

Choice Based Credit System

Bachelor of Arts In Journalism and Creative Writing (B.A.JCW) [Three Years]

Syllabus
2020 - 2023



Department OF Journalism

Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar
Vishwavidyalaya
Bhopal (M.P.)

www.mcu.ac.in

Bachelor of Arts in Journalism and Creative Writing

[Three Years]

Choice Based Credit System (CBCS)

1.	Eligibility for Admission	:-	10+2 in any discipline from any University
2.	No. of Seats	:-	40
3.	Admission	:-	On the basis of entrance exam
4.	Duration	:-	3 year (6 Semesters)
5.	Reservation	:-	As per Govt. rules
6.	Fee	:-	As per university rules

Programme Educational Objectives :-

The programme has been designed :

- To address the growing need for training in the field of journalism and creative writing.
- To familiarize the students with the working patterns of different media platforms.
- To provide the theoretical knowledge about different genre of fiction and nonfiction
- To improve and enhance their creative and Journalistic Writing Skills.
- To provide understanding, skills and professional knowledge in the art of writing.
- Capable to identify the structural elements of literary text and media text.
- To develop the creative ability in taking up writing as a career.
- To develop media professionals as a content creator for present media scenario.
- To identify, analyse, interpret and describe critical ideas, theme ,values that consist of literary and media text.
- To develop Journalistic approaches for different formats used in present media.
- To sensitize and inculcate attitude towards multilingual Bharat as well as world.
- To produce graduates familiar with the contemporary, literary and journalistic publishing milieu.

Programme Outcomes:

- Students will be able to translate/convert the acquired theoretical and technical knowledge into practice.
- Able to express thought and ideas through different writing formats.
- Incapacitation to apply analytical and critical thinking for writing on national and international issues.
- Ability to demonstrate acquired skills of reporting and editing in the media organization.
- Capable to promote and publish his/her own original creation (fiction and nonfiction) through own enterprise.
- Ability to recognize the correlation of expression and importance of language skills and relevant current issues on contemporary world.

Eligibility for Admission:-

Candidate applying for admission to the BA (Journalism and Creative Writing) must have Intermediate/10+2 in any discipline. Admission shall be granted through entrance test.

Terminology and Explanation in Choice Based Credit System (CBCS) of BA(JCW)

- **Core Course Compulsory (CCC)** - Core course compulsory is the one which is to be studied compulsory 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 student to learn skills which will help them in their profession.
- **Open Elective (OE)** - Open elective courses are those which student have to pursue as per their interest. They must opt open elective course from a pool of courses.

BACHELOR OF ARTS IN JOURNALISM AND CREATIVE WRITING

SEMESTER- I

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th.M	Pr.M	Int.M	Total
1BAJCW CCC 01	Development Of Journalism	06	05	01		80		20	100
1BAJCW CCC 02	Political Science (Theory)	06	05	01	-	80		20	100
1BAJCW CCC 03	हिन्दी भाषा और पत्रकारिता	06	04		02	50	30	20	100
1BAJCW AEC 01	Communicative English	03	02	01	--	40	--	10	50
1BAJCW OE 01	Public Administration, Society and Media	03	02	01	--	40	--	10	50

SEMESTER- II

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int.M	Total
2BAJCW CCC 04	Introduction to Mass Communication	06	04	02	--	80	--	20	100
2BAJCW CCC 05	Principles of Creative Writing	06	04	-	02	50	30	20	100
2BAJCW CCC 06	Fundamentals of Computer	06	04	--	02	50	30	20	100
2BAJCW AEC 02	Basic Economics	03	02	01	--	40	--	10	50
2BAJCW OE 02	International Politics	03	02	01	--	40	--	10	50

SEMESTER – III

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
3BAJCW CCC 07	News Reporting	06	04	--	02	50	30	20	100
3BAJCW CCC 08	News Editing	06	04	--	02	50	30	20	100
3BAJCW CCE 01 Or 3BAJCW CCE 02	Creative Aspects of Literary Text Or Creative Translation	06	04	--	02	50	30	20	100
3BAJCW SEC 01	Indian Constitution and Politics	03	02	01	--	40	--	10	50
3BAJCW OE 03	Writing on Social Issues	03	02	--	01	25	15	10	50

SEMESTER – IV

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
4BAJCW CCC 09	Introduction to Electronic Media	06	05	01	-	80	-	20	100
4BAJCW CCC 10	Creative Journalistic Writing	06	04	--	02	50	30	20	100
4BAJCW CCE 03 Or 4BAJCW CCE 04	New Media and Web Journalism Or Intercultural Communication	06	04	01	01	50	30	20	100
4BAJCW SEC 02	Feature Writing	03	02	--	01	25	15	10	50
4BAJCW OE 04	Entertainment, Art and Cultural Journalism	03	02	--	01	25	15	10	50

SEMESTER – V

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th.M	Pr.M	Int.M	Total
5BAJCW CCC 11	Laws and Ethical Issues in Media	06	05	01	--	80	--	20	100
5BAJCW CCC 12	Journalism Research	06	04	-	02	50	30	20	100
5BAJCW CCE 05 Or 5BAJCW CCE 06	Advance Reporting Or Advertising and Public Relations	06	04	01	01	50	30	20	100
5BAJCW SEC 03	Indian Economy- Problems and Policies	03	02	01	--	40	--	10	50
5BAJCW OE 05	Writing for Sports	03	02	--	01	25	15	10	50

SEMESTER – VI

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th.M	Pr.M	Int. M	Total
6BAJCW CCC 13	Newspaper Management	06	05	01	--	80	--	20	100
6BAJCW CCC 14	International Media	06	05	01	--	80	--	20	100
6BAJCW CCE 07	Writing Project (Feature/ Essay/ Short Stories/ Poems/ Reviews/ Novel)	06	04	--	02	50	30	20	100
6BAJCW SEC 04	Writing on Sustainable Development and Environment	03	02	01	--	40	--	10	50
6BAJCW OE 06	International Trade and the World Economy	03	02	01	--	40	--	10	50

SEMESTER-I

1BAJCW CCC 01: DEVELOPMENT OF JOURNALISM

Total Credit – 06(5+1)
Max Marks -100(80Th.+20 Int.)

Course Objective:-

1. To give students an insight in to the development of Journalism in India.
2. To describe the importance of movement and Journalism.
3. To develop an understanding of the press in independent India.
4. To make students familiar with the changing phase of Journalism and challenges.

Learning Outcomes:-

1. The student will understand the press in India.
2. Able to understand the History of Journalism in India.
3. Comprehend the concept of the press in independent India.
4. Develop critical thinking on changing phase of Journalism

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	1	1	1	-	1	1	-	1	1	2	-	2
2	3	-	2	1	1	1	-	1	2	-	2	1	2	1	2
3	3	-	2	1	1	1	-	1	1	-	1	1	2	-	2
4	2	-	1	1	1	2	-	1	1	-	2	1	1	1	2

Unit- I	World Journalism	L	T	P
1.1	Concept, Evolution and Development of Journalism	3	-	1
1.2	Evolution and Development of Printing Press (Brief History-From Medieval Period Time)	3	1	-
1.3	Comparative study of journalism of developed and developing countries (Historical Perspective)	2	-	1
1.4	Brief introduction of important world newspapers specially European and American	3	1	-
1.5	Brief introduction of Important News Channels and News Websites	3	-	-
	Total Hours	18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- II	Development of Journalism in India	L	T	P
2.1	Press, Literature and Renaissance	3	1	-
2.2	Press and First Freedom Struggle	3	-	1
2.3	Indian Language Press	3	-	-
2.4	Indian English Press	3	-	1
2.5	Press And Emergency An Overview	3		
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- III	Freedom Movement and Journalism	L	T	P
3.1	Journalism and Freedom Movement by prominent Leaders (Tilak, Gokhale, Gandhi, Bhagat Singh, Chandra Shakher Ajad, Maulana Azad, Subhash Chandra Bose, Nehru)	4	1	-
3.2	Issues, Communal Harmony, Swadeshi Movement Etc	2	1	-
3.3	Indian Language Press and English Press in the Last phase of Freedom Movement (1940-1947)	3	-	1
3.4	Missionary and Professional Journalism	2	-	-
3.5	Media as an Industry	3		1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-IV	Post Independence Journalism	L	T	P
4.1	Press and PostIndependence Challenges (Division Communal Riots, First Election, Formation of First Government, Plan Period, Land Reforms, Abolition of Zamindari Reorganization of States)	4	-	-
4.2	Changing Nature of Indian Press after Independence (Publication of New National and Regional Newspapers and Magazines)	3	-	-
4.3	Representative Newspapers and Magazines (Anand Bazar Patrika, Enadu, The Navbharat Times, Jansatta, MalyalaManorma, NaiDunia, Bhaskar, Aaj, Punjab Kesari, KaumiAwaz, Sakaal, Hindu, Times of India, Dinman, Dharmyug, Illustrated Weekly, Outlook, India Today- Brief Introduction)	4	1	-
4.4	Parallel Journalism (Dalit Journalism, Small Magazines), Missionary Journalism, Discussion in the Class on Professional and Alternative Newspapers and Magazines)	3	-	-
4.5	National Press, Regional Press, District, and Tehsil Level Press.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- V	Press and Contemporary issues	L	T	P
5.1	Modernization of Press and Press Management.	4	-	-
5.2	Present scenario and press development of Indian news Agencies (from History to Present)	3	1	1
5.3	Citizen Journalism	2	-	1
5.4	Online Journalism	2	1	-
5.5	Journalism and Challenges facing the journalist of tomorrow	3	-	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Write an essay on the development of Newspaper in India.
- Evaluate the impact of an emergency on journalists in the country.
- Power point presentation on the representative newspapers and magazine as instructed by teacher.
- PPT Presentations on history, development and working of news agencies in India.

Suggested Readings:-

- जैन प्रो. रमेश (2005): सम्पादन पृष्ठ सज्जा और मुद्रण, मंगलदीप प्रकाशन, जयपुर, भारत।
- मिश्र डॉ. कृष्ण बिहारी: हिन्दी पत्रकारिता, भारतीय ज्ञानपीठ प्रकाशन, नई दिल्ली।
- रंजन राहुल: उन्नीसवीं शताब्दी की हिन्दी पत्रकारिता में सामाजिक चेतना, भारतीय ग्रन्थ निकेतन, दरियागंज, नई दिल्ली।
- गुप्ता आशा : हिन्दी पत्रकारिता की विकास यात्रा, कनिष्का पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली।
- मुद्गल राहुल : संचार माध्यम और पत्रकारिता का संक्षिप्त इतिहास, करन पेपरबैक्स, नई दिल्ली।
- वैदिक डॉ. वैदप्रताप : हिन्दी पत्रकारित विविध आयाम – भाग-1, हिन्दी बुक सेंटर, नई दिल्ली।
- वैदिक डॉ. वैदप्रताप : हिन्दी पत्रकारित विविध आयाम – भाग-2, हिन्दी बुक सेंटर, नई दिल्ली।
- काशीनाथ गोविंदराव जोगलेकर, संवाद समिति की पत्रकारिता।
- B.S. Thakur, Binod C. Agrawalperspective On Development Communication - K. Sadanandan Nair
- Gandhi: The Master Communicator, Kusum Lata Chadda, Kanishka Publishers. Distributors New Delhi.
- The Press In India: Perspective In Development And Relevance, Ks Pandey And Rn Sahu, Kanishka Publishers, Distributors, New Delhi.
- Ahmad Shahzad: Art of modern journalism, Anmol Publication Private Limited, New Delhi – 110002
- Sharma Seema: Development Journalism, Anmol Publication Private Limited, New Delhi – 110002
- Bhanawat Prof. Sanjiv & Kothari Kalyan Singh: Centre for Mass Communication University of Rajasthan, Jaipur, UNICEF- Rajasthan

- Christopher C.: Dynamics of Journalism, Anmol Publication Private Limited, New Delhi – 110002

E-Resource:-

- https://en.wikipedia.org/wiki/Media_of_India
- <http://www.journogyan.com/2017/03/origin-and-growth-of-media->
- <https://owlcation.com/humanities/A-Short-History-of-Media>
- <http://j387mediahistory.weebly.com/media-history-timeline.html>
- <https://study.com/academy/lesson/development-of-the-mass-media-journalism-in-the-united-states-history-timeline.html>

1BAJCW CCC 02: POLITICAL SCIENCE (THEORY)

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int.)

Course Objective:-

1. To develop and understanding the basic concepts and approaches in political science.
2. To enable the students to understand the basic principles of political science theories.
3. To enable the students to understand the evolution and diverse areas of western political thought.
4. To provide the knowledge about the political changes and happenings occur in the country.

Learning Outcomes:-

1. A student will be able to summarize and evaluate scholarly arguments in reference of different political ideologies.
2. Student will be capable to link and apply political science knowledge and skills to actual problem solving and community service.
3. Understand and apply the related issues of political thoughts.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	-	1	-	-	1	1	1	1	2	2	2	3
2	2	-	2	-	1	-	-	1	1	1	1	2	2	2	2
3	2	-	2	1	1	-	-	2	1	1	1	2	2	1	2
4	2	-	1	1	1	-	-	2	1	1	2	2	2	1	2

Unit- I	Political Concepts	L	T	P
1.1	Political Theory- Its Nature and Significance	3	-	-
1.2	Concept of Equality, Justice & Liberty : Views of Hobbes, Locke, Rousseau and Montesquieu	4	1	-
1.3	Feudalism, Imperialism and Colonialism	2	-	1
1.4	The Concept of Sovereignty and Emerging Challenges	3	-	-
1.5	Pressure Groups	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- II	Democracy	L	T	P
2.1	Awakening & Protest Against Feudalism	3	-	1
2.2	Rise of Democracy, (American & French Revolution)	2	1	-
2.3	Birth of Nation States, Revolution of Germany	3	-	1
2.4	Indian Federalism, Secularism Versus Majoritarianism	2	1	-
2.5	Rise and Evolution of India Constitution	3	1	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- III	Political Ideologies	L	T	P
3.1	Views of Karl Marx & Lenin on Materialistic Interpretation of History, Class Struggle, Economics determinism and Communist Revolution	4	-	-
3.2	The thought of Socialism.	2	1	-
3.3	The Impact of Globalization, Liberalization, Privatization.	3	-	-
3.4	Globalization, Democracy and Capital Market.	3	1	-
3.5	The International Political & Economic Order	3	-	1
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- IV	Political Transformations	L	T	P
4.1	Political & Economic Problems of Developing Countries	2	1	-
4.2	The Process of Institution Building in India	2	-	1
4.3	Post Cold War Transformation of Communism & Capitalism (Collapse of Soviet Union)	3	1	-
4.4	The Emerging of New World Order in the 21st Century (Post Soviet Union Collapse)	3	1	-
4.5	Exploring The Governance And Politics Of Transformations Towards Sustainability	3	-	1
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- V	Political Thoughts	L	T	P
5.1	Political Thought of Gandhi [Satya, Ahinsa, Asteya (Non-stealing) Aparigraha, Swadeshi, Satyagraha, Civil Disobedience, Gandhi's Relevance : Today & Tomorrow	3	1	-
5.2	Political Philosophy of Pandit Deendayal Upadhyaya (Integral Humanism)	2	-	1
5.3	The Thought of Sarvodaya- Re-structure of society- Vinoba Bhave,	3	-	-
5.4	Media : Politics, Governance and Society (Print & Electronic and Web Discussion & Analysis of Coverage)	3	1	-
5.5	Democracy and Information Society	3	-	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Critically analyses the different ideologies in reference of India.
- Reveal your thoughts with PPT presentations on different political ideologies.
- Any other assignments given by the concerned faculty.
- Write a comprehensive note on the ideology of Gandhi and Deendayal Upadhyaya.

Suggested Readings:-

- जैन डॉ. पुखराज : राजनीतिक विज्ञान, साहित्य भवन पब्लिकेशन्स, आगरा।
- फड़िया डॉ. बी.एल.: भारतीय राजनीतिक चिंतन, साहित्य भवन पब्लिकेशन्स, आगरा।
- फड़िया डॉ. बी.एल. एवं जैन डॉ. पुखराज: भारतीय शासन एवं राजनीति चिंतन, साहित्य भवन पब्लिकेशन्स, आगरा।
- दीक्षित जे.एन. (2008): भारतीय विदेश नीति, प्रभात प्रकाशन, नई दिल्ली।
- Rob Jenkins, - Politics And The Right To Work.
- Sekhar Bandyopadhyay--Decolonisation And The Politics Of Transition In South Asia
- Muchkkund Dubey--India'foreign Policy
- Anh Narain Roy, Development Decentralisation And Democracy
- Sudha Pai--Indian Parliament
- Tilottama Mukherjee--Political Culture And Economy In Eighteenth-Century Bengal
- Gauba, O.2011: Western Political thought: Macmillan Publisher India Private Limited. Chennai.
- Berger, Mark T.(2008): Political Science From Nation-Building to state Building. U.S.A and Canda Routledge
- Kapur, A.C. (1997): Principal of political Science, S.Chand Publishing, New Delhi
- Burgess, J.W.: The foundation of Political Science. Transaction Publishers. New Brunswick

E-Resource:-

- en.wikipedia.org
- polsci.umass.edu
- www.oxfordhandbooks.com
- www.polisci.washington.edu
- politicalscience.gsu.edu
- politicalscience.ceu.edu

1BAJCW CCC 03: हिन्दी भाषा और पत्रकारिता

Total Credit – 06(4+2)
Max Marks -100 (50Th. 30Pr. +20Int.)

