

Himachal Pradesh University, Shimla - 17105
Department of Journalism and Mass Communication

Proceedings of the meeting of
Undergraduate Board of Studies in Journalism and Mass Communication

Date and time: 31st May 2013 (10.30 a.m.)

Venue: Department of Journalism and Mass Communication
Himachal Pradesh University, Shimla - 171005

The following were present:

Prof. Vir Bala Aggarwal	Department of Journalism and Mass Communication, Himachal Pradesh University – Chairperson and Convener
Prof. Harish Kumar	Department of Journalism & Mass Communication, Maharishi Dayanand University, Rohtak (Haryana) – External Expert
Prof. Ashutosh Mishra	Dean, Chitkara School of Mass Communication, Chitkara University, Rajpura (Punjab) – External Expert
Dr. Vikas Dogra	Assistant Professor, Department of Journalism and Mass Communication, Himachal Pradesh University – Member

The following items were discussed and decisions taken:

Item 1: To formulate the norms for undergraduate Bachelor of Journalism and Mass Communication (BJMC).

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion, the UG BoS approved and recommended the norms for undergraduate Bachelor of Journalism and Mass Communication (BJMC) as per Appendix 1.

Item 2: To formulate the norms for BA with Major in Journalism and Mass Communication.

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion the UG BoS approved and recommended the norms for BA with Major in Journalism and Mass Communication as per Appendix 2.

Item 3: To formulate the norms for BA with Major in Journalism and Mass Communication (with Emphasis).

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion the UG BoS approved and recommended the norms for BA with Major in Journalism and Mass Communication (with Emphasis) as per Appendix 3.

Item 4: To formulate the norms for opting for Journalism and Mass Communication as a Minor in undergraduate programmes.

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion the UG BoS approved and recommended the norms for opting for Journalism and Mass Communication as a Minor in undergraduate programmes as per Appendix 4.

Item 5: To formulate the norms for Diploma in Journalism and Mass Communication.

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion, the UG BoS approved and recommended the norms for Diploma in Journalism and Mass Communication as per Appendix 5.

Item 6: To formulate the norms for Certificate in Journalism and Mass Communication.

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion the UG BoS approved and recommended the norms for Certificate in Journalism and Mass Communication as per Appendix 6.

Item 7: To formulate the courses and syllabus for undergraduate studies in Journalism and Mass Communication.

Decision: The members of the undergraduate Board of Studies (UG BoS) went through the recommendations made by the Working Group on formulating the syllabus of Journalism and Mass Communication in their workshop on 28th May, 2013. After intense discussion the UG BoS approved and recommended the courses and syllabus of to be offered for undergraduate studies in Journalism and Mass Communication as per Appendix 7.

The meeting ended with a vote of thanks to the chair.


(Harish Kumar)


(Vikas Dogra)

 31/5/13
(Ashutosh Mishra)


(Vir Bala Aggarwal)

Abbreviations

Unless otherwise specified, abbreviations with following meanings have been used in Appendices 1 to 7:

BA: Bachelor of Arts

BJMC: Bachelor of Journalism and Mass Communication

BoS: Board of Studies

CCA: Continuous Comprehensive Assessment

ESE: End-semester Examination

GI&H: General Interest and Hobby Courses

HC: Hard Core Course

JMC: Journalism and Mass Communication

L: Lecture Session credits

OE: Open Elective course

P: Practical/Practice Session credits

SC: Soft Core course

T: Tutorial Session credits

**Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication**

**Norms
for undergraduate
Bachelor of Journalism and Mass Communication (BJMC)**

**Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.**

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

Bachelor of Journalism and Mass Communication (BJMC)

Requirements: 2013-2014 onwards

1. A student shall have to earn a minimum of 120 credits for the Degree of Bachelor of Journalism and Mass Communication (BJMC).
2. These credits may be earned from a combination of Compulsory, Hard Core, Soft Core, Elective Courses and General Interest and Hobby courses as follows:

Sr.	Programme Component	Subject of Study	Minimum Credits to be earned
i.	Hard Core Courses [*]	JMC [^]	28
ii.	Soft Core Courses [@]	JMC [^]	28
iii.	Minor 1 [§]	JMC [^]	20
iv.	Minor 2	Any stream ^α	-- ^π
v.	Compulsory Courses	Any ^Ω	9
vi.	General Interest and Hobby	Any ^Ω	1
vii.	Additional Core/Elective	Any stream [#]	Variable [~]
Total			120

[^] The subject of Journalism and Mass Communication is abbreviated as JMC.

^{*} All Hard Core courses have to be compulsorily taken up.

[@] Soft Core courses may also be chosen as Additional Core courses for earning additional credits.

[§] For Minor in JMC, a student may choose from Open Elective courses offered by Journalism and Mass Communication Department.

^α A student may opt for 2nd Minor from any stream other than JMC from the choices offered by the institution of study.

^π As per requirements of the subject.

^Ω Courses to be chosen from the respective list of options offered by the institution of study.

[#] A student may choose Additional Core/Elective courses either from JMC or the 2nd Minor subject opted for by him/her.

[~] A student should choose additional core/electives in such a way that (s)he may earn a minimum of 120 credits for the degree of BJMC.

3. Candidates admitted to BJMC from the year 2013-14 may take up courses as per the indicative Undergraduate Programme Course Structure for BA with Major in Journalism and Mass Communication enclosed.
4. Students of BJMC cannot opt for Compulsory courses in JMC.
5. In addition to the above, the students of BJMC shall be governed by the general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, etc. as decided by the Himachal Pradesh University, Shimla from time to time.

**An indicative Undergraduate Programme Course Structure for
Bachelor of Journalism and Mass Communication (BJMC)
(For the candidates to be admitted from the year 2013-14)**

Semester	Course Code	Course Type	Course Name	Credits	Cumulated credits Category-wise [#]
I (Odd)		Compulsory Course I	To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23
		Compulsory Course II (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3	
	BJMC110401	Major Core Course I	Principles of Communication	4	
	BJMC110402	Major Core Course II	Journalism, Ethics and Society	4	
	BJMC110403/ BJMC110404	Minor Elective Course I(a)	News Writing Skills/ Reporting, Editing and Feature Writing	4	
		Minor Elective Course I(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		GI&H Course I	To be selected from the list of GI&H courses	1	
II (Even)		Compulsory Course III	To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23
		Compulsory Course IV (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3	
	BJMC120405	Major Core Course III	Understanding Television	4	
	BJMC120406	Major Core Course IV	Understanding Radio	4	
	BJMC120407/ BJMC120408	Minor Elective Course II(a)	Writing and Producing for Radio/ Writing and Producing for Television	4	
		Minor Elective Course II(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		GI&H Course II	To be selected from the list of GI&H courses	1	
III (Odd)		Compulsory Course V	To be selected from the list of Compulsory courses (Skill based)	3	Compulsory – 6 Core – 12 Elective – 8 GI & H – 1 Total – 27
		Compulsory Course VI (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3	
	BJMC210401	Major Core Course V	New Media Communication	4	
	BJMC210402	Major Core Course VI	Introduction to Advertising	4	
	BJMC210403	Major Core Course VII	Introduction to public Relations	4	
	BJMC210404/ BJMC210405	Minor Elective Course III(a)	New Media Writing and Publishing/ Interpersonal Communication Skills	4	
		Minor Elective Course III(b)	To be selected from list of Minor Elective subjects other than JMC	4	
	GI&H Course III	To be selected from the list of GI&H courses	1		

Semester	Course Code	Course Type	Course Name	Credits	Cumulated credits Category-wise [#]
IV (Even)	BJMC220406	Major Core Course VIII	Communication and Development	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24
	BJMC220407	Major Core Course IX	Community and Traditional Media	4	
	BJMC220408	Major Core Course X	Media and Culture	4	
	BJMC220409/ BJMC220410	Minor Elective Course IV(a)	Newspaper Organisation and Functioning/ Understanding Films	4	
		Minor Elective Course IV(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
V (Odd)	BJMC310401	Major Core Course XI	Mass Media Research	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24
	BJMC310402	Major Core Course XII	Introduction to Visual Communication	4	
	BJMC310405	Major Core Course XIII	Global Communication	4	
	BJMC310403/ BJMC310404	Minor Elective Course V(a)	Graphic Design and Production/ Photojournalism	4	
		Minor Elective Course V(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
VI (Even)	BJMC320806	Major Core Course XIV	Media Internship	8	Core – 16 Core / Elective (additional) – 20 Total – 36
	BJMC320807	Major Core Course XV	Media Project	8	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	

* Additional core/elective courses can be taken in the IV to VI semesters for 'Second Major' or for earning additional credits as the case may be.

[#] The total and category-wise credits that a student can earn in each semester is only indicative. The number of credits earned by a student per semester may vary. This will however be subject to the requirements of the programme of study along with rules and regulations of the institution of study.

Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication

Norms
for BA with Major
in Journalism and Mass Communication

Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

BA with Major in Journalism and Mass Communication

Requirements: 2013-2014 onwards

1. A student shall have to earn a minimum of 120 credits for BA with Major in Journalism and Mass Communication.
2. These credits may be earned from a combination of Compulsory, Hard Core, Soft Core, Elective and General Interest and Hobby courses as follows:

Sr.	Programme Component	Subject of Study	Minimum Credits to be earned
i.	Hard Core Courses [*]	JMC [^]	28
ii.	Soft Core Courses [@]	JMC [^]	28
iii.	Minor 1	Any stream [§]	-- ^π
iv.	Minor 2	Any stream [§]	-- ^π
v.	Compulsory Courses	Any ^Ω	9
vi.	General Interest and Hobby	Any ^Ω	1
vii.	Additional Core/Elective	Any stream [#]	Variable [~]
Total			120

[^] The subject of Journalism and Mass Communication is abbreviated as JMC.

^{*} All Hard Core courses in JMC have to be compulsorily taken up.

[@] Soft Core courses may also be chosen as Additional Core courses for earning additional credits.

[§] A student may opt for 1st and 2nd Minor subjects from any stream other than JMC. These subjects are to be selected from the options offered by the institution of study.

^π As per requirements of the subject chosen.

^Ω Such courses have to be chosen from the respective options offered by the institution of study.

[#] A student may choose Additional Core/Elective courses from JMC or Minor 1 or Minor 2 subjects opted for by him/her.

[~] A student should choose Additional Core/Electives in such a way that (s)he may earn a minimum of 120 credits for the degree of BA with Major in Journalism and Mass Communication.

3. Candidates admitted to BA with Major in JMC from the year 2013-14 may take up courses as per the indicative Undergraduate Programme Course Structure for BA with Major in Journalism and Mass Communication enclosed.
4. Students of pursuing Major in JMC cannot opt for Compulsory courses in JMC.
5. In addition to the above, the students of BJMC shall be governed by the general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, etc. as decided by the Himachal Pradesh University, Shimla from time to time.

**An indicative Undergraduate Programme Course Structure for
BA with Major in Journalism and Mass Communication (BJMC)
(For the candidates to be admitted from the year 2013-14)**

Semester	Course Code	Course Type	Course Name	Credits	Cumulated credits Category-wise [#]
I (Odd)		Compulsory Course I	To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23
		Compulsory Course II (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3	
	BJMC110401	Major Core Course I	Principles of Communication	4	
	BJMC110402	Major Core Course II	Journalism, Ethics and Society	4	
		Minor Elective Course I(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course I(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		GI&H Course I	To be selected from the list of GI&H courses	1	
II (Even)		Compulsory Course III	To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23
		Compulsory Course IV (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3	
	BJMC120405	Major Core Course III	Understanding Television	4	
	BJMC120406	Major Core Course IV	Understanding Radio	4	
		Minor Elective Course II(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course II(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		GI&H Course II	To be selected from the list of GI&H courses	1	
III (Odd)		Compulsory Course V	To be selected from the list of Compulsory courses (Skill based)	3	Compulsory – 6 Core – 12 Elective – 8 GI & H – 1 Total – 27
		Compulsory Course VI (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3	
	BJMC210401	Major Core Course V	New Media Communication	4	
	BJMC210402	Major Core Course VI	Introduction to Advertising	4	
	BJMC210403	Major Core Course VII	Introduction to public Relations	4	
		Minor Elective Course III(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course III(b)	To be selected from list of Minor Elective subjects other than JMC	4	
	GI&H Course III	To be selected from the list of GI&H courses	1		

Semester	Course Code	Course Type	Course Name	Credits	Cumulated credits Category-wise [#]
IV (Even)	BJMC220406	Major Core Course VIII	Communication and Development	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24
	BJMC220407	Major Core Course IX	Community and Traditional Media	4	
	BJMC220408	Major Core Course X	Media and Culture	4	
		Minor Elective Course IV(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course IV(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
V (Odd)	BJMC310401	Major Core Course XI	Mass Media Research	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24
	BJMC310402	Major Core Course XII	Introduction to Visual Communication	4	
	BJMC310405	Major Core Course XIII	Global Communication	4	
		Minor Elective Course V(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course V(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
VI (Even)	BJMC320806	Major Core Course XIV	Media Internship	8	Core – 16 Core / Elective (additional) – 20 Total – 36
	BJMC320807	Major Core Course XV	Media Project	8	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	

* Additional core/elective courses can be taken in the IV to VI semesters for 'Major with Emphasis', 'Second Major' or for earning additional credits as the case may be.

