Syllabus for
Bachelor of Arts: Journalism and Creative Writing
(Honors)/(Research)

(Three/Four Years Full Time Undergraduate Degree Programme Based on National Education Policy (NEP-2020)
Effective from July 2026

Department of Journalism
MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION, BHOPAL
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Department of Journalism

Bachelor of Arts: Journalism and Creative Writing (Honors)/ (Research)

NEP-based Full-Time Degree Program- with multi-entry and multi-exit options. Certificate on completion of 1 year, Diploma in 2 years, Graduate Degree after 3 years, and after 4th year Honors Graduate Degree with Research.

Duration: (3 +1 year) *Seats: 50 Regular*
Eligibility: 12th (Passed 10+2 exams in any discipline from a recognized board)

- **1 year Certificate in Journalism and Creative Writing**
- **2 years Diploma in Journalism and Creative Writing**
- **3 yearsB.A. Journalism and Creative Writing**
- **4 years BA : Journalism and Creative Writing(Honors)**

Or

4 years BA: Journalism and Creative Writing (Research)

About The Programme

Bachelor of Arts: Journalism and Creative Writing (Honors.)/ (Research) is based on "**National Education Policy (NEP) 2020"**, which is set to bring drastic changes in the education system of the country. New National Education Policy aims at making India a global knowledge super power. Flexible degree options, Interdisciplinary subject choices, unique entry/exit options have been implemented in higher education. The program has been designed to impart in-depth knowledge on journalistic approach in the society and to improve the use of tools and techniques in the field of journalism. The courses structure is designed in such a way that the student will gradually improve the ability to demonstrate his skills of writing & reporting in online and print media both. It Promotes creative writing, journalistic skills and starting of own publications in the current media scenario.

ProgrammeObjectives (PO):

The programmehas 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 creative forms.
- 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 social cultral knowlede towards multilingual Bharat as well as world.
- To produce graduates familiar with the contemporary, literary and journalistic publishing milieu.

Programme Educational Outcomes (PEO):-

On successful completion of Bachelor of Arts: Journalism and Creative Writing (Honors.)/ (Research), students shall be able-

- To implement 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.

Career path you can choose after the programme

- Journalist/Editorial Assistant- Reporters and Correspondents
- Copy Writer / Script Writer/ Technical Writer
- Social Media Editor/ Web Writer
- Blog and Feature Writer
- Book Writer/Novelist
- Vlogers/ Travelogue Writer/Story tellers
- Film/Art Critics
- News Anchor/ Announcer/ Speech Writer
- Content Creator / Political Campaign Manager
- Freelancer

Programme Structure of Bachelor of Arts: Journalism and Creative Writing (Honors.)/ (Research)

Semester	Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective (DSE)5 Credits	Generic Elective (GE)5 Credits	Ability Enhancement Compulsory Courses (AECC) 2 Credits	Skill Enhancement Course (SEC)2 Credits	Projects 5 or 10 Credits	Total Credits
First	Introduction to Communication Development of Media AI Tools for Media – I (**4 Credits**)		Under this head in 3rd to 8thsemesters, student has to choose from several subjects offered by different departments. See the subjects in table at the end of this scheme	Social and Emotional Learning Ethics & Culture Hindi Bhasha evam Sahitya	Computer Essentials With AI		**22**
Second	Principles of Creative Writing Translation in Media AI Tools for Media Professionals – II (**4 Credits**)			Environmental Science and Sustainable Development English Language and Literature Co-curricular-1 (A) Parliament: Practice and procedure-I (B) Bhartiya Sangeet-I (C) Lalit Kala-I (D) Debate & Dialogue- Part I (E) Science of Happiness I: Foundations of Well-being	Patrakaritae vam Hindi Bhasha		**22**
	Award of Certificate in Journalism and Creative Writing (If exiting After 1 Year)						**44**
Third	News Reporting News Editing Creative Aspects of Literary Text		(Entertainment Art & Cultural Journalism) Choose GE1 Course From list	Innovation and Entrepreneurship			**22**

Semester	Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective (DSE)5 Credits	Generic Elective (GE)5 Credits	Ability Enhancement Compulsory Courses (AECC) 2 Credits	Skill Enhancement Course (SEC)2 Credits	Projects 5 or 10 Credits	Total Credits
Fourth	Introduction to Electronic Media Creative Journalistic Writing New Media & Web Journalism		(Writing for Sports) Choose GE2 Course From list	Co-curricular-2 (A) Parliament: Practice and procedure-II (B) BhartiyaSangeet-II (C) Lalit Kala-II (D) Debate & Dialogue -ll (E) Science of Happiness II: Flourishing, Leadership & Society			**22**
	Award of Diploma in Journalism and Creative Writing (If exiting After 2 Years)						**88**
Fifth	Laws & Ethical Issues in Media Advance Reporting	Indian Constitution and Politics OR Public Administration Society & Media	(Writing on Social Issues) Choose GE3 Course From list				**20**
Sixth	News Paper Management International Media	Indian Economy : Problems & Policies OR International Trade and World Economy	(Feature Writing) Choose GE4 Course From list				**20**
	Award of Bachelor of Arts: Journalism and Creative Writing (If Exiting After 3 Years)						**128**

	For proceeding to fourth year Course there are two options. **Option I** - The first one is '4 Years BA : Journalism and Creative Writing (Honors)' only those candidates who have secured more than CGPA 7.5 in the three years of BA (JCW) shall be eligible to continue. **Option II**- For the second option '4 Years BA: Journalism and Creative Writing (Research)' In this option only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Arts: Journalism and Creative Writing shall be eligible to continue.						
Option I	Option I - BA : Journalism and Creative Writing (Honors) Only those candidates who meet a minimum CGPA of 7.5 shall be allowed to continue studies in the fourth year (for seventh and eighth level entry)of the undergraduate programme to pursure and complete the Bachelor's (Honours/Research) degree.						
Seventh (Option I)	Communication Research	Development Communication OR International Politics	Choose GE5 Course From list (Crime and Court Reporting)			Journalistic and Creative Writing (Portfolio) (5)	**20**
Eighth (Option I)	Printing Technology	Intercultural Communication OR Gender Studies	Choose GE6 Course From list (Parliamentary Reporting)			Internship and Internship Based Report(5)	**20**
Award of Bachelor of Arts: Journalism and Creative Writing (Honors) (4 Years)							**168**

Option-II	Option II - Bachelor of Arts: Journalism and Creative Writing (Research) Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Arts: Journalism and Creative Writing shall be eligible. Only those students who wish to pursue for PhD Research degree may continue this option II for 4th year.						
Seventh (Option II)	Research Methodology	Development Communication OR Mass Media Research	Choose GE5 Course From list (Crime and Court Reporting)			Research Portfolio(5)	**20**
Eighth (Option II)		Intercultural Communication OR Gender Studies	Choose GE6 Course From list (Parliamentary Reporting)			Dissertation(10)	**20**
	Award of - Bachelor of Arts: Journalism and Creative Writing (Research)(4 Years)						**168**

*** Guidelines for Dissertation will be communicated separately.**

Abbreviations Followed

Abbreviation	Full Name
L	Lecture
T	Tutorial
P	Practical
C	Discipline Specific Core (DSC)
E	Discipline Specific Elective (DSE)
R	Stream Elective (SE)
G	Generic Elective (GE)
S	Skill Enhancement Courses (SEC)
A	Ability Enhancement Courses (AEC)
AD	All Departments Common Courses
Code for Department offering the course	
ADA	All Departments
CS	Department of Commuter Science and Applications (CS)
NM	Department of New Media Technology (NM)
EM	Department of Electronic Media (EM)
PR	Department of Advertising & Public Relation (PR)
MC	Department of Mass Communication (MC)
JR	Department of Journalism (JR)
BM	Department of Media Business Management (BM)
NC	National Cadet Corps (NCC)
NS	National Service Scheme (NSS)

Note:

(1) During the first and second semesters NCC & NSS are conducted and also examined but their evaluation is included from third semester onwards as Generic Electives. Please note that NCC and NSS chosen in first semester shall remain same during full course.

(2) As per the national education policy the generic elective courses are offered from 3rd semester onwards, with wider choice of subjects indicated in each semester tables. In addition to these courses the university shall indicate permitted online courses like SWAYAM or MOOC as additional options for inclusion of credit in the respective semester. Some of them may need with additional fee like examination fee that would have to be borne by the concerned students.

(3) The present course is based on NEP guidelines from UGC which is still in the process of up-gradation as it is being done for the first time. The proposed syllabus and course structure may undergo major changes and the University shall be fully authorized for the same.

(4) As on the date the University is not registered in The UGC Portal for academic bank off credits hence the results shall be declared on the university website only.

Semester –I

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
1JRC01	Introduction to Communication	4	1	-	5	80	-	20	100
1JRC02	Development of Media	5	-	-	5	80	-	20	100
1JRC03	AI Tools for Media - I	3	-	1	4	50	30	20	100
1ADA01	Social and Emotional Learning	1	1	-	2	30	-	10	40
1ADA02	Ethics and Culture	1	1	-	2	30	-	10	40
1ADA03	Hindi Bhasha evam Sahitya	1	1	-	2	30	-	10	40
1JRS01	Computer Essentials With AI	-	1	1	2	-	30	10	40
	Semester Totals	15	5	2	22	**300**	**60**	**100**	**460**

Semester –II

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
2JRC04	Principles of Creative Writing	4	1	-	5	80	-	20	100
2JRC05	Translation in Media	3	1	1	5	50	30	20	100
2JRC06	AI Tools for Media - II	3	-	1	4	50	30	20	100
2ADA04	Environmental Science and Sustainable Development	1	1	-	2	30	-	10	40
2ADA05	English Language and Literature	1	1	-	2	30	-	10	40
2ADA6 (A) or 2ADA6 (B) or 2ADA6 (C) 2ADA6 (D) 2ADA6 (E)	Co-curricular-1 (A) Parliament: Practice and procedure-I (B) BhartiyaSangeet-I (C) Lalit Kala-I (D) Debate & Dialogue-Part I (E) Science of Happiness I: Foundations of Well-being	-	1	1	2	-	30	10	40
2JRS02	Patrakarita evam Hindi Bhasha	2	-	-	2	30	-	10	40
	Semester Totals	14	5	3	22	**270**	**90**	**100**	**460**

Semester –III

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
3JRC05	News Reporting	3	-	2	5	50	30	20	100
3JRC06	News Editing	3	-	2	5	50	30	20	100
3JRC07	Creative Aspects of Literary Text	3	1	1	5	50	30	20	100
3JRG01	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
3ADA07	Innovation and Entrepreneurship	1	-	1	2	30	-	10	40
	Semester Totals	13	5	7	22	**230**	**120**	**90**	**440**

GE - 1

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG01	DTP with PageMaker & Photoshop	3	0	2	5	60	20	20	100
NMG01	Script Writing &Storyboarding	3	0	2	5	60	20	20	100
EMG01	Media Organizations	3	1	1	5	60	20	20	100
PRG01	Social Media Marketing	2	1	2	5	50	30	20	100
MCG01	Photo Journalism	4	0	1	5	60	20	20	100
3JRG01	Entertainment Art & Cultural Journalism	3	1	1	5	50	30	20	100
NCG01	NCC-3								100
NSG01	NSS-3								100

Semester –IV

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
4JRC08	Introduction to Electronic Media	3	1	1	5	50	30	20	100
4JRC09	Creative Journalistic Writing	3	1	1	5	50	30	20	100
4JRC10	New Media & Web Journalism	3	1	1	5	50	30	20	100
4JRG02	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
4ADA8 (A) or 4ADA8 (B) or 4ADA8 (C) 4ADA8 (D) 4ADA8 (E)	Co-curricular-2 (A) Parliament: Practice and procedure-II (B) BhartiyaSangeet-II (C) Lalit Kala-II (D) Debate & Dialogue –ll (E) Science of Happiness II: Flourishing, Leadership & Society	-	1	1	2	-	30	10	40
	Semester Totals	12	5	5/	22	**200**	**150**	**90**	**440**

GE - 2

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG02	Multimedia With Corel Draw, Premier & Sound Forge/ Audacity	3	0	2	5	60	20	20	100
NMG02	Animation for Gaming using Blender	3	0	2	5	60	20	20	100
EMG02	Media Language & content	2	1	2	5	50	20	30	100
PRG02	Search Engine Optimization & Search Engine Marketing	1	1	3	5	50	30	20	100
MCG02	Communication skills	4	0	1	5	60	20	20	100
4JRG02	Writing for Sports	3	1	1	5	50	30	20	100
NCG02	NCC-4								100
NSG02	NSS-4								100

Semester –V

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
5JRC11	Laws & Ethical Issues in Media	4	1	-	5	80	-	20	100
5JRC12	Advance Reporting	2	1	2	5	50	30	20	100
5JRE-01(A) 5JRE-01(B)	Indian Constitution and Politics OR Public Administration Society & Media	4	1	-	5	80	-	20	100
5JRG03	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
Semester Totals		13	4	3	20	**260**	**60**	**80**	**400**

GE - 3

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG03	Accounting with Tally	3	0	2	5	60	20	20	100
NMG03	AI and Robotics	5	0	0	5	80	0	20	100
EMG03	Development Communication	2	1	2	5	50	20	30	100
PRG03	Creative Communication	2	1	2	5	50	30	20	100
MCG03	Creative Writing	4	0	1	5	60	20	20	100
5JRG03	Writing on Social Issues	3	1	1	5	50	30	20	100
NCG03	NCC-5								100
NSG03	NSS-5								100

Semester –VI

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
6JRC13	News Paper Management	4	1	-	5	80	-	20	100
6JRC14	International Media	4	1	-	5	80	-	20	100
6JRE-02(A) 6JRE-02(B)	Indian Economy : Problems & Policies OR International Trade and World Economy	4	1	-	5	80	-	20	100
6JRG04	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
	Semester Totals	15	4		20	**290**	**30**	**80**	**400**

GE - 4

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG04	Social Media Marketing	3	0	2	5	60	20	20	100
NMG04	Augmented and Virtual Reality (AR/VR)	3	0	2	5	60	20	20	100
EMG04	Community Radio	2	1	2	5	50	20	30	100
PRG04	Event & Experiential Marketing	2	2	1	5	50	30	20	100
MCG04	Art of Anchoring	4	0	1	5	60	20	20	100
6JRG04	Feature Writing	3	1	1	5	50	30	20	100
NCG04	NCC-6								100
NSG04	NSS-6								100

Option I - **BA: Journalism and Creative Writing (Honors)**

Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Arts: Journalism and Creative Writing shall be eligible.

Option-I : Semester –VII for'4 Years BA: Journalism and Creative Writing(Honors)'

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
7JRC15	Communication Research	3	1	1	5	50	30	20	100
7JRE03(A) 7JRE03(B)	Development Communication OR International Politics	4	1	-	5	80	-	20	100
7JRG05	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
7JRC16	Journalistic and Creative Writing (Portfolio) (5)	-	1	4	5	-	80	20	100
Semester Totals		10	4	6	20	**180**	**140**	**80**	**400**

GE - 5

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4	0	1	5	60	20	20	100
NMG05	Social Media Data Analytics	3	0	2	5	60	20	20	100
EMG05	Formative Research	2	1	2	5	50	20	30	100
PRG05	Digital PR	1	2	2	4	50	30	20	100
MCG05	Media and Gender Studies	4	0	1	5	60	20	20	100
7JRG05	Crime and Court Reporting	3	1	1	5	50	30	20	100

Option-I: Semester-VIII for '4 Years BA: Journalism and Creative Writing (Honors)'

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
8JRC17	Printing Technology	3	1	1	5	50	30	20	100
8JRE04(A) 8JRE04(B)	Intercultural Communication OR Gender Studies	4	1	-	5	80	-	20	100
8JRG06	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
8JRC18	Internship and Internship Based Report (5)	-	1	4	5	-	80	20	100
Semester Totals		10	3	7	20	**180**	**140**	**80**	**400**

GE - 6

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4	0	1	5	60	20	20	100
NMG06	Mobile Journalism	3	0	2	5	60	20	20	100
EMG06	Academic Writing	2	1	2	5	50	20	30	100
PRG06	Web Advertising	1	2	2	5	50	30	20	100
MCG06	Media Business Management	4	1	0	5	80	0	20	100
8JRG06	Parliamentary Reporting	3	-	2	5	50	30	20	100

Option II - Bachelor of Arts: Journalism and Creative Writing (Research)

Only those candidates who have secured minimum CGPA 7.5 in the three years of Bachelor of Arts: Journalism and Creative Writing shall be eligible. Only those students who wish to pursue for PhD Research degree may continue this option II for 4th year.

Option-II : Semester –VII for'4 Years BA: Journalism and Creative Writing(Research)'

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
7JRC19	Research Methodology	3	1	1	5	50	30	20	100
7JRE05(A) 7JRE05(B)	Development Communication OR Mass Media Research	3	1	1	5	50	30	20	100
7JRG05	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
7JRC20	Research Portfolio	-	1	4	5	-	80	20	100
Semester Totals		9	4	7	20	**150**	**170**	**80**	**400**

GE - 5

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4	0	1	5	60	20	20	100
NMG05	Social Media Data Analytics	3	0	2	5	60	20	20	100
EMG05	Formative Research	2	1	2	5	50	20	30	100
PRG05	Digital PR	1	2	2	4	50	30	20	100
MCG05	Media and Gender Studies	4	0	1	5	60	20	20	100
7JRG05	Crime and Court Reporting	3	1	1	5	50	30	20	100

Option-II: Semester –VIII for‘4 Years BA: Journalism and Creative Writing (Research)’

Subject Code	Subject Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
8JRE06(A) 8JRE06(B)	Intercultural Communication OR Gender Studies	3	1	1	5	50	30	20	100
8JRG06	Generic Elective: Refer Table Below and Choose any One Subject (5 Credits)								100
8JRC21	Dissertation	-	2	8	10	-	160	40	200
Semester Totals		6	3	11	20	**100**	**220**	**80**	**400**

GE - 6

Course Code	Course Name	L	T	P	Load	Theory Marks	Practical Marks	Internal Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4	0	1	5	60	20	20	100
NMG06	Mobile Journalism	3	0	2	5	60	20	20	100
EMG06	Academic Writing	2	1	2	5	50	20	30	100
PRG06	Web Advertising	1	2	2	5	50	30	20	100
MCG06	Media Business Management	4	1	0	5	80	0	20	100
8JRG06	Parliamentary Reporting	3	-	2	5	50	30	20	100

Semester I

1JRC01: INTRODUCTION TO COMMUNICATION	Marks:100			Credits: 5		
	T	P	I	Contact Hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objectives

- To understand the concept of communication practice and relevance.
- To develop critical understanding about communication process.
- To introduce students to Models and Theories of Communication.
- To develop an insight on the scenario of media technology, audience and content.
- To impart knowledge about Indian Perspective of Communication.

Learning Outcomes

- Student will be capable to analyze and evaluate the process of Communication and Mass Communication.
- Capable to plan and execute effective Communication Strategies.
- Ability to identify and apply Communication Modelsand Theories.
- Able to develop and demonstrate critical thinking about communicated content.
- Students will be able to acquire and apply the knowledge about issues related to communication in current scenario.

Unit-1	BASICS OFCOMMUNICATION	L	T	P
1.1	Essentiality of Communication in Society	2	-	-
1.2	Communication :Concept, Definition, Scope, Process and Elements	3	-	-
1.3	Functions of Communication and Mass Communication , Characteristics of Mass and Mass Society	3	-	-
1.4	Types of Communication: Intra- Personal, Inter-Personal, Group and Mass Communication	5	-	-
1.5	Barriers of communication	2	-	-
	Total Hours	**15**		

Unit-2	MEDIA AND AUDIENCE	L	T	P
2.1	Traditional Media: Folk Lore, Art,Song, Dance and other Traditional forms.Traditional Culture and Popular Culture	2	1	-
2.2	Mass Media-Characteristics,Strengths and Limitations Print: Newspaper and Magazine, Electronic:Radio, Television and Cinema	2	-	-
2.3	New Media: Social Media platforms, Applications and Digital Media. Global Communication and Media: Concept and Issues	3	1	-
2.4	Audience in Communication, Classification: Age, Gender, Education, Occupation, Socio Cultural Background	2	1	-
2.5	Audience Characteristics: Audiences as Public, as Market, Media Effects and Audience, Media Content and Audience	2	1	-
	Total Hours	**15**		

Unit-3	COMMUNICATION MODELS	L	T	P
3.1	Aristotle's Model,Harold DLasswell's Model, Berlo's SMCR Model	3	1	-
3.2	Charles E Osgood Model,Wilbur Schramm Model	2	-	-

3.3	Shannon and Weaver's Model	3	-	-
3.4	Newcomb's Model, Westley and MacLean'sModel	3	-	-
3.5	George Gerbner'sModel	2	1	-
	Total Hours	**15**		

Unit-4	COMMUNICATION THEORIES	L	T	P
4.1	Indian Perspective of Communication, Concept of Sadharanikaran	2	1	-
4.2	One-Step/Hypodermic Needle Theory , Two-Step Theory, Multi-Step Theory,Agenda Setting Theory	2	-	-
4.3	Normative Theories of Media-I : Authoritarian theory , Libertarian Theory, Social Responsibility theory	3	1	-
4.4	Normative Theories of Media-II :Soviet Media Theory, Democratic Participant Theory, Development Media Theory	3	1	-
4.5	Marshal McLuhan's Approach: Medium is the Message, Concept of Global Village and role of Media	2	-	-
	Total Hours	**15**		

Unit-5	NEW INFORMATION TECHONOLOGY AND COMMUNICATION	L	T	P
5.1	Role of Information Technology in Communication, ICT in Rural Development and Good Governance	2	1	-
5.2	Convergence Technology, Media convergence, Digital Divide	2	1	-
5.3	Media Imperialism and Cultural Imperialism	2	1	-
5.4	Public Opinion, Public Sphere,Propaganda	2	1	-
5.5	Future of Communication with Changing InformationTechnology	2	1	-
	Total Hours	**15**		

Practical/Project/Assignments:

- Identifying symbols in non-verbal communication and prepare a hand-written report
- Write an essay/article on Communicationandsociety (800-1000 words.(
- Write an essay/articlefeature/or write a report on any one T/raditionalFolk form of communication (800-1000 words.)
- PPT Presentation on the strengths and limitations of different mass media.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Keval J. Kumar (1994) Mass Communication In India. Jaico Publishing House, Mumbai, India. (NewEd.)
- Larry L. Barker (1978) Communication Prentice-Hall,USA.
- James Lull (2000) Media, Communication, Culture. Blackwell Publishers,UK.
- Kamlesh Mahajan (1990) Communication and Society-The Emerging Human Concerns.Classical Publishing Company ,Delhi, India.
- Denis Mcquail (2010). Macquail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- James W.Tankard Jr. and Werner J Severin (2003) Communication Theories: Origin, Methods, Uses in the Mass Media. New York: Longman.
- Wilbur Schramm (1973). Men, Message, and Media. New York, Harper and Row.

- JessamyPerriam and Simon Carter (2021) Understanding Digital Societies. Sage Publishing.
- UmaNarula,Mass Communication:Theory and Practice. HAR-ANAND Publications.
- केवल जे. कुमार : भारत मेंसंचार, जयको पब्लिशिंग हाउस, मुंबई।
- डॉ. गोविन्द प्रसाद एवंपाण्डेय अनुपम : समाचार एवं जनसंचार, डिस्कवरी प्रकाशन हाउस, प्रा.लि. नईदिल्ली।
- नन्द भारद्वाज : संस्कृति, जन संचार और बाजार, सामयिक प्रकाशन, नईदिल्ली।
- डॉ. श्रीकांत सिंह : सम्प्रेषण, प्रतिरूप एवं सिद्वांत, भारती प्रकाशक एवं वितरक, फैजाबाद, उत्तरप्रदेश।

1JRC02: DEVELOPMENT OF MEDIA	Marks:100			Credits: 5		
	T	P	I	Contact Hrs.		
				L	T	P
	80	-	20	5	-	-

Course Objectives:

- To help students develop skill in primary resources about Indian Media.
- To provide students with knowledge of' rich and diverse history of Indian press, television and radio.
- To make students able to recognize the great contribution of press in the freedom movement.
- To provide students with knowledge of' Doordarshan as public broadcaster.
- To make students able to recognize cinema is medium of communication.

Learning Outcome:

- Students will able to explain birth and growth of Indian Press.
- They will get thorough understanding or contribution of Indian press in the freedom struggle and able to share it.
- Students will be able to understand Indian News Agencies.
- Student will be able to understand objectives of Doordarshan.
- Student will be able to understand characteristics of Film and Social Media

Unit-1	Early History of Press In India 1780-1915	L	T	P
1.1	Origin of Indian press in colonial period, newspaper, characteristics and their effect in the society	2	1	0
1.2	Hickey's Bengal Gazette	2	1	0
1.3	Brief history of prominent newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika	2	1	0
1.4	Brief introduction and contribution of eminent journalist Raja Ram Mohan Roy, Jugal Kishore Shukla, Bhartendu Harish Chandra	2	1	0
1.5	Contribution of Indian media in social awakening (renaissance) social reforms	2	1	0
	Total Hours.	**15**		

Unit-2	Press and Freedom Movement	L	T	P
2.1	Role of press in freedom movement	2	1	0
2.2	Contribution of eminent journalist Lokmanya Bal GangadharTilak, Mahatma Gandhi, Baburao Vishnu paradkar, Ganesh Shankar Vidyarthi, MakhanlalChaturvedi, Madhav Rao Sapre,	2	1	0
2.3	Introduction to Press council and Press Commission	2	1	0
2.4	Brief History of language press -Urdu, Bangla, Malayalam, Tamil, Marathi	2	1	0
2.5	Eminent journalist of post-independence period Prabhas Joshi, RajendraMathur, Dharmveer Bharti, Rahul Barpute Press During Emergency , Present scenario of Indian Press	2	1	0
	Total Hours.	**15**		

Unit -3	Introduction to News Agencies and Radio	L	T	P
3.1	Brief history of AIR- Pre Independence Period, Post - Independence Period	2	1	0
3.2	Commission and Committees- Joshi Committee, Varghese Committee &Chanda Committee	2	1	0
3.3	FM Broadcasting, Local Broadcasting, Interactive Radio Satellite Broadcast (Sky Radio)	2	1	0
3.4	Organization of AIR - News service division, external service division, Public Service and Commercial Radio, familiarization with studio and equipment	2	1	0
3.5	Introduction to News Agencies-PTI, UNI, Hindustan Samachar, SamacharBharti,ANI	2	1	0
	Total Hours.	**15**		

Unit -4	Introduction to Doordarshan	L	T	P
4.1	Objectives of Doordarshan Role of DD in National Development (SITE project and Educational TV)	2	1	0
4.2	Growth and development of Doordarshan in India Three tier service system of DD- National, Regional and Local, Commercial Service and Special Audience Program	2	1	0
4.3	Characteristics of television as a medium of Communication	2	1	0
4.4	Difference and comparison of television with other media	2	1	0
4.5	Prasar Bharti Nigam – Objective, Structure and Function	2	1	0
	Total Hours.	**15**		

Unit- 5	Introduction to Film and Social Media	L	T	P
5.1	Cinema-Definition and scope, Introduction to Indian Cinema,	2	1	0
5.2	Types of Indian Cinema- Popular& Parallel, Importance of Cinema in Indian Society.	2	1	0
5.3	Cinema as a medium of communication	2	1	0
5.4	Introduction to Social Media, Types of Social Media, Indian Social Media Platforms.	2	1	0
5.5	Social Media as an effective medium of communication. Importance of Social Media Contemporary Society	2	1	0
	Total Hours.	**15**		

Assignments:

- Prepare a Assignment on Historical topic of media
- Visit any media house and prepare a report
- Write an essay on contribution and relevance of any one freedom fighter journalist
- Prepare chart/poster on timeline of origin and growth of Indian Press/television and Radio Broadcast media
- Prepare an Assignment on History of Film in India
- Prepare an Assignment on Origin and Growth of Social Media

Suggestive Readings:

- Natrajan J, The Publication Division, History of Indian Journalism
- Gupta V S & Veer Bala Agrawal, Concept Publishing Company, New Delhi, Hand Book of Journalism & Mass Communication
- Fang E. Erving, Focal Press, History of Mass Communication: Six Information Revolutions
- Keavl J Kumar,Jaico Publication, New Delhi, Mass Communication and India
- Villanilam J V, NBT, New Delhi, Growth and Development of Mass Communication India
- अम्बिका प्रसाद बाजपेयी, ज्ञान मण्डल लिमिटेड, सन्त कबीर मार्ग, समाचार पत्रों का इतिहास
- कृष्ण बिहारी मिश्र, हिन्दी पत्रकारिता का इतिहास
- डॉ श्रीकांत सिंह, टेलीविजन पत्रकारिता

1JRC03: AI Tools for Media - I	Marks:100			Credits: 4		
	T	P	I	Contact Hrs.		
				L	T	P
	50	30	20	3	-	1

Course Objectives:

- The course aims to provide a comprehensive understanding of Generative AI (GAI) and Large Language Models (LLM) within the media landscape.
- The course aims to equip students with the technical skills to perform AI-driven fact-checking, forensic detection, and content verification.
- The course aims to master advanced tools like NotebookLM and Google AI Studio for complex investigative reporting and localized content generation.
- The course aims to integrate Indian AI models like BharatGPT into the global media content production workflow.