पाठ्यक्रम के उद्देश्य :-

1. हिन्दी भाषा और हिन्दी पत्रकारिता की गहरी जानकारी प्राप्त कर पाएंगे।
2. हिन्दी भाषा के रूप और संरचना को समझ पाएंगे।
3. आधुनिक हिन्दी की अवधारणात्मक समझ विकसित कर पाएंगे।
4. हिन्दी भाषा में प्रमुख पत्रकारों से परिचित होंगे।

अधिगम परिणाम :-

1. हिन्दी भाषा की विभिन्न बोलियों को समझ पाएंगे।
2. हिन्दी पत्रकारिता में आधुनिक हिन्दी का प्रयोग कर पाएंगे।
3. हिन्दी पत्रिकाएं और हिन्दी पत्रकार पर अपनी दृष्टि विकसित कर पाएंगे।
4. विद्यार्थी हिन्दी की विभिन्न शैलियों को समझ पाएंगे।

CO-PO MAPPING:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	1	1	1	-	-	1	1	1	1	-	-	2	3
2	3	2	2	1	1	1	1	1	2	1	2	1	2	1	3
3	3	-	-	1	2	1	-	1	1	1	1	-	1	1	2
4	2	-	-	-	-	-	-	-	-	1	1	1	2	-	2

Unit- I	fgllnh dh l j puk	L	T	P
1.1	हिन्दी भाषा का विकास	2	1	1
1.2	हिन्दी भाषी क्षेत्र की बोलियां	2	1	1
1.3	हिन्दी भाषा और उसका शब्द समूह	2	-	1
1.4	हिन्दी भाषा के व्याकरण की संरचना	2	-	1
1.5	हिन्दी की परिभाषिकी (प्रशासनिक, वाणिज्यिक, वैज्ञानिक, सामाजिक, खेलकूद, कला और सूचना प्रौद्योगिकी)	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Assignment				

Unit- II	fgllnh ds : i	L	T	P
2.1	खुसरो और उनकी हिन्दी	2	1	-
2.2	भक्ति आंदोलन के कवियों की हिन्दी (कबीर, जायसी, सूर, तुलसी, रसखान, मीरा के संदर्भ में)	3	-	1
2.3	रीतिकालीन कवियों की हिन्दी (बिहारी, केशव, धनान)	3	1	1
2.4	फोर्ट विलियम कॉलेज की भूमिका	2	-	-
2.5	अंग्रेजों द्वारा हिन्दी भाषा के विकास में योगदान।	3	-	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Assignment				

Unit- III	vk/kfud fgllnh	L	T	P
3.1	भारतेन्दु युगीन हिन्दी	2	-	1
3.2	द्विवेदी युगीन हिन्दी,	2	-	1
3.3	राजभाषा के रूप में हिन्दी	2	2	-
3.4	हिन्दी पर अंग्रेजी का प्रभाव	2	1	-
3.5	राष्ट्रभाषा के रूप में हिन्दी	3	-	2
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Assignment				

Unit- IV	fgllnh i =dkfjrk ds vk/kkj LrEHk	L	T	P
4.1	नवजागरण का अर्थ और उसकी विचारधारा	2	1	1
4.2	हिन्दी पत्रकारिता आरंभिक गद्य (उदंत मार्तण्ड, भारत मित्र)	2	1	-
4.3	सरस्वती का प्रकाशन	2	1	-
4.4	हिन्दी गद्य का परिष्कार	2	-	1
4.5	प्रताप नारायण मिश्र, बालकृष्ण भट्ट	3	1	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Assignment				

Unit- V	fgllnh ds i æ[k i =dkj	L	T	P
5.1	स्वतंत्रता संग्राम के दौरान पत्रकारिता की भाषा का स्वरूप	2	-	1
5.2	प्रमुख पत्रकार-पं युगल किशोर शुक्ल, राजाराम मोहन राय, भारतेंदु हरिश्चंद्र, बाबूराव विष्णु पराडकर	3	-	-
5.3	महावीर प्रसाद द्विवेदी, माखनलाल चतुर्वेदी, शिवपूजन सहाय, माधवराव सप्रे गणेश शंकर विद्यार्थी,	4	-	-
5.4	पत्रिकाओं की भाषा- धर्मयुग, रविवार, दिनमान, हंस	3	-	-
5.5	हिन्दी भाषा की प्रमुख ऑनलाइन पत्रिकाएं	3	1	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Assignment				

Practical/Projects/Assignments:-

- हिन्दी के प्रमुख पत्रकारों की भाषा की विशेषताओं का अध्ययन कर रिपोर्ट प्रस्तुतिकरण।
- महान कवियों की भाषा का विश्लेषणात्मक प्रस्तुतिकरण
- हिन्दी की पारिभाषिक शब्दावली की सूची का प्रस्तुतिकरण- प्रशासनिक, वाणिज्यिक, वैज्ञानिक, खेल-कूद, सूचना एवं प्रौद्योगिकी पर केंद्रित
- मिशनरी पत्रकारिता की विस्तृत रिपोर्ट तैयार करना।

Suggested Readings:-

- मीणा, डॉ. रामलखन : प्रयोजनमूलक हिन्दी-सृजन और समीक्षा, कल्पना प्रकाशन, दिल्ली
- भाटिया डॉ. कैलाश चंद्र : अनुवाद प्रक्रिया और स्वरूप, तक्षशिला प्रकाशन, नईदिल्ली
- जैन वृषभ प्रसाद, अनुवाद और मशीनी अनुवाद, सारांश प्रकाशन प्रा.लि. नईदिल्ली
- चंद्र रमेश : राष्ट्रभाषा हिन्दी और तकनीकी अनुवाद, कल्याणी शिक्षा परिषद, नईदिल्ली
- मिश्र डॉ. कृष्ण बिहारी: हिन्दी पत्रकारिता, भारतीय ज्ञानपीठ प्रकाशन, नई दिल्ली

- रंजन राहुल: उन्नीसवीं शताब्दी की हिन्दी पत्रकारिता में सामाजिक चेतना, भारतीय ग्रन्थ निकेतन, दरियागंज, नई दिल्ली
- वैदिक डॉ. वैदप्रताप : हिन्दी पत्रकारित विविध आयाम - भाग-1, हिन्दी बुक सेंटर, नई दिल्ली
- वैदिक डॉ. वैदप्रताप : हिन्दी पत्रकारित विविध आयाम - भाग-2, हिन्दी बुक सेंटर, नई दिल्ली
- डॉ. भारती प्रेम, समग्र हिन्दी व्याकरण, संदर्भ प्रकाशन, भोपाल

E-Resource:-

- www.indianfaculty.com
- shodhganga.inflibnet.ac.in
- michellemathiasp.blogspot.com
- www.newslaundry.com
- www.amazon.in
- thebookreviewindia.org

1BAJCW AEC 01: COMMUNICATIVE ENGLISH

Total Credit – 03(2+1)
Max Marks-50(40Th. +10Int.)

Course Objectives

1. To give students an insight into the Grammar & usage.
2. To develop Communicative Competence in students.
3. To develop an understanding about Translation.
4. To impart knowledge, idea and concept in the technicalities of proper writing structure, appropriate use and style of the English language as well as application area of English communication.
5. To develop Vocabulary skills in the students.

Learning Outcomes

1. Differentiate between acceptable and unacceptable sentences in English.
2. Apply and use Translation as per context.
3. Students will be able to understand Media Language.
4. Enhancement in understanding about various Writing Skills.
5. Apply and use various kinds of Jargons.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	1	1	1	-	-	1	1	1	1	-	-	2	3
2	3	2	2	1	1	1	1	1	2	1	2	1	2	1	3
3	3	-	-	1	2	1	-	1	1	1	1	-	1	1	2
4	2	-	-	-	-	-	-	-	-	1	1	1	2	-	2
5	2	-	1	1	1	2	-	1	1	-	2	1	1	1	2

Unit-1	Grammar and Usage	L	T	P
1.1	Syntax-different types of Sentence Formation	1	-	-
1.2	Part of Speech	1	-	1
1.3	Tenses	1	-	1
1.4	Subject – Verb Agreement (concord)	1	-	1
1.5	Question tags and Short answer	1	-	1
Total Hours		09		
Teaching Method: Lectures, Practical, Exercises				

Unit-II	Writing skills	L	T	P
2.1	Paragraph writing	1	-	-
2.2	Story writing	1	-	1
2.3	Dialogue writing	1	-	1
2.4	Travel writing	1	-	1
2.5	Review writing	1	-	1
Total Hours		09		
Teaching Method: Lectures, Practical, Exercises				

Unit-III	Nature of Media Language	L	T	P
3.1	Use and importance of Language in Media	1	-	-
3.2	Nature and scope of Media Language	1	-	1
3.3	New trends in Media Language	1	-	1
3.4	Sports & Business words	1	-	1
3.5	Advertisement, Political news words	1	-	1
Total Hours		09		
Teaching Method: Lectures, Practical, Exercises, Expert Lecture				

Unit-IV	Synonyms & Antonyms	L	T	P
4.1	Synonyms of different Words	1	-	-
4.2	Antonyms of different Words	1	-	1
4.3	Study of Jargon / Register	1	-	1
4.4	One word Substitution	1	-	1
4.5	Study of different Quotations	1	-	1
Total Hours		09		
Teaching Method: Lectures, Practical, Exercises, Expert Lecture				

Unit-V	Translation	L	T	P
5.1	Translation, Types, Process	1	-	-
5.2	Importance of Translation	1	-	1
5.3	Translation news and other Media Scripts	1	-	1
5.4	Glossary of Administrative Terms	1	-	1
5.5	English- Hindi Translation (vice-versa)	1	-	1
Total Hours		09		
Teaching Method: Lectures, Practical, Exercises, Expert Lecture				

Practical/Project/Assignments:

- Study of Spelling Rules.
- Introduce yourself and present prominent features of your city.
- Translation Exercises.
- Reading For Comprehension.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Practical English Usage –Michael Swan-Oup.
- Word Power Made Easy –N.Lewis –Penguin Publishers .
- Writing With A Purpose,C.Tickoo, j sasikumar,OUP.
- English language teaching, Geeta Nagraj- orient black swan.
- living English structure (5th edition) W.S Allen – person publication

E- Resources :

- www.talkenglish.com

1BAJCW OE 01: PUBLIC ADMINISTRATION, SOCIETY AND MEDIA

Total Credit – 03(2+1)
Max Marks-50(40Th.+10Int.)

Course Objective:-

1. To familiarize the students with the concepts and knowledge in the field of public administration.
2. To provide understanding the core theories, perspectives concepts and approaches to the study of public administration and govt.
3. Develop an insight about the interrelationship of media and administration as a pillar of democracy..

Learning Outcomes:-

1. Capable to apply the core theories, concepts and approaches in various subfield of public administration.
2. Students will be able to evaluate various administrative systems and mode of governance in specific policy context and programme.
3. Appropriately apply the knowledge to write relevant and current issues related to misuse of administrative powers and negligence of public interest in the administration.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	1	-	-	-	-	1	-	1	1	2	-	2
2	3	2	2	2	-	-	1	-	2	-	2	1	2	-	2
3	3	2	2	1	-	-	1	-	2	-	2	1	1	-	2

Unit-I	Concept of Administration	L	T	P
1.1	Public Administration-Concept and Importance.	2	1	-
1.2	Principles of its Organization.	2	1	1
1.3	Administration in Historical Perspective (Brief Introduction).	2	1	1
1.4	Experiences of Colonial Administration.	2	-	1
1.5	District Administration, Local Self Government.	2	1	1
	Total Hours	18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- II	Composition of Administration	L	T	P
2.1	Personnel Administration (HR). Recruitment, (II) Promotion, (III) Training.	3	1	-
2.2	Executive Legislative and Judicial Control over Administration.	3	1	1
2.3	Administration Reforming and their Impacts.	2	1	-
2.4	Political Rights grievance redressed mechanism.	2	1	-
2.5	Civil service normality, civil service activism.	2	-	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- III	Areas of Administration	L	T	P
3.1	Forms and areas of Administration.	2	1	-
3.2	Public Administration and its Character in India.	3	1	-
3.3	Public Undertaking Administration.	3	-	-
3.4	Administrative Tribunals, Intelligence Administration, Law & Order Administration.	4	1	-
3.5	Defense Administration etc.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-IV	Administration and Society	L	T	P
4.1	Administration of Various Levels Central State, District, Jila Sarkar, Panchyati Raj, and Gram Sarkar.	5	1	-
4.2	Lokpal & Lokayukta	2	1	-
4.3	Public Sector in modern India	2	1	-
4.4	Forms of Public sector undertakings.	3	-	-
4.5	Problems of autonomy	2	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

UNIT- V	Administration and Media	L	T	P
5.1	Press, Society, and Administration.	2	1	-
5.2	The media understands Administration, Coverage, and Relation.	4	1	-
5.3	Administration and Freedom of Press.	3	1	-
5.4	Mass Media, Dialogue, and the State.	2	1	-
5.5	Media: Impact of liberalization and Privatization	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Write a report on the functioning of the district administration.
- Examine two basic public administration text books, looking carefully at how they are organized and their choice of topic. Write a critical essay about what this shows about the field of public administrative.
- Compare/Contrast two-four articles of any newspapers related to public administration.
- Write an analytical essay on lokayukta and Lokpal.

Suggested Readings:

- Basu, Rumki: Public Administration In The 21st Century: A Global South Perspective New York And London: Routledge, 2019.
- Bevir, Mark. Governance: A Very Short Introduction Up. 2012.
- S.Jaipal Reddy--Ten Ideologies.
- Harsh V. Pant--Afghanistan's Regional Dilemmas.
- Aneek Chatterjee-- Neighbours, Major Powers, And Indian Foreign Policy.
- Bidyut Chakrabarty--Public Administration.
- Arora, Ramesh K.-Comparative Public Administration: An ecological Perspective, New Delhi, Associated Publishing house. 1979
- Henry, Nicholas: Public Administration Affairs, Delhi, Prentice. Hall of India. 1999.
- लक्ष्मीकान्त एम. : लोकप्रशासन, एमसी ग्राहिल एजुकेशन, न्यूयॉर्क, अमेरिका
- फड़िया डॉ. बीएल एवं फड़िया डॉ. कुलदीप : लोकप्रशासन, साहित्य भवन प्रकाशन, नयी दिल्ली
- पाण्डेय तेजस्कर एवं पाण्डेय बालेश्वर : समाज कल्याण प्रशासन, रावत प्रकाशन, नयी दिल्ली
- आहूजा राम : सामाजिक समस्यायें, रावत प्रकाशन, नयी दिल्ली

E-Resource:-

- rccmindore.com
- educationjournal.in
- en.wikipedia.org
- www.researchgate.net
- journals.sagepub.com
- facebook.com
- patimes.org

SEMESTER-II

2BAJCW CCC 04: INTRODUCTION TO MASS COMMUNICATION

TotalCredit-06(4+2)
MaxMarks-100(80Th. + 20Int.)

Course Objective:-

1. To understand the concept of communication practice and relevance.
2. To develop critical understanding about Mass communication process.
3. To introduce students to theories of Mass Communication.
4. To develop an insight on press theories and media scenarios.
5. To define the nature, role, and function of New information Technology.

Learning Outcomes:-

1. Student will be capable to analyze and evaluate the process of communication and Mass Communication.
2. The student will become able to comprehend press theories in context of various countries.
3. Able to develop and demonstrate critical thinking in New information technology and communication

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	1	1	1	1	1	-	1	1	1	1	1	2	-	2
2	3	1	1	1	1	1	-	1	2	1	2	1	2	-	2
3	3	1	1	1	1	1	-	1	1	1	1	1	2	-	2
4	2	1	1	1	1	2	-	1	1	1	2	1	1	-	2
5	2	1	1	2	2	1	2	1	2	1	2	2	2	-	2

Unit-I	Communication	L	T	P
1.1	Concept, Definition and Significance of Communication	3	-	-
1.2	Types-Intra-Personal, Inter-Personal, Group, Mass Communication	3	-	1
1.3	The medium of Communication- Oral, Written, Verbal, Non-Verbal.	2	-	1
1.4	The Process and Elements of Communication, Attributes of Effective Communication	3	1	-
1.5	Models of Communication-Lasswell formula, Shannon and Weaver, Osgood, Wilbur Schramm, Garbner, Gate-Keeping Model- Westley and MacLean	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-II	Mass Communication	L	T	P
2.1	Mass Media- Newspaper, Magazine & Television, Radio: Characteristics, Advantages and Limitations	4	1	-
2.2	Roles and Functions of Mass Communication	2	-	-
2.3	Public Communication and Public Speech- Understanding the audience, Planning and Preparation of Public Speech, Presentation of Public Speech	4	1	-
2.4	Listening-Concept of Listening, Active Listening, Obstacles to Effective Listening	3	1	-
2.5	Public Opinion and Public Sphere	2	-	-
		Total Hours	18	
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-III	Theories Of Mass Communication	L	T	P
3.1	Marshal McLuhan, Approach: “Medium is the Message”, Raymond William’s Approach	4	1	-
3.2	Media System Dependency Theory, Personal Influence Theories	2	1	-
3.3	Characteristics of Mass and Mass Society	2	1	-
3.4	Sociological Theories: Agenda Setting, Uses and Gratification Theory, Cultivation theory	4	1	-
3.5	An Introduction to Indian Perspective of Communication	1	1	-
		Total Hours	18	
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-IV	Press Theories & Media Scenario	L	T	P
4.1	Normative Theories of Media	3	-	-
4.2	Media Control, Public Control, Market Control	2	1	-
4.3	Traditional Media and Traditional Culture, Popular culture	2	1	-
4.4	Audience: Concept and Characteristics; Audience as Public, as Market; Media Effects and Audience; Media Content and Audience.	3	1	-
4.5	Audience Types: Rural, Urban, Local, Regional National, International/Global; Gender Classification; Audience Structure and Formation.	3	1	1
		Total Hours	18	
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-V	New Information Technology and Communication	L	T	P
5.1	Meaning and Role of Information Technology in Communication	2	1	1
5.2	ICT and good Governance, Community Radio	2	1	1
5.3	Latest Trends in Information Technology, Role of ICT in Rural Development	2	1	-
5.4	Internet, Video Conferencing, E-Mail, Convergence Technology.	2	1	1
5.5	Future of Communication with Changing Information Technology	2	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Identify 5-10 cultural symbols in verbal and non-verbal communication and brief about their meaning.
- Give the PPT Presentation on the strengths and limitations of different mass media.
- Write an essay on role of information technology in communication.
- Any other assignment given by the concerned faculty.

Suggested Readings:-

- Keval J. Kumar Mass Communication In India. Mumbai, India: Jaico Publishing House (NewEd.)
- Communication--Larry L. Barker & Deborah Gaut.
- Media, Communication, Culture --James Gull.
- Communication & Society -- Kamlesh Mahajan.
- Macquill, Denis (2010). Macquail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Werner, Severin J.And Tankard W. James. Communication Theories. Origin, Methods, Uses. London: Longman
- Wilbur Schramm (1973). Men, Message, and Media. New York, U.S.A: Harper & Row.
- केवल जे .कुमार : भारत में संचार ,जयको पब्लिशिंग हाउस ,मुंबई
- प्रसाद डॉ .गोविन्द एवं पाण्डेय अनुपम : समाचार एवं जनसंचार ,डिस्कवरी प्रकाशन हाउस प्रा .लि .नयीदिल्ली
- भारद्वाज नन्द : संस्कृति ,जनसंचार और बाज़ार ,सामयिक प्रकाशन ,नईदिल्ली
- सिंह डॉ .श्रीकांत : सम्प्रेषण ,प्रतिरूप एवं सिद्धांत ,भारती प्रकाशक एवं वितरक ,फैजाबाद ,उत्तरप्रदेश

E-Resource:-

- lumenlearning.com
- www.scribd.com
- study.com
- www.mot3ath.com
- www.mheducation.com
- www.nu.edu
- open.umn.edu
- en.wikibook.org

2BAJCW CCC 05: PRINCIPLES OF CREATIVE WRITING

Total Credit – 06(4+2)
Max Marks -100, (50Th. +30Pr.+20Int.)

Course Objective:-

1. To acquaint students with the essentials of creative writing.
2. To make students understand the difference between fiction and non-fiction writing.
3. To introduce students to different genres.
4. To provide students with knowledge on the role of content in creative writing.
5. To describe the importance of 'Regulation of Expression' in Creative Writing.

Learning Outcomes:-

1. The student will understand the concept of creative writing.
2. Develop critical thinking about prose and poetry.
3. Comprehend the concept of genres.
4. Capacity to develop an idea about the basics of opening, climax, and literary ending in creative writing.
5. Evaluate and build their perspective on an authorial voice.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	1	1	1	-	-	1	-	1	2	2	-	3
2	3	2	2	1	1	1	-	-	2	-	1	2	2	-	3
3	3	2	2	1	1	1	-	-	1	-	1	2	2	-	3
4	2	2	2	1	1	1	-	1	1	-	1	2	2	-	3
5	2	2	2	2	1	1	-	1	2	-	1	2	2	-	3

Unit-I	The General Theory of Writing	L	T	P
1.1	Creative writing : meaning, area and importance	3	-	1
1.2	Creative process : various principle	3	-	1
1.3	Self conflict of author, views of mukthibodh	3	-	1
1.4	Expend of central theme, feeling and language structura	2	-	1
1.5	Writing and authored personality, a theory of depersonalization	2	-	1
	Total hours	18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-II	Regulation of Expression	L	T	P
2.1	Aim of writing, causes, writers views, Reader	3	-	1
2.2	Creative consequence of aim, selection of subject and mode	3	-	1
2.3	Language - style, crafts	3	-	1
2.4	Reliability, honesty and clarity	2	-	1
2.5	Approach of writer	2	-	1
	Total Hours	18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-III	Content of Writing	L	T	P
3.1	Determining of subject, meaning, various problems	2	-	1
3.2	Determining of subject, various problem, purpose, hypothesis	2	-	1
3.3	Writing, Beginning - creative importance, holding	3	-	1
3.4	Writing, development - dialogue, theme, essay, poetry	2	-	2
3.5	Writing: end, importance, sense of the system and end various form of end	2	-	2
	Total Hours	18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-IV	Introduction of Genre	L	T	P
4.1	Prose, Story writing, novel writing	2	-	2
4.2	Drama, folk theater, Performing arts	2	-	2
4.3	Essay, basic element	2	-	2
4.4	Biography, basic feature	2	-	1
4.5	Poetry - Area, kind, Nai Kavita	2	-	1
	Total Hours	18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-V	Determining the Form	L	T	P
5.1	Form and content	2	-	1
5.2	Subject and content	2	-	1
5.3	Writers views, form and aesthetics	3	-	2
5.4	Language, image and symbol	2	-	1
5.5	Word thinking, creative language, language and time	2	-	2
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Write two short stories.
- Write a drama script.
- To write an essay on a favorite subject.
- Any other assignment given by the concerned faculty.

