

**FACULTY OF ARTS & SOCIAL SCIENCES**

**SYLLABUS**

**of**

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session: 2025-26**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**



- 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 2025-26)

<b>SEMESTER-II</b>										
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)/  <sup>1</sup> BasicPunjabi/	C	4-0-0	4-0-0	4	100	70	-	30	03
BJML-2031	<sup>2</sup> Punjab History and Culture									
BJML-2431										
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)

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C-Compulsory

AEC- Ability Enhancement Course

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\*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 2025-26)**

**Semester- III**

Course Code	Course Name	Course Type	Credits	Total Credits	Marks			Examination Time (In Hours)	
					Total	Ext.			C A
						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
		<b>Total</b>			<b>550</b>				

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

**C- Compulsory**

**VAC- Value Added Course**

**Scheme and Curriculum of Examination of Three Year Degree Programme**

**Bachelor of Arts (Journalism and Mass Communication)**

(Session 2025-26)

**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
VACM-4502	*Moral Education	VAC	2-0-0	2	50	35		15	-
VACE-4221	Environmental Studies (Compulsory)		2-0-0	2	50	35		15	
		Total		27					

\*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 Three Year Degree Programme  
Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2025-26)  
Semester- V**

Course Code	Course Name	Course Type	Credits	Marks			Examination Time (in Hours)	
				Total	Ext.			CA
					L	P		
BJML-5311	Event Management: Principles and Methods	C	4-0-0	100	80		20	3
BJML-5312	Current Affairs: Contemporary Issue in Media-I	C	4-0-0	100	80		20	3
BJML-5313	Media Research Methodologies	C	4-0-0	100	80		20	3
BJML-5314	Social Media	C	4-0-0	100	80		20	3
BJML-5315	Public Relations	C	4-0-0	100	80		20	3
BJMP-5316	Event Management Lab	C	0-0-2	50		40	10	3
BJMP-5317	Social Media Lab	C	0-0-2	50		40	10	3
BJMP-5318	Pilot Study	C	0-0-2	50		40	10	3
SECI-5541	*Innovation Entrepreneurship and Creative Thinking	AC	2-0-0	25	20	-	5	1
<b>Total</b>			<b>28</b>	<b>675</b>				

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

E-Elective

AC- Audit Course

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

**(Session 2025-26)**  
**Semester- VI**

Course Code	Course Name	Course Type	Credits	Marks			Examination time (in Hours)	
				Total	Ext.			C A
					L	P		
BJML-6311	Global Media	C	4-0-0	100	80		20	3
BJML-6312	Current Affairs: Contemporary Issue in Media- II	C	4-0-0	100	80		20	3
BJML-6313	Perspective of Audio Sound	C	4-0-0	100	80		20	3
BJML-6314	Video Electronic Film Production	C	4-0-0	100	80		20	3
BJML-6315	Specialized Reporting	C	4-0-0	100	80		20	3
BJMP-6316	Audio Lab	C	0-0-2	50		40	10	3
BJMP-6317	Specialized Reporting Lab	C	0-0-2	50		40	10	3
BJMP-6318	Film Project	C	0-0-2	50		40	10	3
<b>Total</b>			<b>26</b>	<b>650</b>				

**C-Compulsory**

## **Programme Outcomes**

### **Bachelor of Arts (Journalism and Mass Communication)**

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

**PO 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.

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

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

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

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2025-26)**  
**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 2025-26)**

**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 2025-26)**  
**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 2025-26)**

**SEMSTER-I**

**Reporting and Editing-I**

**Course Code: BJML-1314**

**(THEORY)**

**Max. Marks: 75**

**Theory: 50**

**CA: 25**

**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 2025-26)**  
**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 2025-26)**

**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 2025-26)**

**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

**Bachelor of Arts Journalism and Mass Communication  
Session 2025-26**

**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 2025-26**

**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.FayAC<br>deJouge, P.P.Singh |

**Bachelor of Arts Journalism and Mass Communication**  
**(Session 2025-26)**  
**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 variousaudience.  
To understand the various tools of MassCommunication.