Learning Outcome:

- The learner will be able to implement prompt engineering scripts and human-in-the-loop workflows for high-quality media content generation.
- The learner will be able to perform real-time fact-checking and multi-modal content generation using Perplexity and other citation engines.
- The learner will be able to develop grounded informational circuits using NotebookLM to eliminate external hallucinations in investigative reporting.
- The learner will be able to synthesize localized audio briefings and long-form reports using regional voice features and Indian AI platforms.
- The learner will be able to design custom AI behaviors and media bots using Google AI Studio for structured data journalism output.

Unit-1	Foundations of AI and Generative Content	L	T	P
1.1	Introduction to Artificial Intelligence (AI), Generative AI (GAI), and Large Language Models (LLM)	3	0	0
1.2	Applications of Gemini, Claude, and ChatGPT in Journalism: Understanding the Content Engine	2	0	1
1.3	Identifying AI Hallucinations, Bias in Training Data, and Interpreting Confidence Scores	3	0	0
1.4	AI Forensic Detection and Content Provenance using High-accuracy Tools like GPTZero	2	0	1
1.5	Prompt Engineering: Essential Script Ingredients and Mastering Human-in-the-Loop Workflows	1	0	2
	Total Hours.	**15**		

Unit-2	Multi-modal AI and Real-time Verification	L	T	P
2.1	Working with Perplexity: Real-time Fact-checking using the Citation Engine	1	0	2
2.2	Generative AI Tools for Multi-modal Capabilities: Creating Text, Images, and Videos	2	0	1
2.3	Automated News Summaries, Headline Generation, and Script Outlines	2	0	1
2.4	Integration of Multimedia Elements in AI-driven Digital Narratives	2	0	1
2.5	Workflow Automation for Real-time Content Curation and Verification	2	0	1
	Total Hours.	**15**		

Unit -3	NotebookLM for Media Research	L	T	P
3.1	Basic Features of NotebookLM: Adding Sources and Building Closed Circuits of Information	1	0	2
3.2	Grounding AI in Primary Sources to Eliminate External Hallucinations	2	0	1
3.3	Creating Audio Overviews, Podcasts, and Long-form Reports from Uploaded Sources	2	0	1
3.4	Source Citation Management and Advanced Information Mapping Tools	2	0	1
3.5	Generating Media Assets: Mind Maps, Flashcards, Quizzes, and Infographics	2	0	1
	Total Hours.	**15**		

Unit -4	Investigative Reporting and Regional AI	L	T	P
4.1	Advanced Media Applications: Fact-checking AI Responses Against PDFs and Transcripts	2	0	1
4.2	Managing Large Datasets and Complex Content for Investigative Reporting	2	0	1
4.3	Implementing Regional Voice Features for Localized Audio Briefings and Community News	2	0	1
4.4	Applications of Indian Generative AI: Exploring BharatGPT in Media	2	0	1
4.5	Integrating Localized AI Tools for Diverse Language Reporting in India	2	0	1
	Total Hours.	**15**		

Unit- 5	Developer-level Controls and Ethics in AI	L	T	P
5.1	Analysis of Advantages, Limitations, and Serious Pitfalls of AI Tools in Journalism	2	0	1
5.2	Applications of Google AI Studio: Gemini API Basics and System Instructions	2	0	1
5.3	Customizing AI Behavior: Developer-level Control Without Coding for Media Contexts	2	0	1
5.4	Model Tuning: Aligning Creative Generation with Factual Consistency for Data Journalism	2	0	1
5.5	Training AI for Specific Formats: JSON, Tables, and Creating Custom Media Bots	2	0	1
	Total Hours.	**15**		

Suggested Tools & Technologies

(This shall be decided & announced by the HOD every semester)

1. ChatGPT / Gemini / Perplexity (free, CAI)
2. Krutrim / Hanooman (free, Bharatiya GAI)
3. NotebookLM (free, Google - grounded AI)
4. Google AI Studio (free, API & media bots)
5. Claude AI (free tier, writing & analysis)

SUGGESTED PRACTICAL LIST

(This shall be decided & announced by the HOD every semester)

1. Draft efficient prompt scripts for diverse newsroom personas by strictly applying the RCTC (Role, Context, Task, Constraint) framework.
2. Execute a "Human-in-the-Loop" workflow to iteratively refine raw AI drafts into publishable editorial content.
3. Generate a multi-modal news consisting of a text-based report, an AI-generated image prompt, and a structured video storyboard.
4. Automate the creation of news summaries and headlines from raw press releases using structured instruction sets.
5. Construct a "closed circuit" of information in NotebookLM by uploading a curated set of PDFs, transcripts, and field notes.
6. Synthesize reports and summaries that are strictly grounded in your primary sources to eliminate external AI hallucinations.
7. Produce a professional Audio Overview (Podcast) from long-form investigative documents using grounded information.
8. Create interactive mind maps, flashcards, and infographics directly from your uploaded source material.
9. Fact-check AI-generated responses against specific page numbers and quotes from your uploaded documents to ensure 100% accuracy.
10. Generate localized audio briefings using the Regional Voice feature to cater to community-specific reporting needs.
11. Evaluate the cultural and linguistic accuracy of BharatGPT for India-specific media use cases compared to global models.
12. Navigate the Google AI Studio interface to explore Gemini API capabilities and model parameters.
13. Extract and output news data in structured formats like JSON and tables for data journalism applications.
14. Design a custom Media Bot to autonomously tag, classify, and summarize incoming news feeds based on your newsroom's specific beats.
15. Perform a forensic text analysis using GPTZero to distinguish between human-made and AI-generated media content.

Books:

- Artificial Intelligence in Journalism by Seth C. Lewis, Oxford University Press
- Generative AI for Media Professionals by Brandon Roberts, Sage Publications
- The AI-Powered Newsroom by S. Gupta and R. Verma, Indian Academic Press
- Data Journalism with AI by Paul Bradshaw, Routledge
- Digital Media and BharatGPT: The Indian Perspective by K. Ramachandran
- Ethics for the Digital Age by Janet Jones

- Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm. Routledge India. (Essential for understanding AI's role in the Indian media ecology). — Biswal, S. K., & Kulkarni, A. J. (2024)
- Prompt Engineering: The Art of Asking: Master Generative AI Tools Like ChatGPT & MidJourney. Notion Press. (A practical guide to prompt templates for content creators). Palaghat, Y. S. (2024)
- Artificial Intelligence and the Future of Journalism. Research Beacon Publication. (Covers global and Indian practices in algorithmic literacy). — Li Dr Fangni (2025)
- Fundamentals of Artificial Intelligence. (A comprehensive NEP-aligned textbook featuring specific chapters on Gemini, Perplexity, and Prompt Engineering). — Universities Press (2026)
- Prompt Engineering for Generative AI. O'Reilly/Shroff Publishers, Phoenix, J., & Taylor, M. (2024) Artificial Intelligence in Indian Media: Law, Ethics, and Practice: Dr Pawan Duggal (Universal Law Publishing, 2025/2026)
- Digital Journalism in India: From Print to AI: Prof. Ujjwal K. Chowdhury (SAGE India, 2025)
- The Indian AI Revolution: BharatGPT, Krutrim, and the Future of Indic LLMs Editors: V. Rajaraman & Shailesh Kumar (PHI Learning, 2026)
- Reporting from the Heartland: Data and Digital Tools for the Indian Journalist: Samarth Bansal (Self-published/University Press, 2025)
- BharatGPT (CoRover.ai) Whitepapers & Developer Guides Source: CoRover.ai Official Documentation (2025/2026)
- The State of AI in Indian Newsrooms (Annual Report) Publisher: Google News Initiative (India) / Reuters Institute (India Chapter)
- AI ane Patrakarita (Gujarati/Hindi Edition) Publisher: Gujarat Sahitya Academy / National Book Trust (2026)

DIGITAL & E-RESOURCES

1. Google AI Studio Documentation (Technical Guide): *https://aistudio.google.com/*
2. Google AI Studio Handbook: https://aistudio.google.com/app/prompts/new_chat
3. NotebookLM Official Guide: https://notebooklm.google.com/
4. Prompt Engineering Guide: https://www.promptingguide.ai/
5. Journalist Studio by Google: https://journaliststudio.google.com/
6. NotebookLM Help Centre: https://support.google.com/notebooklm/ – Official tutorials on "Grounding" and the "Audio Overview" feature for podcasters.
7. OpenAI Cookbook: https://cookbook.openai.com/ – Example scripts for media developers using GPT-4 for JSON output and data extraction.
8. YouTube - Google Cloud Tech: Tutorials on "Generative AI for Developers.
9. IndiaAI Portal: https://indiaai.gov.in/ Government resources on national AI standards and research papers on AI in local languages.
10. Google AI Documentation & AI Studio Guides – Google Developers
11. OpenAI Documentation & Prompt Engineering Guides
12. UNESCO (2023) – Guidelines for AI in Journalism
13. Data Journalism Training Modules from PTI
14. NotebookLM Official Support (Tool Portal): *https://notebooklm.google.com/*
15. GPTZero: AI Detection for Media (Forensic Tool): *https://gptzero.me/*
16. Perplexity AI: Citation Based Research (Fact-checking Tool): *https://www.perplexity.ai/*
17. SWAYAM: Artificial Intelligence for Journalists (Course Video): *https://swayam.gov.in/*

1ADA01: SOCIAL AND EMOTIONAL LEARNING	Marks:40			Credits: 2		
	T	P	I	Contact Hrs.		
				L	T	P
	30	-	10	1	1	-

Course Objectives:

- To understand the concept of emotional and social intelligence and learn ways of developing them.
- To understand and establish the role of emotional learning in life and existence of self and its dependency with Nature.
- To introduce the basic concepts of the learning such as self and social awareness
- To inculcate the skills among the students to learn from emotions and practice self-management
- To inculcate the relationship skills among students for taking responsive decisions.
- To aware about unsupervised learning, misinformation and social learning.
- To develop the socio-emotional approach of learning among students.

Learning Outcome:

- Contemplate and apply the knowledge and skills for social emotional development.
- Create and practice the supportive environments.
- Demonstrate, establish and evolve the social-emotional harmony in their personal and professional life and growth.
- Explore and exploit different routes, channel of learning.
- To develop the abilities in students to understand their emotions and its interrelationship with the Socio –Economic contexts

UNIT-1	LEARNING CONCEPTS	L	T	P
1.1	Meaning, Definition and Basic concepts of Learning, Significance, Importance and Relevance of Learning in present scenario, Learning by Digital platforms	2	-	-
1.2	Learning in Indian context: Indian views on learning, Teachings of Epics (*Ramayna*, *Bhagvatgita etc.)*	1	-	-
1.3	Philosophers (*Aurobindo*, J. *Krishnamurthy*, *Mahirshi Raman* and *NisargdattaMaharaj*)	2	1	
	Total Hours.	06		

UNIT-2	EMOTIONAL AND SOCIAL AWARENESS	L	T	P
2.1	Importance and Models of Emotional Intelligence	1	-	-
2.2	EQ competencies: self-awareness, Levels of emotional awareness; Recognizing Emotions in oneself; self-regulation	2	-	-
2.3	Perceiving emotions accurately in others, Social awareness and empathy, and interpersonal skills	2	-	-
2.4	Strategies to develop emotional and social awareness, Social Co-Regulation	1	-	-
	Total Hours.	06		

UNIT -3	MANAGING EMOTIONS	L	T	P
3.1	Harmony of the Self with Society, Understanding Myself as Co-existence of the Self and the Society, Understanding Needs of the Self and the Needs of the Society	2	1	-
3.2	Cultural Considerations in SEL, The relationship between emotions, thought and behavior	2	-	-
3.3	Techniques to manage emotions and social conflict	1	-	-
	Total Hours.	06		

UNIT- 4	RELATIONSHIP MANAGEMENT	L	T	P
4.1	Define social skills and explore its various competencies	1	-	-
4.2	Implement strategies to help build relationships and connections at work, recognize the difference between facts from emotions	2	1	-
4.3	Apply listening strategies to become a better listener and ultimately a better communicator	1	1	-
	Total Hours.	06		

UNIT - 5	SOCIAL IMOTIONAL LEARNING AND Its APPLICATIONS	L	T	P
5.1	Emotional Intelligence in Indian Context. Applications in the context of Mass Media /Mass Communication	2	-	-
5.2	Social Intelligence in Indian Context. Applications in the context of Mass Media/Mass Communication	2	-	-
5.3	Cultural Consideration in Social Emotional Learning	1	-	-
5.4	Responsible Decision Making and Team Work	1	-	-
	Total Hours.	06		

Assignments:

- Prepare chart / poster on human learning.
- Make a poster presentation on different social and emotional experiences.
- Self-critical awareness about ones abilities and assets in different contexts of life and limitations in terms of knowledge, attitudes, skills and values which may be revised or developed.
- Activities that develop cognitive skills-independent thinking to promote critical thinking and creative thinking; decision making and problem solving with all their components.
- Visits to the slums and natural calamities and stories of different children to tap empathy which is inherent.
- Group discussion on the current issues to develop psycho-social skills like interpersonal relationship skills and effective communication skills.
- Introducing yoga exercises to be done with ease and meditation which starts with self-knowledge with let come and let go spirit to experience spells of silence for healthy body and mind and to awaken the hidden faculties.
- Exercises to have inner observation for self-knowing while in stress or in emotions and to develop skills of self-management.
- Use of brain storming, value clarification and group discussion techniques to arrive at the realities free of habitual modes of thoughts, attitudes and action tendencies.
- Encouraging Nature observation, inner observation, nature walks, and reading biographies of great people who contributed their might out of self-abnegation but not with self-centeredness and sharing personal experiences.

Suggestive Readings:

- A.N.Tripaty (2003). Human Values, New Age International Publishers.
- Adams, S. R., & Richie, C. (2017). Social emotional learning and English language learning: A review of the literature.
- Bar-On, R., & Parker, J.D.A.(Eds.) (2000). The handbook of emotional intelligence. San Francisco, California: Jossey Bros.
- Goleman, D. (1995). Emotional Intelligence. New York: Bantam Book.
- Goleman, D. (1998). Working with Emotional Intelligence. New York: Bantam Books.
- Singh, D. (2003). Emotional intelligence at work (2nd ed.) New Delhi: Response Books.
- Bajpai.B.L. (2004). Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted.
- Baron and Byrne. Social Psychology.
- Bertrand Russell. Human Society in Ethics and Politics
- C.T. Morgan, R.A. King, J. R. Weisz, JSchopler (2011). Introduction to Psychology.
- Corliss Lamont: Philosophy of Humanism.
- *Daniel Goleman (1995). Emotional Intelligence. Bantam Books.*
- *Daniel Goleman (2017). Emotional Intelligence and Social Intelligence: The New Science of Human Relationships.*
- Plutchik, R. (2001). The nature of Emotions.
- VanAusdal, K. (2019). Collaborative classrooms support social-emotional learning.
- अरूण कुमार सिंह, समाज मनोविज्ञान की रूप रेखा, मोतीलाल बनारसी दास।
- एम.पी. पंडित, (2000) श्री अरविन्द, आधुनिक भारत के निर्माता, प्रकाषन विभाग, सूचना और प्रसारण मंत्रालक,भारत सरकार।
- श्री पूरन चंद्र जोषी(2009) परिवर्तन और विकास के सांस्कृतिक आयाम, राजकमल प्रकाषन।
- श्री ष्यामाचरण दुबे (2016) मानव और संस्कृति, राजकमल प्रकाषन।
- श्री अखिलानन्द, हिन्दु साइकोलॉजी।

1ADA02: ETHICS AND CULTURE	Marks:40			Credits:2		
	T	P	I	Contact Hrs.		
				L	T	P
	30	-	10	1	1	-

COURSE OBJECTIVES:

- To introduce students to basic Human Ethics.
- To highlight the role of Ethics in Life.
- To improve emotional and Spiritual Quotient of students.
- To make students aware of Culture.
- To improve Cultural Quotient of students.

LEARNING OUTCOME:

- Students will able to contemplate and apply Morality in their life.
- They will get thorough understanding of Values and Ethics.
- Students will have ethical knowledge about personal and professional growth.
- They will understand different forms of Culture.
- Understand the triangulation of Society, Media and Culture.

UNIT-1	**Harmony in the Human Being**	L	T	P
1.1	Human being: Concept and Meaning	1	-	-
1.2	Human Being is more than just the Body	1	-	-
1.3	Harmony of the Self (I) with the Body	1	1	-
1.4	Understanding Myself as Co-existence of the Self and the Body	1	-	-
1.5	Understanding Needs of the Self and the Needs of the Body	1	-	-
	Total Hours.	**06**		

UNIT-2	**Social Ethics**	L	T	P
2.1	The Basics for Ethical Human conduct	1	-	-
2.2	Defects in Ethical Human Conduct	1	-	-
2.3	Holistic Alternative and Universal order	1	-	-
2.4	Universal Human Order and Ethical Conduct	1	1	-
2.5	Social Ethics: A way to success	1	-	-
	Total Hours.	**06**		

UNIT-3	**Professional Ethics**	L	T	P
3.1	Value Based Life and Profession	1	-	-
3.2	Professional Ethics and Right Understanding	1	-	-
3.3	Technology and Ethics	1	-	-
3.4	The nexus of Environment and Ethics	1	-	-
3.5	Issues in Professional Ethics – The Current scenario	1	-	-
	Total Hours.	**06**		

UNIT-4	Study of Culture	L	T	P
4.1	The Idea of Culture, Perspectives of Indian Culture and Value System: *Dharma, Karma, VasudhaivKutumbkam, Sarvebhavantusukhinh, Shashwat dharma*	2	-	-
4.2	Indic philosophy in values and culture, *Deh; mann; buddhi; atman,* Happiness and Success	1	-	-
4.3	Hindu-Buddhist ethics, Integral Humanism (*Pt. DeenDayalUpadhyay*), *Hind Swaraj,*	2	-	-
4.4	Culture and Civilization: Differences and Differences, Meaning and form of Culture and Civilization	1	-	-
4.5	Similarities and differences between Indic and Western culture, Culture and Society in Contemporary India	2	-	-
	Total Hours.	**06**		

UNIT-5	Culture and Media	L	T	P
5.1	Indian culture from the lens of Newspapers and Magazines	1	-	-
5.2	Radio, Television, Advertising and Cinema as representatives of Indic culture	1	-	-
5.3	Social Media and Cultural implications	1	-	-
5.4	Digital Media in present scenario, Theory of Culture	1	-	-
5.5	Globalization in context of Indian Culture	1	-	-
	Total Hours.	**06**		

ASSIGNMENTS:

1. Make a poster presentation on different Indian cultural anecdotes.
2. Prepare case study on Mahabharata and contemporary relevance,Bhopal Gas tragedy, Chernobyl tragedy, Satyam Case, Celebrities and drug abuse etc.
3. Conduct small practical to assess morality, ethics, Indic values among masses.
4. Prepare project on Indology, *Ramayana* and ethical relevance, Mahabharata and socio-cultural relevance.
5. Prepare a street play on human socio-professional ethics or Indian culture.

SUGGESTIVE READINGS:

1. A.N.Tripaty, Human Values, New Age International Publishers, 2003
2. Bajpai. B.L., Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted, 2004
3. Berger, A. (2012). Media and Society: A Critical Perspective.
4. Bertrand Russell, Human Society in Ethics and Politics
5. Corliss Lamont, Philosophy of Humanism
6. Gerber S. Scherer and H.Hefner D. (2016).Social Capital in Media Socities.: The Impact of Media use and media structure capital. International Communication Gazette, Vol. 78 (6), pp 493-513
7. Ramanujan, A.K. (1999) Folk Tales of India, edited by Brenda Beck and Peter J. Klaus, Chicago: Univ. of Chicago Press.

8. Schiffman, Harold. (1996) Linguistic Culture and Language Policy, London and New York: Routledge.
9. Van, G. (2017). Part-1: What is Culture and how does it Affect our Daily Lives? HUFFPOST.

E-Resources

1. https://hvpenotes.blogspot.com/2017/01/chapter-v-understanding-human
2. https://aktu.ac.in/hvpe/PDF Presentations/PDF English Presentation/HVPE
3. https://www.digitalg1.com/courses/kve301-kve401-uhvpe/kve301-kve401
4. http://www.huffingpost.com/gabriella-van-rij/part-1-what-is-culture-and-how-does-it-affect-our-daily-lives_b_9607312

1ADA03: हिन्दी भाषा एवं साहित्य (HINDI BHASHA EVAM SAHITYA)	Marks:40			Credits:2		
	T	P	I	Contact Hrs.		
				L	T	P
	30	-	10	1	1	-

पाठ्यक्रम के उद्देश्यः

- हिन्दी भाषा का सामान्य परिचय और उसके संचार के पक्षों का ज्ञान कराना।
- हिन्दी भाषा और साहित्य के प्रचलित स्वरूपों का संचार की दृष्टि से संचार कराना।
- हिन्दी भाषा का अन्य भाषाओं के साथ संबंधों का ज्ञान कराना।
- हिन्दी के प्रयोजन मूलक स्वरूप का प्रशिक्षण प्रदान करना।
- व्यावहारिक हिन्दी के वाचन और लेखन का कौशल विकसित करना।

अधिगम के परिणाम :

- हिन्दी भाषा की वाक्य संरचना के निर्माण व उसके प्रयोग में निपुणता।
- हिन्दी भाषा और साहित्य के प्रचलित स्वरूपों की संचार की दृष्टि से समझ और प्रायोगिक कुशलता।
- हिन्दी भाषा के अन्य भाषाओं के साथ संबंधों के ज्ञान से भाषा दक्षता में विकास।
- विद्यार्थी शब्द, अर्थ एवंव्याकरण के साथ भाषा के सामाजिक संदर्भ पर अपना दृष्टि कोण विकसित कर पाऐंगे।
- विद्यार्थी संपादकीय, टिप्पणी, प्रारूपण और पत्राचार का प्रयोग कर पाऐंगे।

इकाई–1	हिन्दी भाषा के तत्व और उनका बोध	L	T	P
1.1	भाषा और संप्रेषण, हिन्दी की लिपि, वर्तनी	1	1	-
1.2	हिन्दी की ध्वनियां, हिन्दी रूपरचना,	2	-	-
1.3	देवनागरी लिपि और उसकी विशेषताएं,	1	-	-
1.4	हिन्दी की उपभाषाएं	1	-	-
	Total Hours.	**06**		

इकाई–2	हिन्दी भाषा और साहित्य की संरचना	L	T	P
2.1	हिन्दी की शब्दावली, हिन्दी का मानकः व्याकरण (सामान्य परिचय)	2	-	-
2.2	हिन्दी भाषा और साहित्य का संक्षिप्त इतिहास सामान्य परिचय	1	-	-
2.3	हिन्दी में विभिन्न विषयों का बोधन	1	-	-
2.4	हिन्दी पद्य के विकास का सामान्य परिचय	2	-	-
	Total Hours.	**06**		

इकाई–3	व्यावहारिक हिन्दी और लेखन	L	T	P
3.1	मुहावरे, लोकोक्तियॉ और कहावतें	2	-	-
3.2	हिन्दी का सामाजिक संदर्भ, संवाद शैली	1	-	-
3.3	सरकारी पत्राचार तथा टिप्पण और प्रारूपण	1	1	-
3.4	अनुवाद करने का व्यावहारिक ज्ञान	1	-	-
	Total Hours.	**06**		

इकाई–4	हिन्दी का प्रयोजन मूलक स्वरूप	L	T	P
4.1	प्रयोजन मूलक भाषा और हिन्दी के विविध रूप	1	-	-
4.2	प्रयोजन मूलक हिन्दी, सामान्य हिन्दी और पारिभाषिक शब्दावली	2	-	-
4.3	हिन्दी भाषा का अन्य भाषाओं के संबंध, हिन्दी भाषा में प्रयुक्त अन्य भाषाओं के शब्दों का ज्ञान	2	-	-
4.4	सम्पर्क भाषा हिन्दी, हिन्दी का अन्तर्राष्ट्रीय संदर्भ	1	-	-
	Total Hours.	**06**		

इकाई–5	हिन्दी गद्य	L	T	P
5.1	हिन्दी गद्य का विकास, हिन्दी गद्य की विविध विधाएं	2	-	-
5.2	हिन्दी कहानी और उपन्यास :स्वरूप और विकास	1	-	-
5.3	समकालीन हिन्दी लेखन	1	-	-
5.4	हिन्दी एकांकी और नाटक : एक सामान्य परिचय	2	-	-
	Total Hours.	**06**		

सत्रीय कार्य:

1. कम से कम 20 ऐसे हिन्दी शब्दों को लिखे जिसमें कुछ ध्वनियों के बदल जाने के कारण अर्थ–भेद होता है।
2. निम्न लिखित शब्दों को शब्दकोशीय क्रम में रखिए–भक्ति, अंग, महानता, त्योहार, संस्कृति, पूर्वी, पढ़ना, बड़ा, मानव, प्रकृति, ऋतु, मुख्य, फसल, पंक्तियां, महापुरूष, पूजा, भावना, ब्याज, जिक, तरक्की।
3. हिन्दी की समस्त उप भाषाओं की सूची बनाएं एवं उस पर संक्षिप्त टिप्पणी लिखें।
4. हिन्दी में खेल, अर्थव्यवस्था और विज्ञान विषयों पर पांच–पांच समाचार लेखन करें।
5. कम से कम पांच अलग–अलग विषयों (अनुशासनों) पर बीस–बीस पारिभाषिक शब्दावली की सूची बनाएं।

संदर्भ ग्रन्थ:

1. डॉ. भोलानाथ तिवारी (स): हिन्दी की ध्वनि संरचना, साहित्य, सहकार, कृष्णानगर, दिल्ली।
2. रामचंद्र वर्मा, अच्छी हिन्दी, इलाहाबाद।
3. वासुदेव नंदन प्रसाद, आधुनिक हिन्दी व्याकरण और रचना:, भारतीभवन, पटना।
4. द्विवेदी हजारी प्रसाद,साहित्य सहचर, लोक भारती, प्रकाशन, इलाहाबाद।
5. कृष्ण कुमार गोस्वामी, प्रयोजन मूलक हिन्दी और कार्यालयीन हिन्दी, कलिंगा प्रकाशन, 1982,, नईदिल्ली।
6. राकेश शर्मा एवंनील मणि शर्मा, (2019) राजभाषा हिन्दी : कल आज और कल, द क्रिएटिव आर्ट, दक्षिण पूर्वी दिल्ली–110044
7. गोपाल राय (2020) हिन्दी भाषा काविकास, राजकमल प्रकाशन, अक्षर, नईदिल्ली।
8. डॉ. हरदेव बाहरी, हिन्दी उद्भव, विकास और रूप, किताब महल, प्रकाशन, नईदिल्ली।
9. संत समीर, (2018) अच्छी हिन्दी कैसे लिखें, प्रभात प्रकाशन।
10. आचार्य रामचंद्र शुक्ल(2020) हिन्दी साहित्य का इतिहास, प्रभात प्रकाशन, नई दिल्ली।

1JRS01: COMPUTER ESSENTIALS WITH AI	Marks:40			Credits:2		
	T	P	I	Contact Hrs.		
				L	T	P
	-	30	10	-	1/1	1/2

UNIT–I : Computer System Concepts, Application area, advantage & disadvantage, Components of a computer system -Control unit, ALU, Input/Output, Memory, Mother Board, Generations of computers, Types of PC, Primary Vs Secondary Memory, Introduction to Types of Software: Application, System software, Computer Network LAN, WAN MAN, Programming Languages: Machine, Assembly, High Level Language, 4GL, Translators : Assemblers, Compilers and Interpreter. Introduction to AI, History, Definition, and Applications of AI, Types of AI, Definition, Scope, and Goals of AI, Advantages and Limitations of AI.