Suggested Readings:-

- Gandhi: The Master Communicator, Kusum Lata Chadda, Kanishka Publishers, Distributors, New Delhi.
- The Press In India: Perspective In Development And Relevance, Ks Pandey And R. N. Sahu, Kanishka Publishers, Distributors, New Delhi.
- Kumar Mukesh (2015), Television Ki Kahani, Rajkamal, New Delhi.
- गुप्ता डॉ .यूसी : मीडिया लेखन ,अर्जुन पब्लिशिंग हाउस नईदिल्ली
- सिंह डॉ .दीपांकर : आधुनिक मीडिया लेखन ,मोहित पब्लिकेशन ,नईदिल्ली
- अरोड़ा डॉ .हरीश एवं सिंह डॉ .अनिल कुमार : सृजनात्मक लेखन ,तरुण प्रकाशन ,नईदिल्ली
- बाला सुस्मिता : जनमाध्यमों की लेखन विधाएं : कनिष्क पब्लिशर्स एंड डिस्ट्रीब्यूटर्स ,नईदिल्ली
- गोठी ऋतु : मीडिया लेखन ,लक्ष्य पब्लिकेशन ,नईदिल्ली

E-Resource:-

- http://en.wikipedia.org/wiki/Media_of_India.
- <https://www.journogy.com/2017/03/origin-and-growth-of-media->
- <http://owlcation.com/humanities/A-short-History-of-Media>.
- <http://j387mediahistory.weebly.com/media-history-timeline.html>.
- www.eurasiarivista.com
- gathercontent.com
- writerswite.co.za

2BAJCW CCC 06: FUNDAMENTALS OF COMPUTER

Total Credit – 06(4+2)
Max Marks-100(50Th.+30Pr.+20Int.)

Course Objective:-

1. To instruct the students with the basics of computers.
2. To acquire practical knowledge of designing page layout for print media.
3. To provide extensive hands-on training in the latest digital Audio, Video, and multimedia technologies.
4. To understand the application of technical knowledge.

Learning Outcomes:-

1. Students will be acquiring ricotta; experience pm designing of the page layout.
2. students will be able to understand the techniques of image editing.
3. Students will be able to use audio & video editing tools.
4. Students will be able to understand how to apply the technical knowledge.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	1	1	-	-	1	1	3	2	-	2	-	2
2	3	-	1	1	1	-	-	1	1	3	2	1	2	1	2
3	3	1	1	1	1	-	-	1	1	3	2	1	2	-	2
4	2	-	1	1	1	-	-	1	1	3	2	-	1	1	2

Unit-I	Fundamentals of Computer	L	T	P
1.1	Definition of Basic Computers Components, Input/output devices, Hardware and Software	3	-	1
1.2	Introduction to Operating System, Necessity and Use, Functions and features of Operating System.	3	-	1
1.3	Introduction to Windows, Desktop, Accessories, Control Panel, Files & Features of Operating System.	3	-	1
1.4	Management Information System – Need, Purpose, and Objective of MIS.	3	-	-
1.5	Information Technology – Definition, Telecommunication and Networks, Network Topologies.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-II	Office Automation Tools- MS Word:	L	T	P
2.1	Introduction to ms Office Suit & Introduction to Word Processing Features of MS Word – Spell Check, Thesaurus, Find & Replace: Headers & Footers.	3	-	1
2.2	Insert option in a page – Object & Shapes, Hyperlink, Header Footer, Page Numbers.	3	-	1
2.3	Using Mathematical Symbols & Special Characters.	2	-	1
2.4	Creation & Working with Tables, Table Properties.	3	-	1
2.5	Document Editing – Text Formatting & Page Layout Setting, Mail Merge	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-III	Office Automation Tools- MS Excel	L	T	P
3.1	Introduction to MS Excel, Workbook & Worksheets.	3	-	1
3.2	Working with Columns & rows; Column Setting, Sorting, Borders & Shading.	3	-	1
3.3	Use of Formulas, Calculations & Functions, Cell Formatting.	3	-	-
3.4	Chart Creation, Chart types, and Manipulation.	3	-	1
3.5	Borders& Shading, Selection, and Printing	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-IV	Office Automation Tools- MS Power Point:	L	T	P
4.1	Introduction & Working with MS PowerPoint.	2	-	1
4.2	Creating a Presentation. Selection & Working with slides, Design & Backgrounds	2	-	1
4.3	Insert option – Text Box, Multimedia Objects, Shapes, Pictures, Sound, Movie, etc.	4	-	1
4.4	Using and Setting of Transition and Custom Animations.	3	-	1
4.5	Preparing and Delivering of Presentations, Qualities of a Good Presentation.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-V	Introduction to Internet	L	T	P
5.1	Brief History and Services of Internet	3	-	1
5.2	Role of Internet in Communication, Virtual Reality and Augmented Reality	3	-	1
5.3	Internet Protocol (FTP, HTTP, TCP/IP)	2	-	1
5.4	Websites, Search Engine Services, Online Newspapers/Magazines	3	-	1
5.5	Advantages and Threats of Internet Communication	3	-	-1
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Creating and modifying Files and Folders.
- Searching & Creating Shortcuts on Desktop.
- Hindi & English Typing Practice.
- Text Formatting in MS Excel.
- Use of Functions & Charts in MS Excel.
- Creating & Presenting Presentation in MS Power point.

Suggested Readings:-

- Learning To Use The Internet. Ernest Ackermann, Bpb Publications.
- Elements Of Computer Science, Satish Ramaswami, Rajesh Ramaswami, Ashish Publishing Homes.
- Computing System Hardware, M. Wells, Cambridge University.
- Page Maker, Vishnu Priya Singh, Meenakshi Singh, Asian Publishers.
- बोर्ड बीपीबी एडिटोरियल : बीपीबी ऑफिस 2000 कोर्स ,बीपीबी पब्लिकेशन नईदिल्ली
- सिंह विष्णु प्रिया एवं सिंह मीनाक्षी : माइक्रोसॉफ्ट विन्डोज ,2000 एशियन पब्लिशर्स ,नईदिल्ली
- पाण्डेय प्रो .भगवान देव एवं पाण्डेय डॉ .योगेश कुमार : कंप्यूटर और मीडिया ,सत्यम पब्लिशिंग हाउस ,नईदिल्ली

E-Resource:-

- <https://helpx.adobe.com/in/photoshop/how-to/photo-editor.html>.
- <https://www.adobe.com/in/products/premiere-elements/html>.

2BAJCW AEC02: BASIC ECONOMICS

Total Credit – 03(2+1)
Max Marks -50 (40Th+10Int.)

Course Objective:-

1. To define the nature, role and function of the Indian Economy.
2. To describe the background of the Macro Economics.
3. To distinguish between public and private sector.
4. To explain why RBI is considered central Bank.

Learning Outcomes:-

1. Will enhance their skills in financial Market.
2. The student will understand the concept of Indian economy.
3. Will be able to apply their knowledge in assessment of Economic Planning.
4. Will be capable to analyze foreign Trade and foreign capital.
5. Will develop a critical thinking on India's balance of Payment Problems.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	1	1	1	-	1	1	-	1	1	2	-	2
2	3	-	2	1	1	1	-	1	2	-	2	1	2	1	2
3	3	-	2	1	1	1	-	1	1	-	1	1	2	-	2
4	2	-	1	1	1	2	-	1	1	-	2	1	1	1	2

Unit- I	Macro Economics - Overview of India	L	T	P
1.1	Overview of the Indian Economy.	3	1	-
1.2	Post-Independence Economic Development to Developing.	3	-	-
1.3	National Income Trends and Structural Changes.	3	1	-
1.4	Income Distribution in India.	3	1	-
1.5	Poverty and Unemployment.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- II	Macro Economics - Overview of India	L	T	P
2.1	Objectives and Economic Planning.	3	1	-
2.2	Assessment of Economic Planning.	3	1	-
2.3	Economic Liberalization in India.	3	-	-
2.4	Population, Manpower, Planning and Economic Development (HRD)	4	1	-
2.5	Challenges before India, Infrastructure.	2	1	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- III	Agriculture and Industry.	L	T	P
3.1	Indian agriculture- An Overview.	3	-	-
3.2	Land Reforms and the Green Revolution- food Security.	3	1	-
3.3	Industrial Policy.	3	-	-
3.4	Public and Private Sector in the Indian Economy.	3	1	-
3.5	The public sector in the Indian Economy.	3	1	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit-IV	Foreign Trade and Foreign Capital	L	T	P
4.1	Indian's Foreign Trade-Value, Composition, and Direction.	3	1	-
4.2	India's Balance of Payment Problems.	3	-	-
4.3	Recent Trade Policy of the Government of India.	3	1	-
4.4	Foreign Capital and Foreign Aid, FDI.	3	-	-
4.5	Multinational Corporation FERA and FEMA.	3	1	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- V	Financial Markets and Public Finance.	L	T	P
5.1	Money and Capital Markets in India.	3	1	-
5.2	RBI and its Monetary Policy.	3	-	-
5.3	Tax Structure and Public Expenditure Trends.	3	1	-
5.4	Public-Debt, Fiscal Imbalances, and the Fiscal Policy.	3	1	-
5.5	Center-state Financial Relations.	3	-	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Practical/Projects/Assignments:-

- Select two articles from the print or online news source that address macroeconomic issues. Summarize the articles and then analyze and criticize the article. Your paper should be well-written and should reflect your knowledge of macroeconomic theory.
- Write an article on development of the Indian micro-economy.
- Foreign capital investment in India provides employment opportunities. Critically analyze the statement.
- Any other assignments given by the concerned faculty.

Suggested Readings:-

- Dutta And Sundaram: Indian Economy
- Barla And Agrawal: International Economics
- Khatree J.D.: Mudra And Banking\
- C.Beeramani--International Trade And Industrial Development In India
- Saumen Chattopadhyay--Macroeconomics Of The Black Economy
- Hajela P.D.--Vinimay Vitran Tatha Adhunik Banking.
- Jay L. Devore, Probability And Statistics For Engineers, Cengage Learning, 2010.
- John E.Freund, Mathematical Statistics, Prentice, 1992.
- मिश्र एसके एवं पुरी वीके : भारतीय अर्थव्यवस्था ,हिमालया पब्लिशिंग हाउस ,दिल्ली
- सुन्दरम केपी एम एवं दत्त रुद्र : भारतीय अर्थ व्यवस्था ,एस .चन्द्र एवं कंपनी लिमिटेड ,दिल्ली
- बरला सी एस एवं अग्रवाल एच एस : अंतर्राष्ट्रीय अर्थशास्त्र ,लक्ष्मी नारायण अग्रवाल प्रकाशन ,आगरा
- माहेश्वरी आरके एवं भाटिया मधु : मुद्रा ,बैंकिंग एवं विनिमय ,एन.आर.बी.सी .प्रकाशन ,आगरा
- सिन्हा डॉ .बीसी एवं सिन्हा डॉ .पुष्पा : अर्थशास्त्र ,साहित्य भवन पब्लिशर्स एंड डिस्ट्रीब्यूटर्स प्रा.लि ,नईदिल्ली

E-Resource:-

- em.wikipedia.org
- thepointsguy.com
- www.khanacademy.org
- www.cnbc.com
- www.insider.com
- www.nerdwallet.com

2BAJCW OE 02: INTERNATIONAL POLITICS

Total Credit – 03(2+1)
Max Marks -50 (40Th.+10Int.)

Course Objective:-

1. Students will be able to use their understanding of the conceptual framework to interpret world events through critical reading, observation, and concussion formation.
2. Students will be able to explain the major theoretical approaches as applied to world affairs, including realism, liberalism, and social l constructivism.
3. Students will be able to articulate the leaves of analysis in international politics and how the levels help explain world events.

Learning Outcomes:-

1. Recognize the rights, responsibilities, and privileges of participating in, and contributing as a citizen in, a diverse society.
2. Engage in independent research as well as teamwork.
3. Learn and sharpen analytical skills to the purpose of forming, debating, and defending their points of view and understanding of the sequence of events both in politics and public life.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	2	1	-	-	-	2	-	2	2	2	-	3
2	3	-	2	2	1	-	-	-	2	-	3	2	2	-	2
3	3	-	2	2	2	-	-	-	2	-	2	2	2	-	2

Unit- I	Concept and Definition	L	T	P
1.1	International Politics : Concept, Definition, Area & Scope	3	-	1
1.2	International Politics, Ideology and Balance of Power	3	-	1
1.3	Nation- State, National Interest and international Politics	2	-	1
1.4	Emergence of Super Powers, The Era of Cold War and Peace Politics	3	-	1
1.5	The origins of the modern international system.	2	-	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- II	Important Developments	L	T	P
2.1	Newly Independent Nation, Birth of NAM and Rise of Communist China	4	-	1
2.2	Nuclear Race, Détente and Disarmament	3	-	1
2.3	U.S.A. and Third World	2	-	1
2.4	Indo US Relations	3	-	-
2.5	Liberal international order.	3	-	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- III	India's Foreign Policy	L	T	P
3.1	Basic Principal of India's Foreign Policy.	3	1	-
3.2	India, NAM and the Third World	3	1	-
3.3	India's Relation with its South Asian Neighbors and Formation of SAARC	3	1	-
3.4	Indo-China Relations	2	1	-
3.5	Indian: Russia, China, and the International order.	3	1	-
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- IV	Post-Soviet Scenario	L	T	P
4.1	The decline of the Soviet Union, Rise of the Uni-Polar World, and Reformation of Power Blocks	3	1	-
4.2	Globalization and its Impact on Developing World Including India	3	-	-
4.3	India, W.T.O., World Bank & I.M.F.	3	1	-
4.4	International Bodies: United Nations (UN), UNICEF, UNESCO; UN and Media	3	1	-
4.5	International Political Economy and Development.			
		Total Hours		18
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- V	New Scenario	L	T	P
5.1	Terrorism: New Emerging Challenges	3	-	-
5.2	Fundamentalism, Ethnicism, Satellite Invasion, Information war, Technological Aggression	4	-	-
5.3	Dominance, Changing Concept of Sovereignty	3	-	-
5.4	Ecological Crisis	2	-	-
5.5	India's Media Response to International affairs Coverage of Events, Developments. Editorial by National Dailies, Magazines and Journals, and Electronic Medium	5	1	-
		Total Hours	18	
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- PPT Presentation on India's foreign policy.
- Write the policies of the World Bank in the present scenario.
- Write an essay on the causes and solutions of terrorism.

Suggested Readings:-

- V.N. Khanna-- International Relation.
- V.N. Khanna And Lipakshi Arora-- Bharat Ki Videsh Neeti
- Anjali Sahay--Indian Diaspora In The United States.
- शर्मा डॉ .एम एल : अंतर्राष्ट्रीय सम्बन्ध) 1945 से 1968 ,(कॉलेज बुक डिपो ,जयपुर
- शर्मा डॉ .प्रभु दत्त : अंतरराष्ट्रीय राजनीति ,कॉलेज बुक डिपो ,जयपुर
- यादव आरएस : भारत की विदेश नीति ,पियर्सन एजुकेशन प्रकाशन ,नईदिल्ली
- दीक्षित जेएन : भारतीय विदेश नीति ,प्रभात प्रकाशन ,नईदिल्ली
- प्रसाद विमल : भारत की विदेश नीति का उद्गम ,ग्रन्थ शिल्पी प्रकाशन ,नईदिल्ली

E-Resource:-

- polisci.la.psu.edu
- en.wikipedia.org
- www.britannica.com
- www.sciencedirect.com
- link.springer.com
- sk.sagepub.com

SEMESTER-III

3BAJCW CCC 07 NEWS REPORTING

Total Credit – 06 (4+2)
Max Marks 100 (50Th.+30Pra.+20Int.)

Course Objectives

1. To impart theoretical and practical knowledge about news reporting
2. To enable student to write news for print media
3. To develop news sense, To give knowledge about various reporting field, Emphasis is given on idea generation skill and specialized reporting

Learning Outcomes

1. A good understanding of news reporting, their principles and techniques.
2. Students get ability to covering events and news writing.
3. Students learned idea generation and content planning.
4. Students get practical knowledge to write News stories.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	1	2	-	2	-	2	2	3	2	3	1	3
2	3	3	2	1	1	-	-	-	2	2	3	2	3	1	3
3	3	2	3	2	2	-	1	1	3	2	3	2	3	1	3

Unit-I	News	L	T	P
1.1	News: Importance, Concept and definition	2	-	-
1.2	Elements of News	2	-	1
1.3	Types of News	2	1	1
1.4	Familiarization and Difference between News Items of Newspapers, Magazines & Agencies	2	-	1
1.5	Change of Information into News, Co-relation Differentiation and Transformation of Information	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	News Writing	L	T	P
2.1	News Writing skills, Five W's & one H and Some C's. Intro and Body	3	1	1
2.2	Organs of News Body	1	-	1
2.3	Different Forms of News Writing	2	-	1
2.4	Preparing of News, Theories and practice of News Items.	1	-	2
2.5	Newsroom organization and coordination among editorial staff	1	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Practical / Assignment, Field Visit				

Unit-III	Elements of Reporting	L	T	P
3.1	Concept, Definitions and Elements of Reporting	2	1	-
3.2	Sources of News, News Gathering, Verification and Validation	2	1	1
3.3	Reporting hierarchy in News Organizations General Interests,	2	1	-
3.4	Cultivation of Sources,	2	-	-
3.5	Ethics and Laws Related to Reporting	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit - IV	Reporting and Writing of News	L	T	P
4.1	Reporting Techniques and Skills	2	1	1
4.2	Types of Reporting, Beat Reporting	2	1	-
4.3	Reporting Techniques for Different Media	1	1	-
4.4	Press Conference, Press Briefing and Meet The Press	2	-	2
4.5	Human Interest Stories V/S Hard Stories	1	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-V	Types of News Report	L	T	P
5.1	Accidents, Disasters, Crime, Social events, Environment, Religion.	3	1	-
5.2	Courts, Legislative, Civic, Administration and Hospitals,	3	1	-
5.3	Financial, Business, Political, Sports, Entertainment,	2	-	-
5.4	Research, Science, Technology etc.	2	-	-
5.5	News Analysis	1	1	1
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical/Projects/Assignments:-

- Prepare charts/posters on different types of news reporting.
- Write at least five human interest stories.
- News Reporting (field visits) and News Writing – 20 News
- Attend the Press Conference and write the news/press note (at least 3 Press Conference)
- Write and Present any 5 News Analysis of your choice.
- Through group discussion create your story ideas and present in front of your class.
- Write an essay on India's media response to international affair.

Suggested Readings:-

- P. Sainath, Everybody Loves A Good Drought, Penguin Publisher.
- Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- Pro. Kiran Thakur, Hand book of print journalism, Makhanlal Chaturvedi National University of Journalism and Communication
- Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication
- मोहिनी माथुर, राजेन्द्र माथुर संचयन- राजेन्द्र माथुर, वाणी प्रकाशन, नई दिल्ली।
- सुभाष धूलिया, आनंद प्रधान (2004); समाचार अवधारणा और लेखन प्रक्रिया, भारतीय जनसंचार संस्थान, नई दिल्ली
- नन्दा वर्तिका (2010), टेलीविजन और क्राइम रिपोर्टिंग, राजकमल प्रकाशन, दिल्ली
- प्रो. त्रिखा नन्द किशोर, समाचार संकलन, हिंदी संस्थान, लखनऊ
- विजय मनोहर तिवारी, हरसूद 30 जून, राजकमल प्रकाशन, नई दिल्ली।
- Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
- Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
- Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.
- Susan Pape & Sue Featherstone (2005), Newspaper Journalism : A practical introduction, Sage Publication
- Tony Harcup (2015) Journalism : Principles and Pracxtice, Sage Publication.

