

Choice Based Credit System (CBCS)

BA (Mass Communication)

Three Years (Full Time)

Bachelor Degree Programme

CBCS Total Credits: 140



DEPARTMENT OF MASS COMMUNICATION

MAKHANLAL CHATURVEDI

NATIONAL UNIVERSITY OF JOURNALISM AND

COMMUNICATION, BHOPAL (MP) INDIA

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass Communication degree are:

1. To impart the basic knowledge of Mass Communication and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry- ready Professional.
3. To empower learner by Communication, Professional and Life Skills.
4. To impart Information Communication Technologies (ICTs) skills, including Digital and Media Literacy and Competencies.
5. To imbibe the Culture of Research, Innovation, Entrepreneurship and Incubation.
6. To inculcate Professional Ethics, Values of Indian and Global Culture.
7. To prepare socially responsible Media Academicians, Researchers, Professionals with Global vision.

GRADUATE ATTRIBUTES (GAs)

The Graduate Attribute (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by Mass Communication graduates at the Higher Education Institutions (HEIs). The graduate attributes include capabilities to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond study of a particular area and programme.

Any graduate of Mass Communication should be Media Literate with the understanding of the core concepts of communication, the knowledge of new communication technologies and responsibility towards the society.

Graduate Attributes include:-

1. **Disciplinary Knowledge:**
Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
2. **Understanding the Role of Press:**
The press in democratic society, importance of freedom of press and impact of media in general.
3. **Skilled and Industry-ready Professionals:**
Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Media & Entertainment industry including Advertising, Public Relations, Corporate Communication, Digital Communication, Media Management.
4. **Influential and Effective Communication:**
Influential and Effective Communication ability to share thoughts, ideas and applied skills of Communication in its various perspectives like Written Communication, Speech Communication etc.
5. **Leadership Readiness/ Qualities:**
To make learners fluent in multiple facets of Leadership .Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
6. **Critical/ Reflective Thinking & Language Efficiency:**
Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
7. **Technologically Efficient Professional:**
Capability to use various Communication technologies and ability to use various softwares for Content creation, Content editing for various forms of publishing platforms.
8. **Ethical Awareness:**
As a Communication learner, one has to understand the importance of ethical values and its application in professional life.
9. **Lifelong Learning:**
Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
10. **Research-related Skills:**
A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
11. **Cooperation/ Team work:**
Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

PROGRAMME LEARNING OUTCOMES (PLOs)

The key outcomes planned in this undergraduate programme in Mass Communication are underpinned as follows:

After completing this undergraduate programme, a learner:

1. Will be able understand, analyse and apply the fundamental knowledge of Mass Communication, the theories and related concepts.
2. Will be able to acquire and apply the knowledge related to Media and will be able to understand its impact.
3. Will be competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
4. Will empower themselves by Communication, Professional and Life Skills.
5. Will be able to enhance the ability of leadership.
6. Will become socially responsible citizen with global vision.
7. Will be equipped with ICTs competencies including Digital Literacy.
8. Will become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
9. Will be able to recognize the need to undertake lifelong learning and also acquire the capacity to do so.
10. Will be able to identify the areas of research in society and understand the importance of Innovation, Entrepreneurship and incubation abilities.
11. Will be able to work in an efficient manner as an individual and also as a part of a team. Also will be able to understand the significance of cooperation and teamwork.

CORRELATION OF GAs AND PLOs

(MAPPING OF GRADUATE ATTRIBUTES AND PROGRAMME LEARNING OUTCOMES)

PLO GA	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11
GA 1											
GA 2											
GA 3											
GA 4											
GA 5											
GA 6											
GA 7											
GA 8											
GA 9											
GA 10											
GA 11											

PROGRAMME MATRIX

(MAPPING OF COURSES AND PROGRAMME LEARNING OUTCOMES)

<i>PO</i> <i>COS</i>	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
1BAMC1	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓
1BAMC2	✓	-	-	-	-	✓	-	✓	✓	-	-
1BAMC3	✓	✓	✓	✓	-	-	-	✓	✓	✓	-
1BAMC4	✓	-	✓	✓	-	-	-	-	✓	-	-
1BAMC5	✓	-	✓	✓	✓	-	-	-	✓	-	-
2BAMC1	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓
2BAMC2	✓	✓	✓	✓	-	-	✓	-	✓	-	-
2BAMC3	✓	✓	✓	✓	✓	-	-	-	✓	✓	-
2BAMC4	✓	-	-	-	-	✓	-	✓	✓	-	-
2BAMC5	✓	✓	✓	✓	-	-	✓	-	✓	-	-
3BAMC1	✓	✓	✓	-	✓	-	-	✓	-	-	✓
3BAMC2	✓	✓	✓	✓	✓	-	-	✓	✓	-	✓
3BAMC3a	✓	✓	✓	✓	-	✓	✓	✓	-	✓	✓
3BAMC3b	✓	✓	✓	✓	-	-	✓	-	-	✓	✓
3BAMC4	✓	-	✓	✓	-	-	-	-	✓	-	-
3BAMC5	✓	✓	✓	✓	-	-	-	-	✓	-	✓
4BAMC1	✓	✓	✓	✓	-	-	✓	✓	✓	-	✓
4BAMC2	✓	-	-	-	-	-	-	-	✓	✓	-
4BAMC3a	✓	✓	✓	-	-	✓	-	✓	-	-	-
4BAMC3b	✓	✓	✓	✓	-	-	✓	-	-	-	-
4BAMC4	✓	✓	✓	✓	-	-	-	-	✓	-	-
4BAMC5	✓	✓	✓	✓	-	-	✓	-	✓	-	-
5BAMC1	✓	✓	✓	✓	-	-	✓	-	✓	✓	✓
5BAMC2	✓	✓	-	✓	-	✓	✓	✓	✓	✓	✓
5BAMC3a	✓	✓	✓	✓	-	-	-	-	-	✓	✓
5BAMC3b	✓	-	✓	✓	✓	-	-	-	-	✓	✓
5BAMC4	✓	-	✓	✓	-	-	-	-	✓	-	-
5BAMC5	✓	✓	✓	✓	-	-	✓	-	✓	-	-
6BAMC1	✓	✓	-	-	-	-	-	-	✓	✓	✓
6BAMC2	✓	-	-	-	-	✓	-	✓	-	✓	-
6BAMC3a	✓	-	✓	✓	-	✓	-	-	-	✓	-
6BAMC3b	✓	-	✓	✓	-	✓	-	✓	-	-	✓
6BAMC4	✓	✓	✓	✓	-	-	✓	-	✓	-	-
6BAMC5	✓	✓	✓	-	-	✓	-	-	✓	-	-

Terminology and Explanation in CBCS of BAMC

Core Course Compulsory (CCC)

Core course compulsory is the one which is to be studied compulsorily by a student as core requirement to complete a programme.

Discipline Specific Elective (DSE)

An Elective course is discipline centric course, which a student opts for enhancing his or her skills in particular area in the programme.

