

महात्मा गाँधी केन्द्रीय विश्वविद्यालय  
**MAHATMAGANDHICENTRAL UNIVERSITY**  
(Established by an Act of Parliament)

**4-Year Bachelor of Arts (Honours with  
Research) in Journalism and Mass  
Communication (BAJMC)**

**Syllabus**

**(Under NEP-2020 w.e.f.2023-24 - onwards)**



**DEPARTMENT OF MEDIA STUDIES**  
महात्मा गाँधी केन्द्रीय विश्वविद्यालय  
**MAHATMAGANDHICENTRAL UNIVERSITY**

(Established by an Act of Parliament)

Dr. Ambedkar Administrative Building, Near OP Thana, Raghunathpur, Motihari  
, District: East Champaran, Bihar-845401

## DEPARTMENT OF MEDIA STUDIES

### 4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication

A four-year full-time course divided into eight semesters leading to the degree of 4-Year Bachelor of Arts (Honours with Research) Programme in Journalism and Mass Communication (BAJMC)

#### A. Program Details

**Name of the Department:** Media Studies

**School:** School of Computational Science, Information Science and Communication Technology (SCSI&CT)

**Subject:** Journalism and Mass Communication

**Duration of the Programme:** 4 Years divided into 8 Semesters (NEP 2020 System)

#### B. Objectives of the Programme

1. To promote Multidisciplinary and a Holistic education across the sciences, social sciences, arts and humanities.
2. To emphasize conceptual understanding rather than rote learning and learning-for-exams
3. To enhance personality and communication skills
4. To promote flexibility, so that learners have the ability to choose their learning trajectories and programmes, and thereby choose their own paths in life according to the talents and interests
5. Flexibility, so that students have the ability to choose their learning trajectories and programmes, and thereby choose their own paths in life according to their talents and interests.
6. To familiarize students with basic concepts of Journalism and Mass Communication
7. To learn knowledge Media organization and processing
8. To produce scholar graduates with strong academic knowledge and professional skills so they are prepared to join a media related profession.
9. To produce graduates who will contribute positively to society.
10. To produce graduates to be leaders of the society with a sense of high morality, advanced skills and insightful attitudes.
11. To develop skills in using computer, camera, and communication technology.
12. To introduce modern management technique to students to manage Journalism and Mass Communication Centers effectively.
13. To enhance personality and communication skills

14. To develop in research knowledge.

15. To develop in critical thinking and analytical skills.

### **C. Programme Outcomes**

followings are the outcomes of the **B.A. Journalism and Mass Communication** courses:

- **Developing strong communication skills:** Students learn to improve their oral and written communication skills through a range of media, including print, broadcast, and digital platforms.
- **Understanding Media and its role in society:** Students gain an in-depth understanding of media systems, their history, and their impact on individuals and societies.
- **Learning journalistic practices:** Students learn to develop news stories, conduct interviews, and report events in an ethical and responsible manner.
- **Mastering Media technologies:** Students acquire skills in various media tools, ranging from writing and editing to photography, audio, and video production.
- **Understanding Media law and ethics:** Students get an overview of media law, including topics such as defamation, copyright, and freedom of speech, as well as ethical principles and guidelines for journalistic practices.
- **Developing critical thinking skills:** Students learn to analyse media content, identify biases, and evaluate information sources critically.
- **Becoming proficient in research methods:** Students learn to conduct effective research using primary and secondary data sources in order to gather information and supporting evidence for their reports and stories.
- **Receiving placement opportunities:** Students are provided with opportunities The for internships and industry placements, which expose them to real-world situations and enhance employment prospects.