UNIT-II :Operating System (Windows 11): Overview of Windows Operating System, Basic Operations-How to Start a computer, Login, Logoff, Shutdown, Personalizing Desktop-Desktop Background, Screen Saver, Themes, Setting date & time, Task bar, Files & Folders, Create, Copy, Rename, Moving & Delete Files & Folders, Create & Using Shortcuts, Recycle Bin.

Accessories-MS Paint, Notepad, Windows Media Player, Calculator, Language Settings, add, remove devices and software Programs and fonts, Enhance the performance of computer- using Disk Clean-up, using Disk Defragmenter.

Introduction to Internet, Browser, WWW and URL, Features of Web Browser.

Overview of AI Productivity Tools (ChatGPT, Copilot, Gemini, Notion AI)

UNIT–III: Introduction to MS Office (2013), Introduction to MS Word, Features & Area of use. Working with MS Word, Menus & Commands, Ribbon, Toolbars & Buttons, Shortcut Menus, Wizards & Templates, Different Page Views and layouts, Applying various Text Enhancements- Fonts, Styles, Text Attributes, Formatting Text and Documents: Auto format, Paragraph and Page Formatting, Line spacing, Margins, Borders and Shading, Tabs and Indents, Text Editing using various features, Bullets, Numbering, Spell Check Working with Headers and Footers, Find & Replace, Mail-Merge. Tables: Creating a simple table, working with table, Conversion of text to table. Introduction to Google Docs, Smart Compose Editor and AI Summarizer.

UNIT–IV: Graphics in MS-Word: Importing graphics, Clipart, insert picture, Using Clip Art, Shapes and SmartArt in documents, using drawing features, drawing objects, text in drawing. Taking and inserting Screenshots in Documents, Using WordArt and Drop Cap features in documents. Using AI tools for grammar checking and content suggestions.

MS PowerPoint: Introduction & area of use, Working with MS PowerPoint, Creating a New Presentation, Using Wizards; Slides & its different views, Inserting, Deleting and Copying of Slides; Using Animation and Transitions,

Overview of AI Tools for Presentation (Beautiful.ai, Tome, Canva), Generate an AI-based presentation using online tools

UNIT–V: MS Excel Spreadsheet Basics & features, concepts of Workbook & Worksheets, Using Wizards, Various Data Types, Selecting cells, Entering and editing text, Entering and editing Numbers, Removing & Resizing of Columns & Rows, entering and editing Formulas, Referencing cells, Moving cells, Copying Cells, Sorting Data, Inserting Rows, Inserting Columns, Inserting cells, Deleting parts of a worksheet, Different Views of Worksheets.

Formatting: Page setup, Cell Formatting, changing column widths and Row heights, auto format, changing font sizes and Attributes, centering text across columns, using border buttons and Commands, changing colors and shading, hiding rows and columns, Working with Data & Ranges, Column Freezing, Labels, Hiding, Splitting, merging etc. Charts in excel, working with Chart, different types of charts,

Introduction to Copilot, Using AI in Excel: Data Insights, Trend Prediction, AI Formulas, and Chat-based Analysis, Using AI features like "Analyze Data" and ChatGPT for formula generation.

Books and References

- Windows 8.1 Plain and Simple by Joli Ballew, Nancy Muir, PHI
- MCSA Microsoft Windows 8.1 Complete Study Guide: Exams 70-687, 70-688, Jeffrey R. Shapiro, Darril Gibson, Wiley India
- Windows 8.1 For Dummies By Andy Rathbone, Wiley India
- Office 2013 in Simple Steps, Kogent Learning Solutions Inc., Wiley India
- Microsoft Office:2013 Edition Inside Out, Bott Ed, Siechert, Carl, Prentice Hall Of India (PHI)
- Learning Microsoft Office 2013, Paperback by Ramesh Bangia, Khanna Book Publishing
- Microsoft Learn Portal: AI Features in Microsoft 365
- https://cbseacademic.nic.in/web_material/Curriculum25/publication/srsec/843_AI_Student_HandbookXI.pdf
- Fundamentals of Computers, Paperback by Reema Thareja, Oxford University Press.
- Computers Today, A. Ravichandran, Khanna Book Publishing.
- Handbook of Computer Fundamentals by Nasib Singh Gill, Khanna Publishers.

Practical Questions:

Q. Load Microsoft Word & type the following text and do the following tasks:

Television

How does television affect our lives? It can be very helpful to people who carefully choose the shows that they watch. Television can increase our knowledge of the outside world, there are high quality programmers that helps us to understand many fields of study, science, medicine, the arts and so on. Moreover, television benefits very old people, who can't often leave the house as well as patients in hospitals. It also offers non native speakers the advantage of daily informal language practice. They can increase their vocabulary and practice listening.

On the other hand, there are several serious disadvantages of television. Of course, it provides us with a pleasant way to relax and spend our free time, but in some countries, people watch the 'blood tube' for an average of six hours or more a day. Many children stare at a television screen for more hours each day than they do anything else including studying & sleeping. It's clear that the tube has a powerful influence on their lives and that its influence if often negative.

1. Save your work as "Television" on Desktop.
2. Set the heading : Font Times New Roman Size 18, align centre& Bold,
3. Set the remaining text with font Calibri & size 12
4. Underline the heading & change all letters to uppercase

5. Run the spell checker.
6. Apply indentation to the first line of the second paragraph
7. Change the line spacing of the paragraphs to 1.5.
8. Replace the word “screen” with monitor.
9. Apply a 6pt width page border to the document
10. Change the Page orientation to Landscape

Q. Type the given text in similar format using list in the word:

1. Select the first, then hold CTRL whilst selecting the rest
   - Right click on them
   - Double click on them
   - Use the TAB button
2. How do you get capital letters using just one finger?
   - Use the SHIFT LOCK key
   - Use the TAB key
   - Use the ESCAPE key
   - Use the CTRL key
3. What is the short cut for copying data to the clipboard?
   - CTRL + C
   - CTRL + X
   - CTRL + Z
   - CTRL + V

Q. Create a table as shown below.

Student Name		Marks1	Marks2
First Name	Last Name		

1. Enter the detail in the table
2. Insert one row after Marks 2 and name its heading as Total
3. Calculate total of Marks1 & Marks2 and enter in Total Column
4. Bold the Student Name, Marks1, Marks2 ,& Total

Q. Type the following text MS-word in Hindi using UNICODE

हँसी शरीर के स्वास्थ्य का शुभ सवांद देने वाली है। वह एक साथ ही शरीर और मन को प्रसन्न करती है। पाचन शक्ति बढाती है, रक्त को चलती है और अधिक पसीना लाती है। हँसी एक शक्तिशाली दवा है। एक डॉक्टर कहता है कि वह जीवन कि मीठी मदिरा है। डॉक्टर ह्युड कहता है कि आनंद से बड़कर बहुमूल्य वस्तु मनुष्य के पास और कोई नहीं। कारलाइल एक राजकुमार था। संसार त्यागी हो गया था वह कहता है कि जो जी से हँसता है, वह कभी बुरा नहीं होता। जी से हँसो, तुम्हे अच्छा लगेगा। अपने मित्र को हँसाओ, अव अधिक प्रसन्न होगा। शत्रु को हँसाओ, तुम से कम घर्णा करेगा। एक अनजान को हँसाओ, तुम पर भरोसा करेगा। उदास को हँसाओ, उसका दुःख घटेगा। एक निराश को हँसाओ, उसकी आशा बढेगी। एक बूढ़े को हँसाओ, वह अपने को जवान समझने लगेगा। एक बालक को हँसाओ, उसके स्वास्थ्य में वृद्धि होगी। वह प्रसन्न और प्यारा बालक बनेगा। पर हमारे जीवन का उद्देश्य केवल हँसी ही नहीं है, हमको बहुत काम करने हैं। तथापि उन कामों में, कष्टों में और चिंताओं में एक सुँदर आतंरिक हँसी, बड़ी प्यारी वस्तु भगवान ने दी है।

Q. Send a letter to your classmates using mail merge.

Q. Write about introduction of computer and insert pictures related to it.

Q. Open Microsoft Excel and perform the following

- Input experimental data into Microsoft Excel worksheet.
- Properly format and organize data inserted.
- Perform calculations using built-in functions.
- Generate simple and effective tables and graphs
- Integrate both graphs and tables created in MS Excel into MS Word document.

Q. Make Power Point Slides to explain various input and output devices

Q. Make Power Point Slides to show various tourist places of Madhya Pradesh.

Q. Apply text and slide transitions

Q. Insert image & sound file in Presentation

Q. Create a project report using MS Word + AI summarizer

Q. Develop a sales report and analyze it using Excel + AI insights

Q. Prepare a multimedia presentation with AI design tools

Q. Create a student database using MS Access and connect it to Excel

Q. Use AI assistant (ChatGPT/Copilot) to automate office workflows

Second Semester

2JRC-04-PRINCIPLES OF CREATIVE WRITING	Marks:100			Credits:5		
	T	P	I	Contact Hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

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

Learning Outcomes:-

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

Unit-1	The General Theory of Writing	L	T	P
1.1	Creative writing : meaning, area and importance	2	-	1
1.2	Creative process : various principle	2	-	1
1.3	Self conflict of author, views of mukthi bodh	2	-	1
1.4	Expend of central theme, feeling and language structure	2	-	1
1.5	Writing and authored personality, a theory of depersonalization	2	-	1
	Total hours	**15**		

Unit-2	Regulation of Expression	L	T	P
2.1	Aim of writing, causes, writers views, Reader	2	-	1
2.2	Creative consequence of aim, selection of subject and mode	2	-	1
2.3	Language - style, crafts	2	-	1
2.4	Reliability, honesty and clarity	2	-	1
2.5	Approach of writer	2	-	1
	Total Hours	**15**		

Unit-3	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	2	-	1
3.4	Writing, development - dialogue, theme, essay, poetry	1	-	2
3.5	Writing: end, importance, sense of the system and end various form of end	1	-	2
	Total Hours	**15**		

Unit-4	Introduction of Genre	L	T	P
4.1	Prose, Story writing, novel writing	2	-	1
4.2	Drama, folk theater, Performing arts	2	-	1
4.3	Essay, basic element	2	-	1
4.4	Biography, basic feature	2	-	1
4.5	Poetry - Area, kind, Nai Kavita	2	-	1
	Total Hours	15		

Unit-5	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	2	-	1
5.4	Language, image and symbol	2	-	1
5.5	Word thinking, creative language, language and time	2	-	1
	Total Hours	15		

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.

Suggestive Readings:-

- Gandhi: The Master Communicator, Kusum Lata Chadda, Kanishka Publishers, Distributors, New Delhi.
- The Press In India: Perspective In Development And Relevance, Ks Pandy 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 ,नई दिल्ली
- अरोड़ा डॉ .हरीश एवं सिंह डॉ .अनिल कुमार : सृजनात्मक लेखन ,तरुण प्रकाशन ,नई दिल्ली
- बाला सुस्मिता : जन माध्यमों की लेखन विधाएं : कनिष्क पब्लिशर्स एंड डिस्ट्रीब्यूटर्स ,नई दिल्ली
- गोठी ऋतु : मीडिया लेखन ,लक्ष्य पब्लिकेशन ,नई दिल्ली

E-Resource:-

- http://en.wikipedia.org/wiki/Media_of_India.
- https://www.journogyan.com/2017/03/origin-and-growth-ofmedia-
- 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

2JRC-05: TRANSLATION IN MEDIA	Marks:100			Credits:5		
	T	P	I	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

Course Objective:-

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

Learning Outcomes:-

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

Unit –1	Meaning of Translation	L	T	P
1.1	Meaning of Translation and Definition	3	-	-
1.2	Need, Importance 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		

Unit –2	Translation: Process and Types	L	T	P
2.1	Process of Translation	2	1	-
2.2	Types of Translation, Transediting and Transcription, Interpretation	2	1	-
2.3	Creativity of Translation	2	1	-
2.4	Use of sentences and phrases, idioms and proverbs in translation	1	1	2
2.5	Cultural Importance of Translation	2	-	-
	Total Hours	15		

Unit –3	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		

Unit–4	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	AI and translation	1	-	2
	Total Hours	15		

Unit –5	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		

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, लोक भारती, 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, नईदिल्ली
- 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/

2JRC-06: AI Tools for Media Professionals - II	Marks:100			Credits:5		
	T	P	I	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

Course Objective:-

- The course aims to: Manage large-scale investigative datasets using the Google Journalist Studio and Pinpoint ecosystem.
- The course aims to: Develop proficiency in agentic AI workflows and multi-agent orchestration for newsroom automation.
- The course aims to: Design integrated digital newsroom architectures and virtual editorial simulations.
- The course aims to: Build forensic skills for detecting deepfakes and AI-generated content in a media environment.

Learning Outcomes:-

- The learner will be able to manage and analyze high-volume investigative datasets using Pinpoint and document intelligence tools.
- The learner will be able to design and deploy autonomous agentic workflows for multi-step journalistic tasks and newsroom automation.
- The learner will be able to structure an AI-first newsroom workflow including beat monitoring and automated distribution cycles.
- The learner will be able to utilize forensic tools and metadata analysis to detect audio, video, and image deepfakes.
- The learner will be able to navigate legal complexities including copyright, IT Rules 2026, and defamation in the AI landscape.
- The learner will be able to implement editorial checkpoints and apply the SIFT method for ethical AI-assisted reporting.

Unit –1	Managing multi-format Data for Investigative Journalism	L	T	P
1.1	Pinpoint Indexing and Large-Scale File Management	3	-	-
1.2	Optical Character Recognition (OCR) for Legacy Documents	2	1	-
1.3	PDF Data Scraping and CSV Transformation	2	1	-
1.4	Advanced Search Syntax for Investigative Evidence	2	1	1
1.5	Managing Investigative Datasets for Newsroom Workflows	2	-	-
	Total Hours	15		

Unit –2	Agentic AI and Multi-Agent Orchestration	L	T	P
2.1	The Reasoning-Action Cycle in Agentic AI	2	1	-
2.2	Agentic (RAG) vs Traditional Retrieval Workflows	2	1	-
2.3	Multi-Agent Orchestration for Specialized Newsroom Tasks	2	1	-
2.4	Gemini Agentic Mode and Structured Output Design	1	1	2
2.5	Human-in-the-Loop Governance and CrewAI Introduction	2	-	-
	Total Hours	15		

Unit –3	The AI-First Newsroom Architecture	L	T	P
3.1	End-to-End News Cycle, Beat Monitoring and final distribution	2	-	-
3.2	Virtual Editorial Boards and AI Persona Simulations	2	-	2
3.3	Dynamic Resource Allocation for Automated Desk Tasks	2	-	1
3.4	AI-Driven Performance and Sentiment Analytics	2	-	1
3.5	Integrated Workflows for Time-Bound Media Environments	2	-	1
	Total Hours	15		

Unit–4	Deepfakes and Synthetic Media Forensics	L	T	P
4.1	Generative Adversarial Networks (GANs) and Diffusion Models	2	1	-
4.2	Deepfake-o-meter Verification for Audio and Video	2	-	1
4.3	Image Forensics and Metadata Analysis Tools	2	-	1
4.4	Hive Detector and AI-Generated Image Identification	1	-	2
4.5	Geolocation Drill, Deceptive Impersonation and Visual Verification Techniques	1	-	2
	Total Hours	15		

Unit –5	AI Related ICT Ethics, Laws, and Challenges	L	T	P
5.1	IT Rules 2026 and Regulatory Frameworks in India	3	-	1
5.2	Copyright, Licensing, and Plagiarism in AI Reporting	2	-	1
5.3	Risk Classification and Restricted AI Use in News	2	-	2
5.4	SIFT Method: Stop, Investigate, Find, and Trace	2		2
5.5	Building Institutional Safeguards and Peer Review Systems			
	Total Hours	15		

Suggested Tools & Technologies

(This shall be decided & announced by the HOD every semester)

1. Google Pinpoint (free, document AI search)
2. n8n / Make.com (free, Agentic AI workflows)
3. Deepware Scanner (free, deepfake detection)
4. ElevenLabs (free tier, AI voice generation)
5. HeyGen (free tier, AI avatar video)

Suggested Practical

(This shall be decided & announced by the HOD every semester)

1. Index an archive of diverse file formats in Pinpoint to create a searchable investigative database.
2. Extract text from handwritten and low-quality documents using AI-powered optical character recognition.
3. Consolidate scattered data from multiple PDF tables into a single sortable CSV file for analysis.
4. Create a multi-agent research crew that autonomously gathers and critiques news information.
5. Design a virtual editorial board simulation to debate the ethics of a controversial headline.
6. Automate routine newsroom desk tasks including metadata tagging and image resizing.
7. Verify the authenticity of a viral video clip using the deepfake-o-meter and artifact analysis.
8. Trace the digital provenance of a news photograph using reverse image search and metadata tools.
9. Detect synthesized speech patterns in a suspected audio deepfake.
10. Draft a compliant AI disclosure label for a piece of synthetically generated news information.

Books:

1. Exploring the Intersection of Artificial Intelligence and Journalism. Routledge India. Biswal, S. K., & Kulkarni, A. J. (2024)
2. Prompt Engineering: The Art of Asking. Notion Press. Palaghat, Y. S. (2024)
3. Artificial Intelligence in Indian Media: Law, Ethics, and Practice. Universal Law Publishing. Duggal, P. (2026)
4. Digital Journalism in India: From Print to AI. SAGE India. Chowdhury, U. K. (2025)
5. Reporting from the Heartland: Data and Digital Tools for the Indian Journalist. University Press. Bansal, S. (2025)
6. The Indian AI Revolution: BharatGPT, Krutrim, and the Future of Indic LLMs. PHI Learning. Rajaraman, V. & Kumar, S. (2026)
7. National Strategy for Artificial Intelligence. Government of India. NITI Aayog (2025)
8. IT Rules Amendment 2026: A Gazette Commentary. Government of India. MeitY

Online Resources

1. Journalist Studio: https://journaliststudio.google.com/
2. Google Pinpoint Help Centre: https://support.google.com/pinpoint/
3. Deepfake-o-meter Tool: https://deepfake-o-meter.org/
4. Content Credentials Verify: https://www.contentcredentials.org/verify
5. IndiaAI Portal: https://indiaai.gov.in/
6. MeitY Digital India Act Resources: https://www.meity.gov.in/
7. Reuters Institute Digital News Reports: https://reutersinstitute.politics.ox.ac.uk/

2ADA 04:ENVIRONMENTAL SCIENCE AND SUSTAINABLE DEVELOPMENT	Marks:40			Credits:2		
	T	P	I	Contact Hrs.		
				L	T	P
	30	-	10	1	1	-

Course Objective

- To demonstrate learning of Sustianable Environment factors
- To generate the awareness about Environmental Problems
- To define the types of Environmental Ecosystems & its formation to students
- To associate the knowledge of various Environmental Ethics to students
- To illustrate to the students problems relating to Human Population on Environment

Course Outcomes

- Recognize various environmental factors
- Analyze environmental problems
- Characterize ethical issue for environmental related issue
- Identity methods to protect environmental
- Recognize effect to population on environmental

UNIT-1	The Multidisciplinary Nature of Environmental Studies and Natural Resources	L	T	P
1.1	Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation	1	1	-
1.2	Water resources: Use and over-utilization of surface and ground water.	1	-	-
1.3	Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.	1	-	-
1.4	Energy resources: Growing energy needs, renewable and non-renewable energy sources.	1	-	-
1.5	Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.	1	-	-
	Total Hours.	**06**		

UNIT-2	Ecosystems, Biodiversity and its Conservation	L	T	P
2.1	Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids	1	-	-
2.2	Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	1	1	-
2.3	Biodiversity Introduction-Definition: genetic, species and ecosystem diversity. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity	1	-	-

2.4	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India	1	-	-
2.5	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	1	-	-
	Total Hours.	**06**		

UNIT-3	**Environmental Pollution**	**L**	**T**	**P**
3.1	Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards	1	1	-
3.2	Solid waste Management: Causes, effects and control measures of urban and industrial wastes	1	-	-
3.3	Role of an individual in prevention of pollution	1	-	-
3.4	Pollution case studies	1	-	-
3.5	Disaster management: floods, earthquake, cyclone and landslides	1	-	-
	Total Hours.	**06**		

UNIT-4	**Social Issues and the Environment**	**L**	**T**	**P**
4.1	From Unsustainable to Sustainable development. Water conservation, rain water harvesting, watershed management.	1	-	-
4.2	Environmental ethics: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies	1	-	-
4.3	Wasteland reclamation, Consumerism and waste products	1	-	-
4.4	Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act	1	1	-
4.5	Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness	1	-	-
	Total Hours.	**06**		

UNIT-5	**Human Population and the Environment**	**L**	**T**	**P**
5.1	Population growth, variation among nations	1	-	-
5.2	Population explosion-Family welfare Program	1	-	-
5.3	Environment and human health	1	-	-
5.4	Human Rights, Value Education, HIV/AIDS, Women and Child Welfare	1	-	-
5.5	Role of information Technology in Environment and human health.	1	-	-

	Total Hours.	**06**

Practical / Projects / Assignments:

1. Project report on ill effects of environmental pollution.
2. Group Study on biotic & a biotic components of environment.
3. Perform a case study on 10 households in your vicinity and mention the type of natural and renewable resources they use or consume on a day-to-day basis.
4. Mention along with photographs and small description of major types of biotic (fauna and Flora (5 each) and a biotic components (minimum 5) that are present in your surrounding areas.
5. Prepare a short story with picture illustrations of the ill effect of environmental pollution in your surrounding areas.
6. Mention the legal Acts to Prevent and Control Pollution.
7. Mention the role of media towards prevention, control and awareness towards future environmental pollution impacts and consequences.

Suggested Readings:

1. Srivastava, Smriti.(2009). Environmental Studies.NewDelhi:S.K. Kataria& Sons
2. Dhankar, Rajesh.(2006).Environmental Studies.New Delhi: Daya Books Pvt. Ltd.
3. Kanagasabai, S.(2010). Environmental Studies.NewDelhi:PHI Learning Pvt. Ltd
4. Bagad,Anjali.(2009). Environmental Studies. New Delhi: Technical Publications.

E- Resources:

1. https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf
2. https://www.kopykitab.com/Environmental-Studies-by-J-P-Sharma
3. https://www.tutorialspoint.com/environmental_studies/environmental_studies_tutorial.pdf
4. https://www.ametuniv.ac.in/exam_attachment/Question%20Bank/UG/Marine-Bio-Technology/EVS.pdf

2ADA 05: ENGLISH LANGUAGE AND LITERATURE	Marks: 40			Credits:2		
	T	P	I	Contact Hrs		
				L	T	P
	30	-	10	1	1	-

Course Objectives:

- To help learners use English Language for contemporary academic and social needs
- To enable students to learn to use language creatively and critically
- Develop Oral and Written Communication
- To enable students comprehend complex English Texts
- To develop language skills with the literary texts

Course Outcomes

- Comprehend language and Communication Skills in academic and social contexts
- Cope with complex language use
- Communicate precisely orally as well in Written Communication
- Read and understand literary and non literary texts
- Understand and appreciate literary texts

Unit-1	English Grammar	L	T	P
1.1	Parts of Speech	1	1	-
1.2	Direct Narratives	1	-	-
1.3	Indirect Narratives	1	-	-
1.4	Types of Sentences	1	-	-
1.5	Tense	1	-	-
	Total Hours	06		

Unit-2	Basic Language Skills	L	T	P
2.1	Vocabulary	1	-	-
2.2	Synonyms	1	1	-
2.3	Antonyms	1	-	-
2.4	Prefixes	1	-	-
2.5	Suffixes	1	-	-
	Total Hours	06		

Unit-3	Oral and Written Communication Skills	L	T	P
3.1	Listening	1	-	-
3.2	Speaking	1	-	-
3.3	Reading	1	1	-
3.4	Body Language	1	-	-
3.5	Writing Formal and Informal Letters	1	-	-
	Total Hours	06		

Unit-4	Creativity Through Language	L	T	P
4.1	Comprehension	1	-	-
4.2	Paragraph Writing	1	-	-
4.3	Precise Writing	1	-	-
4.4	Unseen Passage	1	1	-
4.5	Essay Writing	1	-	-
	Total Hours	06		

Unit-5	Appreciating Literature	L	T	P
5.1	The Solitary Reaper - William Wordsworth	1	-	-
5.2	The Portrait of a Lady- Khushwant Singh	1	-	-
5.3	Where the mind is without fear- Rabindranath Tagore	1	-	-
5.4	Indian Weavers- Sarojini Naidu	1	-	-
5.5	A Hero- R. K. Narayan	1	1	-
	Total Hours	06		

Practical/Projects/Assignments:

- Creating a Digital Profile – LinkedIn (Resume/Video Profile)
- Word Games
- Writing Slogans
- Role Play
- Extempore and Debates
- Writing Picture Stories

Suggested Readings:

- Parul Popat. Communication Skills . Pearson Education: 2015
- Professional Speaking skills, Aruna Koneru, Oup, 2015
- Scanlon, Jaimie, et al. Q: Skills for success. Listening and Speaking.2 Oxford University Press, 2015
- Meena Agarwal, English Communication, 2016, Edition 1, ISBN-13: 978- 9351676737
- How to Speak and Write Correctly, Joseph Devlin, 2017, Edition 1, CreateSpace Independent Publishing Platform, ISBN-13: 978-1974637218
- Oxford English Dictionary and Thesaurus
- Collected Poems of William Wordsworth
- The Portrait of a Lady- Khushwant Singh
- Where the mind is without fear- Rabindranath Tagore
- Indian Weavers- Sarojini Naidu 11. A Hero- R. K. Narayan

E-Resources:

- Basic English Grammar rules with example sentences accessed at https://basicenglishspeaking.com/basic-english-grammar-rules/
- Basic English Grammar rules accessed at https://grammar.yourdictionary.com/grammarrules-and-tips/basic-english-grammar-rules.html
- English Grammar accessed at https://www.englishgrammar101.com/
- Basics of English Grammar accessed at https://www.talkenglish.com/grammar/grammar.aspx
- Complete Handbook of English Grammar accessed at https://www.learngrammar.net/english-grammar
- Listening for Pronunciation Practice accessed at http://orelt.col.org/module/unit/1- listening-pronunciation-practice
- Phonetics: The Sounds of Language https://scholar.harvard.edu/files/adam/files/phonetics.ppt.pdf

2ADA- 06 CO- CURRICULAR- 1	Marks:40			Credits:2		
1(A) PARLIAMENT: PRACTICE AND PROCEDURE	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	-	30	10	-	1	1

CourseObjectives

- To acquaint students with knowledge of the Indian Constitution.
- To make students familiar with concept of Parliament.
- To understand the concept of various practices and procedures of Indian Parliament
- To develop understanding about powers and privileges of Parliamentary and Legislative members

Learning Outcomes

- Students will be able to understand the concept of Indian Constitution and Parliament.
- Students will be able to understand working of Indian Parliament
- Students will be able to understand and analyze working of State Assembly and Legislative Councils
- Ability to apply the theory into practice.

