

Choice Based Credit System (CBCS) BA (Mass Communication)

Three Years (Full Time)
Bachelors Degree Programme (July 2017)
CBCS Total Credits: 140

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DEPARTMENT OF MASS COMMUNICATION

**MAKHANLAL CHATURVEDI
RASHTRIYA PATRAKARITA EVAM SANCHAR
VISHWAVIDYALAYA, BHOPAL (M.P.) INDIA**

BA Mass Communication Course Objective:

The BA Mass Communication program incorporates six semesters over three years. Students study five subjects every semester on different aspects of Mass Communication, Media Studies and Arts.

The course aims to promote communication education that leads to modern, ethical and creative media practices with a positive bearing on the individual, industry and society.

Specifically the objectives of this program are as follows –

- To provide the students with basic skills in various areas of mass communication
- To provide a strong foundation of various technologies involved in mass media like computer applications, respective software and hardware in Print, Television, Radio, Internet etc
- To promote an understanding of news, media and their role in society
- To promote depth in media education by laying a strong foundation in the study of Arts
- To expose students to recent developments in media issues
- To instill in students a sense of purpose, mission and ethical values in their chosen field
- To prepare professionals with ability to meet the challenges of the dynamic media industry and pursue successful careers in News Channels, News Magazines, Publication Houses, NGO and others


 विद्यानाथ
 (जन संचार)

Terminology and Explanation in CBCS of BAMC

Core Course Compulsory (CCC)	Core course compulsory is the one which is to be studied compulsorily by a student as core requirement to complete a programme
Core Course Elective (CCE)	An Elective soft core course is discipline centric course, which a student opts for enhancing his or her skills in particular area in the programme
Ability Enhancement Course (AEC)	This course will enhance the language and expression of the students
Skill Enhancement Course (SEC)	This course will enable the students to learn skills which will help them in their profession
Open Elective (OE)	Open Elective courses are those which students have to pursue as per their interest They must opt open elective course from a pool of courses


 विभागाध्यक्ष
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SCHEME OF EXAMINATIONS- BAMC

BA in Mass Communication BA (MC) (Course Code - 110) (Three Year) SEMESTER – I

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Theory	IA	P	Total
1.	CCC1	4331	1BA(MC)1	Science of Communication – 1	80	20	-	100
2.	CCC2	4332	1BA(MC)2	Sociology	80	20	-	100
3.	CCC3	4333	1BA(MC)3	Computer Application	50	20	30	100
4.	AEC1	4334	1BA(MC)4	Communicative English & Hindi	40	10	-	50
Open Elective : (Any One in each Semester)								
5.	OE1	4335	BA(MC)5	1) Writing for Print Media	25	10	15	50
6.	OE2	4336	BA(MC)5	2) Current Affairs and Issues	25	10	15	50
7.	OE3	4337	BA(MC)5	3) Communication Technology	25	10	15	50
8.	OE4	4338	BA(MC)5	4) Communication Skill	25	10	15	50
9.	OE5	4339	BA(MC)5	5) Photo Journalism	25	10	15	50
10.	OE6	4340	BA(MC)5	6) Creative Writing	25	10	15	50
11.	OE7	4341	BA(MC)5	7) National Security and Media	25	10	15	50
12.	OE8	4342	BA(MC)5	8) Radio Production	25	10	15	50
13.	OE9	4343	BA(MC)5	9) Television Production	25	10	15	50
14.	OE10	4344	BA(MC)5	10) Culture and Communication	25	10	15	50
15.	OE11	4345	BA(MC)5	11) Art of Anchoring	25	10	15	50
16.	OE12	4346	BA(MC)5	12) Writing for Magazines	25	10	15	50

BA in Mass Communication BA (MC) (Course Code - 110) (Three Year) SEMESTER – II

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
17.	CCC4	4347	2BA(MC)1	Science of Communication – 2	80	20	-	100
18.	CCC5	4348	2BA(MC)2	Psychology	80	20	-	100
19.	CCC6	4349	2BA(MC)3	Computer for Mass Media	50	20	30	100
20.	AEC2	4350	2BA(MC)4	Environmental Studies	40	10	-	50
Open Elective : (Any One in each Semester)								
21.	OE1	4335	BA(MC)5	1) Writing for Print Media	25	10	15	50
22.	OE2	4336	BA(MC)5	2) Current Affairs and Issues	25	10	15	50
23.	OE3	4337	BA(MC)5	3) Communication Technology	25	10	15	50
24.	OE4	4338	BA(MC)5	4) Communication Skill	25	10	15	50
25.	OE5	4339	BA(MC)5	5) Photo Journalism	25	10	15	50
26.	OE6	4340	BA(MC)5	6) Creative Writing	25	10	15	50
27.	OE7	4341	BA(MC)5	7) National Security and Media	25	10	15	50
28.	OE8	4342	BA(MC)5	8) Radio Production	25	10	15	50
29.	OE9	4343	BA(MC)5	9) Television Production	25	10	15	50
30.	OE10	4344	BA(MC)5	10) Culture and Communication	25	10	15	50
31.	OE11	4345	BA(MC)5	11) Art of Anchoring	25	10	15	50
32.	OE12	4346	BA(MC)5	12) Writing for Magazines	25	10	15	50


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BA in Mass Communication BA (MC) (Course Code - 110) (Three Year) SEMESTER – III

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
33.	CCC7	4351	3BA(MC)1	History of Print Media	80	20	-	100
34.	CCC8	4352	3BA(MC)2	Political Science	80	20	-	100
35.	CCE1	4353	3BA(MC)3	News Writing	50	20	30	100
				OR				
36.	CCE2	4354	3BA(MC)3	Print Production	50	20	30	100
37.	SEC1	4355	3BA(MC)4	Hindi – 1	40	10	-	50
Open Elective : (Any One in each Semester)								
38.	OE1	4335	BA(MC)5	1) Writing for Print Media	25	10	15	50
39.	OE2	4336	BA(MC)5	2) Current Affairs and Issues	25	10	15	50
40.	OE3	4337	BA(MC)5	3) Communication Technology	25	10	15	50
41.	OE4	4338	BA(MC)5	4) Communication Skill	25	10	15	50
42.	OE5	4339	BA(MC)5	5) Photo Journalism	25	10	15	50
43.	OE6	4340	BA(MC)5	6) Creative Writing	25	10	15	50
44.	OE7	4341	BA(MC)5	7) National Security and Media	25	10	15	50
45.	OE8	4342	BA(MC)5	8) Radio Production	25	10	15	50
46.	OE9	4343	BA(MC)5	9) Television Production	25	10	15	50
47.	OE10	4344	BA(MC)5	10) Culture and Communication	25	10	15	50
48.	OE11	4345	BA(MC)5	11) Art of Anchoring	25	10	15	50
49.	OE12	4346	BA(MC)5	12) Writing for Magazines	25	10	15	50

