

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2026-27



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme and Curriculum of Examination of Four Year Degree Programme

Bachelor of Arts (Journalism and Mass Communication)

Under Credit Based Continuous Evaluation Grading System (CBCEGS)

(Session 2026-27)

SEMESTER-I										
Course Code	Course Title	Course Type	Hours Per week	Credit	Total Credits	Marks				Examination Time (in Hours)
			L-T-P	L-T-P		Total	Ext.		CA	
							L	P		
BJML-1421	Punjabi (Compulsory)/	C	4-0-0	4-0-0	4	100	70	-	30	03
BJML-1031	¹ Basic Punjabi/									
BJML-1431	² Punjab History and Culture									
BJMM-1102	Communication Skills in English	AEC	3-0-2	3-0-1	4	100	50	20	30	03
BJML-1313	Principles of Communication	DSC	3-1-0	3-0-0	4	100	70	-	30	03
BJML-1314	Reporting and Editing-I	DSC	3-0-0	3-0-0	3	100	70	-	30	03
BJML-1315	History of Print Media	DSC	4-0-0	4-0-0	4	100	70	-	30	03
BJMP-1316	Reporting and Editing-I (Lab)	DSC	0-0-2	0-0-1	1	50	-	35	15	03
VACF-1492	*Foundation Course	VAC	2-0-0	2-0-0	2	50	35	-	15	03
		Total			28					

1. Special paper in lieu of Punjabi (Compulsory)

2. Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

C-Compulsory

AEC- Ability Enhancement Course

VAC-Value Added Course

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

***Credits/Grade Points of these papers will not be added in SGPA/CGPA of the Semester/Programme.**

Scheme and Curriculum of Examination of Four Year Degree Programme

Bachelor of Arts (Journalism and Mass Communication)

Under Credit Based Continuous Evaluation Grading System(CBCEGS)

(Session 2026-27)

SEMESTER-II										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks				Examination Time (in Hours)
			L-T-P	L-T-P		Total	Ext.		CA	
							L	P		
BJML-2421	Punjabi (Compulsory)/	C	4-0-0	4-0-0	4	100	70	-	30	03
BJML-2031	¹ BasicPunjabi/									
BJML-2431	² Punjab History and Culture									
BJMM-2102	Communication Skills in English- II	AEC	3-0-2	3-0-1	4	100	50	20	30	03
BJML-2313	Press Laws and Media Ethics	DSC	4-0-0	4-0-0	4	100	70	-	30	03
BJMM-2314	Mass Communication: Concepts and Processes	DSC	3-0-2	3-0-1	4	100	50	20	30	03
BJMM-2315	Design and Graphics	MDC	3-0-2	2-0-1	3	100	50	20	30	03
BJMM-2310	Photography and Photo Journalism	SEC	2-0-2	2-0-1	4	100	50	20	30	03
VACD-2161	*Drug Abuse and Ethical Education	VAC	4-0-0	4-0-0	4	100	70	-	30	03
		Total			27					

1. Special paper in lieu of Punjabi (Compulsory)

2. Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

C-Compulsory

AEC- Ability Enhancement Course

VAC-Value Added Course

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

*Credits/Grade Points of these papers will not be added in SGPA/CGPA of the Semester/Programme

Scheme and Curriculum of Examination of Three Year Degree Programme

Bachelor of Arts (Journalism and Mass Communication)

Under Credit Based Continuous Evaluation Grading System (CBCEGS)

(Session 2026-27)

Semester- III

Course Code	Course Name		Course Type	Credits	Total Credits	Marks			Examination Time (In Hours)	
						Total	Ext.			CA
							L	P		
BJML-3311	History of Broadcasting in India: Policies and Principles		DSC	4-0-0	4	100	70		30	03
BJML-3312	Development and Communication		DSC	4-0-0	4	100	70		30	03
BJMM-3313	Cyber Journalism		DSC	3-0-1	4	100	50	20	30	03
BJMM-3314	Reporting and Editing-II		DSC	3-0-1	4	100	50	20	30	03
BJMM-3315	News Feature Writing		DSC	3-0-1	4	100	50	20	30	03
VACG-3532	*Gender Sensitization		VAC	2-0-0	2	50	35		15	01
		Total				550				

AEC- Ability Enhancement Course

VAC-Value Added Course

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

VAC- Value Added Course

***Credits/Grade Points of these papers will not be added in SGPA/CGPA of the Semester/Programme**

Scheme and Curriculum of Examination of Three Year Degree Programme

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Course Code	Course Name	Course Type	Credits	Total Credits	Marks				Examination time (in Hours)
					Total	Ext .		C A	
						L	P		
BJML-4311	Media: Business Communication	DSC	4-0-0	4	100	70	-	30	3
BJML-4312	Video Production: Idea to Screen	DSC	4-0-0	4	100	70	-	30	3
BJML-4313	Folk Media	DSC	4-0-0	4	100	70	-	30	3
BJML-4314	Advertising: Concepts and Principles	MDC	4-0-0	4	100	70	-	30	3
BJMM-4315	Programme Formats: Radio and TV	DSC	4-0-0	4	100	50	20	30	3+3
BJML-4310	Introduction to Theatre Studies	SEC	4-0-0	4	100	70	-	30	3
VACE-4221	Environmental Studies (Compulsory)		2-0-0	2	50	35		15	
		Total		26					

***Marks of these papers will not be added in total marks and only grades will be provided.**

C- Compulsory

AEC- Ability Enhancement Course

VAC-Value Added Course

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

Scheme and Curriculum of Examination of Four Year Degree Programme
Bachelor of Arts Hons. (Journalism & Mass Communication)

(Session 2026-27)
Semester- V

Course Code	Course Name	Course Type	Credits	Marks				Examination Time (in Hours)
				Total	Ext.		CA	
					L	P		
BJML-5311	Current Affairs: Contemporary Issue in Media	DSC	4-0-0	100	70		30	3
BJML-5312	Media Research Methodologies	DSC	4-0-0	100	70		30	3
BJML-5313	Social Media	DSC	4-0-0	100	70		30	3
BJML-5314	Public Relations	DSC	4-0-0	100	70		30	3
BJMM-5315	Event Management: Principles and Methods	DSC	3-0-1	100	50	20	30	3
BJMI-5316	Internship		0-0-2	50		50		3
SECI-5541	*Innovation Entrepreneurship and Creative Thinking	VAC	2-0-0	50	35	-	15	1
Total			24	600				

*Marks of these papers will not be added in total marks and only grades will be provided.

AEC- Ability Enhancement Course

VAC-Value Added Course

DSC- Discipline Specific Course

SEC- Skill Enhancement Course

MDC- Multidisciplinary Course

Scheme of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)

(Session 2026-27)
Semester- VI

Course Code	Course Name	Course Type		Marks				Examination time (in Hours)
			Credits	Total	Ext.		C A	
					L	P		
BJML-6311	Global Media and International Communication	DSC	4-0-0	100	70		30	3
BJML-6312	Media Management	MDC	4-0-0	100	70		30	3
BJMM-6312	Perspective of Audio Sound	DSC	3-0-1	100	50	20	30	3+3
BJMM-6313	Video Electronic Film Production	DSC	3-0-1	100	50	20	30	3+3
BJML-6314	Digital Photography Techniques	SEC	4-0-0	100	70		30	3
Total			20	500				

DSC- Discipline Specific Course
SEC- Skill Enhancement Course
MDC- Multidisciplinary Course

Programme Specific Outcomes

Bachelor of Arts (Journalism and Mass Communication)

PSO 1: Students will be introduced to the basic aspects of mass communication and its various components.

PSO 2: Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood.

PSO 3: In this course they will be introduced to the traditional modes of communication and as well as the digital modes of communication.

PSO 4: During the course the students will be able to evaluate mass media within a wider context.

PSO 5: Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

BASIC PUNJABI

In lieu of Punjabi(Compulsory)

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BMLL /BBML-1031**

Course outcomes

CO1: YZYWhgKTphgVTA7 YT YwoEftfYNToEhN?w| gKTphGTPTw| fAyTA7 Yh gfefoNiftugI e' fTeUoGTPIfAZy7 YT YeTgYTweowTU||ftfYNToEhN?w|gA7hNzyoh, NzyoeY, gofpYhtTW to7 N7 goftug7tTW to7 N7 YT7oTt? (YZYWhKT7gST7) WrT\o (fpYh, fNZgh, NZOe) Yh gST7 N7 to7A7AKT7| eotIfTNIKIttrI||

CO2: ftfYNToEhN?w|gKTphPpYp77oYhYZYWhKT7gST7(ATOTowPpY, Aze7 PpY, fYPo7PpY,YW PpY,Nr7o N7 fgS7o) 7AKT7| eotIfTNIKIttrI||

CO3: ftfYNToEhN?w|fwZ7to7A Yh gKTphPpYTtWh : pT!To, tgTo, foP7wT7, y7h N7 UoOfYN?NTfY7AKT7| eotIfTNIKIttrI||

CO4:ftfYNToEhN?w| gKTphftuU | 7 Y' AZ7fYw? Y' w?, pTo?YUhfwn? Y' w?, oZ7? Y' w?, fTe7A A' 7lefr77hPpY?ftufAyTA7T U||

BASIC PUNJABI

In lieu of Punjabi(Compulsory)

COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BMLL/BBML-1031

AY? :S x'N'

Maximum Marks: 100

Theory :70

CA:30

Netv N7 gohfyNeWThUYTfT7?