Ability Enhancement Course (AEC)

This course will enhance the language and expression of the students.

Skill Enhancement Course (SEC)

This course will enable the students to learn skills which will help them in their profession.

Open Elective (OE)

Open Elective courses are those which students have to pursue as per their interest ! They must opt open elective course from a pool of courses.

BA in Mass Communication : SEMESTER - I

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
1.	CCC1	1BA(MC)1	Science of Communication-I	80	20	-	100
2.	CCC2	1BA(MC)2	Sociology	80	20	-	100
3.	CCC3	1BA(MC)3	Basic Computer Application	50	20	30	100
4.	AEC1	1BA(MC)4	English	40	10	-	50
Open Elective							
5.	OE1	1BA(MC)5	Communication Skills	25	10	15	50

BA in Mass Communication: SEMESTER - II

S. No.	Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
6.	CCC4	2BA(MC)1	Science of Communication-II	80	20	-	100
7.	CCC5	2BA(MC)2	Computer for Mass Media	50	20	30	100
8.	CCC6	2BA(MC)3	Psychology	80	20	-	100
9.	AEC2	2BA(MC)4	Environmental Science	40	10	-	50
Open Elective							
10	OE2	2BA(MC)5	Photo Journalism	25	10	15	50

BA in Mass Communication : SEMESTER - I

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC1	1BA(MC)1	Science of Communication-I	80	20	-	100
CCC2	1BA(MC)2	Sociology	80	20	-	100
CCC3	1BA(MC)3	Basic Computer Application	50	20	30	100
AEC1	1BA(MC)4	English	40	10	-	50
OE1	1BA(MC)5	Communication Skills	25	10	15	50

BAMC : I SEM	Marks:100			Credits:6		
SCIENCE OF COMMUNICATION-I	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	2	-

Course Objectives

- To acquaint students with knowledge of the fundamentals of Communication.
- To make students familiar with concept of Human Communication.
- To understand the concept of various types of Communication and be acquainted with their various components.
- To develop and nurture Communication skills.
- To make them understand in detail the Nonverbal Communication.

Learning Outcomes

- Students will be able to understand the concept of Human Communication.
- Students will be able to differentiate between various types of Communication.
- Students will become adept in their use of the spoken word.
- Apply the knowledge of Communication skills .
- Ability to apply the theory into practice.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	3	2	2	3	2	-	-	-	2	-	2
<i>CO2</i>	3	1	2	2	1	-	-	-	1	-	-
<i>CO3</i>	2	1	2	3	2	1	-	1	3	-	2
<i>CO4</i>	1	1	3	3	3	2	-	2	3	-	1
<i>CO5</i>	2	2	3	3	2	1	-	2	2	2	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	Concept of Human Communication (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Evolution of Social Groups (Lectures, Classroom Discussion)	3	1	-
1.2	Organic Structure of Society (Lectures, Classroom Discussion)	2	1	-
1.3	Essentiality of Communication in social groups (Lectures, Classroom Discussion)	3	1	-
1.4	Concept, Definitions and Elements of human Communication (Lectures, Classroom Discussion)	2	1	-
1.5	Socialization and Role of Communication in Socialization (Lectures, Classroom Discussion)	3	1	-

Unit-2	Basics of Communication (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Functions of Communication (Lectures, Classroom Discussion)	4	-	-
2.2	Process and Elements of Communication (Lectures, Classroom Discussion)	4	-	-
2.3	Barriers in Communication (Lectures, Classroom Discussion)	3	-	-
2.4	Communication Flows: One step, Two Step, Multi Step Flow of Communication (Lectures, Classroom Discussion)	4	-	-
2.5	Public Opinion, Propaganda, Public Sphere (Lectures, Classroom Discussion)	3	-	-

Unit-3	Types of Communication (Total hours- L+T+P= 18 hrs)	L	T	P
3.1	Types of Communication : Intrapersonal communication & Interpersonal communication	4	-	-
3.2	Group Communication, Mass Communication (Lectures, Classroom Discussion, Group Activities)	4	-	-
3.3	Verbal Communication : Oral and Written Communication (Lectures, Classroom Discussion, Group Activities)	3	-	-
3.4	Non-Verbal Communication : Kinesics, Proxemics, Oculistics, Haptics, Chronemics (Lectures, Classroom Discussion, Group Activities)	4	-	-
3.5	Organisational Communication (Lectures, Classroom Discussion, Group Activities)	3	-	-

Unit-4	Communication Skills (Total hours- L+T+P=18hrs)	L	T	P
4.1	Visual Communication (Lectures, Classroom Discussion, Group Activities)	4	-	-
4.2	Signs, Symbols and Code systems (Lectures, Classroom Discussion, Group Activities)	4	-	-
4.3	Communication skills (Lectures, Classroom Discussion, Group Activities)	3	-	-
4.4	Listening (Lectures, Classroom Discussion, Group Activities)	4	-	-
4.5	Dress codes, Mannerism, Accent and Etiquettes (Lectures, Classroom Discussion, Group Activities)	3	-	-

Unit-5	Folk or Traditional Communication (Total hours- L+T+P=18hrs)	L	T	P
5.1	Scope and Concept of Folklore (Lectures, Classroom Discussion)	4	-	-
5.2	Folklore Theories Historical – Geographical Theory; Functional Theory; Psychoanalytical Theory; Structural Theory (Lectures, Classroom Discussion)	4	-	-
5.3	Contextual Theory; Performance Theory; Other Theories. Folklore and other disciplines. (Lectures, Classroom Discussion)	3	-	-
5.4	Folk Media: Folk songs, Folk narrative poems (Lectures, Classroom Discussion)	4	-	-
5.5	Various forms of Folk Media in Indian states: Origin; Characteristics; Classification; Functions and Study (Lectures, Classroom Discussion)	3	-	-

Practical/Project/Assignments:

- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.
- Write an essay/article on Communication and society (800-1000 words).
- Write an essay/article/feature on any one Traditional/Folk form of communication (800-1000 words).
- Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.).
- McQuail Denis. 2000 Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
- Barnlund, D. C. (2008). A transactional model of communication. In. C. D. Mortensen (Eds.), Communication theory (2nd ed., pp47-57). New Brunswick, New Jersey: Transaction
- Wadsworth Julia T , Wood, (2001). Communication Mosaics: An Introductionto the Field of Communication.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.

e- resources:

- <https://www.thoughtco.com/socialization-in-sociology>
- <https://www.sociology.org>
- https://www.researchgate.net/journal/0360-3989_Human_Communication_Research

BAMC : I SEM			Marks:100			Credits:6		
SOCIOLOGY			Th	Pr	Ia	Contact hrs.		
			L	T	P			
			80	-	20	4	2	-

Course Objectives

- To develop an understanding of core values of Sociology.
- To orient students in understanding their surroundings to analyze the issues implicit in Indian society.
- To inculcate aptitude among Students to express themselves according to Social conscience.
- To impart an overall concept of Social development of individual.
- To make students map out the critical thinking to rationalize social settings, logically.