BA in Mass Communication BA (MC) (Course Code - 110) (Three Year) SEMESTER – IV

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Theory	IA	P	Total
50.	CCC9	4356	4BA(MC)1	History of Electronic Media	80	20	-	100
51.	CCC10	4357	4BA(MC)2	Economics	80	20	-	100
52.	CCE3	4358	4BA(MC)3	Reporting & Editing	80	20	-	100
				OR				
53.	CCE4	4359	4BA(MC)3	Development Communication	80	20	-	100
54.	SEC2	4360	4BA(MC)4	Communicative English	40	10	-	50
Open Elective : (Any One in each Semester)								
55.	OE1	4335	BA(MC)5	1) Writing for Print Media	25	10	15	50
56.	OE2	4336	BA(MC)5	2) Current Affairs and Issues	25	10	15	50
57.	OE3	4337	BA(MC)5	3) Communication Technology	25	10	15	50
58.	OE4	4338	BA(MC)5	4) Communication Skill	25	10	15	50
59.	OE5	4339	BA(MC)5	5) Photo Journalism	25	10	15	50
60.	OE6	4340	BA(MC)5	6) Creative Writing	25	10	15	50
61.	OE7	4341	BA(MC)5	7) National Security and Media	25	10	15	50
62.	OE8	4342	BA(MC)5	8) Radio Production	25	10	15	50
63.	OE9	4343	BA(MC)5	9) Television Production	25	10	15	50
64.	OE10	4344	BA(MC)5	10) Culture and Communication	25	10	15	50
65.	OE11	4345	BA(MC)5	11) Art of Anchoring	25	10	15	50
66.	OE12	4346	BA(MC)5	12) Writing for Magazines	25	10	15	50

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BA in Mass Communication BA (MC) (Course Code - 110) (Three Year) SEMESTER – V

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Theory	IA	P	Total
67.	CCC11	4361	5BA(MC)1	Media Law and Ethics	80	20	-	100
68.	CCC12	4362	5BA(MC)2	Media Management	80	20	-	100
69.	CCE5	4363	5BA(MC)3	Advertising	50	20	30	100
70.	CCE6	4364	5BA(MC)3	OR New Media and Online Journalism	50	20	30	100
71.	SEC3	4365	5BA(MC)4	Hindi - II	40	10	-	50
Open Elective : (Any One in each Semester)								
72.	OE1	4335	BA(MC)5	1) Writing for Print Media	25	10	15	50
73.	OE2	4336	BA(MC)5	2) Current Affairs and Issues	25	10	15	50
74.	OE3	4337	BA(MC)5	3) Communication Technology	25	10	15	50
75.	OE4	4338	BA(MC)5	4) Communication Skill	25	10	15	50
76.	OE5	4339	BA(MC)5	5) Photo Journalism	25	10	15	50
77.	OE6	4340	BA(MC)5	6) Creative Writing	25	10	15	50
78.	OE7	4341	BA(MC)5	7) National Security and Media	25	10	15	50
79.	OE8	4342	BA(MC)5	8) Radio Production	25	10	15	50
80.	OE9	4343	BA(MC)5	9) Television Production	25	10	15	50
81.	OE10	4344	BA(MC)5	10) Culture and Communication	25	10	15	50
82.	OE11	4345	BA(MC)5	11) Art of Anchoring	25	10	15	50
83.	OE12	4346	BA(MC)5	12) Writing for Magazines	25	10	15	50

BA in Mass Communication BA (MC) (Course Code - 110) (Three Year) SEMESTER – VI

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Theory	IA	P	Total
84.	CCC13	4366	6BA(MC)1	Communication Research	80	20	-	100
85.	CCC14	4367	6BA(MC)2	Public Relations	80	20	-	100
86.	CCE7	4368	6BA(MC)3	Media, Society and Culture	80	20	-	100
87.	CCE8	4369	6BA(MC)3	OR Global Media	80	20	-	100
88.	SEC4	4370	6BA(MC)4	Non Linear Video Editing	40	10	-	50
Open Elective : (Any One in each Semester)								
89.	OE1	4335	BA(MC)5	1) Writing for Print Media	25	10	15	50
90.	OE2	4336	BA(MC)5	2) Current Affairs and Issues	25	10	15	50
91.	OE3	4337	BA(MC)5	3) Communication Technology	25	10	15	50
92.	OE4	4338	BA(MC)5	4) Communication Skill	25	10	15	50
93.	OE5	4339	BA(MC)5	5) Photo Journalism	25	10	15	50
94.	OE6	4340	BA(MC)5	6) Creative Writing	25	10	15	50
95.	OE7	4341	BA(MC)5	7) National Security and Media	25	10	15	50
96.	OE8	4342	BA(MC)5	8) Radio Production	25	10	15	50
97.	OE9	4343	BA(MC)5	9) Television Production	25	10	15	50
98.	OE10	4344	BA(MC)5	10) Culture and Communication	25	10	15	50
99.	OE11	4345	BA(MC)5	11) Art of Anchoring	25	10	15	50
100.	OE12	4346	BA(MC)5	12) Writing for Magazines	25	10	15	50

*Core Course Compulsory (CCC), Core Course Elective (CCE),
Ability Enhancement Course (AEC), Skill Enhancement Course (SEC), Open Elective (OE)*



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BAMC – SEMESTER ONE

Course	Subject	Credits
CCC Paper 01	Science of Communication-1	6
CCC Paper 02	Sociology	6
CCC Paper 03	Computer Application	6
AEC Paper 01	Communicative English & Hindi	3
OE Paper 1 to 12	Any one from following options- <ol style="list-style-type: none"> 1. Writing for Print Media 2. Current Affairs and Issues 3. Communication Technology 4. Communication Skills 5. Photo Journalism 6. Creative Writing 7. National Security and Media 8. Radio Production 9. Television Production 10. Culture and Communication 11. Art of Anchoring 12. Writing for Magazines 	3


 निदेशक
 (जन संचार)

Semester - 1	
CCC, Paper 01: Science of Communication -1	
(6 Credits)	
Unit-1 Concept of Human Communication	
1. Evolution of social groups and organic structure of society	
2. Essentiality of communication in social groups	
3. Concept, definitions and elements of human communication	
4. Socialization and role of Communication in socialization	
Unit-2 Basics of Communication	
1. Functions of communication	
2. Process and elements of Communication	
3. Barriers in Communication	
4. Communication Flows: One step, Two Step, Multi Step Flow of Communication	
5. Public Opinion, Propaganda, Public Sphere	
Unit-3 Levels and Types of Communication	
1. Levels of Communication : Intrapersonal communication & Interpersonal communication,	
2. Group Communication, Public Communication, Mass Communication	
3. Verbal Communication : Oral and Written Communication	
4. Non-Verbal Communication : Kinesics, Proxemics, Oculistics, Haptics, Objectives, Vocalics	
5. Institutional Communication	
Unit-4 Communication Skill	
1. Visual Communication	
2. Signs, symbols and code systems	
3. Communication skill : Art of Listening, Speaking and Writing	
4. Dress codes, mannerism, accent and etiquettes	
Unit-5 Models of Communication	
1. Shannon and Weaver's Model (1949)	
2. Harold D. Lasswell's Model (1948)	
3. Charles E. Osgood and Wilbur Schramm Model (1954)	
4. George Gerbner's Model (1956)	
5. Frank E.X Dance (1967)	


 लिभनाथयक्ष
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Semester – 1	
CCC, Paper 02: Sociology [6 Credits]	
Unit-1 Concept of Sociology	
1. Concept, definitions of sociology	
2. Importance of Sociology	
3. Relation of Sociology with other social sciences	
4. Importance of studying Sociology for media students	
Unit-2 Social Reforms & Movements	
1. Group, Community, Institution, Organization, Society, Humanity, Biosphere and their unity and inter-dependence	
2. Meaning of Family, Kinship, Community	
3. Class, Caste, Clan, Tribe, Marriage	
4. Social Reform, Social Movements	
Unit-3 Social Change : Concept and Process	
1. Concept of Socialization, Social stratification	
2. Concept, definitions and process of Social Change	
3. Agents of Social Change	
4. Understanding of contemporary changes in India	
Unit-4 Indian Culture & Society	
1. Characteristics of Indian culture , religion and society	
2. India's main Social Institutions	
3. Population and its growth	
4. Cultural imperialism, Consumerism	
Unit-5 Current Socio-Cultural Issues	
1. Understanding current Socio-Cultural issues	
2. Politics and Society, Economy and Society	
3. Social Movements	
4. Inequality in Indian Society	