E-Resource :-

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <https://www.scotbuzz.org/2017/12/patrararita-ke-vibhinn-kshetra.html>
- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- <http://www.thehoot.org>
- <https://reutersinstitute.politics.ox.ac.uk/>

- <https://www.openschoolofjournalism.com/distance-education-program/courses/embedded-journalism-jg140>
- <https://www.independent.co.uk/news/media/opinion/embedded-journalism-a-distorted-view-of-war-2141072.html>
- https://web.stanford.edu/group/sjir/pdf/journalism_real_final_v2.pdf
- <https://www.owlgen.com/question/discuss-different-types-of-reporting-in-journalism>

3BAJCW CCC 08: NEWS EDITING

Total Credit – 06(4+2)
Max Marks -100(50Th.+30Pra.+20Int.)

Course Objectives

1. To introduce students to importance of printing, Layout and photography.
2. To impart theoretical and practical knowledge about Editing
3. To provide information about editing for media writing.
4. To develop skills to re-write Headlines, Intro and Re-organized story.
5. To develop an understanding about news editing.

Learning Outcomes

1. Comprehend the concept of Editing.
2. A good understanding of Editing, their principles and techniques.
3. Students get ability to edit all type of copy
4. Students get ability to re-write Headlines, Intro and Re-organized story
5. Students will understand the difference between print Editing and web Editing.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	1	2	-	2	-	2	2	3	2	3	1	3
2	3	3	2	1	1	-	-	-	2	2	3	2	3	1	3
3	3	2	3	2	2	-	1	1	3	2	3	2	3	1	3
4	3	3	2	1	2	-	2	-	2	2	3	2	3	1	3
5	3	3	2	1	1	-	-	-	2	2	3	2	3	1	3

Unit-I	Editing: Basics	L	T	P
1.1	Editing and its Significance in Journalism	2	1	-
1.2	Role of News Editor, Chief Sub Editor and Copy Editor	2	1	-
1.3	Difference Between Editing of Newspaper and Magazine	1	1	1
1.4	Subbing of News and News Reports	1	-	2
1.5	Editing of Articles, Features and other Stories	1	-	2
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-II	Editing Practice	L	T	P
2.1	Headlines and Intro : Writing and Re-Writing	2	1	2
2.2	Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and Other Reference Materials etc	1	1	2
2.3	Caption Writing, Selection Point for Caption	1		1
2.4	Editing for On-Line Newspaper and Magazines	1	1	-
2.5	Difference Between Print Editing and Web Editing	1	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -III	Dummy	L	T	P
3.1	Concept and Utility of Dummy	2	1	-
3.2	Modern Lay-out (Specialized designing)	2	1	-
3.3	Front Page and Inside Pages Dummy	1	1	3
3.4	Dummy : Newspaper and Magazines	1	1	-
3.5	Web Journalism and Dummy	1	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	Printing and Layout	L	T	P
4.1	History of Printing Technology, Layout and Designing and Its Significance in The Newspaper	3	-	-
4.2	Traditional Composing, Composing Machine-Mono-Line, Photo-Type Setting, DTP, VDT etc.	2	1	-
4.3	Page Designing, Principle, Forms and Utility	2	1	-
4.4	Layout, Changing Trends of Layout, Use of Written Matter and Graphs	2	1	-
4.5	Problems of Layout, Layout Preparing for Newspaper, Magazines and on Line Paper	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-V	Photography	L	T	P
5.1	Photography: Introduction, Necessity & Utility in Media	2	-	-
5.2	Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera	2	1	-
5.3	Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field, Flash Gun, Filters	2	1	1
5.4	Speed of the film, Composing & Framing, Rules of Composition, and Background	2	1	1
5.5	Photography & Media, Digital Photography, Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical/Projects/Assignments:

- Examine and study the various parts of camera.
- Prepare a brief report on printing and Layout.
- News (Subbing – cutting and extending) – 20 News Item
- Edit two articles on different issue. Discuss in group on Dummy
- re-writing copy, re-writing Headlines, re-writing Intro/lead writing
- Workshop on Photography – 3 day.
- Prepare a list on difference between print and web Editing.

Suggested Readings :

- David Winterson, Reporting and Editing Process.
- Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
- Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- Sharma S (2006). Editing: Theory and Practice, Anmol Publications, New Delhi.
- Saxena Sunil (2006), Headline Writing, Sage
- Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004
- Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi
- नवल जायसवाल, फोटो पत्रकारिता, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- श्री कमल दीक्षित, महेश दर्पण समाचार संपादन, राधाकृष्ण प्रकाशन एवं, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- Lynette Sheridan burns (2013). Understanding Journalism, Sage Publication

e-Resource :

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <https://www.scotbuzz.org/2017/12/patrankarita-ke-vibhinn-kshetra.html>
- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- <http://www.thehoot.org>
- <https://reutersinstitute.politics.ox.ac.uk/>

3BAJCW CCE 01: CREATIVE ASPECTS OF LITERARY TEXT

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20In.)

Course Objective:-

1. To define the nature and function of literary text and information Text.
2. To make students familiar with different types of narratives.
3. To create conceptual understanding about Drama and Essay.
4. To introduce students to diverse Genre.
5. To distinguish between literary theory and literary criticism.

Learning Outcomes:-

1. Develop a critical thinking on Drama and Essay.
2. Comprehend the concept of Narrative.
3. Evaluate and build their perspective on literary theory and criticism.
4. Student will understand the concept of Diverse Genre.
5. Will evaluate and build their perspective on diverse genre.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	1	2	-	-	1	2	2	1	2	3	-	3
2	3	3	2	1	1	-	-	1	2	2	2	2	3	-	3
3	3	2	3	2	2	-	-	1	3	2	1	2	3	-	3
4	3	3	2	1	2	-	-	1	2	2	1	2	3	-	3
5	3	3	2	1	1	-	-	1	2	2	1	2	3	-	3

Unit-I	Literary Text	L	T	P
1.1	Literary Text, Characteristics, concept	2	1	-
1.2	Literary Text Versus Creative Aspects	2	1	-
1.3	Literary Text and Informational Text	2	-	-
1.4	Elements of Literary Text	2	-	-
1.5	Media Text	2	-	-
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Narratives	L	T	P
2.1	Story, Short Story, Blogs	3	-	3
2.2	Story Text – Premchand or R.K. Narayan	2	-	-
2.3	Novel, Narrative Fiction, Process	3	-	-
2.4	Novel – Ragdarbari by Shrilal Shukla	2	-	1
2.5	Autobiography – Wing of Fire	2	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Drama, Essay	L	T	P
3.1	Drama – Types, Aesthetics	3	1	1
3.2	Drama Text –Mohan , Rakesh or Girish Karnard	3	1	1
3.3	Drama- Krishnarjun yuddha by Makhanlal Chaturvedi	1	-	1
3.4	Essay – Types, concept, Process, importance	1	-	1
3.5	Essay Text – Nirmalverma or Chetan Bhagat	2	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-Iv	Diverse Genre	L	T	P
4.1	Poetry writing – objective, Subjective, Natural	2	1	-
4.2	Writing For woman – Styles, forms and Major Exponents	2	-	2
4.3	Writing for Child – Style, form and Major Exponents	2	-	1
4.4	Writing for Science – Process, concept, Aspects	2	-	1
4.5	Writing for development – Process, concept, Aspects	2	-	1
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-V	Criticism and Literary Theory	L	T	P
5.1	Critique, Criticism, Types, importance	2	1	1
5.2	Literary criticism, Literary Theory	2	1	1
5.3	Different Schools	2	1	-
5.4	Critical Theory, key words	2	-	1
5.5	Modernism and Post-Modernism	1	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical/Projects/Assignments:-

- Prepare a poster on different types of narratives.
- Workshop on Art of Criticism, Prepare a report on criticism and literary theory.
- Blog Writing, Writing on diverse genre.
- Book and Film Review Practices (at least 5)
- Practice of Poetry, Story, Essay Writing

Suggested Readings:-

- Beckett Samuel (1983), Worstward Ho, Grove Press Inc.
- King Stephen (2012), On Writing : A memoir of the craft, Hodder Paperbacks
- Lerner Betsy (2010), The Forest for the trees, Penguin USA
- Brande Dorothea (1981), Becoming writer, TarcherPerigee
- Gardner John (2000), On becoming a novelist, W. W. Norton & Co.
- रामधारी सिंह दिनकर, संस्कृति के चार अध्याय, साहित्य अकादमी, नई दिल्ली।
- नरेन्द्र कोहली, अभ्युदय, तोड़ो कारा तोड़ा डायमण्ड पॉकेट बुकस, नई दिल्ली।
- अमृतलाल नागर, मानस का हंस, राजपाल एण्ड संस, नई दिल्ली।
- डॉ .सिंह नामवर ,कविता के नए प्रतिमान ,राजकमल प्रकाशन ,दिल्ली
- मुक्तिबोध गजानन माधव ,नए साहित्य का सौन्दर्यशास्त्र ,राधाकृष्ण प्रकाशन ,दिल्ली
- मुक्तिबोध गजानन माधव ,हिंदी साहित्य कोश ,ज्ञानमंडल प्रकाशन लिमिटेड ,वाराणसी
- अज्ञेय ,सर्जना और सन्दर्भ ,नेशनल पब्लिशिंग हाउस
- वर्मा निर्मल ,हर बारिश में ,राधाकृष्ण प्रकाशन ,दिल्ली
- डॉ .सिंह नामवर ,नयी कहानी ,लोक भारती प्रकाशन ,इलाहाबाद

- डॉ .अवस्थी ओम ,रचना प्रक्रिया ,राष्ट्रभाषा संसथान ,दिल्ली
- हिन्दी साहित्य कोश ज्ञानमंडल प्रकाशन लिमिटेड, वाराणसी,
- अज्ञेय, अरे यायावर रहेगा याद, भारतीय ज्ञानपीठ, नईदिल्ली
- अज्ञेय, सर्जना और संदर्भ, दिल्ली नेशनल पब्लिशिंग हाउस 1985
- वर्मा निर्मल, हर बारिश में, राधाकृष्ण प्रकाशन, दरियागंज नईदिल्ली
- राय, विवेकी, आम रास्ता नहीं है, प्रभात प्रकाशन दिल्ली

E-Resource :-

- <http://www.wams.org/characteristics-of-a-literary-text/>
- <https://www.thecreativepenn.com/2016/09/29/7-steps-write-first-novel/>
- <https://jerryjenkins.com/how-to-write-short-stories/>
- <https://www.galaxyimrj.com/V1/n1/Reddy.pdf>

3BAJCW CCE 02: CREATIVE TRANSLATION

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

Course Objective:-

1. To acquaint students with essentials of creative translation.
2. To introduce students with the importance of language.
3. To introduce students with the structure and style of Translation.
4. To develop an understanding about translation and Paraphrase.
5. To describe the importance of translation in journalism.

Learning Outcomes:-

1. Students get knowledge about the words and phrases used for specialized news.
2. Efficiency enhancement through media friendly paraphrasing.
3. Students get ability to Translate Article and News Item.
4. Will develop a clear thinking on Globalization and Hindi.
5. Students will understand the concept of Mass Media Translation.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	-	-	-	-	-	-	1	-	1	-	-	-	3
2	3	3	-	-	-	-	-	-	1	-	2	-	-	-	3
3	3	2	-	-	-	-	-	-	2	-	1	-	-	-	3
4	3	3	-	-	-	-	-	-	1	-	1	-	-	-	3
5	3	3	-	-	-	-	-	-	1	-	1	-	-	-	3

Unit –I	Meaning of Translation	L	T	P
1.1	Meaning of Translation and Definition	3	-	-
1.2	Need and Relevance of Translation	2	1	-
1.3	Area of Translation	2	1	-
1.4	Excellent Translation and Features of a Translator	2	1	1
1.5	Translation and Globalization	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit –ii	Translation: Process and Types	L	T	P
2.1	Process of Translation	2	1	-
2.2	Types of Translation	2	1	-
2.3	Creativity of Translation	2	1	-
2.4	Sentences and Phrase in Translation	1	1	2
2.5	Cultural Importance of Translation	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit –III	Features of Translation	L	T	P
3.1	Translation of Articles and News	2	-	-
3.2	Translation of Science and Technical and Environmental Text	2	-	2
3.3	Translation of Crime and Law related Text	2	-	1
3.4	Translation of Sports Articles	2	-	1
3.5	Trade, Commerce and Administrative Translation	2	-	1
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit –IV	Translation and Hindi/English Journalism	L	T	P
4.1	Need for Hindi/English Translation	2	1	-
4.2	Problems of Translation, Hindi to English , Vice-Versa	2	-	1
4.3	Problems of Translation in India Language and Hindi Journalism	2	-	1
4.4	Knowledge of Language Structure and Translation	1	-	2
4.5	Need for Translation in Creative Writing	1	-	2
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit –V	Translation and Electronic Media	L	T	P
5.1	Language of Electronic Media	3	-	1
5.2	Importance of Translation Through Radio, TV and Internet	2	-	1
5.3	Translation of Script	2	-	2
5.4	Translating Advertising Text	2		2
5.5	Document/Translation of Release			
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- write an essay on translation ‘on creative writing’
- Workshop on Translation, Prepare a glossary of 25-25 words(Hindi-English)
- Translation of 15 News Items
- Translation of 10 Articles/Features
- Translate any 5 different advertising text

Suggested Readings:-

- Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
- Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland
- James G Stovall (2014). Writing for the Mass Media, Pearson, New York.
- चतुर्वेदी रामस्वरूप(1981) , भाषा और संवेदना, लोकभारती, इलाहाबाद
- तिवारी भोलानाथ(1984) , भाषा और संस्कृति, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ(1986) , मानक हिन्दी का स्वरूप, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ(1984) , पत्रकारिता में अनुवाद की समस्याएँ, शब्दाकार प्रकाशन, नई दिल्ली
- तिवारी भोलानाथ(1987) , अनुवाद विज्ञान, शब्दाकार प्रकाशन, दिल्ली
- द्विवेदी अनुपम(2014) , हिन्दी व्याकरण, रीतू पब्लिकेशन, जयपुर
- जितेन्द्र गुप्ता, प्रियदर्शन, अरुण प्रकाश) 2009 ,(पत्रकारिता में अनुवाद, राजकमल प्रकाशन ,दिल्ली
- डॉ .अर्जुन तिवारी ,मीडिया समग्र ,वाणी प्रकाशन ,नईदिल्ली

E-Resource :

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- <http://pibarchive.nic.in/archive2/>
- <https://www.shabdkosh.com/>
- <http://shabdavali.blogspot.com/>

3BAJCW SEC 01: INDIAN CONSTITUTION AND POLITICS

Total Credit – 03(2+1)
Max Marks-50(40Th.+10Int)

Course Objective:

1. To develop an instated into fundamental rights.
2. To develop an understanding of Indian constitution.
3. To introduce students with the Development of Indian Constitution.
4. To develop an understanding of Indian political system
5. To describe the importance of main body of constitution.

Learning Outcomes:-

1. Will build their perspective on constituent assembly.
2. Students are able to understand the Indian constitution, which results in better and responsible citizens and Journalists as well.
3. Students will get the knowledge of Indian political systems.
4. Awareness about Parliamentary and legislative procedure, judicial system etc., results and reflects in their journalistic skills in form of responsible reporting.
5. Will comprehend the constitution-a living document.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	1	1	-	-	1	2	-	1	2	3	1	3
2	3	-	2	1	1	-	-	1	2	-	2	2	3	1	2
3	3	-	3	2	1	-	-	1	3	-	1	2	3	1	2
4	3	-	2	1	1	-	-	1	2	-	1	2	3	1	3
5	3	-	2	1	1	-	-	1	2	-	1	2	3	1	2

Unit -I	Making of India's Constitution	L	T	P
1.1	Brief History of Development of Indian Constitution, It's Sources	3	-	-
1.2	Constituent Assembly	3	-	-
1.3	Basic Features of India's Constitution	3	-	-
1.4	Objectives and Ideals of Indian Constitution	2	1	-
1.5	Preamble of The Indian Constitution	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -II	Constitution: Part -I	L	T	P
2.1	Structure and Part of Constitution	2	1	-
2.2	Directive Principles of State Policy	3	-	-
2.3	Union and States Relationship	3	-	-
2.4	Fundamental Rights and Fundamental Duties	3	-	-
2.5	Citizenship	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -III	Constitution: Part -II	L	T	P
3.1	Election Provision in Indian Constitution	3	-	-
3.2	Language Provision in Indian Constitution	3	-	-
3.3	Emergency Provision	3	-	-
3.4	Amendment of the Constitution	3	-	-
3.5	The Panchayati Raj			
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -IV	Indian Parliamentary System	L	T	P
4.1	Composition of Union and State Legislature	3	-	-
4.2	Functions of Union and State Legislature	3	-	-
4.3	Union Executive : President, Vice-President, Prime Minister, Council of Ministers	3	-	-
4.4	State Executive : Governor, Chief Minister, Council of Ministers	3	-	-
4.5	Speaker of Lok Sabha and Chairman of Rajya Sabha			
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Indian Judiciary System	L	T	P
5.1	Development of Indian Judiciary System	3	-	-
5.2	The Constitution and The Judiciary	3	-	-
5.3	Supreme Court of India : Structure and Function, Chief Justice of India	3	-	-
5.4	High Courts and other Courts : Structure and Function	3	-	-
5.5	Problem and Challenges of Indian Judiciary System			
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- Write an article on Preamble and directive principles of state policy.
- After group discussion write your views on Fundamental Rights and Fundamental Duties.
- After visiting Legislature assembly write a report on that.
- Critically analyze the Panchayati Raj and write a report on that.
- Class debate on union and state relationship.

Suggested Readings:-

- Dr. B. R Ambedkar, The Constitution Of India, Government Of India
- Kashyap, Subhash (2018), Our Parliament, NBT, New Delhi
- Kashyap, Subhash (2019), Our Constitution, Nbt, New Delhi
- कश्यप ,सुभाष) 2011(, हमारी संसद ,राष्ट्रीय पुस्तक न्यास ,नयीदिल्ली
- कश्यप ,सुभाष) 2011(, हमारा संविधान ,राष्ट्रीय पुस्तक न्यास ,नयीदिल्ली
- गोपा सभरवाल, 1947 के बाद का भारत, प्रभात प्रकाशन, नई दिल्ली। 2020
- डॉ. प्रमोद कुमार अग्रवाल 2020 भारत का संविधान, प्रभात प्रकाशन, नई दिल्ली। 2020
- अग्रवाल बालमुकुन्द, हमारी न्यायपालिका, राष्ट्रीय पुस्तक न्यास
- Kashyap, Subhash (2003), Bhartiya Rajniti Aur Sambidhan, Rajkamal Prakashan, New Delhi

E-Resource :

- <https://www.india.gov.in/hi/my-government/constitution-india/constitution-india-full-text>
- <http://legislative.gov.in/hi/constitution-of-india>
- https://hindi.webdunia.com/current-affairs/indian-constitution-republic-day-116012300074_1.html
- https://www.youtube.com/watch?v=9MYY4SXEGCE&list=PLVOgWA_DiGzoFR3j1mSGn5Z_OQLxgodQi

3BAJCW OE 03: WRITING ON SOCIAL ISSUES

Total Credit-03 (2+1)
Max Marks-50 (Th 25.-,Pr.15, Int.10)

Course Objective :-

1. To acquaint students with knowledge about social change and media.
2. To generate a sense of elaborative and researched writing on various issues with an insight of accuracy and in-depth research.
3. to sensitize students about the importance of focused writing in media.
4. To develop insight into social issues.
5. Will comprehend the writing social issues.

