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**CBCS CURRICULUM OF**  
**B.A. (Hons.)**  
**in**  
**JOURNALISM & MASS COMMUNICATION**  
**HONOURS PROGRAMME**  
**SUBJECT CODE = 36**

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FOR UNDER GRADUATE THREE (3) YRS. DEGREE COURSES UNDER RANCHI UNIVERSITY



Implemented from  
Academic Session 2021-2024



**Members of Board of Studies of CBCS Under- Graduate Syllabus as per  
Guidelines of the Ranchi University, Ranchi.**

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**5. External Member:-**

**iv. Prof. (Dr.) Rajesh Kumar**

Professor  
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*mail copy attached.*

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*Sudhir Kumar*  
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Asst Professor, University Department of Chemistry  
& OSD Examination, Ranchi University, Ranchi

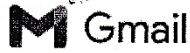
*Neeraj*  
01/09/21

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## Consent of External Expert

10/6/21, 11:19 AM

Gmail - Document from PS Tiwary



purnendushekhar tiwary &lt;pshekhartiway@gmail.com&gt;

### Document from PS Tiwary

3 messages

**purnendushekhar tiwary** <pshekhartiway@gmail.com>  
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Tue, Oct 5, 2021 at 4:53 PM

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**Prof. Rajesh Kumar** <rkdoon@gmail.com>  
To: purnendushekhar tiwary <pshekhartiway@gmail.com>

Tue, Oct 5, 2021 at 6:15 PM

Sir/Madam,

I here convey the university authorities that I attended the BoS meeting of Dept of Journalism and Mass Communication (through online means- google meet platform) held on 01/09/2021.

I hereby endorse the minutes of the BoS meeting and hope that a few suggestions made by me in relation to nomenclature of the degree and some part of course curriculum would be considered while launching the said academic programme.

Warm regards,

Prof Rajesh Kumar  
IIMC, New Delhi.

On Tue, 5 Oct 2021, 4:53 pm purnendushekhar tiwary, <pshekhartiway@gmail.com> wrote:  
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**purnendushekhar tiwary** <pshekhartiway@gmail.com>  
To: purnendushekhar tiwary <pshekhartiway@gmail.com>

Tue, Oct 5, 2021 at 8:09 PM

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## COURSE STRUCTURE FOR UNDERGRADUATE 'HONOURS' PROGRAMME

**Table AI-1: Distribution of 164 Credits** [\*wherever there is a Practical there will be no tutorial and vice –versa.]

Course Theory + Practical	Papers	Credits Theory + Tutorial	Credits
<b>I. Core Course</b>	<b>(CC 1 to 14)</b>		
Theory	14 Papers	14X4=56	14X5=70
Practical/Tutorial*	14 Papers	14X2=28	14X1=14
<b>II. Elective Course (EC)</b>			
<b>A. Discipline Specific Elective</b>	<b>(DSE1to4)</b>		
Theory	4 Papers	4X4=16	4X5=20
Practical/ Tutorial*	4 Papers	4X2=8	4X1=4
<b>B. Generic Elective/ Interdisciplinary</b>	<b>(GE1to4)</b>		
Theory	4 Papers	4X4=16	4X5=20
Practical/ Tutorial*	4 papers	4X2=8	4X1=4
<b>III. Ability Enhancement Compulsory Courses (AECC)</b>			
1. English/ Hindi Communication	1 Paper	1X2=2	1X2=2
2. Environmental Science	1 Paper	1x2=2	1x2=2
3. Skill Enhancement Course of the Core Course opted	<b>(SEC 1&amp; 2)</b> 2 Papers	2X2=4	2X2=4
<b>Total Credit = 140 + 24 =164</b>			<b>140 + 24 = 164</b>

**Note:**

In the Academic Council Meeting of Ranchi University, Ranchi, held on 29.06.2019, it is resolved that Students will be offered **Two Generic Elective Subjects** (GE-A & GE-B) in C.B.C.S. U.G. Honours Courses of all streams, so that their 'Eligibility for Admission' in P.G., Vocational & Technical Courses in various Institutions is not hampered.