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Semester – 1

CCC, Paper 03: Basic Computer Applications (6 Credits)

Unit-1 Fundamentals of Computer and Operating System

1. History of Computers, Computer Hardware – Input and Output Devices, CPU, Storage Devices
2. Computer Software and their Applications
3. Functions and types of Operating System, Introduction to Windows family
4. Working with Windows – Desktop Operations, Windows Explorer, Creation and Manipulation of Files and Folders, Windows Accessories and Control Panel

Unit-2 MS Word – Creation and Manipulation of Documents

1. Word Processor basics, Word processing in different languages
2. Interface, Tools and Menus of MS Word
3. Page Setup, Text and Paragraph Formatting
4. Working with Tables, Columns, Graphs and Pictures: Mail Merge

Unit-3 MS Excel – Data Analysis

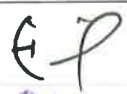
1. Spreadsheet basics, Excel Interface
2. Entering and Manipulation of data
3. Mathematical and Statistical Calculations, Excel Functions
4. Creation and Manipulation of Charts and Graphs

Unit-4 MS PowerPoint – Preparation of Presentations

1. Introduction to the process of Presentation, Interface of PowerPoint
2. Making Presentations with Design Templates
3. Working with Multimedia Elements and using them in Presentations
4. Slide Transition and Custom Animation

Unit-5 Introduction to Internet

1. History and facilities of Internet
2. Domain Names, Internet Protocols
3. Websites, Portals and Search Engines
4. Introduction to Networks, Client and Server concept, Browsers


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Semester – 1

AEC, Paper 01: Communicative English & Hindi (3 Credits)

Unit – 1 Language Skills and Presentation

1. Speaking Skills and Presentation: Presentation Design and Delivery.
2. Monologue Dialogue, Group Discussion.
3. Effective Communication/ Mis-Communication.
4. Interview, Public Speech.
5. Effective Writing, Report Writing, Resume, Circular, Notice and letter Writing.

Unit – 2 Reading and Understanding

1. Importance of English as a vehicle of Spoken and written Communication.
2. Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation.
3. Translation (from Indian language to English and vice-versa).
4. Introduction to Articles of eminent Indian authors.
5. Short Stories of eminent Indian authors.

Unit – 3 हिन्दी भाषा का परिचय

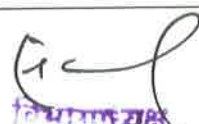
1. भाषा की विकास यात्रा।
2. हिन्दी भाषा की संवैधानिक स्थिति: समस्याएँ और समाधान।
3. भाषा: विभिन्न बोलियाँ व स्वरूप।
4. भाषा परिवार और भारतीय भाषाएँ।
5. वर्तमान संदर्भों में हिन्दी की उपादेयता।

Unit – 4 भाषा

1. शब्दों की संस्कृति एवं उनका इतिहास। भाषा एवं संस्कृति। भाषा एवं समाज।
2. हिंदी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएँ।
3. संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)।
4. वाक्य, रचना एवं प्रकार।
5. वाक्य रचना के कारक, वाक्य रचना की सामान्य विधियाँ।

Unit – 5 Translation अनुवाद

1. अनुवाद का अर्थ और परिभाषा।
2. अनुवाद के प्रकार।
3. अनुवाद के उपकरण एवं समस्या।
4. भाव तथा प्रभाव के आधार पर अनुवाद एवं लेख।
5. अनुवाद Hindi to English and English to Hindi.


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BAMC – SEMESTER TWO

Course	Subject	Credits
CCC Paper 04	Science of Communication – 2	6
CCC Paper 05	Psychology	6
CCC Paper 06	Computer for Mass Media	6
AEC Paper 02	Environmental Studies	3
OE Paper 1 to 12	Any one from following options- <ol style="list-style-type: none"> 1. Writing for Print Media 2. Current Affairs and Issues 3. Communication Technology 4. Communication Skills 5. Photo Journalism 6. Creative Writing 7. National Security and Media 8. Radio Production 9. Television Production 10. Culture and Communication 11. Art of Anchoring 12. Writing for Magazines 	3


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Semester – 2

CCC, Paper 04: Science of Communication-2 (6 Credits)

Unit-1 Communication – Indian Perspective

1. Concept of communication in ancient Indian texts
2. Indian perspectives of communication
3. Narad as a communicator
4. Bharat Muni's Natyashastra and Ras-sidhanta

Unit-2 Communication Thoughts

1. Concept of Sadharanikaran
2. Indian traditional forms of communication
3. Modern Indian thoughts of communication
4. Modern Indian communicators

Unit-3 Communication Models


1. Shannon and Weaver's model (1949)
2. Newcomb's Model (1953)
3. Osgood's model (1954)
4. Gerbner's Model (1956)

Unit-4 Theories of Communication-I

1. Authoritarian Theory
2. Libertarian Theory
3. Democratic Participant Theory
4. Social Responsibility Theory
5. Normative Theory – Four theories of the press

Unit-5 Theories of Communication -II

1. Psychological theories : Selective exposure, Selective perception, Selection retention
2. Individual difference theories
3. Personal influence theory - Two-step flow and multi-step flow
4. Sociological theories – cultivation theory, agenda setting theory, Uses and gratification theory, dependency theory


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Semester – 2

CCC, Paper 05: Psychology [6 Credits]

Unit-1 Concept of Psychology

1. Concept, definitions and importance of Psychology
2. Relation of Psychology with other Social Sciences
3. Importance of studying Psychology for Media students
4. Psychological pressures of Media persons

Unit-2 Human Behavior

1. Elements of human behaviour
2. Theory of information
3. Opinion and attitude formation
4. Creative Thinking, Important tools of Thinking: Language reading

Unit-3 Understanding Psychology

1. Psychology of a child
2. Psychology of teenagers
3. Psychology of youths
4. Psychology of elders

Unit-4 Psychology of different groups

1. Psychology of various social groups
2. Psychology of masses and crowd
3. Introduction to abnormal Psychology
4. Psychology of Teenagers towards Fashion

Unit-5 Learning & Motivation

1. Learning
2. Attention
3. Perception
4. Motivation

Semester – 2

CCC, Paper 06: Computer for Mass Media (6 Credits)

Unit-1 Introduction to Graphics and Communication

1. Graphic Arts and Communication Process
2. Evolution and Development of Graphic Communication
3. Verbal and Visual Elements in Design
4. Types of Computer Graphics

Unit-2 Introduction to Quark X-press

1. Quark X-press Basics – Interface, Tools and Menus
2. Creating, Opening and Saving Projects
3. Creating, Importing, Editing and Formatting Text
4. Importing and Editing Graphics

Unit-3 Introduction to Adobe Photoshop

1. Colour Modes and File Formats supported by Photoshop
2. Various selection methods
3. Photoshop Interface, Tools and Menus
4. Introduction to Layers and Filters

Unit-4 Introduction to Multimedia

1. Definition and Elements of Multimedia
2. Applications of Multimedia in Print and Electronic Media
3. Hardware and Software required for Multimedia Development
4. Multimedia on Internet

Unit-5 Introduction to Audio and Video Editing

1. Fundamentals of Audio and Video, Audio and Video Formats
2. Sound Forge – Interface, Tools and Menus
3. Adobe Premiere - Interface, Tools and Menus
4. Audio and Video Capturing and Editing

Semester – 2

AEC Paper 02: Environmental Studies

(3 Credits)

(Ability Enhancement Compulsory Course)

UNIT:1 - The Multidisciplinary nature of environmental studies and Natural resources.