## D.Details of Course Credits and Scheme of Examination:

### 4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication (2023-24 onwards)

Intake: 33

Total Semester: 8 Credit: 188 Credits

Level	Programme	Qualification Titles	Total Credits
Level 4.5	4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication  Ist Year	<b>Minimum Eligibility:</b>  10+2 in any discipline from Central/State Government recognized Board having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates)	Semester I: 24 Credits Semester II: 24 Credits  Total: 48 Credits
		<b>Type of Qualification</b> Students on exit shall be awarded <b>Undergraduate Certificate in Journalism and Mass Communication</b> after securing the requisite 44 Total 44 Credits (Including 4 Credits Internship) on completion Of Semester II	Exit student: 52 credits
Level 5	4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication  2nd Year	<b>Minimum Eligibility:</b>  10+2 in any discipline from Central/State Government recognized Board having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates)  and  One Year Undergraduate Certificate in Journalism and Mass Communication having minimum 50% marks or equivalent grade (5% Marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates) from Central/State Government recognized Board	Semester III: 24 Credits Semester IV: 24 Credits  Total: 96 Credits

		<b>Type of Qualification</b> Students on exit shall be awarded <b>Undergraduate Diploma in Journalism and Mass Communication</b> after securing the requisite 84 credits  Total 84 Credits (Including 4 Credits Internship) on completion of Semester IV	Exit student: 100 credits
<b>Level 5.5</b>	4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication  <b>3rd Year</b>	<b>Minimum Eligibility:</b>  10+2 in any discipline from Central/State Government recognized Board having minimum 50% marks or  Equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates)  and  Two Years Undergraduate Diploma in Journalism and Mass Communication having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates) from Central/State Government recognized Board	Semester V: 24 Credits Semester VI: 24 Credits Total: 144 Credits
		<b>Type of Qualification</b> Students on exit shall be awarded <b>Bachelor of Arts in Journalism and Mass Communication</b> after securing the requisite 148 credits  (Including 4 Credits Internship) on completion of Semester VI	Exit student: 148 Credits

<b>Level 6</b>	4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication  <b>4<sup>th</sup> Year</b>	<b>Minimum Eligibility:</b> Bachelor of Arts (Hons.) in Journalism and Mass Communication from Central/State Government recognized university having minimum 75% marks or equivalent grade and wish to undertake Research at the undergraduate level can choose research stream In the fourth year.	Semester VII: 22 Credits Semester VIII: 22 Credits  Total: 188 Credits
		<b>Type of Qualification</b> Students shall be awarded with 75% and above in <b>4-year Bachelor (Honours with Research) in Journalism and Mass Communication.</b> after securing the requisite 192 credits on Completion of Semester VIII  Students shall be awarded with 50% and in <b>4-year Bachelor (Honours) in Journalism and Mass Communication after</b> securing the requisite 192 credits on completion of Semester VIII	

# 4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication

IInd Year, Semester III, Level 5

Course Code	Course Title	Broad Category of Course	Credit Distribution				Duration	IA	ESE	Total
			L	T	P	Total				
Discipline Specific Core Course (DSC) (Compulsory)										
BJMC3301	PUBLIC RELATIONS	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3302	E-CONTENT WRITING	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3303	GLOBAL MEDIA SCENARIO	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3304 & BJMC3305:Discipline Specific Elective Course (Opt any one course from the following or, choose from MOOCs/SWAYAM/Generic Elective (GE) from other departments of University) (Select Any One)										
BJMC3304	SOCIAL MEDIA MANAGEMENT	DSE	3	1	0	4	60HRS	40	60	100
BJMC3305	EVENT MANAGEMENT	DSE	3	1	0	4	60HRS	40	60	100
Ability Enhancement Course (AEC)										
BJMC3306	RADIO JOCKEY- PRINCIPLE & PRACTICES	AEC	1	1	0	2	30HRS	40	60	100
Internship/Apprenticeship/Project/Community Outreach (IAPC)										
BJMC3307	SHORT FILM /DOCUMENTARY PRODUCTION	IAPC	1	0	1	2	30HRS	40	60	100
Skill Enhancement Course (SEC)										
BJMC3308	LAB JOURNAL/ PRINT MEDIA PRODUCTION (PRACTICAL)	PC/SEC	0	1	1	2	30HRS	40	60	100
BJMC3308 & BJMC3309:Value -Added Course(VAC) (Select Any One)										
BJMC3309	PROFESSIONAL MEDIA ETHICS	VAC	1	1	0	2	30HRS	40	60	100
BJMC3310	INDIAN KNOWLEDGE SYSTEM	VAC	1	1	0	2	30HRS	40	60	100
BJMC3311 & BJMC3312:Mandatory Elective Non-Credit Course(MENC) equivalent to 0 credits (Opt any one course from the following) (Select Any One)										
BJMC3311	BASICS OF DESIGN (DNG)	MENC					30HRS			
BJMC3312	FILM APPRECIATION	MENC					30HRS			
Total Credit						24				