**Table AI-1.1: Course structure for B.Sc./ B.A./ B.Com./B.Voc. (Hons. Programme)**

Semester	Honours (Core Courses) 14 Papers	Allied (Elective Courses) 8 Papers	Ability Enhancement (Compulsory Courses) 4 Papers	Total Credits
Sem-I	C-1, C-2 (6+6=12 Credits)	GE-1A, GE-1B (6+6=12 Credits)	English Comm./ Hindi Comm. (02 Credits)	<b>26 Credits</b>
Sem-II	C-3, C-4 (6+6=12 Credits)	GE-2A, GE-2B (6+6=12 Credits)	EVS (02 Credits)	<b>26 Credits</b>
Sem-III	C-5, C-6, C-7 (6+6+6=18 Credits)	GE-3A, GE-3B (6+6=12 Credits)	SEC-1 (02 Credits)	<b>32 Credits</b>
Sem-IV	C-8, C-9, C-10 (6+6+6=18 Credits)	GE-4A, GE-4B (6+6=12 Credits)	SEC-2 (02 Credits)	<b>32 Credits</b>
Sem-V	C-11, C-12 (6+6=12 Credits)	DSE-1, DSE-2 (6+6=12 Credits)		<b>24 Credits</b>
Sem-VI	C-13, C-14 (6+6=12 Credits)	DSE-3, DSE-4 (6+6=12 Credits)		<b>24Credits</b>
<b>Total = 164 Credits</b>				

## COURSES OF STUDY FOR UNDERGRADUATE 'B.A in J.M.C. (Hons.) PROGRAMME

**Table AI-2 Subject Combinations allowed for 'B.A in J.M.C.. Hons. Programme (164 Credits)**

Honours/Core Subject CC 14 Papers	Discipline Specific Elective Subject DSES 4 Papers	Skill Enhancement Course SEC 2 Papers	Compulsory Course AECC 1+1=2 Papers
BJMC	BJMC Specific	SEC in BJMC	Language Communication + EVS

**Table AI-2.1 Semester wise Examination Structure for Mid Sem & End Sem Examinations:**

Sem	Core Honours, Allied DSE, Compulsory AECC Courses		Examination Structure		
	Code	Papers	Mid Semester Theory (F.M.)	End Semester Theory (F.M.)	End Semester Practical/Assignment/ Viva (F.M.)
I	C1	Introduction to Journalism +T	15	60	25
	C2	History of Media +T	15	60	25
	GE1A	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	GE1B	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	AECC	Language Communication +T	---	100	---
II	C3	Introduction to Communication +T	25	75	---
	C4	Introduction to Print Media +T	25	75	---
	GE2A	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	GE2B	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	AECC	Environmental Studies +T	---	100	---
III	C5	News Writing +T	25	75	---
	C6	Basics of Reporting +T	25	75	---
	C7	Introduction to Electronic Media +T	---	75	25
	GE3A	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	GE3B	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	SEC 1	Fundamentals of Computers +T	---	---	100
IV	C8	Indian Constitution & Media Related Laws +T	25	75	---
	C9	Communication Research +T	25	75	---
	C10	Media Management +T	25	75	---
	GE4A	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	GE4B	Refer Table AI-2.3 of the Syllabus of Subject opted	---	100/ (75)	0/ (25)
	SEC 2	Communication Skills +T	---	75	25
V	C11	Radio Journalism +Lab	15	60	50
	C12	Television Journalism +Lab	15	60	
	DSE 1	<b>Either Group 'A' or 'B'</b> 1A Development Communication: Theory and Practices <b>Or</b> 1B Current Affairs	15	60	25
	DSE 2	2A Advertising: Theory and Practices +T <b>Or</b> 2B Social Media: Theory and Practices +T	15	60	25
VI	C13	Basics of Editing +Lab	15	60	50
	C14	Communication Technology +Lab	15	60	
	DSE 3	3A Public Relation: Theory and Practices +T <b>Or</b> 3B Jharkhand: Journalism, Culture & Heritage +T	15	60	25
	DSE 4	Internship	---	---	100