[#] The total and category-wise credits that a student can earn in each semester is only indicative. The number of credits earned by a student per semester may vary. This will however be subject to the requirements of the programme of study along with rules and regulations of the institution of study.

Appendix 3

**Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication**

**Norms
for BA with Major in Journalism and Mass Communication
(with Emphasis)**

**Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.**

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

BA with Major in Journalism and Mass Communication (with Emphasis)

Requirements: 2013-2014 onwards

1. A student pursuing BA with Major in Journalism and Mass Communication will be eligible for BA with Major in Journalism and Mass Communication (with emphasis) if (s)he accrues at least 15 credits in excess of the minimum requirement of 120 credits.
2. These 15 credits in excess will have to be earned with at least 'A' grade in JMC courses.
3. Such students may opt for Core/Open Elective courses in JMC as Additional Core/Elective Courses.
4. Such students cannot opt for Compulsory courses in JMC.
5. All other norms for such student shall remain the same as for the students pursuing BA with Major in Journalism and Mass Communication
6. In addition to the above, the students pursuing BA with Major in Journalism and Mass Communication (with emphasis) shall be governed by the general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, etc. as decided by the Himachal Pradesh University, Shimla from time to time.

Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication

Norms
for opting for
Journalism and Mass Communication
as a Minor in undergraduate programmes

Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

Norms for opting for Journalism and Mass Communication as a Minor in undergraduate programmes

1. Any student pursuing any undergraduate programme may take up Journalism and Mass Communication as a Minor.
2. A student opting for Journalism and Mass Communication as a Minor will have to earn at least 20 credits in Journalism and Mass Communication.
3. These credits may be earned as follows:

Sr.	Programme Component	Subject of Study	Minimum Credits to be earned
i.	Hard Core Courses	Subject of Major studies	-- @
ii.	Soft Core Courses		
iii.	Minor 1	JMC [^]	20
iv.	Minor 2 [@]	-- @	-- @
v.	Compulsory Courses	-- @	-- @
vi.	General Interest and Hobby	-- @	-- @
vii.	Additional Core/Electives [#]	-- @	-- @
Total			-- @

[^] The subject of Journalism and Mass Communication is abbreviated as JMC.

[@] As per requirements of the subject of Major studies.

4. For earning additional credits, courses in JMC may also be opted as Additional Elective courses by the students having JMC as a Minor.

5. Double Major

Students pursuing Major in a subject other than JMC may do a **Double Major**, with Journalism and Mass Communication as the second Major, as follows:

- (a) A student will have to earn 30 credits in excess of the minimum requirements of the degree.
- (b) These 30 credits in excess will have to be earned in JMC courses with at least 'A' grade.
- (c) Also, 50 out of the aggregate credits earned for the degree will have to be earned in JMC.
- (d) Of the 50 credits at 3(c), 20 credits will have to be earned in JMC as a Minor.
- (e) Also, 28 out of the 50 credits at 3(c) will have to be earned from Hard Core courses in JMC.
- (f) Such students may also opt for Core/Open Elective courses in JMC as Additional Core/Elective Courses subject to the conditions/requirements of the 1st Major.

Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication

Norms
for Diploma in
Journalism and Mass Communication

Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

Diploma in Journalism and Mass Communication

Requirements: 2013-2014 onwards

1. A student having Journalism and Mass Communication will be eligible for a Diploma in Journalism and Mass Communication if (s)he earns a minimum of 96 credits in a maximum of three years.
2. 48 credits out of these 96 credits will have to be earned in JMC.
3. These 96 credits may be earned as follows:

Sr.	Programme Component	Subject of Study	Minimum Credits to be earned
i.	Hard Core Courses	JMC [^]	20
ii.	Soft Core Courses	JMC [^]	16
iii.	Minor 1	Any stream [*]	-- ~
iv.	Minor 2	Any stream	-- ~
v.	Compulsory Courses	Any ^Ω	9
vi.	General Interest and Hobby	Any ^Ω	1
vii.	Additional Core/Electives	-- [#]	-- ~
Total			96

[^] The subject of Journalism and Mass Communication is abbreviated as JMC.

^{*} One of the Minor subjects of study can also be JMC.

^Ω Such courses have to be chosen from the respective options offered by the institution of study.

[#] Additional Core/Electives can either be JMC or one of the two Minor subject chosen by a student.

[~] A student will have to earn these credits in such a way that (s)he may earn a minimum of 96 credits for the Diploma in JMC subject to clause 4 below.

4. A student pursuing Major in any other subject shall also be eligible for a Diploma in Journalism and Mass Communication subject to the condition that (s)he has earned at least 96 credits in aggregate out of which 48 credits should be in JMC. Of these 48 credits 20 credits should be from Hard Core and 16 credits from Soft Core courses in JMC. Out of the 96 aggregate credits, nine credits should be from Compulsory and one credits from GI&H courses.
5. In addition to the above, the students of Diploma in Journalism and Mass Communication shall be governed by the general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, etc. as decided by the Himachal Pradesh University, Shimla from time to time.

**Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication**

**Norms
for Certificate in
Journalism and Mass Communication**

**Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.**

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

Certificate in Journalism and Mass Communication

Requirements: 2013-2014 onwards

1. A student having Journalism and Mass Communication will be eligible for a Certificate in Journalism and Mass Communication if (s)he earns a minimum of 48 credits in a maximum of two years.
2. 24 credits out of these 48 credits will have to be earned in JMC.
3. These 48 credits may be earned as follows:

Sr.	Programme Component	Subject of Study	Minimum Credits to be earned
i.	Hard Core Courses	JMC [^]	10
ii.	Soft Core Courses	JMC [^]	8
iii.	Minor 1	Any stream [*]	-- ~
iv.	Minor 2	Any stream	-- ~
v.	Compulsory Courses	Any ^Ω	6
vi.	General Interest and Hobby	Any ^Ω	1
vii.	Additional Core/Electives	-- [#]	-- ~
Total			48

[^] The subject of Journalism and Mass Communication is abbreviated as JMC.

^{*} One of the Minor subjects of study can also be JMC.

^Ω Such courses have to be chosen from the respective options offered by the institution of study.

[#] Additional Core/Electives can either be JMC or one of the two Minor subjects chosen by a student.

[~] A student will have to earn these credits in such a way that (s)he may earn a minimum of 48 credits for the Certificate in JMC subject to clause 4 below.

4. A student pursuing Major in any other subject shall also be eligible for a Certificate in Journalism and Mass Communication subject to the condition that (s)he has earned at least 48 credits in aggregate out of which 24 credits should be in JMC. Of these 24 credits, 10 credits should be from Hard Core and 8 credits from Soft Core courses in JMC. Out of the 48 aggregate credits, six credits should be from Compulsory and one credits from GI&H courses.
5. In addition to the above, the students Certificate in Journalism and Mass Communication shall be governed by the general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, etc. as decided by the Himachal Pradesh University, Shimla from time to time.

**Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication**

**Courses and Syllabus
for Undergraduate Studies in
Journalism and Mass Communication**

**Approved by undergraduate Board of Studies
in Journalism and Mass Communication on 31st May, 2013.**

Sd/-

Prof. Harish Kumar
Department of Journalism & Mass
Communication, Maharishi Dayanand
University, Rohtak – External Expert

Sd/-

Prof. Ashutosh Mishra
Dean, Chitkara School of Mass
Communication, Chitkara University, Rajpura
– External Expert

Sd/-

Dr. Vikas Dogra
Assistant Professor, Department of Journalism
and Mass Communication, Himachal Pradesh
University - Member

Sd/-

Prof. Vir Bala Aggarwal
Department of Journalism and Mass
Communication, Himachal Pradesh
University – Chairperson and Convener

Himachal Pradesh University
Courses and Syllabus for undergraduate studies in
Journalism and Mass Communication

Approved in BoS meeting in the subject of Journalism and Mass Communication held on 31st May 2013

Course Code					Course Title	Credit Distribution			Total Credits
Subject	Year	Sem (Odd/Even)	Credits	Sr.		L	T	P	
BJMC	1	1	04	01	Principles of Communication *	3	1	0	4
BJMC	1	1	04	02	Journalism, Ethics and Society *	3	1	0	4
BJMC	1	1	04	03	News Writing Skills [#]	2	1	1	4
BJMC	1	1	04	04	Reporting, Editing and Feature Writing [#]	3	0	1	4
BJMC	1	2	04	05	Understanding Television *	3	1	0	4
BJMC	1	2	04	06	Understanding Radio *	3	1	0	4
BJMC	1	2	04	07	Writing and Producing for Radio [#]	3	0	1	4
BJMC	1	2	04	08	Writing and Producing for Television [#]	3	0	1	4
BJMC	2	1	04	01	New Media Communication *	3	0	1	4
BJMC	2	1	04	02	Introduction to Advertising *	3	1	0	4
BJMC	2	1	04	03	Introduction to Public Relations *	3	1	0	4
BJMC	2	1	04	04	New Media Writing and Publishing [#]	2	1	1	4
BJMC	2	1	04	05	Interpersonal Communication Skills [#]	2	1	1	4
BJMC	2	2	04	06	Communication and Development **	3	1	0	4
BJMC	2	2	04	07	Community and Traditional Media **	3	1	0	4
BJMC	2	2	04	08	Media and Culture **	3	1	0	4
BJMC	2	2	04	09	Newspaper Organisation and Functioning [#]	3	1	0	4
BJMC	2	2	04	10	Understanding Films [#]	3	0	1	4
BJMC	3	1	04	01	Mass Media Research **	3	1	0	4
BJMC	3	1	04	02	Introduction to Visual Communication **	3	1	0	4
BJMC	3	1	04	03	Graphic Design and Production [#]	2	1	1	4
BJMC	3	1	04	04	Photojournalism [#]	2	1	1	4
BJMC	3	1	04	05	Global Communication **	3	1	0	4
BJMC	3	2	08	06	Media Project **@	0	2	6	8
BJMC	3	2	08	07	Media Internship **@	0	0	8	8
BJMC	0	0	03	01	Media Literacy~	2	1	0	3

* Hard Core course ** Soft Core course # Open Elective course ~ Compulsory course

Note: A student may opt for odd- and even- semester courses (denoted by 1 and 2 respectively in the course codes above) in any year during his/her undergraduate studies subject to other norms and administrative convenience of the institution of study.

@ These courses can be opted for only by students doing a Major, Major with emphasis, Double Major in Journalism and Mass Communication or by the student of BJMC. Also, these courses can be taken up only after completing 5th Semester.

Course Contents
Journalism and Mass Communication (Undergraduate Studies)
Himachal Pradesh University

Approved in BoS meeting in the subject of Journalism and Mass Communication held on 31st May 2013

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Principles of Communication

Course Code	BJMC110401					
Course Title	Principles of Communication					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.					
Type of the course	HC		SC		OE	
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNICATION BASICS: Concept and definitions of communication; Functions of communication; Elements and process of communication; Types of communication: intrapersonal, interpersonal, group and mass communication; Verbal and Non-verbal communication.	9	3	0
II	COMMUNICATION AND SOCIETY: 7 Cs of communication; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication; Socialization and role of communication in socialization. Meaning in communication; Basics of signs, symbols and codes.	9	3	0
III	COMMUNICATION MODELS: One-way and two-way models of communication; SMCR model; Lasswell formula; Osgood and Schramm model.	9	3	0
IV	COMMUNICATION THEORIES: Bullet theory; Personal influence theory; Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories.	9	3	0
V	SHANNON AND WEAVER'S MATHEMATICAL THEORY OF COMMUNICATION: Information and Noise; Redundancy and Entropy; Channel, Medium, Code; Feedback.	9	3	0

Texts and References:

- Erik Karl Rosengren (2000). *Communication: An Introduction*, London: Sage Publications.
- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations (2nd edn), Ferment, and Future*, Singapore: Thomason Asia Pvt. Ltd.
- N. Andal (2005). *Communication Theories and Models*, Bangalore: Himalaya Publishing House.
- Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- John Fiske (2011). *Introduction to Communication Studies: Studies in culture and communication* (3rd edn), Oxon: Routledge.
- Uma Narula (2006). *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications.