**Bachelor of Arts Journalism and Mass Communication**  
**(Session 2025-26)**  
**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            | Keval J. Kumar                   |
| 5. Cinema & Television                    | Jacques Hermabon & Kumar Shahani |
| 6. Mass Communication Journalism in India | D. S. Mehta                      |
| 7. Mass Media Today                       | Subir Ghosh                      |
| 8. The Communication Revolution           | Narayana Menon                   |

**Bachelor of Arts Journalism and Mass Communication**

**(Session 2025-26)**

**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 2025-26)**

**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 2025-26)**  
**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 2025-26)**

**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

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**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.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**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 2025-26)**

**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 2025-26)**

**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 2025-26**

**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 2025-26**

**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 2025-26)**  
**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 2025-26)**

**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.
- City Reporting Room, Wire Services, Understanding Style book/style sheet

□ **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 2025-26)**

**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 2025-26)**

**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)

**Bachelor of Arts (Journalism and Mass Communication)**

(Session 2025-26)

**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 2025-26)

**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**
  - Principles of Letter Writing
  - Types of Business Letters–  
Salesletters,Requests,ResponseLetters,ComplaintLetters,Adjustment letters, Inquiry  
appeals
  - Resume Writing
  - Report Writing

### **Unit - IV**

- **Cross Cultural Communication**
- **Importance of Dressing, Manners & Etiquettes in Business Communication.**
- **Importance of Communication:**
  - Negotiation
  - 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 2025-26)**

**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 2025-26)**

**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 2025-26)

**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 2025-26)

**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:**Lightsandlighting,Basicsoflighting,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 2025-26)

**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 2025-26)

**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 2025-26)

**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 2025-26)

**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 2025-26)

**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

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**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 2025-26)**

**SEMSTER-V**

**Event Management: Principles and Methods**

**Course Code: BJML-5311**

**(THEORY)**

**Time: 3 Hrs**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory: 80**

**C.A.: 20**

**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**

- 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

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**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 2025-26)**

**SEMSTER-V**

**Current Affairs: Contemporary Issue in Media-I**

**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 2025-26)**

**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: 80**

**C.A.: 20**

**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**

**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**

**Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security  
Current issues in health, Women and Child Rights, Human Rights and Education System

**Unit-III**

**International organization:** SAARC, ASEAN, G-8, G-20, WHO, UNESCO.

**Unit-IV**

**National organizations:** CIC, NSG, FICCI, CII, RBI, CVC.

**NOTE: Issues pertaining to last six months only**

**Suggested Books / Magazine**

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

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**

**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 2025-26)**

**SEMSTER-V**

**Media Research Methodologies**

**Course Code: BJML-5313**

**(THEORY)**

**Time: 3**

**Hrs.**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory: 80**

**C.A.: 20**

**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 2025-26)**

**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 2025-26)**

**SEMSTER-V**

**Social Media**

**Course Code: BJML-5314**

**(THEORY)**

**Time: 3 Hrs**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory: 80**

**C.A.: 20**

**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 2025-26)**

**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 2025-26)**

**SEMSTER-V**

**Public Relations  
Course Code: BJML-5320  
(THEORY)**

**Time: 3 Hrs**

**L-T-P**

**4-0-0**

**Max. Marks: 100**

**Theory: 80**

**C.A.: 20**

**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 2025-26)**

**Semester-V**

**Event Management Lab**

**Course Code: BJMP-5316**

**(Practical)**

**Time: 3 Hrs.**

**L-T-P**

**0-0-1**

**Max. Marks: 50**

**Practical:40**

**CA:10**

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

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-V**

**Social Media Lab**

**Course Code: BJMP-5317**

**(Practical)**

**Time: 3 Hrs.**

**L-T-P**

**0-0-1**

**Max. Marks: 50**

**Practical:40**

**CA:10**

Creating account on Social Media Platforms Facebook, Instagram, Twitter etc.

Writing for social media: Articles, News story Photographs etc.

Facebook Live- Interviews, Discussions, Reporting.