**GE1 & GE2;** Any Two Generic Elective Combinations allowed for 'B.A in J.M.C. (Hons) Course may be opted from the List given below:

Table AI-2.2 Allowed Generic Subjects for 'B.A in J.M.C. Hons. Programme (140 + 24 = 164 Credits);

All Four Papers of Two allowed Subjects (Table AI-2.3) to be opted:

Generic Elective Subject <b>GE 4 Papers</b>	Generic Elective Courses for B.J.M.C. Course (GE will be other than Core Subject opted)
Commerce <b>Background</b>	All four Generic Elective papers in <b>GEA &amp; GEB</b> as listed below
Arts <b>Background</b>	All four Generic Elective papers in Arts subjects as listed below
Science <b>Background</b>	All four Generic Elective papers in Science subjects as listed below

**Table AI-2.3: For Student from COMMERCE background**

Generic Elective Subject <b>GE 4 Papers</b>	Generic Elective Courses for Commerce Stream (GE will be other than Core Subject opted)			
	Semester I <b>GE1</b>	Semester II <b>GE2</b>	Semester III <b>GE3</b>	Semester IV <b>GE4</b>
Commerce <b>GEA</b>	Micro Economics +T	Business Statistics +T	Macro Economics +T	Indian Economy - Performance and Policies +T
Commerce <b>GEB</b>	Business Organization +T	Business Management +T	Monetary Economics +T	Indian Banking system +T

**Table AI-2.3: For Student from SCIENCE background All Four Papers of Two Subjects to be opted:**

Generic Elective Subject <b>GE 4 Papers</b>	Generic Elective Courses for Science Stream (GE will be other than Core Subject opted)			
	Semester I <b>GE1</b>	Semester II <b>GE2</b>	Semester III <b>GE3</b>	Semester IV <b>GE4</b>
Physics	Mechanics +Lab	Electricity and Magnetism +Lab	Thermal & Statistical Physics +Lab	Waves and Optics +Lab
Chemistry	Atomic Structure, Bonding, General Org Chem & Aliphatic Hydrocarbons +Lab	Chemical Energetics, Equilibria & Functional Gp Org Chemistry-I +Lab	Chem. of s- and p-block elements, States of matter and Chem. Kinetics +Lab	Chem. of d-block elements, Molecules of Life +Lab
Mathematics	Differential Calculus And Coordinate Geometry 2D +T	Integral Calculus, Vector Calculus & Trigonometry +T	Real Analysis-I, Group Theory & Differential Equations +T	Real Analysis-II, Complex Variable, Set Theory & Matrices +T
Zoology	Animal Diversity +Lab	Human Physiology +Lab	Food, Nutrition & Health +Lab	Environment & Public Health +Lab
Botany	Biodiversity +Lab	Plant Ecology & Taxonomy +Lab	Plant Anatomy & Embryology +Lab	Plant Physiology & Metabolism +Lab
Geology	Essentials of Geology +Lab	Rocks & Minerals +Lab	Fossils & their Applications +Lab	Earth Resources +Lab

**Table AI-2.3: For Student from ARTS background with Practical Subjects &/OR having Economics**

S.No.	Note: Any One Subject may be opted as GE Subject but only One from S.No.1 and 10 will be allowed, if desired.		
1	Anthropology/ Geography/ Psychology/ Home Sc.	7	Mathematics
2	History	8	Hindi
3	Political Science	9	English
4	Sociology	10	Bengali / Urdu / Sanskrit /
5	Economics		Ho / Kharia / Khortha / Kurmali / Kurukh /
6	Philosophy		Mundari / Nagpuri / Panch Pargania / Santhali



**Table AI-2.4 Generic Subject Papers for B. A. Hons. Programme (140 + 24 = 164 Credits);**  
**All Four Papers of Two allowed Subjects (Table AI-2.3) to be opted:**

