Constitution	5	0	0	5	POL 101	Contemporary Issues and Current Affairs	4	0	0	4
TSKL 102	Language Skills (English)	2	0	0	2	JMC 105/105L	Photo Journalism	2	0	6	5
TSKL 103	Language Skills (Hindi)	2	0	0	2	JMC 106/106L	Print Media: Reporting and Writing	4	0	6	7
CS 101/101L	Computer Applications for Mass Communication	4	0	6	7						
Semester Wise Total:		25	0	6	28	Semester Wise Total:		22	0	12	28
Second Year											
Semester - III					Semester - IV						
Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
	Core Foundation Course – III	2	0	0	2		Core Foundation Course – IV	2	0	0	2
	Elective Foundation Course – I	2	0	0	2		Elective Foundation Course – II	2	0	0	2
ECO 201	Economic Development and Planning in India	3	0	0	3	SOC 202	Indian Society and Culture	4	0	0	4
TSKL 202	Communicative English	4	0	0	4	JMC 206	Public Relations and Corporate Communication	4	0	0	4
JMC 202/202 L	Creative Writing	3	0	4	5	JMC 201/201 L	Advertising and Commercial Communication	4	0	4	6
JMC 203/203 L	Editing and Layout Design	4	0	4	6	JMC 204/204 L	Film Studies	2	0	4	4
JMC 207/207 L	Radio Journalism and Production	4	0	4	6	JMC 205/205 L	New Media Journalism	4	0	4	6
Semester Wise Total:		22	0	12	28	Semester Wise Total:		22	0	12	28

Third Year											
Semester - V					Semester - VI						
Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
	Vocational Course - I	2	0	0	2		Vocational Course - II	2	0	0	2
	Core Foundation Course - V/Elective Foundation Course - III	2	0	0	2		Elective Foundation Course-III/Core Foundation Course- V	2	0	0	2
JMC 304	Communication Research	4	0	0	4	JMC 308	Development Communication	4	0	0	4
JMC 305	Community Media	4	0	0	4		Discipline Elective- II	0	0	10	5
JMC 310	Media Organization and Management	4	0	0	4		Discipline Elective- III	0	0	10	5
JMC 327/327 L	TV Journalism and Production	4	0	6	7	JMC 328P	UIL Project	0	0	0	10
	Discipline Elective I	0	0	10	5						
Semester Wise Total:		20	0	16	28	Semester Wise Total:		8	0	20	28

List of Discipline Electives	
Course Code	Course Name
JMC 301L	Advertising Lab
JMC 309L	Digital Photo Journalism Lab
JMC 315L	Film Direction Lab
JMC 320L	Public Relations (Film, Corporate) Lab
JMC 321L	Radio Jockeying/Anchoring Lab
JMC 326L	TV Journalism Lab
JMC 302L	Animation and Graphics Lab
JMC 313L	Event Management Lab
JMC 322L	Rural Reporting Lab
JMC 325L	Travel and Tourism Journalism Lab
JMC 331L	Web Journalism Lab
JMC 332L	Campus Reporting Lab

Name of Programme: BA (JMC)

Course Details:

S. N.	Course List	Learning Outcome	Existing Syllabus	Suggested Syllabus	Remarks
	<p align="center">CS 101 Computer Applications for Mass Communication</p>	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Enhance the knowledge of student's fundamentals of computers its various applications in journalism and mass communications. • Understand the concepts and processes of communication, Information and Internet Technology. • understand the theoretical aspects of various software's such as MS Word , Excel, Power Point , coral draw e.tc. • develop their professional skills which lead to employability. 	<p align="center">-</p> <p>Suggested Readings:</p> <p>Author Adobe, Adobe PageMaker – Publisher Techmedia, Adobe Photoshop – Publisher Techmedia</p> <p>Coburn, Foster D.Corel Draw</p> <p>A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today</p> <p>D.P. Mukherjee - Fundamentals of computer graphics and multimedia, Prentice Hall of India.</p> <p>V. Rajaraman-Fundamentals of computer, Prentice Hall of India</p>	<p align="center">-</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Brebner, G. (2002), <i>Computers in Communication</i>, London, UK: McGraw Hill International • Sinha.P.K. (2004), <i>Computer Fundamentals</i>, New Delhi, India: BPB Publications • Rajaraman. V. (2001), <i>Fundamentals of Computer</i>, New Jersey, US: Prentice Hall • D.P. Mukherjee. D.P. (2000), <i>Fundamentals Of Computer Graphics And Multimedia</i>, New Jersey, US: Prentice Hall • Jaiswal, A. (2003), <i>Fundamentals Of Computer Information</i> 	

				<p><i>Technology</i>, Noida, India: Wiley India Pvt. Ltd</p> <p>E-Learning Material:</p> <p>Computer Fundamentals - by P.K.Singh Free PDF - EduTechLearners</p> <p>https://www.edutechlearners.com/computer-fundamentals-p-k-sinha-free-pdf/</p> <p>Peter Norton Introduction To Computers 7th Edition - DocPlayer.net https://docplayer.net/33338618-Peter-norton-introduction-to-computers-7th-edition.html</p> <p>Become a Master of Microsoft Office With These Free Training Videos https://www.makeuseof.com/tag/become-master-microsoft-office-free-training-videos/</p>	
1	JMC 102 Introduction to Communication and Mass Communication	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Enhance the knowledge of students with regard to fundamentals of communication and its various forms. • Develop an understanding of the concepts and processes of communication. • Understand communication better through various theories and models. • Give learners an exposure to the diverse areas of mass communication. 	-	-	No Change
			<ul style="list-style-type: none"> • DeVito Joseph A., <i>Communication: Concepts and Process</i>, Prentice-Hall. New Jersey. • McLuhan Marshall., <i>Understanding Media</i>, Routledge and Kegan Paul, London. • Agee, Warren K. Ault Philip H., <i>Introduction to Mass Communication</i>, Oxford and IBH Publishing Co., New Delhi. • Mass Communication in India, Keval J.Kumar, Jaico Publishing house– Mumbai. • Berlo, D.K. <i>The Process of Communication</i>, New York :Holt Rinehart and Winston, 1960. • Klapper, J.T.<i>The effects of Mass Communications</i>, New 	<p>Suggested readings:</p> <ul style="list-style-type: none"> • Joseph, A. DeVito (2008) <i>Communication: Concepts and Process</i>, New Jersey: Prentice-Hall. • McLuhan. Marshall (1964) <i>Understanding Media</i>, Canada, London: Routledge and Kegan Paul. 	

			<p>York Free Press, 1960</p> <p>DeVito, Joseph A., Communication: Concepts and Process Prentice-Hall. New Jersey.</p> <p>McLuhan, Marshall, Understanding Media. Routledge and Kegan Paul, London.</p> <p>Agee, Warren P.K. Adult Philip H., Introduction to Mass Communication, Oxford and IBH Publishing Co., New Delhi.</p> <p>Yadava, J.S., Mathur P. K., Ault Philip H., Introduction to Mass Communication: The Basic Concepts, Kanishka Publishers, Distributors, New Delhi.</p>	<ul style="list-style-type: none"> • Warren, K. Agee, Philip, H. Ault (2016), <i>Introduction to Mass Communication</i>, New Delhi: Oxford and IBH Publishing Co. • Kumar, J. Keval (2018) <i>Mass Communication in India</i>, Mumbai: Jaico Publishing house. • Berlo, D.K. (1960) <i>The Process of Communication</i>, New York: Holt Rinehart and Winston. • Klapper, J.T. (1960) <i>The effects of Mass Communications</i>, New York: Free Press. • Mathur, P. K. Yadava, Philip, H. J.S Ault, (2010) <i>Introduction to Mass Communication: The Basic Concepts</i>, New Delhi: Kanishka Publishers and Distributors. <p>E-Learning Materials:</p> <p>Introduction to Mass Communication (IGNOU)</p> <p>http://download.nos.org/srsec335new/ch2.pdf</p> <p>Introduction to Communication</p> <p>http://www.scert.kerala.gov.in/images/2014/HSC_Textbook/25_Journalism-unit-01.pdf</p> <p>Types and forms of communication</p> <p>http://www.zainbooks.com/books/mass-communication/introduction-to-mass-communication/introduction-to-mass-communication/</p>	
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				communication_6_types-and-forms-of-communication.html Hypodermic needle theory https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass-Media/Hypodermic_Needle_Theory/ Communication Models and Theories http://www.praccreditation.org/resources/documents/APRSG-Comm-Models.pdf	
2	JMC 103 Introduction to Journalism and Mass Media	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Acquaint themselves with the origin and history of mass media with special reference to India Acquire the basic skills to explain the creation of Broadcasting in India 	-	-	No Change
			<p>Suggested readings:</p> <p>History of Indian Journalism, J. Natrajan publication division New Delhi</p> <p>The Press Council, Dr. N.K. Trikha, Somaiya Publication.</p> <p>Mass Communication in India, Keval J.Kumar, Jaico Publication – New Delhi.</p> <p>India's Newspaper Revolution, Robbin Jeffry, oxford University Press.</p> <p>India's Communication Revolution, Arbind Singhal.</p> <p>Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi.</p> <p>Sharma, K.C., Journalism in India: History, Growth &Development, Regal Publications, New Delhi.</p> <p>Joshi Uma, Textbook of Mass Communication & Media, Anmol Publications[P] Ltd.,</p> <p>Ravindaran R.K., Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi.</p>	<p>Suggested readings:</p> <ul style="list-style-type: none"> History of Indian Journalism, J. Natrajan publication division New Delhi The Press Council, Dr. N.K. Trikha, Somaiya Publication. Mass Communication in India, Keval J.Kumar, Jaico Publication – New Delhi. India's Newspaper Revolution, Robbin Jeffry, oxford University Press. India's Communication Revolution, Arbind Singhal. Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi. Sharma, K.C., Journalism in India: History, Growth &Development, Regal Publications, New Delhi. Joshi Uma, Textbook of Mass Communication & Media, Anmol 	

				<p>Publications[P] Ltd.,</p> <ul style="list-style-type: none"> • Ravindaran R.K., Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi. • Natrajan, J. (2010) <i>History of Indian Journalism</i>, New Delhi: publication division. • Trikha, Dr. N.K. (1984) <i>The Press Council</i>: Somaiya Publication. • Keval J.Kumar, (2007) <i>Mass Communication in India</i>, New Delhi: Jaico Publication. • Jeffry, Robbin, (2009) <i>India's Newspaper Revolution</i>: oxford University Press. • Singhal, Arbind (2000) <i>India's Communication Revolution</i>: Publisher SAGE. • Srivastava, Dr. H.O. (2000) <i>Broadcast Technology-A Review</i>, New Delhi: Gyan Publishing House. • Sharma, K.C. (2007) <i>Journalism in India: History, New Delhi: Growth & Development</i>, Regal Publications. 	
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				<ul style="list-style-type: none"> • Joshi, Uma (2002) <i>Textbook of Mass Communication & Media</i>: Anmol Publications[P] Ltd. • Ravindaran (2007) R.K., <i>Handbook of Radio, Television & Broadcast Journalism</i>, Delhi: Anmol Publication. <p>E-Learning Materials:</p> <p>What Is Mass Media? - Definition, Types, Influence & Examples https://study.com/academy/lesson/what-is-mass-media-definition-types-influence-examples.html</p> <p>A Layman's Guide to the Different Types of Mass Media - MarketingWit https://marketingwit.com/different-types-of-mass-media</p> <p>The Interesting Evolutionary History of Mass Media - Entertainism https://entertainism.com/history-of-mass-media</p> <p>History of Mass Media – Slide Share https://www.slideshare.net/nicholeobillo/history-of-mass-media</p> <p>Introduction to Mass Media/Introduction – Wiki books, open books https://en.wikibooks.org/wiki/Introduction_to_Mass_Media/Introduction</p>	
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3	<p>POL 104 Indian Polity and Constitution</p>	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Describe Indian Constitution. • Explain the characteristics of the Indian Political System. • Co-relate the theory and practice of Parliamentary System in India. • Summarize Indian Judicial System. • Explore major issues in Indian Politics. 	<p style="text-align: center;">-</p>	<p style="text-align: center;">-</p>	<p style="text-align: center;">No Change</p>
			<p>Suggested Readings:</p> <p>Shyam Benegal Bharat, Ek Khoj (Series)</p> <p>Ram Chander Guha, India after Gandhi: The History of the World's Largest Democracy, Perennial</p> <p>D.B. Vohra, History of Freedom Movement, Delhi Admin</p> <p>H.R. Ghosal, An Outline History of Indian People</p> <p>A.L. Basham, A Cultural History of India: The Wonder that is India: Volume-1 & 2</p> <p>A.N. Aggarwal, Indian Economy</p> <p>Rajni Kothari, Caste in Indian politics</p> <p>Ministry of I &B Facts about India</p> <p>Pandit Jawahar Lal Nehru, The Discovery of India</p> <p>Basu, DD: The Constitution of India</p> <p>Browne, Hen: An Introduction to Sociology</p> <p>Chatterjee, Parth: <i>State and Politics in India</i>, Oxford University Press</p> <p>Constitution of India; Fundamental Rights; Major Political Parties In India –</p> <p>Introduction</p> <p>Daily Newspapers and Current News and Opinion Periodicals.</p> <p>Heywood, Andrew: <i>Foundation of Politics</i>, Macmillan Foundation</p>	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Bharat, Shyam Benegal (1988) <i>Ek Khoj</i> (Series). • Guha, Ram Chander (2007) <i>India after Gandhi: The History of the World's Largest Democracy: Perennial.</i> • Vohra, D.B. (1987) <i>History of Freedom Movement, Delhi: Admin.</i> • Ghosal, H.R. (2000) <i>An Outline History of Indian People.</i> • Basham, A.L. (1997) <i>A Cultural History of India: The Wonder that is India: Volume-1 & 2</i> • Aggarwal, A.N. (1988) <i>Indian Economy.</i> • Kothari, Rajni (2010) <i>Caste in Indian politics.</i> • Ministry of I &B Facts about India • Nehru, Pandit Jawahar Lal (1946) <i>The Discovery of India.</i> • Basu, DD (1950) <i>The Constitution of India.</i> • Browne, Ken (2011) <i>An Introduction to Sociology.</i> 	