Learning Outcomes

- Students will be able to understand Indian Social system better.
- Students will be able to know social functioning of various institutions and social settings.
- The enhancement of Social Quotient.
- Students will become competent to discuss and write with the issues related to social set-ups.
- Students will be enabled to discuss Social issues and their solutions.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	2	2	1	2	3	-	2	2	1	2
<i>CO2</i>	2	1	2	2	2	2	-	1	2	-	1
<i>CO3</i>	2	-	2	2	2	3	-	3	2	-	2
<i>CO4</i>	2	2	3	-	2	2	-	3	2	-	2
<i>CO5</i>	1	1	2	2	2	3	-	3	2	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Sociology (Total hours- L+T+P=18hrs)	L	T	P
1.1	Philosophy of Sociology: August Comte, McIver and Page, <i>Madan</i> and <i>Majumdaar</i> , <i>Irawati Karwe</i> (Lecture method and Discussion)	5	-	-
1.2	Meaning, Nature, Concept and Importance of Sociology (Lecture method and Discussion)	5	-	-
1.3	Significance, Relevance and Scope of Sociology (Lecture method and Discussion)	3	-	-
1.4	Correlation of Sociology with other Social Sciences (Lecture method and Discussion)	3	-	-
1.5	Importance of studying Sociology for Media students (Lecture method and Discussion)	2	-	-

Unit-2	Basic Sociological Concepts (Total hours- L+T+P=20hrs)	L	T	P
2.1	Humanity, Biosphere, Ecology and Environment (Lecture method and Discussion)	4	-	-
2.2	Individual, Group, Institution, Organization, Society (Lecture method and Discussion)	4	-	-
2.3	Class, Caste, Clan, Tribe (Lecture method and Discussion and Assignment preparation)	4	-	-
2.4	Family, Kinship, Community (Lecture method and Discussion)	4	-	-
2.5	Social Reform, Social Movements (Lecture method and Discussion)	4	-	-

Unit-3	Indian Society and Culture (Total hours- L+T+P=19hrs)	L	T	P
3.1	Meaning, Nature, Concept and Importance of Society in Indian context (Lecture method and Discussion)	4	-	-
3.2	<i>Varna System, Ashram System, Rina System</i> (Lecture method and Discussion)	6	-	-
3.3	Religions in India (Lecture method and Discussion and Assignment preparation)	4	-	-
3.4	Social Institutions in India (Lecture method and Discussion and Assignment preparation)	3	-	-
3.5	Current Indian Social scenario (Lecture method and Discussion)	2	-	-

Unit-4	Social Change (Total hours- L+T+P=20hrs)	L	T	P
4.1	Concept and Process of Social Change (Lecture method, Practical and Discussion)	4	-	2
4.2	Agents of Social Change (Lecture method and Discussion)	2	-	-
4.3	Contemporary Changes in India (Lecture method and Discussion)	4	-	-
4.4	Concept and Process of Socialization (Lecture method and Discussion)	4	-	1
4.5	Concept and Process of Social Stratification (Lecture method, Practical and Discussion)	4	-	1

Unit-5	Indian Culture and Society (Total hours- L+T+P=13hrs)	L	T	P
5.1	Meaning, Definition and Characteristics of Culture (Lecture method, Practical and Discussion)	3	-	-
5.2	Salient features of Indian Culture (Lecture method, Practical and Discussion)	2	-	-
5.3	Cultural Imperialism (Lecture method, Practical and Discussion)	2	-	-

5.4	Meaning, Definition and Characteristics of Cross-cultural Communication (Lecture method, Practical and Discussion)	3	-	-
5.5	John Berry and Geert Hofstede (Lecture method, Practical and Discussion)	3	-	-

Practical/Project/Assignments :

- Preparation of Assignment on Sociology for Media students.
- Preparation of Assignment on Basic Sociological Concepts.
- Any assignment given by the concerned faculty.

Suggested Readings:

- S.L. Doshi and P.C. Jain: मुख्य समाजशास्त्रीय विचारक: पाश्चात्य एवं भारतीय चिन्तक
(MukhyaSamajshashtriyaVicharak: Key Social Thinkers – Western and Indian) Hindi
- Vidhya Bhushan and DR Sachdeva: Fundamentals of Sociology
- HR Mukhi: Indian Sociology
- CN Shanker Rao: Sociology of Indian Society
- Carah and Louw: Media and Society

e-resources:

Concerned books and study material available online

BAMC : I SEM			Marks:100		Credits:6			
BASIC COMPUTER APPLICATION			Th	Pr	Ia	Contact hrs.		
			L	T	P	4	-	4
50	30	20						

Course Objectives

- Identify all the parts and main functions of a Computer.
- Acquaint the students with the applications of Computers and understanding the latest trends in Information Technology.
- To familiarize students with various office automation software and their components
- To make them work on free software for office automation on various platforms.
- To develop expertise in Word Processing, Spreadsheet, and Presentation Skills. .

Learning Outcomes

- Use and identify various parts (input output devices) of Computer system.
- Use Windows operating system and create files and folders.
- Create page in Word, Check spellings, Mail merge, Documents and use various features of windows .
- Create excel sheet and use formulas and prepare graphs for given data.
- Make slides and use animation and transition effect in Powerpoint Presentations

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	-	-	-	3	-	2	-	-
<i>CO2</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO3</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO4</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO5</i>	1	-	2	1	1	-	3	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Fundamentals of Computer and Operating System (Total hours- L+T+P= 18 hrs)	L	T	P
1.1	Definition-History & Generation of Computers, Applications of Computer, Advantages of Computers, Characteristics of Computers. (Lecture)	2	1	-
1.2	Computer Hardware – Input and Output Devices, CPU, Storage Devices. (Lecture, Practical)	2	1	1
1.3	Computer Software and their Applications. Types of Computers. (Lecture)	2	1	-
1.4	Functions and Types of Operating System, Introduction to Windows family (Lecture, Practical)	2	1	1
1.5	Working with Windows – Desktop Operations, Windows Explorer, Creation and Manipulation of Files and Folders, Windows Accessories and Control Panel (Lecture, Practical)	2	1	1

Unit-2	MS Word–Creation and Manipulation of Documents (Total hours- L+T+P= 18 hrs)	L	T	P
2.1	Introduction of MS word-Opening & Saving files, Editing Text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo (Lecture, Practical)	2	1	1
2.2	Interface, Tools and Menus of MS Word (Lecture)	2	1	-
2.3	Page Setup, Text and Paragraph Formatting (Lecture, Practical)	2	-	1
2.4	Creating Tables- Table Settings, Borders, Alignments, Insertion, Deletion (Lecture, Practical)	2	1	1
2.5	Working with Tables, Columns, Graphs and Pictures: Mail Merge (Lecture, Practical)	2	1	1