## \* SWAYAM Courses

Abbreviations:

DSC: Discipline Specific Core Course (Compulsory), GE: Generic Elective Course, PC: Practical Course, SEC: Skill Enhancement Course, VAC: Value -Added Course, IAPC: Internship/Apprenticeship/Project/Community Outreach and MENC: Mandatory Elective Non-Credit Courses equivalent to 2 credits.

## **BAJMC- 3<sup>RD</sup> SEMESTER**

### **Public Relations**

#### **COURSE CODE-BJMC3301**

**Type of Course-Discipline Specific Core Course (DSC)      Credits-4**

#### **Course Objectives**

The objective of this paper is to impart basic understanding about process and practices. It will provide the clear understanding of entire PR scenario in India. The paper helps to build upon student's skill in the principles of PR. It develops understanding about various creative fields, laws and practices. It enables students to understand PR Techniques, social media and various strategic elements.

#### **UNIT: I Introduction**

- Concept
- Definition
- Evolution
- Overview

#### **UNIT: II Process**

- Nature
- Elements
- Tools
- Functions

#### **UNIT: III Ethics**

- Laws
- PRSI and IPRA
- PR & Journalism
- PR & Media Relations

#### **UNIT: IV Role of PRO**

- Responsibilities
- Qualities
- Strategy
- Career

#### **Suggested References**

- Tiwari, Arjun. (2007). Jansampark:
- Siddhant Aur Vyavhaar, Vishwavidyalaya Prakashan, Varanasi
- Morya, R. P. (2018). Media Jansampark Evam Vigyapan. Arjun Publishing House.
- Shrivastava, P. & Sardana, C. K. (2019). Jansampark Ke Vividh Ayam. Lokbharti Prakashan, Lucknow
- Panday, Vandana.(2013). Visheshikrit Jansanpark,Harayana Granth Academy, Panchkula

- Trivedi, D. S., & Sukla, S. (2019). Jansampark Siddhant Aur Vyavhaar. MP Hindi Granth Academy, Bhopal

### **Program Structure and Curriculum**

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

#### **Examination Scheme:**

<b>Components</b>	<b>CA/P</b>	<b>HA</b>	<b>MT</b>	<b>A</b>	<b>EE</b>
<b>Weightage (%)</b>	7.5	7.5	20	5	60

#### **Abbreviation:**

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## BAJMC- 3<sup>RD</sup> SEMESTER

### E CONTENT WRITING

COURSE CODE-BJMC3302

Type of Course-Discipline Specific Core Course (DSC)

Credits-4

#### Course Objectives:

Students will learn the basics of e content and structure to create clear and error-free content as well as students will explore different writing styles and tones to adapt their writing for various audiences and purposes.

**Prerequisites:** Writing

#### Student Learning Outcomes:

The course will enable students to identify distinct artistic elements of E Content writing.

Students will gain the ability to recognize the key components of E Content writing.

The course will deepen students' understanding of E Content and multimedia.

Upon completing this course, students will be equipped to apply specific analytical approaches to E Content writing, allowing them to reinterpret and articulate their perspectives on E Content writing.

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#### Course Contents:

##### UNIT I: Internet and Cyber space

- Understanding cyberspace and cyber media.
- Evolution of cyber media from early internet to present day.
- Cybernetics, information superhighway, and digital communication.
- ARPANET and the birth of the internet.

##### UNIT II: E Content Writing: Language and Writing Skills

- Understanding Content Writing: Definition, importance, and types of content writing
- Grammar and Punctuation: Essential rules and common mistakes.
- Writing Styles: Formal, informal, and conversational tones.
- Clarity and Conciseness: Techniques for clear and concise writing.