Journalism, Ethics and Society

Course Code	BJMC110402					
Course Title	Journalism, Ethics and Society					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	This course aims to inspire ethical journalistic conduct in budding journalists by making them conversant with the meaning of journalism, its power to make a difference in the world and the common pitfalls. Finally, an exposing works of a towering development journalist will foster a lasting impression of professional propriety and missionary zeal.					
Type of the course	HC	SC		OE		
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 10 marks out of 15 in 2nd mid-term exam will be awarded by the course teacher based on each student's participation during tutorial readings and performance in classroom discussions based on Unit V.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8	1 × 8 = 8 marks

	marks, from Unit 3. One question is to be attempted.	
Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E+F)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	JOURNALISM: Concept and definition of journalism; Journalism as a mission vs. journalism as a profession; Ethical issues regarding news values, reporters and their sources; Media as the Fourth Estate.	10	1	0
II	WHY JOURNALISM MATTERS: Role of journalism in society; Journalists as gatekeepers and watchdogs; Journalism for development and nation building; Citizen Journalism.	10	1	0
III	TRENDS IN JOURNALISM: Yellow Journalism; Trivialisation of news and Market-driven Journalism; Journalism, Public Relations and Spin; Paid News; Advertorials.	10	1	0
IV	ETHICAL JOURNALISM: Ethics of Journalism; Objectivity, truth and public interest in Journalism; Right to Privacy vs. public right to know; Press Council of India's Code of Conduct for Journalists.	10	2	0
V	DEVELOPMENT JOURNALISM CASE STUDIES: Readings and discussions from <i>Everybody Loves a Good Drought</i> by P. Sainath (2000).	5	10	0

Texts and References:

- Vir Bala Aggarwal (2006). *Essential of Practical Journalism*, New Delhi: Concept Publishing Company.
- Karin Wahl-Jorgensen and Thomas Hanitzsch (eds.) (2009). *The Handbook of Journalism Studies*, New York and London: Routledge.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House
- Karen Sanders (2003). *Ethics and Journalism*, New Delhi: Sage.

- Vir Bala Aggarwal & VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- V.S. Gupta (1999). *Communication Technology, Media Policy and National Development*, New Delhi: Concept Publishing Company.
- P. Sainath (2000). *Everybody Loves A Good Drought: Stories from India's Poorest Districts*, Penguin.
- Press Council of India (2010). *Norms of Journalistic Conduct*, PCI (Available online: <http://presscouncil.nic.in/norms-2010.pdf>).
- Vir Bala Aggarwal (2002). *Media and society: Challenges and opportunities*, New Delhi: Concept Publishing Company.

Understanding Television

Course Code	BJMC120405					
Course Title	Understanding Television					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	Students will understand the power of television as a medium of communication. They will learn about the journey of television in India from independence to the current times. This will help them understand the current television scenario and content. They will also develop a perspective on how and why commercial television is different from public service broadcasting.					
Type of the course	HC		SC		OE	
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity *	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is 3 hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	THE MEDIUM OF TELEVISION: Television as a medium of communication, its strengths and weaknesses; Role and functions of television in society; Media richness and the power of moving image; Global television and cultural imperialism.	9	3	0
II	STORY OF INDIAN TELEVISION: Early experiments with TV in India; TV for socio-cultural development; Satellite Instruction Television Experiment; Public service broadcasting and Doordarshan.	9	3	0
III	NEW ERA IN INDIAN BROADCASTING: From Terrestrial transmission to introduction of Cable TV in India; Cable TV Act; Conditional Access System, DTH and Internet TV; Pay per view and View on demand.	9	3	0
IV	PROGRAMMING GENRES: Types of programming: Fiction, Non-fiction and Mixed; Live, Packaged and Mixed; Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc.	9	3	0
V	BROADCAST INDUSTRY: Doordarshan: Organisation structure; Doordarshan Kendras; Private Television Ownership and control in India; Television revenue and TRPs.	9	3	0

Texts and References:

- Nalin Mehta (2008). *Television in India: Satellites, Politics and Cultural Change*, Oxon: Routledge
- Walter McDowell (2006). *Broadcast Television: A Complete Guide to the Industry*, New York: Peter Lang.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- PC Chatterji (1987). *Broadcasting in India*, New Delhi: Sage Publications.
- Melissa Butcher (2003). *Transnational Television, Cultural Identity and Change: When STAR Came to India*, New Delhi: Sage.
- David Page and William Crawley (2001). *Satellites over South Asia: Broadcasting, culture, and the Public Interest*, Sage Publications.

- Aditi Chatterjee, N. Bhaskara Rao and P. N. Vasanti (2000). *Vision and Mission for India's Public Broadcasting: Prasar Bharti Corporation*. New Delhi: Centre for Media Studies.
- Jonathan Bignell (2012). *An Introduction to Television Studies*, Oxon: Routledge.
- Gary Richard Edgerton and Brian Geoffrey Rose (2005). *Thinking Outside the Box: A Contemporary Television Genre Reader*, University Press of Kentucky.

Understanding Radio

Course Code	BJMC120406					
Course Title	Understanding Radio					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	Students will understand the radio as a medium of communication and its development in India. The course helps the student to appreciate radio's functioning and content. The course also acquaints a student with the reasons it is acclaimed as a people's medium and how it can play an important role in development.					
Type of the course	HC	SC		OE		
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity *	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	THE MEDIUM: Characteristics of radio; Functions and role of radio communication; Evolution of radio as a mass medium; Development of radio in India.	9	3	0
II	ALL INDIA RADIO: AIR organisation and structure; AIR regional broadcasting; AIR services and special audience programme; AIR News Division.	9	3	0
III	RADIO PROGRAMMING: Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes.	9	3	0
IV	RADIO TRANSMISSION Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.	9	3	0
V	RADIO FOR DEVELOPMENT: Open broadcasting – unorganized audience; Instructional radio – organized learning group; Radio rural forums – decision group; Radio schools – the non-formal learning group; Radio and animation – participating group.	9	3	0

Texts and References:

- Prasar Bharti (2007). *All India Radio*, New Delhi: Audience Research Unit, Prasar Bharti (Available online: <http://allindiaradio.gov.in/allindiaradio/shared/AIRComp2007.pdf>).
- Gol (1983). *This is All India Radio: A handbook of radio broadcasting in India*, Publications Division, Ministry of Information and Broadcasting, Government of India.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- Andrew Crisell (1994). *Understanding Radio* (2nd edn), New York and London: Routledge.
- Emile G. McAnany (1973). *Radio's Role in Development: Five Strategies of Use*, USAID (Available online: http://pdf.usaid.gov/pdf_docs/PNAAD453.pdf).
- UNESCO (1965). *Radio Broadcasting Serves Rural Development*, UNESCO reports and papers on mass communication.
- PC Chatterji (1987). *Broadcasting in India*, New Delhi: Sage Publications.

New Media Communication

Course Code	BJMC210401					
Course Title	New Media Communication					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	0	1	4		
Contact hours	45	0	30	75		
Course objective	The course acquaints a student with conventional and the new media technologies, with a special focus on networking – central to the new media technologies. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.					
Type of the course	HC	SC		OE		
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 2nd mid-term exam will be a practical test of the students' ability to perform activities in Unit V. The test will be conducted by the course teacher.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 × 8 = 8 marks

Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E+F)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	NEW MEDIA AND NEW TECHNOLOGIES: New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;	11	0	0
II	INTERNET: HISTORY AND DEVELOPMENT; FORCES THAT SHAPE INTERNET. Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.	11	0	4
III	SOCIETY IN THE INFORMATION AGE: Concepts of information society, network society and mass society; Networks: Evolution of human networks; Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Causes for rise of networks: Historical and social causes; systems causes – adaptation and evolution, from chaos to order (complexity); Comparison of mass society with network society.	11	0	0
IV	NEW MEDIA IN EVERYDAY LIFE: WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema; Issues: Information overload, digital divide, internet addiction and intrusion of family life.	11	0	6
V	PRACTICAL EXPOSURE: [^] Surfing various internet websites; Creating Email account using Gmail, or any other email service; Creating personal blogs using Wordpress or Blogspot; Creating personal facebook accounts and creating a facebook	1	0	20

	group; Searching for information on topics in Units 1 to 4 using Google and Wikipedia.			
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^ Unit V will run concurrently with first four units.

Texts and References:

- Lelia Green (2010). *The Internet: An introduction to new media*, Oxford and New York: Berg.
- Jan A.G.M. van Dijk (2006). *The Network Society: Social Aspects of New Media* (2nd end), London, Thousand Oaks and New Delhi: Sage Publications.
- Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly (2009). *New media: A critical introduction* (2nd end), London and New York: Routledge
- Nicholas Gane and David Beer (2008). *New media: The key concepts*, Oxford and New York: Berg.
- Glen Creeber and Royston Martin (2009). *Digital cultures*, New York: Open University Press.

Introduction to Advertising

Course Code	BJMC210402					
Course Title	Introduction to Advertising					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	This course will help students build a basic understanding about advertising and its processes. The students will learn its importance and role in society and commerce, along with the ethical practices in the field.					
Type of the course	HC	SC		OE		
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity *	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO ADVERTISING: Definition, origin & development; Evolution of advertising; Growth of advertising in India Scope, need and functions of advertising.	9	3	0
II	TYPES OF ADVERTISING: Commercial and Non-commercial advertising; Product and Consumer advertising; Classified and Display advertising; Public service and Corporate advertising.	9	3	0
III	ADVERTISING COMMUNICATION: Advertising Process; Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as a tool of Marketing.	9	3	0
IV	ADVERTISING IN THE MARKETING MIX: Advertising and Sales Promotion; Advertising and Publicity; Advertising and Personal Selling; Advertising and Public Relations.	9	3	0
V	ROLE AND EFFECTS OF ADVERTISING: Social and Economic aspects of advertising; Advertising, development and Economy; Ethical issues in advertising; ASCII's code of Advertising Practice.	9	3	0

Texts and References:

- C L Tyagi and Arun Kumar (2004). *Advertising Management*, New Delhi: Atlantic Publishers.
- Mukesh Trehan and Ranju Trehan (2007). *Advertising and Sales Management*, New Delhi: VK India.
- SA Chunawalla and KC Sethia (2002). *Foundation of Advertising*, New Delhi: Himalaya Publishing House.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

Introduction to Public Relations

Course Code	BJMC210403					
Course Title	Introduction to Public Relations					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	The course aims at building a basic understanding of the role and need of Public Relations. Through this course the students will learn the functioning of PR organisations in private and public sectors along with the application of PR techniques and tools.					
Type of the course	HC		SC		OE	
	√					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: Public Relations: meaning, definition and objectives; Importance and functions of Public Relations; Types of public; Process of Public Relations – Fact finding, planning, programming, communication evaluation; Evolution of Public Relations in the world and India.	9	3	0
II	ESSENTIALS OF PUBLIC RELATIONS: Principles: Trust in integrity, sound moral base, appropriate dealing, solving information overload, elasticity and adjustment, choice of tools, awareness of international changes, knowledge of new techniques, social upsurge, ensuring receptivity; Ethical issues in Public Relations, PRSI code of ethics for PR.	9	3	0
III	METHODS OF PUBLIC RELATIONS: Written word – Newspapers and periodicals, house journals, advertising, press release (press notes, handouts, unofficial stories), non press release (backgrounds, biographical sketches, contradiction, articles and features), press conferences, oral communication; Audio-visual – Radio, television, film, other media, photographs, folk media, exhibitions, events; Public Relations advertising: Financial advertising, issues/advocacy advertising, political advertising, crisis advertising, events advertising, public service advertising.	9	3	0
IV	PUBLIC RELATIONS IN PRIVATE SECTOR: Professional PR agencies: Structure and services, functioning and organisational set-up; In-house PR Departments in Private sector: Structure, functions and organisational set-up; Qualifications and responsibilities of public relations officers.	9	3	0
V	PUBLIC RELATIONS IN PUBLIC SECTOR: Government PR Departments: Role and responsibilities; Organisational set-up; Field publicity units; PR Departments of Public Sector Undertakings: Role and responsibilities; Organisational set-up.	9	3	0

Texts and References:

- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). *Public Relations*, New Delhi: Sterling Publishers Private Limited.
- Robert L. Heath (2005). *Encyclopaedia of Public Relations*, London, Thousand Oaks, New Delhi: Sage Publications.
- Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge.