Learning Outcomes :-

1. Students will be able to write fine and researched news stories, articles, and editorials etc.
2. Students will have the knowledge to represent them on different platforms with analytical and critical point of view.
3. Will develop a critical thinking on various contemporary issues.
4. Students get knowledge about the idea, media and society.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	1	1	-	-	1	2	1	1	2	2	1	3
2	3	2	2	1	1	-	-	1	2	1	2	2	2	1	2
3	3	2	3	2	1	-	-	1	3	1	1	2	2	1	2
4	3	2	2	1	1	-	-	1	2	1	1	2	2	1	3
5	3	2	2	1	1	-	-	1	2	1	1	2	2	1	2

Unit-I	Concept	L	T	P
1.1	Meaning and concept of Society	2	1	-
1.2	Idea, Ideology and Media	2	1	-
1.3	Formats of writing-News, Feature, Article, Editorial etc	2	1	1
1.4	Various Social Issues	4	-	-
1.5	Sustainability, Poverty, Gender Issues, Basic Facilities, Child Education, Human Resource, Employment, Women Empowerment, Rural scenario.	4	-	--
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Indian Society	L	T	P
2.1	Indian Society: Historical prospects	2	-	-
2.2	Indian Social Structure	3	1	-
2.3	Culture, Tradition and Religion	3	1	1
2.4	Literacy, Unemployment, Education	3	1	-
2.5	Nationalism, Illegal migrations and Social Change	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Various Contemporary Issues	L	T	P
3.1	Social Tension, communalism, Naxalism	3	-	-
3.2	Crime: Human Trafficking, Immigration, Racial and Religious Issues	3	1	-
3.3	Population and Infrastructure, Health-Hygiene Issue.	2	1	-
3.4	Casteism, Regionalism, Language biasness	3	-	-
3.5	Conflicts and war, Money Laundering, Terrorism	3	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	Writing Social Issues	L	T	P
4.1	Coverage and presentation of Social Issues	2	-	-
4.2	News and Feature writing on Social Issues	2	-	-
4.3	Article and Column Writing on Social issues	4	2	-
4.4	Highlighting social issues through Community Radio	2	1	-
4.5	Coverage of Social issues by Television.	3	-	2
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Social Change and Media	L	T	P
5.1	Credibility of Media House and accountability to Society	2	1	-
5.2	Social Media, Social Networking and Fake News	2	2	2
5.3	Media Ethics and News Credibility	2	1	-
5.4	Role of Media in Social Change	2	1	-
5.5	Impact of Media on Society.	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:

- Write articles on literacy, population and unemployment along with the reference mentioned for data used in it.
- Write a project on “social media as tool for spreading fake news”.
- Choose any five from the above topics mentioned in the units and identify five news/article/feature from newspapers/ magazines and give a presentation on the same.

Suggested Readings:

- McWhorter Kathleen T. (2016), Reading and Writing About Contemporary Issues
- Ackley Katherine Anne (2005), Perspectives on Contemporary Issues
- Mearsheimer John (2001), The Tragedy of Great Power Politics
- John Baylis, Patricia Owens and Steve Smith (1997), The Globalization of World Politics
- Kennedy Paul (1987), The Rise and Fall of the Great Powers

- डॉ चन्द्रप्रकाश मिश्र, मीडिया लेखन
- राम आहूजा, सामाजिक समस्याएं, रावत पब्लिकेशन, नई दिल्ली
- जी.एल.शर्मा, सामाजिक मुद्दे, 2015, रावत पब्लिकेशन, नई दिल्ली
- डॉ एस.एल. दोषी एवं पी.सी. जैन 2020, जनजातीय समाजशास्त्र, रावत पब्लिकेशन, नई दिल्ली

E-Resource:

- <https://www.mea.gov.in/Images/pdf/India-foreign-relation-2012.pdf>
- <https://www.e-ir.info/publications/download/file/66825/66829>
- <https://ijnnet.org/en/story/how-media-can-better-understand-fake-news-phenomenon>

SEMESTER-IV

4BAJCW CCC 09: INTRODUCTION TO ELECTRONIC MEDIA

Total Credit – 06(5+1)
Max Marks -100 (80Th.+20Int.)

Course Objectives :-

1. To provide the students an in-depth understanding of the concept, role and value of strategic broadcasting and broadcast journalism in India.
2. To enhance the ability of the students in radio journalism and radio programming.
3. To train them in the art of television journalism and equip them with the skills and practices of television programme production.

Learning Outcomes :-

1. Students will be able to Enhance the knowledge on the functioning of Television, Radio and Online Media.
2. Students get an idea on the technical knowledge of electronic media.
3. Students Will be able to Write Script for Radio and Television.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	1	1	-	-	-	1	-	1	1	1	-	3
2	3	3	2	1	1	-	-	-	1	1	2	1	2	1	3
3	3	2	2	1	1	-	2	-	1	2	2	1	2	2	3

Unit-I	Introduction to Electronic Media	L	T	P
1.1	Brief History of broadcast	2	-	-
1.2	Broadcast in India- A Retrospect	2	-	-
1.3	Objectives and Policies of A.I.R	2	-	-
1.4	Committees on B' casting : Chanda Committee, Vargeese Committee, Prasar Bharti Act.	3	-	-
1.5	Radio Programme Formats and Writing process	2	1	-
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Radio Newsroom	L	T	P
2.1	Radio Newsroom, Employee and Working Process.	3	1	-
2.2	Collection and Writing of Radio News, Formats of News based Programmers.	3	1	-
2.3	Preparation of News Bulletin and Editing of News.	1	-	2
2.4	Traits of News Reporter and News Editor	3	1	-
2.5	F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-III	T.V. Broadcasting	L	T	P
3.1	Brief History & Characteristics of T.V. B' casting in India and the World, P.C. Joshi Committee	3	-	-
3.2	SITE Experiment.	3	-	-
3.3	General Activities of a T.V. Centre,	1	-	-
3.4	Expansion and Reach of T.V. Media.	2	1	-
3.5	Programme Pattern of Different D.D. Cannels.	1	1	-
3.6	Private News Channels	2	-	1
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit -IV	Script Writing	L	T	P
4.1	Script: Concept and Objectives.	2	-	-
4.2	Script Writing and Presentation (Voice Quality, Modulation & Pronunciation)	1	1	2
4.3	Steps of Script Writing.	1	1	2
4.4	Formats of Script	1	-	2
4.5	Writing for Anchoring & Comparing includes Announcements	2	-	3
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Online Journalism	L	T	P
5.1	Concept of web Journalism	2	-	-
5.2	Internet and its functions	2	-	-
5.3	Search and Conceptualization of online Material	2	1	-
5.4	Major Newspapers, Magazines and their E-paper on internet	2	1	-
5.5	Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society	2	-	-
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical/Project/Assignments:

- Prepare a brief report on famous TV script writers of India and their writing style.
- Prepare one script on 5 minutes for radio program.
- Prepare one script on 5 minutes for TV program.

Suggested Readings:

- Herbert, John (2000) Journalism in The Digital Age: Theory and Practice for Broadcasting, Print and Online Media, Focal Press, Oxford.
- Chantler, Paul and Stewart Peter, Basic Radio Journalism, Focal Press, 2007
- Gandhi, Ved Prakash, Handbook of Television and Radio Broadcasting: Components, Tools and Techniques , Kanishka Publishers, Distributors, New Delhi
- Luthra, H.R., Indian Broadcasting, Publication Division of India
- पुण्य प्रसून वाजपेयी, (2007), ब्रेकिंग न्यूज, वाणी प्रकाशन
- जगदीश्वर चतुर्वेदी, (2004), टेलीविजन संस्कृति और राजनीति, अनामिका पब्लिशर्स, नई दिल्ली.
- डॉ. देवव्रत सिंह, टेलीविजन प्रोडक्शन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- जोशी मनोहर श्याम, पटकथा लेखन एक परिचय, राजकमल प्रकाशन, नईदिल्ली

E-Resources:

- https://www.researchgate.net/publication/262123454_Mixed_Signals_Radio_Broadcasting_Policy_in_India
- <https://www.mediacollege.com/>
- <https://www.ibfindia.com/>
- <http://allindiaradio.gov.in/Default.aspx>
- <http://www.ddindia.gov.in/>
- <http://www.newsonair.com/>
- <http://prasarbharati.gov.in/>

4BAJCW CCC 10: CREATIVE JOURNALISTIC WRITING

Total Credit – 06(4+2)
Max Marks -100 (50Th.+30Pr.+20Int.)

Course Objective:-

1. To explain why writing beyond news is considered creative journalism.
2. To describe the background of editorial writing.
3. To introduce Students with Review writing
4. To describe the importance of Feature and Travelogue writing.

Learning Outcomes :-

1. Analyze and evaluate the Editorial writing.
2. Develop a critical thinking on Review writing.
3. Students will understand the concept of feature, articles and Travelogue writing.
4. Evaluate and build their perspective on Beyond News writing.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	1	2	-	-	1	2	2	1	2	3	-	3
2	3	3	2	1	1	-	-	1	2	2	2	2	3	-	3
3	3	2	3	2	2	-	-	1	3	2	1	2	3	-	3
4	3	3	2	1	2	-	-	1	2	2	1	2	3	-	3

Unit-I	Writing Beyond News	L	T	P
1.1	Beyond News Writing	3	-	-
1.2	Necessity and Importance of Beyond News Writing	3	-	-
1.3	Types and Areas of Beyond News Writing	2	1	-
1.4	News Trends in Beyond News Writing	2	1	-
1.5	Writing skills and Important Points	2	1	
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Article and Opinion Writing	L	T	P
2.1	Significance of Article and Opinion Writing	2	1	1
2.2	Difference between Article and Opinion	2	1	-
2.3	Article : Definition and its characteristics	2	1	-
2.4	Steps and Structure of Articles	2	1	-
2.5	Qualities of Article Writer	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Editorial Writing	L	T	P
3.1	Significance of Editorial Writing	2	-	-
3.2	Ideas and Analysis in Editorial Writing	2	-	-
3.3	Editorial Writing and Campaigning	2	-	2
3.4	Special Occasion Article: Definition, Necessity	2	-	3
3.5	Diary and News Letter	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lecture				

Unit-IV	Reviews	L	T	P
4.1	Column Writing: Definition and Types	2	-	-
4.2	Importance of Column Writing and Necessity	2	-	-
4.3	Art Reviews	1	-	-
4.4	Music, Dance, Drama, Film Reviews	2	-	3
4.5	Book Reviews, Sports Reviews., Economic Reviews	2	-	3
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-V	Travelogue Writing	L	T	P
5.1	Reportage, Travel and Memoirs: Definition and Differences	3	-	-
5.2	Structure of Reportage, Travelogue	2	-	-
5.3	Important of Reportage in Covering leisure and Life Style, Social Science Studies	2	-	-
5.4	Writing for Visual Travelogue or Travel Documentary	2	-	3
5.5	New Emerging Trends in Entertainment	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical/Projects/Assignments:

- Group Discussion on travelogue writing.
- Workshop on opinion writing/Editorial Writing/Column Writing or others subject
- Article writing – 05 (write five article writing on different issues)
- Feature – 05 (write at least five feature articles on film, economy, politics, sports and music)
- Travelogue – 02
- Letter to Editor – 05
- Book and Film Review – 2-2

Suggested Readings:

- Stovall James Glen (2008), Writing for the Mass Media, Pearson
- Fink Conrad C. (2005), Writing Opinion for Impact: Blackwell, reprinted in India by Surjeet
- Hicks Wynford, Writing for Journalists, London
- Aamidor A. (2002), Real Feature Writing, Lawrence Erlbaum Associates Publishers
- डॉ .मिश्र चन्द्रप्रकाश, मीडिया लेखन सिद्धांत और व्यवहार, संजय प्रकाशन, नईदिल्ली
- लक्ष्मी प्रसाद पंत, न्यूजमेन वर्क, वाणी प्रकाशन, नई दिल्ली

E-Resource:

- <https://www.dailywritingtips.com/creative-writing-101/>
- <http://www.writerstreasure.com/creative-writing-101/>
- <http://www.newswriters.in/>

4BAJCW CCE 03: NEW MEDIA AND WEB JOURNALISM

Total Credit – 06(4+1+1)
Max Marks -100(50Th.+30Pra+20Int.)

Course Objectives:-

1. To be acquaint with New Media and Multimedia Content and its area of use.
2. To acquire the knowledge of Web Journalism and its applications.
3. To introduce Students with Animation, Web pages and Web Content

Learning Outcomes:-

1. Students can understand the use of News Media and Multimedia Technology and its contents.
2. Able to understand the Web Journalism.
3. Understanding the Basics of Animation and Web Pages.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	1	1	-	-	-	-	1	1	3	1	2	1	-	3
2	3	1	2	1	-	-	-	1	1	3	1	2	1	-	3
3	3	2	1	1	-	-	-	1	1	3	2	2	1	-	3

Unit-I	New Media	L	T	P
1.1	Introduction of New Communication Medium - Internet, Mobile, Computer Mediated Communication	2	-	-
1.2	Meaning, Importance, Advantage, Limitation and Types of New Media	3	1	-
1.3	Elements of New Media, Interactivity, Hypertextuality, Multimediality Virtuality and Convergence	3	1	-
1.4	SMS, MMS, VOIP, Video Conferencing, Email in The Context of Time, Cost and Quality	2	-	-
1.5	Required Technical & Other Understanding and Preparation for Media Personal	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Understand Web Pages	L	T	P
2.1	Introduction to Front Pages	1	1	-
2.2	Tools, Menus and Interface of Front Page	2	1	-
2.3	Basic Tags of HTML/DHTML	1	1	1
2.4	Understand Script Languages (VB Script JavaScript)	1	1	2
2.5	Blog, Static Pages and Dynamic Pages	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Multimedia	L	T	P
3.1	Introduction to Multimedia	1	1	-
3.2	Elements of Multimedia Text, Images, Audio, Animation	1	1	-
3.3	Art of Audio & Video Editing	2	-	-
3.4	Introduction to Digital Audio, Audio Editing and Popular applications	1	1	2
3.5	Introduction to Video Editing and Popular applications	1	1	3
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	Animation	L	T	P
4.1	Introduction to Animation and its Principal	2	-	-
4.2	Type of Animation	2	1	-
4.3	Introduction to Flash Tools & Menus and Interface of Flash	1	1	1
4.4	Symbol, Time Line, Library, Property.	1	1	2
4.5	Animation Problems Format & Flash player.	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Content Planning	L	T	P
5.1	Importance of Content Planning	2	-	-
5.2	Planning, Management and Retiring of Content.	2	1	-
5.3	Writing For web: Basic Principles.	2	1	-
5.4	Powers of web Journalism: Information, news and entertainment on web.	1	1	2
5.5	Preparation and Presentation of web content.	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical Assignments:

- Preparing and writing contents for Web Journalism.
- Workshop on New Media
- Workshop on Animation
- Workshop on Video Editing

Suggested Readings:

- Assessing the State of Web Journalism- ShyamNath Authors Press, 2008.
- Gralla, How The Internet Works, Amazon.in, 2012.
- Raj Kamal, Internet of Things, Amazon.in, 2017.
- Richard Craig, Online Journalism: Reporting, Writing, and Editing for New Media, Wadsworth Publishing Co Inc, 2004
- Sunetra Sen Narayan& Shalini Narayanan, India Connected – Mapping The Impact Of New Media, Publisher: Sage Publications, 2016.
- Tapas Ray, Online Journalism, Cambridge University Press, 2011.
- श्याम माथुर, वेब पत्रकारिता, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर
- शालिनी जोशी एवं शिवप्रसाद जोशी, वेब पत्रकारिता: नया मीडिया नये रुझान, राधाकृष्ण प्रकाशन

E-Resoure :

- <https://en.wikipedia.org/wiki/Book:Webwriting>
- https://en.wikipedia.org/wiki/Digital_journalism
- https://en.wikibooks.org/wiki/Introduction_to_Computer_Information.../Multimedia
- <https://en.wikipedia.org/wiki/Multimedia>
- https://en.wikipedia.org/wiki/Website_content_writer

4BAJCW CCE 04: INTERCULTURAL COMMUNICATION

Total Credit – 06(4+1+1)
Max Marks -100(50Th.+30Pra+20Int.)

Course Objective:-

1. To introduce Students with international news agency
2. To provide with introduction of global media and new world information and communication order.
3. To develop an understanding of Contemporary Trends in Media and International Relation

Learning OUTCOMES:-

1. Students will get the knowledge of international news agency
2. Students will understand the global media and world communication order.
3. Awareness about Media Imperialism, Global Organization and their role and Global Polity.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	-	-	-	-	-	1	-	1	2	2	-	3
2	3	1	2	-	-	-	-	-	1	-	1	2	3	-	3
3	3	2	1	-	-	-	-	-	1	-	1	2	2	-	3

Unit- I	International Information Agencies	L	T	P
1.1	Global News Agencies	3	1	-
1.2	International Broadcasting	3	1	-
1.3	International Organization	3	1	-
1.4	Inter-Governmental Agencies	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- II	International Information Flow and Imbalance	L	T	P
2.1	Information as Wealth and Power	2	1	-
2.2	Concept of Free Flow of Information	2	1	-
2.3	North-South Dialogue on Economy, Aid, Trade and Information	3	2	-
2.4	Contemporary Trends in Media and International Relation	3	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	New World Information and Communication Order	L	T	P
3.1	The Demand for NWICO	3	1	-
3.2	The Mac Bride Report	2	1	-
3.3	NWICO : Character and Content, India and NWICO	4	-	-
3.4	Information Imbalance Between Developed and Developing Countries	3	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -IV	Global Communication	L	T	P
4.1	Culture and Global Communication	2	1	-
4.2	Global Communication and Conflict	2	2	-
4.3	Media Globalization	3	1	-
4.4	History and Economy of Global Communication	3	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -V	Global Communication and Media	L	T	P
5.1	Global Politic and Media in Popular Culture	3	1	-
5.2	Human Right Advocacy and Social Media	3	2	-
5.3	Media Imperialism	2	1	-
5.4	Future of Global Communication	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:

- Write an article on media globalization.
- Critically analyse the concept of media imperialism.
- PPT presentation on culture, global communication and conflict.

Suggested Readings:

- Harman, s. Edward and Noam Chomsky. (1995). Manufacturing Consent, the Political economy of the mass media. RHUR.
- Howard Phillip N. (2013). Democracy's Fourth wave?: Digital Media and the Arab Spring. New York, Oxford University Press.
- Arvind M. Singhal & Everett M. Rogers (2001). India's Communication Revolution: From Bullock counts to Cyber Marts: Sage.
- Kovarik, B. (2011). Revolution in communication: Media History From Gutenberg to the Digital age. Continuum International Publishing Group.
- Kumar. J. Keval, 'Mass Communication in India. Jaico Publishing House. Bombay (New Ed)
- प्रोफेशनल कम्युनिकेशन, डॉ. अनीता गुप्ता, सत्या प्रकाशन दिल्ली
- डॉ. बी.एल. फड़िया, डॉ. कुलदीप फड़िया, अन्तर्राष्ट्रीय संबंध, साहित्य भवन पब्लिकेशन्स, दिल्ली

E-Resource:

- <https://www.britannica.com/topic/news-agency>
- <https://www.indianmediastudies.com/international-news-agencies/>
- <http://internationalcmst.blogspot.com/>
- <https://surface.syr.edu/cgi/viewcontent.cgi?article=1185&context=jilc>
- <https://waccglobal.org/the-macbride-report-legacy-and-media-democracy-today/>
- https://en.wikipedia.org/wiki/New_World_Information_and_Communication_Order
- <http://egyankosh.ac.in/bitstream/123456789/7437/3/Unit-3.pdf>
- <https://darcomasscom.wordpress.com/2009/07/03/a-critical-analysis-of-nwico/>

4BAJCW SEC 02: FEATURE WRITING

Total Credit – 03(2+1)
Max Marks -50(25Th.+15Pra+10Int.)

Course Objective:-

1. To makes students understand the difference between news and feature writing.
2. To provide students an in-depth understanding of feature writing in various fields or subjects.
3. To develop feature writing skills in students.