1. gPwgZ7o Y' uTo (A-D) AePwU7rI AePwA-D 7Ze Y' gPweYtTo :fwNI-IV ftuAgZS' K7rI
Uo :fwNftuA Y' gPwgZS' K7rI
2. ftFYNTToEh w' eZ'W g'KgPweow UwlUo AePwftuIfTegPweowTWT !YhUlgKt?gPwfeA
th AePwftuAeh7TKT AeYTU
5. Uoe gPw Y' 14 NeUw
4. ggo AZNeowtTWTKeouTU 7?gPw? Yh tvN7rIt7O7t7OuToAg gPw?ftueo AeYTU

gTOeY

=fwN-I

g7hNzyoh, N7yoeY, gofpYhtTW to7 N7 goftug7tTW to7 N7 YT7t? (YZYWWh
KT7gST7) WrT\o (fpYh, fNZgh, NZOe) : gST7 N7 to7A I

=fwN-II

gKTphPpYp77o : YZYWhKT7gST7(ATOTowPpY, A=e7PpY, fYPo7PpY, YW
PpY, Nr7o N7 fgS7o)

=fwN-III

fwZ7to7A Yh gKTphPpYTtWh : pT!To, tgTo, foP7wt7, y7h N7 UoOfYN?NTfYwTW
Ap07

=fwN-IV

U|7 Y' AZ7fYw? Y' w?, pTo?YUhfwn? Y' w?, oZ7? Y' w?, fTe7A A' 7e fr77hPpY?ftu I

Semester I
Punjabi (Compulsory)
Course Code-BJML/BFDL/BHSL/BCAL/BITL/BBTL/BMLL/BBML-1421

COURSE OUTCOMES

CO1: Aot7YgKIpheft7T 7 eUT7hgA7e Y eft7TGTrw gVIA7
YTYwoEftfYNToEhN?NYoeft7Tg7hfYWuAgh, AM w{ gYTEowT U 7?fe AU NTOfweYoftuuZWuUhN?eTft0ToTt?
N7 ethN?pTo frNTwUTfAWeo Ae7IfTA YUoYwoEeft7T Yh ftNTfyNT, ftPWP7 7 YWe7 Yh
gfefoNT7AKT7 eoIA7Tth U 7?fe AU AYeTWh AYTKYhN? AYzfANTt?w AYM Ae7 N7
NTWuwT7YefYPNhp7T Ae7I

CO2: Yu xo gA7ew fAWpA ftuPTfYWeo e ftfYNToEhN?NYogV7 Yh o|uh w{ gYTEowT U N7
YZWtTwfrNTw Y7T U

CO3: goTouwT N7 goTgV e gPw? Y A7o Y7 YT YwoEftfYNToEhN? Yh pZOhw{ 7hy7eofYN?Aw? Yh
fWy7gf7GTw AKTroewTU

CO4: GTPttrhN?:GTPT YT NeATWhog, GTPT N7 AgGTPftuWTN7o, gKTphAgGTPt? Y gST7fuw,
gKTphGTPfweTA 7 fteIAgV7wTWftfYNToEhOwhN? Yh AuTowg7TW7AtTe | U7rI

Semester I
Punjabi (Compulsory)

Course Code-BJML/BFDL/BHSL/BCAL/BITL/BBTL/BMLL/BBML-1421

AY? f7w x'N' Maximum Marks: 100

L-T-P	Theory	70
4-0-0	CA	30

Netv N7 gohfyNeWThUYTfT7?

- gPwgZ7o Y' uTo (A-D) AePwU7rI AePwA-D 7Ze Y' gPweYtTo :fwNI-IV ftuAgZS' KI7rI Uo :fwNftuA Y' gPwgZS' KI7rI**
- ftfYNTToEh w' eZW gKgPweow UwlUo AePwftuKfTegPweowTWT !YhUlgKt?gPwfeA th AePwftuAeh7TKT AeYTU**
- Uoe gPw Y' 14 NeUw**
- ggo AZNeowtTWTKeouTU 7?gPw? Yh tvNzrktZ07ktZ0uToAg gPw?ftueo AeYTU**

gIOeY N7 gIOgA7e?

:fwN-I

Aot7YgKtphft7T 7' eUT7h(AgT.vT.ofYYoeo, vT. YxT AWtTw) r|o| wTwe Yt :whtofANh, NfY7Ao (eft7TGTr)
(eft7T Yh gA'r AfU7ftNfyNT/ftPTtA7/Ato)

:fwN-II

Yu xo

vT.eWYhgFAxOho, vT.fUoYKh7fAxGrW(AgT.), r|o| wTwe Yt :whtofANh,NfY7Ao (ftPTtA7,Ato,g7ofu7ow)

:fwN-III

(g)g`oQTouwT

(M)g`oQTgVQ e gPw? Y' A7o

:fwN-IV

(g)GTPTt*wrhN?:GTPT YT NeATWh og, GTPT N7 AgGIPftuWIN7o, gKTph AgGIPt? Y' gST7fuw
(M)g*KTPHGTPTfweTA 7' fteTA

(Semester I)

Session 2026-27

Communication Skills in English - I

(Theory)

Course Code: BJMM/BFDM/BHSM/BCAM/BITM/BBTM/BMLM/BBMM-1102

COURSE OUTCOMES

At the end of this course, the students will develop the following skills:

CO 1: Reading skills that will facilitate them to become an efficient reader

CO 2: Through reading skills, the students will have an ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

CO 3: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO 4: The skill to use an appropriate style and format in writing letters (formal and informal) and resume, memo, notices, agenda, minutes

(Semester I)

Session 2026-27

Communication Skills in English - I

(Theory)

Course Code: BJMM/BFDM/BHSM/BCAM/BITM/BBTM/ BMLM/ BBMM-1102

Total Marks: 100

Examination Time: 3 Hrs.Theory: 50

Practical: 20

CA: 30

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 10 marks. Each question can be sub divided into two parts.

(10 x 5 = 50)

Unit I

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Unit II

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Unit III

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities:

- Formatting personal and business letters.
- Organizing the details in a sequential order

Unit IV

Resume, memo, notices, agenda, minutes, Tips for effective blog writing

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/boards
- Writing blogs

Recommended Books:

- 1) *Oxford Guide to Effective Writing and Speaking* by John Seely.
- 2) *Business Communication*, by Sinha, K.K. Galgotia Publishers, 2003.
- 3) *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
- 4) *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).

(Semester I)

Session 2026-27

Communication Skills in English - I

Course Code: BJMM/BFDM/BHSM/BCAM/BITM/BBTM/ BMLM/ BBMM -1102

PRACTICAL / ORAL TESTING

Time: 3 hours

Marks: 20

Course Contents:

- | | |
|---|------------|
| 1. Oral Presentation with/without audio visual aids | (10 Marks) |
| 2. Group Discussion | (05 Marks) |
| 3. Practical File form Syllabi | (05 Marks) |

Questions:

1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio-visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2026-27)
SEMSTER-I
PRINCIPLES OF COMMUNICATION
Course Code: BJML-1313
(THEORY)

Course Outcomes

- Understand the role of communication in personal & professional success.
- Develop awareness of appropriate communication strategies.
- Prepare and present messages with a specific intent.
- Analyze a variety of communication acts.
- Ethically use, document and integrate sources.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-I

PRINCIPLES OF COMMUNICATION

Course Code: BJML 1313

(THEORY)

Max. Marks: 100

Theory: 70

CA: 30

Time: 3 Hrs.

L-T-P

3-0-0

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question carries 14 marks.

UNIT-I

Meaning & Elements/components of human communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication, Communication - Outcomes, Scope & Functions, Factors responsible for growing importance of Communication, Effective communication & its Barriers.

UNIT-II

Transmission of ideas, Elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding & Feedback), Communication in Digital Age.

UNIT-III

Intra Personal Communication, Interpersonal Communication, Group Communication (Public, Small & Group), Mass Communication, Verbal, Non-Verbal Communication & Body Language

UNIT-IV

Hypodermic Needle Theory, Two-step & Multi-step, SMR Model, Shannon & Weaver Model, Laswell Model, Osgood Model, Schramm Model, Gate Keeping Model.

Suggested Readings:

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspective Human Communication: Aubrey B. Fisher, (Macmillan Publishing Co. New Delhi)
3. Communication–Concepts & Process: Joseph A. Devito,
4. Lectures on Mass Communication: S. S. Ganesh
5. The Process of Communication: David K. Berlo
6. Communication Facts & Ideas in Business: L. Brown(Prentice Hall)

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2026-27)
SEMSTER-I
Course Code: BJML-1314
Reporting and Editing-I
(THEORY)

Course Outcomes

- The unit will also teach the basics of journalism and news reporting.
- News structure, interview skills and news values will be made clear
- Agency and magazine journalism will also be taught.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-I

Reporting and Editing-I

Course Code: BJML-1314

(THEORY)

Max. Marks: 100

Theory: 70

CA: 30

Time: 3 Hrs.

L-T-P

3-0-0

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question carries 10 marks.

UNIT-I

Principles of reporting, functions and responsibilities, writing news, lead, types of leads ,body ,techniques of re-writing, news agency copy.

Reporting techniques: Qualities of a reporter, news-elements, sources, types, pitfalls and problems in reporting

UNIT-II

Headlines: Principles, Types and Techniques. Beats: Crime, courts, health, civil administration, civic society, culture, politics, education.

UNIT-III

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorialdesk, Functions of editor, sub-editor and picture editor. Copy editing, preparation of copy for press, style sheet, editing symbols, proofreading symbols and their significance.

UNIT-IV

Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different

sections and their functions.