Generic Elective Subject GE 4 Papers	Generic Elective Courses for Arts Stream (GE will be other than Core Subject opted)			
	Semester I GE1	Semester II GE2	Semester III GE3	Semester IV GE4
Hindi	कला और साहित्य +T	अनुवाद +T	साहित्य और पत्रकारिता +T	रचनात्मक लेखन की विधाएँ +T
English	Academic Writing +T	Language & Linguistics +T	Literature: Poems & Short Stories +T	Language, Literature & Culture +T
Bengali	History of Bengali Literature +T	Bengali Poetry, Novel, Short Stories +T	Bengali Poetry, Drama, Short Stories +T	Bengali Poetry, Short Stories, Bengali Essay+T
Urdu	Study of Poet Nazir Akbarabadi +T	Study of Short Story Writer Prem Chand +T	Mass Media: Principles and Practice +T	Study of Short Story Writer +T
Sanskrit	संस्कृत व्याकरण एवं व्याकरण शास्त्र का इतिहास +T	भारतीय संस्कृति एवं राजनीति +T	आयुर्वेद की परम्परा +T	भाषाविज्ञान+T
Ho	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	हो समुदाय की नृत्य शैलियाँ +T
Kharia	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	खड़िया समुदाय की नृत्य शैलियाँ +T
Khortha	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	खोरठा समुदाय की नृत्य शैलियाँ +T
Kurmali	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	कुरमाली समुदाय की नृत्य शैलियाँ +T
Kurukh	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	कुँडुख समुदाय की नृत्य शैलियाँ +T
Mundari	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	मुण्डा समुदाय की नृत्य शैलियाँ +T
Nagpuri	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	नागपुरी समुदाय की नृत्य शैलियाँ +T
Panch Pargania	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	पंचपरगनिया समुदाय की नृत्य शैलियाँ +T
Santhali	कला, साहित्य एवं संस्कृति +T	पारम्परिक वाद्य यंत्र +T	झारखण्डी समुदाय का सांस्कृतिक केन्द्र +T	संताल समुदाय की नृत्य शैलियाँ +T
Geography	Geomorphology +Lab	Human Geography +Lab	Climatology +Lab	Economic Geography +Lab
History	Environmental Issues in India +T	Making of Contemporary India +T	History of West Asia +T	India and her Neighbours +T
Political Science	An Introduction to Political Theory +T	Indian Govt. and Politics +T	Comparative Govt. and Politics +T	Public Administration +T
Psychology	Introduction of psychology +Lab	Social psychology +Lab	Psychopathology +Lab	Psychological Statistics +Lab
Sociology	Indian Society and Culture +T	Social Movement in India +T	Sociology of Religion +T	Indian Sociological Theories +T
Economics	Principals of Microeconomics +T	Principals of Macroeconomics +T	Indian Economy +T	Money Banking & Public Finance +T
Anthropology	Economic Anthropology +Lab	Political Anthropology +Lab	Anthropology of Religion +Lab	Linguistic Anthropology +Lab
Philosophy	Indian Philosophy-I +T	Indian Philosophy-II +T	Indian Ethics +T	Western Ethics +T
Home Science	Human Nutrition +Lab	Entrepreneurship for small Catering units +Lab	Current concerns in Public Health Nutrition +Lab	Care and Wellbeing in Human Development +Lab
Mathematics	Differential Calculus & Coordinate Geometry 2D +T	Integral Calculus, Vector Calculus & Trigonometry +T	Real Analysis-I, Group Theory & Differential Equations +T	Real Analysis-II, Complex Variable, Set Theory & Matrices +T

**SEMESTER I****5 Papers****Total 100 x 5 = 500 Marks****I. ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)**

(Credits: Theory-02)

**योग्यता संवर्धन अनिवार्य पाठ्यक्रमः**  
सैद्धान्तिक-02)

(क्रेडिटः

**Marks : 100 (ESE 3Hrs) =100****Pass Marks Th ESE = 40*****Instruction to Question Setter for  
End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**ENGLISH COMMUNICATION****Theory: 30 Lectures*****Course Objectives: -***

- To create linguistic skills
- To impart knowledge about advanced vocabulary for effective communication
- To understand the societal cultural perspectives
- To inculcate the knowledge of compositional and comprehension skills

***Learning Outcomes:-***

- Students would be able to create linguistic skills
- Students would be able to impart knowledge about advanced vocabulary for effective communication
- Students would be able to understand the societal cultural perspectives
- Students would be able to inculcate the knowledge of compositional and comprehension skills