Unit-3	MS Excel – Data Analysis (Total hours- L+T+P= 18 hrs)	L	T	P
3.1	Spreadsheet basics, Excel Interface (Lecture)	2	1	-
3.2	Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys (Lecture, Practical)	2	1	1
3.3	Entering and Manipulation of data (Lecture, Practical)	2	-	1
3.4	Mathematical and Statistical Calculations, Excel Functions (Lecture, Practical)	2	1	1
3.5	Creation and Manipulation of Charts and Graphs (Lecture, Practical)	2	1	1

Unit-4	MS PowerPoint – Preparation of Presentations (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Introduction to the process of Presentation, Interface of PowerPoint (Lecture)	2	1	-
4.2	Making Presentations with Design Templates (Lecture, Practical)	2	1	1
4.3	Working with Multimedia Elements and using them in Presentations (Lecture, Practical)	2	-	1
4.4	Slide Transition and Custom Animation (Lecture, Practical)	2	1	1
4.5	Power point objects, Designing & Presentation of a Slide Show, Printing Presentations with print options (Lecture, Practical)	2	1	1

Unit-5	Introduction to Internet (Total hours- L+T+P= 18 hrs)	L	T	P
5.1	History and Facilities of Internet (Lecture)	3	1	-
5.2	Domain Names, Internet Protocols (Lecture)	3	1	-
5.3	Websites, Portals and Search Engines (Lecture, Practical)	1	1	2
5.4	Introduction to Networks, Client and Server concept, Browsers (Lecture)	3	1	-
5.5	Internet chatting-Voice chat, Text chat, Video chat (Lecture)	2	-	-

Practical/Project/Assignments:

- Lab Experiment for Word .
- Lab Experiment for Excel .
- Lab Experiment for Charts.
- Lab Experiments for MS PowerPoint.
- Lab Experiments for Internet.

Suggested Readings :

- Sinha, Pradeep K and Sinha, Priti. Computer Fundamentals. Sixth Edn. New Delhi: BPB Publications
- Basandra, S.K. Computers Today. New Delhi: Galgotia Publications.
- Leon, Alexis and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House.
- Rajaraman, V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI
- Weverka, Peter. "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition
- Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition
- Balagurusamy, E. Fundamentals of Computers. New Delhi: McGraw Hill

e- resources :

- https://www.tutorialspoint.com/word/word_getting_started.htm
- <http://www.apcpe.gov.in/doc/04.MS%20Excel.pdf>
- <https://www.tutorialspoint.com/powerpoint/>
- <https://www.tutorialspoint.com/windows10/>
- https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf

BAMC : I SEM			Marks:50			Credits:3		
ENGLISH			Th	Pr	Ia	Contact hrs.		
			L	T	P			
			40	-	10	2	1	-

Course Objectives

- To give student an insight into the English Language .
- To impart knowledge about the grammar and acceptability of the English Language.
- To introduce student about changes taking place in Media Language.
- To assist the students in learning the concept of Speech mechanism and Conversational analysis as per context.

Learning Outcomes

- Students will able to improve the pronunciation.
- Speak independently on a given topic.
- Develop capacity for Conversational Analysis.
- Students will be able to explain Speech Mechanism.
- Enhancement in understanding about Extempore.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	2	-	2	3	3	-	-	-	2	-	-
<i>CO2</i>	-	-	3	3	3	1	-	-	3	-	-
<i>CO3</i>	1	2	2	3	2	1	-	1	2	-	3
<i>CO4</i>	-	-	2	3	2	-	-	-	2	-	1
<i>CO5</i>	-	-	-	3	2	-	-	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Story of English language (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Growth and Development of English language (Lecture, Assignment)	1	1	-
1.2	Introduction to Written and Spoken English (Lecture, Assignment)	1	1	-
1.3	Indian Spoken English (Lecture, Assignment)	1	1	-
1.4	Different types of Spoken English (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
1.5	English as a World Language (Lecture)	1	-	-

Unit-2	Vocabulary (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Usage of Dictionary and Thesaurus (Lecture, Practical)	1	-	1
2.2	Diction – Words meaning and Usage (Lecture, Practical)	1	-	1
2.3	Spelling rules, Verb patterns (Lecture, Practical)	1	-	1
2.4	Idioms and Phrases (Lecture, Practical)	1	-	1
2.5	Common error in Spellings and Sentences (Lecture)	1	-	-

Unit-3	Listening and Feedback (Total hours- L+T+P= 9hrs)	L	T	P
3.1	Listening for Specific Information (Lecture)	1	1	-
3.2	Loud Reading for Pronunciation and Fluency (Lecture, Practical)	1	1	-
3.3	Situational Conversation (Lecture, Practical)	1	1	-
3.4	Extempore (Lecture, Practical)	1	1	-
3.5	Global English (Lecture)	1	-	-

Unit-4	Speech Mechanism (Total hours- L+T+P=9hrs)	L	T	P
4.1	Voice analysis, Articulation (human organs) (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
4.2	Pitch and Tempo for Effective Presentation (Lecture, Presentation, Expert Lecture)	1	1	-
4.3	Main problem in Pronunciation (Lecture, Practical)	1	-	-
4.4	Right pronunciation of difficult words (Lecture, Practical)	1	-	1
4.5	Reading (Lecture, Practical)	1	-	1

Unit-5	Conversational analysis (Total hours- L+T+P=9hrs)	L	T	P
5.1	Introducing one self and others (Lecture, Presentation, Group Discussion)	1	1	-
5.2	Dialogue speaking in different situations (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
5.3	Developing ability of questioning and answering in a discourse (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
5.4	Practice of introducing to an Interview board (Lecture, Presentation, Group Discussion/Expert Lecture)	1	1	-
5.5	Emergence of new Englishes (Lecture, Presentation, Group Discussion)	1	-	-

Practical/Project/Assignments:

- Builds up vocabulary related to newspaper words.
- Discussion on different types of Spoken English.
- Speak with correct Intonation, Stress and Rhythm.
- Read biographies focusing on different phases of one's life.
- Any other assignment given by the faculty.

Suggested Readings :

- Pronunciation Practice Activities ,Martin Hewings, Cambridge University Press .
- A Textbook of English Phonetics For Indian Students- T. Balasubhranian – Macmillan .
- Word Power Made Easy – Norman Lewis- Penguin Publishers .
- Oxford Word Skills-OUP.
- Speaking Effectively- Jeremy Comfort – Cambridge University Press.

e- resources :

- www.duolingo.com
- www.babbel.com
- www.fluentu.com
- www.voanews.com
- www.funbrain.com

BAMC : I SEM			Marks:50		Credits:3			
COMMUNICATION SKILLS			Th	Pr	Ia	Contact hrs.		
						L	T	P
			25	15	10	2	-	2

Course Objectives

- To improve the student's Written and Oral expression of thought and teach them the effective use of Body-language and Voice tones.
- To improve the listening and Reading skills of students to follow and comprehend discourse and develop their critical thinking skills.
- To develop the Presentation skills and enhance confidence to expand the potential of the students.
- To prepare students to apply for jobs and write effective resumes.
- To equip the students with knowledge and techniques to effectively tackle interviews