Unit-1	Introduction to Indian Constitution	L	T	P
1.1	Introduction to Indian Constitution	-	1	1
1.2	History of Indian Constitution	-	-	2
1.3	Characteristics of Indian Constitution	-	-	2
	Total Hours.	**06**		

Unit-2	Introduction to Indian Parliament	L	T	P
2.1	Introduction to Indian Parliament	-	1	1
2.2	History of Indian Parliament	-	-	2
2.3	Powers of Indian Parliament	-	-	2
	Total Hours.	**06**		

Unit-3	Lok Sabha and Rajya Sabha	L	T	P
3.1	Introduction to Lok Sabha	-	1	1
3.2	Functions of Lok Sabha	-	-	2
3.3	Introduction and Functions of Rajya Sabha	-	-	2
	Total Hours.	**06**		

Unit- 4	State Assemblies and Legislative Councils	L	T	P
4.1	Introduction to State Assemblies	-	1	1
4.2	Election of Members	-	-	2
4.3	Functions of State Assemblies	-	-	2
	Total Hours.	**06**		

Unit 5	Different Parliamentary Systems in World	L	T	P
5.1	British Parliamentary System	-	1	1
5.2	US Parliamentary System	-	-	2
5.3	Australian Parliamentary System	-	-	2
	Total Hours.	**06**		

Practical/Projects/Assignments:

- Role play/Skit/Mock Parliament.
- PPT Presentation on various contemporary issues
- Visit to Vidhan Sabha
- Virtual tour of the Indian Parliament.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Kaul M.N and Shakdher S.L, Practice and Procedure of Parliament, Lok Sabha Secretariat, New Delhi, Seventh Edition
- Khosla Madhav, The Constitution of Most Surprising Democracy, Oxford
- Basu Dr. Durga Das, Introduction of Indian Constitution, Lexis Nexis, 2019
- Rules of Procedure and Conduct of Business in the Council of States, Rajya Sabha Secretariat, New Delhi,2013.
- Chaudhary Sujit, Khosla Madhav and Mehta Pratap Bhanu, The Oxford Hand book of the Indian Constitution, Oxford University Press U.K,2016
- Role of Rajya Sabha in Indian Parliamentary Democracy, Rajya Sabha Secretariat, New Delhi,2019
- Narain Dr. Yogendra, Role and Relevance of Rajya Sabha in Indian Polity, Rajya Sabha Secretariat, New Delhi.
- Kashyap Subhash C., Our Parliament, National Book Trust, India
- Handbook for Members of Rajya Sabha, Rajya Sabha Secretariat, New Delhi, 2010
- Bakshi PM, Constitution of India, Universal Law Publishing, 2017
- De Rohit, A Peoples Constitution, Princeton University Press,2018.

e-resources:

- https://eparlib.nic.in
- https://epgp.inflibnet.ac.in
- http://Indias-Founding-Moment-Constitution-Surprising-ebook/

2ADA- 06 CO- CURRICULAR- 1	Marks:40			Credits:2		
भारतीय संगीत 1(B) BHARTIYA SANGEET	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	-	30	10	-	1	1

उद्देश्य

- विद्यार्थियों में वैदिक युग सी चली आ रही संगीत परंपरा का परिचय कराना।
- जीवन में संगीत के महत्व को समझना।
- हिन्दुस्तानी संगीत की परिभाषाओं थाट और अलंकार को जानना एवं अभ्यास।
- लय, ताल, थाट, राग का परिचय एवं अभ्यास।
- शब्द उच्चारण, राष्ट्रगान, गीत, गजल भजन का अभ्यास कराना।

<u>शिक्षण के परिणाम</u>

- भारतीय संगीत की परंपरा और महत्व की समझ।
- थाट, अलंकार, लय, ताल की सक्षिप्त जानकारी एवं अभ्यास।
- राग यमन, विलावल, खमाज की प्रारंभिक जानकारी।
- राग यमन, विलावल, खमाज में घोटा ख्याल ।
- शब्द उच्चारण के महत्व के साथ भजन गीत, गजल, राष्ट्रगान की प्रारंभिक जानकारी।

ईकाई – 1	परिभाषायें	L	T	P
1.1	संगीत, स्वर, अलंकार	-	1	1
1.2	थाट, राग, सप्तक	-	-	1
1.3	आरोह, अवरोह	-	-	1
1.4	पकड, वादी, सेवादी	-	-	1
1.5	अनुवादी, विवादी	-	-	1
	Total Hours.	**06**		

ईकाई –2	हिन्दुस्तानी संगीत	L	T	P
2.1	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	1	1
2.2	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	-	1
2.3	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	-	1
2.4	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह।	-	-	1
2.5	लेखन तक प्रारंभिक अलंकार 10 से 1।	-	-	1

ईकाई –3	स्वरलिपि पद्धति	L	T	P
3.1	पंडित विष्णु नारायण भातखण्डेस्वर लिपि	-	1	1
3.2	ताल लिपि पद्धति	-	-	1
3.3	नाद की परिभाषएं	-	-	1
3.4	नाद की विशंषताएं	-	-	1
3.5	हिन्दुस्तानी संगीत पद्धति के सिद्धांत 40	-	-	1
	Total Hours.	**06**		

ईकाई –4	ताल परिचय	L	T	P
4.1	ताल, लय	-	1	1
4.2	मात्रा, विभाग	-	-	1
4.3	सम, ताली, खाली	-	-	1
4.4	आवर्तन, ताल का महत्व	-	-	1
4.5	सरगम, लक्षणगीत, छोटा ख्याल	-	-	1
	Total Hours.	**06**		

ईकाई –5	राग परिचय	L	T	P
5.1	रागयमन-	-	1	1
5.2	बिलावल	-	-	1
5.3	खमाज का सम्पूर्ण परिचय	-	-	1
5.4	तालदादरा-	-	-	1
5.5	कहरवा, त्रिताल का सम्पूर्ण परिचय मात्रा), बोल, विभाग एवं चिन्ह(	-	-	1
	Total Hours.	**06**		

<u>भारतीय संगीत प्रायोगिक</u>

1- प्रारंभिक पांच अलंकारों का गायन ।

2- राग यमन, बिलावल, खमाज में आरोह, अवरोह, पकड एवं सरगम का गायन एवं लक्षणगीत गायन

3- राग यमन, बिलावल, खमाज में छोटा ख्याल गायन (श्रायी अंतरे सहित)

4- सैद्धान्तिक प्रश्न पत्र में दिये गये तालों को हाथ से ताली, खाली, देकर प्रस्तुति । (दादरा, कहरवा, त्रिताल) गीत, गजल

5- सैद्धान्तिक प्रश्न पत्र में दिये गये तालों को हाथ से ताली, खाली, देकर प्रस्तुति । (दादरा, कहरवा, त्रिताल) गीत, गजल ,भजन, राष्ट्रगान, राष्ट्रगीत, मध्यप्रदेश गायन, का गायन (स्पष्ट शब्दोच्चारण एवं धुन के साथ)

<u>संदर्भ</u>–

1/ राग परिचय 1,2,3, हरिशचन्द्र श्रीवास्तव

2/ संगीत विशारद, बसंत

3/ क्रमिक पुस्तक मालिका भाग 1, विष्णु नारायण भातखंडे

2ADA- 06 CO- CURRICULAR- 1	Marks:40			Credits:2		
ललित कला	Th	Pr	Ia	Contact Hrs.		
				L	T	P
(C) LALIT KALA	-	30	10	-	1	1

उददेश्य

1. भारतीय कला के मूल सिद्धांतो से छात्रों को परिचित कराना।
2. छात्रों को दृश्यकला के मूल सिद्धांतो से परिचित कराना।
3. प्रकृति और जीवन की सुंदरता की सराहना करने के लिए उनकी दृष्टि को समृद्ध कराना।
4. रेखा, रूप, रंग और बनावट के सरल प्रयोग का परिचय और अभ्यास।
5. प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अभ्यास।
6. भारतीय लोक चित्रकला – गोंड चित्र कला, वरली चित्र कला और मधुबनी चित्र कला का परिचय और अभ्यास।

शिक्षण के परिणाम

1. भारतीय चित्रकला के छ: अंगों और दृश्य कला के मूल सिद्धांतों की समझ।
2. रेखा, रूप, रंग और बनावट के सरल और भिन्न उपयोग की समझ।
3. भारतीय लोक कलाओं की समझ-उनके उददेश्य माध्यम,लोक जीवन और लोक कथाओं की जानकारी।
4. भारतीय लोक कला के रूपांकनों की समझ।
5. विभिन्न भारतीय लोक कलाओं की विशेषताओं में अंतर करना और उनकी पहचान।
6. प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अध्ययन कर के कला के नए रूप को बनाने की प्रेरणा।

ईकाई 1 -	**भारतीय कला के मूल तत्व**	**L**	**T**	**P**
1.1	रूपभेद	**1**	**1**	
1.2	प्रमाण, भाव	**1**	**1**	
1.3	लावण्य योजना, वर्णिकाभंग	**1**		**1**
1.4	समकालीन दृश्य कलाओं में षडांगों की प्रासंगिकता	**1**	**1**	
1.5	भारतीय सौंदर्यशास्त्र और दृश्य-बोध का परिचय	**1**		**1**
ईकाई- 2	**दृश्य कला के मूल तत्व**	**L**	**T**	**P**
2.1	रेखा, आकार	**1**	**1**	
2.2	रूप, रंग	**1**	**1**	
2.3	बनावट, अंतराल	**1**		**1**
2.4	प्रकाश और छाया	**1**	**1**	
2.5	रंग मनोविज्ञान		**1**	
ईकाई- 3	**डिज़ाइन और संयोजन के सिद्धांत**	**L**	**T**	**P**
3.1	एकता, सामंजस्य	**1**	**1**	
3.2	संतुलन, प्रभाविता	**1**	**1**	
3.3	प्रवाह (ताल), विरोधाभास	**1**		**1**
3.4	अनुपात और पैमाना, दृश्य पदानुक्रम	**1**	**1**	
3.5	डिजाइन थिंकिंग और रचनात्मक समस्या-समाधान	**1**		1

ईकाई-4	गोंड कला	L	T	P
4.1	इतिहास और उत्पत्ति, सामग्री और तकनीकें	1	1	
4.2	विषय और मूल भाव	1	1	
4.3	समकालीन गोंड कलाकार	1		1
4.4	प्रोडक्ट डिज़ाइन और इलस्ट्रेशन में गोंड कला	1	1	
4.5	भारतीय कलाओं का दस्तावेज़ीकरण और संरक्षण	1		1
ईकाई- 5	वरली और मधुबनी चित्रकला	L	T	P
5.1	इतिहास और उत्पत्ति, सामग्री और तकनीकें	1	1	
5.2	विषय और प्रतीक, वारली कला के समकालीन रूपांतरण	1	1	
5.3	मधुबनी कला का समसामयिक रूपांतरण	1		1
5.4	विज्ञापन और विज़ुअल कम्युनिकेशन में लोक कला	1	1	
5.5	पारंपरिक तकनीकों का उपयोग करते हुए सस्टेनेबल आर्ट पद्धतियां	1		1

ललित कला प्रायोगिक

1. विभिन्न माध्यमों में रेखा, रूप, रंग और बनावट का सरल प्रयोग
2. प्रकृति और वस्तु अध्ययन
3. गोंडपेंटिंमधुबनी /वारलीपेंटिंग /

संदर्भ–

1. Fundamentals Of Plastic Art रूपप्रद कला के मूलाधार - Dr. R.A. Aggrawal, International Publishing House
2. Fundamental Of Visual Art - Mukesh Kumar, Doaba Publications
3. Introduction to Indian Art Part II - NCERT
4. Unique Art of Warli Paintings - Sudha Satyawadi, D.K. Print World Ltd
5. Madhubani Art: Indian Art Series - Bharti Dayal, Niyogi Books
6. Indian Folk Arts and Crafts - National Book Trust.

2ADA- 06 CO- CURRICULAR- 1	Marks:40			Credits:2		
(D) Debate & Dialogue- Part I	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	-	30	10	-	1	1

Course Objectives

- To improve verbal and non-verbal communication skills of the students
- To make students familiar with three important practice and procedure of debate and dialogue
- To enhance ability to create and express themselves clearly and confidently during debates, speech and while involving in dialogue in depth.
- To help students to speak confidently and persuasively in both formal and informal debates
- To increase ability to research and analyse complex topics for debate purposes
- Demonstrate proficiency in writing, presenting and engaging audience
- Understand ethical standards and considerations in debate and dialogue

Learning Outcomes

- Understand the key elements of debate, dialogue and speech
- Develop written and verbal art of communication
- Develop effective creative writing, verbal communication techniques and style
- Develop effective storytelling techniques and style
- Identify target audience and present oneself accordingly
- Ability to apply theory in practice

Unit 1		L	T	P
1.1	Debate: Meaning, definition and basics	-	1	1
1.2	Types of Debate I: Team policy, Lincoln-Douglas	-	1	1
1.3	Types of Debate II: Spontaneous argumentation, public forum &parliamentary	**-**	**1**	**1**
	Total hours	06		

Unit 2		L	T	P
2.1	Understanding basics of debate	-	1	1
2.2	Key elements of debate preparation	-	1	1
2.3	Body language in debate	**-**	**1**	**1**
	Total hours	06		

Unit 3		L	T	P
3.1	Speech: Definition, meaning and basics	-	1	1
3.2	Types of Speech: Informative, persuasive, entertaining, demonstrative	-	1	1
3.3	Preparation methodology	**-**	**1**	**1**
	Total hours	06		

Unit 4		L	T	P
4.1	Dialogue: Definition, meaning and basics	-	1	1
4.2	Understanding indirect and direct dialogue	-	1	1
4.3	Key elements of effective dialogue	**-**	**1**	**1**
	Total hours	06		

Unit 5		L	T	P
5.1	Dialogue, debate and speech in ancient Indian history	-	1	1
5.2	Dialogue, debate and speech in Bhartiya Gyaan Parampara	-	1	1
5.3	Dialogue, debate and speech in Indian philosophy	**-**	**1**	**1**
	Total hours	06		

Practical/Projects/Assignments:

- Prepare a debate on a subject approved by your mentor/professor.
- Prepare speech on a subject approved by your mentor/professor.
- Group exercise: Write a debate on a subject approved by your mentor/professor. Or prepare a debate on administration planning to impose honking in Bhopal.
- Prepare a debate on recent political development happening in a state of your choice
- Prepare a debate on recent climatic changes impacting human life.

Suggested Readings:

- Online- How to Write Better Dialogue | Reading Room | Faber Academy
- Online- How to write Dialogue? An Essential Guide for Writers | Publishing Blog in India
- Book: Dynamic Dialogue: Letting Your Story Speak - William Bernhardt
- Writing Dialogue- Tom Chiarella
- Win Every Argument: The Art of Debating, Persuading, and Public Speaking- Mehdi Hasan
- How to Argue and Win Every Time: At Home, At Work, In Court, Everywhere, Every Day- Gerry Spence

- वाद–विवाद संवाद, नामवर सिंह, राजकमल प्रकाशन
- Vada in Theory and Practice, Radhavallabh Tripathi
- वाद–विवाद एवं संभाषण, श्रीमती श्रद्धा पांडे, प्रभात प्रकाशन
- अच्छा बोलने की कला और कामयाबी, डेल कार्नेगी, प्रभात प्रकाशन
- द आर्ट ऑफ पब्लिक स्पीकिंग, डेल कारनेगी, अमृत बुक्स
- भाषण कला, महेश शर्मा, प्रभात प्रकाशन
- सफल वक्ता एवं वाक–प्रवीण कैसे बने, सुरेन्द्र डोगरा 'निर्दोष' वी.एस.पब्लिशर्स हैदराबाद

2ADA- 06 CO- CURRICULAR- 1	Marks:40			Credits:2		
(E) Science of Happiness I: Foundations of Well-being	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	-	30	10	-	1	1

Course Outcomes

After completing this course, students will be able to:

- Understand scientific and psychological foundations of happiness.
- Explain biological and neurological basis of emotions.
- Practice evidence-based well-being interventions.
- Develop emotional awareness and self-regulation.
- Build healthy interpersonal relationships.

Learning Outcome

- Students explain how emotions influence behaviour, health and relationships.
- Compare major theories of well-being and recognize the role of habits in flourishing.
- Understand how thoughts, beliefs and physiology interact.
- Use scientific tools to assess and monitor well-being.
- Practice contemplative techniques for attention and stress management.

Unit I: Foundations of Emotional Well-being (4 Hours)

- Understanding emotions and their functions
- Evolutionary purpose of emotions
- Why happiness matters
- Emotional contagion and social interconnectedness
- Cross-cultural perspectives
- Set Point Theory

Unit II: Brain, Body & Well-being (4 Hours)

- Positive neuroscience
- Brain-behaviour relationships
- Neurotransmitters
- Stress physiology
- Homeostasis
- Placebo and cognitive appraisal
- Neuroplasticity

Unit III: Measuring Happiness & Digital Well-being (4 Hours)

- Subjective and objective well-being
- Psychological assessment scales
- Digital technology and mental health
- Biofeedback
- Self-monitoring

Unit IV: Mindfulness & Emotional Regulation (4 Hours)

- Foundations of mindfulness
- Breath awareness
- Let go practice
- Self-compassion
- Connectedness with Nature
- Reverse Recall Mindfulness Technique (RRMT)

Unit V: Positive Relationships & Resilience (4 Hours)

- Gratitude
- Empathy
- Awe
- Social connection
- Active Constructive Responding
- Trust and boundaries
- Introduction to resilience
- Cognitive reframing

Experiential Components

- Daily Gratitude Journal
- Mindfulness Practice Diary
- Subjective Happiness Scale
- Personal Well-being Project

Suggested Distribution of Readings

- Martin Seligman – *Flourish*
- Sonja Lyubomirsky – *The How of Happiness*
- Daniel Gilbert – *Stumbling on Happiness*
- Stefan Klein – *The Science of Happiness*
- Bruce Lipton – *The Biology of Belief*
- Thich Nhat Hanh – *The Miracle of Mindfulness*
- Dalai Lama – *The Art of Happiness*

Semester II (Science of Happiness I: Foundations of Well-being)

Theme: Knowing Self

Practical/Assignment	Description	Marks
1. Happiness Journal (21 Days)	Maintain a daily journal with gratitude, emotions, mindfulness practice, sleep, and one positive experience. Submit with reflection.	5
2. Well-being Self-Assessment	Administer PERMA Profiler or Subjective Happiness Scale before and after the course. Interpret changes.	5
3. Mindfulness Practice Log	Practice 10 minutes daily for two weeks. Record observations regarding attention, emotions, distractions and learning.	10
4. Book/Movie Reflection	Review one book, TED Talk, documentary or movie related to happiness, resilience or mindfulness using psychological concepts.	10
5. Viva/Portfolio Presentation	Present key learning and personal transformation through portfolio.	10

Total = 40 Marks

Suggested Activities During Classes

- Emotional Thermometer
- Wheel of Life
- VIA Character Strength Survey
- Gratitude Letter
- Mindful Eating
- Body Scan Meditation
- Awe Walk
- Three Good Things Exercise

  Loving-Kindness Meditation

2JRSEC-02 पत्रकारिता एवं हिन्दी भाषा	Marks : 40			Credits:2		
	Th	Pr	Ia	Contact Hrs		
				L	T	P
	30	-	10	2	-	-

पाठ्यक्रम के उद्देश्य

- हिन्दी भाषा और हिन्दी पत्रकारिता की गहरी जानकारी प्राप्त कर पाएंगे।
- हिन्दी भाषा के रूप और संरचना को समझ पाएंगे।
- आधुनिक हिन्दी की अवधारणात्मक समझ विकसित कर पाएंगे।
- हिन्दी भाषा में प्रमुख पत्रकारों से परिचित होगें।

अधिगम परिणाम

- हिन्दी भाषा की विभिन्न बोलियों को समझ पाएंगे।
- हिन्दी पत्रकारिता में आधुनिक हिन्दी का प्रयोग कर पाएंगें।
- हिन्दी पत्रिकाएं और हिन्दी पत्रकार पर अपनी दृष्टि विकसित कर पाएंगे।
- विद्यार्थी हिन्दी की विभिन्न शैलियों को समझ पाएंगें।

Unit- 1	हिन्दी की संरचना	L	T	P
1.1	हिन्दी भाषा का विकास	2	-	1
1.2	हिन्दी भाषा क्षेत्र की बोलियां	2	-	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)	2	1	-
	Total Hours	15		

Unit- 2	हिन्दी के रूप	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)	2	-	1
2.3	रीति कालीन कवियों की हिन्दी (बिहारी, केशव, धनानं)	2	1	1
2.4	रामचंद्र वर्मा की अच्छी हिन्दी (पुस्तक)	2	-	-
2.5	हिन्दी के विकास में इंटरनेट और तकनीक का योगदान	2	1	-
	Total Hours	15		

Unit- 3	आधुनिक हिन्दी	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	1	-
3.4	हिन्दी पर अंग्रेजी का प्रभाव	2	1	-
3.5	राष्ट्र भाषा के रूप में हिन्दी	2	-	1
	Total Hours	15		

Unit- 4	हिन्दी पत्रकारिता के आधार स्तम्भ	L	T	P
4.1	नवजागरण का अर्थ और उसकी विचार धारा	2	1	1
4.2	हिन्दी पत्रकारिता आरंभिक गद्य (उदंत मार्तण्ड, भारतमित्र)	2	1	-
4.3	सरस्वती का प्रकाशन	2	1	-
4.4	हिन्दी गद्य का परिष्कार	2	-	1
4.5	प्रताप नारायण मिश्र, बालकृष्ण भट्ट	2	-	1
	Total Hours	15		

Unit- 5	हिन्दी के प्रमुख पत्रकार	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 हरिशचंद्र, बाबूराव विष्णु पराड़कर	2	-	-
5.3	महावीर प्रसाद द्विवेदी, माखनलाल चतुर्वेदी, शिव पूजन 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	2	1	1
	Total Hours	15		

Practical/Projects/Assignments:-

- हिन्दी के प्रमुख पत्रकारों की भाषा की विषेषताओं 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 प्रकिया 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 बिहारीः हिन्दी पत्रकारिता, भारतीय ज्ञानपीठ प्रकाशन, नई दिल्ली
- रंजन राहुलः 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
- अच्छी हिन्दी, रामचंद्र वर्मा, लोकभारती प्रकाशन

E-Resource:-

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

THIRD SEMESTER

3JRC- 05 NEWS REPORTING	Marks:100			Credits:5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	-	2

Course Objectives

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

Learning Outcomes

- A good understanding of news reporting, their principles and techniques.
- Students get ability to covering events and news writing.
- Student learned idea generation and content planning.
- Students get idea of working of newsroom.
- Students get ability to news analysis.

UNIT-1	NEWS	L	T	P
1.1	News: Importance, Concept and definition	2	-	-
1.2	Elements of News	2	-	1
1.3	Types of News (Soft News, Hard News, Human Interest Story etc.)	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		

UNIT-2	NEWS WRITING	L	T	P
2.1	News Writing skills, Five W's & one H and Some C's	3	1	1
2.2	Organs of News Body, HeadLine, Intro, 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		

UNIT-3	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		

UNIT - 4	REPORTING AND WRITING OF NEWS	L	T	P
4.1	Reporting Techniques and skills, Use of AI in Reporting	2	1	1
4.2	Types of Reporting, Beat Reporting	2	1	-
4.3	Interviews: Types, techniques, and qualities of an interviewer	1	1	-
4.4	Press conference, press briefing and meet the press	2	-	2
4.5	News reporting of rallies, seminars and public programme	1	1	-
	Total Hours.	15		

UNIT-5	TYPES OF NEWS REPORT	L	T	P
5.1	Accidents, Disasters and Crime	3	1	-
5.2	Courts, Legislative, Administration and Hospitals	3	1	-
5.3	Financial, business, Political	2	-	-
5.4	Research, Science, Technology	2	-	-
5.5	News analysis	1	1	1
	Total Hours.	15		

PRACTICAL/PROJECTS/ASSIGNMENTS:-

- Group Discussion on News Element- 1-2 Hours
- News Reporting (field visits) and News Writing – 20 News (Sports, Cultural Event, Political Event, Seminar, Special Lecture, Crime, Technology, Traffic Issues, Hospital etc.)
- Attend the Press Conference and write the news/press note (at least 3 Press Conference)
- News Analysis – 5 News (Reletated to Sports, Political, Financial, Science and Culture)
- Workshop on story idea generation – 2-3 Hours
- News Room Visit (News Paper, Electronic Channel and Radio)

SUGGESTIVE READINGS:-

1. *Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company*
2. *Pro. Kiran, Hand book of print media, Makhanlal Chaturvedi National University of Journalism and Communication*
3. *Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication*
4. *सुभाष धूलिया, आनंद प्रधान (2004); समाचार अवधारणा और लेखन प्रक्रिया, भारतीय जनसंचार संस्थान, नई दिल्ली*
5. *Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.*
6. *Joseph M.K (2007). Outline of Reporting, Anmol Publications, India*
7. *Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.*

E-RESOURCE :-

https://www.bbc.co.uk/academy/hi

http://www.newswriters.in/

https://www.scotbuzz.org/2017/12/patrakarita-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

3JRC -06 - NEWS EDITING	Marks :100			Credits: 5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	-	2

Course Objectives

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

Learning Outcomes

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

UNIT-1	EDITING BASICS	L	T	P
1.1	Editing and Its Significance in Journalism	2	1	-
1.2	Basic structure of news and requirements for a good copy	2	1	-
1.3	Difference between newspaper/ radio and TV copy editing	1	1	1
1.4	Challenges for the Editor: bias, slants, and pressures	1	-	2
1.5	Principles of Editing	1	-	2
	Total Hours	15		

UNIT-2	EDITING PROCESS	L	T	P
2.1	News selection: News Value and other parameters	2	1	2
2.2	Handling of news copy - Planning and visualization of news	1	1	2
2.3	Headlines and intro-Types & techniques, Writing and Re-writing	1		1
2.4	Visual Editing: Selection Method of Photographs, cropping, Graphs, Cartoons, Charts, Diagrams and Other Reference Materials, Caption Writing etc	1	1	-
2.5	Use of AI in Editing	1	1	-
	Total Hours	15		

UNIT -3	EDITORIAL DESK	L	T	P
3.1	Editorial structure of newspapers/magazines/ news agencies /radio and TV	2	1	-
3.2	Editorial hierarchy, Functioning of the news desk	2	1	-
3.3	Role of News Editor, Deputy News Editor, Chief Sub Editor, and Copy Editor, Qualities of a good sub-editor	3	2	-
3.4	Style sheet - Use of synonyms and abbreviations, Importance of Grammar	1	1	-
3.5	News Flow and Editing: Role and Responsibility of Gatekeepers, Dealing with information disorder, Art of fact checking	1	1	-
	Total Hours	15		

UNIT-4	PAGE MAKE UP AND LAYOUT	L	T	P
4.1	Layout Designing and Its Significance in The Newspaper	**3**	**-**	**-**
4.2	Dummy- description and importance. Front page, Editorial, and other news pages dummy	**2**	**-**	**1**
4.3	Principles of Layout, types of layout	**2**	**1**	**-**
4.4	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**		

UNIT-5	PRINTING AND PHOTOGRAPHY	L	T	P
5.1	Photography: Introduction, Necessity & Utility in Media	**1**	**-**	**-**
5.2	Photo editing, cropping, composition, colours, caption writing, placements of photographs, and photo features	**2**	**-**	**2**
5.3	Importance of Photograph in various fields of Media -Press, Sports, Fashion, Film, cinema, Culture, War, Politics	**2**	**1**	**1**
5.4	History of Printing Technology, Newspaper Printing Process, and Printing Terminology	**2**	**1**	**-**
5.5	Traditional Composing, Composing Machine-Mono-Line, Photo-Type Setting, DTP, VDT, etc.	**2**	**1**	**-**
	Total Hours	**15**		

Practical/Projects/Assignments:

- Workshop on Art of Editing - 2-3 Hours
- News (Subbing – cutting and extending) – 20 News Item
- re-writing copy, re-writing Headlines, re-writing Intro/lead writing
- Workshop on Photography – 3 day
- Prepare a brief report on printing and Layout.
- Make Front page layout in Quarkxpress or Indesign.