- Deepak Gupta (2005). *Handbook of advertising media and public relations*, New Delhi: Mittal Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

Communication and Development

Course Code	BJMC220406					
Course Title	Communication and Development					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	Entertainment and marketing are the two most visible applications of communication and media. This course familiarises a student with role of communication in development. While introducing major development thoughts and programmes, the course builds an understanding on one of the most dominant approaches to development communication.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 10 marks in each mid-term exam will be awarded by the course teacher based on participation during tutorial session reading and classroom discussions/presentations based on Unit V.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 × 8 = 8 marks

Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E+F)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	CONCEPT OF DEVELOPMENT: Economic growth approach: Modernisation, basic needs approach, dependency, neo-liberal globalisation; sustainable development; Alternative development: Participation; grassroots development; capacity building; rights-based approach.	10	1	0
II	DEVELOPMENT GOALS: Indian approach to development: Brief introduction to five-year plans since independence; Government of India development plans: Introduction to MNREGA, NRHM, RTE, RTI, Bharat Nirman, Swarnjayanti Gram Swarozagar Yojana and NRLM; Millennium Development Goals;	10	1	0
III	COMMUNICATION IN DEVELOPMENT: Media as agent of social and cultural change, information and awareness, national unity, education, literacy and skill development, agriculture and health; ICT in development; E-governance schemes in Himachal Pradesh: E-samadhan, Agrinet, Lokmitra, E-services portal.	10	1	0
IV	COMMUNICATION FOR DEVELOPMENT: Approaches to Communication for Development (C4D): Behaviour change communication, communication for social change, advocacy communication, strengthening an enabling media, and communication environment; Communication and participation; Research, monitoring and evaluation as parts of C4D.	10	1	0
V	COMMUNICATION FOR DEVELOPMENT CASE STUDIES: [^] Readings and discussions from the book <i>Communication for development: Strengthening the effectiveness of the United Nations</i> , by UNDP (2011). — AFRICA: Strengthening journalism capacities (pp.25-30); — NEPAL: Pioneering community radio (pp.31-35);	5	11	0

	<ul style="list-style-type: none"> — NIGERIA: Igniting social change via community information boards (pp.45-48); — BANGLADESH: Empowerment of adolescents (pp.51-55); — PHILIPPINES: Improving governance and service delivery through citizen engagement (pp.63-67); — LIBERIA: Engaging people in governance through radio call-in programmes (pp.69-72); — EGYPT: Supplying ICTs to improve farmers' livelihoods (pp.79-83); — TAJIKISTAN: Using radio to meet farmers' information needs (pp.85-88); — CHINA, GHANA, UGANDA: Integrating mass media into small business development (pp.95-99); — GLOBAL CAMPAIGN: The role of communication in battling the tobacco epidemic (pp.107-110); — LESOTHO: Community dialogue as a catalyst for change (pp.117-121). 			
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[^] Unit V will run concurrently with first four units in the tutorial sessions.

Texts and References:

- UNDP (2011). *Communication for development: Strengthening the effectiveness of the United Nations* (Available online: http://www.unicef.org/cbsc/files/Inter-agency_C4D_Book_2011.pdf).
- Mila Gascó-Hernández, Fran Equiza-López and Manuel Acevedo-Ruiz (2007). *Information communication technologies and human development: Opportunities and challenges*, Hershey, London, Melbourne and Singapore: Idea Group Publishing.
- Thomas L. McPhail (2009). *Development communication: Reframing the role of the media*, Wiley-Blackwell.
- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- World Bank (2006). *Information and communications for development: Global trends and policies*, Washington DC: The World Bank (Available online: <http://www-wds.worldbank.org>)
- June Lennie and Jo Tacchi (2011). *Researching, monitoring and evaluating communication for development: Trends, challenges and approaches*, United Nations Inter-agency Group on Communication for Development (Available online: http://www.unicef.org/cbsc/files/RME-RP-Evaluating_C4D_Trends_Challenges__Approaches_Final-2011).
- Jan Servaes (2008). *Communication for development and social change*, LA, London, New Delhi and Singapore: Sage Publications.
- Wilbur Schramm (1979). *Mass media and national development*, International Commission for the Study of Communication Problems (Available online: <http://unesdoc.unesco.org>).
- [Internet websites of programmes such as MNREGA, NRHM, RTE, RTI, Bharat Nirman, Swarnjayanti Gram Swarozagar Yojana, NRLM, E-samadhan, Agrisnet, Lokmitra, E-services portal].
- VS Gupta and Vir Bala Aggarwal (1996). *Media policy and nation building: Select issues and themes*, New Delhi: Concept Publishing Company.

Community and Traditional Media

Course Code	BJMC220407					
Course Title	Community and Traditional Media					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of 'community' in the globalised world and alternatives to the mainstream media. The course sensitises the student to the potential of using community-based traditional, new and folk media.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: Community: its concept and importance; Community as Place; Community as Identity/Belonging; Community as Ideology.	9	3	0
II	COMMUNITIES: Locality, Place and neighbourhood; Virtual Communities; Imagined Communities; Imaginary Communities.	9	3	0
III	COMMUNITY MEDIA AS ALTERNATIVE MEDIA: Concept, need and origin; Types of Alternative Media: Alternative media as serving a community, alternative media as an alternative to mainstream media, linking alternative media to civil society, and alternative media as collaborative media.	9	3	0
IV	COMMUNITY MEDIA SPACE: Alternative Print media: strengths and weakness with examples; Alternative Television with special focus on PUBLIC Access Television; Alternative Radio with special focus on Community Radio; Internet Virtual Communities with special focus on blogging and micro-blogging.	9	3	0
V	TRADITIONAL MEDIA: Importance of traditional media in communication; Different forms of traditional media; Importance of folk arts (visual and performing) in communication.	9	3	0

Texts and References:

- Tony Blackshaw (2010). *Key Concepts in Community Studies*, New Delhi: Sage.
- Olga Bailey, Bart Cammaerts and Nico Carpentier (2008). *Understanding Alternative Media*, New York: Open University Press.
- Kate Coyer, Tony Downumt and Alan Fountain (2007). *The Alternative Media Handbook*, New York and London: Routledge.
- Kevin Howley (2012). *Understanding Community Media*, Sage Publications.
- Indian Institute of Mass Communication (1981). *Communication and the Traditional Media: Papers and Proceedings of Seminar*.
- Keval J Kumar (2012). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- National Open School (n.d.). *Introduction to Traditional Media* (Available online: <http://download.nos.org/srsec335new/ch25-core.pdf>).

Media and Culture

Course Code	BJMC220408					
Course Title	Media and Culture					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 10 marks in each mid-term exam will be awarded based on tutorial session readings and participation in classroom discussions/presentations based on Unit V.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 × 8 = 8 marks

Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E+F)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	CULTURE AND IDENTITY: Culture: Meaning, importance and characteristics; Concepts of sub-culture, co-culture, cultural change and popular culture; Mass media and cultural change; Concepts of personal, social and cultural dimensions of identity	10	1	0
II	INTER-CULTURE COMMUNICATION: Cultural difference in communication: Meaning; Concepts of individualism-collectivism, power distance, uncertainty avoidance, and masculinity-femininity. Global communication competence: Concept; Concepts of global mind-set, unfolding the self, mapping the culture, and aligning the interaction	10	1	0
III	GLOBALISATION AND MEDIA: Meaning of globalisation; Economic, spatial and social dimensions globalisation; Media technologies as tools of economic, spatial and social globalisation; Western media and cultural imperialism; Media and consumerism	10	1	0
IV	MASS MEDIA AND MASS CULTURE: Concepts of authentic culture and mass culture; Mass media as cultural industry; Commodification of cultural artifacts; Popular culture and pressures of conformity on youth, commodification of women	10	1	0
V	MEDIA MESSAGES AS POPULAR CULTURE ARTIFACTS: [^] Readings and discussions from the book <i>Reading the popular</i> by John Fiske (2005).	5	11	0

[^] Unit V can be taken up concurrently with Units I to IV.

Texts and References:

- John Fiske (2005). *Reading the popular*, London and New York: Routledge.

- Stephen W. Littlejohn and Karen A. Foss (2009). *Encyclopedia of communication studies*, thousand Oaks, London, Singapore and New Delhi: Sage Publications.
- Simon During (2005). *Cultural studies: A critical introduction*, London and New York: Routledge.
- John Storey (2009). *Cultural Theory and Popular Culture: An Introduction*, (5th edn), Longman.
- Chris Barker (2002). *Making Sense of Cultural Studies: Central problems and critical debates*, London, Thousand Oaks, New Delhi: Sage Publications.
- P. Eric Louw (2002). *The Media and Cultural Production*, London, Thousand Oaks and New Delhi: Sage Publications.
- Michael Ryan (2010). *Cultural studies: A practical introduction*, Wiley-Blackwell.

Mass Media Research

Course Code	BJMC310401					
Course Title	Mass Media Research					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	This course serves the dual objectives: one, of training young minds for scientific inquiry, and two, of exploring the realms of enquiry in the media industry. The students will learn to identify problems and learn methods to finding answers to those problems.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	Research concepts: Research: Meaning, objectives and significance; Types of research: Descriptive vs. Analytical; Applied vs. Fundamental; Quantitative vs. Qualitative; Conceptual vs. Empirical.	9	3	0
II	Research Procedure: Formulating the research problem; Formulating research questions; Review of literature; Preparing the research design; Determining sample design; Collecting the data; Analysis of data; Generalisation and interpretation; Preparing the report.	9	3	0
III	Sampling: Sampling design: census and sample survey; Implications of a sample design; Steps in sampling design: Type of universe, sampling unit, source list, size of the sample, budgetary constraints; Characteristics of good sample design; Types of sample design: Non-probability sampling, probability sampling.	9	3	0
IV	Methods of data collection: Collection of primary data: Observation method, interview method, through questionnaires, through schedules. Collection of Secondary data: Reports, books, magazines and newspapers, public records and statistics, government reports.	9	3	0
V	Processing and analysis of data: Editing, coding, classification, tabulation. Levels of measurement; measurement scales. Some basic statistics in research: Measures of Central Tendency: Mean, Median, Mode	9	3	0

Texts and References:

- Roger D. Wimmer and Joseph R. Dominick, Mass media research: An Introduction (9th edn), Boston: Wadsworth.
- Barrie Gunter (2000). *Media research methods: Measuring audiences, reactions and impact*, London, Thousand Oaks and New Delhi: Sage Publications.
- Bonnie S. Brennen (2013). *Qualitative Research Methods for Media Studies*, Oxon and New York: Routledge.

- Máire Messenger Davies and Nick Mosdell (2006). *Methods for media and cultural studies: Making people count*, Edinburgh University Press.
- Bruce I. Berg (2001). *Qualitative research methods for the social sciences*, MA: Allyn and Bacon.