			<p>India Year Book. Publications Division, New Delhi.</p>	<ul style="list-style-type: none"> • Chatterjee, Parth (1998) <i>State and Politics in India</i>: Oxford University Press. • Daily Newspapers and Current News and Opinion Periodicals. • Andrew Heywood (2013) <i>Foundation of Politics</i>: Macmillan Foundation. • (2018) <i>India Year Book</i>. New Delhi : Publications Division. <p>E-Learning Materials:</p> <p>Constitution - National Portal of India</p> <p>https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf</p> <p>The Constitution of India: Introduction, History, Fundamental Rights</p> <p>https://www.toppr.com/guides/civics/the-indian-constitution/the-constitution-of-india/</p> <p>Indian political system - Roger Darlington</p> <p>http://www.rogerdarlington.me.uk/Indianpoliticalsystem.html</p> <p>National Parliaments: India - Library of Congress</p> <p>https://www.loc.gov/law/help/national-parliaments/india.php</p> <p>SILF: Indian Judicial System</p> <p>http://www.silf.org.in/16/indian-judicial-system.htm</p>	
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4	<p>JMC 101 Hindi Evam Bhashai Patrakarita</p>	<p>After the completion of this course, students should be able to:</p> <p>हिंदी पत्रकारिता के इतिहास के बारे में पूर्ण जानकारी होना</p> <ul style="list-style-type: none"> • हिंदी पत्रकारिता में सरस्वती, मतवाला, उदंड मारतंड का भूमिका को जानना • हिन्दी भाषा के विकास के लिए विभिन्न समाचार पत्रों और पत्रिकाओं के महत्त्व को समझना • हिंदी पत्रकारिता के महत्त्व का मूल्यांकन करना 	<p>-</p> <p>संदर्भ ग्रंथ :-</p> <p>भारतीय स्वतंत्रता और हिन्दी पत्रकारिता – डॉ. बंशीधर लाल, बिहार ग्रंथ कुटीर राजपथ, पटना।</p> <p>संचार क्रान्ति और हिन्दी पत्रकारिता – डॉ. अशोक कुमार शर्मा, विश्वविद्यालय, प्रकाशन, वाराणसी।</p> <p>हिन्दी पत्रकारिता के कीर्तिमान – जगदीश प्रसाद चतुर्वेदी, साहित्य संगम, इलाहाबाद।</p> <p>हिन्दी पत्रकारिता और राष्ट्रीय आंदोलन, राजीव दुबे, सत्येन्द्र प्रकाशन।</p> <p>हिन्दी पत्रकारिता और पत्रकार: एक संवाद, सुनीता शास्त्री, कल्पतरु प्रकाशन।</p> <p>हिन्दी पत्रकारिता का अलोचनात्मक इतिहास, रमेश कुमार जैन, हंसा प्रकाशन।</p> <p>हिन्दी पत्रकारिता के प्रतिमान, आचार्य एच. हर्षा, रचना प्रकाशन।</p>	<p>-</p> <p>संदर्भ ग्रंथ :-</p> <ul style="list-style-type: none"> • लाल, डॉ. बंशीधर भारतीय स्वतंत्रता और हिन्दी पत्रकारिता. पटना, बिहार : ग्रंथ कुटीर राजपथ। • शर्मा, डॉ. अशोक कुमार संचार क्रान्ति और हिन्दी पत्रकारिता, वाराणसी : विश्वविद्यालय, प्रकाशन। • चतुर्वेदी, जगदीश प्रसाद हिन्दी पत्रकारिता के कीर्तिमान साहित्य संगम, इलाहाबाद। • दुबे, राजीव हिन्दी पत्रकारिता और राष्ट्रीय आंदोलन : सत्येन्द्र प्रकाशन। • शास्त्री, सुनीता हिन्दी पत्रकारिता और पत्रकार: एक संवाद : कल्पतरु, काशन। • जैन, रमेश कुमार हिन्दी पत्रकारिता का अलोचनात्मक इतिहास : हंसा प्रकाशन। • हर्षा, आचार्य एच. हिन्दी पत्रकारिता के प्रतिमान : रचना प्रकाशन। <p>ई-संसाधन</p> <p>भारतीय स्वतंत्रता आंदोलन में अंग्रेजी और भाषाई पत्रकारिता की भूमिका</p> <p>https://sites.google.com/site/kaushalmms/angreji-aura-bhasa-i-patrararita</p> <p>पत्रकारिता / जनसंचार</p> <p>http://asbmassindia.blogspot.com/2014/11/blog-post_26.html</p> <p>हिन्दी का साहित्यिक पत्रकारिता</p> <p>http://www.newswriters.in/2017/05/05/literary-journalism-in-hindi/</p> <p>हिंदी पत्रकारिता परिचय एवं पृष्ठभूमि</p> <p>http://shodhganga.inflibnet.ac.in/bitstream/10603/204335/4/07.%20chapter%201.pdf</p>	<p>No change</p>
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5	<p>JMC 104 Media Laws and Ethics</p>	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Critically analyze the legal and regulatory restrictions on expression and their impact on journalism practice. • Explain and apply the laws of defamation and contempt of court, privacy law, broadcasting law and intellectual property to your practice. • Compare and contrast the different roles of courts, tribunals and regulatory bodies in relation to journalism. • Evaluate the role and impact of self-regulation on the media and journalists. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • प्रेस विधि, प्रो. नंद किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी। पत्रकारिता एवं प्रेस विधि, डॉ. बसंतिलाल बाबेल, सुविधा लॉ हाउस। समाचार पत्र व्यवसाय एवं प्रेस कानून, डॉ. संजीव भानावत, शिप्रा माथुर। भारत में प्रेस-विधि, डॉ. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी। सूचना की स्वतंत्रता और शासकीय गोपनीयता, न्यायमूर्ति श्री रणजीत सिंह सरकारिया, मा.च.रा. प.वि.वि., भोपाल। मीडिया विधि, निशांत सिंह, नमन प्रकाशन दिल्ली। • Media Ethics and Laws, Dr.Jain R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Anmol Publications Pvt. Ltd. • Principles and Ethics of Journalism and Mass Communication, Y.K. D'souza, Commonwealth Publishers. • Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur. • Introduction to the constitution of India, Durgadas Basu. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • त्रिखा, प्रो. नंद किशोर () भारत में प्रेस विधि, वाराणसी: विश्वविद्यालय प्रकाशन। • बाबेल, डॉ. बसंतिलाल () पत्रकारिता एवं प्रेस विधि, सुविधा लॉ हाउस। • भानावत, डॉ. संजीव () समाचार पत्र व्यवसाय एवं प्रेस कानून : शिप्रा माथुर • सरकारिया, न्यायमूर्ति श्री रणजीत सिंह () सूचना की स्वतंत्रता और शासकीय गोपनीयता, भोपाल : मा.च.रा. प.वि.वि.। • सिंह, निशांत () मीडिया विधि, दिल्ली: नमन प्रकाशन। • Hakemulder, Dr. Jain R., Fange, Dr. Fay AC de, Singh, P.P. (2009) <i>Media Ethics and Laws</i> : Anmol Publications Pvt. Ltd. • D'souza, Y.K. (1998) <i>Principles and Ethics of Journalism and Mass Communication</i> : Commonwealth Publishers. • Basu, Acharya, Dr. Durga Das (1986) <i>Law of the Press</i>, Nagpur : Wadhva and Company. • Basu, Durgadas (2008) <i>Introduction to the constitution of India</i>. 	
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				<p>E-Learning Materials:</p> <p>CHAPTER 4 HISTORY OF PRESS IN INDIA AND ASSAM - Shodhganga http://shodhganga.inflibnet.ac.in/bitstream/10603/93299/11/11_chapter%204.pdf</p> <p>History of Press in India Naro Ttam - Academia.edu http://www.academia.edu/3685737/History_of_Press_in_India</p> <p>Media laws of india - Caaa.in http://www.caaa.in/image/media_laws.pdf</p> <p>An Analysis of Parliamentary Privileges in India - Legal Service India http://www.legalserviceindia.com/articles/parliamentary001.htm</p> <p>Press Commission and Press Council of India https://wecommunication.blogspot.com/2014/09/press-commission-and-press-council-of.html</p>	
6	JMC 105 Photo Journalism	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Exercise and practice photo journalistic techniques and skills 			No Change

		<ul style="list-style-type: none"> Demonstrate a broad knowledge of Digital photography and Image editing. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> 100 Days in photographs : <i>pivotal events that changed the word</i>, Nick, Yapp, National geographic Art and Print Production, NN Sarkar, oxford university Press, New Delhi, 2009 visual communication and photojournalism, PK Chandra, Swastika publishers, New Delhi 2007 Photojournalism and Today's News: <i>Creating visual reality</i>, Loup Langton, Wiley-Blackwell, Sussex, 2009 मुद्रण के तकनीक सिद्धान्त, नवीन चंद्र पंत, तक्षशिला प्रकाशन नई दिल्ली 1990 प्रसारण और फोटो पत्रकारिता, डॉ. माला मिश्र, ज्योति फाउंडेशन, नई दिल्ली, 2010 फोटो पत्रकारिता, प्रो. मनोहर प्रभाकर राधाकृष्ण प्रकाशन, नई दिल्ली, 2003 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> 100 Days in photographs : <i>pivotal events that changed the word</i>, Nick, Yapp, National geographic Sarkar, NN (2009) <i>Art and Print Production</i>, New Delhi : oxford university Press. Chandra, PK (2007) <i>visual communication and photojournalism</i>, New Delhi : Swastika publishers. Blackwell, Wiley (2009) <i>Photojournalism and Today's News: Creating visual reality</i> : Loup Langton, Sussex. पंत, नवीन चंद्र (1990) <i>मुद्रण के तकनीक सिद्धान्त</i>, नई दिल्ली : तक्षशिला प्रकाशन। मिश्र, डॉ. माला (2010) <i>प्रसारण और फोटो पत्रकारिता</i>, नई दिल्ली : ज्योति फाउंडेशन। प्रभाकर, प्रो. मनोहर (2003) <i>फोटो पत्रकारिता</i>, नई दिल्ली : राधाकृष्ण प्रकाशन। <p>E-Learning Materials:</p> <p>Brief history of Photography</p> <p>https://www.picturecorrect.com/tips/history-of-photography/</p> <p>Photography as medium of Mass Communication</p> <p>https://leica-academy.gr/en/the-revolutionary-role-of-photography-in-mass-communication/</p> <p>Photography as medium of Mass Communication</p> <p>https://www.photographytalk.com/en/photography-articles/2141-what-is-photography-</p>	
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				<p><u>mass-communication</u></p> <p>Sources of light: natural and artificial</p> <p>https://digital-photography-school.com/natural-versus-artificial-light-which-do-you-prefer-working-with/</p> <p>color temperature, types of light</p> <p>https://lumicrest.com/colour-temperature/</p> <p>Types of light</p> <p>https://digital-photography-school.com/9-lighting-types-to-harness-improve-your-photography/</p> <p>Principles of photographic composition</p> <p>http://digicamhelp.com/taking-photos/advanced-techniques/composing-photos/</p> <p>https://www.photographymad.com/pages/view/10-top-photography-composition-rules</p> <p>Photography for News paper and magazines</p> <p>https://www.all-about-photo.com/photo-publications/paper-photo-magazines.php</p> <p>Photo Journalism as A profession</p> <p>https://learn.org/articles/Careers_in_Photojournalism_Your_Questions_Answered.html</p> <p>Ethics of Photo Journalism</p> <p>http://www.mediahelpingmedia.org/training-resources/editorial-ethics/527-editorial-ethics-for-photojournalists</p> <p>Responsibilities of Photo journalists in different situations</p>	
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				http://download.nos.org/srsec335new/ch28b-opt.pdf Qualities of Photo Journalists http://photographyschools.com/resources/to-p-10-qualities-of-a-great-photographer	
7	JMC 106 Print Media: Reporting and Writing	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate their intellectual abilities to analyze the print media through group and discussion work. • Evaluate current print media practices. • Learn to work within the given deadline 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • A Manual for News Agency Reporters. Indian Institute of Mass Communication, New Delhi, Allied Publishers Pvt. Ltd., New Delhi. • Agrawal, Veerabala, Gupta, V.S.: Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi. • Bandhyopadhyay, P.K. and Arora, Kuldip Singh: A Practitioners' Guide to Journalistic Ethics, Published by Media Watch Group, Distributed by D.K. • Delhi George, T.J.S. Editing, A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi. • Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi. • Saxena, Dr. Ambrish – Fundamentals of Reporting and Editing, Kanishka Publishers and Distributors, New Delhi • Kamath, M.V. Professional Journalism, Vikas Publishing House, New Delhi. • Lewis, James. The Active Reporter. Press Institute of India, New Delhi. • MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • A Manual for News Agency Reporters. Indian Institute of Mass Communication, New Delhi. • Allied Publishers Pvt. Ltd., New Delhi. • Agrawal, Veerabala Gupta, V.S. (2001) <i>Handbook of Journalism and Mass Communication</i>, New Delhi : Concept Publishing Co. • Bandhyopadhyay, P.K. and Singh, Arora Kuldip, <i>A Practitioners' Guide to Journalistic Ethics</i> : Published by Media Watch Group, Distributed by D.K. • Delhi George, T.J.S. Editing, A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi. • Shrivastava, K.M., (2003) <i>News Reporting & Editing</i>, New Delhi : Sterling Publishers Pvt. Ltd. • Saxena, Dr. Ambrish (2007) <i>Fundamentals of Reporting and Editing</i>, New Delhi : Kanishka Publishers and Distributors. 	No Change

				<ul style="list-style-type: none"> • Kamath, M.V. (2018) <i>Professional Journalism</i>, New Delhi : Vikas Publishing House. • Lewis, James () <i>The Active Reporter</i>. New Delhi : Press Institute of India. • MacDougall, Curtis D. (1938) <i>Interpretative Reporting</i>, New York : Macmillan. <p>E-learning materials:</p> <p>Basics of News Writing</p> <p>https://www.slideshare.net/ArielDizon/basic-s-of-news-writing</p> <p>Writing for Print Media</p> <p>http://www.manage.gov.in/studymaterial/printmedia.pdf</p> <p>Fundamentals of news writing</p> <p>http://www.zeepedia.com/read.php?fundamentals_of_news_writing_inverted_pyramid_style_telling_the_story_radio_news_reporting_and_production&b=80&c=27</p> <p>The Art of Interviewing</p> <p>https://www.slideshare.net/SenseWorldwide/the-art-of-interviewing-28964742</p>	
8	POL 101 Contemporary Issues and Current Affairs	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Explore the Contemporary Issues and Current Affairs of the world. • Identify the major concerns of India. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Tapan Biswal, Human Rights Gender and Environment, Vina Books • Prof. S.D. Muni Indian and Nepal , Konark Publisher, • Madan Gopal, India through the Ages, Publication Division 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Biswal, Tapan (2009) <i>Human Rights Gender and Environment</i> : Vina Books. • Prof. S.D. (1992) <i>Muni Indian and Nepal</i> : Konark Publisher. 	No Change