##### UNIT III: Research and Planning

- The Role of a Content Writer: Skills and responsibilities
- Topic Research: Finding reliable sources and gathering information.
- Creating Outlines: Structuring your content for readability.
- Keyword Research: Basics of SEO and keyword integration.

##### UNIT IV: Writing Different Types of E Content

- News websites, Mobile apps
- Blog Posts: Crafting engaging and informative blog articles.

- Web Content: Writing for websites, including homepages, about pages, and service pages.
- Social Media Content: Creating posts for various social media platforms.

Examination Scheme:

Components	CC1	CC2	MT	A	EE
Weightage (%)	7.5	7.5	15	5	60

### Text & References:

- Sharma, Devanshi (2024) The Power of Content Writing, Mithaas Services, isbn 978-9392144158
- Lima Paul (2013) Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content, Ingram short title, isbn 978-1927710012
- Content Writing Handbook” by Kounal Gupta
- Everybody Writes by Ann Handley
- SEO 2023 by Adam Clarke

### Online Courses

- [Coursera: “Content Writing Essentials](#) - This course covers writing styles, grammar, SEO principles, and content planning
- Udemy: “Content Writing Mastery” - A course that includes modules on blogging, web content, and social media writing.
- Websites and Blogs
- HubSpot Blog - Offers a wealth of articles on content marketing, SEO, and writing tips.
- Copyblogger - Provides resources and articles on effective content writing and copywriting techniques.

### Program Structure and Curriculum

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

### Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

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**BAJMC- 3<sup>RD</sup> SEMESTER**  
**Global Media Scenario**  
**COURSE CODE-BJMC3303**

**Type of Course-Discipline Specific Core Course (DSC) Credits-4**

**Course Objective:**

The Course aims to provide an introduction about the concept and an overview about contemporary issues of Global Media.

This Course would also explain the role of international communication in a global society and critically analyse the impact of various social and political philosophies on the media.

**UNIT: I**

- Global Media: Concept and importance
- Understanding Global Media Scenario: America, Britain, France
- International communication in the Internet age ITU and TRAI
- UN, UNESCO, NATO, NAM,

**UNIT: II**

- The New World Information and Communication Order (NWICO)
- McBride Commission
- Global News Agencies: TASS, AP, AFP, REUTERS
- Indian News Agencies: UNI, PTI, BHASHA, UNIVARTA

**UNIT: III**

- Global Media Scenario in India
- Essal Group, British Broadcasting Service (BBC) and Al Jazeera Networks
- Globalization and Media Conglomerates, Revised Cultural Imperialism
- Global Organizations: WTO, BRICKS, ASEAN, OPEC and SAARC

**UNIT: IV**

- Modernization theory, Hegemony, Propaganda, Global Village
- Technological Determinism, Cultural Imperialism. Theories of information society
- Rupert Murdoch, Ted Turner, Mark Zuckerberg,
- Herbert Schiller. Walter Lippmann. Edward Herman

**Text & References:**

- Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.

- Mowlana, H. (1986) Global information and world communication: New frontiers in international relations, New York: Longman
- M'Bayo, R.T (Undated). Genesis of the New World Information order, In Peter Nwosu, Chuka
- Onwumechili and Ritchard M'Bayo (Eds.). Communication and the transformation of society, New York: University Press of America
- Thusssu, D. K. (2006). International Communication Continuity and change, New York, New York, Oxford University Press
- Pedagogy: Teaching will be based on Lectures, Discussions, Seminars and Workshops related to communication skills and personality development

### **Program Structure and Curriculum**

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

#### **Examination Scheme:**

<b>Components</b>	<b>CA/P</b>	<b>HA</b>	<b>MT</b>	<b>A</b>	<b>EE</b>
<b>Weightage (%)</b>	7.5	7.5	20	5	60

#### **Abbreviation:**

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## **BAJMC- 3<sup>RD</sup> SEMESTER**

### **SOCIAL MEDIA MANAGEMENT**

#### **COURSE CODE- BJMC3304**

**Type of Course- Discipline Specific Elective Course (DSE)**

**Credits-4**

#### **Course objectives:**

By the end of this course students will be able to understand the foundations and evolution of social media. This course aims to equip students with the knowledge and skills necessary to effectively develop and manage social media strategies for different platforms. Emphasis will be placed upon creating engaging content, fostering community interactions and analyzing insights.