Suggested Readings:

1. Handbook of Reporting and Communication Skill, Rahul Kumar and V.S.Gupta,2022
2. Fundamentals of Reporting and Editing, Ambrish Saxena, 2017 Kanishka Publishers
3. A Concise Course in Reporting for Newspapers, Magazines, Radio and the TV, B.N. Ahuja, 2013
4. NewsReportingandEditing,K.M.Srivastava,SterlingPublishersPvt.Ltd.,2008

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2026-27)
SEMSTER-I

History of Print Media
Course Code: BJML-1315
(THEORY)

Course Outcomes

- To trace the history of Indian press.
- To understand the evolution of various Indian newspapers.
- To aware the students about the role of Indian Press in freedom struggle.
- To understand the history of Vernacular Press

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2026-27)

SEMSTER-I

History of Print Media
Course Code: BJML-1315
(THEORY)

Time: 3 Hrs.

L-T-P

4-0-0

Max. Marks:100

Theory: 70

CA: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question carries 14 marks.

UNIT-I

History of Indian Journalism, The Statesman; The times of India, Amrita Bazar Partika,
; History of News Agencies: PTI,UNI

UNIT-II

The origin of Print Media in India, James Augustus Hickey, James Silk Buckingham; Raja Ram Mohan Roy, Young Bengal Movement, Role and contribution: Mahatma Gandhi, Raja Ram Mohan Roy, Dyal Singh Majithia, Gurbax Singh, Journalistic contribution of Mahatma Gandhi.

UNIT-III

Adam's Press Gagging Act, Vernacular Press Act, Copyright Act

UNIT-IV

History of Punjabi Journalism: Ajit, Nawan Zamana, Jagbani, The Tribune

Books Recommended

- | | | |
|----------------------------------|---|--------------------------------|
| 1. Mass Communication in India | | Keval J Kumar |
| 2. Mass Media Laws & Regulations | : | C.S. Rayudu, S B Nageshwar Rao |
| 3. Journalism in India | | Rangaswamy Parthasarthy |
| 4. Mass Communication | | VirBala & Aggarwal |

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2026-27)

SEMSTER-I

Reporting and Editing-I Lab

Course Code: BJMP-1316

(Practical)

Time: 3 Hrs.

L-T-P

0-0-1

Total Marks: 50

Practical Marks: 35

CA:15

PRACTICAL

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Writing Letter to Editor, Hard Story, Soft Story.
4. Covering various beats.
5. Field assignments and their evaluation

FOUNDATION COURSE

Course Title: Foundation Course

Nature of Course: Audit Course (Value Added)

Course Duration: 30 hours

SYLLABUS

Module Being Human: Introduction & Initial Assessment

- Introduction to the program
- Initial Assessment of the students through written answers to a couple of questions

Module 2 The Human Story

- Comprehensive overview of human intellectual growth right from the birth of human history
- The wisdom of the Ancients
- Dark Middle Ages
- Revolutionary Renaissance
- Progressive modern times
- Most momentous turning points, inventions and discoveries

Module 3 The Vedas and the Indian Philosophy

- Origin, teachings and significance of *The Vedas*
- Upanishads and Puranas
- Karma Theory of *The Bhagwad Gita*
- Maintenance of Buddhism & Jainism
- Teachings of Guru Granth Sahi

Module4 ChangingParadigmsinSociety,Religion &Literature

- Renaissance:TheAgeof Rebirth
- Transformationinhuman thought
- Importanceofhumanism
- Geocentrismtoheliocentrism
- Copernicus,Galileo,Columbus,DarwinandSaint Joan
- EmpathyandCompassion

Module5 Woman:AJourneythroughtheAges

- Statusofwomen inpre-vedictimes
- WomeninancientGreekandRomancivilizations
- WomeninvedicandancientIndia
- Statusof women inthe Muslim world
- Womenin themodern world
- Crimesagainstwomen
- Womenlabourworkforceparticipation
- Womeninpolitics
- Statusof women-our dream

Module6MakersofModernIndia

- Earlyengagementofforeignerswith India
- Education:Thefirststeptomodernization
- Railways:Thelifelineof India
- RajaRamMohanRoy,Gandhi,Nehru,Vivekanand,SardarPatel etc.
- IndiraGandhi,MotherTeresa,HomaiVyarawala etc.
- TheWayAhead

Module7Racism:StoryoftheWest

- Europeanbeginningsofracism
- RacismintheUSA -JimCrowLaws
- MartinLutherKingJr.and thebattleagainstracism
- Apartheidand NelsonMandela
- Changingfaceofracisminthemodernworld
-

Module8ModernWorldataGlance:Political&EconomicPerspective

- Changingworldorder
- WorldWarI&II
- UNOandTheCommonwealth
- NuclearPowers;Terrorism
- EconomicScenario:IMF,WorldBank

- InternationalRegionalEconomicIntegration

Module9TechnologyVisa VisHumanLife

- Impactoftechnologyonmodern life
- Technologicalgadgetsand theirrolein ourlives
- Technologyandenvironment
- Consumerismandmaterialism
- Psychologicalandemotionalconsequencesoftechnology
- Harmonizingtechnologywithethicsandhumaneness

Module10MyNation MyPride

- IndianPastCultureand Heritage
- MajorDiscoveries(MedicinalandScientific)
- VedicAge
- ProminentAchievements
- Art,ArchitectureandLiterature

Module11TheKMVExperience

- RichLegacyof KMV
- Pioneeringroleinwomenemancipationand empowerment
- KMVContributionintheIndian FreedomStruggle
- Moral,culturalandintellectualheritageofKMV
- Landmarkachievements
- Innovativeinitiatives;internationalendeavours
- Vision,missionand focus
- Conductguidelinesforstudents

Module12Final Assessment, Feedback & Closure

- Finalmultiple choicequiz
- Assessmentthroughthesamequestions askedinthebeginning
- Feedback abouttheprogrammefromthestudents
- Closureof theprogramme

BASIC PUNJABI

In lieu of Punjabi(Compulsory)

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BMLL /BBML-1031**

Course outcomes

CO1: YZYWhg'KTphgV|TA|7 YT YwoEftfYNTtoEhN?w| g'KTphGTPTw| fAyTA7 Yh gfefoN|ftug| e' fTeUoG|P|fAzy7 YT Ye|gYTweowTU||ftfYNTtoEhN?w|gA7hNZyoh, NzyoeY, g'ofpYhtTW to7 N7 goftug7tTW to7 N7 YT7oTt? (YZYWhKT7gST7) WrT\o (fpYh, fNZgh, NZOe) Yh gST7 N7 to7A7AKT7| eot|fTN|K|tr|

CO2: ftfYNTtoEhN?w|gKTphPpYp77oYhYZYWhKT7gST7(ATOTowPpY, A:e7 PpY, fYPo7PpY,YW PpY,Nr7o N7 fgS7o) 7AKT7| eot|fTN|K|tr|

CO3: ftfYNTtoEhN?w|fwz7to7A Yh gKTphPpYTtWh : pT|To, tgTo, foP7wt7, y7h N7 UoO'fYN?NTfY7AKT7| eot|fTN|K|tr|

CO4:ftfYNTtoEhN?w| gKTphftuU|7 Y AZ7fYw? Y w?, pTo?YUhfwn? Y w?, oZ|7? Y w?, fTe7A A' 7lefr77hPpY?ftufAy|A7| U|

BASIC PUNJABI

In lieu of Punjabi(Compulsory)

COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BMLL /BBML-2031

AY? : S x'N'

L-T-P

4-0-0

Maximum Marks: 100

Theory :70

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

gTOeY

=fwN-I

PpY P'7hN? : gST7 N7' to7A (w?t, gVw?t, fefoNT, ftPP7, fefoN'ftPP7, Ap0e,
=Ke N7' ftAfYe)

=fwN-II

gKtph'tIep77o : YZYWhKT7gST7

(A) ATOTowtTe, A=e7t'e N7' fYPo7tTe (gST7 N7' to7A)

(N) fpNTwhNTtTe, gPwtIuet'e N7' UeYht'e (gST7 N7' to7A)

=fwN-III

goTouwt

A'yg ouwt

=fwN-IV

fuZOhgZ7o (xoW| N7 Y|7oh)

NyI7N7 YUt'to (fWANwTWwZEh U)

Semester II
Punjabi (Compulsory)
Course Code-BJML/BFDL/BHSL/BCAL/BITL/BBTL/BMLL/BBML-2421

COURSE OUTCOMES

CO1: Aot7YgKIpheft7T 7 eUT7hgA7e Y eUT7hGTrrw fAWpA ftuPTfYWeo e ftfYNTtoEhN?NYoeUT7hw gV7 Yh o|uh w*{ gYTeowT U' N7 eUT7hKr7wTWKV7TU

CO2:rZYgtTUGA7ew fAWpA ftuPTfYWeo e' ftfYNTtoEhN?NYogV7 Yh o|uh w{ gYTeowT U' N7 YZWtTwfrNTw Y7T U

CO3:PpYp77o N7 PpYouwT, gfoGTPT, YZYW A'eWg,PpYP7hN?w gVIA7 YTYwoEftfYNTtoEhN?NYogKTphGTPT Yh NYhohYT N7 pTohehN?w AYM7WThtzyo -tzyo fAO?7?YTfteTA eowTU

CO4:Y | 7ohfuZOhgz7oYTYwoEftfYNTtoEhN?w AY'A N7 fYUw7 Yh pzu7eowpTo YZA7TU YUTto / NyT7 Yh to7AwTWrrZWpT7ftugogle7TNTA Yh U fTUftfYNTtoEhN? Yh rZWpT7ftufwyTofWNIA7 YTeYeowr

Semester II
Punjabi (Compulsory)
Course Code-BJML/BFDL/BHSL/BCAL/BITL/BBTL/BMLL/BBML-2421

AY?f7wx'N' Maximum Marks: 100

L-T-P	Theory	70
4-0-0	CA	30

Netv N7 gohfyNeWThUYTfT7?