Introduction to Visual Communication

Course Code	BJMC310402					
Course Title	Introduction to Visual Communication					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	This course builds the theoretical background necessary to understand visual communication. It also aids in the understanding of how audiences meanings are communicated and constructed. The course also trains a student to place and locate these concepts in practical situations thereby preparing them for more effective communication.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 10 marks in 2nd mid-term exam will be awarded based on participation in tutorial readings and classroom group discussions and presentations as per Unit V.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 × 8 = 8 marks

Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E+F)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS: The power of visual communication; Perception: Meaning and function in communication, visual perception; Four stages of visual perception: Viewing, brain processing of visual information, psychological processing, adding social-cultural dimension.	10	2	0
II	PSYCHOLOGICAL PROCESSING: perception of relationships, building of structures, predictive order, coalescing the real and the perceived, framing and contextualising, perceiving time, space and movement); Gestalt Psychology: Whole and parts; Gestalt Principles: Similarity, Proximity, Continuation, Closure, Figure/Ground.	10	2	0
III	CULTURAL CODES: Foundations for a Theory of Signs; Relations between signs and what they signify; Relation between signs and their users; Signification: from Denotation to Connotation.	10	2	0
IV	VISUAL CULTURE: Three types of responses to mass media images: dominant or preferred readings, negotiated readings, oppositional readings; Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities.	10	2	0
V	CASE STUDIES: Readings and discussions on the following case studies from the book <i>Images in Use: Towards the critical analysis of visual communication</i> , (eds.) Matteo Stocchetti and Karin Kukkonen, 2011. – Anne Koski. <i>Organising political consensus: The visual management of diplomatic negotiations and community relations in the Finnish accession to the EU</i> (Pp. 91-110); – Helle Palu. <i>The politics of visual representation: Security,</i>	5	7	0

	<p><i>the US and the 'war on terrorism' (Pp. 151-180);</i></p> <ul style="list-style-type: none"> – Riina Yrjölä. <i>Visual politics and celebrity humanitarianism: How colonial culture is revitalised in the West</i> (Pp. 199-224); – Gerda Dullaart. <i>Mending endings: Power and closure in film plots</i> (Pp.245-267). – Mervi Miettinen. <i>Representing the state of exception: Power, utopia, visuality and narrative in superhero comics</i> (Pp. 269-290). 			
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Texts and References:

- Matteo Stocchetti and Karin Kukkonen (2011). *Images in Use: Towards the critical analysis of visual communication*, Amsterdam, Philadelphia: John Benjamins Publishing Company
- Ken Smith, Sandra Moriarty, Gretchen Barbatsis and Keith Kenney (2005). *Handbook of visual communication: Theory, methods, and media*, Mahwah, New Jersey London: Lawrence Erlbaum Associates, Publishers
- Kevin Mullet and Darrell Sano (1995). *Designing visual interfaces: Communication oriented techniques*, California: SunSoft Press, Prentice Hall
- Stephen W. Littlejohn and Karen A. Foss (2009). *Encyclopedia of communication*, Thousand Oaks, London, New Delhi, Singapore: Sage Publications.

Global Communication

Course Code	BJMC310405					
Course Title	Global Communication					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	1	0	4		
Contact hours	45	15	0	60		
Course objective	This course gives the students a perspective of international and national media organizations, along with certain political issues concerning global communications. While equipping a student with a capacity to identify the dominant market forces in the media landscape around him/her, the course also builds an understanding towards finding alternatives to the dominant media structures.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNICATION IMBALANCE: World-System Theory (WST); The New World Information and Communication Order (NWICO); Non-Aligned News Agency Pool (NANAP).	9	3	0
II	GLOBAL COMMUNICATION GIANTS: International Multimedia Giants: Time Warner, Disney, Viacom, News Corporation, and General Electric; Global Television and Cultural Imperialism: CNN and MTV.	9	3	0
III	GLOBAL NEWS: Reuters, The Associated Press, United Press International, Agence France Presse, Bloomberg, Dow Jones & Company, Xinhua and Inter Press Services.	9	3	0
IV	GLOBAL ORGANIZATIONS: International Telecommunication Union (ITU): Roles, responsibilities and expectations; International Telecommunications Satellite Organization (Intelsat); The Internet: Control, Users and Impact.	9	3	0
V	INDIAN MEDIA INDUSTRY: News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar; Media Giants: ABP Group, Times Group, HT Media, Bhaskar Group, Amar Ujala Group, India Today Group, Zee Group, Sony Entertainment, Sun Group, Indian Express Group, Fox Star Group, Reliance Media Works, Ramoji Group, Prasar Bharati Corporation.	9	3	0

Texts and References:

- Thomas L. McPhail (2006). *Global Communication: Theories, Stakeholders, and Trends* (2nd edn), Blackwell Publishing.
- Daya Kishan Thussu (2008). Mapping the Murdochisation of the Media. In Stephen Logan (eds) *Asian Communication Handbook 2008*, Singapore: AMIC, (pp: 32-41).
- Vanita Kohli (2006). *The Indian Media Business*, Sage.
- Ellie Rennie (2006). *Community Media: A Global Introduction (Critical Media Studies)*, Rowman & Littlefield.

Media Project

Course Code	BJMC320806					
Course Title	Media Project					
Course Credits	Lecture	Tutorial	Practice	Total		
	0	2	6	8		
Contact hours	0	30	180	210		
Course objective	In this course the student will learn to create and publish media content. This will give them prepare them a comprehensive practical experience and will prepare an extensive portfolio. This course thus becomes an essential tool for preparing for the real world employment market.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Comprehensive Continuous Assessment*	End-Semester Examination [#]	Total
Marks	50	50	100

* The course teacher will monitor and certify the authenticity of content on each personal blog and will mark a student for regularity and originality.

[#] End-semester evaluation will be conducted by external expert. The expert will mark a student based on following criteria:

Blog: Aesthetics, organisation of content, regularity of posts. – 5 marks

Video: The video will be evaluated for concept/script, use of natural light, camera handling and editing. – 10 marks

Graphic Ad: Effectiveness of message, use of design elements, overall appeal of the ad. – 5 marks

Audio message: innovativeness of message, creativity in editing. – 10 marks

News Reports: Relevance of topic, headlines, lead, editing, relevance of photograph. – 10 marks

Photo feature: Thematic fidelity of photographs, variation within thematic unity, use of natural light, composition of photographs. – 10 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	VIDEO: One video of two minute duration. The video should be shot in a documentary format and can be on a thematic area decided by the course teacher. Any video recording tool with at least 5MP (including mobile phone cameras) resolution may be used for shooting. Editing may be done using any suitable open source video editing software downloaded from the internet.	0	3	9
II	AUDIO MESSAGE:	0	3	9

	Create a two-minute audio message (advertisement or a social service message) on a thematic area decided by the course teacher using two or more of the following components: voice piece, interview, vox-pop, commentary, music and ambient sound. Audio recording can be done using computer headsets, mobile phone voice-recorders, other digital voice recorders.			
III	NEWS REPORTING: At least one news report every week with pictures on major happenings in the community.	0	3	9
IV	PHOTO FEATURES: At least three photo-features in the semester on a thematic area decided by the course teacher. The photographs may be clicked using consumer or professional digital cameras or mobile phones with at least 5 MP resolution.	0	3	9
V	GRAPHIC AD: Create and design a social service ad in graphic mode using Scribus on a thematic area decided by the course teacher. PERSONAL BLOGS: Each student to create and maintain a personal blog using free blog services such as Wordpress or Blogspot. All the above activities should be incorporated in this blog.	0	3	9

Media Internship

Course Code	BJMC320807					
Course Title	Media Project					
Course Credits	Lecture		Tutorial		Practice	
	0		0		8	
Contact hours	0		0		240	
Course objective	For this course a student will intern with a reputed mass media/communication organisation. The course intends to prepare a student for a real world working environment through practical exposure.					
Type of the course	HC		SC		OE	
			√			
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Comprehensive Continuous Assessment*	End-Semester Evaluation [#]	Total
Marks	50	50	100

* A candidate shall undertake the internship under the direct supervision of an industry supervisor appointed from the organisation where (s)he is placed for internship. One faculty member from the Department of Journalism and Mass Communication in the institution of study will act as the internal supervisor for a student who opts for internship. The internal supervisor will award marks for CCA based on regular feedback from the industry supervisor.

[#] End-semester evaluation will be held after the completion of at least 240 hours of internship. ESE will be based on seminar presentation by a student on the work done during the internship. The ESE will be conducted by an external expert.

Course Components:

- For the internship, a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during the internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.
- A student who joins internship may complete 240 working hours with the organisation where (s)he is placed. These 240 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of study and the organisation offering internship.

Notes:

- Finding the internship placement will be the sole responsibility of the student.
- Internship can be joined only after completing 5th Semester.

News Writing Skills

Course Code	BJMC110403					
Course Title	News Writing Skills					
Course Credits	Lecture	Tutorial	Practice	Total		
	2	1	1	4		
Contact hours	30	15	30	75		
Course objective	This course aims to guide and train a student in the art of writing news and conducting interviews. The fundamentals learnt in this course will be useful to any budding journalist in writing news for any medium.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity*	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory	
Marks	5	15	15	15	10	40	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ mock interviews/ etc.

[#] Five marks out of 15 in each mid-term exam will be based on practical news writing exercises.

[§] End semester practical exam will be conducted by an external expert and will consist of evaluation of a file of practice exercises done by each student throughout the semester along with a viva-voce.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Two questions of medium length answer (175 words), each for 6 marks, from Unit I. One question is to be attempted.	1 × 6 = 6 marks
Part C	Two questions of medium length answer (175 words), each for 6 marks, from Unit II. One question is to be attempted.	1 × 6 = 6 marks
Part D	Two questions of medium length answer (175 words), each for 6 marks, from Unit III. One question is to be attempted.	1 × 6 = 6 marks
Part E	Two questions of medium length answer (175 words), each for 6 marks, from Unit IV. One question is to be attempted.	1 × 6 = 6 marks
Part F	Two questions of medium length answer (175 words), each for 6	1 × 6 = 6 marks

	marks, from Unit V. One question is to be attempted.	
Total Marks (A+B+C+D+E+F)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	ORGANISING THE STORY: Assets: Speed, Accuracy and Interest; Four orders in a story: Time Order, Space Order, Climactic Order, Complex Order; Structure of a news story: Headline, Lead and Body Text.	6	3	6
II	HEADLINES: Rules for writing headlines; Methods of counting heads; Headlines patterns: Deck, strap-line, reverse kicker, flush left, flush right, flush head, single line, inverted pyramid, crossline, banner, blanket, pyramid, cross head, turn head, label head, drop head, caption head.	6	3	6
III	LEAD: Importance and functions; Types: Summarising lead and informal lead; Lead Variation: Inverted pyramid, emphasis, sequence, quotation, direct address, dialogue, crowded, shirt tail, bang, negative, preface blind, delayed identification, substantive clause, familiar sounding, parody, punch, cumulative interest, suspended, historical, question lead.	6	3	6
IV	BODY OF THE STORY: Basic rules to be followed: Paragraphs, sentences, words; Language of News: Choosing the Right Words, Sentence and Paragraph Structure; Grammar, Spelling and Punctuation; Elements of Good Writing: Precision, brevity, clarity, simple sentences, clinches and jargon, clean thinking, transition, sensory appeal, numbers, etc.	6	3	6
V	NEWS INTERVIEW: Need and purpose; Interviewing skills; Precautions; Art of interview: Phrasing the question – open ended, close ended; Establishing a rapport; Rules for asking questions; Starting for the interview: Taping the notes, use of shorthand, use of tape recorder, use of hidden recorder, ensuring accuracy.	6	3	6

Texts and References:

- M. Lyle Spencer (1917). *News writing: The gathering, handling and writing of news stories*, Boston, New York, Chicago: D. C. Heath & Co. (Available online: <http://www.gutenberg.org/files/30765/30765-h/30765-h.htm#XIV>).
- Vir Bala Aggarwal (2006). *Essentials of practical journalism*, New Delhi: Concept Publishing Company.
- Anna McKane (2006). *News Writing*, New Delhi: Sage Publications.
- Carole Rich (2010). *Writing and reporting news: A coaching method* (6th edn). Boston: Wadsworth, Cengage Learning.
- Richard Keeble (2006). *The Newspapers Handbook* (4th edn), London and New York: Routledge.
- Susan Pape and Sue Featherstone (2005). *Newspaper journalism: A practical introduction*, London Thousand Oaks New Delhi: Sage Publications.

Reporting, Editing and Feature Writing

Course Code	BJMC110404					
Course Title	Reporting, Editing and Feature Writing					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	0	1	4		
Contact hours	45	0	30	75		
Course objective	The students will learn the basics arts of journalism: reporting, editing and feature writing. Basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend prepare a student for entry level positions in a newspaper organisation.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory	
Marks	5	15	15	15	10	40	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ mock interviews/ etc.

[#] Five marks out of 15 in each mid-term exam will be based on practical exercises.