Suggestive Readings:

1. *Prasad, S. (1993). Editors on Editing/HY, National Book Trust.*
2. *Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company*
3. *Sharma S (2006). Editing: Theory and Practice, Anmol Publications, New Delhi.*
4. *Saxena Sunil (2006), Headline Writing, Sage*
5. *Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004*
6. *Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi*

e-Resource :

https://www.bbc.co.uk/academy/hi

http://www.newswriters.in/

https://www.scotbuzz.org/2017/12/patrakarita-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/

3JRC-07 :CREATIVE ASPECTS OF LITERARY TEXT	Marks:100			Credits:5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

COURSE OBJECTIVE:-

- To define the nature and faction of literary text and information Text.
- To make students familiar with different types of narratives.
- To create conceptual understanding about Drama and Essay.
- To introduce students to divers Genre.
- To distinguished between literary theory and literary criticism.

LEARNING OUTCOMES:-

- Develop a critical thinking on Drama and Essay.
- Comprehend the concept of Narrative.
- Evaluate and build their perspective on literary theory and criticism.
- Student will understand the concept of Diverse Genre.
- Will evaluate and build their perspective on diver genre.

UNIT-1	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	-
1.4	Elements of Literary Text	3	-	-
1.5	Media Text	2	1	
	Total Hours	15		

UNIT-2	NARRATIVES	L	T	P
2.1	Story, Short Story, Blogs	2	-	1
2.2	Story Text – Premchand or Madhavrao Sapre	2	1	-
2.3	Novel, narrative Fiction, Process	2	1	-
2.4	Novel – Sharnam by Narendra Kohli	2	-	1
2.5	Autobiography – wing of fire	2		
	Total Hours	15		

UNIT-3	DRAMA, ESSAY	L	T	P
3.1	Drama – Types, Aesthetics	2	1	1
3.2	Drama Text –Mohan, Rakesh or Girish Karnard	2	1	1
3.3	Drama- Krishnarjun yuddha by Makhanlal Chaturvedi	1	-	1
3.4	Essay – Types, concept, Process, importance	1	-	2
3.5	Essay Text – Nirmal Verma or Hajari Prasad Dwivedi	2	-	-
	Total Hours	15		

UNIT-4	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	-	1
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	15		

UNIT-5	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	-	-
5.5	Modernism and Post-Modernism	2	-	-
	Total Hours	15		

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 3 book review and 3 film review)
- Practice of Poetry, Story
- Essay Writing on environmental issues (topics given by teacher)

SUGGESTED READINGS:-

- *मुक्तिबोध गजानन माधव, नए साहित्य का सौन्दर्यशास्त्र, राधाकृष्ण प्रकाशन, दिल्ली*
- *अज्ञेय, सर्जना और सन्दर्भ, नेशनल पब्लिशिंग हाउस*
- *वर्मा निर्मल, हर बारिश में, राधाकृष्ण प्रकाशन, दिल्ली*
- *डॉ. अवस्थी ओम, रचना प्रक्रिया, राष्ट्रभाषा संस्थान, दिल्ली*
- *Shridhar Paradkar, Sahitya ka Dharma, MCU Bhopal*

E-RESOURCE :-

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

3JRG-01 : ENTERTAINMENT, ART AND CULTURAL JOURNALISM	Marks:100			Credits:5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

COURSE OBJECTIVE

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

LEARNING OUTCOMES

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

UNIT-1	**ENTERTAINMENT**	L	T	P
1.1	Concept, Definition and Fundamentals of Entertainment Journalism	2	1	-
1.2	History of Indian Cinema, TV and Concert culture	2	1	-
1.3	Film Criticism and Writing a Film Critic	2	1	1
1.4	Introduction to International Entertainment Journalism	2	1	-
1.5	Code and Ethics of Entertainment Journalism	2	-	-
	Total Hours	**15**		

UNIT-2	**ART**	L	T	P
2.1	Basics of Art in India (Natya Shastra), Indian Folk and folklore	2	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	2	1	-
2.4	Fundamentals of Writing for Art (Visual and Performing Arts)	2	1	-
2.5	Coverage and Reviews for Art and Culture: Elements and Current Status	2	-	1
	Total Hours	**15**		

UNIT-3	**TRADITIONAL MEDIA**	L	T	P
3.1	Cultural Diversity in India	1	-	-
3.2	Introduction to Traditional Media and its Tips	2	1	-
3.3	Traditional Culture, Mass Culture, Popular Culture,	2	1	-
3.4	Popular Forms of Mass Culture	2	1	-
3.5	Major Writing forms for Cultural issues, Formats, Language and style	3	1	1
	Total Hours	**15**		

UNIT-4	**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	2	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	2	1	1
4.5	Current Status of Lifestyle Journalism and Magazines in India	1	1	1
	Total Hours	**15**		

UNIT-5	**CINEMA**	L	T	P
5.1	Introduction to World Cinema	1	1	-
5.2	Indian Popular Cinema vs. Parallel Cinema and Documentary Films	2	-	1
5.3	Acting and Direction Skills	2	1	-
5.4	Elements of film appreciation, Music, Songs and Covering form and content of Film	2	1	1
5.5	Popular Film Magazines and Websites	1	1	1
	Total Hours	**15**		

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.
- Visit of any art institute.
- Special lecture on art of MadhyaPradesh and other art form.

Suggestive 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, नईदिल्ली
- जोशी ज्योतिष, साहित्यिक पत्रकारिता, वाणी प्रकाशन, नई दिल्ली

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

3ADA-07 : INNOVATION AND ENTREPRENEURSHIP	Marks:40			Credits:2		
	T	P	I	Contact Hrs.		
				L	T	P
	30	-	10	1	-	1

COURSE OBJECTIVE

- To describe students regarding Entrepreneurship & its Management.
- To explain the students difference between Entrepreneurs & Managers.
- To outline the students about importance of E.D.Programmes.
- To illustrate students Practical problems related to Transportation.
- To determine various Project Appraisal methods to the students.

LEARNING OUTCOMES

- Students would be able to develop the concept of Entrepreneurship Management.
- By analyzing the importance of E.D programmes, students would be able to integrate the various factors leading to success of Entrepreneurship.
- Student would be able to summarize various concepts leading to Small Businesses & would learn to integrate them into a concrete Business Approach.
- Applying Transportation concepts would enable the students to find out the Optimum way to solve the problems.

Unit-1	Entrepreneurship	L	T	P
1.1	Entrepreneurship: Nature & Scope (Class room lectures & PPT)	1	-	-
1.2	Role & Importance in Indian economy (PPT & class room lectures)	1	-	-
1.3	Traits of Entrepreneurs (PPT)	1	-	-
1.4	Entrepreneurs vs Professional Managers (Role Play, PPT)	1	-	1
1.5	Problems faced by Entrepreneurs (Class room Lectures)	1	-	-
	Total Hours	**06**		

Unit-2	Environmental analysis	L	T	P
2.1	Factors affecting External Environment (PPT)	1	-	1
2.2	Significance & Role of Environmental Infrastructure Network (PPT & Class room Lectures)	1	-	-
2.3	Environmental Analysis (class room lectures)	1	-	-
2.4	E.D programmes (E.D.P) (PPT , Class room lectures)	1	-	-
2.5	Problems of E.D.P (Class room Lectures)	1	-	-
	Total Hours	**06**		

Unit-3	Transportation problems	L	T	P
3.1	North West Corner method (practical)	1	-	-
3.2	Matrix Minima & VAM Method (practical)	1	-	-
3.3	Degenerating (practical)	1	-	-
3.4	MODI method (practical)	1	-	1
3.5	Assignment Problems (practical)	1	-	-
	Total Hours	**06**		

Unit-4	Project Appraisal	L	T	P
4.1	Project & Project Reports (PPTs)	1	-	1
4.2	Search for Business Idea (PPTs & Class room Lectures)	1	-	-
4.3	Projects& Classifications : Idea into Reality (PPTs)	1	-	-
4.4	Identification of Projects, Project Design & Network Analysis (PPTs &group discussions)	1	-	-
4.5	Project Appraisal & Plant Layout (Class Room Lectures)	1	-	-
	Total Hours	**06**		

Unit-5	Types of organizations	L	T	P
5.1	Small Industry Setup (Class room Lectures)	1	-	-
5.2	Types of Organization: Sole Proprietorship, Partnership , Joint Stock Company, Co-operative Organization, Merits , Limitations , Suitability (PPTs & class room lectures)	1	-	1
5.3	Organizational Locations (Role Play , Class room lectures)	1	-	-
5.4	Steps in Starting a Small industry (PPTs)	1	-	-
5.5	Incentives & subsidies available , Export Possibilities (PPTs)	1	-	-
	Total Hours	**06**		

Practical / Projects / Assignments :

- Case Studies: Related to real life entrepreneurs (Kabadwala.com)
- Practical solving of transportation problems.

Suggested Readings :

- Burns, Paul.(2016). Entrepreneurship & Small Business Development. New Delhi: Palgrave Macmillan Publishers
- Chakraborty, K.(2006). Entrepreneurship & Small Business Development. New Delhi: Mittal Publishers
- Charantimath, Poornima.(2005). Entrepreneurship & Small Business Development. New Delhi: Pearson education
- Khanka, S.K. (2006). Entrepreneurial Development . New Delhi: S.Chand publishing
- Nirjhar, A. (2011) . Entrepreneurial Development. New Delhi: Sanbun Publishers

E-resources:

- https://www.slideshare.net/esmatullahamini1/entrepreneurial-developmentbook-pdf
- http://ncert.nic.in/ncerts/l/lebs213.pdf
- http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf

FOURTH SEMESTER

4JRC-08 : INTRODUCTION TO ELECTRONIC MEDIA	MarksL: 100			Credits:5		
	T	P	I	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

COURSE OBJECTIVES

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

LEARNING OUTCOMES

- Students will be able to enhance the knowledge on the functioning of Television, Radio and Online Media.
- Students get an idea on the technical knowledge of electronic media.
- Students will be able to Write Script for Radio and Telivision.

UNIT-1	INTRODUCTION TO ELECTRONIC MEDIA	L	T	P
1.1	Brief History of broadcast	2	-	-
1.2	Broadcast in India- A Retrospect	2	1	-
1.3	Objectives and Policies of A.I.R	2	1	-
1.4	Committees on B' casting : Chanda Committee, Vargeese Committee, Prasar Bharti Act.	3	1	-
1.5	Radio Programme Formats and Writing process	2	1	-
	Total Hours	15		

UNIT-2	RADIO NEWS ROOM	L	T	P
2.1	Radio Newsroom, Employee and Working Process.	2	1	-
2.2	Collection and Writing of Radio News, Formats of News based Programmes.	2	1	-
2.3	Preparation of News Bulletin and Editing of News.	2	-	2
2.4	Traits of News Reporter and News Editor	2	1	-
2.5	F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.	2	-	-
	Total Hours	15		

UNIT-3	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	2		
3.2	SITE Experiment.	2	1	-
3.3	General Activities of a T.V. Centre,	1	1	-
3.4	Expansion and Reach of T.V. Media.	1	1	1
3.5	Programme Pattern of Different D.D. Cannels, Private News Channels	3	1	1
	Total Hours	15		

UNIT -4	SCRIPT WRITING	L	T	P
4.1	Script: Concept and Objectives.	2	-	-
4.2	Script Writing and Presentation (Voice Quality, Modulation & Pronunciation)	2	1	2
4.3	Steps of Script Writing	1	1	2
4.4	Formats of Script Writing	1	-	1
4.5	Writing for Anchoring & Comparing includes Announcements	2	-	-
	Total Hours	15		

UNIT-5	ONLINE JOURNALISM	L	T	P
5.1	Concept of web Journalism	2	1	-
5.2	Internet and its functions	2	1	-
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	1	-
	Total Hours	15		

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 Stewert 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

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/

4JRC- 09: CREATIVE JOURNALISTIC WRITING	Marks: 100			Credit:5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

COURSE OBJECTIVE:-

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

LEARNING OUTCOMES:-

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

UNIT-1	WRITING BEYOND NEWS	L	T	P
1.1	Beyond News Writing	2	1	-
1.2	Necessity and Importance of Beyond News Writing	3	1	-
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	-	-
	Total Hours	15		

UNIT-2	ARTICLE AND OPINION WRITING	L	T	P
2.1	Article : Definition and its characteristics	2	1	1
2.2	Significance of Article and Opinion Writing	2	1	-
2.3	Difference between Article and Opinion	2	1	-
2.4	Steps and Structure of Articles	3	1	-
2.5	Qualities of Article Writer	1	-	-
	Total Hours	15		

UNIT-3	EDITORIAL WRITING	L	T	P
3.1	Significance of Editorial Writing	2	1	-
3.2	Ideas and Analysis in Editorial Writing	2	1	-
3.3	Editorial Writing and Campaigning	2	1	-
3.4	Special Occasion Article: Definition, Necessity	3	1	-
3.5	Diary and News Letter	2	-	-
	Total Hours	15		

UNIT-4	COLUMN WRITING AND REVIEWS	L	T	P
4.1	Column Writing: Definition and Types	2	-	1
4.2	Importance of Column Writing and Necessity	2	1	1
4.3	Art of Review	1	1	-
4.4	Music, Dance, Drama, Film Reviews	2	1	-
4.5	Sports Review, Economic Reviews.	2	1	-
	Total Hours	15		

UNIT-5	TRAVELOGUE WRITING	L	T	P
5.1	Reportage Travel and Memoirs: Definition and Differences	**2**	**1**	**1**
5.2	Structure of Reportage, Travelogue	**1**	**1**	**-**
5.3	Important of Reportage in Covering leisure and Life Style, Social Science Studies	**2**	**1**	**1**
5.4	Writing for Visual Travelogue or Travel Documentary	**2**	**1**	**1**
5.5	New Emerging Trends in Entertainment	**1**	**-**	**-**
	Total Hours	**15**		

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)
- Travelogue – 02
- Letter to Editor – 05

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 चन्द्र प्रकाश, मीडिया लेखन सिद्धांत और व्यवहार, संजय प्रकाशन, नई दिल्ली

e-Resource:

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

4JRC- 010: NEW MEDIA AND WEB JOURNALISM	Marks:100			Credits:5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

COURSE OBJECTIVES:

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

LEARNING OUTCOMES:

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

UNIT-1	Foundations of New Media	L	T	P
1.1	Evolution from traditional to digital media (print → broadcast → internet-driven media)	2	-	-
1.2	Key concepts: digital communication, networked society, platform economy	4	-	-
1.3	Overview of devices: smartphones, computers, tablets, wearables	4	-	-
1.4	Role of AI in new media ecosystems (recommendation systems, personalization)	2	-	-
1.5	Role of Computer-Mediated Communication (CMC) and Basics of Artificial Intelligence in communication	3	-	-
	Total Hours	15		

UNIT-2	Fundamentals of Webpages and Web Design	L	T	P
2.1	Evolution of webpages: static → dynamic → interactive web	2	1	-
2.2	AI in web design	2	1	-
2.3	Understand Script Languages (VB Script, JavaScript)	1	1	1
2.4	Structure of a webpage (client-server model, browsers, hosting basics)	1	1	2
2.5	Introduction to modern web editors and basic design principles for webpages	1	-	1
	Total Hours	15		

UNIT-3	MULTIMEDIA	L	T	P
3.1	Introduction to Multimedia	2	-	-
3.2	Types of multimedia: interactive, linear, immersive	2	1	-
3.3	Core Elements of Multimedia Text: typography, readability, and web-friendly content	2	1	-
3.4	Images: formats (JPEG, PNG, WebP), resolution, and optimization Audio: formats (MP3, WAV), compression basics	2	1	1
3.5	AI tools in image, audio, and video creation	1	-	2
	Total Hours	15		

UNIT-4	ANIMATION	L	T	P
4.1	Introduction to Animation	2	-	-
4.2	Animation and motion graphics fundamentals	2	1	-
4.3	Role of animation in media, advertising, gaming, and education	2	1	1
4.4	Overview of current animation software (replacing Flash): Adobe Animate (successor to Flash),Blender	2	-	1

4.5	AI-assisted animation and motion capture technologies	**2**	**-**	**1**
	Total Hours	**15**		

UNIT-5	**CONTENT PLANING**	**L**	**T**	**P**
5.1	Role of content planning in digital communication and branding	**2**	**-**	**-**
5.2	Understanding target audience, user intent, and content goals	**2**	**1**	**-**
5.3	Introduction to AI-driven platforms like YouTube and Instagram	**2**	**1**	**1**
5.4	Writing for online audiences: clarity, brevity, and readability	**1**	**1**	**2**
5.5	SEO basics and keyword optimization ,AI-powered search engine	**2**		
	Total Hours	**15**		

PRACTICAL ASSIGNMENTS:

- Research, write, and publish news/blog articles for digital platforms
- Workshop on Artificial Intelligence Integration Multimedia
- Workshop on Animation
- Publish multimedia content (text, images, video) with proper formatting
- Design and develop a basic website using AI tools

SUGGESTED READINGS:

- Narayan, S. S., & Narayanan, S. (2016). India connected: Mapping the impact of new media. Sage Publications India.
- Ray, T. (2011). Online journalism. Cambridge University Press India.
- Ramanujam, R. C. (2016). Multimedia journalism. IBP Publications.
- Taulli, T. (2019). Artificial intelligence basics: A non-technical introduction. Apress.
- Pavlik, J. V. (2019). Journalism in the age of virtual reality and artificial intelligence. Columbia University Press.

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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
- OpenAI Learning Resources – https://platform.openai.com/docs

4JRG 02: WRITING FOR SPORTS	Marks:100			Credits:5		
	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	50	30	20	3	1	1

Course Objective:-

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

Learning Outcomes:-

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

Unit- 1	Concept of Sport Journalism	L	T	P
1.1	Concept and Meaning of Sports Journalism	2	1	-
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		

Unit- 2	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		

Unit-3	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		

Unit –4	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		

Unit –5	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**		

Practical/Project/Assignments:

- Prepare list of sport Magazines.
- Content Analysis of any one sports magazine.
- Critical Analysis the content of any two sports website.
- Cover any three sports event and write news.

Suggestive 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, Kathry T. Stofer, James R. Schaffer, Rowman and Littlefield, New York
- खेल पत्रकारिताकेआयाम,डॉ. आशीषद्विवेदी, हिंदी बुक सेंटर
- खेल पत्रकारिता, सुशीलदोषी, एमसीयू, भोपाल
- खेल पत्रकारिता, पदमपतिशर्मा, प्रभातप्रकाशन, दिल्ली
- खेल पत्रकारिता, हरवंशसिंह, हरियाणासाहित्यअकादमी
- खेल पत्रकारिता, संजयआर. अगाशे, खेलसाहित्यकेन्द्र, दिल्ली
- खेल पत्रकारिता, नरेशगौतम, मोहितप्रकाशन
- खेल पत्रकारिता, राजशेखरमिश्र, डायमंडप्रकाशन

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

4ADA- 08 CO- CURRICULAR- 2	Marks:40			Credits:2		
(A) PARLIAMENT: PRACTICE AND PROCEDURE	Th	Pr	Ia	Contact Hrs		
				L	T	P
	-	30	10	-	1	1

CourseObjectives

- To acquaint students with knowledge of the Indian Constitution.
- To make students familiar with concept of Parliament.
- To understand the concept of various practices and procedures of Indian Parliament
- To develop understanding about powers and privileges of Parliamentary and Legislative members

Learning Outcomes

- Students will be able to understand the concept of Indian Constitution and Parliament.
- Students will be able to understand working of Indian Parliament
- Students will be able to understand and analyze working of State Assembly and Legislative Councils
- Ability to apply the theory into practice.

Unit-1	Introduction to Indian Constitution	L	T	P
1.1	Preamble	-	1	1
1.2	Fundamental Rights	-	-	2
1.3	Directive Principles of State Policy	-	-	2
Unit-2	**Introduction to Indian Parliament**	**L**	**T**	**P**
2.1	Working of Indian Parliament	-	1	1
2.2	Committee of Indian Parliament	-	-	2
2.3	Budget	-	-	2
Unit-3	**Lok Sabha and Rajya Sabha**	**L**	**T**	**P**
3.1	Working of Lok Sabha & Rajya Sabha	-	1	1
3.2	Passing of Bill in Lok Sabha & Rajya Sabha	-	-	2
3.3	Election of Members in of Rajya Sabha & Lok Sabha	-	-	2
Unit- 4	**State Assemblies and Legislative Councils**	**L**	**T**	**P**
4.1	Introduction to Legislative Councils	-	1	1
4.2	Elections of members in Legislative Council	-	-	2
4.3	Functions of Legislative Council	-	-	2
Unit 5	**Different Parliamentary Systems in World**	**L**	**T**	**P**
5.1	Japan Parliamentary System	-	1	1
5.2	Canada Parliamentary System	-	-	2
5.3	Germany Parliamentary System	-	-	2

Practical/Projects/Assignments:

- Role play/Skit/Mock Parliament.
- PPT Presentation on various contemporary issues
- Visit to Vidhan Sabha
- Virtual tour of the Indian Parliament.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Kaul M.N and Shakdher S.L, Practice and Procedure of Parliament, Lok Sabha Secretariat, New Delhi, Seventh Edition
- Khosla Madhav, The Constitution of Most Surprising Democracy, Oxford
- Basu Dr. Durga Das, Introduction of Indian Constitution, Lexis Nexis, 2019
- Rules of Procedure and Conduct of Business in the Council of States, Rajya Sabha Secretariat, New Delhi,2013.
- Chaudhary Sujit, Khosla Madhav and Mehta Pratap Bhanu, The Oxford Hand book of the Indian Constitution, Oxford University Press U.K,2016
- Role of Rajya Sabha in Indian Parliamentary Democracy, Rajya Sabha Secretariat, New Delhi,2019
- Narain Dr. Yogendra, Role and Relevance of Rajya Sabha in Indian Polity, Rajya Sabha Secretariat, New Delhi.
- Kashyap Subhash C., Our Parliament, National Book Trust, India
- Handbook for Members of Rajya Sabha, Rajya Sabha Secretariat, New Delhi, 2010
- Bakshi PM, Constitution of India, Universal Law Publishing, 2017
- De Rohit, A Peoples Constitution, Princeton University Press,2018.

c-resources:

- https://eparlib.nic.in
- https://epgp.inflibnet.ac.in
- http://Indias-Founding-Moment-Constitution-Surprising-ebook/

4ADA- 08 CO- CURRICULAR- 2	Marks:40			Credits:2		
भारतीय संगीत **(B) BHARTIYA SANGEET**	Th	Pr	Ia	Contact Hrs.		
				L	T	P
	-	30	10	-	1	1

उद्देश्य

1. संगीत के मूल तत्वों को समझना।
2. सुगम संगीत की विभिन्न विधाओं जैसे गीत, भजन, गजल शैलियों इत्यादि से संगीत में आये हुए विभिन्न सैद्धान्तिक एवं वैचारिक महत्व पर चिंतन।
3. संगीत का सैद्धान्तिक और व्यावसायिक क्षेत्रों में प्रदर्शन, नियोजन को जानना।
4. हिन्दी चित्रपट संगीत की समझ विकसित करना।
5. अन्य विषयों के साथ भारतीय संगीत को जोड़कर शोध के लिए भारतीय संगीत का प्रारंभिक ज्ञान देना।

शिक्षण के परिणाम

1. अलंकारों, राग काफी, भैरव, भैरवी की जानकारी।
2. सुगम संगीत की भिन्न शैलियों से परिचित होना।
3. भारतीय चित्रपट को जानना एवं प्रमुख संगीतकारों की शैलियों की समझना।
4. भारतीय चित्रपट संगीत में प्रसिद्ध पार्श्वगायकों के योगदान को जानना।
5. ताल एवं वाद्य यंत्रों की प्रारंभिक समझ।

ईकाई1 –		L	T	P
11.	प्रारंभिक अलंकारों का लेखन 20 से 10		2	2
1.2	राग काफी, भैरव, भेरवी का सम्पूर्ण परिचय			6
ईकाई–2		L	T	P
2.1	सुगम संगीत परिभाषा एवं विशेषताएँ		2	2
2.2	सुगम संगीत शैलियाँ गीत, गजल, भजन प्रसिद्ध कवियों, शायरों की 5-5 रचनायें			6
ईकाई–3		L	T	P
3.1	चित्रपट का अर्थ, परिचयन एवं इतिहास		2	
3.2	हिन्दी चित्रपट संगीत में शास्त्रीय संगीत का प्रयोग करने वाले प्रमुख संगीतकार		2	4
ईकाई–4		L	T	P
4.1	पार्श्वगायन का अर्थ, हिन्दी चित्रपट संगीत में पार्श्वगायन का प्रारंभ		2	
4.2	हिन्दी चित्रपट संगीत के प्रमुख गायक गायिकाएँ परिचय एवं योगदान मोहम्मद रफ़ी, मन्नाडे, मुकेश, किशोर कुमार, भारत रत्न लता मंगेशकर, आशा भोसले, गीता दत्त, सुमन कल्याण पुरकर		2	4
ईकाई–5		L	T	P
5.1	सुगम संगीत में प्रयुक्त होने वाले तालों का परिचय एवं प्रयोग ताल-तीव्रा, कतरवा दादरा, रूपक, झपताल, तीनताल		1	6
5.2	सुगम संगीत में वाथवृंद का प्रयोग, महत्व एवं प्रमुख वाद्य		1	2

द्वितीय वर्ष –प्रायोगिक

- प्रारंभिक अलंकारों का गायन 20 से 10
- रागकाफी, भैरव, भैरवी, में आरोह पकड़-अवरोह
- सरगम, लक्षणगीत, छोटारख्याल 5-5 -आलाप तानों सहित प्रस्तुत करना ।
- सुगम संगीत संगीत की फिल्म/दो रचनायें स्वेच्छा से प्रस्तुत करना।
- हिन्दी चित्रपट संगीत के प्रसिद्ध पार्श्वगायक (रचनाशब्द)रचना स्तरीय गायिकाओं में से किसी एक की प्रस्तुति
- बाह्य परीक्षक की इच्छानुसार सुगम संगीत की किसी एक शैली को प्रस्तुत करना ।
- सैद्धान्तिक प्रश्नपत्र के तालों को हाथ से प्रदर्शित करना ।

संदर्भ -

- हिन्दुस्तानी संगीत पद्धति - 2/1 भाग -लेखक विभातखण्डे.ना
- राग परिचय - 4/3/2/1भग -लेखक हरिशचन्द्र श्रीवास्तव
- संगीत विशारद –लेखक बसंत
- गूगल पित्स्था-/यू ट्यूब /नेट/पार्श्व गायकों गागिकाओं के गीत हेतु।

4ADA- 08 CO- CURRICULAR- 2	Marks:40			Credits:2		
ललित कला	Th	Pr	Ia	Credit/ hours		
				L	T	P
(C) LALIT KALA	-	30	10	-	1	1

उददेश्य

1. दृश्य चित्रण की विधि से छात्रों को परिचित कराना।
2. प्रकृति और जीवन की सुंदरता की सराहना करने के लिए उनकी दृष्टिको समृद्ध कराना।
3. प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अभ्यास।
4. रंगो के प्रयोग और विभिन्न तकनीकों से छात्रों को परिचित कराना।
5. विभिन्न प्रकार की कला सामग्री औरउपकरणो का तकनीकों के साथ प्रयोग और कौशलसिखाना।
6. अन्य विषयों के साथ ललित कला को जोडकर शोध के लिए ललित कला का प्रारंभित ज्ञान देना ।