- 1. gPwgZ7o Y' uTo (A-D) AePwU7r!AePwA-D 7Ze Y' gPweYtTo :fwNI-IV ftuAgZS' K!7r! Uo :fwNftu! Y' gPwgZS' K!7r!**
- 2. ftfYNTToEh w` eZW gKgPweow UwlUo AePwftu!fTegPweowTW!YhU!gKt?gPwfeA th AePwftu!eh7TKT AeYU!**
- 3. Uoe gPw Y' 14 NeUw!**
- 4. ggo AZNeowtTWTKeouTU 7?gPw? Yh tvNZrt!tZ07!tZ0uToAg gPwftueo AeYU!**

gTOeY N7 gTOgA7e?

:fwN-I

Aot7YgK!p!eft7T 7' eUT7h(AgI.vI.ofYYoeo, vT. YxT AWtTw) r!o| wTwe Yt :wh!tofANh, NfY7Ao! (eUT7hGTr) eUT7hYT ATo/ftP!tA7

:fwN-II

rZYgtTU(oyIfu7o 7' UWe Wy)

(AgI.vI.fpeoYfAxxY7 N7 KAgTWfAx),

ro wTwe Yt :wh!tofANh, NfY7Ao!

(ftP!tA7/A!o)

:fwN-III

(A) PpYp77o N7 PpYouwT, gfoGTPT, YZYW AeWg

(N) PpYP7hN?

:fwN-IV

Y|7ohfuZOhgZ7o

YUTto N7 NyT7

(Under Credit Based Continuous Evaluation Grading System)
Session 2026-27
COMMUNICATION SKILLS IN ENGLISH-II
Course Code: BJMM/BFDM/BHSM/BCAM/BITM/BBTM/ BMLM/BBMM-2102

COURSE OUTCOMES

At the end of this course, the students will develop the following skills:

CO 1: Enhancement of listening skills with the help of listening exercises based on conversation, news and TV reports

CO 2: The ability of Note-Taking to be able to distinguish the main points from the supporting details and the irrelevant information from the relevant one

CO 3: Improvement of speaking skills enabling them to converse in a specific situation

CO 4: Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking

Session 2026-27
COMMUNICATION SKILLS IN ENGLISH-II
Course Code:BJMM/BFDM/BHSM/BCAM/BITM/BBTM/ BMLM/ BBMM-2102

Time: 3 hours (Theory)
3 hours (Practical)

Max. Marks: 100

Theory: 50
Practical: 20
ContinuousAssessment: 30

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making

Activities: Taking notes on a speech/lecture

Unit III

Speaking and Conversational Skills: Components of a meaningful and easy conversation, understanding the cue and making appropriate responses, forms of polite speech, asking and providing information on general topics

Activities: 1) Making conversation and taking turns

2) Oral description or explanation of a common object, situation or concept

Unit IV

The study of sounds of English, Stress

Situation based Conversation in English Essentials of Spoken English

Activities: Giving Interviews

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
3. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
4. *A Course in Phonetics and Spoken English* by J. Sethi and P.V. Dhamija, Phi Learning.

Session 2026-27
COMMUNICATION SKILLS IN ENGLISH
Course Code:BJMM/BFDM/BHSM/BCAM/BITM/BBTM/ BMLM/ BBMM-2102

PRACTICAL / ORAL TESTING

Time: 3 hours

Marks: 20

Course Contents:

1. Oral Presentation with/without audio visual aids (10 Marks)
2. Group Discussion/ Mock Interview (05 Marks)
3. Listening to any recorded or live material and asking oral questions for listening comprehension (05 Marks)

Questions:

1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio-visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

**Bachelor of Arts Journalism and Mass Communication
Session 2026-27**

**SEMSTER-II
Press Laws and Media Ethics**

**Course Code: BJML-2313
(THEORY)**

Course Outcomes

- To understand the laws related to press.
- To gain legal perspective on various media issues.
- To aware the students about the role of press in lawmaking.
- To understand the basic concepts related to Indian judicial system

**Bachelor of Arts Journalism and Mass Communication
Session 2026-27**

**SEMSTER-II
Press Laws and Media Ethics**

**Course Code: BJML-2313
(THEORY)**

Time: 3 Hrs.

**L-T-P
4-0-0**

Max. Marks:100

Theory:70

CA:30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 Marks.

UNIT-I

- Article-19 (1)- freedom of speech and expression.
- Ethics, Self-Regulation & Freedom of Expression
- Social Responsibility of Media
- Constitutional Safeguards to Freedom of Media

UNIT-II

- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- Press Commissions & their Recommendations
- Press Council of India

UNIT-III

- Law of Defamation
- Contempt of Court
- Official Secrets Act

- Right to Information

UNIT-IV

- Copyright Act
- Working Journalist Act
- Code of Conduct: AIR, TV and Cable

Suggested Readings:

- | | | | |
|----|-----------------------------------|---|---|
| 1. | Mass Media Laws & Regulations | : | C.S. Rayudu, S B Nageshwar Rao |
| 2. | Press in the Indian Constitution | : | R.K. Ravindran |
| 3. | Principles & Ethics of Journalism | : | Dr. Jan R. Hakemuldar, Dr. Fay AC deJouge, P.P. Singh |

Bachelor of Arts Journalism and Mass Communication
(Session 2026-27)
SEMSTER-II

Mass Communication: Concepts and Processes
Course Code: BJMM-2314
(THEORY)

Course Outcomes

- To understand the basic concepts related to MassCommunication.
- To understand the various functions of MassCommunication.
- To understand the characteristics of various audience.
To understand the various tools of MassCommunication.

Bachelor of Arts Journalism and Mass Communication
(Session 2026-27)
SEMSTER-II

Mass Communication: Concepts and Processes
Course Code: BJMM-2314
(THEORY)

Time: 3 Hrs.

L-T-P
3-0-1

Max. Marks:100

Theory:50
Practical: 20
CA:30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

UNIT-I

Mass Communication: Meaning & definitions, Characteristics & features, the concept of Mass & Mass Culture

Mass Communication and other forms of Mass Communication: Interface between Intra personal, Interpersonal, Group and Mass Communication, New Media as a tool for Mass Communication.

UNIT-II

Functions of Mass Communication: To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media.

Audience: Topologies and Characteristics,

UNIT-III

Theories of Mass Communication:

Bullet theory and two step flow theory.
Concept of Demassification.

UNIT-IV

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) Internet: e-Paper, Online Paper and Offline Paper, Blogs, Micro blogs, other social networking sites

Suggested Readings:

- | | |
|---|-------------------------------|
| 1. Mass Communication & Development | Dr.Baldev Raj Gupta |
| 2. Communication Technology & Development | I.P.Tiwari |
| 3. Mass Communication in India | KevalJKumar |
| 5. Cinema& Television | Jacques Hermabon&KumarShahani |
| 6. Mass Communication Journalism in India | D SMehta |
| 7. Mass Media Today | SubirGhosh |
| 8. The Communication Revolution | NarayanaMenon |

Bachelor of Arts Journalism and Mass Communication

(Session 2026-27)

SEMSTER-II

Photography and Photo Journalism

Course Code: BJMM-2310

(THEORY)

Course Outcomes

- students will explore this immensely artistic as well as highly technical media in this unit.
- The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them.
- Functioning of Photo agencies and publicity units will be made clear to them

Bachelor of Arts Journalism and Mass Communication
(Session 2026-27)

SEMSTER-II

Photography and Photo Journalism
Course Code: BJMM-2310

(THEORY)

Time: 3 Hrs.

L-T-P
3-0-1

Max. Marks:100

Theory: 50
Practical:20

CA:30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question will carry 08 Marks

UNIT-I

Camera Components – Shutter Speed, Aperture, Focal Length. Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid. Types of Lenses –Normal, Zoom, Telephoto, Wide Angle, Fish Eye

UNIT-II

Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field. Types of Shots, Angles & Composition, Types of Photography (Still life, Fashion, Sports, Editorial and Ariel photography)

UNIT-III

Photo Editing Techniques – Cropping, Editing
Qualities of a Good Photo Journalist, Ethical Aspects of Photo Journalism.

UNIT-IV

Photo Features and Caption Writing, Candid, Paparazzi.
Styles of Photography(Lifestyle, Documentary, Artistic and Traditional photography)
Glossary of Photography.

Books Recommended

- | | |
|------------------------------------|-------------------|
| 1. Digital Photographer's Handbook | - Tom |
| 2. ThePhotography | - Graham Clarke |
| 3. Creative Photography Work Book | - John Hedgecoe's |
| 4. Photography | - Bill Apton |

Bachelor of Arts Journalism and Mass Communication

(Session 2026-27)

SEMSTER-II

DESIGN AND GRAPHICS

Course Code: BJMM-2316

(THEORY)

Course Outcomes

- To understand the Printing methods & techniques.
- To understand the basic concepts of various designing software.
- To understand the basic rules of design.
- To understand the rules of Page designing and Page making.

Bachelor of Arts Journalism and Mass Communication
(Session 2026-27)

SEMSTER-II
DESIGN AND GRAPHICS

Course Code: BJMM-2316
(THEORY)

Time: 3 Hrs.

L-T-P
3-0-1

Max. Marks:100

Theory:50
Practical:20

CA:30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 Marks

UNIT-I

- Design and Graphics: Elements & Principles
- Visualization,
- Convergence and Divergence - Conceptualizations, Functions and significance

UNIT-II

- Design Lay-Out and Production
- Typeface families & Kinds
- Principles of Good Typography: Spacing, Measurement, Point System

UNIT-III

- DTP
- Use of Computer Software
- Character generation
- Use of Multi-Media.