		<ul style="list-style-type: none"> • Explain the security issues of India. 	<ul style="list-style-type: none"> • Muchkund Dubey, Political Issues • Prakash Chander International Politics • R.S. Yadav (ed.), India's Foreign Policy: Contemporary Trends • J.N. Dixit, Assignment Colombo • I.K. Gujral, Continuity and Change: India's Foreign,Policy (Mac Millan, India) • Rajan Harshe & K.N. Sethi, Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman) • S.R. Sharma, Indian Foreign Policy (Om Sons) 	<ul style="list-style-type: none"> • Gopal, Madan (2006) <i>India through the Ages</i> : Publication Division. • Dubey, Muchkund, <i>Political Issues</i>. • Chander, Prakash (1979) <i>International Politics</i> • Yadav, R.S. (ed.) (2009) <i>India's Foreign Policy: Contemporary Trends</i>. • Dixit, J.N. (1998) <i>Assignment Colomb.o</i> • Gujral, I.K. (2002) <i>Continuity and Change: India's Foreign, India : Policy</i> Mac Millan. • Harshe, Rajan & Sethi, K.N. (1951) <i>Engaging the World: Critical Reflections on India's Foreign Policy</i> : Orient Longman. • Sharma.S.R. (2009) <i>Indian Foreign Policy</i> : Om Sons. <p>E-learning materials:</p> <p>Current Affairs Today - Current Affairs - GKToday https://currentaffairs.gktoday.in/ Social Issues : Latest Current Affairs and News - Current Affairs Today https://currentaffairs.gktoday.in/tags/social-issues CURRENT AFFAIRS Archives – INSIGHTS https://www.insightsonindia.com/category/current-affairs-2/ 10 Contemporary issues in India and how you can change them - Swipe https://blog.timetoswipe.com/10-contemporary-issues-india/ Overview of Important Issues in India Issues and Challenges in India https://socialissuesindia.wordpress.com/about/</p>	
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				<p><u>Global Issues : social, political, economic and environmental issues ...</u></p> <p>www.globalissues.org/</p>	
9	ECO 201 Economic Development and Planning in India	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand Economic Growth and Development • Define measures of economic development. • Understand the objectives of Five Year Plan. • Explain the relationship between Environment and Economic Development. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Mishra, S.K and Puri, V.K: "Economics of Development and Planning: Theory and Practice." – Himalaya Publication. • Dhingra, I.C.: "The Indian Economy: Environment and Policy: - S. chand Publication. • Dutt, R. and Sundaram, K.P.M: "Indian Economy"- S. Chand Publication. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Mishra, S.K and Puri, V.K (2012) <i>Economics of Development and Planning: Theory and Practice</i> : Himalaya Publication. • Dhingra, I.C. (2002) <i>The Indian Economy: Environment and Policy</i> : S. chand & Sons Publication. • Dutt, R. and Sundaram, K.P.M (2013) <i>Indian Economy</i> S. Chand Publication. <p>E-Learning Materials:</p> <p>Economic Growth and Development Intelligent Economist https://www.intelligenteconomist.com/economic-growth-and-development/</p> <p>Difference between Economic Growth and Economic Development https://keydifferences.com/difference-between-economic-growth-and-economic-development.html</p> <p>First Five Year Plan - General Knowledge Today https://www.gktoday.in/gk/first-five-year-plan-15/</p> <p>Planning Commission, Government of India: Five Year Plans http://planningcommission.nic.in/plans/plan</p>	No Change

				rel/fiveyr/welcome.html Environment - Economy Linkages https://www.indiabudget.gov.in/es98-99/chap1102.pdf	
10	JMC 202 Creative Writing	After the completion of this course, students should be able to: <ul style="list-style-type: none"> • Explore beyond News Writing. • Conceptualize and develop the skill for Editorial Writing. • Write the Columns • Write in different formats 	Suggested Readings: <ul style="list-style-type: none"> • रूपक लेखन, मध्य प्रदेश हिन्दी ग्रंथ अकादमी। मेरी जीवन यात्रा धुमक्कड़ की डायरी – राहुल सांस्कृत्यायन। आदमी, बैल और सपने– रामशरण जोशी। समाचार, फीचर लेखन एवं संपादन कला, हरिमोहन, तक्षशिला, प्रकाशन। हिन्दी पत्रकारिता और साहित्य, राम अवतार शर्मा, नमन प्रकाशन। • Professional Journalism – M.V. Kamath • Comprehension, Precise & Paragraph Writing, Shaffer • Dictionary of Modern English Usage, G Davison • Strengthen Your Writing, Narayanaswami • Improve Your Word Power, R Birley • Plain English Guide, M Cutts • Paragraph Writing for All, G K Puri • Developing Writing Skills in English, S K Mangal • Dictionary Confusable Words, G Davidson 	Suggested Readings: <ul style="list-style-type: none"> • रूपक लेखन : मध्य प्रदेश हिन्दी ग्रंथ अकादमी। • मेरी जीवन यात्रा धुमक्कड़ की डायरी : राहुल सांस्कृत्यायन। • जोशी, रामशरण, आदमी-बैल और सपने। • हरिमोहन, फीचर लेखन एवं संपादन कला : समाचार, तक्षशिला, प्रकाशन। • शर्मा, राम अवतार, हिन्दी पत्रकारिता और साहित्य : नमन प्रकाशन। • Kamath, M.V. (2018) <i>Professional Journalism</i>. • Shaffer, (2000) <i>Comprehension : Precise & Paragraph Writing</i>. • Davison, G (2005) <i>Dictionary of Modern English Usage</i>. • Narayanaswami (1979) <i>Strengthen Your Writing</i>. • Birley, R (1971) <i>Improve Your Word Power</i>. • Cutts, M (1995) <i>Plain English Guide</i> • Puri, G K (2014) <i>Paragraph Writing for All</i> • Mangal, S K (2011) <i>Developing Writing Skills in English</i>. • Davidson, G (2000) <i>Dictionary Confusable Words</i>. E-Learning Materials: Creative Writing	No Change

				https://www.uvm.edu/wid/writingcenter/tutorials/WritingCreativePage.pdf What is creative writing https://www.acs.edu.au/download/samples/writing.pdf Importance and objective of editorial https://www.slideshare.net/Sanabutt21/importance-and-objective-of-editorial Characteristics of editorial writing https://www.geneseo.edu/~bennett/EdWrite.htm News Writing, Editorial Writing, Column Writing and Feature Writing http://www.masscommunicationtalk.com/news-writing-editorial-writing-column-writing-and-feature-writing.html	
11	JMC 203 Editing and Layout Design	After the completion of this course, students should be able to: <ul style="list-style-type: none"> • Edit a news copy for print media • Do Proof reading • Plan, create and use photography, illustration and typography in design layout. • Produce Lab Journal 	Suggested Readings: <ul style="list-style-type: none"> • Nordentreg, Kaarle and Hifti Topuz (Eds.) <i>Journalis: Status, Rights and Responsibilities</i>. International Organization of Journalists, Prague. • George, T.J.S. <i>Editing, A Handbook for Journalists</i>. Indian Institute of Mass Communication, New Delhi. • Evans, Harold. <i>Editing and Design</i> (5 volumes). William Heinamann, London. • The Active Newsroom (IPI Manual). International Press Institute, Zurich. • Moen, Daryl R., <i>Newspaper Layout and Design</i>. Iowa State University Press, Ames, Iowa. • Sutton, Albert A., <i>Design and Made-up of the Newspaper</i>. Prentice Hall Inc. New York. Worlock, Peter. <i>The Desk Top Publishing Book</i>. Heinemann, London. • Shrivastava, K.M., <i>News Reporting & Editing</i>, Sterling Publishers Pvt. Ltd., New 	Suggested Readings: <ul style="list-style-type: none"> • Nordentreg, Kaarle and Hifti Topuz (Eds.) <i>Journalis: Status, Rights and Responsibilities</i>. International Organization of Journalists, Prague. • George, T.J.S. (1989) <i>Editing, A Handbook for Journalists</i>, New Delhi : Indian Institute of Mass Communication. • Evans, Harold. <i>Editing and Design</i> (5 volumes). William Heinamann, London. • The Active Newsroom (IPI Manual). International Press Institute, Zurich. • Moen, Daryl R., <i>Newspaper Layout and Design</i>. Ames, Iowa : Iowa 	No Change

			<ul style="list-style-type: none"> Editing: A Hand book for Journalist. T.J.S. George, Indian Institute of Mass Commission. Outline of Editing, M.K. Joseph, Anmol Publishers Pvt. Ltd. Copy Editing, Judish Butcher. 	<p>State University Press.</p> <ul style="list-style-type: none"> Sutton, Albert A., (2011) <i>Design and Made-up of the Newspaper</i>. Prentice Hall Inc. New York, London : Worlock, Peter. The Desk Top Publishing Book. Heinemann. Shrivastava, K.M., (2003) <i>News Reporting & Editing</i>, New Delhi : Sterling Publishers Pvt. Ltd. Joseph, M.K. (2006) <i>Outline of Editing Judish Butcher</i> : Anmol Publishers Pvt. Ltd. Copy Editing, <p>E-Learning Materials:</p> <p>PRINCIPLES of layout design - ncert.ncert.nic.in/ncerts/l/legd107.pdf Page Makeup Design. Importance in Newspapers - Mass ... www.masscommunicationtalk.com ></p> <p>Print Media Typography, Layout, and Graphic Design - DePaul University condor.depaul.edu/dsimpson/pers/typography.html AP Stylebook https://www.apstylebook.com/ DESKTOP PUBLISHING (DTP) mwangazasecondary.sc.ke/uploads/Introduction%20to%20DTP.doc Printing processes Offset, Flexo, Digital, Gravure,... - Prepressure.com https://www.prepressure.com/printing/processes</p>	
12	JMC 207 Radio Journalism and Production	<p>After the completion of this course, students should be able to:</p> <ol style="list-style-type: none"> Write and report the news stories for radio news bulletins of 5, 10 and 15 minutes duration. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> Style Book Air Broadcasting in India, GC Awasthy, Allied, Bombay, 1965 Indian Broadcasting, HK Luthra, Publication Division, New Delhi, 1987 Broadcasting and the people, Mehra Masani, NBT, New Delhi, 1958 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> Style Book Air. Awasthy, GC (1965) <i>Broadcasting in India</i>, Bombay : Allied. Luthra, HK (1987) <i>Indian Broadcasting</i>, New Delhi : Publication Division. 	No Change

		<p>2. Produce and present radio programmes in different formats.</p> <p>3. Record, edit and mix of audio programmes using single track and multi-track audio software.</p> <p>4. Work as professionals in private/community FM radio stations in the country and abroad.</p>	<ul style="list-style-type: none"> • Radio Production, Robert Mcleish, Focal Press oxford, 2005 • Writing for broadcast journalists, Rick Thomson, Routledge, new York,2010 • Radio Programme Production: <i>A Manual for Training</i>, Richard Aspinall, UNESCO, Paris, 1971 • Modern radio production : <i>Production, programming and performance</i>, hausman, messere, Benoit & O' Donnel Wadsworth, Boston, 2010 • The Radio Station : <i>Broadcast satellite and internet</i>, Michal C. keith, Focal Press, oxford, 2010 • Basic Radio journalism, Paul Chantler & Peter Stewar, Oxford, 2003 • Broadcast Journalism: <i>Techniques of Radio and TV News (Media Manuals)</i>, Andre Boyd, Focal Press, Landon, 1997 • Political Economy of communication in India, Pradip Ninan Thomas : <i>The Good, the bad and the ugly</i>, sage, Delhi, 2010 • Radio Communication at close Range, PK Bandopadhyay , BR Publishing Corporation, 2010 • Other Voices: <i>The struggles for community Radio in India</i>, Vinod Paravala and Kanchan K. Malik Sage , New Delhi, 2007 • Radio in the Global Age, David Hendy, Polity Press, Combridge, 2000 • vkdk'kok.kh ,oa nwjn'kZu% mn~Hko rFkk fodkl] Mk] vkseizdk'k teyksdh] vjkoyh cqDl baVjus'kuy] ubZ fnYYkh] 2002 	<ul style="list-style-type: none"> • Mehra, Masani (1958) <i>Broadcasting and the people</i>, NBT, New Delhi. • Mcleish, Robert (2005) <i>Radio Production</i> : Focal Press oxford. • Thomson Rick (2010) <i>Writing for broadcast journalists</i>, New York : Routledge. • Aspinall, Richard (1971) <i>Radio Programme Production: A Manual for Training</i>, UNESCO, Paris. • Messere, Hausman Benoit & WadsworthO' Donnel (2010) <i>Modern radio production : Production, programming and performance</i> : Boston. • keith, Michal C. (2010) <i>The Radio Station : Broadcast satellite and internet</i> : Focal Press, oxford. • Paul Chantler & Peter Stewar (2003) <i>Basic Radio journalism</i>, Oxford. • Boyd, Andre (1997) <i>Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)</i>, Landon : Focal Press. • Thomas, Pradip Ninan (2010) <i>Political Economy of communication in India, : The Good, the bad and the ugly</i>, Delhi : sage. • Bandopadhyay, PK (2010) <i>Radio Communication at close Range</i> : BR Publishing Corporation. • Paravala, Vinod and Malik, Kanchan K. (2007) <i>Other Voices: The struggles for community Radio in India</i>, New Delhi : Sage. • Hendy, David (2000) <i>Radio in the Global Age</i>, Combridge : Polity Press. • teyksdh] MkW] vkseizdk'k ¼2002 ½ vkdk'kok.kh ,oa nwjn'kZu% mn~Hko rFkk fodkl] ubZ fnYYkh % 	
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				<p>vjkoyh cqDI baVjus'kuyA</p> <p>E-Learning Materials: RADIO JOURNALISM AND PRODUCTION – SlideShare https://www.slideshare.net/KATAMUNEDINANI/radio-journalism-and-production-64273246</p> <p>NOTES ON RADIO TV JOURNALISM II Ganeswar Prusty - Academia http://www.academia.edu/4068242/NOTES_ON_RADIO_TV_JOURNALISM_II</p> <p>FORMATS OF RADIO PROGRAMMES http://download.nos.org/srsec335new/ch11.pdf</p> <p>Writing for Radio - The Basics http://bolhyd.commuoh.in/wp-content/uploads/2014/10/writingforradio.pdf</p> <p>Introduction to Radio Systems https://cdn.ttgtmedia.com/searchMobileComputing/downloads/radio_systems.pdf</p>	
13	JMC 201 Advertising and Commercial Communication	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Explore the role and functions of Advertising. • Conceptualize, Plan and Produce an advertising campaign. • Explain the importance of Advertising Agencies. • Recognize the societal impact of advertising and commercial communication and 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Aakar, David A., Rajeev Batra and John G. Myers, Advertising Man • Sengupta, Subroto, Brand Positioning, Tata McGraw Hill Publishing • Rege, G.M., Advertising Art and Ideas, Kareer Inst • Caples, John, Tested Advertising Methods, Harper & B 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Aakar, David A. Rajeev Batra and John G. Myers (2016) <i>Advertising Management</i>, New Delhi : Prentice-Hall. • Sengupta, Subroto (1982) <i>Brand Positioning</i>, New Delhi : Tata McGraw Hill Publishing Co. • Rege, G.M., (1972) <i>Advertising Art and Ideas</i>, Mumbai : Kareer Institute. 	No Change

		<p>need for ethical practitioners.</p>	<ul style="list-style-type: none"> • William Wells, John Burnett, Sandra Moriarty, Advertising: Principles and Practice, London: Prentice Hall, 1998. • Harriosn, Tony (Ed.), A Handbook of Advertising Techniques, Kogan Page, London, 1989. <p>K. Chandrakandan, Noorjehan A.K. Hanif, N. Balasubramani, C. Karthikeyan.</p>	<ul style="list-style-type: none"> • John, Caples (1998) <i>Tested Advertising Methods</i>, New York : Harper & Bros. • Wells, William, John Burnett, Sandra Moriarty (1989) <i>Advertising: Principles and Practice</i> : Pearson Prentice Hall. • Harriosn, Tony Ed. (1989) <i>A Handbook of Advertising Techniques</i>, London : Kogan Page, K. Chandrakandan, Noorjehan A.K. Hanif, N. Balasubramani, C. Karthikeyan. <p>E-Learning Materials:</p> <p>ADVERTISING AND SALES PROMOTION www.pondiuni.edu.in/storage/dde/downloads/markiv.asp.pdf HubSpot Free Advertising Ebooks https://www.hubspot.com/resources/ebook/advertising</p> <p><u>Advertising: Concepts & Principle - NRAI School.</u> www.nraismc.com/wp.../03/501-advertising_concept_principle.pdf</p> <p>introduction advertising - University of Mumbai - Mumbai University archive.mu.ac.in/myweb_test/sybcom-</p>	
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				avtg-eng.pdf chapter 1. introduction to advertising - Shodhganga shodhganga.inflibnet.ac.in/bitstream/10603/75863/6/06_chapter%201.pdf	
14	JMC 204	After the completion of this			No Change

Film Studies

course, students should be able to:

- Explain how film has changed over time as an aesthetic form, as an industry, and as a social institution.
- Develop general conclusions by synthesizing specific cases and by utilizing film-studies methods.
- Recognize formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film.