- Unit-I -** Communication – Definition, stages, barriers, types: verbal and non-verbal, Listening-Meaning, Nature and importance, Principles of Good Listening
- Unit-II-** Class-presentation (Oral for five minutes) on any of the above-mentioned topics:  
Descriptive writing, expansion of an idea
- Unit-III-** Writing skills – notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), and Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter
- Unit-IV-** Vocabulary building: One word substitution, synonyms and antonyms, idioms and phrases

**Suggested Readings: Text Books:-**

1. Technical Communication, M.H. Rizvi, Tata McGrawhill
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan
4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Precis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press

**OR**

**HINDI COMMUNICATION****Theory: 30 Lectures****Marks : 100 (ESE 3Hrs) =100****Pass Marks Th ESE = 40****Course Objectives: -**

- To strengthen oral communication skills in Hindi Language
- To develop the knowledge of written in Hindi Language
- To improve vocabulary in Hindi Language
- To inculcate the knowledge of grammar in Hindi Language

**Learning Outcomes:-**

- Students would be able to strengthen oral communication skills in Hindi Language
- Student would be able to develop the knowledge of writing in Hindi Language
- Students would be able to improve vocabulary in Hindi Language
- Students would be able to inculcate the knowledge of grammar in Hindi Language

**प्रश्न पत्र के लिए निर्देश**

(क्रेडिट: सैद्धान्तिक-02)

**छमाही परीक्षा :**

प्रश्नों के दो समूह होंगे। खण्ड 'A' अनिवार्य है जिसमें तीन प्रश्न होंगे। प्रश्न संख्या 1 में दस अत्यंत लघु उत्तरीय 1 अंक के प्रश्न होंगे। प्रश्न संख्या 2 व 3 लघु उत्तरीय 5 अंक का प्रश्न होगा। खण्ड 'B' में छः में से किन्हीं चार 20 अंको के विवियनिष्ठ/वर्णनात्मक प्रश्नों के उत्तर देने होंगे।

नोट : थ्योरी परीक्षा में पूछे गए प्रत्येक प्रश्न में उप-विभाजन हो सकते हैं।

**हिन्दी व्याकरण एवं संप्रेषण****सैद्धान्तिक:30व्याख्यान****इकाई-1 हिन्दी व्याकरण और रचना,**

संज्ञा, सर्वनाम, विशेषण, क्रिया, अव्यय, कारक, वचन, संधि, उपसर्ग, प्रत्यय तथा समास, लिंग निर्णय, पर्यायवाची भाव, विलोम भाव, अनेक भावों के लिए एक भाव, भाव भुक्ति, वाक्य भुक्ति, मुहावरे और लोकोक्तियाँ, पल्लवन एवं संक्षेपण।

**इकाई -2 निबंध कला तथा समसामयिक एवं राष्ट्रीय विषयों पर निबंध लेखन****इकाई -3 संप्रेषण (संचार)**

संप्रेषण की अवधारणा और महत्व, संप्रेषण के लिए आवश्यक भाव, संप्रेषण के प्रकार, संप्रेषण का माध्यम, संप्रेषण कला, संप्रेषण की तकनीक, वाचन कला, समाचार वाचन, साक्षात्कार कला, रचनात्मक लेखन का लक्ष्य, रचनात्मक लेखन का आधार, भाव और विचारों की प्रस्तुति, वाक् कला की उपयोगिता।