UNIT-IV

- Types of Papers,
- Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making

Suggested Readings:

1. Art and Production- N.N. Sarkar
2. Newspaper & Magazine Layout- S.S. Kumar
3. Principles of Printing Technology- N. Gh

SEMESTER-II

Session 2026-27

Drug Abuse and Ethical Education

Value Added Audit Course

Course Code: VACD-2161

Time: 3 Hrs

Credits: L-T-P: 4-0-0

Contact Hours: 4 Hours/Week

Max Marks: 100

Theory 70

CA: 30

Instructions for the Paper Setter:

The question paper will consist of four Sections I, II, III and IV.

Section A: Compulsory Section: The examiner shall set 35 multiple Choice questions from unit IV and V. Each question shall carry 1 mark . The student will attempt 30 questions out of 35 multiple choice questions

(30x1=30)

Section B, C, D: 2 questions will be set in I, II & III unit of the syllabus. The candidates will have to attempt 1 question from each section. Fourth question can be attempted from any unit . Each question shall carry 10 marks

(10x4=40)

Syllabus:

UNIT-I

Meaning of Drug Abuse: Meaning, Nature , Types and Extent of Drug Abuse in India and Punjab.

Consequences of Drug Abuse for:

Individual : Education, Employment, Income.

Family : Violence.

Society : Crime , Social Disorganization

Prevention of Drug abuse: Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

UNIT-II

School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random

testing on students

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials

UNIT-III

Management of Drug Abuse

Medical management : medication for treatment and to withdrawal effects.

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

UNIT-IV

Understanding the Self:

- ❖ Character building : Self awareness; Self growth; Self Control; Self Discipline; Character and Destiny
- ❖ Generation gap: Relation with peer group; siblings and elders

UNIT-V

Social Responsibility:

- ❖ Opposite Sex Relations
- ❖ Globalization and IT Boom- Advantages and Disadvantages

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

History of Broadcasting in India: Policies and Principles

Course Code: BJML-3311

(Theory)

Course Outcomes:-

- Students will be taught the inception of broadcasting in India
- The commencement of AIR in India will also be unveiled to the students.
- The beginning of Television and Doordarshan in India will be taught in the course.

(Session 2026-27)
Semester-III
History of Broadcasting in India: Policies and Principles
Course Code: BJML-3311
(Theory)

Time: 3 Hrs.
L-T-P
4-0-0

Max. Marks: 100

Theory:70

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 Marks

Unit-I

Radio as a Mass Medium: Strength & Limitations, Characteristics & Advantages of Radio, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Radio Studio, Microphones, Recording, Editing.

Unit-II

History of Broadcasting: Development of Radio in India, Diversification of broadcast, Edutainment, Commercial attempt, 3-tiers of Radio Broadcast, Community Broadcast, Different Services.

Unit-III

Policies & Principles: Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, Guidelines for Election Broadcast,

Unit-IV

Autonomy for Broadcast Media, Prasar Bharti, Convergence, Media Policy, Radio in the age of TV & New Media.

Suggesting Readings:

1. Broadcast Journalism– Jan R Hakemuldaer, PP Singh
2. Satellite Invasion– S.C Bhatt
3. Broadcasting in India–H.R. Luthra
4. Broadcasting in India–P.C Joshi
5. Mass Communication in India–Kewal J. Kumar

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

Development and Communication

Course Code: BJML-3312

(Theory)

Course Outcomes:-

- This course will develop an understanding of developmental issues in the mind of students
- Will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

Development and Communication

Course Code: BJML-3312

(Theory)

Time: 3 Hrs.

L-T-P

4-0-0

Max. Marks: 100

Theory:70

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 Marks

Unit-I

Development- Concept & Process

- (a) Definition & Meaning
- (b) Concept of development: Historical background in India
- (c) Concept in Third World Context
- (d) Models of development: Eastern, Western and Gandhian Model
- (e) Priority areas in development
- (f) Process of development
- (g) Difference between Growth & Development

Unit-II

Development & Communication-Concepts & Theories

- (h) Development: a bottom-up approach
- (i) Communication: a trickle-down approach
- (j) Four Approaches-
 - Development Communication
 - Communication for development
 - Communication support for development
 - Development support for communication

Unit-III

Development Communication

- (k) Concept, significance of development communication
- (l) Roadblocks, future of development communication

Media & Development

- (m) Mass Media as tool for development; Media as partner in development
- (n) Problems with use of media for development
- (o) Creativity in media presentation of development issues
- (p) Role & performance record of each medium-Print, Radio & TV in Indian context.

Unit-IV

Development Issues & Concepts

Concepts

- Sustainability
- Poverty Reduction
- Social Relation (Inequality)
- Human Development
- Participation
- Institutional Development
- Structural Adjustment
- Environmental Protection

Suggested Readings:

- | | | |
|---|---|----------------------|
| 1. Media & Development | : | M.R. Dua& V.S. Gupta |
| 2. Mass Communication & Development | : | Dr.Baldev Raj Gupta |
| 3. Mass Communication in India | : | Keval J. Kumar |
| 4. Modern Media in Social Development | : | Harish Khanna |
| 5. The Changing Conceptions of Development | : | |
| An Article by S.L. Sharma in the Journal of | | |
| National Development, Vol. 1,1980. | | |
| 6. Lectures on Mass Communication | : | S. Gane |

Bachelor of Arts (Journalism and Mass Communication)

Session 2026-27

Semester-III

Cyber Journalism

**Course Code: BJMM-3313
(Theory)**

Course Outcomes:

- The unit will aware the students about the basic concepts of Cyber Journalism and its fundamental concepts.
- Students will be given hands-on training as to how to write for Web Media.
- Students will be taught the analysis of various web news portal and their impact in the media industry.

Bachelor of Arts (Journalism and Mass Communication)

Session 2026-27

Semester-III

Cyber Journalism

Course Code: BJMM-3313

(Theory)

Max. Marks: 100

Theory: 50

Practical: 20

C.A.: 30

Time: 3 Hrs.

L-T-P

3-0-1

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 Marks.

Unit-I

- ☐ **Cyber Journalism:** Introduction to Cyber Space. Information Super Highway, Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

Unit-II

- ☐ **Writing for Web Media:** Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Impact of Web Journalism, Recent Trends.

Unit-III

- ☐ Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism
- ☐ Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Unit-IV

- e-Paper, Blogs, Citizen Journalism, Online News Portals, Fake News
- MOJO, Virtual Reality, Information, Misinformation & Disinformation through New Media

Suggested Readings:

1. Cyberspace Aur Media : Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems : Ramesh Agarwal& Bharat BhushanTiwari
4. IT in the New Millenium : V.D. Dudeja
5. IT : S L Sah
6. Electronic Media & the Internet : Y K D'souza

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2026-27)
Semester-III
Reporting and Editing-II
Course Code: BJML-3312
(Theory)

Course Outcomes:

- The unit will teach the basics of journalism and news reporting.
- News structure, interview skills and news values will be made clear
- Agency and magazine journalism will also be taught.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

Reporting and Editing-II

Course Code: BJMM-3312

(Theory)

Time: 3 Hrs.

L-T-P

3-0-1

Max. Marks: 100

Theory: 50

Practical: 20

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 Marks

Unit-I

Reporting: Interpretative, investigative, advocacy, Yellow Journalism, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programme reviews.

Unit-II

News Bureau: Functions of news bureau, special beats like embassies, politics, ministries, public sector undertakings.

Unit-III

Editorial & Op-Ed Page: structure and purpose, Editorial and middle, special articles, columns and letters to the editor, edutainment.

Specialized Writing/Editing: Supplements, Pullouts, Features, Interviews, News Analysis, Backgrounders.

Unit-IV

Columnist, Syndicate Writers, Freelancers
Difference between broadsheet & tabloid.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

Reporting and Editing-II

Course Code: BJMM-3312

(Theory)

Suggested Readings:

1. News Writing – George A. Hough
2. Editing – B.N. Ahuja
3. Reporting – B.N.Ahuja
4. Reporting & Editing – V.S.Gupta

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

News Feature Writing

Course Code: BJMM-3315

(Theory)

Course Outcomes:-

- The students will be taught the basic concepts of feature writing.
- The students will be taught the process of research needed for feature writing.
- Students will be given hands-on training as to how to write a well-balanced feature

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

Semester-III

News Feature Writing

Course Code: BJMM-3315

(Theory)

Time: 3 Hrs.

L-T-P

3-0-1

Max. Marks: 100

Theory: 50

Practical: 20

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 Marks

Unit-I

Defining a feature: Difference between feature and news report, from facts to narratives; Originality and literary quality, Types of Features, Language of a Feature.

Unit-II

Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

Unit-III

Elements of feature: Interview, utility, personal experiences, confessions, narrative, columns and columnists; Human interest story, news features, sidebars, personality profiles, sensational features, seasonal features, enterprise features, saturation feature stories, Fact box, Chronology, Backgrounder, Testimony.

Unit-IV

Writing the features: Gathering and organizing information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations.

SUGGESTED Readings:

1. The art of Feature Writing by Contractor, Huned (Icon Publication)
2. Feature Writing for Newspapers by Williamson, Daniel R. (Hastings House)
3. Feature Writing by Prassan Kumar (Shri Vidya Publication)

Semester III

GENDER SENSITIZATION PROGRAMME

2026-27

Course Title: GENDER SENSITIZATION PROGRAMME

Nature of Course: Value Added Audit Course

Course Duration: 30 hours

Course intended for: Semester III students of the undergraduate degree program.

The program has been designed to inculcate the value of gender equality among students so that they can identify the areas of gender discrimination, raise their voices against gender discrimination and work towards making the society gender neutral.