Suggested Readings:

- How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007
- Bollywood: A Guide to Popular Hindi Cinema, Tejaswini Gnti, Routledge, New York, 2005
- An Introduction to Film Studies, ED. Jill Nelmes, Routledge Landon, 1996
- Documentary Storytelling, Sheila Curran Bernard, Focal Press, Oxford, 2011
- Encyclopedia of Indian Cinema, Ashish Rajadhyaksha and Paul willemen, British Film Institute London, 2000.
- Liberty and Licence in the Indian Cinema, Aruna Vasudev, Vikas, New Delhi, 1978
- सिनेमा और संस्कृति, राही मासूम रजा, वाणी प्रकाशन, नई दिल्ली, 2003.
हिन्दी सिनेमा का सुनहरा सफर, संपादक – बट्टी प्रसाद जोशी, सिनेवाणी प्रकाशन, बंबई, 1988
फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली, 2007
हॉलीवुड बॉलीवुड, अनवर जमाल व सैबल चटर्जी, वाणी प्रकाशन, नई दिल्ली, 2006
हिन्दी सिनेमा का समाजशास्त्र, जवरीमल्ल पारख
फिल्में कैसे बनती हैं, ख्वाजा अहमद अब्बास
हिन्दी सिनेमा का इतिहास, मनमोहन चड्ढा
भारतीय सिने सिद्धान्त, डॉ. अनुपम ओझा
- Journals and Web Resources
- Journals of south Asian Cinema, Landon
- Cinemaya, Journals of Asian Cinema, New Delhi
- Cinema in India, Bombay: NFDC, 1987-1991.

Suggested Readings:

- Monaco, James (2007) *How to Read a Film*, New Delhi : Oxford University Press.
- Gnti, Tejaswini (2005) *Bollywood: A Guide to Popular Hindi Cinema*, New York : Routledge.
- Nelmes, ED. Jill (1996) *An Introduction to Film Studies*, Landon : Routledge.
- Bernard, Sheila Curran (2011) *Documentary Storytelling*, Oxford : Focal Press.
- Rajadhyaksha, Ashish and Paul willemen (2000.) *Encyclopedia of Indian Cinema*, London : British Film Institute.
- Vasudev, Aruna (1978) *Liberty and Licence in the Indian Cinema*, New Delhi : Vikas.
- रजा, राही मासूम (2003) *सिनेमा और संस्कृति*, नई दिल्ली : वाणी प्रकाशन।
- जोशी, बट्टी प्रसाद (1988) *हिन्दी सिनेमा का सुनहरा सफर*, बंबई : संपादक— सिनेवाणी प्रकाशन।
- तिवारी, विनोद (2007) *फिल्म पत्रकारिता*, नई दिल्ली : वाणी प्रकाशन।
- जमाल, अनवर व चटर्जी, सैबल (2006) *हॉलीवुड बॉलीवुड*, नई दिल्ली : वाणी प्रकाशन।
- पारख, जवरीमल्ल, *हिन्दी सिनेमा का समाजशास्त्र।*
- अब्बास, ख्वाजा अहमद, *फिल्में कैसे बनती हैं।*
- चड्ढा, मनमोहन, *हिन्दी सिनेमा का इतिहास।*
- ओझा, डॉ. अनुपम, *भारतीय सिने सिद्धान्त।*
- Journals and Web Resources
- *Journals of south Asian Cinema*, Landon
- *Cinemaya, Journals of Asian Cinema*, New Delhi
- 1987-1991) *Cinema in India*, Bombay: NFDC.

E-Learning Materials:

A Brief History of Indian Cinema | Golden Globes
<https://www.goldenglobes.com/articles/brief-history-indian-cinema>

Regional Cinema India - Cultural India
<https://www.culturalindia.net/indian-cinema/regional-cinema.html>

Difference between Documentary and Feature Film
<http://pediaa.com/difference-between->

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15	JMC 205 New Media Journalism	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Comprehend the significance of New Media Journalism of various New Media • Explain the genesis of New Media in India • Describe the evolution and growth of New Media in India • Evaluate the significance and nature of New Media. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Exploring Front Page 2002, Raghav Bahl, Cybertech. • Flash MX: Virtual Classroom, Sahlin Doug, Dremetech Press, New Delhi. • Flash MX action script programming bible, Reinhardt Robert Lott Joey, Wiley dreametech India P Ltd.,Delhi • BPB eYVhehfM;k dkslZ] BPB • Web Design Fundamentals Handbook, Daniel Gray, Dreamtech, Delhi • Flash 5 Magic with Action Script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi. • Principles of Multimedia, Ranjan Parekh, the McGraw-hill. • Claudette Guzan Artwick; Reporting and Producing for Digital Media; Surjeet Publications; Delhi • John Vernon Pavlik: <i>New Media Technology</i> Allyn and Bacon, 1997 ISBN 020527093X • Michael M. Mirabito, Barbara. Mogrenstorn: <i>Focal Press, 2000</i>, 4th edition ISBN 0240804295 • Ronal Dewolk: <i>Introduction to Online Journalism</i> Allyn and Bacon, 2001 ISBN 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Bahl, Raghav (2002) <i>Exploring Front Page</i> : Cybertech. • Doug, Sahlin (2002) <i>Flash MX: Virtual Classroom</i>, New Delhi : Dremetech Press. • Joey, Reinhardt Robert Lott (2004) <i>Flash MX action script programming bible</i>, Delhi : Wiley dreametech India P Ltd. • BPB eYVhehfM;k dkslZ] BPB • Gray, Daniel (2005) <i>Web Design Fundamentals Handbook</i>, Dreamtech, Delhi • David, Emberton J. Hamin J. Scott (2001) <i>Flash 5 Magic with Action Script</i>, New Delhi : Techmedia. • Parekh, Ranjan (2013) <i>Principles of Multimedia</i> : the McGraw-hill. • Claudette Guzan Artwick (2004) <i>Reporting and Producing for Digital Media</i>, Delhi : Surjeet Publications. • Allyn and Bacon, (1997) <i>New Media Technology</i>, ISBN 020527093X : John Vernon Pavlik. • Michael M. Mirabito, Barbara (2000) <i>Mogrenstorn: Focal Press</i>, 4th edition ISBN 0240804295 • Allyn and Bacon, <i>Introduction to Online Journalism</i> 2001 ISBN : Ronal Dewolk. <p>E-Learning Materials:</p> <p>Web 2.0 technologies for learning: The current landscape – opportunities, challenges and tensions https://dera.ioe.ac.uk/1474/1/becta_2008_w eb2_currentlandscape_litrev.pdf</p> <p>Information Contagion: An Empirical Study</p>	No Change
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				<p>of the Spread of News on Digg and Twitter Social Networks. https://www.aaai.org/ocs/index.php/ICWSM/ICWSM10/paper/viewFile/1509/1839/</p> <p>We Media, How Audiences are Shaping the Future of News and Information. Reston, VA: The Media Center at the American Press Institute. http://www.hypergene.net/wemedia/weblog.php?id=P36a</p> <p>Internet population is exploding but women are not logging in https://scroll.in/article/816892/indias-internet-population-is-exploding-but-women-are-not-logging-inia</p> <p>J.A.Ward, S. (2017). Digital Media Ethics https://ethics.journalism.wisc.edu/resources/digital-media-ethics/</p>	
16	JMC 206 Public Relations and Corporate Communication	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Explain the role of public relations professional in the corporate environment • Describe the strategies, tactics and techniques of public relations programmes • Write proposals, press release, notices etc. for specific audiences and purposes 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • जनसंपर्क सिद्धान्त और व्यवहार डॉ० सुशील त्रिवेदी, शशिकांत शुक्ला, मध्यप्रदेश हिन्दी ग्रंथ अकादमी। जनसंपर्क प्रशासन डॉ० लाल चंद, रचना प्रकाशन जयपुर। प्रभावी जनसंपर्क, डॉ० मनोहर प्रभाकर,, डॉ० संजीव भानावत, यूनिवर्सिटी बुक हाउस जयपुर। आधुनिक विज्ञापन, डॉ० प्रेमचंद पातंजलि, वाणी प्रकाशन, दिल्ली। विज्ञापन तकनीक एवं सिद्धान्त, नरेन्द्र सिंह यादव, राजस्थान हिन्दी ग्रंथ अकादमी। जनसंपर्क एवं विज्ञापन, डॉ० संजीव भानावत, जनसंचार केन्द्र राजस्थान विश्वविद्यालय। • Effective Public Relation, Center and Cultip. • Advertising and Public Relation, B.N. Ahuja, S.S. Chabra, Surjet Publication Delhi. • The Principal of Public Relation, Horold Oxely, Kogan Sage, London. • Applied Public Relation and Communication, K.R. Balan, Sultan Chand and Sons, Delhi. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • त्रिवेदी, डॉ० सुशील, शुक्ला, शशिकांत, जनसंपर्क सिद्धान्त और व्यवहार : मध्यप्रदेश हिन्दी ग्रंथ अकादमी। • चंद, डॉ० लाल, जनसंपर्क प्रशासन : रचना प्रकाशन जयपुर। • प्रभाकर, डॉ० मनोहर, भानावत, डॉ० संजीव, प्रभावी जनसंपर्क : यूनिवर्सिटी बुक हाउस जयपुर। • पातंजलि, डॉ० प्रेमचंद, आधुनिक विज्ञापन, दिल्ली : वाणी प्रकाशन। • यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त : राजस्थान हिन्दी ग्रंथ अकादमी। • भानावत, डॉ० संजीव, जनसंपर्क एवं विज्ञापन : जनसंचार केन्द्र राजस्थान विश्वविद्यालय। • Center and Cultip, Effective Public Relation. • B.N. Ahuja, S.S. Chabra (1897) 	No Change

			<ul style="list-style-type: none"> • Basu, Anil, Public Relations: Problems and Prospects, Calcutta. • Kaul, J.M. Public Relations. Allied Publishers, New Delhi. • Mehta, D.S., Handbook of Public Relations. Allied Publishers, New Delhi. • Sengupta, Sailesh, Management of Public Relations and Communication, Vikas Publishing House, New Delhi. • Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi. • Ghosh Subir – Public Relations. 	<p><i>Advertising and Public Relation, Delhi : Surjet Publication.</i></p> <ul style="list-style-type: none"> • Horold Oxely (1987) <i>The Principal of Public Relation</i>, London : Kogan Sage,. • K.R. Balan, (2015) <i>Applied Public Relation and Communication</i>, Delhi : Sultan Chand and Sons. • Basu, Anil (1998) <i>Public Relations</i>, Calcutta : Problems and Prospects. • Kaul, J.M. (1992) <i>Public Relations</i>, New Delhi : Allied Publishers. • Mehta, D.S. (2001) <i>Handbook of Public Relations</i>. New Delhi : Allied Publishers, • Sengupta, Sailesh (1997) <i>Management of Public Relations and Communication</i>, New Delhi : Vikas Publishing House. • Black, Sam (2016) <i>Practical Public Relations</i>, New Delhi : Universal Book Stall,. • Ghosh Subir, <i>Public Relations</i>. <p>E-Learning Materials:</p> <p>Public relations tools and activities Business Queensland https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/pr/tools-activities What Is Public Relations? PR Functions, Types, & Examples Feedough https://www.feedough.com/what-is-public-relations-pr-functions-types-examples/</p> <p>Corporate Communications vs. Public Relations Chron.com https://work.chron.com/corporate-communications-vs-public-relations-</p>	
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				<p>22196.html</p> <p>What is Event Management? Event Academy https://eventacademy.com/news/what-is-event-management/</p> <p>Crisis Management - Meaning, Need and its Features https://www.managementstudyguide.com/crisis-management.htm</p>	
17	SOC 202 Indian Society and Culture	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Discuss and explain Indian social structure and contemporary issues. • Understand thoroughly socio-political system of India • Evaluate and analyze the socio-economic status of India in the international arena. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Baran Stanley J and Denis K.Davis.2009. <i>Mass Communication Theory: Foundation, Ferment, and Future</i>, 6th Edition. California , US: Wadsworth • Kumar, Keval J 2010. <i>Mass Communication in India</i>. Mumbai: Jaico Publications. • Greenspan, Anna. 2005. <i>India and the IT Revolution: Networks of Global Culture</i>. Plgrave Macmillan. • Saith, Ashwani, M Vijaybaskar and V Gayathri. 2008. <i>ICTs and Indian Social Change: Diffusion, Poverty, Governance</i>, New Delhi: Sage Publication. • Singhal, Arvind and Everett Rogers. 2006. <i>India's Information Revolution</i>. New Delhi: Sage Publications. • Wasko. Janet and Vicent Mosco. 1992. <i>Democratic Communication in the Information Age</i>. Toronto: Garamond Press. • Agrawal, Vir bala & Gupta, V.S. 2001 <i>Handbook of Journalism and Mass Communication</i>, Concept Publishing 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Baran Stanley J and Denis K.Davis (2009) <i>Mass Communication Theory: Foundation, Ferment, and Future</i>, 6th Edition. California , US: Wadsworth • Kumar, Keval J (2010) <i>Mass Communication in India</i>, Mumbai : Jaico Publications. • Greenspan, Anna. (2005) <i>India and the IT Revolution: Networks of Global Culture</i>, Plgrave Macmillan. • Saith, Ashwani, M Vijaybaskar and V Gayathri (2008) <i>ICTs and Indian Social Change: Diffusion, Poverty, Governance</i>, New Delhi : Sage Publication. • Singhal, Arvind and Everett Rogers (2006) <i>India's Information Revolution</i>, New Delhi: Sage Publications. • Wasko. Janet and Vicent Mosco (1992) <i>Democratic Communication in the Information Age</i>, Toronto: Garamond Press. • Agrawal, Vir bala & Gupta, V.S. (2001) <i>Handbook of Journalism and Mass Communication</i> : Concept Publishing 	No Change