**अनुशंसित पुस्तकें :-**

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| 1. वृहत् व्याकरण भास्कर               | : डॉ० वचनदेव कुमार                |
| 2. वृहत् निबंध भास्कर                 | : डॉ० वचनदेव कुमार                |
| 3. आधुनिक हिन्दी व्याकरण और रचना      | : डॉ० वासुदेव नन्दन प्रसाद        |
| 4. रचना मानस                          | : प्रो० रामेश्वर नाथ तिवारी       |
| 5. व्यवहारिक हिन्दी                   | : डॉ० जंग बहादुर पाण्डेय          |
| 6. रचनात्मक लेखन                      | : डॉ० रमेश गौतम                   |
| 7. राजहंस हिन्दी निबंध                | : प्रो० आर० एन० गौड़              |
| 8. सफल हिन्दी निबंध                   | : रत्नेश्वर                       |
| 9. निबंध सहचर                         | : डॉ० लक्ष्मण प्रसाद              |
| 10. उपकार मुहावरे और लोकोक्तियाँ      | : प्रो० राजेश्वर प्रसाद चतुर्वेदी |
| 11. कहानियों कहावतों की               | : प्रताप अनम                      |
| 12. संप्रेषणपरक हिन्दी भाषा शिक्षण    | : डॉ० वैशना नारंग                 |
| 13. शैली विज्ञान                      | : डॉ० सुरेश कुमार                 |
| 14. शैली विज्ञान प्रतिमान और विश्लेषण | : डॉ० पांडेय शशिभूषण 'शीतांशु'    |
| 15. मौली विज्ञान का इतिहास            | : डॉ० पांडेय शशिभूषण 'शीतांशु'    |



**II. GENERIC ELECTIVE (GE 1A):** (Credits: 06)

GE1A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**III. GENERIC ELECTIVE (GE 1B):** (Credits: 06)

GE1B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**IV. CORE COURSE –C 1:** (Credits: Theory-05, Tutorial-01)

<b>Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100</b>	<b>Pass Marks (MSE + ESE) =40</b>
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***Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**INTRODUCTION TO JOURNALISM****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- To introduce students to the basics of journalism
  - To inculcate the knowledge of elements of journalism
  - To acquaint them with important aspects of the process of Journalism
  - To develop the knowledge of skills of journalism
  - To enhance understanding of the technical terms and jargons of Journalism
- 

***Learning Outcomes:-***

- Students would be able to understand the basics of journalism
  - Students would be able to inculcate the knowledge of student elements of journalism
  - Students would be able to acquaint them with important aspects of the process of journalism
  - Students would be able to develop the knowledge of skills of journalism
  - Students would be able to enhance understanding of the technical terms and jargons of journalism.
- 

**Unit -I-** Journalism: Concept, nature, scope, function and types, Role of Journalism in Society, Journalism and Democracy, Concept of Fourth Estate, Concept of Mass Communication, Mass Communication in India

**Unit – II** Journalism: Contemporary Issues in Journalism, Debates in Journalism, Elements of Journalism, Types of Journalism, Alternative Journalism

- Unit – III** Process of Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism
- Unit – IV** Skills of journalism, Convergence, Changing technology, online journalism, new trends in journalism
- Unit – V** Technical terms of Journalism, Jargons of Journalism, and Introduction to regional Journalism, Journalism and globalization, Journalism and society

*\* Assignments should be given by faculty concerned on any topic from above five units*

**Suggested Readings:**

**Text Books:-**

- 1 Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
  - 2 मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लाकेभारती प्रकाशन, इलाहाबाद।
  - 3 तिवारी, डॉ. अर्जुन, आधुनिक पत्रकारिता, विश्वविद्यालय प्रकाशन, वाराणसी
  4. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism Bhopal
  5. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
  6. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
  7. News Papers and Magazines based on current affairs
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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**V. CORE COURSE- C 2:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for  
Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**HISTORY OF MEDIA****Theory: 75 Lectures; Tutorial: 15 Lectures****Course Objectives: -**

- To acquaint students with the glorious journey of journalism
- To enhance understanding of the origin of the traditional print, electronic and web media  
To inculcate the knowledge of growth of print, electronic and cinema
- To acquaint learners with technological advancements in print, electronic and web media
- To throw light on the present status of various mass media

**Learning Outcomes:-**

- Students would be able to acquaint themselves with the glorious journey of journalism
- Students would be able to enhance understanding of the origin and of the print, electronic and web media
- Students would be able to inculcate the knowledge of growth of print, electronic and web media
- Students would be able to acquaint themselves with technological advancements in print, electronic and web media
- Students would be able to throw light on the present status of various mass media