Objectives of the Course:

1. To sensitize students about gender rights, gender roles and relations.
2. To make students aware and capable of realizing their true potential.
3. To ensure equal participation of men and women in all economic, social and political processes.
4. To develop a gender perspective to transform the mindset of society.

Learning Outcomes:

On successful completion of this course, students will be able to

- develop ways to address gender inequalities and promote gender justice
- understand the difference between sex and gender and cultural norms ascribed to boys/men and girls/women.
- evaluate the impact of socially defined gender roles on economic and political participation.
- analyze social problems using a gender lens.
- learn the constitutional provisions and laws relating to gender rights.
- understand the importance of comprehensive access to healthcare for all women
- defend themselves against potential attacks and adversities using self-defence techniques.
- engage themselves in critical self-reflection and work for social transformation.

CURRICULUM

Course Code: VACG3532

Total contact hours: 30

MODULE	TITLE	HOURS
1	Introduction to Gender Sensitization	4 Hrs.

2	Workshop in Self-Defense Techniques	12Hrs.
3 I	Cultural Roles and Gender Sensitivity	2 Hrs.
3 II	nder Dimensions inEconomic Participation and Wage Gap	2 Hrs.
3 III	Gender Rights: Constitutional Rights & Legal Rights	2 Hrs.
3IV	Social problems and Issues: Gender Prospective with focus on Indian Society	2 Hrs.
3 V	Gender Issues and Health Care System	2 Hrs.
3 VI	Gender and Political Participation	2 Hrs.
4	Final Assessment Feedback and Closure	2 Hrs.

Course Code	Course Name	Course Type	Hours Per Week L-T-P	Credits L-T-P	Total Credits	Marks				Examination Time (in Hours)
						Total	Ext.		CA	
							L	P		
VACG-3532	Gender Sensitization Programme	VAC	2-0-0	2-0-0	2	50	35	-	15	1

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Media: Business Communication

Course Code: BJML-4311

(Theory)

Course Outcomes:

- This unit provides an introduction to the principles, concepts and Outcomes of Media and Business Communication.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Media: Business Communication

Course Code: BJML-4311

(Theory)

Time: 3 Hrs.

Max. Marks:100

Practical: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
- Process of Business Communication
- Communication Models
- Barriers to effective communication,

Unit-II

Classification of Communication-

- Formal & Informal
- Personal, Inter-personal, Group and Mass
- Vertical & Horizontal
- Upward & Downward
- One-way & Two-way
- Verbal & Non-verbal
- Online & Offline

Unit-III

- ❑ **Business Correspondence in Media Organization**
 - o Principles of Letter Writing
 - o Types of Business Letters–
Salesletters,Requests,ResponseLetters,ComplaintLetters,Adjustment letters, Inquiry
appeals
 - o Resume Writing
 - o Report Writing

Unit - IV

- ❑ **Cross Cultural Communication**
- ❑ **Importance of Dressing, Manners & Etiquettes in Business Communication.**
- ❑ **Importance of Communication:**
 - o Negotiation
 - o Conflict & Crisis Management

Books recommended:

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication Theory

Mcquail and Windahl: Communication Models

Keval J Kumar: Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault & Agee: Introduction to Mass Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)
(Session 2026-27)

Semester-IV
Programme Formats: Radio&TV

Course Code: BJML-4312
(Theory)

Course Outcomes:-

- The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them

Bachelor of Arts (Journalism and Mass Communication)
(Session 2026-27)

Semester-IV
Programme Formats: Radio&TV

Course Code: BJML-4312
(Theory)

Time: 3Hrs.

Max. Marks:100

Practical: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

- ☐ **Writing for Radio:** Writing for the ear, Spoken word
- ☐ Radio Talk, News, Interview, Discussion, Feature& Documentary, Drama &Serial, Special audience
- ☐ Music Programmes, Voice Cast, Phone In, Radio Bridge, Chat Show, Outside Broadcast(OB), Commentary, Radio Commercial- Types, Copy Writing, Slogans.

Unit-II

Concept of Good Presentation :

- ☐ Link Announcement & Continuity Presentation
- ☐ Pronunciation, Use of silence, Voice Culture
- ☐ Keeping Rapport with the Listener, Forming a personality for the programme/station.

Unit-III

- ☐ **Programme objectivity:** Information, Entertainment & Education
- ☐ Fixed point & Flexible point
- ☐ Intimacy with listener, knowing the target, Channel Identity

Unit-IV

- ☐ **Television:** Understanding the medium and Scope
- ☐ Writing for visuals, Piece to Camera, Presentation
- ☐ Reporting, Interview, Reportage, Live Shows, Anchoring a Show
- ☐ Programme Production, Packaging for a channel, Packaging Stories

Suggested Readings:

1. Radio & TV Journalism : K M Srivastva
2. TV Production : Gerald Millerson
3. Broadcast Journalism: PP Joshi

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Video Production: Idea to Screen

Course Code: BJML-4313

(Theory)

Course Outcomes:-

- The basic concepts and fundamental elements of Video Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the video production equipment and inculcate in them the creative techniques to use them.
- The concept of Editing and its practical aspect will also be taught to the students

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Video Production: Idea to Screen

Course Code: BJML-4313

(Theory)

Time:3Hrs.

Max. Marks:100

Practical: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

- ☐ **Camera:**
 - (a) Video camera, Types of video camera
 - (b) Different types of shots, camera movements, Track, Crane movements etc
 - (c) Lenses: Different types of lenses and their application
- ☐ **Lighting:** Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors

Unit-II

- ☐ **Selection of the Programme Topic:** Developing programme briefs (Outcomes, Contents, Duration etc),
- ☐ Researching the topic, Programme Resources,
- ☐ Style, format and structuring the programme,
- ☐ Storyboard, Script Designing and Script Layout.

Unit-III

- ☐ **Video Recording and Editing:** Editing: Meaning and Rules
- ☐ Editing sound: U-matic, Beta & VHS, Types of editing,
- ☐ Cut to cut, A/B roll, Assembly and insert editing.

Unit-IV

- ☐ **Media Research Methodology:** Writing support materials,
- ☐ Designing Evaluation Tools and Techniques
- ☐ Evaluation and field testing of programme
- ☐ Preview and Analysis of programme

Suggested Readings:

1. TV Production: Gerald Millerson
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel.
4. Modern Radio Production: Carl Hansman

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Folk Media

Course Code: BJML-4314

(Theory)

Course Outcomes:-

- This unit provides an introduction to the various forms of Folk Media available in our country.
- The students will be made to trace the historical significance of various Folk Media of our country.

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Folk Media

Course Code: BJML-4314

(Theory)

Time:3Hrs.

Max. Marks:100

Practical: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

- Introduction to folk media.
- Categorization of folk forms in India,
- Relevance of folk media in the age of modern media

Unit-II

- Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Telling forms. Folk forms in India and their relevance, Nakal.

Unit-III

- Flexibility of folk media
- Folk media vis-a-vis the modern message (areas of conflict and compromise)
- Integrated use of Folk and Mass Media

Unit-IV

- Punjabi Folk: Bhangra, Gidha and Vaar

- Units of Ministry of I & B:, PIB,FTII,NFAI, Bureau of Outreach and Communication

Suggested Readings:

- 1. Mass Communication in India by Kewal J Kumar**
2. Handbook of Journalism & Mass Communication by VirBala Aggarwal
3. Folk Dance–Tribal Richval & Martial Forms by Ashish Mohankhokar
4. Forms with A Smile by W S Retail

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Advertising: Concepts & Principles

Course Code: BJML-4315

(Theory)

Course Outcomes:-

- The challenging and very competitive world of Advertising will be unveiled in this module.
- This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field.
- The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Advertising: Concepts & Principles

Course Code: BJML-4315

(Theory)

Time: 3Hrs.

Max. Marks: 100

Practical: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

Introduction to Advertising

- (a) Definition
- (b) Growth of advertising in India
- (c) Scope (Effects on Economy/Industry)
- (d) Facets of advertising (As an act of commerce, as hidden persuader)

Unit-II

Purpose of Advertising

- (e) Need for advertising
- (f) Functions of advertising
- (g) Benefits of advertising: To Seller, Buyer & Media
- (h) Relationship between advertising & marketing

Unit-III

Types of Advertising

- (i) Commercial & Non-commercial
- (j) Product & Consumer
- (k) Classified & Display
- (l) Retail & Wholesale
- (m) Surrogate advertising
- (n) Regional, National & Co-operative
- (o) Govt. advertising

Unit-IV

Advertising as a Communication Tool

- (p) Communication Process & Advertising
- (q) Communication Principles, Theories applied to advertising
- (r) AIDA Model

Role & Effects of Advertising

- (s) Negative & Positive Effects
- (t) Advertising & Society
- (u) Advertising & Development
- (v) Role of Advertising in National Economy
- (w) Social/Public Advertising

Suggested Readings:

- | | | |
|----------------------------|---|---------------------------------------|
| 1. Indian Broadcasting | : | H.R. Luthra (Publications Division) |
| 2. Television Techniques | : | Hoyland Beltinger (Harper & Brothers) |
| 3. Advertising Made Simple | : | Frank Jefkins (Rupa & Co.) |
| 4. Ogilvy on Advertising | : | David Ogilvy (Pan Books) |
| 5. Advertising Management | : | Aaker, Myers & Batra |

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-IV

Introduction to Theatre Studies

Course Code: BJML- 4315 (Theory)

Time:3Hrs.