				<p>E-Learning Materials: Social Structure of India and Role of Casteism in Indian Democracy https://www.researchgate.net/publication/301197961_Social_Structure_of_India_and_Role_of_Casteism_in_Indian_Democracy</p> <p>CHAPTER II Social Stratification Introduction ... - Shodhganga http://shodhganga.inflibnet.ac.in/bitstream/10603/108591/7/07_chapter%202.pdf</p> <p>Socio-cultural issues in contemporary India - Nios https://nios.ac.in/media/documents/SecICHCour/English/CH.20.pdf</p> <p>Culture: An Introduction - Nios https://nios.ac.in/media/documents/SecICHCour/English/CH.01.pdf</p> <p>The Role and Position of Women Ancient Society to Modern Society in India https://www.researchgate.net/publication/316918695_The_Role_and_Position_of_Women_Ancient_Society_to_Modern_Society_in_India</p>			
18	JMC 304 Communication Research	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Explain Meaning, Objective and Types of Research • Define the Research Process • Explain the importance of Primary and Secondary research • Comprehend the Methods of Research. • Understand Data Analysis and Report Writing and Measures of 	-		<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Stempel, Guide H. and Bruce Westley, Research Methods in Mass Communication, Prentice Hall, New Jersey. • Berger, Arthur Asa, Media Research Techniques, New Delhi. • Das, G. Social Survey and Research. Manu Enterprises. • Emmert, Philip and William D. Brooks (Eds.) Methods of Research in Communication. • Houghton Mifflin Co., Boston. Backstrom, Charles H. and Gerald D. Hursh Survey Research Northwestern University Press, Illinois. • Wlikinson, T.S. and Bhandarar, P.L. Methodology and 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Stempel H. and Bruce Westley (1989) Research Methods in Mass Communication, New Jersey: Prentice Hall. • Berger, Arthur Asa (1991) Media Research Techniques, New Delhi. • Das, G. (1985) Social Survey and Research : Manu Enterprises. • Emmert, Philip and William D.(1970) Methods of Research in 	No Change

		<p>Central Tendency</p>	<p>Techniques of Social Research. Himalaya Publishing House, Mumbai.</p> <ul style="list-style-type: none"> • Research Methodology, Ethods and Techniques, C.R.Kothari. • Mass Media Research: an Introduction, Regers D. Wimmer and Joseph R, Dom Inide wade worth Pub. Company Belmount. • Introduction to Mass Communication Research, Ralph. O.Nafziger and David M.Greenwood Press New York. • Media Research Methods: Measuring audience reaction and impact, Barrie Gunter, Sage Publication - New Delhi. • Research and Report Writing, P.Saravana Vel, V.K. Publishing House. • Research Methodology: The discipline and its dimensions, Jai Narain Sharma, Deep & Deep Publication. 	<p>Communication : Brooks Eds.</p> <ul style="list-style-type: none"> • Charles H. and Gerald D. Hursh Houghton Mifflin Co., Boston. Backstrom, Survey Research Northwestern University Press, Illinois. • Wlikinson, T.S. and Bhandarar, P.L. (2010) Methodology and Techniques of Social Research. Mumbai : Himalaya Publishing House. • Kothari, C.R. (2004) Research Methodology, Ethods and Techniques. • Regers D. Wimmer and Joseph R (2013) Mass Media Research: an Introduction : Dom Inide wade worth Pub. Company Belmount. • Ralph, O.Nafziger and David M. (2013) Introduction to Mass Communication Research, New York : Greenwood Press • Gunter, Barrie (2000) Media Research Methods: Measuring audience reaction and impact, New Delhi : Sage Publication. • Vel, P.Saravana (2014-2017) Research and Report Writing, V.K. Publishing House. • Sharma, Jai Narain (2017) Research Methodology: The discipline and its dimensions : Deep & Deep Publication. <p>E-Learning Materials:</p>	
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				<p>Media and Communication Research</p> <p>http://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-of-media-and-communication-research.pdf</p> <p>Research in communication – a brief theoretic overview</p> <p>https://repository.up.ac.za/bitstream/handle/2263/26063/02chapter2.pdf</p> <p>Primary and Secondary Data</p> <p>https://keydifferences.com/difference-between-primary-and-secondary-data.html</p> <p>Survey Methods in Research</p> <p>https://research-methodology.net/research-methods/survey-method/</p>	
19	JMC 305 Community Media	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the key principles and functioning of community media. • Understand the legal and technical aspects of a community media in India and abroad. • Understand key issues and challenges of a community media. • Work with media organizations 	-	-	No Change

		working at grass root level.			
			<p>Suggested Readings/Resources:</p> <ul style="list-style-type: none"> • How to do community radio, UNESCO • www.mib.nic.in • www.banasthali.org/communityradio • Mass Communication in India, Keval J.Kumar, Jaico Publication - New Delhi. • Broadcast Technology - A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi. • Sharma, K.C., Journalism in India: History, Growth & Development, Regal Publications, New Delhi. • Joshi Uma, Textbook of Mass Communication & Media, Anmol Publications[P] Ltd., • Ravindaran R.K., Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Kumar, Keval J. (2000) <i>Mass Communication in India</i>, New Delhi : Jaico Publication. • Srivastava, Dr. H.O. (2009) <i>Broadcast Technology-A Review</i>, New Delhi : Gyan Publishing House. • Sharma, K.C. (2007) <i>Journalism in India: History, Growth & Development</i>, New Delhi : Regal Publications. • Joshi Uma (1998) <i>Textbook of Mass Communication & Media</i> : Anmol Publications[P] Ltd. • Ravindaran R.K. (2007) <i>Handbook of Radio, Television & Broadcast Journalism</i>, Delhi : Anmol Publication. <p>E- learning materials: Community Radio Stations Ministry of Information and Broadcasting</p>	

				<p>http://www.mib.gov.in/broadcasting/community-radio-stations</p> <p>Community media: a good practice handbook - UNESCO Digital Library http://www.unesco.org/webworld/publications/community_radio_handbook.pdf</p> <p>Community Radio: The Key To Propel Rural Development In India https://www.youthkiawaaz.com/2011/02/community-radio-for-rural-development</p> <p>Community radio and sustainability: a participatory research initiative http://unesdoc.unesco.org/images/0023/002330/233084E.pdf</p> <p>Innovations in Community Radio - Cemca http://cemca.org.in/ckfinder/userfiles/files/Innovations</p> <p>Community radio impact evaluation: Removing barriers http://www.amarc.org/documents/articles/evaluation_2007.pdf</p> <p>Banasthali Community Radio - Extension - Welcome to Banasthali www.banasthali.org/communityradio</p>	
20	JMC 308 Development Communication	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Analyze the development indicators - national and international perspectives Critically analyze the selected development initiatives 	<p>-</p> <p>Recommended Readings:</p> <ol style="list-style-type: none"> Rural Development and Communication Policies: Indian Institute of Mass-Communication Publication Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai Communication and Nation Building: P.C. Joshi: Publication Division New Delhi Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press 	<p>-</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> Kuppuswamy B. (1976) <i>Communication and Social Development in India</i>, Mumbai : Sterling. Joshi P.C. (1991) <i>Communication and Nation Building</i>, New Delhi : 	No Change

		<ul style="list-style-type: none"> • Analyze media for development communication • Design media for development communication 	<ol style="list-style-type: none"> 5. Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi 6. Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur 7. Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication New Delhi 8. Mass-Media and Rural Development: Arbind Sinha: Concept publication New Delhi 9. Communication Technology and Development: I.P.Tiwari: Publication Division New Delhi 10. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel: Sage New Delhi 11. Communication and Development: V.S.Gupta: Concept Publication New Delhi 	<p>Publication Division.</p> <ul style="list-style-type: none"> • Narula, Uma, Pearce, W.B. (2010) <i>Communication as Development</i> : Southern Illinois University Press • Dhama, O.P. & Bhatnagar, O.P (1988) <i>Education and Communication for Development</i> New Delhi : Oxford. • Mishra S.C. (2014) <i>Media, Communication and Development</i>, Jaipur : Rawat publication. • Sondhi, Krishan (1981) <i>Problems of Communication in Developing Countries</i>:: Vision Publication New Delhi • Sinha, Arbind (1985) <i>Mass-Media and Rural Development</i>, New Delhi : Concept publication. • Tiwari, I.P (2017) <i>Communication Technology and Development</i>, New Delhi : Publication Division. • Paul Hartmann & Patel B.R. (1989) <i>Mass-Media and Village life in India</i>, New Delhi : Sage. • Gupta V.S. (1998) <i>Communication and Development</i>, New Delhi : Concept Publication. <p>E-Learning Materials:</p> <p>Development Communication</p> <p>download.nos.org/srsec335new/ch4.pdf</p>	
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				<p>Development Communication Sourcebook - Open Knowledge https://openknowledge.worldbank.org/.../446360Dev0Comm1ns0handbook01PUBLI..</p> <p>(PDF) Introduction to Development Communication - ResearchGate https://www.researchgate.net/Introduction_to_Development_Communication</p> <p>Development Communication Sourcebook - World Bank Group siteresources.worldbank.org/.../Resources/DevelopmentCommSourcebook.pdf</p> <p>Media and Development Communication - International Journal www.ijsrp.org/research_paper_may2012/ijsrp-may-2012-72.pdf</p>	
21	JMC 319 Media Organization and Management	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Manage Media Organization • Exercise and practice their leadership qualities • Understand different structure of media organization 	-	-	No Change
			<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Hargie O, Dickson D, Tourish Denis, Communication Skills for Effective, Management, Palgrave MacMillan, India • Dr. Sakthivel Murugan Management Principles & Practices, New Age International Publishers, New Delhi • Redmond, J, Trager R Media Organization Management, Biztantra, New Delhi • Albarran, Alan B. Media Economics, Surjeet Publication, New Delhi 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Hargie O, Dickson D, Tourish Denis (2004) Communication Skills for Effective, India : Management, Palgrave MacMillan. • Murugan, Dr. Sakthivel (2011) Management Principles & Practices, New Delhi : New Age International Publishers. 	

				<ul style="list-style-type: none"> • Redmond, J, Trager R (2004) <i>Media Organization Management</i>, New Delhi : Biztantra. • Albarran, Alan B. (1996) <i>Media Economics</i>, New Delhi : Surjeet Publication. <p>E-Learning Materials:</p> <p>What is Event Management? Event Academy https://eventacademy.com/news/what-is-event-management/</p> <p>Crisis Management - Meaning, Need and its Features https://www.managementstudyguide.com/crisis-management.html</p> <p>Chapter 1 (introduction to media management) – Slide Share https://www.slideshare.net/AbdulJawadCaudhry/chapter-1-introduction-to-media-management</p> <p>Media Organizational Structure, Funding, and Development http://web.cci.utk.edu/~bates/papers/AEJ95T&D.pdf</p> <p>Leadership and Teamwork: The Secret</p>	
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				<p style="text-align: center;">Sauce to Business Success</p> <p>https://www.forbes.com/sites/forbescoachescouncil/2017/02/08/leadership-and-teamwork-the-secret-sauce-to-business-success/#6ca149a736f1</p>	
22	JMC 327 TV Journalism and Production	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Produce and present TV Programmes of different genres • Demonstrate production planning, budgeting and management skills. • Produce and present TV News packages/bulletins in contemporary formats 	-	-	No Change
			<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Ralph Donalds, Thomas Spann, Fundamentals of TV Production, Surjeet Publications, New Delhi • Lynne S. Gross, Larry W. Ward, Electronic moviemaking, Wadsworth Publishing • Neill Hicks, Screen writing, Michael Wiese Productions. • Herbert Zettl, TV Production Handbook, Thomas-Wadsworth, learning • Thomas D Burrows, Lynne S. Gross, Video Production, MC Graw Hill • Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi • Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi • Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers • Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India. 	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Donalds, Ralph, Spann, Thomas (2011) <i>Fundamentals of TV Production</i>, New Delhi : Surjeet Publications. • Lynne S. Gross, Larry W. Ward (1999) <i>Electronic moviemaking</i> : Wadsworth Publishing, • Hicks, Neill (2014) <i>Screen writing</i> : Michael Wiese Productions. • Zettl, Herbert (2005) <i>TV Production Handbook</i> : Thomas-Wadsworth, learning • Burrows, D Thomas, Gross, S. Lynne (2004) <i>Video Production</i> : MC Graw Hill • Hakemulder, Jan R. Jonge, Ray AC de, Singh, PP (2010) <i>Broadcast Journalism</i>, New Delhi : Anmol Publications. • Trewin, Janet (2003) <i>Presenting on TV and Radio</i>, New Delhi : Focal Press. • Hyde W. Stuart (1998) <i>TV & Radio Announcing</i> : Kanishka Publishers. 	