Definition; Scope and importance, Need for public awareness. Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

UNIT:2 - Ecosystems, Biodiversity and its Conservation

Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity introduction-Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT:3 - Environmental Pollution


Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

UNIT : 4 - Social Issues and the Environment

From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation, Consumerism and waste products. Environment Protection Act-Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act.- Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness.

UNIT:5- Human Population and the Environment

Population growth, variation among nations. Population explosion-Family welfare Programme. Environment and human health, Human Rights, Value Education, HIV/AIDS, Women and Child Welfare. Role of information Technology in Environment and human health, Case Studies.


 दिवाकर शर्मा
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BAMC – SEMESTER THREE

Course	Subject	Credits
CCC Paper 07	History of Print Media	6
CCC Paper 08	Political Science	6
CCE Paper 01 CCE Paper 02	News Writing OR Print Production	6
SEC Paper 01	Hindi-1	3
OE Paper 05	Any one from following options- <ol style="list-style-type: none"> 1. Writing for Print Media 2. Current Affairs and Issues 3. Communication Technology 4. Communication Skills 5. Photo Journalism 6. Creative Writing 7. National Security and Media 8. Radio Production 9. Television Production 10. Culture and Communication 11. Art of Anchoring 12. Writing for Magazines 	3


 विभागाध्यक्ष
 (जब सचार)

Semester – 3

CCC, Paper 07: History of Print Media (6 Credits)

Unit-1 History of Press

1. Introduction to the origin of Indian press
2. Role of press in Freedom Movement
3. Freedom fighters as Journalists
4. History of 'Bengal Gazette' and 'Udant Marthand'

Unit-2 Growth of Press in India

1. Major trends in growth of Indian press
2. Role of press in Indian democracy
3. Newspaper revolution during nineties
4. Different ownership pattern in Press

Unit-3 News Agencies

1. Introduction to major Indian News Agencies
2. Brief introduction : Reuters, AP, AFP, TAAS, UNI, PTI, ANI
3. Role and importance of News Agencies
4. Functioning of News Agencies

Unit-4 Introduction to major specialized magazines

1. News magazines
2. Women's magazines, Health magazines
3. Sports magazines, Business magazines
4. IT magazines, Religious magazines

Unit-5 Indian Cinema & Traditional Media

1. Introduction to Printing industry in India
2. Brief history of Indian cinema
3. Present trends of Indian cinema
4. Traditional Media and its relevance

Semester – 3	
CCC, Paper 08: Political Science (6 Credits)	
Unit-1	Concept of Political Science
1.	Concept, definitions and importance of Political Science
2.	Nature of Political Science
3.	Relations of Political Science with other Social Sciences
4.	Importance of studying Political Science for media students
Unit-2	Element of Indian Constitution
1.	Concepts of Basic elements of Indian constitution
2.	Preamble, fundamental rights, duties, directive principles
3.	Center-state relationship,
4.	Emergency powers, Amendment,
Unit-3	Types of Government
1.	Concepts of rights, liberty, equality, justice, duties and obligations
2.	Centre and state government, power and authority
3.	Types of government – Democracy
4.	Sovereignty, liberty and equality
Unit-4	Democracy & Bureaucracy
1.	State and its institutions: Legislature, Executive and Judiciary
2.	How Indian democracy functions: parliament to <i>panchayats</i> ?
3.	Structure of Bureaucracy, Indian Police, Military and other Forces
4.	Origin of Coalition Government and present status
Unit-5	Indian Political Parties
1.	Brief Introduction about Indian political parties
2.	Pressure groups in Indian politics
3.	Public opinion
4.	Vote System

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 विकासगर्भ
 (जन सचर)

Semester – 3

CCE Paper 01: News Writing (6 Credits)

Unit-1	Concept of News
1.	Concept, definitions and elements of News
2.	News values and dynamics of news values
3.	Truth, objectivity, diversity, plurality
4.	Social welfare and relevance of facts
Unit-2	News Styles & Techniques
1.	News: structure and content, differences from other forms of media writing
2.	Style: inverted pyramid, chronological
3.	Headlines: types, function and importance
4.	Various techniques of writing Headlines
Unit-3	Sources of News & News Writing
1.	Sources of News, cultivation and protection of news
2.	Verification and validation of facts
3.	Types of News stories
4.	Introduction to writing News, Article, Features
Unit-4	News Writing
1.	News analysis and backgrounders
2.	Writing News based on Interviews
3.	Writing News for Newspapers
4.	Writing News for Radio, Television
Unit-5	Writing for Web
1.	News writing for Web, E- paper
2.	Writing for Blog
3.	Writing photo captions
4.	Proofreading


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 (जन संचार)

Semester – 3

CCE Paper 02: Print Production [6 Credits]

Unit-1 News Selection

1. News selection and placement
2. News paper formats : Broadsheet, Tabloid & Magazine
3. Newspaper printing methods
4. Types of paper for printing

Unit-2 Newspaper Aesthetics

1. Typography and visual representation
2. Element of design, colour, texture
3. Principles of Graphics and their importance
4. Aesthetics – balance, contrast, rhythm unity, harmony

Unit-3 Newspaper Design

1. Preparing dummy of Newspaper and its different pages
2. Rules : Column rule, cut off rule, window
3. Front page design / Functional design / Horizontal design
4. Modular design / Total page design / Single – Theme design

Unit-4 Layout Designing

1. Designing a poster
2. Magazine layout designing
3. Layout designing for Online paper
4. New trends of Layout

Unit-5 Software for Designing

1. Page Maker and Quark express
2. Coral draw
3. Indesign
4. Photoshop


 विभागाध्यक्ष
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Semester – 3	
SEC Paper 01: Hindi -1	[2 Credits]
Unit-1	
1. भाषा क्या है? हिंदी का भाषा के तौर पर संक्षिप्त इतिहास – विकास	
2. हिन्दी की लिपि— देवनागरी का विकास एवं उसकी विशेषताएं	
3. हिन्दी भाषा का संरचना मूलक अध्ययन – वर्गीकरण वर्ण, शब्द, वाक्य।	
4. हिन्दी भाषा का महत्व, क्षेत्र और राष्ट्रभाषा के तौर पर उसका प्रभाव	
Unit-2	
1. शब्दों की संस्कृति एवं उनका इतिहास। भाषा एवं संस्कृति। भाषा एवं समाज	
2. हिन्दी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएं	
3. संधि, समाज, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)	
4. वाक्य, रचना एवं प्रकार। वाक्य रचना के कारक। वाक्य रचना की सामान्य विधियां	
Unit-3	
1. शब्द और संज्ञाएं, शब्द और सर्वनाम, शब्द और क्रियाएं।	
2. शब्द और विशेषा।	
3. क्रिया, विशेषा, कारक चिन्ह, कृदन्त और तद्धित, उपसर्ग, प्रत्यय तथा संधियाँ।	
4. शब्दकोष का उपयोग एवं महत्व	
Unit-4	
1. वाक्य और अभिव्यंजना – सूचना परक वाक्य। वाक्य और तथ्य परकता	
2. वाक्य और विचारात्मकता और भाव अभिव्यंजना	
3. वाक्य और अनुभव, वाक्य और कल्पना, अर्थहीन और भावहीन वाक्यों का अध्ययन	
4. अध्ययन – समूहिक चर्चा : रागदरबारी, उपन्यास (लेखक : श्रीलाल शुक्ल)	
Unit-5	
1. हिन्दी अंचल की कहावतें	
2. हिन्दी अंचल के मुहावरे	
3. दोहे और अलंकारों का महत्व	
4. हिन्दी की प्रमुख बोलियों – अवधि, ब्रजभाषा छत्तीसगढ़ी, मालवी, बुंदेलखंडी बघेली, राजस्थानी, भोजपुरी मैथिली आदि से संक्षिप्त परिचय	