#### **Unit- I: Introduction to Social Media**

- Definition, Evolution, Types of Social Media Platforms and their nature
- Social Media Landscape: Global Vs Local Trends
- Important theories relevant to social Media: Uses & Gratifications, Social Identity Theory, Social Network Theory, Spiral of Silence
- Social Media Ethics: Credibility, Diversity, Cultural Sensitivity and Social Responsibility

#### **Unit-2: Managing Social Media Campaigns**

- Do's and Don'ts for social media managers
- Planning for social media: Defining goals, Identifying target audience, Choosing platforms, Content strategy, content calendar, Budgeting
- Content creation and Curation: Text, Videos, Infographics, Reels, Memes, Live Streaming
- Social Media Management Platforms

#### **Unit-3: Social Media Marketing**

- Content Optimization: SMO, SEO
- Content Promotion: Hashtags, Paid promotions, Cross Media Sharing
- Influencer and Affiliate Marketing
- Social Media Metrics

#### **Unit-4: Online Community Management**

- Building online communities
- Engagement tactics
- Moderation policies
- Crisis Management

### **Program Structure and Curriculum**

**Pedagogy:** Teaching will be based on lectures, class discussion, case studies and powerpoint presentations.

**Suggested Books:**

- Evans, D. & McKee, J. Social Media Marketing: The Next Generation of Business Engagement. Wiley, 2010
- Gray, N. Social Media Marketing: Step by Step Instructions For Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, LinkedIn and Various Other platforms. Pluto King, 2<sup>nd</sup> Edition, 2018
- Smith N. & Wollan R. The Social Media management Handbook: Everything You Need to Know to Get Social Media Working in Your Business. John Wiley & Sons, 2011
- Berger, J. Contagious: Why Things Catch On. Simon & Schuster, 2013
- Qualman, E. Socialnomics: How Social Media Transforms the Way We Live and Do Business. Wiley, 2<sup>nd</sup> Edition, 2012
- Fuchs, C. Social Media: A Critical Introduction, Sage, 2021
- Rouhiainen, L. Smart Social Media: Your Guide to Becoming a Highly Paid Social Media Manager. Createspace Independent Pub, 2012
- Ray, T. Online Journalism: A Basic Text. Cambridge University Press India, 2006
- वॉकर, जोनाथन (अनुवाद: अभिसार गोदारा), सोशल मीडिया मार्केटिंग, बेबलक्यूब, 2018
- बजाज, दीपक, बनिए सोशल मीडिया मिलियनेयर, मंजुल पब्लिशिंग हाउस, 2021
- शेखर शुक्ल, शुभेन्दु, सोशल मीडिया एंड वेब एनालिटिक्स, हिंदी इंस्टिट्यूट, 2024

**Examination Scheme:**

Components	CA/P	HA	MT	A	EE	Total
Weightage %	7.5	7.5	20	5	60	100

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## BAJMC- 3<sup>RD</sup> SEMESTER

### Event management

COURSE CODE-BJMC3305

Type of Course- Discipline Specific Elective Course (DSE) Credits-4

#### Course Objective:

The objective of this paper is to impart basic understanding of Event Management process and practices. It will provide the clear understanding of entire process of conducting events in Media field. The paper helps to build upon student's skill in the principles of event management. It develops understanding on Event Management laws and practices. It enables students to understand its usage in practical life and its future prospects.