[§] End semester practical exam will be conducted by an external expert and will consist of evaluation of a file of practice exercises done by each student throughout the semester along with a viva-voce.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Two questions of medium length answer (175 words), each for 6 marks, from Unit I. One question is to be attempted.	1 × 6 = 6 marks
Part C	Two questions of medium length answer (175 words), each for 6 marks, from Unit II. One question is to be attempted.	1 × 6 = 6 marks
Part D	Two questions of medium length answer (175 words), each for 6 marks, from Unit III. One question is to be attempted.	1 × 6 = 6 marks
Part E	Two questions of medium length answer (175 words), each for 6 marks, from Unit IV. One question is to be attempted.	1 × 6 = 6 marks

Part F	Two questions of medium length answer (175 words), each for 6 marks, from Unit V. One question is to be attempted.	1 x 6 = 6 marks
Total Marks (A+B+C+D+E+F)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	NEWS BASICS: News: Concept and definition News Values (traditional): Impact, proximity, timeliness, prominence, topicality, novelty, conflict, disasters, human interest; Changing standards of news value; Issues of objectivity, accuracy and fairness; Sources of news; Structure of a news story; Five 'W's and one 'H'.	9	0	6
II	BASIC REPORTING-I: City Beats: Concept of beat reporter; Essentials of a beat reporter: Advanced planning, preparedness, alert, persistence, being 'there'; Key city beats: Local government, subordinate administrators, educational institutions, law and order, hospitals; Speeches, news conferences, meetings and interviews: Preparing for speech, news conference and meeting, getting the correct content, describing the participants, covering the event, structuring the story; Essential elements: Identities of key speakers and persons, direct statements, indirect statements, the general topic of the event, the occasion, the time and place.	9	0	6
III	BASIC REPORTING-II: Accident, disasters and crime stories: The scene of incident; Sources of information: police reports, victims, witnesses, hospitals and other emergency services, other possible sources; Evaluating the sources and authenticity of information, double-checking; Obituaries: Sources of information – mortuaries, newspapers, newspaper libraries, interviewing family and friends; Newspaper policy: causes of death, embarrassing information.	9	0	6
IV	EDITING: Process and functions of editing;	9	0	6

	Selection of news items; Principles of editing: precision, simplicity, accuracy, rewriting, finalising copy for setting; Editing Symbols.			
V	FEATURE WRITING: Features: Definition and characteristics; Steps in writing features: Getting ideas, getting information, getting anecdotes, getting good quotes, structure of a feature; Types of features: News features; human interest features; interview features; personality features; travel and food.	9	0	6

Texts and References:

- Lynette Sheridan Burns (2002). *Understanding Journalism*, London, Thousand Oaks and New Delhi: Sage Publications.
- M. Lyle Spencer (1917). *News writing: The gathering, handling and writing of news stories*, Boston, New York, Chicago: D. C. Heath & Co. (Available online: <http://www.gutenberg.org/files/30765/30765-h/30765-h.htm#XIV>).
- Vir Bala Aggarwal (2006). *Essentials of practical journalism*, New Delhi: Concept Publishing Company.
- Y. C. Halan (2009). *Effective editing: A practical handbook to develop good editing skills*, New Delhi: Sterling Publishers Pvt. Ltd.
- Meera Rao (2009). *Feature Writing*, New Delhi: PHI Learning Pvt. Ltd.,
- Dalpat S. Mehta (2009 [1992]). *Mass Communication and journalism in India* (Reprinted in 2009, last revised edition in 1992), New Delhi: Allied Publishers.
- Richard Keeble (2006). *The Newspapers Handbook* (4th edn), London and New York: Routledge.
- Susan Pape and Sue Featherstone (2005). *Newspaper journalism: A practical introduction*, London Thousand Oaks New Delhi: Sage Publications.

Writing and Producing for Radio

Course Code	BJMC120407					
Course Title	Writing and Producing for Radio					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	0	1	4		
Contact hours	45	0	30	75		
Course objective	This course lays the foundation of skills required for radio broadcasting, both writing and production skills. After completion of this course a student will be equipped to produce audio content for any medium, including radio.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity*	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory	
Marks	5	15	15	15	10	40	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ mock interviews/ etc.

[#] Ten marks out of 15 in each mid-term exam will be based on practical audio production and writing exercises. Each student will maintain a portfolio of such work for evaluation during end-semester practical/viva-voce.

[§] End semester practical exam will be conducted by an external expert and will consist of audio production and radio writing exercises along with a viva-voce.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Two questions of medium length answer (175 words), each for 6 marks, from Unit I. One question is to be attempted.	1 × 6 = 6 marks
Part C	Two questions of medium length answer (175 words), each for 6 marks, from Unit II. One question is to be attempted.	1 × 6 = 6 marks
Part D	Two questions of medium length answer (175 words), each for 6 marks, from Unit III. One question is to be attempted.	1 × 6 = 6 marks

Part E	Two questions of medium length answer (175 words), each for 6 marks, from Unit IV. One question is to be attempted.	1 x 6 = 6 marks
Part F	Two questions of medium length answer (175 words), each for 6 marks, from Unit V. One question is to be attempted.	1 x 6 = 6 marks
Total Marks (A+B+C+D+E+F)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	COMPONENTS OF A RADIO PROGRAMME: Voice and Sounds: Copy, copy and clip, voice piece/voice report/voicer, wrap, package, feature, montage, interview, two-way, vox-pop, phone-in, discussion, audio diary, commentary; Announcements: Weather, travel information, what's on, competitions; Music; Sounds; News; Jingles; Adverts and Commercials; Trails/Promos.	9	0	6
II	WRITING FOR RADIO FORMATS: Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program and commentary; Steps of producing a programme for radio: Compliance, planning the programme, production meeting, research, booking guests and equipments, scripting, cues, links, music selection; Scripting rules: personalised style, dealing with numbers and titles Mr./Mrs. etc. , use of active voice and reported speech, simple words and sentences.	9	0	6
III	RADIO INTERVIEW: Role and purpose of radio interview, interviewer and interviewee; Radio interview usage: News clip or cut, news interview, two-way, taster, wrap, package, vox-pop, feature, montage, phone-ins, sequence/magazine programme, documentaries; Radio interview categories: collecting information, expressing opinion or offering explanation, accountability, emotional response; Issues and ethics of interview.	9	0	6
IV	AUDIO PRODUCTION – I:	9	0	6

	Concept of mono, stereo and surround sound; Basics of audio recording; Audio studio and its equipment; Microphones: Nature and types; selection and placement.			
V	AUDIO PRODUCTION – II: Radio production team members; Producing field based radio programs; Concepts of audio editing, sound mixing, dubbing, audio effects; Voice modulation and pronunciation for radio broadcasting.	9	0	6

Texts and References:

- Jim Beaman (2006). *Programme Making for Radio*, New York and London: Routledge.
- Jim Beaman (2000). *Interviewing for Radio*, New York and London: Routledge.
- Stanley R. Alten (2011). *Audio in Media* (9th edn), Boston: Wadsworth, Cengage Learning.
- Alan Stephenson, David Reese and Mary Beadle (2009). *Broadcast Announcing Worktext: Performing for radio, television, and cable* (3rd edn), Focal Press.

Writing and Producing for Television

Course Code	BJMC120408					
Course Title	Writing and Producing for Television					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	0	1	4		
Contact hours	45	0	30	75		
Course objective	This course lays the basic foundation of writing and producing content for television. The course aims to prepare a student for producing short length videos for television and internet.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity*	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory	
Marks	5	15	15	15	10	40	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ mock interviews/ etc.

[#] Ten marks out of 15 in each mid-term exam will be based on practical video production and television writing exercises. Each student will maintain a portfolio of such work for evaluation during end-semester practical/viva-voce.

[§] End semester practical exam will be conducted by an external expert and will consist of video production and television writing exercises along with a viva-voce.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Two questions of medium length answer (175 words), each for 6 marks, from Unit I. One question is to be attempted.	1 × 6 = 6 marks
Part C	Two questions of medium length answer (175 words), each for 6 marks, from Unit II. One question is to be attempted.	1 × 6 = 6 marks
Part D	Two questions of medium length answer (175 words), each for 6 marks, from Unit III. One question is to be attempted.	1 × 6 = 6 marks
Part E	Two questions of medium length answer (175 words), each for 6	1 × 6 = 6 marks

	marks, from Unit IV. One question is to be attempted.	
Part F	Two questions of medium length answer (175 words), each for 6 marks, from Unit V. One question is to be attempted.	1 x 6 = 6 marks
Total Marks (A+B+C+D+E+F)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	PRODUCTION BASICS: Stages of TV production: Pre-production, production and post-production; TV Crew and their roles; Pre-production: Proposal writing and budgeting; Principles of scripting for TV; Writing for television: Research, visualization and production script.	9	0	6
II	PRODUCTION STAGE: Video camera: Types, functions and operations; Basic shots, movements and angles; Visual composition; Types of lens and functions	9	0	6
III	LIGHT AND SOUND: Characteristics of Light; 3-point Lighting and others; Types of lighting equipment; Lighting effects; Sound: Importance of audio in video; Characteristics of sound; Types of microphones.	9	0	6
IV	EDITING AND POST PRODUCTION TECHNIQUES: Principles of editing; Analogue and digital editing; Linear and non-linear editing; Graphics, voice over, dubbing, mixing , mastering.	9	0	6
V	TV NEWS: Electronic news gathering – equipment, process and sources; TV news formats; TV news scripting; Planning a news bulletin; TV news components: Lead-in, visuals, Voice-over, sound-bite, PTC, graphics and supers, anchor V/O, ambience, para-dubbing, ambient sound.	9	0	6

Texts and References:

- Jeremy Orlebar (2002). *Digital television production: A handbook*, London: Arnold.
- Vasuki Belavadi (2008). *Video Production*, Oxford University Press India.
- Cathrine Kellison (2006). *Producing for TV and video: A real-world approach*, Oxford: Focal Press.
- Coral Drouyn (1994). *Big screen, small screen: A practical guide to writing for film and television in Australia*, NSW: Allen and Unwin.
- Rick Thompson (2005). *Writing for Broadcast Journalists*, New York and London: Routledge.

New Media Writing and Publishing

Course Code	BJMC210404					
Course Title	New Media Writing and Production					
Course Credits	Lecture	Tutorial	Practice	Total		
	2	1	1	4		
Contact hours	30	15	30	75		
Course objective	This course will prepare a student to write and publish in the new media environment. The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various 2.0 tools.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory [@]	
Marks	5	15	15	15	10	40	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ mock interviews/ etc.

[#] Five marks out of 15 in each mid-term exam will be awarded by the course teacher on the basis of each student's participation and understanding shown in tutorial discussions as per part A of Unit V.

[§] End-semester practical exam will be conducted by an external expert. Along with a viva-voce, each student will be marked on the basis of his/her contribution as per part B of Unit V.

[@] End-Semester theory exam will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have five parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Eight objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	8 × 1 = 8 marks
Part B	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 × 8 = 8 marks

Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Web 2.0: Iconic services: Google, Google Maps, MySpace, Flickr, YouTube, Digg, del.icio.us; Tags and tag clouds; Mobile internet connectivity.	7	3	6
II	ONLINE NEWSGATHERING: What is online journalism; Difference from conventional journalism; New gathering: Shared database; Crowd-sourcing; Distributed, collaborative or open-source reporting; Online research; Virtual newsroom; Information graphics: How to use them and why.	8	3	6
III	ONLINE NEWS WRITING: Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.	7	3	6
IV	BLOGS: Meaning and origin; individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; audio-visual elements; interactivity, context.	8	3	6
V	NEW MEDIA	0	3	6

	<p>A. Students to surf the Internet for blogs on various themes: news, lifestyle, gadgets, travel, personal diaries, etc. A list of such blogs will be shared by the course teacher with the students at the beginning of the course. The students will regularly scan and observe these blogs for use of elements of online-journalism discussed in Units 1 to 4 progressively as they move from Unit 1 to Unit 4. Such analyses will be taken up during tutorial sessions.</p> <p>B. The students to start a collective news blog with regular posts. The posts can have text and other multimedia content. The news blog can be maintained using free blog hosts such as Wordpress, Blogspot, etc.</p>			
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Texts and References:

- Stephen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction*, Focal Press.
- Mike Ward (2002). *Journalism Online*, Focal Press.
- John V. Pavlik (2001). *Journalism and New Media*, New York: Columbia University Press.
- Mark Briggs (2007). *Journalism 2.0: How to survive and thrive*, J-Lab (Available online: http://www.kcnn.org/images/uploads/Journalism_20.pdf).