Learning Outcomes :-

1. Students will become able to apply their understanding towards various methods of feature writing.
2. Understand difference between news writing and feature writing.
3. Capable in writing Feature, Reportage, Memoir and Satire.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	1	-	-	1	2	-	2	2	2	-	3
2	3	3	2	-	1	-	-	1	2	-	2	2	2	-	3
3	3	3	2	-	1	-	-	1	2	-	2	2	2	-	3

Unit- I	Definition and Types	L	T	P
1.1	Concept of Feature Writing	3	-	-
1.2	Deferent Among Article, Feature & News Story	2	1	-
1.3	Classification of Feature	2	1	-
1.4	Sources for Features : Primary and Secondary Sources	3	-	-
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- II	Elements and Structure	L	T	P
2.1	Structure of Feature : Title, Body, Transitions, Closing	2	1	-
2.2	Elements and Tools Feature Story	2	1	-
2.3	Guidelines for Writing Feature Story	2	1	-
2.4	Feature Leads : Summary, Lead, Narrative Lead, Descriptive Lead, Question Lead, Combination Lead	2	-	1
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Headlines and Photos in Feature	L	T	P
3.1	Guideline for Headline in Feature Writing	2	-	1
3.2	Kinds of Headlines	2	1	-
3.3	Photographs in Feature	2	1	-
3.4	Photo Feature	2	-	1
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -IV	Feature Writing -1	L	T	P
4.1	News Features	2	-	1
4.2	Human Interest Story	2	-	1
4.3	Humor Writing, Satire Writing	2	-	1
4.4	Travel Feature Writing	2	-	1
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -V	Feature Writing -2	L	T	P
5.1	Interview and Profiles	2	-	1
5.2	Online Feature Writing and Blogs	2	1	1
5.3	Sports and Other Special Feature	2	1	-
5.4	Feature Agency and Entrepreneurship	2	-	-
Total Hours		12		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:

- Project based assignment on interview and profile writing.
- Write any two articles on your interested topic/issue.
- Write at least five Human Interest Stories.
- Write two Travelogues.
- Blog Writing.
- Five features (total 400-500 words) - Student should write two news-based features and three soft features.
- Five articles (400 total words) - Student should write two articles on any contemporary issue.

Suggested Readings:1-

- *Saxena Sunil (2006), Headline Writing, Sage*
- Raman, Usha. ((2010), Writing for The Media, Oxford University Press.
- Rao, N.M. Raghavendra. (2012), Feature Writing, PHI Learning Pvt., New Delhi.
- Hicks Wynford, Writing for Journalists, London.
- Aamidor A. (2002), Real Feature Writing, Lawrence Erlbaum Associates Publishers.
- डॉ. मिश्र चन्द्रप्रकाश, मीडिया लेखन सिद्धांत और व्यवहार, संजय प्रकाशन, नईदिल्ली
- जोशी, प्रभाष, मसि कागद, प्रभात प्रकाशन, नई दिल्ली
- गुप्ता, ओम, मीडिया में सृजन लेखन, (2005), कल्पज पब्लिकेशन दिल्ली

E-Resource:

- <https://www.openschoolofjournalism.com/distance-education-program/courses/embedded-journalism-jg140>
- <https://www.independent.co.uk/news/media/opinion/embedded-journalism-a-distorted-view-of-war-2141072.html>
- <https://www.dailywritingtips.com/creative-writing-101/>
- <http://www.writerstreasure.com/creative-writing-101/>
- <http://www.newswriters.in>

4BAJCW OE 04: ENTERTAINMENT, ART AND CULTURAL JOURNALISM

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

Course Objective :-

1. Imparting a critical perspective towards the Art and Cultural.
2. To enable students to reporting for entertainment field
3. To develop insight into Indian Culture and Diversity for Media

Learning Outcomes :-

1. Students will get an idea and understanding about the basics of various culture.
2. Students will have deep understanding of entertainment, art and cultural journalism.
3. Get an idea about Indian Themes and Indian Values to our Student

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	3	-	-	-	-	1	2	-	1	2	2	-	2
2	3	2	2	-	-	-	-	1	2	-	2	2	3	-	2
3	3	2	1	-	-	-	-	1	2	-	1	2	2	-	2

Unit-I	Entertainment	L	T	P
1.1	Concept, Definition and Fundamentals of Entertainment Journalism	3	-	-
1.2	History of Indian Cinema, TV and Concert culture	3	1	-
1.3	Film Criticism and Writing a Film Critic	2	-	2
1.4	Introduction to International Entertainment Journalism	2	-	-
1.5	Code and Ethics of Entertainment Journalism	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-II	Art	L	T	P
2.1	Basics of Art in India (Natya Shastra), Indian Folk and folklore	3	1	-
2.2	Introduction to Visual Arts - Painting, Sculpture, Ceramics (India and Abroad)	2	1	-
2.3	Introduction to Performing Arts - Indian Classical Music and its forms, Indian Classical Dance and Theatre	3	1	-
2.4	Fundamentals of Writing for Art (Visual and Performing Arts)	2	-	-
2.5	Coverage and Reviews for Art and Culture: Elements and Current Status	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Traditional Media	L	T	P
3.1	Cultural Diversity in India	3	-	-
3.2	Introduction to Traditional Media and its Tips	2	-	-
3.3	Traditional Culture, Mass Culture, Popular Culture,	2	2	-
3.4	Popular Forms of Mass Culture	2	-	-
3.5	Major Writing Forms for Cultural Issues, Formats, Language and Style	3	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	Indian Architecture and Lifestyle	L	T	P
4.1	Brief History of Indian Architecture	2	1	-
4.2	Art of Bheembhetika, Rajputana, Miniature, Warli and Madhubani	3	1	-
4.3	Tribal Art of Madhya Pradesh	1	1	-
4.4	Art Institutions : National School of Drama, Lalit kala Academy, Sahitya Academy, Bharat Bhavan, Indira Gandhi Rashtriya Manav Sangrahalaya	3	1	-
4.5	Current Status of Lifestyle Journalism and Magazines in India	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-V	Cinema	L	T	P
5.1	Introduction to World Cinema	2	1	-
5.2	Indian Popular Cinema vs. Parallel Cinema and Documentary Films	3	1	-
5.3	Acting and Direction Skills	2	-	-
5.4	Elements of film appreciation, Music, Songs and Covering form and content of Film	3	1	-
5.5	Popular Film Magazines and Websites	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical/Projects/Assignments:

- Write down the film reviews of any classical and contemporary films (at least 2 for both)
- Write an article on traditional media and traditional culture of India.
- Prepare a list of famous artist of India related to dance, music, architecture, painting and sculpture.

Suggested Readings:

- Paul Hodkinson (2017), Media, Culture and Society, Sage Publication 2nd Edition
- Williams, Raymond (1988), The Analysis of Culture
- L. James (2000) Media, Communication, Culture
- Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.
- Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985.
- तिवारी विनोद, फिल्म पत्रकारिता, वाणी प्रकाशन, नयी दिल्ली
- जोशी ज्योतिष, साहित्यिक पत्रकारिता, वाणी प्रकाशन, नयी दिल्ली
- भसीन अवनीश, मीडिया विश्वकोश, प्रभात प्रकाशन, नईदिल्ली
- तनेजा जयदेव, रंगकर्म और मीडिया, तक्षशिला प्रकाशन, नईदिल्ली

E-Resource:

- http://vgmcu.blogspot.com/2014/10/blog-post_14.html
- <https://www.youtube.com/watch?v=um9FTSFWAYc>
- <https://www.youtube.com/watch?v=cD758aFstdw>
- https://www.youtube.com/channel/UCivxnHxU07qcSc_F503fX6w/playlists

SEMESTER-V

5BAJCW CCC 11: LAWS AND ETHICAL ISSUES IN MEDIA

Total Credit – 06(5+1)
Max Marks -100 (80Th.+20Int.)

Course Objective:-

1. To create conceptual understanding about the Press its role and functioning in society.
2. To introduce students to legal and ethical aspects of the Press, its values and responsibility.
3. To inculcate understanding of media laws in students.
4. To make the students aware of legal and ethical aspects of media and its values.
5. To make students aware of the current amendments and future challenges in the media.

Learning Outcomes :-

1. Students will be capable to understand the legal aspects of Indian media.
2. Students Will be able to understand laws and regulations of media.
3. Students Will be capable to understand Media Ethics and its adaptation in media profession.
4. Demonstrate skills for implementing media code, conduct and self regulation in the profession.
5. Will be able to do fair and honest journalism with social responsibility.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	1	-	-	-	-	1	1	1	1	3	-	1
2	2	1	1	1	-	-	-	-	1	-	1	-	3	-	2
3	3	-	1	1	-	-	-	-	1	1	1	1	3	-	2
4	3	-	1	1	-	-	-	-	1	1	1	1	3	-	2
5	2	-	-	1	-	-	-	-	1	-	1	-	2	-	1

Unit-I	Media Law	L	T	P
1.1	Media Laws : Concept and Need.	1	-	-
1.2	History of Media Legislation in India.	1	1	-
1.3	Constitutional Freedom of the Media and Constitutional Limitations of the Freedom of the Media in India.	2	1	1
1.4	The Media and the Legislature: Powers, Privileges and Immunities of Parliament and its Members (also State legislatures), Contempt of Legislature, The Parliamentary Proceedings (Protection of Publication) Act, 1977 and Article 361-A of the Constitution of India.	4	1	-
1.5	The Constitution of India: Emergency Provision, Media: Emergency Provision, Media Censorship; Indian Experience.	3	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Media Law Act-1	L	T	P
2.1	Law of Defamation.	2	1	-
2.2	The Contempt of Court Act, 1971.	2	1	-
2.3	The Copyright Act, 1957.	2	1	-
2.4	The Official Secret Act, 1923.	2	1	-
2.5	The Right to Information Act, 2005 with its background.	3	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –III	Media Law Act-2	L	T	P
3.1	The Prasar Bharti (Broadcasting Corporation of India) Act, 1990.	2	1	-
3.2	The Press Council Act, 1978.	2	1	-
3.3	The Press and Registration of Books Act, 1867.	2	1	-
3.4	The Working Journalists and other Newspaper Employees (Condition of Service) and Miscellaneous Provision Act, 1955.	3	1	-
3.5	The Cinematograph Act, 1952.	2	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	IPC Act	L	T	P
4.1	Important Sections of Indian Penal Code, 1960 relating to Media.	2	1	-
4.2	Important Section of Criminal Procedure Code, 1973 related to Media.	2	1	-
4.3	The consumer protection Act, 1986 with Amendment.	2	1	-
4.4	IT Act 2005, Law relating to Cyber Crimes.	3	1	-
4.5	Election Commission: Guidelines.	2	1	-
		Total Hours		16
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Media Ethics	L	T	P
5.1	Guidelines to Journalistic Ethics Prepared by Press Council of India and Different Associations and Unions of Journalists.	3	1	-
5.2	Guidelines For Coverage of Parliamentary Proceedings by AIR and Doordarshan(GeetaMukharjee Committee Recommendation).	3	1	-
5.3	Guidelines on Coverage of Elections by Akashwani and Doordarshan.	2	1	-
5.4	The Cable Television Networks (Regulation) Act, 1995 and Rules 1994.	2	1	-
5.5	Right to Privacy, Media Trials.	2	-	-
		Total Hours		16
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- Student presentations –The student will present some of the topics as instructed by concern faculty.
- Write an essay on The role and functions of press council.
- Preparing a clipping file with at least 10 reports published in newspapers/magazines related to any aspect of media laws and ethics and writing a summary report on that.

Suggested Readings:-

- Dr. NandKishor Trikha, Media Laws and Ethics, Makhanlal Chaturvedi National Journalis and communication University ,Bhopal.
- Neelamalar M. (2010) Media Laws and Ethics, Phi Learning Private Limited, New Delhi.
- Trikha, N.K (2012), Media Laws and Ethics, Makhanlal Chaturvedi National University of Journalism and communication, Bhopal
- Dass, B,K, (2009), Ethics in Meia Communication, sumit Enterprises.
- Ravindranath, P.K. Press Laws and Ethics of Journalism.
- Basu, D.D.(2005). Press Laws, Prentice Hall.
- Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.

- Thakurta, P.G. (2009). Media Ethics, Oxford University Press.
- Duggal, P. (2002). Cyberlaw in India, Saakshar Law Publications.
- Kiran, R.N. (2000). Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues, Lbr Publications.
- Dua, M.R. (2000). Press As Leader of Society, IIMC.
- Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
- Sharma, P.K. (1999). Journalism Ethics, Random Publications.
- Menon, P. K. (2005). Journalistic Ethics, Pointer Publishers, Jaipur
- डॉ. सुकांत के. नंदा (2018), मीडिया विधि, सेंट्रल लॉ पब्लिकेशन
- डॉ. फरहत खान, प्रेस एवं विधि, अमर लॉ पब्लिकेशन्स, इंदौर

E-Resource:-

- https://en.wikipedia.org/wiki/Media_ethics
- https://en.wikibooks.org/wiki/...to_Mass_Media/Media_Law_and_Ethics
- <https://www.hg.org>media>
- <https://www.prsindia.org>the>

5BAJCW CCC 12: JOURNALISM RESEARCH

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

Course Objective :-

1. Introduce the basics of mass media research.
2. Define the areas and methods of data collection.
3. Develop a scientific temperament as well as train them to analyze data.
4. This Course covers essential market research methods, including quantitative and qualitative techniques.

Learning Outcomes :-

1. Can design and execute a research plan for various media.
2. Develop their perception on media research.
3. Acquire the knowledge about recent trends in research methodology.
4. Students will be capable of designing and conducting the minor research projects.

Co-Po Mapping:-

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	1	2	3	1	2	2	1	1	-	2	-	3
2	3	-	2	1	1	1	1	1	1	-	-	-	-	-	1
3	2	-	2	1	2	2	-	3	1	-	-	-	-	-	2
4	3	-	2	1	1	1	1	1	1	-	-	-	-	-	1

Unit-I	Research Concept	L	T	P
1.1	Social Research: Concept, Nature and Scope.	2	-	-
1.2	Research steps and its types.	3	1	-
1.3	Formulation of Research Problem	2	-	1
1.4	Variables and Hypothesis.	3	1	-
1.5	Objectivity, Reliability and Validity and Validity in Research.	3	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Research Methodology	L	T	P
2.1	Research Design and Its Types	4	1	-
2.2	Sampling and Its Types	2	-	1
2.3	Tools and Techniques of Data Collection	3	-	1
2.4	Questionnaire, Schedule, Interview and Observation	3	-	1
2.5	Case Study Method	2	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Communication Research	L	T	P
3.1	Communication Research: Utility and Scope	2	1	-
3.2	Importance and Utility of Survey Research	2	1	1
3.3	Content Analysis	2	-	1
3.4	Market and Advertising Research	2	1	-
3.5	Pareto Chart	2	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	Communication Research Process	L	T	P
4.1	Source Analysis	2	-	1
4.2	Message Analysis	2	-	1
4.3	Channel Analysis	2	-	1
4.4	Audience Analysis	2	-	1
4.5	Effect Analysis	2	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Statistics in Research	L	T	P
5.1	Statistical Analysis:- Mean, Median, Mode.	3	1	-
5.2	Standard Deviation and Correlation.	3	1	1
5.3	Level of Measurements: Nominal, Ordinal, Ratio and Interval.	2	1	-
5.4	Project Planning and Budgeting.	2	1	-
5.5	Preparation of Bibliography, Index and Report Writing.	2	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:

- Students will undertake a research project in which they will apply their learning in previous core courses by way of formulating research problems, designing their research and execution of the project under the supervision of allotted faculty.
- Prepare a questionnaire to measure any current trends in media along with formulating the research topic.
- The student will submit a handwritten copy on the above topics.

Suggested Readings:

- Arthur, A. Berger: Media Research Techniques, Sage Publication, New Delhi, 1996
- Fink, Arlene & Kos, J.B. (2005): How to Conduct surveys, A step-by-step guide, 3rd editions, university of California, Sage publication.
- Hansen Anders: Cottle Simon; New bold chris, (1998) Mass Communication research Methods, New York University press.
- Roger D. Wimmer & Joseph R. Dominick: Mass Media Research-Processes, Approaches.
- Susanna, Harning Priest : Doing Media Research; An Introduction, Sage Publications.
- Text Books in APA Format (at least 5)
- कुमार रंजीत (2017), शोध कार्यप्रणाली : आरंभिक शोधकर्ताओं के लिए चरणबद्ध गाइड, सेज पब्लिकेशन, नई दिल्ली

E-Resource:

- <http://www.tandfonline.com/10.1080/21670811.2013.808456>
- <https://doi.org/10.1086/266689>

5BAJCW CCE 05: ADVANCE REPORTING

Total Credit – 06(4+1+1)
Max Marks -100 (50Th.+30Pr.+20Int.)

Course Objectives :-

1. To impart theoretical and practical knowledge about reporting, including specialised beats.
2. To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering.
3. To Familiarize student with different sections of field reporting.
4. To apprise the way of reporting for various media.
5. Updating them with the challenges and various issue encountered during reporting.
6. To update students with the vocabulary of specialized reporting beat.

Learning Outcomes :-

1. The students will generate insight about field reporting for particular beats
2. This course will help students develop field reporting and effective writing ability.
3. The student will be well versed for reporting in various media.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	1	1	1	1	2	1	-	1	2	1	2	1	3
2	3	2	1	1	1	1	2	1	1	1	2	1	2	1	3
3	3	2	1	1	1	1	2	1	-	1	2	1	2	1	3
4	3	2	1	1	1	1	2	1	2	1	2	1	2	1	3
5	2	1	1	2	1	2	-	-	1	1	-	2	1	-	2
6	2	3	2	-	-	-	-	-	-	1	-	-	-	-	3

Unit-I	Advanced Reporting	L	T	P
1.1	Concept of Advanced Reporting	2	1	-
1.2	Regular Reporting and Exclusive Reporting	2	1	-
1.3	What is Scoop? How to Hunt a Scoop	2	1	-
1.4	Case Study - Watergate-1972, MPs' expenses Telegraph-2009, Bofors Expose-1987, Cement Scam Expose-1981	4	2	-
1.5	Scoop for Advance Reporting	2	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Political and Legislative Reporting	L	T	P
2.1	Understanding of Political Trends and Political Parties	3	1	-
2.2	Conducting Political Interview	2	-	1
2.3	Election Reporting	3	-	-
2.4	Legislative Reporting (Parliament, Assembly and Local Bodies)	3	-	-
2.5	Reporting of Rural, Other Autonomous Bodies, Bodies- Panchayat	3	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Financial Reporting	L	T	P
3.1	Critical Understanding of Economic Forces and Corporate World	3	1	-
3.2	How to write a Budget Story?	2	-	1
3.3	How to Analyze Company Reports and Balance Sheet?	2	1	1
3.4	Critical Understanding Linkages Between Political and Economic Reporting	2	1	-
3.5	Comparative Study of Financial News Paper and Magazines	2	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-Iv	General Understanding of Art Cultural and Sport Reporting	L	T	P
4.1	Scope of Art and Cultural Reporting	2	1	-
4.2	How to Report Cultural Events (Drama, Music, Dance etc.)	2	-	2
4.3	Film and Theatre Coverage	2	-	1
4.4	General Introduction of Sports Journalism	1	1	-
4.5	How to Report Cricket, Football, Hockey, Athletics and Tennis Events.	2	-	2
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Crime Reporting	L	T	P
5.1	Significance of Crime Reporting	2	-	-
5.2	How to Cover a Crime Incident	2	-	1
5.3	Analytical Coverage of Crime	2	1	1
5.4	Completive Understanding of Rural-Urban Crime Pattern	3	1	-
5.5	Court Reporting	3	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:

- Five news reports (total 300-350 words) - The news items should cover different beats like health, crime, arts & music, municipalities, state political parties.
- Five Interviews (total 350-400 words)- Student should write one news-based interview and a feature interview.
- Ten news written in mobile news format (total 20-25 words)

Suggested Readings :

- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Parthasarathy , R.(1994). Here is the News: Reporting for Media, Sterling Publishers
- Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication
- Burns Lyntte sheridam (2013), Understanding Journalism, Sage South Asia Edition
- Stovall, J.G. (2011). Journalism, Prentice Hall.
- Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication.
- Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
- Joseph and Sharma (2006). The Media and Women's Issues, Second Edition, SAGE Publication Pvt. Ltd.
- Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
- George, A. H. (1990). News Writing, Kanishka Publications.
- Frost, C. (2001). Reporting for Journalists, Routledge, London.
- Garrison, B. (2000). Advanced Reporting, LEA.
- Hakemulder, J. & Singh, J. R.(1990), News Agency Journalism.
- Natarajan and Chakraborty: Oyvkuatuibs(1995): Defence Reporting in
- India: The Communication Gap, Trishul Publications .
- Hough George A. (2006), News Writing, Kanishk Publishers, New Delhi
- Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi
- Mukherjee Siddhartha ((2011, The Emperor of All Maladies
- Saxena Sangeeta (1997), Defence Journalism in India, Manas Publication, New Delhi

- Parth Pratim Basu and Ipshita chanda (2011), Locating Cultural Chnge : Theory, Method, Process, Sage Publication
- नन्दा वर्तिका (2010), टेलीविजन और क्राइम रिपोर्टिंग, राजकमल प्रकाशन, दिल्ली
- झा डॉ. अंजनी कुमार (2016), एडवांस रिपोर्टिंग और एडिटिंग, हिंदी बुक सेंटर
- राय हाकिम (2015), अपराधों की विवेचना, द ब्रायट लॉ हाउस, नईदिल्ली

E-Resource :

- <https://journalistsresource.org/syllabi/science-reporting-environment-technology-medicine/>
- <https://earthjournalism.net/resources/reporting-on-disasters>
- <https://nidm.gov.in/pdf/ncrmp/Deliverable%2014-4.pdf>
- <https://ijnnet.org/en/story/science-journalist-shares-tips-reporting-food-and-agriculture>
- <https://businessjournalism.org/2015/05/five-tips-for-covering-agriculture/>
- <https://academic.oup.com/heapro/article/14/1/53/624138>

5BAJCW CCE 06: ADVERTISING AND PUBLIC RELATIONS

Total Credit – 06(4+1+1)
Max Marks -100 (50Th.+30Pr.+20Int.)