#### UNIT I: Introduction

- Evolution
- Definitions
- Objectives
- Classifications

#### UNIT II: Tools

- Types
- Benefits
- Strategy
- Creativity

#### UNIT III: Budgeting & Skills

- Concept
- Principles
- Planning
- Marketing

#### UNIT IV: Stage Management

- Live Events
- Responsibilities
- Duties
- Performances

#### Suggested Readings:

- Gaur, S. S., & Saggere, S. V. (2003). Event Management and Marketing. Vikas Publishing, Ghaziabad
- Panday, B. D., & Pandey, M. K. (2009). Aadhunik Media Prabandhan. Takshshila Prakashan, New Delhi
- Sharma, Anukriti & Arora, Shruti (2018), Event Management and Marketing: Theory, practical Approaches and planning. Bharti Publications, Chandigarh
- अरोड़ा, नेहा. 2021. इवेंट मैनेजमेंट. भाषा प्रकाशन. नई दिल्ली
- Alla Bakash S. S. Nagabhushana and K. Ramachandra. 2017. Principles of Event Management. Himalaya Publishing House. Mumbai.

- Genadinik, Alex. 2015. Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series.
- Sanjay, Singh Gaur & Sanjay V. Saggere. 2003 Event Marketing and Management. Vikas Publishing.
- Sharma, Anukrati and Arora, Shruti. 2018. Event Management and Marketing: Theory, Practical Approaches and Planning. Bharti Publications.
- Jain, Pankaj. 2017. Marketing Management. Sanjay Publication

### **Program Structure and Curriculum**

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

### **Examination Scheme:**

<b>Components</b>	<b>CA/P</b>	<b>HA</b>	<b>MT</b>	<b>A</b>	<b>EE</b>
<b>Weightage (%)</b>	7.5	7.5	20	5	60

### **Abbreviation:**

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## BAJMC- 3<sup>RD</sup> SEMESTER

### Radio Jockey –Principles & Practices

**COURSE CODE-BJMC3306**

**Type of Course- Ability Enhancement Course (AEC)      Credits-2**

#### **Course Objective-**

This paper aims to equip students about radio production. It also focuses on making the students present themselves confidently.

#### **Unit -I**

- Introduction of Radio Jockey.
- Characteristics of Radio jockey.
- Qualification of Radio Jockey
- Developing voice acting skills without fear

#### **Unit-II**

- Best Radio Jockey in India
- Responsibilities of Radio Jockey
- Best program which know for Radio Jockey
- Prepare a program as Radio Jockey

#### **Suggested Readings:**

- Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
- Fleming, C. (2009) The radio handbook. Routledge.
- Ford, M. (2013). Radio production. digital broadcast art. Create Space.
- Gilmurray, B. (2010). The media student's guide to radio production. Mightier PenPub.
- Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth

#### **Program Structure and Curriculum**

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

#### **Examination Scheme:**

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

#### **Abbreviation:**

- CA/P- Class Assignment/Presentation
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## BAJMC- 3<sup>RD</sup> SEMESTER

### Short Film/ Documentary production (Project)

**COURSE CODE-BJMC3307**

**Type of Course- Internship/Apprenticeship/Project/Community Outreach (IAPC) Credits-2**

#### Course Objective:

The finer nuances of cinema will be explained. Film appreciation will be an integral part of the semester. The ability to analyse and put film studies in proper perspective will be intended during the course. The students will be expected to put into practice their understanding by shooting a film/ documentary on a topic of their choice.

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#### Course Content:

##### UNIT I: Short/ Documentary Films

- Documentary Films Vs Fiction films
- Different Between News, Documentary and Infotainment shows
- Types of Short/ Documentary films
- Demonstration of popular Short/Documentary films

##### UNIT II: Project

##### Guidelines for Short Film/ Documentary Production Portfolio:

The following procedure should be followed for the credits:

1. Student will prepare one Short film/documentary based on relevant social issues.
2. Student will produce evidence for various production stages for Short film/documentary film.
3. Student will prepare one short film/documentary film using cinematic grammar.
4. At the end of the semester students will submit both the project, Faculty Consultation Diary, and all the pre-production work.