शिक्षण के परिणाम

1. परिप्रेक्ष्य चित्रण की समझ ।
2. प्रकृति और जीवन की सुंदरता की सराहना और आनंदप्राप्ति ।
3. प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अध्ययन कर के कला के नए रूप को बनाने की प्रेरणा।
4. विभिन्न प्रकार की कला सामग्री और उपकरणो के प्रयोग से कौशल का विकास ।
5. कलात्मक कौशल और रचनात्मकता का विकास ।

ईकाई 1 -	**दृश्यचित्र और प्रकृति अध्ययन**	**L**	**T**	**P**
1.1	ड्राइंग और प्रकृति अध्ययन, स्केचिंग और पर्सपेक्टिव ड्राइंग का परिचय	**1**		**2**
1.2	रंग भरने की तकनीकें, पौधों, पेड़ों और फूलों का अध्ययन	**1**		**2**
1.3	फलों और सब्जियों का अध्ययन	**1**		**1**
1.4	बाह्य रेखांकन एवं प्रेक्षण-आधारित चित्रांकन	**1**	1	
1.5	लाइट और शैडो रेंडरिंग का परिचय	**1**		1
ईकाई- 2	**डिज़ाइन**			
2.1	सजावटी डिजाइन	**1**		2
2.2	ज्यामितीय डिजाइन	**1**		2
2.3	पोस्टर डिजाइन	**1**		1
2.4	लोगो डिजाइन	**1**	**1**	
2.5	सुलेख	**1**		1
ईकाई- 3	**ब्लॉक प्रिंटिंग और फैब्रिक पेंटिंग**			
3.1	ब्लॉक प्रिंटिंग का परिचय	**1**		2
3.2	सब्जी से प्रिंट, लकड़ी के ब्लॉक से छपाई	**1**		2
3.3	फैब्रिक पेंटिंग (कुशन कवर और दुपट्टे)	**1**		1

3.4	स्टेंसिल प्रिंटिंग तकनीकें	**1**	1	
3.5	टेक्सटाइल्स के लिए सरफेस पैटर्न डिज़ाइन	**1**		1
ईकाई-4	**क्ले मॉडलिंग और त्रि-आयामी कला**			
4.1	क्ले मॉडलिंग का परिचय	**1**		2
4.2	सरल आकार (फल, सब्जी और फूल)	**1**		2
4.2	पक्षी और जानवर, पीओपी रिलीफ वर्क	**1**		1
4.4	सजावटी और उपयोगी वस्तुएं	**1**	**1**	
4.5	पर्यावरण-अनुकूल शिल्प और कलाकृतियाँ	**1**		1
ईकाई- 5	**कागज शिल्प**			
5.1	बुक जैकेट डिजाइन	**1**		2
5.2	पेपर क्राफ्ट मोबाइल	**1**		2
5.3	कैलेंडर डिजाइन, ग्रीटिंग कार्ड डिजाइन	**1**		1
5.4	पेपर पैकेजिंग डिजाइन	**1**	1	
5.5	रीसायकल किए गए कागज़ से बने क्राफ़्ट के सामान	**1**		1

ललित कला प्रायोगिक

1. दृश्य चित्र और प्रकृति अध्ययन I
2. अलंकरण (डिज़ाइन)
3. ब्लॉक प्रिंटिंग और फैब्रिकपेंटिंग I
4. मिट्टी से रचना (क्लेमॉडलिंग,तीन आयामीकला)
5. कागज शिल्प

संदर्भ–

1.भारतीय कला एवं संस्कृति -नितिन सिंघानिया

2. Watercolour Landscapes Step by Stepby Milind Mulick

3. Colors of India: India Block Print Art (Block Prints Book 1) Kindle Editionby Shruti Jain

4. A for Ajrakh: The A to Z of Block by Nina Sabnani.

4ADA- 08 CO- CURRICULAR- 2	Marks:40			Credits:2		
(D) Debate & Dialogue -ll	Th	Pr	Ia	Credit/ hours		
				L	T	P
	-	30	10	-	1	1

Course Objectives

- To describe the key elements of debate, dialogue and speech
- To impart theoretical and practical knowledge on debate, dialogue and speech
- To enable students to prepare themselves for debate, dialogue and speech
- Emphasis is given on skill training in information gathering, processing and delivering.
- Updating them with the challenges and various issue encountered on field

Learning Outcomes:-

- Students will have the knowledge to represent them on different platforms with analytical and critical point of view
- Will develop a critical thinking on various contemporary issues
- Students get knowledge about the idea, media and society

Unit 1		L	T	P
1.1	Understanding the purpose, rules of the debate	-	1	1
1.2	Dos and don'ts of debater	-	1	1
1.3	Understanding the target audience	**-**	**1**	**1**
	Total hours	06		

Unit 2		L	T	P
2.1	Preparation methodology	-	1	1
2.2	Art of presentation/performance	-	1	1
2.3	Confusion part of debate	**-**	**1**	**1**
	Total hours	06		

Unit 3		L	T	P
3.1	Speech delivery mechanism	-	1	1
3.2	Performing speech in different platforms	-	1	1
3.3	Speech & language disorders	**-**	**1**	**1**
	Total hours	06		

Unit 4		L	T	P
4.1	Important elements of dialogue writing	-	1	1
4.2	Tips for dialogue writing	-	1	1
4.3	Exercise of dialogue writing	**-**	**1**	**1**
	Total hours	06		

Unit 5		L	T	P
5.1	Dialogue, debate and speech in Indian spirituality	-	1	1
5.2	Dialogue, debate and speech in Indian arts	-	1	1
5.3	AI Debate Generator	**-**	**1**	**1**
	Total hours	06		

Practical/Projects/Assignments:

- Present a speech on a subject of your choice approved by your mentor/professor.
- Select a subject approved by your mentor/professor, present your opinion, engage with others.
- Present yourself as a TV anchor.
- Present yourself as a reporter covering a news development.

Suggested readings:

- How to Argue and Win Every Time: At Home, At Work, In Court, Everywhere, Every Day- Gerry Spence
- THE WORLD'S 100 GREATEST SPEECHES Paperback – Terry O'Brien
- The Penguin Book of Modern Speeches -Brian MacArthur
- A Panorama of Indian Philosphy- R. C. Pandeya
- Bhartiya Gyan Parampara- DR.RAJESH KUMAR VYAS
- श्रेष्ठ की अभिव्यक्ति हो, ओम प्रकाश धनखड़
- मीडियाः वाद–विवाद, संवाद, अनामीशरण बबल, श्री नटराज प्रकाशन
- संवाद का जादू, टेरी फेल्बर, मंजुल पब्लिशिंग हाउस
- संवाद शास्त्र, डॉ आशीष द्विवेदी, किताबघर प्रकाशन, नईदिल्ली

4ADA- 08 CO- CURRICULAR- 2	Marks:40			Credits:2		
(E) Science of Happiness II: Flourishing, Leadership & Society	Th	Pr	Ia	Credit/ hours		
				L	T	P
	-	30	10	-	1	1

Course Outcomes

Students will be able to

- Apply happiness science in workplaces and communities.
- Develop leadership based on emotional intelligence.
- Design well-being interventions.
- Understand societal and environmental determinants of well-being.
- Create a lifelong flourishing plan.

Learning Outcome

- Apply positive psychology principles to organizations.
- Develop habits that support innovation and optimal performance.
- Develop long-term resilience and adaptive coping.
- Demonstrate emotionally intelligent leadership skills.
- Understand the relationship between policy, sustainability and human flourishing.

Unit I: Well-being, Emotional Intelligence & Leadership in Organizations (8 Hours)

- Positive organizational scholarship
- Psychological safety
- Human-centred productivity
- Humour, play and workplace well-being
- Emotional Intelligence
- Compassionate leadership
- Team dynamics
- Emotional climate
- Decision-making

Unit II: Creativity, Flow & Cognitive Vitality (4 Hours) Sessions 5–6

- Flow Theory
- Creativity
- Intuition
- Flexible thinking
- Cognitive overload

Unit III: Resilience & Growth (4 Hours) Sessions 7–8

- Stress adaptation
- Post-traumatic growth
- Growth mind-set
- Grit
- Cognitive reappraisal

Unit IV: Well-being, Society & Sustainability (4 Hours) Sessions 9–10

- Gross National Happiness
- Well-being Economy
- Community flourishing
- Nature connectedness
- Environmental wellness
- Sustainable development

Unit V: Life Design & Applied Happiness (4 Hours) Sessions 11–12

- Ikigai
- Purpose
- Meaningful goal setting
- Work-life integration
- Personal happiness blueprint
- Designing a campus/community well-being intervention

Learning Outcome

Create a scientifically informed personal and community well-being plan.

Experiential Components

- Community Well-being Project
- Nature Connection Activity
- Campus Happiness Audit
- Leadership Reflection Portfolio
- Group Well-being Intervention
- Final Happiness Blueprint Presentation

Suggested Distribution of Readings

- Mihaly Csikszentmihalyi – *Flow*
- Daniel Kahneman – *Thinking, Fast and Slow*
- Dacher Keltner – *Awe*
- Stephen Covey – *The 7 Habits of Highly Effective People*
- Bhutan Studies publications on Gross National Happiness
- Michio Kaku – *The Future of Humanity*

Semester IV (Science of Happiness II: Flourishing, Leadership & Society)

Theme: Creating Well-being Around Us

Practical/Assignment	Description	Marks
1. Campus Well-being Audit	Assess one aspect of campus well-being (green spaces, student stress, inclusion, social connection, digital habits etc.) and submit recommendations.	10
2. Community Happiness Project	Plan and implement a small intervention (gratitude wall, happiness booth, kindness campaign, mindfulness session, nature walk, laughter activity, digital detox etc.).	10
3. Leadership Reflection Portfolio	Reflect on emotional intelligence, conflict management, empathy and leadership experiences during the semester.	5
4. Happiness Blueprint Presentation	Present a personal flourishing plan including health, relationships, purpose, career, finances and contribution to society.	5

Total = 30 Marks

Optional Minor Assignments (Faculty can choose any two)

- Digital Detox Challenge (7 Days)
- Sleep Hygiene Tracker
- Nature Connectedness Diary
- Random Acts of Kindness Challenge
- Gratitude Visit
- Social Media Well-being Analysis
- Interview an Inspiring Person on Happiness
- Family Happiness Tree
- Mindful Photography Project
- One Week Without Complaining Challenge
- Strength Spotting Exercise
- Flow Experience Report
- Personal Values Mapping
- Ikigai Worksheet
- Awe Mapping Exercise
- Happy Story Telling

Suggested Assessment Rubric (Applicable to Both Semesters)

Criteria	Marks
Completion & Timeliness	5
Reflection & Self-awareness	10
Scientific Understanding	5
Creativity & Application	10
Presentation & Communication	10
Total	**40**

Capstone Suggestion

Rather than a traditional practical examination, conclude each semester with an **e-Portfolio**. Students compile all journals, reflections, assessment results, photographs of activities, and project reports into a digital portfolio. This serves as evidence of experiential learning and aligns well with NEP 2020's emphasis on competency-based assessment.

This structure is similar to experiential assessment models used in well-being and positive psychology courses at universities such as the University of Pennsylvania Positive Psychology Center and Greater Good Science Center, where reflective practice and real-world application are integral to learning outcomes.

FIFTH SEMESTER

5JRC- 11: LAWS AND ETHICAL ISSUES IN MEDIA	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

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

Learning Outcomes:-

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

Unit-1	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.	1	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	15		

Unit-2	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.	2	1	-
	Total Hours	15		

Unit –3	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.	2	1	-
3.5	The Cinematograph Act, 1952.	2	1	-
	Total Hours	15		

Unit-4	BNS (Bharatiya Nyaya Sanhita, 2023)	L	T	P
4.1	Important Sections of BNS, 2023 relating to Media.	2	1	-
4.2	Important Section of BNSS (Bharatiya Nagarik Suraksha Sanhita, 2023) related to Media.	2	1	-
4.3	The consumer protection Act, 1986 with Amendment.	2	1	-
4.4	Digital Personal Data Protection Act, 2023, Law relating to Cyber Crimes.	2	1	-
4.5	Election Commission: Guidelines.	2	1	-
	Total Hours	15		

Unit-5	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 (Geeta Mukharjee Committee Recommendation).	2	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	15		

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 Journalim 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 Media 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,सैंट्रल 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

5JRC-012: ADVANCE REPORTING	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	2	1	2

Course Objectives:-

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

Learning Outcomes:-

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

Unit-1	Advanced Reporting	L	T	P
1.1	Changing format of reporting	2	1	-
1.2	Concept of advanced reporting	2	1	-
1.3	Regular reporting and specialised reporting, the concept of 'what's next in reporting	2	1	-
1.4	What is 'scoop'? How to search for scoop, scoop for advanced reporting	3	2	-
1.5	Case study: Watergate-1972, MPs' expenses (Telegraph-2009), Bofors disclosure-1987, cement scam disclosure-1981	1	-	-
	Total Hours	15		

Unit-2	Political and Legislative Reporting	L	T	P
2.1	Understanding of Political Trends and Political Parties	3	1	-
2.2	Conducting Political Interview, reading between the lines and decode the political gossips	2	-	1
2.3	Election Reporting	2	-	-
2.4	Legislative Reporting (Parliament, Assembly and Local Bodies)	3	-	-
2.5	Reporting of Rural, Other Autonomous Bodies, Bodies- Panchayat	3	-	-
	Total Hours	15		

Unit-3	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?	1	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	15		

Unit-4	General Understanding of Art Cultural and Sport Reporting	L	T	P
4.1	Scope of Art and Cultural Reporting	1	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	15		

Unit-5	Crime and investigative Reporting	L	T	P
5.1	Significance of Investigative Reporting	2	-	-
5.2	How to discover and research for an Investigative report	2	-	1
5.3	Problems of Investigative Reporting	2	1	1
5.4	Analytical Coverage of Crime	3	1	-
5.5	Completive Understanding of Rural-Urban Crime Pattern	2	-	-
	Total Hours	15		

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 toJournalism, 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: Oyvkucatuibs(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://ijnet.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

5JRE01 (A): INDIAN CONSTITUTION AND POLITICS	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:

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

LearningOutcomes:-

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

Unit -1	**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**		

Unit -2	**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**		

Unit -3	**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	3	-	-
	Total Hours	**15**		

Unit -4	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	3	-	-
	Total Hours	**15**		

Unit-5	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	3	-	-
	Total Hours	**15**		

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 visitingLegislature 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 ,नई दिल्ली।
- कश्यप ,सुभाष) 2011 , हमारा संविधान ,राष्ट्रीय पुस्तक न्यास ,नई दिल्ली।
- 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

5JRE01(B)- PUBLIC ADMINISTRATION, SOCIETY AND MEDIA	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

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

Learning Outcomes:-

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

Unit-1	**Concept of Administration**	L	T	P
1.1	Public Administration-Concept and Importance.	2	1	-
1.2	Principles of its Organization.	2	1	-
1.3	Administration in Historical Perspective (Brief Introduction).	2	1	-
1.4	Experiences of Colonial Administration.	2	-	1
1.5	District Administration, Local Self Government.	2	1	-
	Total Hours	**15**		

Unit- 2	**Composition of Administration**	L	T	P
2.1	Personnel Administration (HR). Recruitment, (II) Promotion, (III) Training.	2	1	-
2.2	Executive Legislative and Judicial Control over Administration.	2	-	1
2.3	Administration Reforming and their Impacts.	2	1	-
2.4	Political Rights grievance redressedmechanism.	2	1	-
2.5	Civil service normality, civil service activism.	2	-	1
	Total Hours	**15**		

Unit- 3	**Areas of Administration**	L	T	P
3.1	Forms and areas of Administration.	2	1	-
3.2	Public Administration and its Character in India.	2	1	-
3.3	Public Undertaking Administration.	3	-	-
3.4	Administrative Tribunals, Intelligence Administration, Law & Order Administration.	2	1	-
3.5	Defense Administration etc.	3	-	-
	Total Hours	**15**		

Unit-4	Administration and Society	L	T	P
4.1	Administration of Various Levels Central State, District, Jila Sarkar, Panchyati Raj, and Gram Sarkar.	2	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	**15**		

UNIT– 5	Administration and Media	L	T	P
5.1	Press, Society, and Administration.	2	1	-
5.2	The media understands Administration, Coverage, and Relation.	2	1	-
5.3	Administration and Freedom of Press.	2	1	-
5.4	Mass Media, Dialogue, and the State.	2	1	-
5.5	Media: Impact of liberalization and Privatization	3	-	-
	Total Hours	**15**		

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.
- लक्ष्मी कान्त एम. : लोक प्रशासन, एमसी ग्राहिल एजुकेशन, न्यूयॉर्क, अमेरिका
- फड़िया डॉ. बीएल एवं फड़िया डॉ. कुलदीप : लोक प्रशासन, साहित्य भवन प्रकाशन, नई दिल्ली।
- पाण्डेय तेजस्कर एवं पाण्डेय बालेश्वर : समाज कल्याण प्रशासन, रावत प्रकाशन, नई दिल्ली।
- आहूजा राम : सामाजिक समस्यायें, रावत प्रकाशन, नई दिल्ली।

E-Resource:-

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

5JRG - 03: WRITING ON SOCIAL ISSUES	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	3	1	1

Course Objective:-

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

Learning Outcomes:-

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

Unit-1	**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
1.4	Various Social Issues	2	-	1
1.5	Sustainability, Poverty, Gender Issues, Basic Facilities, Child Education, Human Resource, Employment, Women Empowerment, Rural scenario.	3	-	-
	Total Hours	**15**		

Unit-2	**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	2	-	1
2.4	Literacy, Unemployment, Education	2	1	-
2.5	Nationalism, Illegal migrations and Social Change	2	1	-
	Total Hours	**15**		

Unit-3	Various Contemporary Issues	L	T	P
3.1	Social Tension, communalism, Naxalism	3	-	-
3.2	Crime: Human Trafficking, Immigration, Racial and Religious Issues	2	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	2	1	-
	Total Hours	**15**		

Unit-4	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	1	1	-
4.5	Coverage of Social issues by Television.	1	-	2
	Total Hours	**15**		

Unit-5	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	1	1	1
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**		

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, identify five news/article/feature from news papers / 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 चन्द्र प्रकाश 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, जन जातीय समाज शास्त्र, 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://ijnet.org/en/story/how-media-can-better-understand-fake-news-phenomenon

6JRC-13 NEWS PAPER MANAGEMENT	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

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

Learning outcome:-

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

Unit- 1	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
1.4	Principles of Management	2	1	-
1.5	Inflow of Capital in Newspaper Organization	2	1	-
	Total Hours	**15**		

Unit- 2	Management Process	L	T	P
2.1	Organizing, Directing, Nature of Leadership	2	2	-
2.2	Hierarchy, Controlling & Co-Ordination	2	1	-
2.3	Understanding Motivation- Decision Making	2	1	-
2.4	Factors Influencing Good Management	2	-	-
2.5	Flow of Communication in An Organization- Bottom Step, Top Down Vertical and Horizontal	2	1	-
	Total Hours	**15**		

Unit-3	Newspaper As An Industry	L	T	P
3.1	Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management	4	-	-
3.2	Ownership Patterns	2	-	-
3.3	PRB Act, Company Act, Industrial Dispute Act, Working Journalists and Other Newspaper Employees	3	-	-
3.4	Registration of Newspaper, Identification of Competition, Analysis & Evaluation, Procedure, Process	3	-	-
3.5	Organizational structure, Newspaper Establishment (TOI/HT, Indian Express, Dainik Bhaskar, PatrikaNaidunia etc.)	3	-	-
	Total Hours	**15**		

Unit- 4	Newspaper Production Process and Problems	L	T	P
4.1	Communication System, Edition Planning, Printing Schedules, Time Management	3	-	-
4.2	Importance and Planning of a Dummy	2	1	-
4.3	Function and Organization of The Editorial Department of ANewspaper	2	1	-
4.4	Coordination Between Various Departments	2	1	-
4.5	Newsroom Organization and Coordination Among Editorial Staff	2	1	-
	Total Hours	**15**		

Unit- 5	Distribution and Marketing Management of Newspaper	L	T	P
5.1	Introduction of Marketing, Concept of Marketing, Marketing Process	2	1	-
5.2	Market survey: Newspaper and Reader Profile	2	-	-
5.3	Consumer Behavior: Factors Influencing Buyers Behavior, Identifying Market Segments, Selecting Target Markets.	3	1	-
5.4	Distribution of Newspaper, Selection of Circulation Area Covered by An Edition	2	1	-
5.5	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**		

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.
- Sindhwani, 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,नई दिल्ली

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
- 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

6JRC-14: International Media	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4/4	1/1	-

Course Objective:-

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

Learning Outcomes:-

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

Unit- 1	International Information Agencies	L	T	P
1.1	Global News Agencies	2	1	-
1.2	Media in an International Context	2	1	-
1.3	Global media development	2	1	-
1.4	Inter-Governmental Agencies	2	1	-
1.5	Media Agencies in Developing Countries.	2	1	-
	Total Hours	**15**		

Unit- 2	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	2	1	-
2.4	UN resolutions on Media related issues.	2	1	-
2.5	Contemporary Trends in Media and International Relation	2	1	-
	Total Hours	**15**		

Unit-3	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	2	1	-
3.4	Interruption of news flow between developing and developed countries	2	1	-
3.5	Information Imbalance Between Developed and Developing Countries	2	1	-
	Total Hours	**15**		

Unit –4	Communication and International Media	L	T	P
4.1	Culture and Global Communication	2	1	-
4.2	Technology and Content	2	1	-
4.3	Individuals, groups and countries engagement with different forms of media and communication Communication, Culture, Society and Global Media	2	1	-
4.4	Media and communication as economic sector	2	1	-
4.5	Understanding new narratives on climate or migration, sociology, coming	2	1	-

	from non-western perspectives			
	Total Hours	**15**		

Unit –5	**Global Media, Communications & Journalism**	L	T	P
5.1	Emergence of New Actors in Society and Culture	2	1	
5.2	Ethics and Politics of Communication in a World without Borders	2	1	
5.3	Media economics, Media politics, society, Cyber, AI and Intern Conflict	2	1	
5.4	Identifying real time global trends, crafting stories that stick	2	1	
5.5	Fostering international networks & applying cross media journalistic skills	2	1	
	Total Hours	**15**		

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 Colllins, '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 trentds 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 विश्व कोश, प्रभात प्रकाशन, नई दिल्ली
- बासु रुमकी (2019),अंतर्राष्ट्रीय राजनीति : अवधारणायें,सिद्धांत तथा मुद्दे, सेज प्रकाशन, नई दिल्ली

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

6JRE02 (A): INDIAN ECONOMY: PROBLEMS AND POLICIES	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objectives:-

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

Learning Outcomes:-

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

Unit-1	**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	2	1	-
1.4	Income Distribution in India	2	1	-
1.5	Poverty and Unemployment	2	1	-
	Total Hours	**15**		

Unit-2	**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**		

Unit-3	**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**		

Unit-4	**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**		

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**		

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.
- रूद्रदत्त 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. अंतरराष्ट्रीयअर्थव्यवस्था, 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.economicsdiscussion.net/indian-economy/problems
- https://www.ft.com/content/25b0b690-360c-11ea-ac3c-f68c10993b04

6JRE02 (B): INTERNATIONAL TRADE AND THE WORLD ECONOMY	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

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

Learning Outcomes:-

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

Unit- 1	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**		

Unit- 2	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**		

Unit-3	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**		

Unit –4	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 (GAIT) 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**		

Unit –5	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**		

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 economyand 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, यूनिक पब्लिकेशन, नई दिल्ली

E-Resource :-

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

6JRG 04: FEATURE WRITING	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	3	1	1

Course Objective:-

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

Learning Outcomes:-

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

Unit- 1	**Definition and Types**	L	T	P
1.1	Concept of Feature Writing	3	-	1
1.2	Deferent Among Article, Feature & News Story	2	1	-
1.3	Classification of Feature	2	1	1
1.4	Sources for Features : Primary and Secondary Sources	2	-	1
1.5	Ethics in Feature Writing	1	-	-
	Total Hours	**15**		

Unit- 2	**Structure & Writing Techniques**	L	T	P
2.1	Structure of Feature: Intro, Body, Transition, Ending	1	1	1
2.2	Feature Leads: Narrative, Descriptive, Question, Contrast, Anecdotal	2	1	1
2.3	Interview & Observation Techniques	1	1	1
2.4	Storytelling & Creative Writing Skills	2	-	1
2.5	Fact Checking & Research Methods	2	-	-
	Total Hours	**15**		

Unit-3	**Headlines, Photos & Multimedia Features**	L	T	P
3.1	Guidelines for Headlines	2	1	1
3.2	Types of Headlines & Captions	2	1	1
3.3	Photo Feature	1	1	-
3.4	Visual Storytelling & Infographics	2	1	1
3.5	Multimedia Feature Writing	1	-	-
	Total Hours	**15**		

Unit –4	**Specialized Feature Writing**	L	T	P
4.1	Human Interest Stories	1	1	1
4.2	Travel Feature Writing	2	1	1
4.3	Satire & Humor Writing	2	-	1
4.4	Lifestyle & Culture Features	2	-	1
4.5	Development & Agriculture Features	2	-	-
	Total Hours	**15**		

Unit –5	Digital & Contemporary Feature Writing	L	T	P
5.1	Blog Writing & Web Features	2	1	1
5.2	Podcast Script Writing	2	-	1
5.3	Social Media Feature Content	2	1	-
5.4	Feature Agency and Entrepreneurship	1	1	1
5.5	Use of AI in Feature Writing	1	-	1
	Total Hours	**15**		

Practical/Projects/Assignments:

- Project based assignment on interview and profile writing.
- Write any two articleson 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:-

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

7JRC 15: COMMUNICATION RESEARCH	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	3	1	1

Option-1: Semester-VII for 4 Years BA: Journalism and Creative Writing (HONORS)

Course Objective:-

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

Learning Outcomes:-

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

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.	2	1	-
1.5	Objectivity, Reliability and Validity and Validity in Research.	3	-	-
	Total Hours	**15**		

Unit-II	Research Methodology	L	T	P
2.1	Research Design and Its Types	3	1	-
2.2	Sampling and Its Types	2	-	1
2.3	Tools and Techniques of Data Collection	2	-	1
2.4	Questionnaire, Schedule, Interview and Observation	2	-	1
2.5	Case Study Method	2	-	-
	Total Hours	**15**		

Unit-III	Communication Research	L	T	P
3.1	Communication Research: Concept and Defination	2	-	-
3.2	Communication Research: Utility and Scope	2	1	1
3.3	Importance and Utility of Communication Survey Research	2	-	1

3.4	Content Analysis	2	1	-
3.5	Market and Advertising Research	2	1	-
	Total Hours	**15**		

Unit-IV	**Communication Research Process**	L	T	P
4.1	Source Analysis	2	-	1
4.2	Message Analysis	1	-	1
4.3	Channel Analysis	2	-	1
4.4	Audience Analysis	2	-	1
4.5	Effect Analysis	2	1	-
	Total Hours	**15**		

Unit-V	**Statistics in Research**	L	T	P
5.1	Statistical Analysis:- Mean, Median, Mode.	2	1	-
5.2	Standard Deviation and Correlation.	2	1	1
5.3	Level of Measurements: Nominal, Ordinal, Radio and Interval.	2	1	-
5.4	Project Planning and Budgeting.	2	-	-
5.5	Preparation of Bibliography, Index and Report Writing.	2	1	-
	Total Hours	**15**		

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 the assiment alloted by concern teacher.

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,Appoaches.
- Susanna,Harning Priest : Doing Media Research; An Introduction, Sage Publications.
- Treadwell Donald (2017)Introducing Communication Research,Sage Publication.
- कुमार रंजीत (2017), शोध कार्यप्रणाली : आरंभिक शोधकर्ताओं के लिए चरणबद्ध गाइड, सेज पब्लिकेशन, नईदिल्ली

E-Resource:

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

7JRE03 (A): DEVELOPMENT COMMUNICATION	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

- To develop an understanding about development and media.
- To deliver knowledge and develop insight towards developmental issues and NGO's
- To develop a critical perspective towards development models.