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- Unit-I -** Origin and development of the press in India, The press and freedom movement  
Bhartendu era, Tilak and Gandhi era, Post-independence journalism
- Unit-II-** Traditional media- Folk dances and music, Folk theatre, Puppetry, Reviving traditional media
- Unit-III-** Invention of Radio and its advent as a tool of information/entertainment, History of Radio in India, Public service, Commercial service, Community service
- Unit-IV-** Evolution and development of Television, History of TV in India, SITE, Growth of doordarshan and private channels, Public service and commercial TV broadcasting
- Unit-V -** Evolution of Cinema, Introduction to major Film Genres, Silent Era of Indian Cinema  
Major Features and Personalities, The 'Talkies' Popular Cinema, New Wave and 'Middle' Cinema

Session 2021-24 onwards

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Reference Books:-**

- 5 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 6 Social Media in Business and Governance- K.M. Srivastava
- 7 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 8 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

**Suggested Readings:**

**Text Books:-**

1. वर्मा, केशवचन्द, शब्द की साख (भारत में रेडियो प्रसारण), लोकभारती प्रकाशन, इलाहाबाद
2. चड्ढा, मनमोहन, हिन्दी सिनेमा का इतिहास, सचिव प्रकाशन, दिल्ली
3. रजा, राही मासूम, सिनेमा और संस्कृति, वाणी प्रकाशन, दिल्ली
4. विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली
5. मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लोकभारती प्रकाशन, इलाहाबाद
6. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
7. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
8. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**SEMESTER II****5 Papers****Total 100 x 5 = 500 Marks****I. ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)**

(Credits: Theory-02)

**Marks : 100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40*****Instruction to Question Setter for  
End Semester Examination (ESE):***

*There will be **objective type test** consisting of hundred questions of one mark each. Examinees are required to mark their answer on **OMR Sheet** provided by the University.*

**AECC – ENVIRONMENT STUDIES****Theory: 30 Lectures*****Course Objectives: -***

- *To impart basic knowledge of environmental studies*
- *To develop an attitude of concern for the environment*
- *To acquire skills to help people identifying and creating solutions for the environment related problems*
- *To understand the significance of sustainable development*
- *To provide understanding how media professionals can contribute in creating awareness about environmental issues*

***Learning Outcomes:-***

- *Students would main understanding of the concepts of environmental studies*
- *Students would be able to utilize media for different sustainable developmental activities*
- *Students would be able to utilize media for different promotional activities for protecting environment*
- *Students will be able to create awareness about environmental issues in society*
- *Students would be able to know about the consequences of issues like global warming or climate change*

**Unit I: Introduction to environmental studies**

Multidisciplinary nature of environmental studies;  
Scope and importance; Concept of sustainability and sustainable development

**Unit II: Ecosystems**

Definition, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following Ecosystems-Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit III: Natural Resources: Renewable and Non-Renewable Resources**

Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit IV: Biodiversity and Conservation**

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit V: Environmental Pollution**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste. Pollution case studies.

**Unit VI: Environmental Policies & Practices**

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture, Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context..

**Unit VII: Human Communities and the Environment**

Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

**Unit VIII: Field work**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site--Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems--pond, river, Delhi Ridge, etc.

**Suggested Readings:**

1. Raziuddin, M., Mishra P.K. 2014, *A Handbook of Environmental Studies*, Akanaksha Publications, Ranchi.
2. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
3. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
4. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
5. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.

**II. GENERIC ELECTIVE (GE 2A):** (Credits: 06)  
 GE2A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**III. GENERIC ELECTIVE (GE 2B):** (Credits: 06)  
 GE2B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**IV. CORE COURSE -C 3:** (Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100**

**Pass Marks (MSE + ESE) =40**

*Instruction to Question Setter for*

*Mid Semester Examination (MSE):*

*Instruction to Question Setter for  
 Mid Semester Examination (MSE):*

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

*End Semester Examination (ESE):*

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.*

*Note: There may be subdivisions in each question asked in Theory Examinations.*

## **INTRODUCTION TO COMMUNICATION**

**Theory: 75 Lectures; Tutorial: 15 Lectures**

*Course Objectives: -*

- *To develop the knowledge of basic elements of Communication*
- *To inculcate the knowledge of communication model*
- *To introduce students to the theories of Communication*
- *To acquaint students with the various types of Communication*
- *To strengthen the 5Cs of Communication*