#### Examination Scheme:

The production project will carry 100 marks. The marks break up is as follows:

Components	Overall Project (Internal)	Creativity(Internal)	Viva (External)	Total
Weightage (%)	20	20	60	100

#### Text & References:

- Nelmes, Jil (2<sup>nd</sup> edn) (1999) Introduction to Film Studies, Rutledge: New York
- Phillips, William (1999) Film: An Introduction, H. Bedford/St Martin's: Boston
- Irwing, David K & Rea, Peter W (2006) (3<sup>rd</sup> edn) Producing & Directing The Short Film & Video, Focal Press:Oxford
- Reisz, Karel & Millar, Gavin (1968) (2nd edn) Technique of Film Editing, Focal Press: Oxford
- Dancyger, Ken (2002) (3<sup>rd</sup> edn) The Technique of Film & Video Editing: History, Theory, & Practice, Focal Press: Oxford & New York

## **BAJMC- 3<sup>RD</sup> SEMESTER**

### **LAB JOURNAL/ PRINT MEDIA PRODUCTION (PRACTICAL)**

**COURSE CODE-BJMC3308**

**Type of Course- Ability Enhancement Course (AEC)**

**Credits-2**

#### **Objectives of the Course:**

- To write reports for newspapers and magazines.
- To prepare questions for interview
- To develop the skills of press release writing and attending press conferences.
- To organize mock press conferences.
- To help them understand civic issues.

#### **Exercises/Assignments**

1. Writing reports on civic problems incorporating information from civil organization based on interview.
2. Prepare questions for a specific interview.
3. Rewriting news stories from newspapers converting them for magazine.
4. Filing report on the basis of mock press conferences.
5. Filing report after attending one press conference after going to the field.

#### **Examination Scheme:**

<b>Components</b>	<b>CA/P</b>	<b>A</b>	<b>VIVA</b>	<b>TOTAL</b>
<b>Weightage (%)</b>	35	5	60	100

#### **Abbreviation:**

- CA/P- Class Assignment/Presentation
- A- Attendance

## BAJMC- 3<sup>RD</sup> SEMESTER

### PROFESSIONAL MEDIA ETHICS

COURSE CODE-BJMC3309

Type of Course- Value -Added Course (VAC)

Credits-2

#### Course Objectives:

- Understand and articulate the fundamental principles of media ethics.
- Analyze and discuss ethical dilemmas in media contexts.
- Apply ethical theories to real-world media issues.
- Critically evaluate the role of media in society from an ethical perspective.

#### UNIT I: Media Ethics: Introduction, Truth and Accuracy

- Definition and importance of ethics in media
- The role of truth in journalism
- Issues with misinformation and fake news
- Objectivity and bias in reporting

#### UNIT II: Privacy and Public Interest

- Balancing the right to privacy with the public's right to know
- Ethical issues in covering private lives and sensitive subjects
- Ethical challenges in online and social media
- Influence of advertisers and sponsors on media content

#### Suggested Readings:

- Christians, C., et al. (2017). "Media Ethics: Cases and Moral Reasoning"
- Plaisance, P.L. (2013). "Media Ethics: Key Principles for Responsible Practice"
- Ward, S.J.A. (2015). "The Invention of Journalism Ethics"
- McBride, K., & Rosenstiel, T. (2014). "The New Ethics of Journalism"
- Borden, S.L. (2019). "Ethical Issues in Journalism and the Media"
- Ess, C. (2020). "Digital Media Ethics"

#### Program Structure and Curriculum

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

#### Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

#### Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

## BAJMC- 3<sup>RD</sup> SEMESTER

### COURSE CODE-BJMC3310

#### Indian Knowledge System

Type of Course- Value -Added Course (VAC)

Credits-2

#### Course Objective :

The focus of this curriculum is to provide an exposure to Indian knowledge system.

The main objective of the course is to develop an understanding about the Indian knowledge system.

#### Unit - I Knowledge in Ancient India

Knowledge: Meaning & Concept

Knowledge in Ancient India

Indian Education system: Vedic and post Vedic approach

Ancient literature & Knowledge

#### Unit -II Indian Knowledge system

Ashram and Gurukul system

Knowledge System in Medieval India

Knowledge system in Modern India

Case Study on five Ancient Indian Gurus

#### Suggested Readings:

- Mahadevan, B., Pavana, N., & Ramasubramanian, K. (2022). *Introduction to Indian knowledge system: Concepts and applications*. PHI Learning.
- Kapoor, K., & Singh, A. K. (Eds.). (2005). *Indian knowledge systems: Vol. 1*. Indian Institute of Advanced Study.
- Nair, S. N. (2008). *Echoes of ancient Indian wisdom*. Hindology Books.