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BAMC – SEMESTER FOUR

Course	Subject	Credits
CCC Paper 09	History of Electronic Media	6
CCC Paper 10	Economics	6
CCE Paper 03	Reporting & Editing	6
CCE Paper 04	OR Development Communication	
SEC Paper 02	Communicative English	3
OE Paper 1 to 12	Any one from following options- <ol style="list-style-type: none"> 1. Writing for Print Media 2. Current Affairs and Issues 3. Communication Technology 4. Communication Skills 5. Photo Journalism 6. Creative Writing 7. National Security and Media 8. Radio Production 9. Television Production 10. Culture and Communication 11. Art of Anchoring 12. Writing for Magazines 	3


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 (जिन सचिव)

Semester – 4	
CCC Paper 09: History of Electronic Media	
(6 Credits)	
Unit-1	Television
1. Development of Doordarshan in India	
2. Development of Radio and Television in Europe and USA	
3. Growth of private television in India	
4. Inflow of capital in Indian Electronic Media , Major heads of income	
Unit-2	Radio
1. Development of All India Radio	
2. Role of AIR in national development	
3. Growth of Private radio channels in India	
4. FM radio, Community radio	
Unit-3	New Media
1. Definition and meaning of New Media	
2. Growth of New Media	
3. Features of New Media	
4. Legal and ethics of New Media	
Unit-4	Cinema
1. A brief introduction to the history of Indian Cinema	
2. Introduction to Indian Documentaries	
3. Parallel and Commercial Cinema	
4. Capital investment in Entertainment industry	
Unit-5	Traditional Media
1. Cultural and Social roots of Traditional media	
2. Brief introduction to various Traditional Media	
3. Future relevance of Traditional Forms	
4. Use of Traditional media in social messages	

Semester – 4	
CCC Paper 10: Economics (6 Credits)	
Unit-1	Concept of Economics
1.	Concept, definitions and importance of Economics
2.	Relation of Economics with other Social Sciences
3.	Importance of studying Economics for media students
4.	India as developing nation: the common characteristics
Unit-2	Understanding Economics
1.	Principles of Demand and Supply
2.	Meaning of Monopoly, Inflation,
3.	Understanding Union Budget
4.	How Share Market functions
Unit-3	Indian Economy
1.	Introduction to Indian Economy
2.	Infrastructure, Production, Service, Agriculture Sector
3.	Present state of Indian Trade and Commerce
4.	Media economics
Unit-4	Economic Issues
1.	Consumer Behaviour
2.	Globalization, Liberalization, Consumerism
3.	Understanding contemporary Economic issues
4.	Economic Crisis and Recession
Unit-5	Media & Development
1.	Governance Media and Development
2.	Education and Development
3.	International trade, Mixed Economy
4.	Wages, Foreign Investment


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 (जन संचार)

Semester - 4	
CCE Paper 03: Reporting and Editing	
(6 Credits)	
Unit-1	Reporting
1. Concept, definitions and elements of Reporting	
2. Sources of News, News gathering, Verification and Validation	
3. Reporting hierarchy in News Organizations	
4. Cultivation of sources, ethics and laws related to reporting	
Unit-2	Types of news reports: I
1. Human interest	
2. Developmental	
3. Social events	
4. Conferences, workshops and seminars	
Unit-3	Types of news reports: II
1. Accidents, Disasters and Crime	
2. Courts, Hospitals, Legislative	
3. Financial, Political, Commercial	
4. Research, Science, Technology	
Unit-4	Art of Editing -I
1. Concept, definitions and elements of Editing	
2. Process and Principles of Editing	
3. Editing symbols and how computer has revolutionized Editing	
4. Writing Headlines, Page make-up, News bulletins	
Unit-5	Art of Editing-II
1. Textual editing	
2. Audio editing	
3. Video editing	
4. Editing messages for cellular telephony (Mobile)	


 विभागाध्यक्ष
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Semester - 4	
CCE Paper 04: Development Communication	
(6 Credits)	
Unit-1	Concept of Development Communication
1.	Development Communication : Concept, Evolution, Historical Perspective, Debates
2.	Models of Development: Capitalist Model, Neo-liberal Model, Socialist Model
3.	Alternative Models of Development
4.	Development and Marginal Communication : Women, Dalit, Tribes, Minorities LGBTs
Unit-2	Theories of Development
1.	Mass Media and Modernization
2.	Prominent theoreticians : Daniel Lerner, Everett Rogers, Wibur Schramm
3.	Media & National Development
4.	Experiences from developing countries with special emphasis on India
Unit-3	Development support communication
1.	International Development Agencies
2.	MDG's and SDGs
3.	Role of Civil Society and Government in development communication
4.	Role of Media in development
Unit-4	Participatory Approaches to Development
1.	Concept of Participatory Development Communication
2.	Knowledge generation and knowledge sharing
3.	Bottom up and dialogic communication process
4.	Participatory Communication Process, Planning, Designing, Implementation and M & E
Unit-5	Case Studies
1.	Satellite Instructional Television Experiment (SITE)
2.	Kheda Communication Project (KCP)
3.	Jhabua Development Communication Project (JDCP)

Semester – 4	
SEC Paper 02: Communicative English (3 Credits)	
Unit-1	Sentence Formation
1. Syntax - different types of sentence formation	
2. Basic sentence formation	
3. Transformation of sentences	
4. Question tags and short answer	
Unit-2	Writing skills
1. Paragraph writing	
2. Story writing	
3. Dialogue writing	
4. Preparing questions for interviews	
Unit-3	Language skills
1. Use and importance of language in media	
2. Nature and scope of media language	
3. New trends in media language	
4. Listing and using words commonly used in news and advertisements	
Unit-4	Synonyms & Antonyms
1. Synonyms of different words	
2. Antonyms of different words	
3. Study of Jargons	
4. Study of different quotations	
Unit-5	Translation
1. What is Translation?	
2. Types of translation	
3. Translating news and other media scripts	
4. Translation from Hindi	

BAMC – SEMESTER FIVE

Course	Subject	Credits
CCC Paper 11	Media Laws and Ethics	6
CCC Paper 12	Media Management	6
CCE Paper 05 CCE Paper 06	Advertising OR New Media and Online Journalism	6
SEC Paper 03	Hindi - II	3
OE Paper 1 to 12	Any one from following options- <ol style="list-style-type: none"> 1. Writing for Print Media 2. Current Affairs and Issues 3. Communication Technology 4. Communication Skills 5. Photo Journalism 6. Creative Writing 7. National Security and Media 8. Radio Production 9. Television Production 10. Culture and Communication 11. Art of Anchoring 12. Writing for Magazines 	3


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Semester – 5

CCC Paper 11: Media Laws and Ethics (6 Credits)

Unit-1 Understanding Constitution

1. Constitution and Freedom of speech and expression
2. Meaning of Defamation
3. Contempt of Court
4. Right to Information

Unit-2 Media Acts-I

1. Press and Registration of Books Act 1867
2. Working Journalists Act 1955
3. Copyright Act 1957
4. Press Council Act 1978

Unit-3 Media Acts-II


1. Cinematography Act 1952
2. Prasar Bharti Act 1990
3. Cable Television Networks (Regulations) Act 1995
4. Information Technology Act 2000

Unit-4 Laws Regulating Media

1. Criminal Procedure, IPC
2. Laws regulating FDI in Media
3. Consumer Protection Act, 1986
4. Patent Act
5. Trademark Act