				<p>• Boyd, Andrew (2008) <i>Techniques of Radio and Television, India</i> : News Publisher, Focal Press.</p> <p>E-Learning Materials:</p> <p>ROLE OF TELEVISION AS A MASS MEDIUM</p> <p>http://download.nos.org/srsec335new/ch14.pdf</p> <p>https://www.google.com/search?q=Formats+and+types+of+TV+programs&oq=Formats+and+types+of+TV+programs&aqs=chrome..69j57j0.487j0j4&sourceid=chrome&ie=UTF-8</p> <p>Television Program Categories</p> <p>https://crtc.gc.ca/canrec/eng/tvcat.htm</p> <p>Scripting Unscripted Television</p> <p>https://www.writersdigest.com/writing-articles/by-writing-genre/script-writing/scripting_unscripted_television</p> <p>Three Stages of TV and Film Production - Central Casting</p> <p>https://www.centralcasting.com/three-stages-of-film-production/</p> <p>Explain the difference between single-camera and multi-camera shows on television</p> <p>https://arstechnica.com/civis/viewtopic.php?t=71684</p> <p>Video Editing - On-Line and Off-Line</p>	
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				<p><u>Editing – Cyber College</u> http://cybercollege.com/typ058.htm</p>	
23	JMC 301 L Advertising Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Identify and discuss a range of creative strategies in advertising • Discuss the social and ethical problems in advertising. • Appreciate the ways that communication through advertising influences and persuades consumers. • Develop an advertising plan for assigned clients. 		<p>-</p> <p>E-Learning Materials:</p> <p><u>Create your next video advertising campaign for your business 1 Moovly</u> https://www.moovly.com/make/advertising-video</p> <p><u>Intro to Print Ad Design: Introduction - YouTube</u> https://www.youtube.com/watch?v=TFoA3qRgt9c</p> <p><u>Tips for Print Advertising - Ideas for Print Ads - YouTube</u> https://www.youtube.com/watch?v=X9zTkGcpeo8</p> <p><u>Print Advertising Techniques and Examples - YouTube</u> https://www.youtube.com/watch?v=sg0PmFWqmko</p> <p><u>YouTube Advertising Campaign Tutorial 2018 - How to Set-up</u> https://www.youtube.com/watch?v=hZnHI0KgBFs</p>	No Change

<p>24</p>	<p>JMC 309 L Digital Photo Journalism Lab</p>	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Develop, edit and ensure printing quality images. • Work on news coverage and complete given task. • Work effectively in the current photography practices 	<p>-</p>	<p>-</p>	<p>No Change</p>
			<p>-</p>	<p>E-Learning Materials: Photojournalism: How to Become a Photojournalist - Study.com https://study.com/articles/Photojournalism-How-to-Become-a-Photojournalist.html</p>	

				<p>journalist.html</p> <p>7 Powerful Photography Tips for Amazing Photos - YouTube</p> <p>https://www.youtube.com/watch?v=YZPuc3HV5O8</p> <p>How to do High Speed Photography - YouTube</p> <p>https://www.youtube.com/watch?v=x43yftnFBBw</p> <p>Photography tips-Lighting techniques. - YouTube</p> <p>https://www.youtube.com/watch?v=bz2WTRYeaVQ</p> <p>10 Creative Photography Ideas & Techniques to Try - SLR Lounge</p> <p>https://www.slrlounge.com/creative-photography-ideas</p> <p>Long Exposure Photography for Beginners - YouTube</p> <p>https://www.youtube.com/watch?v=g6DIaFnnCiI</p>	
25	JMC315 L Film Direction Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Work as Cameraperson and film editor. 	-	-	No Change
			-	<p>E-Learning Materials:</p> <p>15 Filmmaking Tips and Tricks for Filming Yourself - Basic ... - YouTube</p>	

		<ul style="list-style-type: none"> • Work as an independent film maker. • Manage film production and planning for production houses. 		<p>https://www.youtube.com/watch?v=Uxn9BTRKB1w</p> <p>30 Cinematography Techniques & Tips You Didn't Learn in Film School</p> <p>https://www.studiobinder.com/blog/cinematography-techniques-no-film-school/</p> <p>Five Tips for Beginning Cinematographers</p> <p>https://fstoppers.com › Education</p> <p>Basic Nonlinear Editing in Adobe Premiere Pro - YouTube</p> <p>https://www.youtube.com/watch?v=-xnOtpxRsqI</p> <p>DIRECTING ACTORS AND ACTORS DIRECTING Dialogues Festival ...</p> <p>https://www.youtube.com/watch?v=hhN0fiYiDgM</p>	
26	JMC 320 L	After the completion of this	-	-	No Change

	Public Relations (Film, Corporate) Lab	<p>course, students should be able to:</p> <ul style="list-style-type: none"> Identify the ethical factors involved in responsible public relations practices. Recognize the fundamental functions of community, human relations, crisis management etc. Create a public relations campaign 	-	<p>E-Learning Materials:</p> <p>How to Use Social Media in PR Public Relations – YouTube https://www.youtube.com/watch?v=oCUP60qJ1Tk</p> <p>Public Relations: Techniques of Public Relations - YouTube https://www.youtube.com/watch?v=yqyqzir6_UU</p> <p>Creating A Public Relations Campaign - YouTube https://www.youtube.com/watch?v=8zs9COGXM_</p> <p>Corporate Film Production - Jardine Michelson Public Relations www.jardine-michelson.com/What-we-do/Corporate-Film-Production</p> <p>Propaganda, Public Relations, Marketing, and Advertising - Ivy Lee ... https://www.youtube.com/watch?v=hRxnUQ64054</p>	
27	JMC 321 L Radio Jockeying/ Anchoring Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Work as radio jockey/anchor at any FM radio station in India and abroad. 	-		No Change
			-	<p>Job Roles For Radio Jockey – Radio, R.J, DJ, All India Radio - YouTube https://www.youtube.com/watch?v=0JhZ</p>	

		<ul style="list-style-type: none"> Operate and manage any FM radio station in India and abroad. Setup new FM radio stations to strengthen the FM radio industry. 		<p><u>UkiWks</u></p> <p><u>Anchoring for a Hindi Radio programme - YouTube</u> https://www.youtube.com/watch?v=u1qJwP5_rZU</p> <p><u>Radio Script.wmv - YouTube</u> https://www.youtube.com/watch?v=uxSY-eD8gpM</p> <p><u>Radio News Sample - YouTube</u> https://www.youtube.com/watch?v=SEXBHN2v1RU</p>	
28	JMC 326 L TV Journalism Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Produce and present TV News Programmes on different beat reporting Demonstrate production planning, budgeting and management skills. Produce and present TV News packages/bulletins in contemporary formats Write breaking news, event coverage and short interviews 	-	-	No Change
			-	<p>E-Learning Materials:</p> <p>How to Become a TV Reporter: Step-by-Step Career Guide - Study.com</p> <p>https://study.com/.../How_to_Become_a_TV_Reporter_Step-by-Step_Career_Guide.htm..</p> <p>Television News Careers : What Is Broadcast Journalism? - YouTube</p> <p>https://www.youtube.com/watch?v=g5kmzuf0ixE</p> <p>BBC Journalism Skills: Interviewing</p>	

				<p>techniques - YouTube</p> <p>https://www.youtube.com/watch?v=dHUn6zSGEJ8</p> <p>What Is A Television News Bulletin? - YouTube</p> <p>https://www.youtube.com/watch?v=aFSHQQx-1CM</p> <p>TV Presenter Training - TV Presenting tips - YouTube</p> <p>https://www.youtube.com/watch?v=JAdZP2I5SPc</p> <p>Broadcasting Television Program Promo - YouTube</p> <p>https://www.youtube.com/watch?v=xj7MB3VEDJ8</p>	
29	JMC 302 L Animation and Graphics Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Produce News graphics and television graphic Presentation. • Work as an Animator, game Designer and Graphics Editor. • Edit and develop 2D and 3D Motion Graphics. 	-	-	No Change
			-	<p>E-Learning Materials:</p> <p>How to Become a Special Effects Animator: Career Guide - Study.com</p> <p>https://study.com/.../How_to_Become_a_Special_Effects_Animator_Career_Guide.html</p> <p>10 Basic Motion Graphic Designer Skills Animation Courses</p>	

				<p>https://www.animationcoursesahmedabad.com/10-basic-motion-graphic-designer-skills/</p> <p>Motion Graphics and Animation Design with After Effects Tutorial</p> <p>https://www.howdesignuniversity.com/courses/motion-graphics-and-animation-design</p> <p>Learning Motion Graphics - Lynda.com</p> <p>https://www.lynda.com/Video-Motion-Graphics-tutorials/...Graphics/364442-2.html</p>	
30	JMC 313 L Event Management Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the multi-disciplinary nature of event management • Coordinate and manage university programmes/functions/events/conferences 	-	-	No Change
			-	<p>E-Learning Materials:</p> <p>How to Organize an Event (with Pictures) – wiki How</p> <p>https://www.wikihow.com/Organise-an-Event</p> <p>How to organize a successful event with a small budget</p> <p>https://www.gevme.com/blog/10-tips-for-event-planning-with-a-small-budget/</p> <p>How to Organize Events - YouTube</p> <p>https://www.youtube.com/watch?v=e_E9I</p>	

				<p>dhwodM</p> <p>Five Key Steps for Organizing Your Business Event – YouTube</p> <p>https://www.youtube.com/watch?v=1oCvDlvnkUc</p> <p>15 Corporate Event Management Tips: Guide to Planning</p> <p>https://www.youtube.com/watch?v=tBbAnF04BVY</p>	
31	JMC 322 L Rural Reporting Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Write and report the news stories covering social/political/economic issues of rural areas. • Understand the issues of local communities of rural areas. Raise the voices of voiceless through their journalistic skills and learning. 	-	-	No Change
			-	<p>E-Learning Materials:</p> <p>P Sainath - Reporting Rural India - BV Kakkilaya Inspired Oration...</p> <p>https://www.youtube.com/watch?v=CptlW_m7koE</p> <p>Feminist Rural Journalism Is Changing India's North - YouTube</p> <p>https://www.youtube.com/watch?v=fkxLMEUwu1o</p> <p>India's citizen journalists tell a few home truths KumKum Dasgupta ...</p> <p>https://www.theguardian.com/global.../oct/.../india-citizen-journalists-video-volunteers</p> <p>Rural Development in India: Scope, Importance with Questions and ...</p> <p>https://www.toppr.com/guides/economics</p>	

				/rural.../rural-development-in-india/	
32	JMC 325 L Travel and Tourism Journalism Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Utilize their journalistic skills to prepare travel reports, travelogue, features etc. Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision. 	-	<p>E-Learning Materials:</p> <p>So you want to be a travel journalist? - YouTube https://www.youtube.com/watch?v=ypP3r-9X3sY</p> <p>Travel and Tourism Management career explained in Hindi Vicky ... https://www.youtube.com/watch?v=cuZ1IiuSHU</p> <p>YouTube Tourism Marketing Tips MP4 Video - Travel Business Success https://www.travelbusinesssuccess.com/youtube-tourism-marketing-tips-mp4-video/</p> <p>Travel Journalism. - ppt video online download - SlidePlayer https://slideplayer.com/slide/10809731/</p>	
33	JMC 331 L Web Journalism Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Define the elements of various New Media Explain the genesis of New Media in India Describe the 	-	<p>E-Learning Materials:</p> <p>https://www.youtube.com/watch?v=kNMiOjRf05c</p> <p>5 Website Design Hints. Web Design Tutorial For Beginners.</p>	No Change

		<p>evolution and growth of New Media in India</p> <ul style="list-style-type: none"> Evaluate the significance and nature of New Media. 		<p>https://www.youtube.com/watch?v=j2G1IUpRiPY</p> <p>Web Design Basics</p> <p>https://webdesign.tutsplus.com/articles/want-to-learn-web-design-basics-start-here--cms-27341</p>	
34	JMC 332 L Campus Reporting Lab	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Report and write news covering the events activities and functions taking place in the university/college campus. 	-	-	No Change
			-	<p>E-Learning Materials:</p> <p>Report Writing - YouTube https://www.youtube.com/watch?v=AFGNKJruxdg</p>	
35	JMC 328 P UIL Project	<p>Through this project students will understand the importance of industrial project which include:</p> <ol style="list-style-type: none"> Application of knowledge learned Acquire and develop practical skills Strengthen work values Gain interpersonal skills Understanding of relation between Media and Market forces. 	-	-	No Change
			-	-	

Programme: Certificate Course

Course Details:

S.No.	Course Code & Course Name	Learning Outcome	Existing Syllabus	Suggested Syllabus	Remarks
1	(To be filled by office) Certificate Course in Radio Production	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> Understand the history of radio and the role of production, and programming in a community evolving industry by listening to audio samples and completing the assignments. Learn and practice the skills of a professional on air personality. Create recorded programs in the form of "promos" and news stories. Understand the rules and regulations, of the governing and broadcasting industry. 	-	<p>-</p> <p>Suggested readings:</p> <ul style="list-style-type: none"> Paul Chantler & Peter Stewart (2003) <i>Basic Radio journalism</i>, Oxford. Boyd, Andre (1997) <i>Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)</i>, Landon : Focal Press. Thomas, Pradip Ninan (2010) <i>Political Economy of communication in India, : The Good, the bad and the ugly</i>, Delhi : sage. Bandopadhyay, PK (2010) <i>Radio Communication at close Range</i> : BR Publishing Corporation. Paravala, Vinod and Malik, Kanchan K. (2007) <i>Other Voices: The struggles for community Radio in India</i>, New Delhi : Sage. Hendy, David (2000) <i>Radio in the Global Age</i>, Combridge : Polity Press. <p>E-Learning Material: FORMATS OF RADIO PROGRAMMES http://download.nos.org/srsec335new/ch11.pdf</p> <p>Writing for Radio - The Basics http://bolhyd.commuoh.in/wp-</p>	No Change

				content/uploads/2014/10/writingforradio.pdf	
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Programme: Diploma

Course Details:

S.No.	Course Code & Course Name	Learning Outcome	Existing Syllabus	Suggested Syllabus	Remarks
1	(To be filled by office) Diploma in Audio Engineering	<p>After the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Display a working knowledge of the audio recording process and the equipment involved. • Set up and use standard studio equipment to record instruments and vocals • Show a strong understanding of audio signal flow in audio production and editing • Maintain, clean and inspect the Recording studios for proper use and function. 	-	<p>-</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Awasthy, GC (1965) <i>Broadcasting in India</i>, Bombay : Allied. • Luthra, HK (1987) <i>Indian Broadcasting</i>, New Delhi : Publication Division. • Mehra, Masani (1958) <i>Broadcasting and the people</i>, NBT, New Delhi. • Mcleish, Robert (2005) <i>Radio Production</i> : Focal Press oxford. • Thomson Rick (2010) <i>Writing for broadcast journalists</i>, New York : Routledge. <p>E-Learning material:</p> <p>Fundamentals of Audio and Music Engineering: Part 1 Musical Sound https://www.coursera.org/learn/audio-engineering 7 Free Resources to Learn About Sound Engineering https://www.makeuseof.com Audio Engineering Lesson 1 - Intro to Sound and Hearing https://www.recordingconnection.com/courses/audio-engineering/audio-lesson-01/ Physics Tutorial: Introduction to Waves - YouTube</p>	No Change

				https://www.youtube.com/watch?v=KWzyQKcJBYg	
2	(To be filled by office) Diploma in Broadcast Journalism (Radio)	After the completion of this course, students should be able to: <ul style="list-style-type: none"> • Produce programmes of broadcast media. • Understand the basics of radio writing and presentation. • Learn the skills of professionals that contribute to the print and broadcast media. 	-	-	No Change