#### Program Structure and Curriculum

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

#### Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

#### Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

## BAJMC- 3<sup>RD</sup> SEMESTER

### COURSE CODE-BJMC3311

#### Basics of Design (DNG)

Type of Course- Value - Mandatory Elective Non-Credit Course(MENC) Credits-0

#### **Objectives :**

This paper is designed to develop broad understanding about Designing in various Media outlets.

#### **Unit -I : Designing : Concept and importance**

Designing in Print Media: DTP

Importance of design in TV: Graphics, Animation & Visuals

Designing in Web Media: Computer and designing

Designing the publicity materials

#### **Unit -II: Designing Software**

Photoshop & Illustrator

Coral Draw

Quark Express

InDesign

Designing practices: Print production

#### **Suggested Books :**

Bringhurst, Robert. (2013) The elements of Typographic Style, Hartley & Marks, Vancouver.

Wheeler, Alina. (2017) Designing Brand Identity, Wiley, New York.

Hyndman, Sarah. (2016) Why Fonts Matter, Virgin Books, London.

Kumar, A. (2018) DTP Desktop Publishing, T BALAJI PUBLICATION, Allahabad

#### **Examination Scheme:**

Components	CA/P	MT	A	EE
Weightage (%)	15	20	5	60

#### **Abbreviation:**

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination
- Viva

**BAJMC- 3<sup>RD</sup> SEMESTER**  
**FILM APPRECIATION**  
**COURSE CODE-BJMC3312**

**Type of Course- Value - Mandatory Elective Non-Credit Course (MENC) Credits-0**

**Course Objectives:**

Film-making is considered both a science of capturing images as well as art influencing social milieu. Students will understand the specific strategies used when interpreting cinema at the level of a theoretical model. Works of specific directors from mainstream Hollywood and contemporary directors from Bollywood will be discussed.

**Prerequisites:** An strong interest in cinema as an art

**Student Learning Outcomes:**

- I. The course will help the students to recognize individual artistic elements within the medium of cinema
  - II. Students will be able to identify the essentials of Film appreciation
  - III. The course will enhance understanding of cinema's relationship to other arts.
  - IV. The students who complete this course will be able to apply the knowledge of specific approaches to analyze film and reconstruct their views on cinema using their own interpretation
- 

**Course Contents:**

**UNIT I: History of Films & Appreciation**

- Evolution of cinema: Black and white cinema
- Parallel v/s commercial Cinema
- Meaning and significance of Film Appreciation
- Demonstration of popular Art films
- Demonstration of popular Bollywood films

**UNIT II: Film appreciation and writing**

- Demonstration of popular Hollywood films
- Demonstration of popular Regional films
- Discussion on various aspects of cinema
- Appreciating the films: Writing practices
- Film reviews: Writing practices

**Examination Scheme: Noncredit course**

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

**Abbreviation:**

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance

- EE- External Examination

**Text & References:**

- Grammar of the Shot 3rd Edition by Christopher J. Bowen (Author), Roy Thompson (Author)
- *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition)* by Steven Ascher and Edward Pincus
- Thompson K and Bordwell, D, (1994) *Film History—An Introduction*, Mc Graw-Hill
- Michael J. Arlen, The Camera Age
- Bordwell, David & Thompson, Kristin (2004) (7<sup>th</sup> end) *Film Art: An Introduction*, Mc Graw Hill: Boston
- Monaco, James (2000) (3<sup>rd</sup> edn) *How to Read a Film: Movies, Media, and Mutimedia*, Oxford University Press: Oxford
- Corrigan, Timothy and White, Patricia (2004) *The Film Experience: An Introduction*, Bedford/St Martin's: Boston
- Nelmes, Jil (2<sup>nd</sup> edn) (1999) *Introduction to Film Studies*, Routledge: New York