Learning Outcoms:-

- Student will understand an analyse basics of development and social change.
- Will comprehend the concept of development journalism.
- Will develop an idea about basics of agriculture and environment issues.

UNIT-I	Development Concept	L	T	P
1.1	Development , Society and social change	2	-	-
1.2	Indicators of Development and Social Change	2	1	-
1.3	Concept of Development and Sustainable Development: Nature and Scope	2	1	-
1.4	Development and Five Year Plans of India	3	1	-
1.5	Development Journalism	2	1	-
	Total Hours	**15**		

UNIT-II	Development Models	L	T	P
2.1	Development Communication: its Concept and Process	2	1	-
2.2	Development Journalism and Development Support Communication	2	-	-
2.3	Models of Development:Lerner,Rogers and Schramm	3	1	-
2.4	Participatory Model Development Communication	2	-	-
2.5	New Information and Communication Technology and Development	2	1	-
	Total Hours	**15**		

UNIT-III	Development and Media	L	T	P
3.1	Role of Akashwani and Doordarshan in Development	2	1	-
3.2	Mass Media and Development: Various Programmes	2	1	-
3.3	Traditional and Other Alternative Media of Development	2	1	-
3.4	Health and Family Planning Programmes and mass Media	2	1	-
3.5	Universalization of Education and Education for all	2	1	-
	Total Hours	**15**		

UNIT-IV	Development Issues	L	T	P
4.1	Science and Technology Communication	2	1	-
4.2	Science Technology and Development in Historical Perspective	2	1	-
4.3	Agriculture Development and Journalism	2	1	-
4.4	Environment and Journalism	2	-	1
4.5	**Government schemes for rural development**	**3**	**-**	
	Total Hours	**15**		

UNIT-V	Development and NGOs	L	T	P
5.1	Media & NGOs	2	1	-
5.2	How to Cover NGOs?	1	1	1
5.3	Comparative Study of Media Covering of NGOs	1	1	1
5.4	Role of NGOs in Development of Society	1	1	-
5.5	Study of Prominent NGOs	2	1	1
	Total Hours	**15**		

Practical/Projects/Assignments:-

- Prepare a message for Health Awarensess issues in your community.
- Preapre a development message for Environment issues
- Make a chart of developmental indicators of india
- Identify and analyse with solution of any five issues releated to rural development of india

Suggested Readings:

- Melkote,Srinivas and Steeves H Leslie,(2001).Communication for Development in the third world,2nd Edition,Sage
- Singh,kartar and Shishodia, Anil(2019)Rural Development;Principles,policies and Management.Sage
- Serbaes,Jan(Eds),Communication for Development and Social Change, Sage
- Joshi P C.,(2002),Communication and national Development.New Delhi. Anamica Publication.
- Narula,Uma.(1995).Development communication-Theory and Practice,Har Anand Publication.
- Mathur,kanwar(1994).Communication for Development and Social Change

7JRE 03(B): INTERNATIONAL POLITICS	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

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

Learning Outcomes:-

- Recognize the rights, responsibilities, and privileges of participating in, and contributing as a citizen in, a diverse society.
- Engage in independent research as well as teamwork.
- 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.

Unit- I	Concept and Definition	L	T	P
1.1	International Politics : Concept, Definition, Area & Scope	2	-	1
1.2	International Politics, Ideology and Balance of Power	2	-	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	2	-	1
1.5	The origins of the modern international system.	2	-	1
	Total Hours	**15**		

Unit- II	Important Developments	L	T	P
2.1	Newly Independent Nation, Birth of NAM and Rise of Communist China	3	-	1
2.2	Nuclear Race, Détente and Disarmament	2	-	1
2.3	U.S.A. and Third World	2	-	1
2.4	Indo US Relations	3	-	-
2.5	Liberal international order.	2	-	-
	Total Hours	**15**		

Unit- III	India's Foreign Policy	L	T	P
3.1	Basic Principal of India's Foreign Policy.	3	-	-
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	-	-
3.5	Indian: Russia, China, and the International order.	3	-	-
	Total Hours	**15**		

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	-	-
4.2	Globalization and its Impact on Developing World Including India	3	-	-
4.3	India, W.T.O., World Bank & I.M.F.	3	-	-
4.4	International Bodies: United Nations (UN), UNICEF, UNESCO; UN and Media	3	-	-
4.5	International Political Economy and Development.	3	-	-
	Total Hours	**15**		

Unit- V	New Scenario	L	T	P
5.1	Terrorism: New Emerging Challenges	2	-	-
5.2	Fundamentalism, Ethnicism, Satellite Invasion, Information war, Technological Aggression	3	-	-
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	4	1	-
	Total Hours	**15**		

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 ,नई दिल्ली
- दीक्षित जेएन : भारतीय विदेश नीति ,प्रभात प्रकाशन ,नई दिल्ली
- प्रसाद विमल : भारत की विदेश नीति का उद्गम ,ग्रन्थ शिल्पी प्रकाशन ,नई दिल्ली

E-Resource:-

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

7JRG 05: CRIME AND COURT REPORTING	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	3	1	1

Objective:

- To understand Crime and Court reporting.
- To get acquainted with Indian Police System.
- To get familiarized with legal system and perform court reporting.

Learning Outcome:

- Students will have hand on every aspect of court and crime reporting.
- Students will develop practical approach to resolve issues and challenges while reporting on legal matters.
- Students will develop a vocabulary and writing style for Crime and Court Reporting.

Unit- I	Introduction to Crime Reporting	L	T	P
1.1	Understanding Crime and Reporting: Definition of crime, nature, and evolving dimensions of crime in society	3	1	-
1.2	Qualities and Skills of a Crime Reporter: Investigative instinct, decision-making, networking, and technical proficiency	2	1	-
1.3	Sources in Crime Reporting: Police (FIR, Charge sheet), victims, eyewitnesses, informers, and digital sources	2	1	1
1.4	Precautions During Crime Reporting: Personal safety, confidentiality, protection of sources, and ethics at crime scenes	1	1	-
1.5	Digital and Modern Tools: Verification via social media, OSINT (Open Source Intelligence) tools, and digital footprints	1	1	-
	Total Hours	**15**		

Unit- II	Basics and Ethics of Crime Reporting	L	T	P
2.1	Duties of a Crime Reporter: Objectivity, factuality, and avoiding sensationalism	1	-	-
2.2	Ethical and Legal Aspects: Media Trial, protecting the identity of victims (especially minors and sexual assault survivors)	1	1	-
2.3	Assessing Police Records: Understanding FIRs, police diaries, charge sheets, panchnamas, and autopsy/post-mortem reports	2	1	1
2.4	Information Gathering and Verification: Fact-checking, avoiding fake news, cross-verification, and ground reporting techniques	2	1	1
2.5	Cyber and Digital Crime: Reporting digital fraud, data theft, cyberbullying, and online crimes	2	1	1
	Total Hours	**15**		

Unit-III	Indian Police System & Forensic Science	L	T	P
3.1	Hierarchy in Police Department: Roles and organizational structure at State and Central levels	2	1	-
3.2	Powers and Limitations of Police Personnel: Arrest, remand, search warrants, and human rights standards	1	1	-
3.3	Major Investigative Agencies in India: CBI, ED, NIA, NCB, IB, and State CID/STF	2	1	-
3.4	Forensic Science and Medical Jurisprudence: DNA profiling, fingerprinting,	2	-	1

	ballistics reports, and digital forensics			
3.5	Police Act and Police Reforms: Model Police Act, Prakash Singh Case guidelines, and modern policing reforms	2	1	1
	Total Hours	**15**		

Unit -IV	**Bharatiya Legal System & Criminal Laws**	L	T	P
4.1	Introduction to Bharatiya Constitution: Fundamental Rights, Freedom of Speech and Expression (Article 19(1)(a)), and reasonable restrictions	2	-	-
4.2	New Bharatiya Criminal Law Framework: BNS (Bharatiya Nyaya Sanhita - replacing IPC), BNSS (Bharatiya Nagarik Suraksha Sanhita - replacing CrPC), BSA (Bharatiya Sakshya Adhiniyam - replacing Evidence Act)	2	-	-
4.3	Court Proceedings Procedure: Bail, summons, warrants, cognizable and non-cognizable offenses	2	1	-
4.4	Legal Vocabulary: Understanding key legal terms and their appropriate usage in journalism	2	1	-
4.5	Digital & Special Acts: IT Act (Information Technology Act) and POCSO Act	2	1	-
	Total Hours	**15**		

Unit -V	**Court Reporting & Judicial Framework**	L	T	P
5.1	Judicial System in Bharat: Structure and functions of Supreme Court, High Courts, District & Sessions Courts, and Tribunals	2	1	-
5.2	Do's and Don'ts in Court Reporting: Courtroom etiquette, reporting ethics, and coverage of sensitive trials	2	1	-
5.3	Public Interest Litigation (PIL): PIL filing procedure, judicial activism, and landmark judgments	2	1	-
5.4	Defamation and Contempt of Court: Civil vs. Criminal Defamation and Contempt of Courts Act (1971)	2	1	-
5.5	Quasi-Judicial Authorities: NHRC (National Human Rights Commission), Women's Commission, NGT (National Green Tribunal)	2	1	-
	Total Hours	**15**		

Assignments:

- Visit local judicial body and make an assignment with hierarchy, power and functionality mentioned in it.
- Visit any local police station and make an assignment mentioning the hierarchy and functionality.
- Make a presentation on Acts related to Court and Crime Reporting.

References:

- Dr NK Trikha, Reporting, 2013, MakhanlalChaturvedi National University of Journalism and Communication.
- ShyamLalYadav, Journalism Through RTI, 2016, Sage Publication India Pvt Limited.
- हर्षदेव, क्राइम कानूनऔर रिपोर्टर, 2013, भारतीय पुस्तक परिषद
- पवन चौधरी, विधि पत्रकारिता चिंता और चुनौतियां ,1993, विधि साहित्य निर्माता एवं प्रकाशक
- पवन कुमार, सुप्रीम कोर्ट में रामलला, 2020, प्रभात प्रकाशन
- डॉ हरिवंश दीक्षित, प्रेस विधि एवं अभिव्यक्ति स्वातंत्र्य, 2007, वाणी प्रकाशन
- वर्तिका नंदा, टेलीविज़नऔरअपराध पत्रकारिता, 2005, भारतीय जनसंचार संस्थान
- निशांत सिंह , आधुनिक अंगुलि चिन्ह विज्ञान,2008 , ओमेगा प्रकाशन।
- एम के मजूमदार, क्राइम रिपोर्टर कैसे बनें,,2015जेनेरिकप्रकाशन।
- पंकज कुमार, प्रेस कानून एवं संविधान, डायमंड बुक्स।

7JRV 01: JOURNALISTIC AND CREATIVE WRITING (PORTFOLIO)	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	-	80	20		1	4

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

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

Course Objective:-

- To produce graduates familiar with the contemporary literary publishing milieu.
- 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:-

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

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

1. Feature: No. of Features to be Written: 5 (500 words each)
2. Article: No. of Articles to be written: 5 (800 Words each)
3. Reviews: Book,Play,Film,Performing Arts (One from each category)
4. 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

Option-I: Semester VIII for 4 Years BA Journalism and Creative Writing

8JRC 16: PRINTING TECHNOLOGY	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	3	1	1

Course Objective:-

- To introduce Students with the printing process.
- To provide with introduction of printing technology and printing unit management.
- To develop an understanding of Contemporary Trends in the Media industry.

Learning Outcome:-

- Students will get to know about the basic fundamentals of the printing process.
- Students will understand the printing technology and printing unit management.
- Awareness about Current Printing Trends, Printing Cost, Logistic Management.

Unit- I	Introduction - Evolution of Print Technology	L	T	P
1.1	Basic History of Printing Technology	3	-	-
1.2	Introduction of Printing Technology in India	2	1	-
1.3	Types of Printing- Offset, Digital and Others	2	-	1
1.4	Printing for Newspapers & Magazines	2	-	1
1.5	Printing for Books & Stationery	2	-	1
	Total Hours	15		

Unit- II	Printing Process	L	T	P
2.1	Planning of Printing Process	2	-	-
2.2	Importance of paper and ink in printing	2	-	1
2.3	Press Technology	2	-	1
2.4	Contemporary Trends in Printing Technology	2	1	1
2.5	Binding & Packaging Process	2	-	1
	Total Hours	**15**		

Unit-III	Graphics Design & Typography	L	T	P
3.1	Introduction to Graphics Design, Text and Image setting	2	1	1
3.2	Softwares for Graphic designing and Page Making	2	-	1
3.3	Color theory, Role of Font Size in Printing	2	-	1
3.4	Layout Preparation & Designing, Print Production	2	-	1
3.5	Light sensitive materials, papers, boards and film assembling	1	-	1
	Total Hours	**15**		

Unit -IV	Print Technology Management	L	T	P
4.1	Managing a Printing unit	2		1
4.2	Economics of Printing Technology	2	1	1
4.3	Layout & Setting up a Printing unit	2	1	1
4.4	Production and Operation management	2	1	-
4.5	Human Resource & Account Management	1	-	-
	Total Hours	**15**		

Unit -V	Quality Control & Logistics Management	L	T	P
5.1	Importance of Quality Check after Printing	2	-	1-
5.2	Role of Supervisor and Manager of Print unit	1	-	1
5.3	Managing the supply chain after Production	2		1
5.4	Paper and Ink quality, machine maintenance	2	-	1
5.5	Basic terminology Related to Printing- RNI, Printline, Print Order	2	1	1
	Total Hours	15		

Practical/Projects/Assignments:

- Write an article on Basic History of Printing Technology.
- Analyse the Offset, Digital and Various Printing Process.
- Visit a Printing Unit & Submit Project Report.

Suggested Readings:

- A G Martin, Finishing Processes in Printing, Focal Press Ltd London.
- Pranab Sharma, Printing Technology For Students, Anupam Prakashan, Allahabad.
- Robert F. Reed, Offset Platemaking, All India Federation of Master Printers, New Delhi.
- CS Misra, Technology of Offset Printing, Anupam Prakashan, Allahabad.
- Sudhir Gupta, Printing Processes Technologies & Industries, India Research Institute Delhi.
- Eiri Board of Consultants & Engineers, Screen Printing with Process & Technology, Engineers India Research Institute.
- चंद्रशेखर मिश्र, व्यावसायिक मुद्रण शास्त्र, अनुपम प्रकाशन, इलाहाबाद
- चंद्रशेखर मिश्र, आधुनिक संयोजन शास्त्र, अनुपम प्रकाशन, इलाहाबाद
- मुद्रण परिचय

E-Resource:

- https://guides.library.illinois.edu/litho-topic-hub/background/printing-process
- https://www.researchgate.net/publication/320927657_The_Impact_of_3D_Printing_Technology_on_Supply_Chain
- https://www.xenith.co.uk/blog/7-print-technology-advancements-you-need-to-know-about

8JRE 04(A): INTERCULTURAL COMMUNICATION	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Learning Objectives:

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

Learning Outcomes:-

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

UNIT-I	Introduction to Inter Culture Communication	L	T	P
1.1	Culture Communication, Concept and History.	2	1	-
1.2	Necessity of Interculture Communication.	2	1	-
1.3	Concept and Nature of Culture, Culture and Civilization.	2	1	-
1.4	Cultural value, Universal and National value.	2	1	-
1.5	Fundamental assumption about Intercultural Communication	2	1	-
	Total Hours	**15**		

UNIT-II	The Ethics of Interculture Communication	L	T	P
2.1	Five approachese of determing the ethical behaviors	2	1	-
2.2	The Ethical Principles of estern culture	2	1	-
2.3	Intercultural Communication Competency	2	1	-
2.4	Relationship between verbal code and culture	2	1	-
2.5	Relationship Between non-verbal code and Dimensions of culturalar variability	2	1	-
	Total Hours	**15**		

UNIT-III	Discourse in Intercultural Communication	L	T	P
3.1	Media discourse, psychology of media effects.	2	1	-
3.2	Technology as cultural power and its social impect.	2	1	-
3.3	Ethinic and Transnational specialization in the digital era	2	1	-
3.4	Buiding a Global Community	2	1	-
3.5	Education for the Global Citizen.	2	1	-
	Total Hours	**15**		

UNIT-IV	Psychological aspects of Intercultural Communication	L	T	P
4.1	Psychology of Intercultural Communication	2	1	-
4.2	The concept of Empathy and Rapport	2	1	-
4.3	Cultural difference in perception	2	1	
4.4	Intercultural Conflict	2	1	-
4.5	Cultural Intelligence	2	1	-
	Total Hours	**15**		

UNIT-V	Inter-Cultural Communication and Cross Culture Management	L	T	P
5.1	Concept of origanizational Culture	2	1	-
5.2	Intercultural Communication in the global work place.	2	1	-
5.3	Levels of Corporate Culture	2	1	-
5.4	Culture Synergy and its role in Intercultural Communication	2	1	-
5.5	Interaction Bussiness Etiquette.	2	1	-
	Total Hours	**15**		

Practical/Projects/Assignments

- Create a diversify chart of diffrences in Eastern and Western culture.
- Project a news report based on interculture communication
- Identity 2 news stories that shows cultural influence on media
- Any assinenment given by Concern teacher.

Suggested Reading

- Fay patel, Migsheng Li, Prahalad Sooknanan, Intercultural Communication, SAGE Publication New Delhi.
- James W. Neuliep (Seventh Edition), Intercultural Communication, SAGE Publication New Delhi.
- Paul Hodkinson (Second Edition), Media Culture and Society, SAGE Publication New Delhi.

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8JRE04 (B): **GENDER STUDIES**	**Marks:100**			**Credits:5**		
	Th	**Pr**	**IA**	**Contact hrs.**		
				L	**T**	**P**
	80	**-**	**20**	**4**	**1**	**-**

Course Objective:-

- To give students an insight into the Gender Concepts.
- To acquaint students with the knowledge of woman and Law.
- To develop a critical perspective towards Gender and Mass Media.

Learning Outcomes:-

- Students will be able to explain and analyze Types of feminism.
- Students will be undestand the basics of woman discourse in India.
- Students get Practical knowledge and understanding about women rights.

Unit- I	**Gender Concepts**	L	T	P
1.1	Sex & Gender, Social construction of Gender, Gender Socialization	3	-	-
1.2	Gender discrimination, gender stereotyping, Gender Roles	2	-	1
1.3	Structures of gender Inequality. (Patterns of Gender inequality in term of caste, class and religion patterns of violence against woman, Female Infanticide)	3	-	-
1.4	Child marriage. Dowry, Widowhood, Domestic violence, and single woman	2	-	1
1.5	Understanding Demographic indicators related to gender (global comparison)(Sex ration, Literacy, Life Expectancy, Maternal Mortality Rate, Infant Mortality Rate, Work Participation Rate)	3	-	-
	Total Hours	**15**		

Unit- II	**Gender and Sexuality**	L	T	P
2.1	Principles and Codes of Conduct, Introduction to Acronyms and Terminology	2	1	-
2.2	Examining issues of gender and sexuality related to media and popular culture	2	1	1
2.3	Understanding intersectional fields of feminism	2	-	-
2.4	Understanding queer theory, and media and cultural studies	2	-	1
2.5	Gender gap and divide	2	-	1
	Total Hours	15		

Unit-III	**Gender and us**	L	T	P
3.1	Gender, health and beyond	2	-	-
3.2	Gender, globalisation and politics	2	-	-
3.3	Gender, culture and literature	2	-	1
3.4	Gender and violence	2	-	-
3.5	Gender and science	2	-	2
	Total Hours	15		

Unit -IV	**Women and Law**	L	T	P
4.1	Understanding Law: Legal Concepts, Law and Feminism	2	-	-
4.2	History of women Law	2	-	1
4.3	Social reforms	2	1	-
4.4	Women Rights as Human Rights.	2	-	2

4.5	Law Relating to Crime against Women.	2	-	1
	Total Hours	15		

Unit -V	**Gender, Mass Media and Women**	L	T	P
5.1	Globalization and women	2	1	-
5.2	Gender sensitive reporting	2	-	1
5.3	Coverages, News reports, column's, debates and dialogues	2	-	-
5.4	Sex, violence, crime, media – women – other gender	2	-	2
5.5	The #metoo Movement	2	-	1
	Total Hours	15		

Suggested Reading

- Anu Aneja (2019), Women's and Gender Studies in India, Edited book, Publisher: Taylor and frencis.
- Mary E. John (2008) Woman's Studies in India, Edited book, Publisher: Pengnin India.
- Kusum Datta (2007) Women's studies and women's moment in India, Publisher: The Asiatic Society.
- Disch Estelle (2008) Reconstructing Gender: A multicultural Anthology, Publisher: NcGraw-Hill Edition.
- Amy S Wharton (2005) The Sociology of Gender: Introduction to Theory and Research, Blackwell Publising, UK, Indian Reprint, Kilaso Book, New Delhi.
- Kishwar, Madhu and Vanita Ruth (1984) In Search of answers: Indian women's voice from Manushi, Landon.
- रिंकी भट्टाचार्य, (2017), भारत में घरेलू हिंसा, Edited book, प्रकाशक: Sage Bhasha Publication
- डॉ. नीरज कुमार राय, (2016) महिला हिंसा, Edited book , प्रकाशक: Blue Buck Publication

8JRG06: PARLIAMENTARY REPORTING	Marks:100			Credits:5		
	Th	Pr	IA	Contact hrs.		
				L	T	P
	50	30	20	3	_	2

Course Objective:-

- To develop and understanding about Constitution Legislative in India.
- To introduce students to relationship between Media and Parliament.
- To describe the importance of Reporting in the parliament.

Learning Outcomes:-

- Student will understand the concept of Legislature and Media Proceeings.
- Will develop a critical thinking on Business analysis.
- Will evaluate and buil their perspective on formation of House.

Unit I	CONSTITUTION AND LEGISLATURE	L	T	P
1.1	History of Legislature in India	3	1	-
1.2	Elementary knowledge to Constitution	2	1	-
1.3	Constitution and Legislature	2	1	-
1.4	Formation Process of Parliament and Legislative Assembly	2	1	-
1.5	Relationship between Legislature and Executives	1	1	-
	Total Hours	**15**		

UNIT-II	MEDIA AND PARLIAMENT	L	T	P
2.1	Legislature and Media Proceedings	2	-	1
2.2	Importance of Legislature News	1	1	1
2.3	Observation of Parliamentary Proceeding and the Process of News Gathering	2	1	1
2.4	Responsibilities of Parliamentary Reporter	2	-	-
2.5	Press gallery, Press Committee and the Speaker, Live telecast of house, sansad TV	2	-	1
	Total Hours	**15**		

Unit III	REPORTING IN THE PARLIAMENT	L	T	P
3.1	Witnessing and News Reporting	1	1	1
3.2	Political Parties Press and Press Conference (Legislature Assembly Campus)	2	-	1
3.3	Parliamentary Privileges and Immunities	2	1	-
3.4	News Gathering and Writing	1	1	1
3.5	Legislature, Executive and Press	1	1	1
	Total Hours	**15**		

Unit IV	WORKING OF THE HOUSE	L	T	P
4.1	Working Process of House	1	-	1
4.2	Standing Committee System	2	1	1
4.3	Question Hour, Zero Hour (Proceeding) and Motion of attention	2	1	1
4.4	Kamroko, Ninda, No Confidence and Debate Process	2	-	1
4.5	Process of Legislation (Financial Bill, General Budget, Supplementary Budget etc)	1	-	1
	Total Hours	**15**		

Unit V	BUSINESS ANALYSIS	L	T	P
5.1	Question Answer Analysis	1	-	1
5.2	Budget, Public Account Committee, Auditor General Report etc	1	1	1
5.3	Ministry and Standing Committee, Report Analysis	1	1	1
5.4	Writing of House Galleries Activities	1	1	2
5.5	Inaugural Session, Join Session, Special Session and Important Addresses	1	1	1
	Total Hours	**15**		

Assignments:

- Conduct an interview of a Business Personality and write press release on same topic.
- News Reporting (Field Visit) and news writing -5 News on Parliamentary Reporting.
- Attand Minimum Two Press Conference and write press release on same topic.
- Write an essay on relationship between Media and Parliament.
- Any assignment given by the concern teacher.

Suggested Reading

- डॉ.ललित मोहन, संसदीय पत्रकारिता और हिंदी प्रेस, सरोज प्रकाशन, सागर।
- लज्जाशंका हरदेनिया, संसदीय रिपोर्टर स्वरूप एवं संभावनाएं , मध्य प्रदेश हिंदी ग्रन्थ अकादमी।
- पत्रकारिता एवं प्रेस कानून, मनीषा द्विवेदी, कनिष्ठ पब्लिकेशन, डिस्ट्रीब्यूटर्स।
- Media Legislation and Laws- Dr. Samir Kr. Singh, Prof. Pushpendra P. Singh, Jnanada Prakashan, New Delhi.
- Media Law and ethics -Prof. (Dr.) N.K. Trikha, Jnanada Prakashan New Delhi.
- हिंदी पत्रकारिता स्वरूप प्रकार - डॉ. अनुज प्रताप सिंह (ग्रन्थ निकेतन दिल्ली)

8JRV02- INTERNSHIP AND INTERNSHIP BASED REPORT	Th	Pr	IA	Contact hrs.		
				L	T	P
	-	80	20	-	1	4

Objectives-

- Explore career alternatives in the field of Newpaper industory/Media prior to graduation.
- Assess interests and abilities in their field of studies (In reference of Deskwork, fieldwork, marketing, Desiging and Layout etc.)
- Apply to integrate theory and practice.
- Inclined towards work culture, habits and attitudes necessary for job success.

Outcomes:

- Apply knowledge to prepare content for news media outlets.
- Capable to think critically, creatively and independently.
- Write and edit clear and gramnatically correct text.
- Demostrate an awareness of Journalism as an ethical practice.

Guidelines:-

Every student shall be submitted the internship report to the Department Head/Assigned Mentor/Teacher as per rule.

Every student shall be submitted the prescribed formate of internship alloted by department and would be signed by the Editor/Mentor of the concerned media organization.

Internship report will be submitted on the following guidelines:-

- Front page (As per Provided by the department)
- Enclosed the report signed and forwarded by the concern media organization.
- Acknowledgement
- Content list
- Introduction of the Media organisation.
- Description of work and responsiblites assigned during internship.
- Details of skills and experience acquired during internship.
- Epilogue.
- References(Clippings and links to published news etc.)

Marks Distribution:-

- Evaluvation of the report by external examiner- 80 Marks.
- Internal evaluvation by concern teacher/ Assigned mentor-20 Marks

Option-II Semester VII

7JRC17 : RESEARCH METHODOLOGY	**Marks:100**			**Credits:5**		
	Th	**Pr**	**IA**	**Contact hrs.**		
				L	**T**	**P**
	50	**30**	**20**	**3/3**	**1/1**	**1/2**

Course Objective:-

- To develop an understanding of core values of Research Methodology.
- To introduce students to the basics of Research and Design.
- To understand concept of tools and techniques of data collection.

Learning Outcomes:-

- Will be able to apply thire statistical knowledge in Research Methodology.
- Student will get the knowledge of sampling procedure.
- Capable to Diffrenciate between various kinds of tabulation and grafical representation of data.