Max. Marks:100

Practical: 70

CA: 30

Unit-I

Introduction to Theatre, Forms and Elements of Theater: Classical and Contemporary, Stylized and Naturalistic Theater, Stage and its Requirements – Set, Properties, Costume, Make-up

Unit-II

History of Theater in World, History of Theatre in India, Natyashastra, Role of Theater in Indian Freedom Struggle

Unit-III

Importance of Dramatic Arts in Both Aesthetic and Non-Aesthetic Contexts, Theater Style and Art of Important Theater Personalities of India – Ebrahim Alkazi, Habib Tanvir, Girish Karnad, Vijay Tendulkar, Alyque Padamsee

Unit-IV

Influence of Folk Theater on Street Theater Drama and its Relation to Education

Assignments: 1. Analysis of Theater Games, Exploring Situation and Scene Building. 2. Visit to ‘theater’ and observing role play, Developing a character and relationship between different characters. 3. Making a file on review of any current production of Theater Play.

Suggested Readings: 1. Drama and Arts in Education – Dr. Ravikant Rao 2. Teaching Drama – the Essential Handbook : 16 Ready – to – 80 Lesson Plans to Build a Better Actor – Denver Casado, 2014, Beat by Beat Press 3. Theaters of India – A Concise Companion by Ananda Lal 4. Theater Studies, the Basics, Robert Leach, Routledge, 2nd Edition

Course Code: VACE-4221
Course Title: Environmental Studies (Compulsory)
(Theory)

Time: 3 Hrs.
Credit: 2-0-0

Max. Marks: 50
Theory: 35
CA: 15

Instructions for the Paper Setter:

Eight questions of equal marks (7 marks) are to be set, two in each out of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Unit I

1. The multidisciplinary nature of environmental studies

- Definition, scope and importance, Need for public awareness

2. Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflict over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

Unit II

3. Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession

- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

4. Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: *In-situ* and *Ex-situ* conservation of biodiversity

Unit III

5. Environmental Pollution

- Definition, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

6. Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Public awareness

Unit IV

7. Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights

- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health

8. Introduction to Environmental Laws, Environmental Audit and Impact Assessment

- a. Constitutional provisions- Article 48A
- b. Article 51A(g) and other derived environmental rights
- c. Environmental Protection Act, 1986
- d. Air (Prevention and Control of Pollution) Act, 1981
- e. Water (Prevention and control of Pollution) Act, 1974
- f. Wildlife Protection Act
- g. Forest Conservation Act
- h. Issues involved in enforcement of environmental legislation
- i. Environmental risk assessment Pollution control and management
- j. Waste Management- Concept of 3R (Reduce, Recycle and Reuse)
- k. Ecolabeling /Ecomark scheme

References:

9. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
10. Down to Earth, Centre for Science and Environment, New Delhi.
11. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
12. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
13. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
14. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
15. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
16. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
17. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
18. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJML-5311

(THEORY)

Course Outcomes:

- To understand the scope & concept of Event Management
- To understand the practical dimensions of Event Management.
- To understand the role of PR in Event Management
- To acquaint the students about various tools, concepts & strategies of Event Management

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJML-5311

(THEORY)

Time: 3 Hrs

L-T-P

3-0-1

Max. Marks: 100

Theory: 50

Practical: 20

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 Marks

Unit-I

- Definition and scope of event management
- Understanding Various events: Online and offline Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc
- Importance of budget and buffer
- Concept of clean zone

Unit-II

- Role & importance of exhibitions
- Outcomes of the exhibition
- Advantage of exhibition over other devices
- Importance of direct contact

Unit-III

- Choosing the right exhibition-Where to participate
- Concept of neutral territory
- PR for an exhibition
- Role of the Media in promotion of an event

Unit-IV

- Publicity inputs or visible aids for promoting an event
- Print & Display material
- Stand Design
- Trade Fair: Uses & Abuses

Suggested Readings:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJMM-5311

(PRACTICAL)

Time: 3 Hrs.

L-T-P

0-0-1

Practical Marks: 20

- Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.
- Organizing at least 3 different events at department level along with publicity and promotion

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Current Affairs: Contemporary Issue in Media

Course Code: BJML-5312

(THEORY)

Course Outcomes:

- To understand the various political & social issues of the country.
- To inculcate newspaper reading habit in the students.
- To understand the functioning of various International organizations.
- To prepare the students for various competitive examinations

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Current Affairs: Contemporary Issue in Media-I

Course Code: BJML-5312

(THEORY)

Time: 3 Hrs

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

UNIT-I

Events and happening of last six months with special reference to:

Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

UNIT-II

Health and Education: Current issues in health, Current issues of women and child right, Issue related to human rights, Current issues in education system.

UNIT-III

Business sports and security: Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security.

UNIT-IV

Critical studies: Media as an educator, Media and violence, Feminist media perspective, Media and marginalized group

Suggested Books / Magazine

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Media Research Methodologies

Course Code: BJML-5313

(THEORY)

Course Outcomes:

- This course will enable the students to have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will learn about how to conduct research individually and in a group in a clear and imaginative manner.
- To make the students learn how to access, analyze and use the information by using a range of research tools for their projects

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Media Research Methodologies

Course Code: BJML-5313

(THEORY)

Time: 3 Hrs.

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data,

Unit-II

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

Unit-III

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation & Participatory Observation, Content Analysis etc.

Unit-IV

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation Statistical Analysis & Interpretation of data, Findings, Report Writing.

Suggested Readings:

1. Social Research : S.R. Vajpayee
2. Doing Your Research Project : Judith Bell
3. Research Methodology–Methods & Techniques : C.R. Kothari
4. Research Methodology in Social Sciences : Sandhu & Singh
5. Communication & Research for Management : V.P. Michael
6. Research in Mass Media : S.R. Sharma & Anil Chaturvedi
7. Research-How to Plan, Speak & Write About It : Clifford Hawkins & Marco Sorgi

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Social Media

Course Code: BJML-5314

(THEORY)

Course Outcomes:

- The limitless potential of Social Media in today's world will be revealed in this course
- The primary goal is to help students use the power of the Internet as a powerful tool for the Mass Communication.
- To understand the functioning & mechanism of various social media platforms.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Social Media

Course Code: BJML-5314

(THEORY)

Time: 3 Hrs

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

Social Media : Meaning, Concept and Scope, Social Media for developing nations Like India..

Unit-II

Social Media Platforms : Facebook, Twitter, Instagram, Youtube, Wikipedia, Snapchat etc. Impact over mainstream media. Tools and Techniques to be used to boost post and video on social networking sites, Live Streaming, Switcher and its role during live streaming.

Unit-III

Uses & Abuses of social Media, Challenges for Mainstream Media, Social Media & PR, Social Media Advertisement, Marketing & information for Mainstream & traditional Media.

Unit-IV

Social Media for Breaking news, Social Media as a source of information for journalists, Social Media & citizens journalism.

Suggested Readings:

1. Cyberspace Aur Media: SudhirPachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems: Ramesh Agarwal& Bharat BhushanTiwari
4. IT in the New Millenium: V.D. Dudeja
5. IT: S L Sah

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Public Relations

Course Code: BJML-5315

(THEORY)

Course Outcomes:

- This course provides an introduction to the principles, concepts & Outcomes of Public Relations.
- To understand the concept of Media Planning & Handling which are integral parts of successful Public Relation strategy.
- To understand the mechanism of Public Relation in the context of New Media.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Public Relations

Course Code: BJML-5315

(THEORY)

Time: 3 Hrs

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

- Public Relations- Definition & Concept
- Functions of Public Relations
- PR as distinguished from Marketing, Sales Promotion & Advertising
- PR Techniques
- Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct

Unit-II

- Functions of PR Department & Manager-Advantages & Disadvantages
- PR Process
- PR consultancy-Its advantages & disadvantages
- Press Relation & its principles

Unit-III

- The News Release-Seven point formula & its importance
- Writing techniques, Press Event & Organising them
- Internal PR-Media & Techniques
- Employee Relations

Unit-IV

- Exhibition PR & its Planning
- Uses & kinds of Exhibition PR

- Role of Photography In PR
- Importance of Marketing Research for the PR Practitioner

Suggested Readings:

1. PR concept, Tools, Stragies – NN Sarkar
2. Handbook on Public Relations – D.S Mehta
3. Public Relations Management – C.S. Raydu
4. Business Public Relations – S.R. Sardana
5. Public Relations – Jaishree Jethwaney

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2026-27)

SEMSTER-V

Internship

Course Code: BJMI-5316

L T P
0 0 2

Time: 3 Hrs.

Max. Marks: 50

Internship

The students will undergo Internship /Training of at least 4-6 weeks at the end of Semester IV. The internship will be based on the choice and interest areas of the students. The internship training must be practice-based in relevant areas as covered in the curriculum such as Print Media, Electronic Media: Radio/Television/Film, New Media, Photography, Design & Graphics, Advertising and Public Relations, Corporate Communication, Event Management, etc. On completion of the Internship Training, a written report has to be submitted at least 8 weeks before the commencement of End Term Examination of Semester V followed by Presentation and Viva-Voce for evaluation.

Semester -V

INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING

Course Title: Innovation, Entrepreneurship and Creative Thinking

Course Code: SECI-5541

Nature of Course: Audit Course (Value-added)

Course Duration: 30 hours

Course intended for: Semester V students of undergraduate degree programme

Course Credits: 2 (For credit based continuous evaluation grading system)

Objectives of the Course:

It is a distinctive and innovative programme structured to prepare the students professionally for meaningful social engagement by setting new patterns and possibilities for employment generation through innovations and entrepreneurship. The purpose of the course is to help students acquire the necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability to analyze and understand business situations.