Unit-5 Ethics in Media

1. Invasion of Privacy and Vulgarly
2. Advertising and Ethics
3. Issues of Ethics in media
4. Cyber laws in India


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Semester – 5

CCC Paper 12: Media Management (6 Credits)

Unit-1 Ownership and Income of Media

1. Ownership patterns in Media
2. Inflow of capital in Indian Media
3. Major heads of Income
4. Importance of Management in Media

Unit-2 Introduction to Media Houses

Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group, Prasar Bharti, Zee networks, Star India, NDTV group, Sun Network, TV18 group

Unit-3 Structure & Functions of Media

1. Structure and functioning of Radio and Television channel
2. Role of Editorial, Technical, Marketing and HR sections
3. Recruitment, Hiring and Training of staff
4. Interpersonal relations

Unit-4 Media Marketing

1. Characteristic of different Media
2. Media Marketing techniques
3. Advertisement collection and Corporate Strategies
4. Space and Time selling

Unit-5 Research in Media Management

1. Use of Research in Media Management
2. Use of Feedback in Media Management
3. Readership Management System
4. ABC, NRS, INS, RNI


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Semester – 5

CCE Paper 05: Advertising (6 Credits)

Unit-1 : Introduction to Advertising

1. Concept, definitions and process of Advertising
2. Need and scope of Advertising
3. Growth and development of advertising in India
4. Classification of Advertising

Unit-2 : Advertising Agency

1. What is an Ad Agency
2. Its role & importance
3. Structure and functions of an Ad Agency
4. Types of Ad Agencies. How Ad Agencies make Money

Unit-3 : Ad Copy

1. Copywriting : Need & Importance
2. Elements of a copy
3. Ad appeals & its types
4. Process of preparing TV & Radio Ads

Unit-4 : Media Planning

1. Concept & Process of Media Planning
2. Media Mix
3. Developing Audience, Product & Media profile
4. Television Rating Points (TRP) Methodology & Process of Rating

Unit-5 : Advertising Campaign

1. Concept, role and importance of an Ad campaign
2. Components of an Ad campaign
3. USP
4. Introduction to Outdoor Advertising


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Semester – 5

CCE Paper 06: New Media & Online Journalism (6 Credits)

Unit-1 Introduction to New Media

1. Definition and Advantages of New Media
2. Characteristics and Technologies of New Media
3. New Media as a medium of Journalism and Communication
4. Websites of major International/National/Regional Newspapers, Magazines and Channels

Unit-2 Introduction to Online Journalism

1. Definition and Characteristics of Online Journalism – Immediacy, Interactivity and Universality
2. Blogs, Blogosphere, Video Blogging
3. Websites, Pod cast
4. Features of Online Journalism – Hypertext, Multimedia

Unit-3 Online Reporting and Editing

1. Language and Style of Online Journalism, Writing for the Web
2. Tools for News gathering
3. Dos and Don'ts of Internet Reporting
4. Editing Requirements – Content, Layout, Clarity, Style and Conciseness

Unit-4 Ethics in Online Journalism

1. Ethical issues in Online Journalism
2. Obscenity and Privacy
3. Copyright and Libel
4. Cyber Laws, Introduction to IT Act 2000

Unit-5 Introduction to Web Site Designing

1. Web site Design Concepts
2. Graphic Design for the Web
3. Navigation and Site Design
4. Introduction to Web Site Publishing


 दिशांत कुमार
 (जिन अचार)

Semester – 5		
SEC	Paper 03: Hindi – II	(3 Credits)
Unit-1 उच्चारण		
1. उच्चारण एवं वर्तनी दोष		
2. गद्यांश पाठ : प्रवाह, तारतम्यता, बालाघात एवं विराम		
3. शुद्ध उच्चारण		
4. वर्तनी का अभ्यास		
Unit-2 मीडिया में भाषा		
1. मीडिया में भाषा का उपयोग एवं महत्व		
2. मीडिया की भाषा की प्रकृति एवं विशेषताएं		
3. समाचारों में उपयोग होने वाले लोकप्रिय शब्द		
4. विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द		
5.		
Unit-3 विभिन्न मीडिया की भाषा में प्रचलन एवं प्रयोग		
1. प्रिंट मीडिया की भाषा में नए प्रचलन एवं प्रयोग		
2. इलेक्ट्रानिक मीडिया की भाषा में नए प्रचलन एवं प्रयोग		
3. प्रिंट मीडिया की भाषा के विकार एवं समस्या		
4. इलेक्ट्रानिक मीडिया की भाषा के विकास एवं समस्या		
Unit-4 उपन्यास		
1. कथ्य एवं भाषा संबंधी विशेषताएँ		
2. गोदान (उपन्यास) लेखक : प्रेमचन्द		
3. गुनाहों का देवता (उपन्यास) लेखक : धर्मवीर भारती		
Unit-5 भाषा, संस्कृति एवं समाज		
1. भाषा और संस्कृति		
2. भाषा और समाज		
3. मीडिया की भाषा		
4. विभिन्न मीडिया की भाषा में अन्तर		

BAMC – SEMESTER SIX

Course	Subject	Credits
CCC Paper 13	Communication Research	6
CCC Paper 14	Public Relations	6
CCE Paper 07	Media, Society and Culture OR	6
CCE Paper 08	Global Media	
SEC Paper 04	Non-Linear Video Editing	3
OE Paper 1 to 12	Any one from following options- <ol style="list-style-type: none"> 1. Writing for Print Media 2. Current Affairs and Issues 3. Communication Technology 4. Communication Skills 5. Photo Journalism 6. Creative Writing 7. National Security and Media 8. Radio Production 9. Television Production 10. Culture and Communication 11. Art of Anchoring 12. Writing for Magazines 	3


 विभागाध्यक्ष
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Semester – 6

CCC Paper 13: Communication Research [6 Credits]

Unit-1 Concept of Research

1. Research: meaning and nature
2. Areas of communication research
3. Types of research
4. Research approaches

Unit-2 Research Design & Methodology

1. Literature Review
2. Hypotheses and research questions
3. Research design and its types
4. Data Collection sources : Primary and Secondary
5. Sampling - meaning and types

Unit-3 Tools for Data Collection


1. Questionnaire and schedule
2. Observation method
3. Interview method
4. Case Study
5. Content Analysis

Unit-4 The role of statistics and computer in Research

1. Tabulation and classification of data
2. Mean, Median, Mode
3. Data analysis and interpretation
4. Graphical presentation

Unit-5 Research Report Writing

1. Report writing
2. Writing Executive Summary
3. Preparation of Bibliography
4. Ethics in Communication Research


 दिभागाध्यक्ष
 (जन गंचार)

Semester – 6

CCC Paper 14: Public Relations (6 Credits)

Unit-1 Introduction to Public Relations

1. Definition, concept & use of PR
2. Internal & External PR
3. PR and related field like Marketing, Advertising, Propaganda and Publicity
4. Growth and development of PR with special reference to India

Unit-2 Various Forms of Public Relations

1. Corporate Communication: Similarities and Differences
2. PR set-up in Private and Public sectors
3. PR in Globalised World
4. PR in Non-profit organization

Unit-3 Tools for Public Relations


1. PR agency- Structure and Functions
2. Tools of Public Relations
3. House Journal
4. PR writing for Press release, Press Conferences, Press Brief

Unit-4 Public Relations for Development

1. Code of ethics in PR
2. Guidelines for ethical practice in PR
3. Public Relations Campaign
4. Understanding Media & Media relations

Unit-5 Public Relations Organisations

1. PIB and State Govt. DPR
2. DAVP
3. PRSI, IPRA, PRCI
4. IPRC, IFPR


 विभागाध्यक्ष
 (जन संचार)