Interpersonal Communication Skills

Course Code	BJMC210405					
Course Title	Interpersonal Communication Skills					
Course Credits	Lecture	Tutorial	Practice	Total		
	2	1	1	4		
Contact hours	30	15	30	75		
Course objective	This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity *	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory [@]	
Marks	5	15	15	15	10	40	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] Five marks out of 15 in each mid-term exam will be awarded by the course teacher on the basis of a student's performance in subunits 2(b), 3(b), 4(b) and 5(b).

[§] The practical examination to be conducted by an external expert will consist of viva-voce along with evaluation of a file maintained by each student of exercises completed during the semester based on subunits 2(b), 3(b), 4(b) and 5(b).

[@] The end semester theory examination will be set from unit 1 and subunit 2(a), 3(a), 4(a) and 5(a)

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each. All questions are compulsory.	10 × 1 = 10 marks
Part B	Two questions of medium length answer (175 words), each for 6 marks, from Unit 1. One question is to be attempted.	1 × 6 = 6 marks
Part C	Two questions of medium length answer (175 words), each for 6 marks, from Unit 2(a). One question is to be attempted.	1 × 6 = 6 marks
Part D	Two questions of medium length answer (175 words), each for 6 marks, from Unit 3(a). One question is to be attempted.	1 × 6 = 6 marks

Part E	Two questions of medium length answer (175 words), each for 6 marks, from Unit 4(a). One question is to be attempted.	1 x 6 = 6 marks
Part F	Two questions of medium length answer (175 words), each for 6 marks, from Unit 5(a). One question is to be attempted.	1 x 6 = 6 marks
Total Marks (A+B+C+D+E+F)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>ELEMENTS OF INTERPERSONAL COMMUNICATION:</p> <p>Face-to-face: Verbal (words, tone of voice); Non-verbal – Visual cues, body language, touch, gestures, eye contact; Mediated: Low technology – Notes, letter, memos; High technology – Fax, email, telephonic conversation, SMS, chat, video conference/chat.</p>	6	3	0
II	<p>SELF-ESTEEM:</p> <p>Subunit 2(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think.</p> <p>Subunit 2(b): Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.19-46).</p>	6	3	7
III	<p>LISTENING:</p> <p>Subunit 3(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting;</p> <p>Subunit 3(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp. 47-72).</p>	6	3	7

IV	<p>SELF-ASSERTION:</p> <p>Subunit 4(a): Self assertion: concept and need; Assertive Behaviour and Sell-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – 'I' messages, negotiation towards a workable compromise, free information, self-disclosure, negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan.</p> <p>Subunit 4(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>, (pp.73-99).</p>	6	3	7
V	<p>OFFICIAL COMMUNICATIONS:</p> <p>Subunit 5(a): Writing process: designing the document, writing a first draft, editing the draft. Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline; Readership analysis – Managing readership expectations; Identifying the key persuasive factors; Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered; Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail; Writing first draft – summaries, introductions, headings, bullet points; Effective editing – paragraphs, sentences, words.</p> <p>Subunit 5(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.</p>	6	3	9

Texts and References:

- Mandy Kotzman and Anne Kotzman (2008), *Listen to me, listen to you: A step-by-step guide to communication skills training*, Victoria: Acer.
- Anne Kotzman (1989), *Listen to me, listen to you*, Penguin.
- Alan Barker (2010). *Improve your communication skills* (2nd end), London, Philadelphia, New Delhi: Kogan Page Limited.
- Richard Ellis (2002). *Communication Skills: Stepladders to success for the professional*, Bristol, Portland: Intellect.
- Randy Fujishin (2009). *Creating communication: Exploring and expanding your fundamental communication skills* (2nd edn), Rowman & Littlefield Publishers, Inc.
- John O. Greene and Brant R. Bureson (2003). *Handbook of Communication and Social Interaction Skills*, Mahwah, New Jersey and London: Lawrence Erlbaum Associates, Publishers.

Newspaper Organisation and Functioning

Course Code	BJMC220409					
Course Title	Newspaper Organisation and Functioning					
Course Credits	Lecture		Tutorial		Practice	Total
	3		1		0	4
Contact hours	45		15		0	60
Course objective	This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam 1	Mid-Term Exam 2		
Marks	5	15	15	15	50	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Instructions for Paper Setters:

The question paper for the end-semester examination will have four parts. Each part will cover all five units as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective-type questions (MCQ/True-False/ Fill-in-the-blanks), each for one mark. All questions are compulsory.	10 × 1 = 10 marks
Part B	Five questions for short answers (25 words), each for two marks. All questions are compulsory.	2 × 5 = 10 marks
Part C	Ten questions for medium length answers (50 words), each for three marks. Five questions are to be answered.	3 × 5 = 15 marks
Part D	Three questions for long answers (400 words), each for 15 marks, One question is to be answered.	1 × 15 = 15 marks
Total Marks (A+B+C+D)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	EDITORIAL DEPARTMENT – I: Chief functionaries: Editor, Deputy Editor, Associate Editor, Assistant Editor Special Assignment Editors: Sections of newspaper editorial department: editorial desk, reporting, magazine Editorial Desk: Chief Sub Editors, Sub Editors.	9	3	0
II	EDITORIAL DEPARTMENT – II: Reporting: Roles and responsibilities of News Editor, Bureau Chiefs, Special Correspondents; Beat Reporters, General Assignment Reporters, Stringers; Features section: Features editor, feature writers, columnists, freelancers.	9	3	0
III	ADVERTISING DEPARTMENT: Source of Revenue of a Newspaper: Circulation and Advertising; Types of advertisements: Display and classified advertising, advertorials; local, regional and national advertisements; Functions of Advertising Department: Billing and collection, dummy preparation, advertising research, advertising promotion, public relations; Space marketing features.	9	3	0
IV	CIRCULATION DEPARTMENT: Function of Circulation Department: Packing and dispatch, transportation, distribution, Relationship with agents; subscription; collection of sales; print order; circulation promoting; Duties of Circulation Manager.	9	3	0
V	PRODUCTION DEPARTMENT: Duties and functioning; Methods of Composition: Traditional (Hand Composing, Linotype, Monotype, Ludlow, Direct Impression); Modern- VDT (Video Display Terminal); Printing Processes: Letterpress; Offset; Gravure and Digital Printing.	9	3	0

Texts and References:

- Vir Bala Aggarwal (2006). *Essentials of practical journalism*, New Delhi: Concept Publishing Company.

- Dalpat S. Mehta (2009 [1992]). *Mass Communication and journalism in India* (Reprinted in 2009, last revised edition in 1992), New Delhi: Allied Publishers.
- Susan Pape and Sue Featherstone (2005). *Newspaper journalism: A practical introduction*, London Thousand Oaks New Delhi: Sage Publications.
- S. Kundra (2005). *Media Management*, New Delhi: Anmol Publications Pvt. Limited.

Understanding Films

Course Code	BJMC220410					
Course Title	Understanding Films					
Course Credits	Lecture	Tutorial	Practice	Total		
	3	0	1	4		
Contact hours	45	0	30	75		
Course objective	Cinema has been recognised as an important socio-cultural artefact. An average movie goer may be content with entertainment or catharsis, a student of communication analyses films for technique, art, style, and most importantly narrative of the film 'text'. This course is intended to lay a foundation for such critical analysis of the film.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 2nd Mid-term exam marks to be awarded by the course teacher based on group discussions and understanding shown by a student based on Unit V.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 2. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 × 8 = 8 marks

Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E+F)		50 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	FILM CONSTRUCTS: Mise en scène: setting, performance and movement, costume and props; Cinematography: colour, lighting, camerawork; Editing: Concept; Styles – continuity editing, movement and speed, shot size, cross-cutting; Editing decisions – Long take or montage; Sound: Diegetic and non-diegetic sound, sound effects, ambient sound, music, voice-over, parallel and contrapuntal sound, sound bridges.	9	0	0
II	INTERPRETING FILMS: 'Reading' films: Audience as reader; Film form: Formalism and realism; Genre: Concept; Genre through image and sound; Film noire.	9	0	0
III	NARRATIVE: Concept; Plot structure – Character, stories, storytelling expectations; Story structure – Syd Field's three acts, simple story, time in stories, imagined space within stories, time and space travel, cause and effect, resolution, goal orientation; Narrative structure and the viewer – position of the viewer, Hollywood narratives, audience as a reader, narrative pleasure, narrative dependence on opposition.	9	0	0
IV	FILM AUTHORSHIP: Concept; Authors in a film: Film companies, script/screen writers, writers of original texts, cinematographers, editors; Director as author.	9	0	0
V	PRACTICE SESSIONS: WATCHING AND 'READING' FILMS Watch the following films and analyse them using concepts learnt in Units 1 to 4: <i>Pather Panchali, Kaagaz Ke Phool, Do Beegha Zameen, Sholay, Jaane Bhi Do Yaaron, Rang De Basanti, Vertigo, 8½, Life is</i>	9	0	30

	<i>Beautiful, Seven Samurai, The Artist.</i>			
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Texts and References:

- Nathan Abrams, Ian Bell and Jan Udris (2001). *Studying Film*, London: Arnold.
- Sarah Casey Benyahia, Freddie Gaffney and John White (2006). *As film studies: The essential introduction*, London and New York: Routledge.
- Warren Buckland (1998). *Film Studies*, London: Hodder and Stoughton.
- Andrew M. Butler (2005). *Film Studies*, Herts: Pocket Essentials.

Motion pictures:

- Do Beegha Zameen (1953).
- Pather Panchali (1955).
- Kaagaz Ke Phool (1959).
- Sholay (1975).
- Jaane Bhi Do Yaaron (1983).
- Rang De Basanti (2006)
- Vertigo (1958).
- 8½ (1963).
- Life is Beautiful (1997).
- The Artist (2011).

Graphic Design and Production

Course Code	BJMC310403					
Course Title	Graphic Design and Production					
Course Credits	Lecture	Tutorial	Practice	Total		
	2	1	1	4		
Contact hours	30	15	30	75		
Course objective	Print and screen are two major interfaces in communicating a message. Along with the dexterity with words, effective communication requires aesthetic and functional presentation. This course prepares a student for this. Although, designed for print medium, the design techniques discussed here are as relevant for graphic design for any 2D surface – packaging, advertising or screen.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity*	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory [@]	
Marks	5	15	15	15	10	40	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] Five marks out of 15 in each mid-term exam will be awarded by the course teacher on the basis of a student's performance in part A of Unit V.

[§] The practical examination will be conducted by an external expert. It will consist of viva-voce to examine the creativity and originality of work done under part B of Unit 5 by each student along with a practical exam to judge the dexterity of the student.

[@] End-Semester theory exam will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have five parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Eight objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	8 × 1 = 8 marks
Part B	Two questions of medium length answer (200 words), each for 8 marks, from Unit 1. One question is to be attempted.	1 × 8 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8	1 × 8 = 8 marks

	marks, from Unit 2. One question is to be attempted.	
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit 3. One question is to be attempted.	1 x 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit 4. One question is to be attempted.	1 x 8 = 8 marks
Total Marks (A+B+C+D+E)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>GRAPHIC DESIGN:</p> <p>Concept and need for graphic design;</p> <p>Design elements: Text (display text, body text, punctuation marks, etc.), Images (photographs, illustrations, logos, trademarks, icons, symbols), white/blank space, colour, rules;</p> <p>Design process: Research, thumbnails, roughs, comprehensives, presentation, ready for press.</p>	8	0	0
II	<p>DESIGN IN PRACTICE:</p> <p>Layout: Concept and purpose of layout;</p> <p>Layout principles: Unity – visual and intellectual unity;</p> <p>Balance – Symmetry, Asymmetry, Balance through contrast;</p> <p>Movement – Top to bottom, left to right, vertical and horizontal;</p> <p>Other elements – Proportion, visual weight, focal point, rhythm, theme.</p>	8	0	2
III	<p>TYPE AND PAPER:</p> <p>Type faces: Classification; Font size and usage;</p> <p>Text aesthetics: alignment; word and letter spacing; hyphenation and justification, kerning, leading and baseline, runaround, special characters;</p> <p>Paper: ISO size (A, B and C); US Standard size (Letter, Legal and Tabloid).</p>	7	0	2
IV	<p>COLOUR:</p> <p>Basics of colour: Colour wheel, properties of colour, psychology of colour;</p> <p>Electronic colour: Electronic colour models and usage;</p> <p>Colour in printing: Spot colour, process colour;</p> <p>Colour in printing: Colour separation;</p> <p>Grey-scale and toned images (Half-tone and multi tone).</p>	7	0	2

V	<p>A. Page design and layout training on <i>Scribus</i> – an open source free software for desktop publishing (Available online: http://www.scribus.net/canvas/Scribus);</p> <p>B. Group work: Using design concepts in Unit 1 to 4 to create a four page promotional brochure of the institution of study.</p>	0	0	24
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Texts and References:

- Amy E. Arntson (2007). *Graphic Design Basics* (5th edn), CA: Thompson Wadsworth.
- Gavin Ambrose (2008). *The production manual: A graphic design handbook*, Lausanne: AVA Publishing.
- Bob Gordon and Maggie Gordon (2005). *The complete guide to digital graphic design* (2nd edn), London: Thames and Hudson.
- Narendra Nath Sarkar (2008). *Art and print production*, Oxford University Press.
- Vir Bala Aggarwal (2006). *Essentials of practical journalism*, New Delhi: Concept Publishing Company.