Learning Outcomes:

On successful completion of this course, students will be able to:

- ❖ assess and analyze entrepreneurship as a career choice,
- ❖ develop creative and innovative skills,
- ❖ Analyse the business environment to identify business opportunities,
- ❖ consider the legal and financial conditions for starting a business venture,
- ❖ explain the importance of marketing and management in small businesses venture,
- ❖ develop a business idea into a comprehensive and highly scalable business model,
- ❖ design a successful business plan and launch their product or service in the market
- ❖ understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

CURRICULUM

Course Code: SECI-5541 **Course Credits:** 2 **Total contact hours:** 30

MODULE	TITLE	HOURS
I	Introduction to Entrepreneurship	3Hrs.
II	Creativity & Innovation	3Hrs.
III	Entrepreneurial Competencies	3Hrs.

IV	ManagementSkills&Functions	3Hrs.
V	BusinessOpportunityIdentification&Market Analysis	3Hrs.
VI	BusinessPlanPreparation	3Hrs.
VII	BusinessModelCanvas	3Hrs.
VIII	Start-UpFinancing&Launching	3Hrs.
IX	WorkshoponDesignThinking	4Hrs.
X	FinalAssessment FeedbackandClosure	2Hrs.

EXAMINATION

- **TotalMarks:**50 (FinalExam:40;InternalAssessment:10)
- **FinalExam:**MultipleChoiceQuestions:Marks-40;Time:1hour
- **InternalAssessment:**10(Assessment:6; Attendance:4)

Total marks:50 converted to grade for final result

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Global Media and International Communication

Course Code: BJML-6311

(Theory)

Course Outcomes:

- The students will explore the Political, economic and cultural dimensions of international communication.
- The organizational structure and functions of various international news agencies and syndicates will be explained in detail.

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Global Media and International Communication

Course Code: BJML-6311

(Theory)

Time:-3 Hours

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question will carry 14 Marks

Unit-I

Introduction to main International Newspapers: Wall Street Journal, New York Times, Dawn & The Washington Post, The Times London.

Major international television channels: BBC, CNN, AL JAZEERA, IBN

Major International Radio channels: BBC, Voice of America, AIR

Unit-II

Media Scenario

- Introduction to major Global News Agencies (Reuters, AP, AFP, Xinhua, CNA)
- Present Media scenario in Asia (Special reference to SAARC, NAM Countries)
- Concept of Media Imperialism

Unit-III

Media and Market

Force

- Misinformation and information war
- Role of Media in promoting humanity and peace
- Market forces and Media

Unit-IV

Global Technology

Global satellite system

Global internet service

IPTV

UNESCO Mass Media

Declaration

Suggested Books:

1. New Media Nation – Indigenous People & Global Communication by Valerie Alia
2. Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.
3. The No-Nonsense Guide to Global Media by Peter Steven
4. Escaping the Global Village: Media, Language & Protest by Niamh Hourigan

(Session 2026-27)

Semester-VI

Media Management

Course Code: BJML-6312

(Theory)

Time:-3 Hours

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question will carry 14 Marks

Unit-I

Media unit as a corporate entity, Media as a profession and industry, Principles of Media Management, Functions & Significance, Organizational structure of print, broadcast and social media, Different management functions- Editorial management, Business management, Human Resource Management and Technical Management.

Unit-II

Ownership of media houses: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, Vertical ownership meaning and implementation, media chains, Role of Managing Director, Editorial Board and Editorial Policy, Organization / Theories, Organizational Structure, Policy Formulation

Unit-III

Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity, Budgeting, Production Scheduling, Media Scheduling, Record Keeping, Management problems for newspaper of media organization DAVP, INS, RNI, ABC -The Manager as Communicator; Communication Strategies; Internal Communication Management : Employee-Employer Relations, Community Relations; External Communications, Management : Issues Management, Government relations, Consumer relations

Unit-IV

Management, business, legal and financial aspects of media management, Transnational Media ownership and issues of sovereignty and security; Revenue generation strategy: production costs, advertising and sales strategy, competition and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.

Assignment: Power points and files on various topics. Conducting market survey, visits to corporate houses.

Suggested Readings:

1. Newspaper Management, Gulab Kothari, 2008 , Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Media for Managers: Frank M. Corrado 1983
4. Principles of Management: Henry H. Albers 1974
5. Media Management in the Age of Giants Buisness Dynamics of Journalism: Dennis F. Henrick 2003
6. Newspaper Organisation and Management: Herbert Lee Williams 1978 Fifth Edition

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Perspective of Audio Sound

Course Code: BJMM-6313

(Theory)

Course Outcomes:

- This course will help the students to learn about the basic concepts and fundamental elements of audio production.
- Students will be familiarized with the audio equipments and their proper uses.
- This course will enable the students to inculcate in themselves various types of creative techniques for audio recording.

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Perspective of Audio Sound

**Course Code: BJMM-
6313**

Time:-3 Hours

Max. Marks: 100

Theory: 50

Practical: 20

C.A.: 30

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question will carry 10 Marks

Unit-I

Sound: Meaning, Characteristics, Propagation, Acoustic Reverberation

Microphones: Selection of Microphones, Types of Microphones on the basis of principles, uses and polarization, Wireless Microphones

Unit-II

Principles of Magnetic Recording and Digital Recording Systems

Audio Cables & Connectors: Types & Uses

Unit-III

Understanding various terms and concepts in Audio

Noise & Distortion Ratio, Dope Sheet/Exposure Sheet, Sound Recordist's role in production crew, Audio console, Voice Modulation, Mono, Stereo and Surround Sound

Unit-IV

Audio Editing: Linear and Non-Linear Audio Editing

Types of Sound Effects

Mixing and Dubbing Techniques

Suggested Books

1. Basic of Video Sound by DasLyver
2. Radio Production by RobertMcLeish 1
3. Audio Production & Critical Listening: Technical Ear Training by Jason Gorey

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Perspective of Audio Sound

**Course Code: BJMM-
6313**

PRACTICAL

Microphones: Uses and selection of Microphones,
Understanding different types of Microphones Digital
Recording Systems
Audio Cables & Connectors: Use and Selection Working on
Audio console, Mixing Audio Understanding techniques of
Voice Modulation Audio Editing: Linear and Non-Linear
Audio Editing Types of Sound Effects

Bachelor of Arts (Journalism and Mass Communication)
(Session 2026-27)

Semester-VI

Video Electronic Film Production

Course Code: BJMM-6314

(Theory)

Course Outcomes:-

- The basic concepts and fundamental elements of film Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the film production techniques and inculcate in them the creative techniques to use them.
- The concept of Editing and its practical aspect will also be taught to the students

Bachelor of Arts (Journalism and Mass Communication)
(Session 2026-27)

Semester-VI

Video Electronic Film Production

Course Code: BJMM-6314

(Theory)

Time:-3 Hours

Max. Marks: 100

Theory: 50

Practical: 20

C.A.: 30

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question will carry 10 Marks.

Unit-I

Process of Film Production: Pre-Production, Production and Post-Production

Pre-Production: Programme Proposal, Budgeting, Casting, Location Survey, Indoor and Outdoor Shooting, Shooting Script, Pre-Production Meetings

Unit-II

Production: Understanding various concepts of Production, Single Camera and Multi Camera Shooting, Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer) and other technical staff, Understanding the use of EDL, Continuity, Log Sheets etc

Unit-III

Post-Production: Editing- Meaning, Need, Types(Online, Offline, Linear & Non-linear) Transitional Devices (Cut, Fade, Dissolve, Mix, Superimposition, Wipe & Montage)

Special Effects & Narration: Audio Special Effects, Video Special Effects, Recording Special Effects

Unit-IV

Sound Mixing: Basics, Dubbing, Studio Mixing,
Film Review, Film Criticism, Film Journalism
Film distribution &Marketing

Suggested Books

1. Production Management for Film & Video by Richard Gates
2. Video: Digital Communication & Production by Jim Stinson
3. Television Production by Gerald Millerson
4. Production Algebra: Handbook of Production Assistant by Mark Adl

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Video Electronic Film Production

Course Code: BJMM-6314

(Theory)

PRACTICAL

- The techniques of pre-production, production and post-production and use of special effects.
- Each student will prepare at least 2 short videos of 5-10 minutes each on any subject or theme keeping in mind the light, script and other technicalities of video making.

Bachelor of Arts (Journalism and Mass Communication)

(Session 2026-27)

Semester-VI

Digital Photography

Techniques

Course Code: BJML-6315

(Theory)

Course Outcomes:

- Students will come to know about the very basic part of photography.
- Patterns of different types of digital photography will enable the students to learn to represent various issues in a professional way.
- Photo Editing techniques will help the students to polish the images in a better form.

Bachelor of Arts (Journalism and Mass Communication)

Session- 2026-27

Semester- VI

Digital Photography Techniques

Course Code: BJML-6315

(Theory)

Time:-3 Hours

Max. Marks: 100

Theory: 70

C.A.: 30

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question will carry 14 Marks

Unit-I

Introduction to the Digital Camera: Working of a Digital Camera, Camera Features, Type of Shots

Unit- II

Types of Lenses - Fixed & Zoom Lens Cameras, F-stop, focal lengths, Exposure, ISO, Iris, Shutter Speed, Depth of Field, Aperture

Unit- III

Different Format of Photographs, Resizing the Image, Black and White Photo, Compression, Composition, Framing, Filters, Diffusers, White Balance, Color Tones, Contrast, Lighting, Balance, Portraits, Landscapes. Three-point lighting.

Unit- IV

Photo Editing & Correction – Image size, Resolution, Selection tools and techniques , Retouching tools, Layers, Digital Manipulation: Applying selective effects to images, and filters with masks and different digital darkroom effects.

Suggested Readings:

1. The Digital Photography Handbook, Doug Harman, Quercus Publishing Plc, 2010.
2. Digital Photography an Introduction, Tom Ang, Darling Kindersley Limited, 2018.
3. The Digital Photography, Kim Doty & Cindy Snyder, 2012, Peachpit Press.