Learning Outcomes

- Recognize the different aspects of communication and appreciate the role of body language and voice tone in effective communication.
- Communicate their message in an effective and engaging way for the recipients.
- Enhance the ability to accurately receive and interpret message in the communication process.
- Build Presentations that create maximum impact.
- The ability to highlight their achievements and prove their value added worth to prospective employees.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	3	2	-	-	-	2	-	-
<i>CO2</i>	1	2	3	3	2	-	-	-	2	-	-
<i>CO3</i>	-	2	3	2	2	-	-	-	2	-	2
<i>CO4</i>	-	-	3	3	2	-	-	-	2	-	-
<i>CO5</i>	-	-	3	3	2	-	-	1	2	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Effective Communication (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Need and Importance of Effective Communication (Lecture, Group discussion, Presentations)	1	-	1
1.2	Non-Verbal Communication- Personal Appearance Gestures , Postures, Facial Expression, Eye Contacts (Lecture, Group discussion)	1	-	1
1.3	Body Language(Kinesics), Tips for Improving Non-Verbal Communication (Lecture, Group discussion, Case Studies)	1	-	1

1.4	Effective Writing Skills , Elements of Effective Writing -Sentence, Phrases and Clauses (Lecture, Group Discussion, Presentations)	1	-	-
1.5	Understanding and Applying Vocabulary- Words Often Confused, One Word Substitutes, Synonyms and Antonyms, Word Formation: Prefixes, Bases and Suffixes (Lecture, Group Discussion, Presentations)	1	-	1

Unit-2	Listening and Reading Skills (Total hours- L+T+P=9hrs)	L	T	P
2.1	Purpose and Process of Listening (Lecture, Case studies)	1	-	1
2.2	Benefits of Effective Listening, Barriers to Listening (Lecture, Case studies, Group Discussions)	1	-	1
2.3	Measures to improve Listening, Active listening (Lecture, Group exercises)	1	-	1
2.4	Reading-Purpose, Process, Methodologies (Lecture, Group discussion, Presentation)	1	-	-
2.5	Techniques of Effective Reading (Lecture, Group discussion)	1	-	1

Unit-3	Presentation Skills (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Oral Presentation and Public Speaking skills (Lecture, Group discussion)	1	-	1
3.2	Group Discussions (Lecture, Group exercises)	1	-	1
3.3	Presenting a Paper (Lecture, Presentations)	1	-	1
3.4	Business Presentation- Purpose ,Audience, Locale, Steps in making a Presentation (Lecture, Group exercises, Presentations)	1	-	-
3.5	Technology based Communication, Writing emails, Power Point Presentation (Lecture, Group exercises, PPT)	1	-	1

Unit-4	Communication As A Skill For Career Building (Total hours- L+T+P=9hrs)	L	T	P
4.1	Identifying Job openings (Lecture, Group discussion)	1	-	1
4.2	Applying for a Job (Lecture, Group discussion, Presentations)	1	-	1
4.3	Guidelines for writing Resume ,Contents of a good Resume (Lecture, Group exercises, word play, Presentations, Observation of Print ads)	1	-	1
4.4	Types of Resume (Lecture, Group discussion, Presentations,)	1	-	-
4.5	Cover letters- Formats and Types (Lecture, Group exercises)	1	-	1

Unit-5	Communication As A Skill For Career Building-Job Interview (Total hours- L+T+P=9hrs)	L	T	P
5.1	Importance and Factors involving Job Interview (Lecture)	1	-	1
5.2	Characteristics of Job Interview (Lecture, presentation ,Case studies)	1	-	1
5.3	Interview Process (Lecture,Presentation ,Case studies)	1	-	1
5.4	Techniques-Manners and Etiquettes (Lecture)	1	-	-
5.5	Common Questions during Interview (Lecture, Presentation ,Case studies)	1	-	1

Practical/Project/Assignments:

- Writing Speeches, Articles, Letters on various topics.
- Writing Resumes
- Book reviews
- Mock Interviews
- Power Point Presentations on various topics.
- Any other assignment given by the faculty.

Suggested Readings :

- Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
- Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
- Prasad, P. Communication Skills, S.K. Kataria& Sons.
- Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
- Roach Peter. English Phonetics and Phonology.
- A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.

e- resources :

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BA in Mass Communication: SEMESTER - II

Course of Study	Class & Papers	Course Name/Subject	Th	IA	P	Total
CCC4	2BA(MC)1	Science of Communication-II	80	20	-	100
CCC5	2BA(MC)2	Computer for Mass Media	50	20	30	100
CCC6	2BA(MC)3	Psychology	80	20	-	100
AEC2	2BA(MC)4	Environmental Science	40	10	-	50
OE2	2BA(MC)5	Photo Journalism	25	10	15	50

BAMC : II SEM			Marks:100			Credits:6		
SCIENCE OF COMMUNICATION- II			Th	Pr	Ia	Contact hrs.		
			L	T	P	4	2	-
			80	-	20	4	2	-

Course Objectives

- To orient students towards basic constituents of Communication practice.
- To understand the concept of various types of Communication and be acquainted with their various components.
- To impart knowledge about Indian perspective of Communication.
- To critically understand the Models and Theories of Communication.
- To explore how Communication can be effectively used for Societal Development.

Learning Outcomes

- Able to identify and fulfill the Ethical responsibilities of Communicators in a diverse society.
- Ability to identify and apply Communication Theories.
- Capable of Applying Analytical and Critical thinking to explore the working in Media industry.
- Able to plan and execute effective Communication Strategies .
- Students will be able to acquire and apply the knowledge about issues related to Communication in current scenario.

CO-PO Mapping

<i>PO</i> \ <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	-	1	1	2	1	2	-	3	2	-	1
<i>CO2</i>	3	2	-	-	-	-	-	-	2	-	-
<i>CO3</i>	-	2	3	2	2	-	-	2	2	2	-
<i>CO4</i>	-	2	3	2	2	-	-	2	2	2	-
<i>CO5</i>	3	2	2	2	2	2	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Communication I (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Concept of communication in Ancient Indian texts (Lectures, Classroom Discussion)	3	1	-
1.2	Indian perspectives of Communication (Lectures, Classroom Discussion)	3	-	-
1.3	Bharat Muni's Natyashastra and Ras-sidhanta (Lectures, Classroom Discussion)	3	1	-
1.4	Marshall McLuhan's concept (Lectures, Classroom Discussion)	3	1	-
1.5	International Communication (Lectures, Classroom Discussion)	3	-	-

Unit-2	Communication II (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Concept of Sadharanikaran (Lectures, Classroom Discussion)	4	-	-
2.2	Indian traditional forms of Communication (Lectures, Classroom Discussion)	3	-	-
2.3	Modern Indian thoughts of Communication (Lectures, Classroom Discussion)	4	-	-

2.4	Modern Indian Communicators (Lectures, Classroom Discussion)	4	-	-
2.5	Effective Communication (Lectures, Classroom Discussion)	3	-	-