Websites:

Scribus download:

- <http://www.scribus.net/canvas/Scribus>
- <http://wiki.scribus.net/canvas/Download>

Scribus help and tutorial:

- <http://wiki.scribus.net/canvas/Help:TOC>
- <http://wiki.scribus.net/canvas/Category:HOWTO>
- <http://forums.scribus.net/>

Photojournalism

Course Code	BJMC310404					
Course Title	Photojournalism					
Course Credits	Lecture	Tutorial	Practice	Total		
	2	1	1	4		
Contact hours	30	15	30	75		
Course objective	This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. Although the focus of this course is to develop a student's skills as a photojournalist, it is useful in other areas of print communication as well – journalism, graphic designing and new media communication. It even builds a foundation for a future career in photography.					
Type of the course	HC		SC		OE	
					√	
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination		Total
	Attendance	Classroom Activity*	Mid-Term Exam 1 [#]	Mid-Term Exam 2 [#]	Practical [§]	Theory	
Marks	5	15	15	15	10	40	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] Five marks out of 15 in each mid-term exam will be awarded by the course teacher on the basis of a student's performance in part A of Unit 5.

[§] The practical examination will be conducted by an external expert. It will consist of viva-voce to examine the creativity and originality of portfolio maintained by each student with a practical exam to judge the photography skills of the student.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 2 hours and 30 minutes.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Two questions of medium length answer (175 words), each for 6 marks, from Unit 1. One question is to be attempted.	1 × 6 = 6 marks
Part C	Two questions of medium length answer (175 words), each for 6 marks, from Unit 2. One question is to be attempted.	1 × 6 = 6 marks

Part D	Two questions of medium length answer (175 words), each for 6 marks, from Unit 3. One question is to be attempted.	1 x 6 = 6 marks
Part E	Two questions of medium length answer (175 words), each for 6 marks, from Unit 4. One question is to be attempted.	1 x 6 = 6 marks
Part F	Two questions of medium length answer (175 words), each for 6 marks, from Unit 5. One question is to be attempted.	1 x 6 = 6 marks
Total Marks (A+B+C+D+E+F)		40 marks

Instructions for candidates:

Maximum time allowed for answering the question paper is two hours and thirty minutes. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>ESSENTIALS:</p> <p>Photojournalism: Concept, difference of news photography from other photography, difference of news photographer's job from new reporter and copy editors;</p> <p>The newspaper photo section: Chief Photographer, photographers and freelancers;</p> <p>Importance of photographs in news;</p> <p>News values for photographs.</p>	6	3	6
II	<p>PHOTOJOURNALIST'S JOB:</p> <p>Responsibilities of a photojournalist: Having the right equipment, caring for equipment, getting the assignment, following news sources, scheduling photographs, understanding the story-subject- light combination, covering multiple angles, selecting and editing pictures, captioning the photographs, transmitting photographs;</p> <p>How photojournalist get their photographs: Assignments (news, features, interviews, special assignment), following developing stories, conventional news sources, alert human interest, photo features, sports events.</p>	6	3	6
III	<p>TECHNOLOGY AND CREATIVE RULES:</p> <p>Camera: Elements of a camera – viewfinder, lens, iris, shutter, film chamber, light metre;</p> <p>Camera Designs: pinhole camera, view camera, compact camera, TLR , SLR, Instant/Polaroid camera, digital camera;</p> <p>Picture composition: Framing, rule of thirds, perspective, angle of view, backgrounds;</p> <p>Framing: Visual quality and photographic meaning through conscious framing.</p>	6	3	6

IV	<p>CREATIVE OPTIONS:</p> <p>Light: direct and indirect light; cool and warm; Three-point lighting;</p> <p>Focus: Concepts of Aperture and f-stop;</p> <p>Lenses – Types of lenses and their functions;</p> <p>Depth of field;</p> <p>Exposure: Relationship between light, aperture and shutter speed; Time and motion.</p>	6	3	6
V	<p>PHOTO EDITING:</p> <p>Image sizes: captured image size, screen display size, printing size; concept of pixels per inch;</p> <p>Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats (FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC, BMP);</p> <p>Image manipulation: Resizing, cropping, rotation.</p>	6	3	6

Texts and References:

- Kenneth Kobre and Betsy Brill (2000). *Photojournalism: The professionals' approach (4th edn)*, New Delhi: Focal Press
- Stacy Pearsall (2013). *A photojournalist's field guide*, Peachpit Press.
- Brian Horton (2001). *Associated Press guide to photojournalism*, Mc-Graw Hill.
- Terry Hope (2001). *Photo journalism: Developing style in creative photography*, New York: RotoVision SA.
- Angela Faris Belt (2008). *The elements of photography: Understanding and creating sophisticated images*, Focal Press.
- Barbara London and Jim Stone (2011). *A Short Course in Digital Photography*, Prentice Hall.
- Barbara Brundage and Chris Grover (2006). *Digital photography: The missing manual*, CA: Publisher: O'Reilly.
- David D. Busch (2006). *Mastering digital photography (2nd edn)*, Thompson Course Technology.

Media Literacy

Course Code	BJMC000301					
Course Title	Media Literacy					
Course Credits	Lecture	Tutorial		Practice		Total
	2	1		0		3
Contact hours	30	15		0		45
Course objective	This course seeks to develop critical thinking skills enabling students to read media texts and latent messages. In a long run, this will foster an enabling environment in which the citizens instead of acting as passive consumers demand better content and form a better informed society.					
Type of the course	Compulsory Course					
Marks	CCA		ESE		Total	
	Maximum	Pass	Maximum	Pass	Maximum	Pass
	50	45%	50	45%	100	45%

Examination Scheme:

Components	Continuous Comprehensive Assessment				End Semester Examination [§]	Total
	Attendance	Classroom Activity [*]	Mid-Term Exam 1	Mid-Term Exam 2 [#]		
Marks	5	15	15	15	50	100

^{*} Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

[#] 10 marks out of 15 in 2nd mid-term exam will be awarded by the course teacher based on each student's participation during tutorial session based on Unit V.

[§] End Semester Examination will cover first four units only.

Instructions for Paper Setters:

The question paper for end-semester examination will have six parts as explained below. The instructions for each part should be mentioned at the beginning of the part in the question paper. Maximum time allowed for answering the question paper is 3 hours.

Part A	Ten objective type questions (MCQ/True-False/ fill in the blanks) for one mark each (from first four units). All questions are compulsory.	10 × 1 = 10 marks
Part B	Four short answer (25 words) questions (one from each unit), each for two marks. All questions are compulsory.	4 × 2 = 8 marks
Part C	Two questions of medium length answer (200 words), each for 8 marks, from Unit I. One question is to be attempted.	1 × 8 = 8 marks
Part D	Two questions of medium length answer (200 words), each for 8 marks, from Unit II. One question is to be attempted.	1 × 8 = 8 marks
Part E	Two questions of medium length answer (200 words), each for 8 marks, from Unit III. One question is to be attempted.	1 × 8 = 8 marks
Part F	Two questions of medium length answer (200 words), each for 8 marks, from Unit IV. One question is to be attempted.	1 × 8 = 8 marks

Total Marks (A+B+C+D+E+F)	50 marks
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Instructions for candidates:

Maximum time allowed for answering the question paper is three hours. While answering, the candidates should strictly adhere to the word limit and use examples wherever possible.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNICATION: Concept, definition and importance of communication; Process and types (intrapersonal, interpersonal, group and mass communication); Mediated and non-mediated communication; Noise in Communication; Importance of perception in communication.	7	2	0
II	MEDIA: Media timeline and types of mass media; Role of Media in a democracy and social change; Concepts of mass society, mass media and mass audience; Audience: Active vs. passive audience, mass audience vs. audience segmentation.	7	2	0
III	MEDIA MESSAGES: Meanings creation: Information processing (filtering, meaning matching and meaning construction); Individual differences in exposure, attention, retention and perception; Types of media messages: Cumulative message, manifest messages, latent messages; Message text and subtext.	7	2	0
IV	MEDIA INDUSTRY: Cross-media and transnational-media ownership; Audience as consumers: Direct and in-direct revenues from audience; Industry strategy: Maximize profits, minimize costs and risks, technological convergence, market convergence; Impact: Information saturation, Market-driven journalism, commoditization of gender, global market culture, children as potential consumer, conformity pressures on the youth, entertainment culture.	8	2	0
V	DECONSTRUCTING MEDIA MESSAGES: Tutorial session exercises: Closely examining and “taking apart” media messages to understand how they work. Key concepts for deconstructing messages: Source, target audience, text, subtext, persuasion techniques, point of view.	1	7	0

	<p>Asking questions to De-construct messages:</p> <p>Basic questions:</p> <ol style="list-style-type: none"> 1. Whose message is this? Who created or paid for it? Why? 2. Who is the “target audience”? What are the clues (words, images, sounds, etc.)? 3. What “tools of persuasion” are used? 4. What part of the story is not being told? <p>Intermediate questions:</p> <ol style="list-style-type: none"> 1. Whose message is this? Who created or paid for it? Why? 2. Who is the “target audience”? What is their age, ethnicity, class, profession, interests, etc.? What words, images or sounds suggest this? 3. What is the “text” of the message? (What we actually see and/or hear: Written or spoken words, photos, drawings, logos, design, music, sounds, etc.) 4. What is the “subtext” of the message? (What do you think is the hidden or unstated meaning?) 5. What “tools of persuasion” are used? 6. What positive messages are presented? What negative messages are presented? 7. What part of the story is not being told? <p>Advanced questions:</p> <ol style="list-style-type: none"> 1. Whose message is this? Who created or paid for it? Why? 2. Who is the “target audience”? What is their age, ethnicity, class, profession, interests, etc.? What words, images or sounds suggest this? 3. What is the “text” of the message? (What we actually see and/or hear: written or spoken words, photos, drawings, logos, design, music, sounds, etc.) 4. What is the “subtext” of the message? (What do you think is the hidden or unstated meaning?) 5. What kind of lifestyle is presented? 6. What values are expressed? 7. What “tools of persuasion” are used? 8. What positive messages are presented? What negative messages are presented? 9. What groups of people does this message empower? What groups does it disempower? How does this serve the media maker's interests? 10. 10. What part of the story is not being told? How and where could you get more information about the untold stories? 			
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Texts and References:

- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.

- Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations* (2nd edn), Ferment, and Future, Singapore: Thomason Asia Pvt. Ltd.
- Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- W. James Potter (2012). *Media Literacy*, Thousand Oaks, London, New Delhi, Singapore: Sage Publications.
- Forest Woody Horton, Jr. (2007). *Understanding Information Literacy: A Primer*, Paris: UNESCO (Available: <http://unesdoc.unesco.org/images/0015/001570/157020e.pdf>)
- Art Silverblatt, Yupa Saisanan Na Ayudhya, Kit Jenkins (2012). *International Media and Informational Literacy: A Conceptual Framework*, Asia-Pacific Institute for Development Broadcasting (Available online: <http://www.aibd.org.my/sites/default/files/International%20Media%20and%20Informational%20Literacy%20A%20Conceptual%20Framework.docx>)
- Donaldo Donaldo Pereira Macedo and Shirley R. Steinberg (2007). *Media Literacy: A Reader*, New York: Peter Lang.