Semester – 6

CCE Paper 07: Media, Society & Culture (6 Credits)

Unit-1 Media and Society-I

1. Relationship between Media and Society
2. Role and importance of Media in Democracy
3. Concept of Media Literacy and its significance
4. Concept of 'Mass' and characteristics of Mass Communication

Unit-4 Media and Society-II

1. Introduction to current Media Issues
2. Media Accountability
3. Media and Societal needs
4. Market-driven Media and Society

Unit-2 Media and Culture-I

1. Cultural impact of Media
2. Television and children
3. Truth and Media
4. Ideology and effects

Unit-3 Media and Culture-II

1. Diversity in media
2. Civil society and Citizen Journalism
3. Popular culture and Mass media
4. Pressure group and Dynamic of Interest

Unit-5 Public Sphere

1. Status of Women and Women issues
2. Culture of the State
3. Concept of Public Sphere
4. Public Sphere in different Media


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 (जन संचार)

Semester – 6		
CCE Paper 08: Global Media [6 Credits]		
Unit-1	Introduction to Global Media	
1.	Introduction to main International Newspapers	
2.	Major International Television Channels	
3.	BBC, CNN, NHK, IBN	
4.	Major International Radio channels: BBC, Voice of America	
Unit-2	Media Scenario	
1.	Introduction to Major Global Media Companies	
2.	Present media scenario in Asia	
3.	Special reference to SAARC countries	
4.	Concept of Media Imperialism	
Unit-3	Media Reports	
1.	New world communication order	
2.	Mac Bride Commission Report	
3.	International flow of communication	
4.	Cross culture communication – Problems among nations	
Unit-4	Media and Market Forces	
1.	Misinformation and Information war	
2.	Role of media in promoting Humanity and Peace	
3.	Market forces and Media	
4.	Transnational Media Ownership	
Unit-5	Global Technology	
1.	Global Satellite System	
2.	Global Internet Service	
3.	IPTV	
4.	UNESCO Mass Media Declaration	

Semester – 6

SEC Paper 04: Non-Linear Video Editing (3 Credits)

Unit-1 Basic Concepts

1. Editing Fundamentals
2. Non-linear editing
3. Hardware requirements
4. Introduction to Adobe Premiere

Unit-2 Editing Aesthetics

1. Concept of time and space
2. Editing news and documentary
3. Selection of relevant music
4. Editing for different formats of TV Programmes

Unit-3 Editing Basics

1. TRIM BIN, TIME LINE, PREVIEW in context of NLE layout
2. Creating a Time Line
3. Main tools of editing selection Range Select, Rolling
4. Edit, Razor, Hand Tool, Cross fade, In point, Zoom tools etc
5. Different types of digital video file, different video codec's

Unit-4 Advance Editing

1. Audio mixing
2. Dissolve Transitions and Fading patterns
3. Special Audio- Video effects
4. Titling and graphics
5. Sound editing softwares : Sound forge, Adobe audition

Unit-5 Introduction to NLE software's

1. Adobe pro
2. Avid
3. Velocity
4. Final Cut Pro (FCP)
5. Creative Cloud (CC)


 विभागाध्यक्ष
 (जन संचार)

OE Paper : 1 to 12

(Any one from following options)

1. Writing for Print Media
2. Current Affairs and Issues
3. Communication Technology
4. Communication Skills
5. Photo Journalism
6. Creative Writing
7. National Security and Media
8. Radio Production
9. Television Production
10. Culture and Communication
11. Art of Anchoring
12. Writing for Magazines


विभागाध्यक्ष
(जन संचार)

OE Paper 01 : Writing for Print Media (3 Credits)

Unit-1 Editorial Writing

1. Importance, Purpose and Style of Editorial writing
2. Tools : Reading, Library, Clippings and Research
3. Kinds of Editorial Writing : Leaders, Opinion articles, Analytical articles, Current topics

Unit-2 Writing Editorial Features

1. Structure & Types of Editorials
2. In-depth, Interpretative and Investigative articles
3. Planning of Editorial page – do's and don'ts

Unit-3 Writing columns


1. Planning and Writing columns, Interests and Specialization
2. Reviews – Books, Dramas, Films and Art exhibitions
3. Special features, Series of Articles

Unit-4 Multimedia & Multitasking

1. Planning and working for Supplements
2. Editing and rewriting Features
3. Writing for Web Editions

Unit-5 Running a Feature Agency

1. Editorial and Outsourcing
2. Expectations of Media House : Credibility, Timelines and Objectivity
3. Market for Feature Agencies and Content providers, Management & Economics of a Feature Agency


 दिवाकराष्ट्र
 (जल सचारे)

OE Paper 02 : Current Affairs & Media Issues (3 Credits)

Unit-1 : Introduction of Indian Social and Political System

1. Indian Social system
2. Indian Political system
3. Indian Election system

Unit-2 : Intro to Indian Economic & Education System

1. Indian Economic system
2. Indian Educational system
3. Landmarks of Social Economic Development in India

Unit-3 : Issues in Health, Entertainment & Sports

1. Current Issues in Health
2. Indian culture – diversity & unity
3. Current issues of Entertainment and Sports

Unit-4 : Internal & External Security

1. Current Issues of Internal security
2. Current Issues of External security
3. Media & Violence

Unit-5 : Human Rights

1. Current Issues of Women and Child Rights
2. Media and Marginalized groups
3. Human Rights issues

OE Paper 03 : Communication Technology (3 Credits)

Unit-1 : Introduction to Technologies of Mass Communication

1. Printing, Photography
2. Audiography, Videography
3. Cinematography

Unit-2 : Television Technology

1. Television Broadcasting : NTSC, PAL and SECAM
2. Conditional Access system, Pay per view system
3. Set top box, Characteristics of LED, Plasma screen HDTV, LCD

Unit-3 : Types of Radio


1. FM and AM
2. Satellite and Web Radio
3. Community Radio, Mobile Radio

Unit-4 : Media Technology

1. Direct to Home (DTH), Benefits of Fiber optics cable
2. Convergence Media
3. World Wide Web

Unit-5 : Sound Technology

1. Microphones : Techniques & Types
2. Sound Mixing Machines
3. Process of Satellite signal


 विभागाध्यक्ष
 (जन संचार)

OE Paper 04 : Communication Skills (3 Credits)

Unit-1 Introduction to Communication

1. Need for Effective Communication, Language & Communication
2. Non-verbal communication – forms, interpreting body language cues, Effective use of body language
3. Improving Writing Skills, Essentials of good Writing Styles expressions & words to be avoided

Unit-2 Listening & Reading skills

1. Listening Process & Purpose, Common barriers to listening
2. Measures to improve Listening Listening as an important skill in work place
3. Reading skills: purpose and types, techniques for Effective reading

Unit-3 Presentation Skills

1. Oral Presentation & Public Speaking Skills
2. Business presentation – Purpose, Audience, Locale, Steps in making presentation- Research and planning – structure & style
3. Technology based Communication, Writing Emails, Power Point Presentation

Unit-4 Employment Communication – Resume

1. Contents of good resume, guidelines for writing resume
2. Types of resumes
3. Cover letters – Formats and different types of Cover letter

Unit-5 Employment communication – Job Interview

1. Importance and factors involving Job Interview
2. Characteristics of Job Interview, Interview process
3. Techniques - Manners and Etiquettes, Common questions during Interview


 प्रिन्सिपल
 (जी. ए. ए.)