Unit-3	Communication Models (Total hours- L+T+P=18hrs)	L	T	P
3.1	Shannon and Weaver's model (Lectures, Classroom Discussion)	4	-	-
3.2	Newcomb's Model (Lectures, Classroom Discussion)	3	-	-
3.3	Osgood's model (Lectures, Classroom Discussion)	4	-	-
3.4	George Gerbner's Model (Lectures, Classroom Discussion)	4	-	-
3.5	Westley and Mc leans Model (Lectures, Classroom Discussion)	3	-	-

Unit-4	Theories of Communication-I (Total hours- L+T+P=18hrs)	L	T	P
4.1	Authoritarian Theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
4.2	Libertarian Theory (Lecture, Analysis of Theories in today's context through discussion)	2	1	-
4.3	Democratic Participant Theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
4.4	Social Responsibility Theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
4.5	Normative Theory – Four theories of the press (Lecture, Analysis of Theories in today's context through discussion)	2	1	-

Unit-5	Theories of Communication-II (Total hours- L+T+P=18hrs)	L	T	P
5.1	Psychological theories : Selective exposure, Selective perception, Selection retention (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
5.2	Individual difference Theories (Lecture, Analysis of Theories in today's context through discussion)	2	1	-
5.3	Personal influence theory - Two-step flow and Multi-step flow (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
5.4	Sociological theories – Cultivation theory, Agenda setting theory (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
5.5	Uses and Gratification theory, Dependency theory (Lecture, Analysis of Theories in today's context through discussion)	2	1	-

Practical/Project/Assignments:

- Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.
- Case studies of any one current National and International news and their presentation by media.
- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

e- resources :

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>
- Global Media and Communication: <https://journals.sagepub.com/home/gmc>

BAMC : II SEM			Marks:100			Credits:6		
COMPUTER FOR MASS MEDIA			Th	Pr	Ia	Contact hrs.		
			L	T	P	3	1	4
50	30	20						

Course Objectives

- To understand Multimedia basics and its terminology and apply those traits in the field of mass Media.
- To explore Basic Knowledge on Computers and Photoshop also understand how Photoshop will help to create images in the desired work area.
- This course will demonstrate the various tools that assist in Formatting text, importing images and creating page layouts with the help of industry.
- Familiarize with Adobe Quark X-press from the beginning stages of laying out print documents to learning how to create interactive projects all within one program.
- Identify and utilize design theory and criticism from a variety of perspectives, including: Art, Communication/Information Theory and the Social/Cultural use of design objects in Advertisement and Public Relation industry.

Learning Outcomes

- Have proficiency in a broad range of Design Skills pertaining to Publication & Web Design.
- Have a basic understanding of Text, Typography, Vector tools and Animated GIFs and be able to appropriately output files for both print and web.
- Successfully create images that can be used as Portfolio builders.
- Confidently participate in Professional Design practice and management within a collaborative work environment.
- Analyze, synthesize and utilize design processes and Strategy from concept to delivery to creatively solve communication problems.

CO-PO Mapping

<i>PO</i> \ <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	-	-	-	3	-	2	-	-
<i>CO2</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO3</i>	1	-	-	1	-	-	3	-	2	-	-
<i>CO4</i>	1	-	-	1	2	-	3	-	2	2	-
<i>CO5</i>	1	-	2	1	1	-	3	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Graphics and Communication (Total hours- L+T+P= 18hrs)	L	T	P
1.1	Graphic Arts and Communication Process (Lecture)	3	1	-
1.2	Evolution and Development of Graphic Communication (Lecture)	3	1	-
1.3	Verbal and Visual Elements in Design (Lecture)	3	-	-
1.4	Types of Computer Graphics (Lecture)	3	1	-
1.5	Graphic Arts and Communication objects (Lecture)	3	1	-

Unit-2	Introduction to Quark Xpress (Total hours- L+T+P= 18hrs)	L	T	P
2.1	Quark Xpress Basics – Interface, Tools and Menus (Lecture, Practical)	2	-	1
2.2	Creating, Opening and Saving Projects (Lecture, Practical)	2	-	2
2.3	Creating, Importing, Editing and Formatting Text (Lecture, Practical)	2	-	1
2.4	Importing and Editing Graphics (Lecture, Practical)	2	-	2
2.5	Creating Books, News paper, brusher deignings in Quark X-press layout (Lecture, Practical)	2	-	2

Unit-3	Introduction to Adobe Photoshop (Total hours- L+T+P=18hrs)	L	T	P
3.1	Photoshop Interface, Tools and Menus (Lecture, Practical)	2	-	1
3.2	Various selection methods (Lecture, Practical)	2	-	1
3.3	Colour Modes and File Formats supported by Photoshop (Lecture, Practical)	2	1	1
3.4	Brush and Brush Preset, Custom brushes etc. (Lecture, Practical)	2	-	1
3.5	Introduction to Layers and Filters (Lecture, Practical)	3	1	1

Unit-4	Introduction to Multimedia (Total hours- L+T+P=18hrs)	L	T	P
4.1	Definition and Elements of Multimedia (Lecture, Practical)	2	-	-
4.2	Applications of Multimedia in Print and Electronic Media (Lecture, Practical)	2	1	-
4.3	Hardware And Software Required For Multimedia Development (Lecture, Practical)	2	1	-
4.4	File Formats: Image & Graphics, Video, Audio (Lecture, Practical)	3	1	2
4.5	Multimedia on Internet (Lecture, Practical)	2	-	2

Unit-5	Introduction to Audio and Video Editing (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Fundamentals of Audio and Video, Audio and Video Formats (Lecture)	3	-	-
5.2	Sound Forge – Interface, Tools and Menus (Lecture, Practical)	1	1	3
5.3	Introductions to term related to Audio Editing like Sampling rate, Sampling size, Bit dept. (Lecture, Practical)	1	1	3
5.4	Adobe Premiere - Interface, Tools and Menus (Lecture, Practical)	1	-	2
5.5	Audio and Video Capturing and Editing (Lecture, Practical)	1	-	3

Practical/Project/Assignments:

- Personalized Resume/ Business Card using the text layout features in Quark X-press.
- Personalized Resume using the text layout features in Quark x-press
- Brochure project: About an event that will be held in near future with the help of Adobe Photoshop and Quark x-press.
- Interactive Photo Album using the Animation Panel and Mini Bridge functionality in Adobe Primer which showcase the work of students in the field of multimedia.
- Establish own paper using the text layout features in Quark x-press and Photo shop.