				<p>Suggested readings:</p> <ul style="list-style-type: none"> • Joseph, A. DeVito (2008) <i>Communication: Concepts and Process</i>, New Jersey: Prentice-Hall. • McLuhan. Marshall (1964) <i>Understanding Media</i>, Canada, London: Routledge and Kegan Paul. • Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi. • Sharma, K.C., Journalism in India: History, Growth & Development, Regal Publications, New Delhi. • Agrawal, Veerbala Gupta, V.S. (2001) <i>Handbook of Journalism and Mass Communication</i>, New Delhi : Concept Publishing Co. • Aspinall, Richard (1971) <i>Radio Programme Production: A Manual for Training</i>, UNESCO, Paris. • Messere, Hausman Benoit & Wadsworth O' Donnel (2010) <i>Modern radio production : Production, programming and performance</i> : Boston. • Sengupta, Subroto (1982) <i>Brand Positioning</i>, New Delhi : Tata McGraw Hill Publishing Co. • Rege, G.M., (1972) <i>Advertising Art and Ideas</i>, Mumbai : Kareer Institute. <p>E-Learning Material:</p> <p>Introduction to Communication http://www.scert.kerala.gov.in/images/2014/HSC_Textbook/25_Journalism-unit-01.pdf</p> <p>Types and forms of communication http://www.zainbooks.com/books/mass-communication/introduction-to-mass-communication_6_types-and-forms-of-communication.html</p> <p>Basics of News Writing https://www.slideshare.net/ArielDizon/basics-of-news-writing</p>	
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				<p>Writing for Print Media</p> <p>http://www.manage.gov.in/studymaterial/printmedia.pdf</p> <p>chapter 1. introduction to advertising - Shodhganga</p> <p>shodhganga.inflibnet.ac.in/bitstream/10603/75863/6/06_chapter%201.pdf</p>	

CERTIFICATE/DIPLOMA COURSES

S.N.	Course List	Learning Outcomes	Existing Syllabus	Suggested Syllabus	Remark
1	Certificate Course in Radio Production (RJing & Anchoring)	<p>On completion of the course, students will be able to,</p> <ul style="list-style-type: none"> Understand the history of radio and the role of production, and programming in a community evolving industry by listening to audio samples and completing the assignments. Learn and practice the skills of a professional on air personality. Create recorded programs in the form of "promos" and news stories. Understand the rules and regulations, of the 	<p>Syllabus</p> <p>Course Duration: 12 months Theory (T)- Practical (P)-60hrs Total Instruction Hrs.</p> <p>1. Introduction to Media 4 hrs.</p> <ol style="list-style-type: none"> What is media Print media Electronic media Difference between print and electronic media. <p>2. What is Radio 4 hrs.</p> <ol style="list-style-type: none"> Introduction to radio Technicalities of radio Community radio station Commercial radio Difference between Community and Commercial radio <p>3. Researching & writing for radio 4 hrs.</p> <ol style="list-style-type: none"> Research for the program What is script? Script sense <p>4. Radio text and content 4 hrs.</p> <ol style="list-style-type: none"> Various types of scripts Effective script writing 	<p>Syllabus</p> <p>Course Duration: 12 months Theory (T)- Practical (P)-60hrs Total Instruction Hrs.</p> <p>1. Introduction to Media 4 hrs.</p> <ol style="list-style-type: none"> What is media Print media Electronic media Difference between print and electronic media. <p>2. What is Radio 4 hrs.</p> <ol style="list-style-type: none"> Introduction to radio Technicalities of radio Community radio station Commercial radio Difference between Community and Commercial radio <p>3. Researching & writing for radio 4 hrs.</p> <ol style="list-style-type: none"> Research for the program What is script? Script sense 	<ul style="list-style-type: none"> A few topics are removed. In some topics where the proofs are not required is mentioned.

		governing and broadcasting industry.	<p>3) Outdoor Broadcast</p> <p>4) Recorded data</p> <p>5. Radio anchoring 4 hrs.</p> <p>1) Basic qualities of an anchor</p> <p>2) Importance of language</p> <p>3) Modulation and punches</p> <p>4) Talking with audience</p> <p>6. Live broadcast 4 hrs.</p> <p>1) Introduction to live programs</p> <p>2) Handling live show</p> <p>3) Anchoring for live programs</p> <p>4) Difference between live and recorded programs</p> <p>7. RJing (Radio Jockey) 8 hrs.</p> <p>1) Anchoring in live programs with handling other technical operations like handling Audio console, Recording, Editing and play listing.</p> <p>8. Radio production skills 8 hrs.</p> <p>1) Pre production</p> <p>2) Production</p> <p>3) Post Production</p> <p>4) Audio Editing software's i.e. Adobe audition, Wavelab etc.....</p> <p>5) Outdoor Recording</p> <p>9. Final projects (Practical Assignments) 60 hrs.</p> <p>1) Anchoring pre-recorded programmes(talks,discussion,interviews)</p>	<p>4. Radio text and content 4 hrs.</p> <p>1) Various types of scripts</p> <p>2) Effective script writing</p> <p>3) Outdoor Broadcast</p> <p>4) Recorded data</p> <p>5. Radio anchoring 4 hrs.</p> <p>1) Basic qualities of an anchor</p> <p>2) Importance of language</p> <p>3) Modulation and punches</p> <p>4) Talking with audience</p> <p>6. Live broadcast 4 hrs.</p> <p>1) Introduction to live programs</p> <p>2) Handling live show</p> <p>3) Anchoring for live programs</p> <p>4) Difference between live and recorded programs</p> <p>7. RJing (Radio Jockey) 8 hrs.</p> <p>1) Anchoring in live programs with handling other technical operations like handling Audio console, Recording, Editing and play listing.</p> <p>8. Radio production skills 8 hrs.</p> <p>1) Pre production</p> <p>2) Production</p>	
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			<p>2) Anchoring live phone-in programmes (talks,discussion,interviews)</p> <p>3) Participating in radio plays/feature/dramas/skit</p> <p>4) Scripting for radio programmes</p> <p>5) RJ-ing the programmes</p> <p>❖ Practical approach by participating in the programs of Radio Banasthali</p> <p>❖ Evaluation-Evaluation will be done on the basis of quality of the final programs produced and mixed by the students.</p> <p style="text-align: center;">Detailed Syllabus</p> <p>(i) Introduction to media..... Media is a source of entertainment and information. It has two major divisions, one is Electronic Media and the other is Print Media. Electronic Media is further divided into two parts, Television and Radio. During this course students will be introduced to media and will be having a focused study of Radio Broadcasting.</p> <p>(ii) What is Radio..????? In This part students will be having a close interaction with radio. They will learn how radio works on different frequencies and mediums and will also come to know have basic different between community and commercial radio stations. After this LEARNERS WILL TREAT RADIO LESS AS AN INSTRUMENT RATHER MORE AS A FRIEND.</p> <p>(iii) Researching and writing for radio.... This part of learning will introduce students to the particular demands of writing & researching for radio. They will learn the roles of scripting in both recorded & live programs. Students will learn how to write & structure for different formats and audiences. On completion of this part students should be able to</p>	<p>3) Post Production</p> <p>4) Audio Editing software's i.e. Adobe audition, Wavelab etc.....</p> <p>5) Outdoor Recording</p> <p>9. Final projects (Practical Assignments) 60 hrs.</p> <p>1) Anchoring pre-recorded programmes(talks,discussion,interviews)</p> <p>2) Anchoring live phone-in programmes (talks,discussion,interviews)</p> <p>3) Participating in radio plays/feature/dramas/skit</p> <p>4) Scripting for radio programmes</p> <p>5) RJ-ing the programmes</p> <p>6) Field recording based programmes(outreach programmes)</p> <p>7) Community engagement activities</p> <p>❖ Practical approach by participating in the programs of Radio Banasthali</p> <p>❖ Evaluation-Evaluation will be done on the basis of quality of the final programs produced and mixed by the students.</p> <p style="text-align: center;">Detailed Syllabus</p> <p>(i) Introduction to media..... Media is a source of entertainment and information. It has two major divisions, one is Electronic Media and the other is Print Media. Electronic Media is further divided into two parts, Television and Radio. During this course students will be introduced to media and will be having a focused study of</p>	
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			<p>demonstrate that they can:</p> <ul style="list-style-type: none"> (a) Interpret and perform research tasks. (b) Exercise appropriate judgment in the selection, evaluation & ordering of wide range of source material during research. (c) Employ a range of techniques in the presentation and adaptation of research and other material for differing radio audiences. (d) Write, amend and annotate script for performance for a range of audiences and formats. (e) Exercise appropriate judgment in the use of script in feature packages. (f) Apply effectively a wide range of formats in response to editorial briefs <p>(vi) Radio text and Contents....</p> <p>Students will be made to learn how the radio text works to create meaning, how material is selected, scheduled and contextualized by staff with an editorial or production function. They will examine in detail the form and function of talk on the radio and will explore how this acts to bind together broadcaster and listener.</p> <p>After completing this part students should listener.</p> <ul style="list-style-type: none"> (a) Communication skills, oral and written. (b) Independent and co-operative learning skills. (c) Research skills. <p>(v) Radio anchoring....</p> <p>Induction of radio anchoring module in this course will make the students to know the basic qualities of a radio anchor. They will get a clear vision of their strengths and weaknesses related to radio anchoring by focusing on language, punches, modulation etc.</p> <p>After completing this part students must be :</p> <ul style="list-style-type: none"> (a) Able to conduct and carry a recorded program. 	<p>Radio Broadcasting.</p> <p>(ii) What is Radio..?????</p> <p>In This part students will be having a close interaction with radio. They will learn how radio works on different frequencies and mediums and will also come to know have basic different between community and commercial radio stations. After this LEARNERS WILL TREAT RADIO LESS AS AN INSTRUMENT RATHER MORE AS A FRIEND.</p> <p>(iii) Researching and writing for radio....</p> <p>This part of learning will introduce students to the particular demands of writing & researching for radio. They will learn the roles of scripting in both recorded & live programs. Students will learn how to write & structure for different formats and audiences.</p> <p>On completion of this part students should be able to demonstrate that they can:</p> <ul style="list-style-type: none"> (a) Interpret and perform research tasks. (b) Exercise appropriate judgment in the selection, evaluation & ordering of wide range of source material during research. (c) Employ a range of techniques in the presentation and adaptation of research and other material for differing radio audiences. (d) Write, amend and annotate script for performance for a range of audiences and formats. 	
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			<p>(b) Able to carry a live program, talking with audience.</p> <p>(c) Able to get an interactive approach.</p> <p>(d) Able to add required flavor in the program.</p> <p>(vi) Live broadcast.... This module brings together the students' radio production skills and knowledge into the context of live broadcasting\ . Emphasis will be placed on team working to produce a live broadcast.</p> <p>On completion of the module students be able to :</p> <p>(a) Demonstrate effective working in a live broadcast environment.</p> <p>(b) Effectively employ professional standard studio broadcast equipment and software packages.</p> <p>(c) Originate an innovative response to audience demands.</p> <p>(d) Demonstrate excellent organizational, interpersonal and time management's skills.</p> <p>(e) Demonstrate a high level of self discipline, self-direction and accountability in the delivery of the broadcast.</p> <p>(f) Make use of a range of advanced editing and presentation techniques.</p> <p>(g) Employ a range of marketing techniques to attract a target audience.</p> <p>(vii) RJing (Radio Jockey) This module will examine in detail how a student can command the technical operations during anchoring the live programs.</p> <p>On completion of this part students should be able to demonstrate that they:</p> <p>(a) Have developed a high level of skills for being a RJ (Radio Jokey)</p>	<p>(e) Exercise appropriate judgment in the use of script in feature packages.</p> <p>(f) Apply effectively a wide range of formats in response to editorial briefs</p> <p>(vi) Radio text and Contents.... Students will be made to learn how the radio text works to create meaning, how material is selected, scheduled and contextualized by staff with an editorial or production function. They will examine in detail the form and function of talk on the radio and will explore how this acts to bind together broadcaster and listener.</p> <p>After completing this part students should listener.</p> <p>(a) Communication skills, oral and written.</p> <p>(b) Independent and co-operative learning skills.</p> <p>(c) Research skills.</p> <p>(v) Radio anchoring.... Induction of radio anchoring module in this course will make the students to know the basic qualities of a radio anchor. They will get a clear vision of their strengths and weaknesses related to radio anchoring by focusing on language, punches, modulation etc.</p> <p>After completing this part students must be :</p> <p>(a) Able to conduct and carry a recorded program.</p> <p>(b) Able to carry a live program, talking with audience.</p> <p>(c) Able to get an interactive approach.</p> <p>(d) Able to add required flavor in the program.</p> <p>(vi) Live broadcast....</p>	
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			<p>(b) Have developed a sense of commanding all the technical operations during the live programs.</p> <p>(viii) Radio production skills....</p> <p>This part introduces the basic technical & creative skills of radio production. Students will be introduced to sound recording, digital editing & mixing, interviewing, scripting, voicing and packaging techniques.</p> <p>On completion of this part students should be able to demonstrate that they can :</p> <p>(a) Successfully record interviews on location.</p> <p>(b) Perform basic computer edits & mixes using computer editing software.</p> <p>(c) Prepare a range of written material including cues, links, running orders, front and back announcements and scripts.</p> <p>(d) Set up & use a mixing desk with microphones.</p> <p>(e) Plan & produce a short radio features using a range of treatments.</p> <p>(f) Perform basic computer editing including cut & paste, normalization, fades, and multi – track mixing. g) Work to deadlines. h) Work independently or as part of a group with efficiency.</p> <p>ix) Final projects....This part allows students to demonstrate the full extent of their production skills in a substantial single production of their own devising.</p> <p>On completion of the module students would be able to demonstrate:</p> <p>(a) Working professionally as part of a team with a high level of personal motivation.</p> <p>(b) Application of current audio technology to produce material of the highest professional standard.</p> <p>(c) High level of critical analysis of radio form and</p>	<p>This module brings together the students' radio production skills and knowledge into the context of live broadcasting). Emphasis will be placed on team working to produce a live broadcast.</p> <p>On completion of the module students be able to :</p> <p>(a) Demonstrate effective working in a live broadcast environment.</p> <p>(b) Effectively employ professional standard studio broadcast equipment and software packages.</p> <p>(c) Originate an innovative response to audience demands.</p> <p>(d) Demonstrate excellent organizational, interpersonal and time management's skills.</p> <p>(e) Demonstrate a high level of self discipline, self-direction and accountability in the delivery of the broadcast.</p> <p>(f) Make use of a range of advanced editing and presentation techniques.</p> <p>(g) Employ a range of marketing techniques to attract a target audience.</p> <p>(vii) RJing (Radio Jockey)</p> <p>This module will examine in detail how a student can command the technical operations during anchoring the live programs.</p> <p>On completion of this part students should be able to demonstrate that they:</p> <p>(a) Have developed a high level of skills for being a RJ (Radio Jokey)</p> <p>(b) Have developed a sense of commanding all the technical</p>	
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			<p>content.</p> <p>(d) Successfully working with individuals outside of the immediate production team.</p> <p>(e) Production of original material, within time constraints, successfully fulfilling and identified market need.</p>	<p>operations during the live programs.</p> <p>(viii) Radio production skills.... This part introduces the basic technical & creative skills of radio production. Students will be introduced to sound recording, digital editing & mixing, interviewing, scripting, voicing and packaging techniques. On completion of this part students should be able to demonstrate that they can :</p> <p>(a) Successfully record interviews on location. (b) Perform basic computer edits & mixes using computer editing software. (c) Prepare a range of written material including cues, links, running orders, front and back announcements and scripts. (d) Set up & use a mixing desk with microphones. (e) Plan & produce a short radio features using a range of treatments. (f) Perform basic computer editing including cut & paste, normalization, fades, and multi – track mixing. g) Work to deadlines. h) Work independently or as part of a group with efficiency.</p> <p>ix) Final projects....This part allows students to demonstrate the full extent of their production skills in a substantial single production of their own devising. On completion of the module students would be able to demonstrate:</p> <p>(a) Working professionally as part of a team with a high level</p>	
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				<p>of personal motivation.</p> <p>(b) Application of current audio technology to produce material of the highest professional standard.</p> <p>(c) High level of critical analysis of radio form and content.</p> <p>(d) Successfully working with individuals outside of the immediate production team.</p> <p>(e) Production of original material, within time constraints, successfully fulfilling and identified market need.</p> <p>Suggested readings:</p> <ul style="list-style-type: none"> • Paul Chantler & Peter Stewar (2003) <i>Basic Radio journalism</i>, Oxford. • Boyd, Andre (1997) <i>Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)</i>, Landon : Focal Press. • Thomas, Pradip Ninan (2010) <i>Political Economy of communication in India, : The Good, the bad and the ugly</i>, Delhi : sage. • Bandopadhyay, PK (2010) <i>Radio Communication at close Range</i> : BR Publishing Corporation. • Paravala, Vinod and Malik, Kanchan K. (2007) <i>Other Voices: The struggles for community Radio in India</i>, New Delhi : Sage. • Hendy, David (2000) <i>Radio in the Global Age</i>, Combridge : Polity Press. <p>E-Learning Material:</p> <p>FORMATS OF RADIO PROGRAMMES http://download.nos.org/srsec335new/ch11.pdf Writing for Radio - The Basics http://bolhyd.commuoh.in/wp-content/uploads/2014/10/writingforradio.pdf</p>	
2	Diploma in	On completion of the	Detailed Syllabus		