Unit-I	**Basics of Research**	L	T	P
1.1	Reasearch: Meaning, Definitation and scope	3	-	-
1.2	Characteristics of social scientific research	2	1	-
1.3	Classification of research	3	1	-
1.4	Research process and steps	3	-	-
1.5	Communication Research: origion, growth and area	2	-	-
	Total Hours	**15**		

Unit-II	**Research Design**	L	T	P
2.1	Identification of research problem	2	-	1
2.2	Review of Literature	1	-	1
2.3	Research Hypothesis: Meaning and types	3	-	1
2.4	Research Design: Meaning and types	2	1	1
2.5	Variables : Definition and types	2	-	-
	Total Hours	**15**		

Unit-III	**Sampling Procedure**	L	T	P
3.1	Concept of Universe and Sample	2	-	-
3.2	Basic Principles and Advantages of Sampling	2	1	-
3.3	Probability sampling methods	3	1	1
3.4	Non Probability Sampling Methods	2	-	1
3.5	Sampling errors	2	-	-
	Total Hours	**15**		

Unit-IV	**Tools and Techniques of data Collection**	L	T	P
4.1	Primary sources: Questionnaire, Schedule	2	-	1
4.2	Interview and observation	2	-	1
4.3	Collecting data using secondary Sources	2	1	-
4.4	Case study method	2	-	1
4.5	Content Analysis method	2	-	1
	Total Hours	**15**		

Unit-V	Statistics in Research	L	T	P
5.1	Tabulation and Graphical Representation of data	2	1	-
5.2	Levels of Measurement: Nominal, Ordinal,Ratio,Interval	2	-	-
5.3	Project Planning and budgeting	2	-	-
5.4	Statistical Analysis: Mean, Median, Mode, Standard Deviation and Correlation	5	-	-
5.5	Preparation of Bibliogrophy, *I*ndexing and Report Writing	2	-	1
		15		

Assignments:

- Identify a Research Problem and write down the review of the literature related to the topic.
- Describe Different Sampling Techniques with Suitabal examples.
- Prepare a Questionnair related to the research topic.
- Any assignment given by the concern teacher.

Suggested Reading

- Kohari C.R. and Gaurav Garv (2019), Research Methodology: Methods and Techniques, New Age Inetrnational Publishers.
- Arthur, A. Berger (1996), Media Research Techniques, Sage Publication, New Delhi.
- Kerlinger, Fred.N (1969), Foundation of Behavioral Research, Holt, Rinehart & Winston of Canada Ltd.
- Roger D. Wimmer & Joseph R. Dominick: Mass Media Research-Processes, Appoaches.
- Susanna, Harning Priest: Doing Media Research; An Introduction, Sage Publication, New Delhi.
- Donald Treadwell, Introducing Communication Research (3rd Edition), Sage Publication, New Delhi.
- Arthur, A. Berger, Media and Communication Research Methods, Sage Publication, New Delhi.
- Om Gupta and Sudesh Sharma, Media and Communication Research, Gyan Publishing House.
- डॉ. विनीता गुप्ता, संचार और मीडिया शोध, वाणी प्रकाशन।

7JRE05 (A): DEVELOPMENT COMMUNICATION	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Course Objective:-

- To develop an understanding about development and media.
- To deliver knowledge and develop insight towards developmental issues and NGO's
- To develop a critical perspective towards development models.

Learning Outcoms:-

- Student will understand an analyse basics of development and social change.
- Will comprehend the concept of development journalism.
- Will develop an idea about basics of agriculture and environment issues.

UNIT-I	Development Concept	L	T	P
1.1	Development ,Society and social change	2	-	-
1.2	Indicators of Development and Social Change	2	1	-
1.3	Concept of Development and Sustainable Development: Nature and Scope	2	1	-
1.4	Development and Five Year Plans of India	3	1	-
1.5	Development Journalism	2	1	-
	Total Hours	**15**		

UNIT-II	Development Models	L	T	P
2.1	Development Communication: its Concept and Process	2	1	-
2.2	Development Journalism and Development Support Communication	2	-	-
2.3	Models of Development:Lerner,Rogers and Schramm	3	1	-
2.4	Participatory Model Development Communication	2	-	-
2.5	New Information and Communication Technology and Development	2	1	-
	Total Hours	**15**		

UNIT-III	Development and Media	L	T	P
3.1	Role of Akashwani and Doordarshan in Development	2	1	-
3.2	Mass Media and Development: Various Programmes	2	1	-
3.3	Traditional and Other Alternative Media of Development	2	1	-
3.4	Health and Family Planning Programmes and mass Media	2	1	-
3.5	Universalization of Education and Education for all	2	1	-
	Total Hours	**15**		

UNIT-IV	Development Issues	L	T	P
4.1	Science and Technology Communication	2	1	-
4.2	Science Technology and Development in Historical Perspective	2	1	-
4.3	Agriculture Development and Journalism	2	1	-
4.4	Environment and Journalism	2	-	1
4.5	**Government schemes for rural development**	**3**	**-**	
	Total Hours	**15**		

UNIT-V	Development and NGOs	L	T	P
5.1	Media & NGOs	2	1	-
5.2	How to Cover NGOs?	1	1	1
5.3	Comparative Study of Media Covering of NGOs	1	1	1
5.4	Role of NGOs in Development of Society	1	1	-
5.5	Study of Prominent NGOs	2	1	1
	Total Hours	**15**		

Practical/Projects/Assignments:-

- Prepare a message for Health Awarensess issues in your community.
- Preapre a development message for Environment issues
- Make a chart of developmental indicators of india
- Identify and analyse with solution of any five issues releated to rural development of india

Suggested Readings:

- Melkote,Srinivas and Steeves H Leslie,(2001).Communication for Development in the third world,2nd Edition,Sage
- Singh,kartar and Shishodia, Anil(2019)Rural Development;Principles,policies and Management.Sage
- Serbaes,Jan(Eds),Communication for Development and Social Change, Sage
- Joshi P C.,(2002),Communication and national Development.New Delhi. Anamica Publication.
- Narula,Uma.(1995).Development communication-Theory and Practice,Har Anand Publication.
- Mathur,kanwar(1994).Communication for Development and Social Change

7JRE05 (B) - MASS MEDIA RESEARCH	**Th**	**Pr**	**IA**	**Contact hrs.**		
				L	**T**	**P**
	50	**30**	**20**	**3**	**1**	**1**

Course Objective:-

- To develop and understanding about various classification on Media Research.
- To introduce students to relationship between Media and Research.
- To describe the importance of analysing data in the field of Media Communication.

Learning Outcomes:-

- Student will understand the concept various kinds of media research.
- Will develop a critical thinking on mass media research.
- Will evaluate and build their perspective on qualitative and quantitative research methods.
- This paper will help students in making decisions with respect to the composition and analysis of news, views and information.

Unit-I	**Qualitative and Qnantitative Reasearch Method**	L	T	P
1.1	Ethnomethodological Reasearch & Historical Analysis	2	1	-
1.2	Surveys Experiments	2	1	-
1.3	Semiotics Analysis	2	1	-
1.4	Rhetorical Analysis	2	-	1
1.5	Data Journalism	2	-	1
	Total Hours	**15**		

Unit-II	**Audience Research**	L	T	P
2.1	Concept of Audience Research	2	-	1
2.2	Audience Measurement (Print, Radio, TV, New Media)	2	-	1
2.3	Audience Rating TAM, TRP, Readership surveys	2	-	1
2.4	In deepth and focus group studies	2	-	1
2.5	Feedback, Feedforword studies	2	-	1
	Total Hours	**15**		

Unit-III	**Public Opinion Research**	L	T	P
3.1	Pubic Opinion Research: Concept, Scope and Utility	2	1	-
3.2	Early Public Opinion Research	2	1	-
3.3	Opinion Polls: Pre-poll, Exit-Poll	2	-	1
3.4	Discourse analysis Method	2	-	1
3.5	Digital Media and Political Communication Research	2	-	1
	Total Hours	**15**		

Unit-IV	**Market and Advertising Research**	L	T	P
4.1	Marketing Research: Meaning History & Scope	2	-	1
4.2	Role and Importance of consumer behavior in Marketing research	2	-	1
4.3	Advertising Research: Meaning, Scope and Utility	2	1	-
4.4	Advertising research Process	2	-	1
4.5	Conducting research for Media Planning	2	-	1
	Total Hours	**15**		

Unit-V	Research Ethics	L	T	P
5.1	Ethics: Defination, moral philosophy, nature of moral jugements and reactions	2	1	-
5.2	Intellectual honesty and research integrity	2	1	-
5.3	Publication Ethics: Defination introduction and importance	2	1	-
5.4	Scintific misconduct: Falsification, Fabrication and plagiarism(FFP)	2	1	-
5.5	Predafory publishers and Journals	2	1	-
	Total Hours	**15**		

Assignments:

- Identify a Research Problem and write down the review of the literature related to the topic.
- Describe Deffrent Sampling Techniques with Suitable examples.
- Prepare a Market Research plan for Print/Television/Digital.
- Design a research plan for audiance analysis.
- Any assignment given by the concern teacher.

Suggested Reading

- Arthur, A. Berger (1996), Media Research Techniques, Sage Publication, New Delhi.
- Kerlinger, Fred.N (1969), Foundation of Behavioral Research, Holt, Rinehart & Winston of Canada Ltd.
- Roger D. Wimmer & Joseph R. Dominick: Mass Media Research-Processes, Appoaches.
- Susanna, Harning Priest: Doing Media Research; An Introduction, Sage Publication, New Delhi.
- Donald Treadwell, Introducing Communication Research (3rd Edition), Sage Publication, New Delhi.
- Arthur, A. Berger, Media and Communication Research Methods, Sage Publication, New Delhi.
- Om Gupta and Sudesh Sharma, Media and Communication Research, Gyan Publishing House.
- डॉ. विनीता गुप्ता, संचार और मीडिया शोध, वाणी प्रकाशन।

7JRG 05: CRIME AND COURT REPORTING	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	50	30	20	3/3	1/1	1/2

Objective:

- To understand Crime and Court reporting.
- To get acquainted with Indian Police System.
- To get familiarized with legal system and perform court reporting.

Learning Outcome:

- Students will have hand on every aspect of court and crime reporting.
- Students will develop practical approach to resolve issues and challenges while reporting on legal matters.
- Students will develop a vocabulary and writing style for Crime and Court Reporting.

Unit- I	Introduction to Crime Reporting	L	T	P
1.1	Understanding Crime and Reporting: Definition of crime, nature, and evolving dimensions of crime in society	3	1	-
1.2	Qualities and Skills of a Crime Reporter: Investigative instinct, decision-making, networking, and technical proficiency	2	1	-
1.3	Sources in Crime Reporting: Police (FIR, Charge sheet), victims, eyewitnesses, informers, and digital sources	2	1	1
1.4	Precautions During Crime Reporting: Personal safety, confidentiality, protection of sources, and ethics at crime scenes	1	1	-
1.5	Digital and Modern Tools: Verification via social media, OSINT (Open Source Intelligence) tools, and digital footprints	1	1	-
	Total Hours	**15**		

Unit- II	Basics and Ethics of Crime Reporting	L	T	P
2.1	Duties of a Crime Reporter: Objectivity, factuality, and avoiding sensationalism	1	-	-
2.2	Ethical and Legal Aspects: Media Trial, protecting the identity of victims (especially minors and sexual assault survivors)	1	1	-
2.3	Assessing Police Records: Understanding FIRs, police diaries, charge sheets, panchnamas, and autopsy/post-mortem reports	2	1	1
2.4	Information Gathering and Verification: Fact-checking, avoiding fake news, cross-verification, and ground reporting techniques	2	1	1
2.5	Cyber and Digital Crime: Reporting digital fraud, data theft, cyberbullying, and online crimes	2	1	1
	Total Hours	**15**		

Unit-III	Indian Police System & Forensic Science	L	T	P
3.1	Hierarchy in Police Department: Roles and organizational structure at State and Central levels	2	1	-
3.2	Powers and Limitations of Police Personnel: Arrest, remand, search warrants, and human rights standards	1	1	-
3.3	Major Investigative Agencies in India: CBI, ED, NIA, NCB, IB, and State CID/STF	2	1	-
3.4	Forensic Science and Medical Jurisprudence: DNA profiling, fingerprinting, ballistics reports, and digital forensics	2	-	1
3.5	Police Act and Police Reforms: Model Police Act, Prakash Singh Case guidelines,	2	1	1

	and modern policing reforms			
	Total Hours	**15**		

Unit -IV	**Bharatiya Legal System & Criminal Laws**	L	T	P
4.1	Introduction to Bharatiya Constitution: Fundamental Rights, Freedom of Speech and Expression (Article 19(1)(a)), and reasonable restrictions	2	-	-
4.2	New Bharatiya Criminal Law Framework: BNS (Bharatiya Nyaya Sanhita - replacing IPC), BNSS (Bharatiya Nagarik Suraksha Sanhita - replacing CrPC), BSA (Bharatiya Sakshya Adhiniyam - replacing Evidence Act)	2	-	-
4.3	Court Proceedings Procedure: Bail, summons, warrants, cognizable and non-cognizable offenses	2	1	-
4.4	Legal Vocabulary: Understanding key legal terms and their appropriate usage in journalism	2	1	-
4.5	Digital & Special Acts: IT Act (Information Technology Act) and POCSO Act	2	1	-
	Total Hours	**15**		

Unit -V	**Court Reporting & Judicial Framework**	L	T	P
5.1	Judicial System in Bharat: Structure and functions of Supreme Court, High Courts, District & Sessions Courts, and Tribunals	2	1	-
5.2	Do's and Don'ts in Court Reporting: Courtroom etiquette, reporting ethics, and coverage of sensitive trials	2	1	-
5.3	Public Interest Litigation (PIL): PIL filing procedure, judicial activism, and landmark judgments	2	1	-
5.4	Defamation and Contempt of Court: Civil vs. Criminal Defamation and Contempt of Courts Act (1971)	2	1	-
5.5	Quasi-Judicial Authorities: NHRC (National Human Rights Commission), Women's Commission, NGT (National Green Tribunal)	2	1	-
	Total Hours	**15**		

Assignments:

- Visit local judicial body and make an assignment with hierarchy, power and functionality mentioned in it.
- Visit any local police station and make an assignment mentioning the hierarchy and functionality.
- Make a presentation on Acts related to Court and Crime Reporting.

References:

- Dr NK Trikha, Reporting, 2013, MakhanlalChaturvedi National University of Journalism and Communication.
- ShyamLalYadav, Journalism Through RTI, 2016, Sage Publication India Pvt Limited.
- हर्षदेव, क्राइम कानूनऔर रिपोर्टर, 2013, भारतीय पुस्तक परिषद
- पवन चौधरी, विधि पत्रकारिता चिंता और चुनौतियां ,1993, विधि साहित्य निर्माता एवं प्रकाशक
- पवन कुमार, सुप्रीम कोर्ट में रामलला, 2020, प्रभात प्रकाशन
- डॉ हरिवंश दीक्षित, प्रेस विधि एवं अभिव्यक्ति स्वातंत्र्य, 2007, वाणी प्रकाशन
- वर्तिका नंदा, टेलीविज़नऔरअपराध पत्रकारिता, 2005, भारतीय जनसंचार संस्थान
- निशांत सिंह , आधुनिक अंगुलि चिन्ह विज्ञान,2008 , ओमेगा प्रकाशन।
- एम के मजूमदार, क्राइम रिपोर्टर कैसे बनें,,2015जेनेरिकप्रकाशन।
- पंकज कुमार, प्रेस कानून एवं संविधान, डायमंड बुक्स।

7JRV03- RESEARCH PORTFOLIO	Th	Pr	IA	Contact hrs.		
				L	T	P
	-	80	20	-	1/1	4/8

Objectives:

- To identify and understand the concepts and issues related to mass media research and its process.
- To lern about the complex issues in selecting a research problem, research design, method and implemention of a research project.
- Identify various research tools and techniques with interpretation and writing skills of research report.

Learning Outcome:

- Students will be able to critically analysed published research papers.
- Copable to implement and execute various research methods and techniques.
- Able to build their perspective and executing skills on qualitative and qualitative research methods.

Instructions:-

A research portfolio is a coherent integrated report of various research based work. There for studnts will submit a collection of research reports on the basis of implemeting research process
(Submit portfolio on the following)

- Survey study
- Public opinion poll study
- Focus Group study
- Market Research/Advertising Research

Student will submit the portfolio as per guidlines issued by department under the authorised teacher assign for the work.

Marks Distribution:-

- Evaluvation of the Portfolio by external examiner- 80 Marks.
- Continuous Evaluvation of the Portfolio by Internal examiner -20 Marks

8JRE06(A): INTERCULTURAL COMMUNICATION	Marks:100			Credits:5		
	Th	Pr	Ia	Contact hrs.		
				L	T	P
	80	-	20	4	1	-

Learning Objectives:

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

Learning Outcomes:-

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

UNIT-I	Introduction to Inter Culture Communication	L	T	P
1.1	Culture Communication, Concept and History.	2	1	-
1.2	Necessity of Interculture Communication.	2	1	-
1.3	Concept and Nature of Culture, Culture and Civilization.	2	1	-
1.4	Cultural value, Universal and National value.	2	1	-
1.5	Fundamental assumption about Intercultural Communication	2	1	-
	Total Hours	**15**		

UNIT-II	The Ethics of Interculture Communication	L	T	P
2.1	Five approachese of determing the ethical behaviors	2	1	-
2.2	The Ethical Principles of estern culture	2	1	-
2.3	Intercultural Communication Competency	2	1	-
2.4	Relationship between verbal code and culture	2	1	-
2.5	Relationship Between non-verbal code and Dimensions of culturalar variability	2	1	-
	Total Hours	**15**		

UNIT-III	Discourse in Intercultural Communication	L	T	P
3.1	Media discourse, psychology of media effects.	2	1	-
3.2	Technology as cultural power and its social impect.	2	1	-
3.3	Ethinic and Transnational specialization in the digital era	2	1	-
3.4	Buiding a Global Community	2	1	-
3.5	Education for the Global Citizen.	2	1	-
	Total Hours	**15**		

UNIT-IV	Psychological aspects of Intercultural Communication	L	T	P
4.1	Psychology of Intercultural Communication	2	1	-
4.2	The concept of Empathy and Rapport	2	1	-
4.3	Cultural difference in perception	2	1	
4.4	Intercultural Conflict	2	1	-
4.5	Cultural Intelligence	2	1	-
	Total Hours	**15**		

UNIT-V	Inter-Cultural Communication and Cross Culture Management	L	T	P
5.1	Concept of origanizational Culture	2	1	-
5.2	Intercultural Communication in the global work place.	2	1	-
5.3	Levels of Corporate Culture	2	1	-
5.4	Culture Synergy and its role in Intercultural Communication	2	1	-
5.5	Interaction Bussiness Etiquette.	2	1	-
	Total Hours	**15**		

Practical/Projects/Assignments

- Create a diversify chart of diffrences in Eastern and Western culture.
- Project a news report based on interculture communication
- Identity 2 news stories that shows cultural influence on media
- Any assinenment given by Concern teacher.

Suggested Reading

- Fay patel, Migsheng Li, Prahalad Sooknanan, Intercultural Communication, SAGE Publication New Delhi.
- James W. Neuliep (Seventh Edition), Intercultural Communication, SAGE Publication New Delhi.
- Paul Hodkinson (Second Edition), Media Culture and Society, SAGE Publication New Delhi.

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8JRE06 (B): GENDER STUDIES	Marks:100			Credits:5		
	Th	Pr	IA	Contact hrs.		
				L	T	P
	80	-	20	4/4	1/1	-

Course Objective:-

- To give students an insight into the Gender Concepts.
- To acquaint students with the knowledge of woman and Law.
- To develop a critical perspective towards Gender and Mass Media.

Learning Outcomes:-

- Students will be able to explain and analyze Types of feminism.
- Students will be undestand the basics of woman discourse in India.
- Students get Practical knowledge and understanding about women rights.

Unit- I	Gender Concepts	L	T	P
1.1	Sex & Gender, Social construction of Gender, Gender Socialization	3	-	-
1.2	Gender discrimination, gender stereotyping, Gender Roles	2	-	1
1.3	Structures of gender Inequality. (Patterns of Gender inequality in term of caste, class and religion patterns of violence against woman, Female Infanticide)	3	-	-
1.4	Child marriage. Dowry, Widowhood, Domestic violence, and single woman	2	-	1
1.5	Understanding Demographic indicators related to gender (global comparison)(Sex ration, Literacy, Life Expectancy, Maternal Mortality Rate, Infant Mortality Rate, Work Participation Rate)	3	-	-
	Total Hours	**15**		

Unit- II	Gender and Sexuality	L	T	P
2.1	Principles and Codes of Conduct, Introduction to Acronyms and Terminology	2	1	-
2.2	Examining issues of gender and sexuality related to media and popular culture	2	1	1
2.3	Understanding intersectional fields of feminism	2	-	-
2.4	Understanding queer theory, and media and cultural studies	2	-	1
2.5	Gender gap and divide	2	-	1
	Total Hours	15		

Unit-III	Gender and us	L	T	P
3.1	Gender, health and beyond	2	-	-
3.2	Gender, globalisation and politics	2	-	-
3.3	Gender, culture and literature	2	-	1
3.4	Gender and violence	2	-	-
3.5	Gender and science	2	-	2
	Total Hours	15		

Unit -IV	Women and Law	L	T	P
4.1	Understanding Law: Legal Concepts, Law and Feminism	2	-	-
4.2	History of women Law	2	-	1
4.3	Social reforms	2	1	-

4.4	Women Rights as Human Rights.	2	-	2
4.5	Law Relating to Crime against Women.	2	-	1
	Total Hours	15		

Unit -V	**Gender, Mass Media and Women**	L	T	P
5.1	Globalization and women	2	1	-
5.2	Gender sensitive reporting	2	-	1
5.3	Coverages, News reports, column's, debates and dialogues	2	-	-
5.4	Sex, violence, crime, media – women – other gender	2	-	2
5.5	The #metoo Movement	2	-	1
	Total Hours	15		

Suggested Reading

- Anu Aneja (2019), Women's and Gender Studies in India, Edited book, Publisher: Taylor and frencis.
- Mary E. John (2008) Woman's Studies in India, Edited book, Publisher: Pengnin India.
- Kusum Datta (2007) Women's studies and women's moment in India, Publisher: The Asiatic Society.
- Disch Estelle (2008) Reconstructing Gender: A multicultural Anthology, Publisher: NcGraw-Hill Edition.
- Amy S Wharton (2005) The Sociology of Gender: Introduction to Theory and Research, Blackwell Publising, UK, Indian Reprint, Kilaso Book, New Delhi.
- Kishwar, Madhu and Vanita Ruth (1984) In Search of answers: Indian women's voice from Manushi, Landon.
- रिंकी भट्टाचार्य, (2017), भारत में घरेलू हिंसा, Edited book, प्रकाशक: Sage Bhasha Publication
- डॉ. नीरज कुमार राय, (2016) महिला हिंसा, Edited book , प्रकाशक: Blue Buck Publication

8JRG06: PARLIAMENTARY REPORTING	Marks:100			Credits:5		
	Th	Pr	IA	Contact hrs.		
				L	T	P
	50	30	20	3/3	_	2/4

Course Objective:-

- To develop and understanding about Constitution Legislative in India.
- To introduce students to relationship between Media and Parliament.
- To describe the importance of Reporting in the parliament.

Learning Outcomes:-

- Student will understand the concept of Legislature and Media Proceeings.
- Will develop a critical thinking on Business analysis.
- Will evaluate and buil their perspective on formation of House.

Unit I	CONSTITUTION AND LEGISLATURE	L	T	P
1.1	History of Legislature in India	3	1	-
1.2	Elementary knowledge to Constitution	2	1	-
1.3	Constitution and Legislature	2	1	-
1.4	Formation Process of Parliament and Legislative Assembly	2	1	-
1.5	Relationship between Legislature and Executives	1	1	-
	Total Hours	**15**		

UNIT-II	MEDIA AND PARLIAMENT	L	T	P
2.1	Legislature and Media Proceedings	2	-	1
2.2	Importance of Legislature News	1	1	1
2.3	Observation of Parliamentary Proceeding and the Process of News Gathering	2	1	1
2.4	Responsibilities of Parliamentary Reporter	2	-	-
2.5	Press gallery, Press Committee and the Speaker, Live telecast of house, sansad TV	2	-	1
	Total Hours	**15**		

Unit III	REPORTING IN THE PARLIAMENT	L	T	P
3.1	Witnessing and News Reporting	1	1	1
3.2	Political Parties Press and Press Conference (Legislature Assembly Campus)	2	-	1
3.3	Parliamentary Privileges and Immunities	2	1	-
3.4	News Gathering and Writing	1	1	1
3.5	Legislature, Executive and Press	1	1	1
	Total Hours	**15**		

Unit IV	WORKING OF THE HOUSE	L	T	P
4.1	Working Process of House	1	-	1
4.2	Standing Committee System	2	1	1
4.3	Question Hour, Zero Hour (Proceeding) and Motion of attention	2	1	1
4.4	Kamroko, Ninda, No Confidence and Debate Process	2	-	1
4.5	Process of Legislation (Financial Bill, General Budget, Supplementary Budget etc)	1	-	1
	Total Hours	**15**		

Unit V	BUSINESS ANALYSIS	L	T	P
5.1	Question Answer Analysis	1	-	1
5.2	Budget, Public Account Committee, Auditor General Report etc	1	1	1
5.3	Ministry and Standing Committee, Report Analysis	1	1	1
5.4	Writing of House Galleries Activities	1	1	2
5.5	Inaugural Session, Join Session, Special Session and Important Addresses	1	1	1
	Total Hours	**15**		

Assignments:

- Conduct an interview of a Business Personality and write press release on same topic.
- News Reporting (Field Visit) and news writing -5 News on Parliamentary Reporting.
- Attand Minimum Two Press Conference and write press release on same topic.
- Write an essay on relationship between Media and Parliament.
- Any assignment given by the concern teacher.

Suggested Reading

- डॉ.ललित मोहन, संसदीय पत्रकारिता और हिंदी प्रेस, सरोज प्रकाशन, सागर।
- लज्जाशंका हरदेनिया, संसदीय रिपोर्टर स्वरूप एवं संभावनाएं , मध्य प्रदेश हिंदी ग्रन्थ अकादमी।
- पत्रकारिता एवं प्रेस कानून, मनीषा द्विवेदी, कनिष्ठ पब्लिकेशन, डिस्ट्रीब्यूटर्स।
- Media Legislation and Laws- Dr. Samir Kr. Singh, Prof. Pushpendra P. Singh, Jnanada Prakashan, New Delhi.
- Media Law and ethics -Prof. (Dr.) N.K. Trikha, Jnanada Prakashan New Delhi.
- हिंदी पत्रकारिता स्वरूप प्रकार - डॉ. अनुज प्रताप सिंह (ग्रन्थ निकेतन दिल्ली)

8JRV04 - DISSERTATION	Th	Pr	IA	Contact hrs.		
				L	T	P
	-	160	40	2/2	8/16	10/18

Guidelines:-

- As mentioned in the syllabus, you will be required to submit the Dissertation to the Journalism Department of university. This Guide has been prepared to help you in doing a project work by familiarising you with its various aspects.
- Dissertation is an independent investigation and your own work. The purpose of the Dissertation is to enable you to analyse the situation and through the Dissertation, you will be expected to put into practice all that you have learnt while pursuing courses of B.A. JCW (Research) Honors Programme. It is a way of applying the knowledge gained through the various course to the issue and concerns of day to day events in the Journalism and Creative Writing.
- The Curricula are designed to provide students comprehensive knowledge covering the skills and core areas of journalism and creative writing in theory and practicals with the same objective. Six months major Dissertation is part of curicula in last semester of B.A. JCW (Research) Honors. In Dissertation students are supposed to develop quality creative writing by applying theoretical and practical knowledge of various courses learnt.

Oblective:-

- The objective of this Dissertation is to help the student develop the ability to apply theoretical and practical tools/techniques to solve real life problems related to industry, academic institutions and Research.
- Your project Shall be guided by a Supervisor assigned by the department of Journalism Makhanlal Chaturvedi Rastriya Patrikarita Vishvavidyalaya .
- All Counsellors are recognised as Supervisors is available with the coordinator of your journalism Department. Once you have selected a broad areas for study your co-ordinator who will assign a supervisor to you, suited to your study.

So, you should prepare a Dissertation with the help of your Supervisor/Academic Counselor/ Research Guide available at your Department.

Think carefully and discuss with your assigned Guide/ supervisor before selecting a topic for your Dissertation.

Marks Distribution:-

- Evaluvation of Dissertation by external examiner - 160 Marks
- Continious evaluating of Internal examiner- 40 Marks