OE Paper 05 : Photo Journalism (3 Credits)

Unit-1 Introduction to Photography

1. Principles of Photography
2. Understanding the structure and working of a professional camera- camera view finder, lenses, aperture, iris diaphragm, shutter, light meter
3. Major Types of Camera, types of lenses

Unit-2 Technical Aspects

1. AOV and Focal lengths of various lenses
2. Depth of Field & Depth of Focus
3. Relationship between shutter speed, Aperture & Film for various genres of photography

Unit-3 Photo Composition

1. Principles of photo composition
2. Straight and converging lines diagonal & shaped compositions
3. Repetitions and rhythms secondary subjects, moving towards the centre

Unit-4 Photo Accessories

1. Photography Accessories, Tripod : Qualities & Use, Colour correction filters
2. UV, NID filter, polarizing filters etc Special effect filters
3. Flash gun : Types & Use

Unit-5 Photo Editing

1. Cropping & Editing, techniques of Photo Editing
2. Essentials of a Press photograph, qualities of a good Photo Journalist
3. Legal & Ethical aspects of Photo Journalism


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 (जन संचार)

OE Paper 06 : Creative Writing (3 Credits)

Unit-1 Short Story Writing

1. Genre- Science Fiction, Adventure, Horror, Romance
2. Theme, Plot, Character, Point of View
3. Setting, Tone, Symbolism

Unit-2 Writing Verse

1. Diction, Theme, Imagery, Figures of Speech
2. Metre , Rhythm and Sound
3. Structure and Form, Symbolism

Unit-3 Drama

1. Theme, Character
2. Plot, Form
3. Dialogue Writing

Unit-4 Transcription

1. Converting Short Stories into Screen play
2. Narrative into Poems
3. Poems into Narrative

Unit-5 Persuasive writing

1. Brochures
2. Hand outs & Posters
3. Pamphlets

OE Paper 07 : National Security & Media (3 Credits)

Unit-1 National Security

1. National security – Strategic Approach
2. Means of achieving National Security
3. Foreign Policy component of National Security, Current National Security Issues

Unit-2 National Security Challenges

1. India's Relationship with Neighbouring countries
2. India's Internal Security challenges : Terrorism, Maoism and Separatism
3. Cyber Security

Unit-3 National Security Components

1. Basics of National Security
2. The Military component of National Security
3. The Paramilitary component of National security

Unit-4 War Reporting

1. What is War Types of Wars, War Reporting / Embedded Journalism : Concept, salient features
2. Do's and don'ts of War Reporting
3. Preparation of Defense Briefs and News Articles

Unit-5 PR set up in Defense forces

1. Public Relations in maintenance of Public Order and Internal Security
2. How to brief and interact with Media, Image building
3. Highlights of major projects undertaken by defense forces for strengthening National Security


 विभागाध्यक्ष
 (जैन संचार)

OE Paper 08 : Radio Production (3 Credits)

Unit-1 : Basics of Radio

1. Radio program formats, News, Newsreel, Feature
2. Talk, Discussion, Phone in program commentary
3. Drama, Music program

Unit-2 : Studio and Microphones

1. Audio studio : Facilities and equipments
2. Working of Microphones
3. Types of Microphones

Unit-3 : Audio Recording

1. Basics of Audio recording
2. Producing Field based radio programs
3. Radio production team member

Unit-4 : Audio Editing

1. Non Linear Audio Editing
2. Types of Sound effects
3. Mixing and dubbing techniques

Unit-5 : Voice Modulation

1. Voice modulation : Pitch, Tempo, Rhythm
2. Voice culture
3. Common errors in Pronunciation


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 (जन संचार)

OE Paper 09 : Television Production

(3 Credits)

Unit-1 : TV Production Process

1. TV as a medium of Communication, Types & Programs
2. Television Production : Meaning and scope
3. Video Production Process : Pre Production, Production, Post Production

Unit-2 : Production Team

1. Production Personnel and their duties and responsibilities
2. Key persons in Technical team
3. Production team, Management team

Unit-3 : TV Script

1. Script Writing – Characteristics of a good script
2. Story Board – Types of TV script
3. Writing Voice Over

Unit-4 : Camera and Lighting

1. Components of Video Camera
2. Basic shots and their Composition
3. Lighting equipments and control

Unit-5 : Video Editing

1. Editing – concept and significance
2. Grammar and aesthetics of Editing
3. Editing equipment, introduction to Non Linear Editing


 निभापणेश्वर
 (जाने सचकार)

OE Paper 10 : Culture and Communication (3 Credits)

Unit-1 Background

1. What is Culture? Its importance
2. Difference between Culture & Tradition
3. Understanding various aspects of Indian culture & their scope

Unit-2 Intro to various Arts

1. Dance, Theatre, Music, Painting, Sculpture and Literature
2. Different forms – Classical and Folk, Indian and Western, Fusion etc
3. Origin and development of these art forms and their contemporary status

Unit-3 Cultural Reporting

1. Why a Specialized Beat? Current scenario of Cultural Reporting
2. Difference between Reporting & Criticism
3. Styles of writing for different Forms

Unit-4 Qualities of a cultural Reporter

1. Requirements and expectations from a Cultural Reporter/ Critics
2. Qualities of an ideal Critic
3. Career opportunities

Unit-5 Covering Culture for other media

1. Scope and pattern of Cultural Reporting in Radio, TV
2. Internet, Blogging, Meeting
3. Mobile usage


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OE Paper 11 : Art of Anchoring [3 Credits]

Unit-1 Qualities of a TV Anchor

1. Basic principles of Television News presentation
2. TV news anchor – Qualities, Role, Skills and Responsibilities
3. Professional ethics – Dress sense, Performance, Dealing with contingencies

Unit-2 Camera Facing Techniques

1. Studio and Camera facing techniques – over-coming fright , warm-up techniques
2. On camera movements, holding props, scripts cue cards etc
3. Tele prompter and its functioning

Unit-3 Voice analysis


1. Voice analysis – Pitch, Volume, Pronunciation and Quality
2. Broadcast Language mechanics – Pronunciation (Hindi, English & Urdu), Articulation, Diction
3. Voice modulation, Voice projection, Pitch, Tone emphasis, Speed, Breathing

Unit-4 Types of Anchoring

1. Anchoring with and without Tele prompter
2. Studio and Outdoor Anchoring
3. Difference between News and Non-news programme, Non-news show anchoring

Unit-5 Anchoring different genres

1. Documentary
2. Interview based shows
3. Interactive and Panel discussion


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 (जन संचार)

OE Paper 12 : Writing for Magazines

[3 Credits]

Unit-1 Understanding Magazine

1. Definition: Newspaper supplements and Magazines, History of Magazines
2. Types of Magazines
3. New Trends like Glossy magazines, Online & Web magazines

Unit-2 Content Management

1. Understanding the target audience and positioning of the Magazine
2. Choosing interesting subjects, imaginative selection of topics, Converting innovative ideas to articles
3. Cover story, Deciding the thrust areas, series and columns, planning special issues

Unit-3 Writing for Magazine

1. Difference between Magazine story and Newspaper reporting
2. Creative writing, Crisp language special skills for specialized areas
3. Effect of new media on writing style, Visual versus Verbal, Freelance writing, Online writing skills

Unit-4 Editing a Magazine

1. Editorial objectives, workflow
2. Content study : Balancing content, creativity in editing, evaluation of manuscripts, correction and verification, writing effective bites
3. Photos, illustrations and other graphics

Unit-5 Magazine Management

1. Structure of editorial department
2. Magazine Production – Layout and design, Master pages and Templates, Style sheet, special effects like Bleed and Trims
3. Economics – Sales and Subscription, Production cost and Pricing Distribution networks, Magazine Promotions



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 (जन संचार)