	<p style="text-align: center;">Audio Engineering</p>	<p>course, students will be able to,</p> <ul style="list-style-type: none"> • Display a working knowledge of the audio recording process and the equipment involved. • Set up and use standard studio equipment to record instruments and vocals • Show a strong understanding of audio signal flow in audio production and editing • Maintain, clean and inspect the Recording studios for proper use and function. 	<p>I.Theory of sound Classification of sound, Sound waves, characteristics and properties, propagation, pith, intensity, speed, audible spectrum, threshold of hearing,</p> <p>II. Microphones Audio signal, classification, working principle of various types of microphone, phantom power, pick-up/polar pattern, characteristics and properties of microphones, wireless microphones, protection devices.</p> <p>III. Cables & connectors Balanced and unbalanced configuration, anatomy of cables, connectors, design, applications</p> <p>IV. Analog/Digital Sound recording/audio production Audio production chain, audio mixing console, analog audio, analog recoding ,analog to digital conversion ,digital audio signal, digital recording formats, professional sound card, two track/multi track recording software, digital recording media, back ground music editing and mixing.</p> <p>V. Multitrack recording Concept of 2 track and multi track, multitrack sound card, multitrack recording and editing software, MIDI.</p> <p>VI. Acoustics and studio design Room acoustics, reverberation, echo, acoustic treatment, studio acoustics, and various types of studio design.</p> <p>VII. Sound reproduction Sound reproduction chain, Studio monitors Active and passive Audio monitors, room acoustics, selection of monitors, placement of monitors</p> <p>VIII. FM Transmission technology AM and FM, typical radio system, FM transmitter, frequency deviation, modulation index, band width, RF</p>	<p style="text-align: center;">Detailed Syllabus</p> <p>I .Theory of sound Classification of sound, Sound waves, characteristics and properties, propagation, pith, intensity, speed, audible spectrum, threshold of hearing,</p> <p>II. Microphones Audio signal, classification, working principle of various types of microphone, phantom power, pick-up/polar pattern, characteristics and properties of microphones, wireless microphones, protection devices.</p> <p>III. Cables & connectors Balanced and unbalanced configuration, anatomy of cables, connectors, design, applications</p> <p>IV. Analog/Digital Sound recording/audio production Audio production chain, audio mixing console, analog audio, analog recoding ,analog to digital conversion ,digital audio signal, digital recording formats, professional sound card, two track/multi track recording software, digital recording media, back ground music editing and mixing. Field recording devices (Digital IC recorder).</p> <p>V. Multitrack recording Concept of 2 track and multi track, multitrack sound card, multitrack recording and editing software, MIDI.</p>	<ol style="list-style-type: none"> 1. The main topics are explored into its sub-topics. 2. We add some new topic which are relevant to the course, such as Sampling distribution of sample mean.
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			<p>signal, radio wave propagation, transmission and reception, AM v/s FM FM band,</p> <p>Practical:</p> <ol style="list-style-type: none"> 1. Two track(stereo) recoding 2. Multi – track recording 3. Two track(stereo) editing 4. Multi –track editing and mixing. 5. Mastering & mixing of audio programmes. 	<p>VI. Acoustics and studio design</p> <p>Room acoustics, reverberation, echo, acoustic treatment, studio acoustics, and various types of studio design.</p> <p>VII. Sound reproduction</p> <p>Sound reproduction chain, Studio monitors Active and passive Audio monitors, room acoustics, selection of monitors, placement of monitors</p> <p>VIII. FM Transmission technology</p> <p>AM and FM, typical radio system, FM transmitter, frequency de</p> <p>Practical:</p> <ol style="list-style-type: none"> 1. Two track (stereo) recoding 2. Multi – track recording 3. Two track (stereo) editing 4. Multi –track editing and mixing. 5. Mastering & mixing of audio programmes. <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Awasthy, GC (1965) <i>Broadcasting in India</i>, Bombay : Allied. • Luthra, HK (1987) <i>Indian Broadcasting</i>, New Delhi : Publication Division. • Mehra, Masani (1958) <i>Broadcasting and the people</i>, NBT, New Delhi. • Mcleish, Robert (2005) <i>Radio Production</i> : Focal Press oxford. 	
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				<ul style="list-style-type: none"> Thomson Rick (2010) <i>Writing for broadcast journalists</i>, New York : Routledge. <p>E-Learning material:</p> <p>Fundamentals of Audio and Music Engineering: Part 1 Musical Sound https://www.coursera.org/learn/audio-engineering</p> <p>7 Free Resources to Learn About Sound Engineering https://www.makeuseof.com</p> <p>Audio Engineering Lesson 1 - Intro to Sound and Hearing https://www.recordingconnection.com/courses/audio-engineering/audio-lesson-01/</p> <p>Physics Tutorial: Introduction to Waves - YouTube https://www.youtube.com/watch?v=KWzyQKcJBYg</p>	
3	Diploma in Broadcast Journalism (Radio)	<p>On completion of the course, students will be able to,</p> <ul style="list-style-type: none"> Produce programmes of broadcast media. Understand the basics of radio writing and presentation. Learn the skills of professionals that contribute to the print and broadcast media. 	<p>Detailed Syllabus</p> <p>I. Communication & Mass Communication</p> <p>Meaning of Communication. Importance of Communication. Functions of communication. Types of Communication. Barriers of Communication. Essential of Communication. Communication process .Definition of Mass Communication. Function of the Mass Communication .Difference between Communication and Mass Communication .Elements of Mass Communication.</p> <p>II. Tools of Mass Communication</p> <p>Newspapers. Magazines. Radio. Television, Films. Folk</p>	<p>Detailed Syllabus</p> <p>I. Communication & Mass Communication</p> <p>Meaning of Communication. Importance of Communication. Functions of communication. Types of Communication. Barriers of Communication. Essential of Communication. Communication process .Definition of Mass Communication. Function of the Mass Communication .Difference between Communication and Mass Communication .Elements of Mass Communication.</p> <p>II. Tools of Mass Communication</p>	The syllabus was a bit lengthy so some topics are removed.

			<p>and Traditional Media</p> <p>III. Print Journalism (Print media)</p> <p>What is journalism? Tabloid and Yellow journalism. News and its values. Role of Journalist. Professional and Ethical Standards. What to Bring for News Reporting? Reporter's Role in Newspaper. Reporting Skill. Planning and Conducting Interview. Interpretative Reporting. Types of Reporting. Sports Reporting. Major reporting Department News Agency. International News Agency. Syndicates News Agency Magazine Article Writing.</p> <p>V. News Writing</p> <p>Basic Structure of news story, methods of news writing, feature, editorial, comments, column, types of Lead, news organization, news gathering, news agencies.</p> <p>VI. Broadcast Journalism (Electronic Media)</p> <p>History of Broadcasting. Radio and mass Communication. Radio Broadcasting. Radio Station. How to Start a FM Radio Station in Indian. Radio Production .Using sound Mixing and Audio Effects. Digital Audio Production. Digital Audio Player. Voice Modulation. Radio Journalism. Writing for Radio. Radio features Production.</p> <p>Radio Interviews .Radio Discussion. Radio Dialogue .Radio news bulletin. Radio news packaging.</p> <p>VII. Advertising</p> <p>What is advertising? Forms of Advertising. Advertising Objectives. Advertising Approach. Advertising Effects. Advertising in India. Publicity. Propaganda. Types of</p>	<p>Newspapers. Magazines. Radio. Television, Films. Folk and Traditional Media</p> <p>III. Print Journalism (Print media)</p> <p>What is journalism? Tabloid and Yellow journalism. News and its values. Role of Journalist. Professional and Ethical Standards. What to Bring for News Reporting? Reporter's Role in Newspaper. Reporting Skill. Planning and Conducting Interview. Interpretative Reporting. Types of Reporting. Sports Reporting. Major reporting Department News Agency. International News Agency. Syndicates News Agency Magazine Article Writing.</p> <p>V. News Writing</p> <p>Basic Structure of news story, methods of news writing, feature, editorial, comments, column, types of Lead, news organization, news gathering, news agencies.</p> <p>VI. Broadcast Journalism (Electronic Media)</p> <p>History of Broadcasting. Radio and mass Communication. Radio Broadcasting. Radio Station. How to Start a FM Radio Station in Indian. Radio Production .Using sound Mixing and Audio Effects. Digital Audio Production. Digital Audio Player. Voice Modulation. Radio Journalism. Writing for Radio. Radio features Production. Radio Interviews .Radio Discussion. Radio Dialogue .Radio news bulletin. Radio news packaging. TV Prgoramme formats; TV production.</p>	
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			<p>Propaganda. Sales promotion. Advertising and Promotion. Advertising Strategy. Advertising planning. Advertising Media Planning. Advertising Appeals. Advertising Copy. Print Advertising .Elements of a good Advertising Regulation.</p> <p>VIII. Public Relations</p> <p>Goals of Public Relation. Areas of public Relations. Role of Public Relation. Advertising vs. Public Relation. Meaning of public Relation .Role of Public Relation in Corporate Image Building. Development of public Relation. Function of Public. Role of public Relation in Contemporary Business Climate. Elements of PR Programme.</p> <p>Practical:</p> <p>Working for Electronic Media (FM radio station)- Radio news reporting, writing, field interviews, editing, news anchoring & producing radio news bulletin,</p> <p>Suggested readings:</p> <ul style="list-style-type: none"> • Joseph, A. DeVito (2008) <i>Communication: Concepts and Process</i>, New Jersey: Prentice-Hall. • McLuhan. Marshall (1964) <i>Understanding Media</i>, Canada, London: Routledge and Kegan Paul. • Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi. • Sharma, K.C., Journalism in India: History, Growth &Development, Regal Publications, New Delhi. • Agrawal, Veerbala Gupta,V.S. (2001) <i>Handbook of Journalism and Mass Communication</i>, New Delhi : 	<p>VII. Advertising</p> <p>What is advertising? Forms of Advertising. Advertising Objectives. Advertising Approach. Advertising Effects. Advertising in India. Publicity. Propaganda. Types of Propaganda. Sales promotion. Advertising and Promotion. Advertising Strategy. Advertising planning. Advertising Media Planning. Advertising Appeals. Advertising Copy. Print Advertising .Elements of a good Advertising Regulation.</p> <p>VIII. Public Relations</p> <p>Goals of Public Relation. Areas of public Relations. Role of Public Relation. Advertising vs. Public Relation. Meaning of public Relation .Role of Public Relation in Corporate Image Building. Development of public Relation. Function of Public. Role of public Relation in Contemporary Business Climate. Elements of PR Programme.</p> <p>Practical:</p> <p>Working for Electronic Media (FM radio station)-Radio news reporting, writing, field interviews, editing, news anchoring & producing radio news bulletin,</p> <p>Suggested readings:</p> <ul style="list-style-type: none"> • Joseph, A. DeVito (2008) <i>Communication: Concepts and Process</i>, 	
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			<p>Concept Publishing Co.</p> <ul style="list-style-type: none"> • Aspinall, Richard (1971) <i>Radio Programme Production: A Manual for Training</i>, UNESCO, Paris. • Messere, Hausman Benoit & Wadsworth O' Donnel (2010) <i>Modern radio production : Production, programming and performance</i> : Boston. • Sengupta, Subroto (1982) <i>Brand Positioning</i>, New Delhi : Tata McGraw Hill Publishing Co. • Rege, G.M., (1972) <i>Advertising Art and Ideas</i>, Mumbai : Kareer Institute. 	<p>New Jersey: Prentice-Hall.</p> <ul style="list-style-type: none"> • McLuhan. Marshall (1964) <i>Understanding Media</i>, Canada, London: Routledge and Kegan Paul. • Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi. • Sharma, K.C., Journalism in India: History, Growth & Development, Regal Publications, New Delhi. • Agrawal, Veerbala Gupta, V.S. (2001) <i>Handbook of Journalism and Mass Communication</i>, New Delhi : Concept Publishing Co. • Aspinall, Richard (1971) <i>Radio Programme Production: A Manual for Training</i>, UNESCO, Paris. • Messere, Hausman Benoit & Wadsworth O' Donnel, (2010) <i>Modern radio production : Production, programming and performance</i> : Boston. • Sengupta, Subroto (1982) <i>Brand Positioning</i>, New Delhi : Tata McGraw Hill Publishing Co. • Rege, G.M., (1972) <i>Advertising Art and Ideas</i>, Mumbai : Kareer Institute. <p>E-Learning Material:</p> <p>Introduction to Communication http://www.scert.kerala.gov.in/images/2014/HSC_Textbook/25_Journalism-unit-01.pdf</p> <p>Types and forms of communication http://www.zainbooks.com/books/mass-communication/introduction-to-mass-communication_6_types-and-forms-of-communication.html</p> <p>Basics of News Writing https://www.slideshare.net/ArielDizon/basics-of-news-writing</p>	
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<http://www.manage.gov.in/studymaterial/printmedia.pdf>

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