Course Objective :-

1. To introduce the current trends of Advertising.
2. To analyze the different concept of branding in modern times.
3. Course content will provide students hands -on tactic training in modern public relation practices.
4. Understand in relation between news Advertising &news Public relations.

Learning Outcomes :-

1. Acquainted with the different aspects of advertisements.
2. Familiarize with the tools and terms associated with AD making.
3. Improve the relationship building skills from an industry perspective.

CO-PO MAPPING:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2

Unit-I	Advertising Concept	L	T	P
1.1	Concept, Definition and Process of Advertising	3	1	-
1.2	Objectives, Utility and Features of Advertising	2	-	-
1.3	Growth and Development of Advertising in India	2	1	-
1.4	Medium of Advertising: News Papers, Magazines, Radio, Television and Internet	2	1	-
1.5	Types of Advertisements- Commercial, Social, Institutional and Financial	3	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Advertising Copy	L	T	P
2.1	Advertisements Copy Terminology and Principles, Title, Logo Appeal Layout etc	2	1	2
2.2	Copy of Advertisements of Various Mediums and Their Differences	2	1	-
2.3	Copy Elements- Headline, Sub Heads, Slogans, Body Copy, Logo etc.	1	1	2
2.4	USP in Advertisements Copy	1	-	1
2.5	Qualities of Advertisement Person	2	-	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –III	Advertising Agencies	L	T	P
3.1	Advertising Campaign: Importance and Concept	3	1	-
3.2	Selection of Medium and Advertising Budget	2	1	-
3.3	Advertising Agency: Types, Qualities	2	1	1
3.4	Organization: DAVP, ABC, AAA, MRUC.	2		
3.5	Advertising – Code of Conduct, Importance and Role of Advertisements in the Society	3	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit-IV	Concepts of Public Relation	L	T	P
4.1	Nature and Definition of Public Relations, Evolution and Development, News Challenges	3	1	-
4.2	Publicity and Propaganda, Public Relations and Public Opinion	2	1	-
4.3	Public Relations and Press Agency	2	-	-
4.4	Principles of Good Public Relation. Qualities of Good Public Relations Professional	3	1	-
4.5	Medium of Public Relations, Press Conference, Press Visits, House Journal. Meeting, Seminar and Cultural and Arts Programmes	3	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Public Relation Practices	L	T	P
5.1	Public Relation Departments: Organization and Working of Public Relations Department of Various Organizations	2	1	-
5.2	Public Relations in Industrial Business Organization, Public Relations in Public and Government, Public Relations in Autonomous and Other Organizations	2	1	-
5.3	Public Relation Campaign: Facts Collection and Setting Objectives, Identification of the Problem	3	1	-
5.4	Budget Making and Implementation and Ethics	2	1	-
5.5	Publicity and Advertising, Sales Promotion and Marketing	2	1	-
Total Hours		16		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:

- Press briefings/ Media relations.
- Organising press conferences.
- Case studies of Advertising and P.R. agencies in India .
- Crisis communication presentation.
- Media tracking of current corporate issues/ crises.
- Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layout, writing advertisement copy, practical aspects of graphics and use of colour, undertaking advertising research, conducting pre test, post test and audience research.
- Making an Ad. Film.

Suggested Readings:-

- Scott Cutlip (1995). Effective Public Relations, et al, London.
- Ghoshal Subhash and Mc Millan (2002). Making of Advertising.
- Ogilvy David (1997). Ogilvy on Advertising, Prion Books, London
- Reddi ,Dr. C.V. Narasimha: Public relation and communication Handbook, Public relation foundation, Hyderabad,2002
- Morrison A. Margaret Et.Al: Using Qualitative Research In Advertising, Strategies, Techniques and Applications(sage Publications Inc.Us,2012
- Jaishri Jethwaney and Shruti Jain, (2012) Advertising Management, Oxford University Press, New Delhi.
- Jaishri Jethwaney (2010). Corporate Communication Principles and Practice, New Delhi, Oxford University Press.
- Joseph Fernandez (2004). Corporate Communications: A 21st Century Primer,Response Books, New Delhi.
- Dalmar Fisher (1999). Communication in Organisations, Jaico Publishing House,Mumbai.
- Seital,P. Fraser: The practice of public relations, 6th ed, Prentice Hall ,New Jersey, 1995.
- Wells Williams et.al: Advertising principles and practices,3th ed. Prentice Hall, New Jersey,1995.
- Balan,R.K. :Corporate public relations, Sterling publisher pvt. Limited,New Delhi.
- Sam Black:Practical public relation, Universal book stall, Ansari road,New Delhi,1996

- Monippally Mmand Pawar A S:Academic Writing- A Guide for Management Students and Researchers(New Delhi:Response Book 2010)
- Maanen J V:Qualitative Methodology9New Delhi: sage , 1985)
- Miller Delbert C: Handbook of research Design and Social Measurement(London : sage, 1991)
- Jugenheimer, Donald W: Advertising and Public Relations Research (New Delhi :Phi Learning,2010)
- सिंह निशांत, विज्ञापन प्रबंधन, ओमेगा प्रकाशन, नयी दिल्ली
- डॉ. खानाशामा, विज्ञापन एवं मीडिया में नारी की छवि, राज प्रकाशन हाउस, जयपुर
- भाटिया डॉ. तारेथ, आधुनिक विज्ञापन एवं जनसंपर्क, तक्षशिला प्रकाशन, नयी दिल्ली
- सेठी डॉ. रेखा, विज्ञापन डॉटकाम, वाणी प्रकाशन, नयी दिल्ली
- डॉ. जैन एस.सी., विपणन विक्रय कला एवं विज्ञापन, साहित्य भवन पब्लिकेशन्स, आगरा

E-Resource:

- www.indiantelevision.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- <http://www.asa.co.nz/codes/codes/adverting-code-of-ethics>
- www.afaqs.com
- exchange4media.com
- www.pitchonnet.com
- www.newmediastudies.com
- www.medianewsline.com
- www.asci.co.inMark
- www.ofcomwatch.co.uk
- www.mediasoon.com

5BAJCW SEC 03: INDIAN ECONOMY: PROBLEMS AND POLICIES

Total Credit – 03(2+1)
Max Marks -50, (40Th+10Int.)

Course Objectives:-

1. To develop Theoretical understanding of Indian economy among students.
2. Develop the ability to understand and analyze the policies and issues of the Indian economy.
3. Enhance the understanding of economic issues and the ability to respond to these issues.
4. To develop in students an understanding of the world trade system as well as Indian trade system.
5. Inculcate the critical thinking among students about socio- economic and political system.

Learning Outcomes:-

1. Students are able to understand the Indian economy, which results in better and responsible citizens and Journalists as well.
2. Students will get the knowledge of socio-economic and political systems of different countries which will sharpen the global and national understanding.
3. Awareness about RTI, Parliamentary and legislative procedure, judicial system etc., results and reflects in their journalistic skills in form of responsible reporting.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
5	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2

Unit-I	Macro Economics - Overview on India	L	T	P
1.1	Overview of the India Economy	2	-	-
1.2	Post Independence Economic Development to a Developing	3	1	-
1.3	National Income Trends and Structural Changes	3	1	-
1.4	Income Distribution in India	2	1	-
1.5	Poverty and Unemployment	2	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Planning and Development	L	T	P
2.1	Objectives and Economic Planning	2	1	-
2.2	Assessment of Economic Planning	2	1	-
2.3	Economic Liberalization in India	3	-	-
2.4	Population, Manpower, Planning and economic Development (HRD)	3	-	-
2.5	Challenges before India, Infrastructure	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Unit-III	Agriculture and Industry	L	T	P
3.1	Indian Agriculture- An Overview	2	1	-
3.2	Land Reforms and Green Revolution- food Security	3	-	-
3.3	Industrial Policy	2	-	-
3.4	Public and Private Sector in the Indian Economy	3	1	-
3.5	Challenges before India, Infrastructure	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Unit-IV	Foreign Trade and Foreign Capital	L	T	P
4.1	Indian's Foreign Trade-Value, Composition and Direction	3	-	-
4.2	India's Balance of Payment Problems	2	1	-
4.3	Recent Trade Policy of the Government of India	2	1	-
4.4	Foreign Capital and Foreign Aid, FDI	2	1	-
4.5	Multinational Corporation FERA and FEMA	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Unit-V	Financial Markets and Public Finance	L	T	P
5.1	Money and capital Markets in India	2	1	-
5.2	RBI and its Monetary Policy	2	1	-
5.3	Tax Structure and Public Expenditure Trends	3	1	-
5.4	Public-Debt, Fiscal Imbalances and the Fiscal Policy	2	-	-
5.5	Centre- State Financial Relations, Black Economy in India	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Practical/Projects/Assignments:-

- Preparing a clipping file on a particular theme/subject and writing a summary report on that.
- Comparing at least five articles published on the same subject with different perspectives.
- Any other assignment given by the concerned faculty.
- Write an article on Indian agriculture.

Suggested Readings:-

- K.R. Gupta, Issues in Indian Economy, Atlantic Publishers and Distributors New Delhi.
- S.K. Mishra and V.K. Puri, Indian Economy, Himalaya Publishing house, Mumbai.
- D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th edition, International Edition, 2009.
- Christopher Dougherty, Introduction to Econometrics, Oxford University Press, 3rd edition, Indian edition, 2007.
- Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.
- Jean Dreze and Amartya Sen, Jean Dreze and Amartya Sen, 2013. An Uncertain Glory: India and its Contradictions, Princeton University Press.
- Pulapre Balakrishnan, 2007, The Recovery of India: Economic Growth in the Nehru Era, Economic and Political Weekly, November.
- Rakesh Mohan, 2008, —Growth Record of Indian Economy: 1950-2008. A Story of Sustained Savings and Investment, Economic and Political Weekly, May.
- S.L. Shetty, 2007, —India's Savings Performance since the Advent of Planning, in K.L. Krishna and A. Vaidyanathan, editors, Institutions and Markets in India's Development.
- Himanshu, 2010, Towards New Poverty Lines for India, Economic and Political Weekly, January.
- Rama Baru et al, 2010, —Inequities in Access to Health Services in India: Caste, Class and Region, Economic and Political Weekly, September.
- R. Datt & KPM Sundaram, Indian Economy.
- Uma Kapila, Understanding of the problems of Indian Economy.
- S.K. Mishra & V.K. Pur, Proboems of Indian Economy.
- रुद्रदत्त एवं सुन्दरम् के.पी. एम, भारतीय अर्थव्यवस्था, एस. चन्द्र एण्ड कंपनी लिमिटेड
- डॉ. सुदामा सिंह एवं राजीव कृष्ण सिंह. राधा पब्लिकेशन्स
- जगदीश नारायण मिश्र, भारतीय अर्थव्यवस्था, किताब महल, इलाहाबाद

- सिंह एम.एल. अन्तर्राष्ट्रीय अर्थव्यवस्था, वृंदा प्रकाशन लिमिटेड

E-Resource :-

- <http://www.journals.elsevier.com/journal-socio-economics>.
- <https://www.toppr.com/guides/business-economics-cs/overview-of-indian-economy/development-issues-of-indian-economy/>
- <https://www.economicdiscussion.net/indian-economy/problems>
- <https://www.ft.com/content/25b0b690-360c-11ea-ac3c-f68c10993b04>

5BAJCW OE 05: WRITING FOR SPORTS

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

Course Objective :-

1. To develop ability to undertake the practical aspects of covering sports events.
2. To give knowledge about various national and international sports related organization.

Learning Outcomes:-

1. Students will be able to Produce Sport-related content and form.
2. Evaluate the Impact of Societal Issues on sports reporting.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	-	-	-	-	-	-	-	-	1	1	1	-	2
2	2	1	1	1	-	1	1	-	1	-	1	1	1	-	2

Unit- I	Concept of Sport Journalism	L	T	P
1.1	Concept and Meaning of Sports Journalism	2	-	-
1.2	Elements and Scope of Sports Journalism	2	1	-
1.3	Sports News for Various Mediums	2	1	-
1.4	Sports Bulletins	1	-	2
1.5	Introduction to Sports Magazine and News Papers	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Unit- II	Sports Reporting	L	T	P
2.1	Principles of Sports Reporting	2	-	-
2.2	Sources of Sports News	2	1	-
2.3	Sports News Formats and Elements	2	-	2
2.4	Qualities and Responsibilities of Sports Reporters	2	1	
2.5	Characteristics of Sports Reporting	2	1	
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Unit-III	Writing Skill	L	T	P
3.1	Structure of Sports News and Principles of News Editing	2	1	-
3.2	Writing Sports News for Various Sports Events	1	-	2
3.3	Writing International, National, Regional and Local Sports Events	1	-	2
3.4	Sports Photo Editing and Its Characteristics	1	-	2
3.5	Sports Advertisement Planning and Copy Writing	2	-	1
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –IV	Sport Content	L	T	P
4.1	Classifications of Sports Contents for Various Mediums	2	1	-
4.2	Commentary Definition and Characteristics	2	-	-
4.3	Commentary Practices for Various Sports Events	-	-	3
4.4	News Writing Practices of Currents Sports Events	-	-	3
4.5	Interview Techniques, Methods and Characteristics	1	-	3
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit –V	Code and Ethics, Sports Organizations	L	T	P
5.1	Code and Ethics for Sports Writing	2	-	-
5.2	Introduction Various Sports Associations, Clubs and Organizations	2	1	-
5.3	Ministry of Sports and Youth Affairs (Central and States)	2	1	-
5.4	Various Tournaments for Various Games (World Cup, Commonwealth Games, Asiad, Olympic Games etc.)	3	1	-
5.5	Characteristics of Sports Reporting	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Project/Assignments

- Prepare list of sport Magazines.
- Content Analysis of any one sports magazine.
- Critical Analysis the content of any two sports website.

Suggested Readings:

- Sports Journalism and Mass Media, Dr. Hoshiyar Singh, Khel Shahitya Kendra
- Sports Journalism A Practical Introduction, Phil Andrews, SAZE Publication
- Sport Journalism An in Production to Reporting and writing, Kathy T. Stofer, James R. Schaffer, Rowman and Littlefield, New York
- खेल पत्रकारिता, सुशील दोषी, एमसीयू, भोपाल
- खेल पत्रकारिता, पदमपति शर्मा, प्रभात प्रकाशन, दिल्ली
- खेल पत्रकारिता, हरवंश सिंह, हरियाणा साहित्य अकादमी
- खेल पत्रकारिता, संजय आर. अगाशे, खेल साहित्य केन्द्र, दिल्ली
- खेल पत्रकारिता, नरेश गौतम, मोहित प्रकाशन
- खेल पत्रकारिता, राजशेखर मिश्र, डायमंड प्रकाशन

E-Resource:

- <https://timesofindia.indiatimes.com/home/education/news/how-to-become-a-sports-journalist/articleshow/69408504.cms>
- <https://theconversation.com/us/topics/sports-journalism-4815>
- <https://www.questia.com/library/communication/journalism/sports-journalism>
- https://www.academia.edu/36344076/SPORTS_JOURNALISM
- http://dl.booktolearn.com/ebooks2/education/9780742561748_sports_journalism_3a16.pdf
- https://shodhganga.inflibnet.ac.in/bitstream/10603/40602/8/13_chapter4.pdf
- <https://ncert.nic.in/textbook/pdf/kham102.pdf>

SEMESTER-VI

6BAJCW CCC 13 : NEWSPAPER MANAGEMENT

Total Credit – 06(5+1)
Max Marks-100 (80Th.+20Int.)

Course Objective:-

1. To develop an understanding of the economic side of media.
2. Understanding the business of newspaper industry.
3. To give an brief overview of media scenario.
4. To make students aware with the management responsibilities.
5. To develop students as team professional.

Learning outcome :-

1. Students will develop an understanding of the economic side of media.
2. Students will develop an understanding of the business of the newspaper industry.
3. Students will be aware of media scenario.
4. Students will have sense of management responsibility.
5. Students will develop as professional teams.

Co-Po Mapping:-

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	1	1	1	-	-	-	1	-	-	-	-	-	1
2	2	-	1	1	-	-	-	-	1	-	-	-	-	-	1
3	1	-	1	1	-	-	-	-	1	-	-	-	-	1	1
4	2	1	1	1	1	-	-	-	1	-	-	-	-	1	2
5	2	1	1	1	1	-	-	-	1	-	-	-	-	2	2

Unit- I	Basics of Management	L	T	P
1.1	Introduction, Concept, Significance, Definition and Function of Management	3	-	-
1.2	Planning Meaning, Nature of Planning, Planning Process and Management	2	1	-
1.3	Systems Approach Towards Management	2	-	-
1.4	Principles of Management	3	1	-
1.5	Inflow of Capital in Newspaper Organization	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- II	Management Process	L	T	P
1.1	Organizing, Directing, Nature of Leadership	2	2	-
1.2	Hierarchy, Controlling & Co-Ordination	2	1	-
1.3	Understanding Motivation- Decision Making	2	1	-
1.4	Factors Influencing Good Management	2	-	-
1.5	Flow of Communication in An Organization- Bottom Step, Top Down Vertical and Horizontal	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- III	Newspaper As An Industry	L	T	P
1.1	Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management	4	-	-
1.2	Ownership Patterns	2	-	-
1.3	PRB Act, Company Act, Industrial Dispute Act, Working Journalists and Other Newspaper Employees	3	-	-
1.4	Registration of Newspaper, Identification of Competition, Analysis & Evaluation, Procedure, Process	3	-	-
1.5	Organizational structure, Newspaper Establishment (TOI/HT, Indian Express, Dainik Bhaskar, Patrika Naidunia etc.)	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit- IV	Newspaper Production Process and Problems	L	T	P
1.1	Communication System, Edition Planning, Printing Schedules, Time Management	3	-	-
1.2	Importance and Planning of a Dummy	2	1	-
1.3	Function and Organization of The Editorial Department of A Newspaper	2	1	-
1.4	Coordination Between Various Departments	2	1	-
1.5	Newsroom Organization and Coordination Among Editorial Staff	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit- V	Distribution and Marketing Management of Newspaper	L	T	P
1.1	Introduction of Marketing, Concept of Marketing, Marketing Process	2	1	-
1.2	Market survey: Newspaper and Reader Profile	2	-	-
1.3	Consumer Behavior: Factors Influencing Buyers Behavior, Identifying Market Segments, Selecting Target Markets.	3	1	-
1.4	Distribution of Newspaper, Selection of Circulation Area Covered by An Edition	2	1	-
1.5	Role of Audit Bureau of Circulations (ABC), Indian Readership Survey (IRS), National Readership Survey (NRS). Registrar of Newspapers for India.(RNI)	3	-	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Practical / Projects / Assignments –

- The student will submit a handwritten copy on the above topics as instructed by concern faculty.
- Study and present of PPT on the Managerial Job Roles and Management of any Newspaper Organization
- Visit a local Newspaper Organization and study its functions and management process and file a report on it.
- Present some case studies of successful Indian Newspaper Houses.
- Presentation on perception management.