Suggested Readings:

- A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.
- Bauer, Peter.(2013). Photoshop CC for Dummies. New Jersey: John Wiley & Sons Inc
- Dewis, Glyn.(2015). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
- Faulkner, Andrew and Chavez, Conrad. (2017). Adobe Photoshop Classroom in a Book. Adobe
- Ralf, Steinmetz and Nahrstedt, Klara. (2004)“Multimedia Systems”. Illinois: Springer.
- Raven, Fiona.(2017). Book Design made simple. Canada : 12 Pines Press.

e- resources:

- <http://www.pexels.com/>
- <http://www.lifeofpix.com/>
- <http://www.unsplash.com/grid/>
- <https://pixabay.com/>
- <https://lynda.com/>

BAMC : II SEM			Marks:100			Credits:6		
PSYCHOLOGY			Th	Pr	Ia	Contact hrs.		
						L	T	P
			80	-	20	4	2	-

Course Objectives

- To develop an understanding of core concepts of Psychology.
- To orient students in understanding the Behavioural aspects of Individuals and Society.
- To analyze the issues of modern Behavioural deviations and suggest the remedies for the same.
- To inculcate aptitude among Students to express themselves according to Behavioural pre-dispositions.
- To make students well versed in Psychology in order to become a complete media professional.

Learning Outcomes

- Students will be able to understand Psychology.
- Students will be able to know Behavioural discrepancies spread in Societies.
- To widen the Affective and Cognitive understanding of the world, among the students.
- Students will be able to increase the understanding of social groups.
- Students will become competent to discuss and write with the issues related to human behaviour.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	-	-	1	2	-	-	-	-	1	-	-
<i>CO2</i>	-	-	-	-	-	2	-	2	1	-	-
<i>CO3</i>	-	-	1	-	-	3	-	2	2	-	-
<i>CO4</i>	-	-	-	-	-	3	-	-	2	-	-
<i>CO5</i>	-	2	3	2	-	-	-	1	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Psychology (Total hours- L+T+P=18 hrs)	L	T	P
1.1	History of Psychology, Concept; Nature; Meaning and Definitions (Lecture and Classroom Discussion)	6	-	-
1.2	Schools of Psychology (Structuralism to Constructivism alongwith their proponents), Current trends in Psychology (Lecture and Classroom Discussion)	3	-	1
1.3	Goals of Psychology, Significance, Relevance (Lecture ,Classroom Discussion and Assignment)	4	-	-
1.4	Importance of studying Psychology for Media students (Lecture and Classroom Discussion)	2	-	-
1.5	Psychological Stress for Media Personals (Lecture,Practical and Classroom Discussion)	2	-	1

Unit-2	Human Behaviour and Cognition (Total hours- L+T+P=22hrs)	L	T	P
2.1	ABC of Psychology (Affective, Behavioural and Cognitive Components) (Lecture and Classroom Discussion)	4	-	-
2.2	Elements of Human Behaviour (Lecture)	3	-	-
2.3	Sensation, Attention and Perception (Basic Concepts) (Lecture, Practical and Classroom Discussion)	6	-	3
2.4	Learning (Basic Concepts) (Lecture, Practical and Classroom Discussion)	3	-	2
2.5	Memory (Basic Concepts) (Lecture, Practical and Classroom Discussion)	3	-	1

Unit-3	Psychopathology (Total hours- L+T+P=17hrs)	L	T	P
3.1	Historical background, Concept of Psychopathology (Lecture)	3	-	-
3.2	Differences between Normal and Abnormal (Lecture)	3	-	-
3.3	DSM-V (Lecture)	3	-	-
3.4	Major Psychological Disorders (Lecture)	4	-	-
3.5	Major Psychological Therapies (Lecture)	4	-	-

Unit-4	Social Psychology (Total hours- L+T+P=19hrs)	L	T	P
4.1	Historical background, Concept of Social Psychology (Lecture and Classroom Discussion)	3	-	-
4.2	Attitude: Concept and Theories of Attitude change (Lecture, Practical and Classroom Discussion)	4	-	2
4.3	Attribution: Concept and Theories (Lecture, Practical and Classroom Discussion)	4	-	2
4.4	Cognitive Dissonance Theory (Leon Festinger), Social Learning Theory (Albert Bandura) (Lecture, Practical and Classroom Discussion)	3	-	2
4.5	Psychology of Social groups (Lecture and Classroom Discussion)	2	-	-

Unit-5	Media Psychology (Total hours- L+T+P=14hrs)	L	T	P
5.1	Historical background, Concept of Media Psychology (Lecture and Classroom Discussion)	3	-	-
5.2	Needs: Real/Actual, Felt and Perceived (Lecture, Practical and Classroom Discussion)	3	-	1
5.3	Contemporary Media Psychology (Lecture, Practical and Classroom Discussion)	2	-	1

5.4	Play Theory/ Game theory (Lecture, Practical and Classroom Discussion)	2	-	1
5.5	Positive Media (Martin P. Seligman) (Lecture, Practical and Classroom Discussion)	2	-	1

Practical/Project/Assignments:

- Practical on Attention, Perception, Learning, Memory.
- Assignment on DSM-V/Theories of Attitude change/Theories of Attribution.
- Preparation of Case Study in Psychopathology.
- Practical's on Media Psychology.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Morgan, King, Weisz and Schopler: Introduction to Psychology.
- Baron and Byrne: Social Psychology.
- Neale and Davidson: Abnormal Psychology.
- Rashmi Gahlot: Introduction to Media Psychology.

e- resources :

- e-books

BAMC : II SEM			Marks:50			Credits:3		
ENVIRONMENTAL SCIENCE			Th	Pr	Ia	Contact hrs.		
						L	T	P
			40	-	10	2	1	-

Course Objectives

- To develop an understanding of core concepts of Environmental Science.
- To orient students in understanding the cumulative aspects of Environmental Science.
- To analyze the issues of present Environmental Sciences to find out the solutions of Environmental problems.
- To inculcate aptitude among pupils to present Environmental conditions.
- To make students well versed in Environmental Science in order to become a true media professional.

Learning Outcomes

- Students will be able to understand Environmental Sciences.
- Students will be able to know cumulative aspects of Environmental Science.
- Students will be able to know cause and effects of Environmental Pollution and measures to control them.
- To increase understanding of social issues and Environment.
- Students will be able to understand Demography and Environment.

CO-PO Mapping

<i>PO</i> \ <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	-	-	-	-	2	-	-	2	-	-
<i>CO2</i>	1	-	-	-	-	-	-	2	2	-	-
<i>CO3</i>	-	-	-	-	-	2	-	2	2	-	-
<i>CO4</i>	-	-	-	-	-	3	-	2	2	-	-
<i>CO5</i>	1	-	-	-	-	3	1	2	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Environmental Science (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Concept, Nature, meaning and Characteristics of Environmental Science (Lecture and Classroom Discussion)	4	-	-
1.2	Natural Resources: Exploration and Exploitation (Lecture and Classroom Discussion)	4	-	-
1.3	Minerals and Metals in India (Lecture and Classroom Discussion)	3	-	-
1.4	Renewable and Non-renewable Natural resources in India (Lecture and Classroom Discussion)	3	-	-
1.5	Land Resources: Exploration and Exploitation (Lecture and Classroom Discussion)	4	-	-