Creating account on twitter & understanding media

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-V**

**Pilot Study**

**Course Code: BJMP-5318**

**(Practical)**

**Time: 3 Hrs.**

**L-T-P**

**0-0-1**

**Max. Marks: 50**

**Practical:40**

**CA:10**

Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester. The study can be conducted in any of the following areas for example:

1. Media: Advantages and Disadvantages
2. Popular Newspaper
3. Popular TV Channel
4. Favourite Radio Programme
5. Favourite Ad
6. Social Media: Advantages and Disadvantages.

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Global Media**

**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 2025-26)**

**Semester-VI**

**Global Media**

**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 12 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

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Current Affairs: Contemporary Issue in Media-II**

**Course Code: BJML-6312**

**(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 2025-26)**

**Semester-VI**

**Current Affairs: Contemporary Issue in Media-II**

**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 12 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**

Competition Success Review

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Perspective of Audio Sound**

**Course Code: BJML-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 2025-26)**

**Semester-VI**

**Perspective of Audio Sound**

**Course Code: BJML-6313**

**(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 12 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 JasonGorey

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Video Electronic Film Production**

**Course Code: BJML-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 2025-26)**

**Semester-VI**

**Video Electronic Film Production**

**Course Code: BJML-6314**

**(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 12 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 2025-26)**

**Semester-VI**

**Specialized Reporting**

**Course Code: BJML-6315**

**(Theory)**

**Course Outcomes:**

- Students will come to know about the very basic part of journalism i.e. reporting of special beats through this course.
- Patterns of different types of reporting will enable the students to learn to represent various issues in a professional way.
- Editing techniques will help the students to polish the copy in a better form.

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Specialized Reporting**

**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 12 Marks

**Unit-I**

- Specialized Reporting:** Concepts and Its relevance in the field of journalism
- Area of Specialized Reporting:** Science Reporting, Health Journalism, Development, Journalism, Page 3 Reporting, Science & Technology, War & Sports, Environment Reporting and Issues of Gender bias and Human Rights

**Unit-II**

- Concept of Investigative Journalism:** Origin and growth, Pioneers, Role and Scope. Modern Techniques in investigative Journalism, Duties and responsibilities of investigative Journalist, Problems and obstacles faced by investigative Journalists
- Features:** Definition and scope in specialized reporting, Effective Specialized Reporting, Celebrating Journalism, Tabloid Journalism

**Unit-III**

- Advocacy Journalism:** History, Objective and Criticism
- Environment Journalism:** History, Scope, Advocacy Debate, Genres (Nature Writing, Science Writing, Environmental Interpretation)
- Gonzo Journalism:** Definition and origin
- New Journalism:** History, Characteristic, Criticism

## Unit-IV

- **Embedded Journalism:** History, Characteristic, Criticism
- **Video Game Journalism:** Ethics, New Media and video game journalism
- Reporting social events and mal practices like corruption, Manual Scavenger and their Rehabilitation Act 2013.

### Suggested Books

1. Journalism: Editing, Reporting & Feature Writing by N. Basu, N. Prabhakar
2. Handbook of Reporting & Communication Skills by V. S. Gupta
3. News Reporting & Editing: An Overview by Suhas Chakravarthy
4. Specialized Reporting by David Remick

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Audio Lab**

**Course Code: BJMP-6316**

**(Practical)**

**Time:3Hours**

**Max Marks:50**

**Practical:40**

**C.A.:10**

- 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 Effect

**Bachelor of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-VI**

**Specialized Reporting Lab**

**Course Code: BJMP-6317**

**(Practical)**

**Time:3Hours**

**Max Marks:50**

**Practical:40**

**C.A.:10**

- Understanding different areas of specialized reporting, writing stories on various areas of specialized reporting like science, health, page 3, environment, gender and human rights
- Writing feature on celebrities
- Reporting various events of city / college for your in-house publication
- Editing and designing in-house publication

**Bachelor of Arts (Journalism & Mass  
Communication)  
(Session 2025-26)  
Semester- VI  
Film Project  
Course Code: BJMP-6318  
(Practical)**

**Time: 3 Hours**

**Max. Marks- 50  
Practical - 40  
C.A.: 10**

Each student will prepare a 5-10 minutes film on any subject or theme keeping in mind the process and technicalities of film making. The student must also submit the copy of script and the budget along with film CD.