Suggested Readings –

- Vanita Kohli- Khandekar, (2015) The Indian Media Business, Sage Publication.
- Mehra, Newspaper Management.
- Rucker & Williams, Newspaper Organization And Management.
- Sindhvani, Newspaper Economics And Management.
- Herbert Williams Newspaper Organization And Management.
- Ra Yudu C S, Media And Communication Management.

- Mocavatt& Pringle, Electronic Media Management.
- Bhatia Kanchan, Mittal Shweta, “ Management concepts and Practice” Variety Publishers, 201
- Barton, R., (1970), Handbook of Advertising Management, US: McGraw Hill Pub
- Chiranjeev, A., (2000), Electronic Media Management, Authors Press.
- Dibankar, P., & Biswaroy B.K., (1993), Media Management in India, Kanishka Publishing House.
- Edverd, H., & Chesney Mc R.,, The Global Media.
- Koontz, H., & Heinz, W, Essentials of Management, McGraw Hills Publication.
- Kothari,G., Newspaper Management, Netherland: Intercultural Open University
- पटेरिया शिव अनुराग, समाचार पत्र प्रबंधन, मध्यप्रदेश ग्रन्थ अकादमी, भोपाल
- कोठारी गुलाब, समाचार पत्र प्रबंधन, राजकमल प्रकाशन, नईदिल्ली

E-Resource -

- www.indiastudychannel.com/resources/117867.
- www.lib.jnu.ac.in/E-Newspapers
- www.wikipedia.org/wiki/Wikipedia:List_of_free.
- www.simpli.com/Search/Management
- www.businessjargons.com/management.htm
- [www.simpli.com/Results/Newspapers articles](http://www.simpli.com/Results/Newspapers_articles)
- https://www.managementstudyguide.com/leadership_basics.htm
- <https://smallbusiness.chron.com/organizational-leadership-concepts->
- <http://www.businessmanagementideas.com/organisation-structure>
- <https://www.amazon.in/Principles-Management-Durai-Pravin-ebook>

6BAJCW CCC 14: INTERNATIONAL MEDIA

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int.)

Course Objective:-

1. To develop understanding towards Global Communication and Media.
2. To make students aware of the causes of international information flow and imbalance.
3. To impart in-depth knowledge of the functioning of international information agencies.

Learning Outcomes :-

1. Student will develop the ability to analyze the content and coverage of international news in the world's leading newspapers and news channels.
2. Content will be very useful to implement of knowledge in the field of communication.
3. Capable to show their understanding of world media scenario.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	-	-	-	-	-	1	1	1	1	-	-	1
2	3	-	1	-	-	-	-	-	1	1	1	1	-	-	1
3	3	-	1	-	-	-	-	-	1	1	1	1	1	-	2

Unit- I	International Information Agencies	L	T	P
1.1	Global News Agencies	3	1	-
1.2	International Broadcasting	2	1	-
1.3	International Organization	3	1	-
1.4	Inter-Governmental Agencies	2	1	-
1.5	Media Agencies in Developing Countries.	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- II	International Information Flow and Imbalance	L	T	P
2.1	Information as Wealth and Power	2	1	-
2.2	Concept of Free Flow of Information	2	1	-
2.3	North-South Dialogue on Economy, Aid, Trade and Information	3	1	-
2.4	UN resolutions on Media related issues.	3	1	-
2.5	Contemporary Trends in Media and International Relation	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	New World Information and Communication Order	L	T	P
3.1	The Demand for NWICO	2	1	-
3.2	The Mac Bride Report	2	1	-
3.3	NWICO : Character and Content, India and NWICO	3	1	-
3.4	Interruption of news flow between developing and developed countries	3	1	-
3.5	Information Imbalance Between Developed and Developing Countries	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –IV	Global Communication	L	T	P
4.1	Culture and Global Communication	3	1	-
4.2	Global Communication and Conflict	3	1	-
4.3	Media Globalization	2	1	-
4.4	History and Economy of Global Communication	3	1	-
4.5	New Trends in Information Sharing	2	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –V	Global Communication and Media	L	T	P
5.1	Global Politic and Media in Popular Culture	3	1	
5.2	Human Right Advocacy and Social Media	3	1	
5.3	Media Imperialism	2	1	
5.4	Future of Global Communication	3	1	
5.5	Convergence, Too Much interference of Technology in Society	2	1	
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- Case Study of International issues as reported by International News Agencies
- Group discussions on News Imbalance, media imperialism etc
- Presentations on Global media companies-case study.
- Analyse the content and the coverage of international news in worlds leading news channels and newspapers.

Suggested Readings:-

- Shahzad Ahmad, Art of Modern Journalism, Anmol Publications, Pvt. Ltd. 2005
- Tony Silvia, Global News: Perspective on the information age, Surjeet publication, 2006.
- Scott Collins, ‘ Crazy like a FOX Crazy like a fox; the inside story of how Fox News beat CNN’, the University of Michigan, 2004.
- V.S.Gupta, ‘ international Communication; Contemporary issues and trends in global information revolution’, Concept Publishing Company, 2005..
- World Communication and information Report- UNESCO publications, 1999-2000
- Hall, Stuart; On-line Journalism, Pluto Press, 2001.
- Facts of Life, A Communication Challenge UNICEF, India-1993
- John B Thompson, The Media & Modernity, Polity Press, 1995
- Belmont C A Wadsworth, Technology & Communication Behavior,
- M.K. Rampal- Global Comparative Media
- भसीन अनीश (2014), मीडिया विश्वकोश, प्रभात प्रकाशन, नईदिल्ली
- बासु रुमकी (2019), अंतर्राष्ट्रीय राजनीति : अवधारणायें, सिद्धांत तथा मुद्दे, सेज प्रकाशन, नईदिल्ली

E-Resource :-

- <https://www.mediasupport.org/>
- <https://erosplc.com/>
- <https://economictimes.indiatimes.com/topic/international-media>
- <https://theprint.in/india/how-foreign-media-has-covered.../285602/>
- <https://www.huffingtonpost.in/>
- <https://iamcr.org/>
- <https://www.youtube.com/watch?v=cmao0O4A0qg>
- <https://www.youtube.com/watch?v=cmao0O4A0qg>

6BAJCW CCE 07: WRITING PROJECT

Section A: (Feature/Article/ Reviews/Script Writing)

Section B: (Essay/Short Stories/Poems/Novel)

Total Credit – 06(4+2)
Max Marks -100(50Th.+30Pr.+20Int.)

Course Objective:-

1. To produce graduates familiar with the contemporary literary publishing milieu.
2. To produce graduates able to apply their knowledge and understanding of critical, theoretical and technical tradition to the production of original literary works.

Learning Outcomes :-

1. Graduates will have the ability of apply critical and theoretical approaches to the reading and analysis of literary text in multiple genres.
2. Graduates will be able to present their own literary work.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	1	2	-	-	3	-	-	-	1	1	1	2	3
2	2	1	1	3	-	1	3	-	1	-	1	1	1	3	3

Instructions:

1. Project has to made on *any two* genres of writing from *Section A* and *any two* genre of creative writing from *Section B*.

Section A

- 2.** Feature: No. of Features to be Written: 5 (500 words each)
- 3.** Article: No. of Articles to be written: 5 (800 Words each)
- 4.** Reviews: Book, Play, Film, Performing Arts (One from each category)
- 5.** Script Writing: One script for any medium (Theatre, Radio, Television, Internet)

Section B

- 1.** Essay: No. of Essays to be Written: 4 (1000 Words each)
- 2.** Short Stories: Five Short Stories on any topic
- 3.** Poems: 10 Poems
- 4.** Novel: 1 Novel

6BAJCW SEC 04: WRITING ON SUSTAINABLE DEVELOPMENT AND ENVIRONMENT

Total Credit – 03(2+1)
Max Marks -50, (40Th. +10Int.)

Course Objective:-

1. This course provides students with insights on issues related to environmental problems in development.
2. To introduce students to the multidimensional aspect of sustainable development.
3. To make students aware of environmental challenges at the global, national and local levels.

Learning Outcomes:-

1. Students will be familiar with the historical roots of sustainable development and current discourse.
2. Students will develop an understanding and insight into specific environmental challenges.
3. Students will develop insights to meet future environmental challenges.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	1	1	1	-	-	1	1	-	1	1	2	-	1
2	3	-	1	1	1	-	-	1	1	-	1	1	2	-	2
3	3	-	2	1	2	-	-	1	2	-	1	1	2	-	3

Unit-I	Writing For Development	L	T	P
1.1	Concept and Definition of Development	3	1	-
1.2	Significance of Writing for Development	2	1	-
1.3	Selection of Medium, Format, Language, Style of Writing For Development	2	1	1
1.4	Types and Tools of Resources for Writing on Development Issues	2	1	-
1.5	Selection of Development Issues for Writing	3	-	1
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-II	Development & Ecosystem	L	T	P
2.1	Indian Development Process in Comparative Perspective of Asia & World	3	1	-
2.2	Indicators of Human Development, Concept of Sustainable Development	2	2	-
2.3	An Introduction to Environment and Ecology, Relationship of Man with Nature	3	1	-
2.4	The Use of Technology in Exploitation of Nature, Ecosystem, Environmental Degradation	3	1	-
2.5	Deforestation, Forest Conservation Programme	2	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Pollution & Biodiversity	L	T	P
3.1	Water pollution, Air Pollution, Sound Pollution	3	1	-
3.2	Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of Ozone	3	1	-
3.3	Green Revolution and its Impact and Environment	2	1	-
3.4	Wildlife and its Conservation, Depletion of Bio-Diversity	3	1	-
3.5	Deforestation, Forest Conservation Programmed	2	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-IV	Act's Related to Environment	L	T	P
4.1	Development of Environment Protection Acts in India	3	1	-
4.2	Air Pollution Act. 1981, Water Pollution Act 1974	2	2	-
4.3	Wild Life Protection Act 1972 With Amendment of 1992	2	2	-
4.4	Salient Features of Environmental Protection Act 1986	2	1	-
4.5	Brief Introduction of Action Ganga, Wetland Projects, Waste Management and Re-Cycling	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-V	Environment Activist & Magazines	L	T	P
5.1	Habitat and Modern Life Style, Environmentalism (Solid Waste Materials, Health Hazards of Solid Waste Treatment)	3	1	-
5.2	Managing Fragile Ecosystems and Combating Desertification and Drought	2	1	-
5.3	Environment Policies (Development and Displacement, Big Dams The Role of Government and Judiciary in These Debates)	2	1	-
5.4	The Brief Study of Centre for Studies in Environment (The Contributions of Sundarlalbahuguna, Medhapatkar, Anil Agrawal, Bandana Shiva, Indira Jaisingh, M.C. Mehta, Chandi Prasad Singh)	4	-	-
5.5	Brief Study of Some Magazines, Newspapers Like Down to Earth, Sanctuary, Srote (Science Feature Service) Hindu, Frontline, Vigyanpragati	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- The student will submit handwritten copy on the topics as instructed by concern faculty.
- Preparing a clipping file with at least 10 reports published in newspapers/magazines related to any aspect of sustainable development and environment writing a summary report on that.
- Present PPT on the comparative analysis of any two environmental magazines.
- Analyse at least one environment programme campaign/issues and writing a comprehensive critical report on the same.

Suggested Readings:-

- Dreze, J. & Sen, A. (1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- Jayal, N.G. & Pai, S. (2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi
- Hecht, Alan D. 1999. "The Triad of Sustainable Development: Promoting Sustainable Development in Developing Countries." Journal of Environment & Development, June, 8.2, 111-132.
- Heifer International. "Cows of Peace, The Most Important Catalogue in the World." Merrifield, VA. On line <http://www.heifer.org>
- International Institute for Sustainable Development. Various articles. Winnipeg, Manitoba, Canada. At <http://www.iisd.org>.
- International Monetary Fund. 2002. "Chapter III. Trade and Financial Integration." In World Economic Outlook. Washington, DC: IMF. On line.
- World Business Council for Sustainable Development and UNIDO. 2002.
- Developing Countries and Technology Cooperation. Go to link at <http://www.wbcsd.ch/newscenter/media.htm>
- World Resources Institute <http://pathways.wri.org>. Various power point presentations. World Resources Institute. "Earth Trends, The Environmental Information Portal." On line <http://earthtrends.wri.org>
- Tomorrow's Markets: Global Trends and their Implications for business http://www.wri.org/wri/business/tomorrows_markets_toc.html
- Where are the Poor: Experiences with the Development and Use of Poverty Mapping, http://pubs.wri.org/pubs_pdf.cfm?PubID=3758
- World Summit on Sustainable Development. Johannesburg 2002. <http://www.johannesburgsummit.org>
- दांगी डॉ. संदीप कुमार, भूमंडलीकरण तथा पर्यावरण, साहित्य भवन पब्लिकेशन्स, नईदिल्ली

E-Resource :-

- <http://www.heifer.org>
- <http://earthtrends.wri.org>
- <http://www.wbcsd.ch/newscenter/media.htm>
- http://www.wri.org/wri/business/tomorrows_markets_toc.html
- http://pubs.wri.org/pubs_pdf.cfm?PubID=3758

6BAJCW OE 06: INTERNATIONAL TRADE AND THE WORLD ECONOMY

Total Credit – 03(2+1)
Max Marks -50, (40Th.+10Int.)

Course Objective:-

1. To introduce to the deep understanding of international trade as well as its importance in the globalized world.
2. To introduce students to the role of international trade bodies.
3. To introduce students to the impact of international trade for economic development.

Learning Outcomes :-

1. Students will develop a deeper understanding of international business.
2. Students will be aware of the working of international trade bodies.
3. Students will be familiar with the impact of international trade on the economy.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	1	-	1	-	-	-	1	1	1	1	-	-	1
2	2	-	1	-	1	-	-	-	1	1	1	1	-	-	2
3	2	-	1	-	1	-	-	-	1	1	1	1	-	-	1

Unit- I	International Trade, Theory and Policy	L	T	P
1.1	The Classical Theory of International Trade	2	1	-
1.2	General Equilibrium Theory of Trade	2	1	-
1.3	Terms of Trade and Gains From Trade	2	1	-
1.4	Free Trade and Protection	2	1	-
1.5	Protective- Tariffs and Quotas	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- II	Foreign Exchange and Balance of Payments	L	T	P
2.1	Foreign Exchange Market and Exchange Rate Determination	2	1	-
2.2	Fixed and Flexible Exchange Rates	2	1	-
2.3	Balance of Payments- Concepts and Disequilibrium	2	1	-
2.4	Methods to Correct Disequilibrium in Balance of Payments	2	1	-
2.5	The International Monetary System	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Foreign Aid, Foreign Capital and Global Financial Flows	L	T	P
3.1	Foreign Aid- Concepts, Macroeconomics Impact, Aid Effectiveness	3	-	-
3.2	Foreign Capital Flow and Development	2	1	-
3.3	Technology Transfers- Various Issues	2	-	-
3.4	Global Financial Flows- Recent Trends Management of Global Financial Flows	3	1	-
3.5	The World Bank and the IMI	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -IV	International Monetary and Trade Institution and Globalisation	L	T	P
4.1	Globalization - Origins, Foundations and Implications for LDC and The Global Environment	3	1	-
4.2	The General Agreement on Tariffs and Trade (GATT) and WTO	2	-	-
4.3	UNCTAD (The United Nations Conference on Trade and Development) and The World Trade Systems	2	1	-
4.4	India and The World Economy	2	1	-
4.5	Export Lead Growth in East and The Recent East Asian Crisis	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –V	Media and Economic Issues	L	T	P
5.1	Media and the Issues of Economic Development	2	1	-
5.2	Media Market and Consumer	2	1	-
5.3	Media as an Industry and Media Monopoly	2	1	-
5.4	Public Media, Private Media and the Economic Power (Advertisement control etc)	2	1	-
5.5	Media and the Open Sky Policy	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- Student presentations –The student will present some of the topics as instructed by concern faculty.
- The student will submit a handwritten copy on the above topics.
- Prepare a clipping file with at least 10 reports published in newspapers/magazines related to any aspect of International trade and world economy and writing a summary report on that.

Suggested Readings:-

- M.L. Jhingan, International Economics, Vrindra Publications, Delhi
- Maurice D. Levi, Mc.Graw-Hill, Inc. International Finance, The Market and Financial Management of multinational business.
- Cdinsparls with anna Reading, Communism, Capitalism and the Mass Media, Sage Publications.
- Husted S., Melvin M.: International Economics; Pearson (2010)
- Geringer M., Minor M., McNett J.: M: International Business; McGraw Hill (2011)
- Edward Leamer, editor, International Economics, Worth Series in Outstanding Contributions, Worth Publishers, 2001, ISBN 1-57259-820-4. Jagdish N. Bhagwati, ed. International Trade: Selected Readings, 2nd edition (Cambridge, MA: MIT Press, 1987).
- Jagdish N. Bhagwati, Arvind Panagariya, and T. N. Srinivasan, Lectures on International Trade, second edition (Cambridge, MA: MIT Press, 1998).
- Andrea Maneschi, Comparative Advantage in International Trade: A Historical Perspective (Edward Elgar, 1998) Chang, Ha-Joon, Kicking Away the Ladder: Development Strategy in Historical Perspective, London: Anthem Press, 2002.
- Anderson, S., Cavanagh, J., Lee, T., Field Guide to the Global Economy, Institute for Policy Studies, 2000.
- Giovanni Dosi, Keith Pavitt, & Luc Soete, The Economics of Technical Change and International Trade (1990). Ronald Findlay, Factor Proportions, Trade, and Growth (Cambridge, MA: MIT Press, 1995).
- Gene M. Grossman, ed., Imperfect Competition and International Trade (Cambridge, MA: MIT Press, 1992). Gene M. Grossman and Elhanan Helpman, Innovation and Growth in the Global Economy (1991).
- Gene M. Grossman and Kenneth Rogoff, eds., Handbook of International Economics, vol. 3, (Amsterdam: North-Holland, 1995).
- Ronald W. Jones and Peter B. Kenen, eds., Handbook of International Economics, vols. 1 and 2, (Amsterdam: North-Holland, 1984). Feenstra, Robert (ed.), Empirical Methods for International Trade, Cambridge: MIT Press, 1988.
- Blecker, R., "Financial Globalization, Exchange Rates, and International Trade.

- Williams, John, "The Theory of International Trade Reconsidered," Economic Journal.
- International business: competing in the global marketplace; Hill (2013)
- dutt and sundram,
- शर्मा संजीव (2018), भारतीय अर्थव्यवस्था, यूनिक्स पब्लिकेशन, नईदिल्ली

E-Resource :-

- World Bank WITS (trade and tariff data): <http://wits.worldbank.org/wits/>
- <Http://course.umass.edu/econ722>
- www.aw-bc.com/husted_melvin
- (<http://courseweb.pitt.edu>)