Unit-2	Ecosystem (Total hours- L+T+P=18hrs)	L	T	P
2.1	Concept Structure and Function of Ecosystem (Lecture and Classroom Discussion)	4	-	-
2.2	Ecological Succession, Ecological Pyramids (Lecture and Classroom Discussion)	4	-	-
2.3	Types of Ecosystem (Lecture)	4	-	-
2.4	Biodiversity in India (Basic Concepts) (Lecture)	4	-	-
2.5	Biodiversity conservation (Basic Concepts) (Lecture)	2	-	-

Unit-3	Environmental Pollution (Totalhours- L+T+P=18hrs)	L	T	P
3.1	Nature and Concept of Environmental Pollution (Lecture and Classroom Discussion)	3	-	-
3.2	Causes and Effects of Environmental Pollution (Lecture)	4	-	-
3.3	Measures to control Environmental Pollution (Lecture)	3	-	-
3.4	Waste management (Lecture and Classroom Discussion)	4	-	-
3.5	Disaster management (Lecture and Classroom Discussion)	4	-	-

Unit-4	Social Issues and Environment (Total hours- L+T+P=18hrs)	L	T	P
4.1	Sustainable Development, Millennium developmental Goals (Lecture and Classroom Discussion)	3	-	-
4.2	Water conservation, Rain water harvesting (Lecture and Classroom Discussion)	4	-	-
4.3	Resettlement and Rehabilitation of displaced humans/dwellers (Lecture and Classroom Discussion)	4	-	-
4.4	Nuclear accidents of India and World (Lecture and Classroom Discussion)	3	-	-
4.5	Wildlife conservation: Acts and Ethics (Lecture and Classroom Discussion)	4	-	-

Unit-5	Demography and Environment (Totalhours- L+T+P=18hrs)	L	T	P
5.1	Census (Lecture and Classroom Discussion)	3	-	-
5.2	Population explosion (Lecture and Classroom Discussion)	4	-	-
5.3	Family Welfare Programs (Lecture and Classroom Discussion)	4	-	-

5.4	Environment and Human health (Lecture and Classroom Discussion)	3	-	-
5.5	Eco-safety and ICT in Environment (Lecture and Classroom Discussion)	4	-	-

Practical/Project/Assignments:

- Case studies
- Report writing
- Any assignment given by the concerned faculty.

Suggested Readings:

- Smiriti Srivastava: Environmental Science.
- William Cunningham and Mary Cunningham: Environmental Science: A Global Concern .
- G. Tyler Miller: Environmental Science with MindTap.

e-resources:

- e-books

BAMC : II SEM			Marks:50			Credits:3		
PHOTO JOURNALISM			Th	Pr	Ia	Contact hrs.		
			L	T	P	2	-	2
25	15	10						

Course Objectives

- To acquire a basic working understanding of photo camera and its parts.
- To learn about various types of lighting and use of filters .
- To know basic terminology and concepts of composition.
- To know different types of lenses and their use.
- Understand the techniques of aesthetics for good photo.

Learning Outcomes

- Analyze the aesthetic and technical photographic contributions to a News.
- Demonstrate the use of lighting and photo accessories in a professional and safe manner.
- Use the Language of a photographer to communicate with their News team.
- Student will have sound understanding of digital photo techniques and editing.
- Proficiency in the use of digital camera and new trends.

CO-PO Mapping

<i>PO</i> <i>CO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PO6</i>	<i>PO7</i>	<i>PO8</i>	<i>PO9</i>	<i>PO10</i>	<i>PO11</i>
<i>CO1</i>	1	1	2	3	-	-	2	-	2	-	-
<i>CO2</i>	1	1	2	3	-	-	2	-	2	-	-
<i>CO3</i>	1	1	-	3	-	-	-	-	2	-	1
<i>CO4</i>	1	1	-	3	-	-	3	-	2	-	-
<i>CO5</i>	1	1	2	3	-	-	3	-	2	1	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Photography (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Photography as an Art (Lecture)	1	-	-
1.2	Principles of Photography (Lecture)	1	-	-
1.3	Photography Genres (Lecture, Practical)	1	-	1
1.4	Understanding the structure and working of a professional camera- camera view finder, lenses, aperture, iris diaphragm, shutter, light meter (Lecture, Practicals)	1	-	2
1.5	Major Types of Camera (Lecture, Practicals)	1	-	2

Unit-2	Technical Aspects (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Lenses (Lecture, Practical)	1	-	1
2.2	Types of Lenses (Lecture, Practical)	1	-	1
2.3	AOV and Focal lengths of various lenses (Lecture, Practical)	1	-	1
2.4	Depth of Field & Depth of Focus (Lecture, Practical)	1	-	1
2.5	Relationship between shutter speed, Aperture & Film for various genres of photography (Lecture, Practical)	1	-	1

Unit-3	Photo Composition (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Concept & Importance of Composition (Lecture, Field Practical)	1	-	1
3.2	Photo Composition Rules (Lecture, Field Practical)	1	-	1
3.3	Elements of Photo Composition (Lecture, Practical)	1	-	1
3.4	Straight and converging lines diagonal & shaped compositions (Lecture, Practical)	1	-	1
3.5	Repetitions and rhythms secondary subjects, moving towards the centre (Lecture, Practical)	1	-	1

Unit-4	Photo Accessories (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Photography Accessories (Lecture, Practical)	1	-	1
4.2	Tripod : Qualities & Use (Lecture, Practical)	1	-	1
4.3	Colour correction filters (Lecture, Practical)	1	-	1
4.4	UV, NID filter, polarizing filters etc Special effect filters (Lecture, Practical)	1	-	1
4.5	Flash gun : Types & Use (Lecture, Practical)	1	-	1

Unit-5	Photo Editing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Cropping & Editing (Lecture, Practical)	1	-	1
5.2	Techniques of Photo Editing (Lecture, Practical)	1	-	1
5.3	Essentials of a Press photograph (Lecture, Practical)	1	-	1
5.4	Qualities of a good Photo Journalist (Lecture, Practical)	1	-	1
5.5	Legal & Ethical aspects of Photo Journalism (Lecture, Practical)	1	-	1

Practical/Project/Assignments:

- Study the depth of field by varying f.no. , focal length of lens and distance between camera and subject.
- Study the use of different filters & exposing with star filter, N.D.filter, and Multi image filters to study their effects.
- Practical for three point lighting in a Studio and studying different ways of controlling light.
- Study effect of different types of lenses.
- Exposing with different Composition and compare their effect.

Suggested Readings :

- Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford , 2004.
- शर्मा शशीप्रभा , फोटो पत्रकारिता के मूल तत्व , कनिष्क पब्लिशर्स , डिस्ट्रीब्यूटर्स नई दिल्ली , 2007
- Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London , 1980.
- Sharma O.P. , Hind Pocket Books (P) Ltd. , New Delhi , 2001.
- Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated Images , focal press , 2012.

e- resources :

- https://www.nationalgeographic.com/ebooklets/e_ultimate_photo_guide.pdf
- <https://the-photo-ebook.com/>
- <https://swayam.gov.in/courses/5181-basics-of-photography>