*Learning Outcomes:-*

- *Students would be able to introduce themselves to the theories of Communication*
- *Students would be able to inculcate the knowledge of Communication models*
- *Students would be able to develop the knowledge of basic elements of Communication*
- *Students would be able to acquaint themselves with the various types of Communication*
- *Students would be able to strengthen the 5Cs of Communication*

- Unit-I -** Communication concept elements and process, Defining meaning and scope of communication, Types of communication, Barriers to communication, Function of communication
- Unit-II-** Basic models of Mass Communication- Aristotle's model, Lasswell's model, Shannon and Weaver model, Osgood's model
- Unit-III-** Basic theories of Communication- Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory
- Unit-IV-** Media Theories- Four theories of Press, Interactive Theory: One step flow, Two step flow (Opinion Leaders), Multi step flow
- Unit-V -** Relevance of communication theories to practice – Persuasion, Perception, Diffusion of Innovations, Social Learning, Participatory Communication

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

- 1- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
7. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**V. CORE COURSE -C 4:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):******Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**INTRODUCTION TO PRINT MEDIA****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To understand the working pattern of various print media platforms*
- *To familiarize the students with the basics of writing of print media*
- *To create understanding of various print media content*
- *To develop the knowledge of news agency*
- *To inculcate the knowledge of book editing*

***Learning Outcomes:-***

- *Students would able to understand the working pattern of various print media platform*
- *Students would be able to familiarize themselves with the basics of writing of print media*
- *Students would be able to create understanding of various print media content*
- *Students would be able to develop the knowledge of news agency*
- *Students would be able to inculcate the knowledge of book editing*

**Unit-I -** Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly), Elements of News Writing, writing a Photo caption for a Newspaper, writing an Editorial, Article and Feature for a newspaper, Writing news stories for different beats

**Unit-II-** Style sheet of a Newspaper, Pagination of a Newspaper, Vocabulary for writing news in a Newspaper, Editorial policy of a Newspaper, Opinion Writing

**Unit-III-** Difference between writing for a Newspaper and Magazines, Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.), Writing a Travelogue, Data Journalism, Writing for a Magazine

**Unit-IV-** Concept of News agency, Indian news agencies, foreign news agencies, Writing for news agencies, Difference between writing for news agencies & other forms of writing

**Unit-V -** Concept of book editing, Text books, Supplementary books, Concept of book publishing, online book publishing

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. History of Journalism in India - J. Natrajan
2. Press - M. Chalapati Rao
3. Press Commission Report - Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
5. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
6. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**SEMESTER III**


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**6 Papers****Total 100 x 6 = 600 Marks****I. SKILL ENHANCEMENT COURSE SEC 1:**

(Credits: Theory-02)

**Marks : 100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40*****Instruction to Question Setter for******End Semester Examination (ESE):***

*There will be **objective type test** consisting of hundred questions of 1 mark each. Students are required to mark their answer on **OMR Sheet** provided by the University.*

**ELEMENTARY COMPUTER APPLICATION SOFTWARES:**

A Common Syllabus Prescribed by Ranchi University

**Theory: 30 Lectures****Objective of the Course**

*The objective of the course is to generate qualified manpower in the area of Information Technology (IT) and Graphic designing which will enable such person to work seamlessly at any Offices, whether Govt. or Private or for future entrepreneurs in the field of IT.*

**A. INTRODUCTION TO COMPUTER SYSTEM****Basic Computer Concept**

Computer Appreciation - Characteristics of Computers, Input, Output, Storage units, CPU, Computer System. **1 Lecture**

**Input and Output Devices**

Input Devices - Keyboard, Mouse, joystick, Scanner, web cam,

Output Devices- Soft copy devices, monitors, projectors, speakers, Hard copy devices, Printers – Dot matrix, inkjet, laser, Plotters. **4 lectures**

**Computer Memory and Processors**

Memory hierarchy, Processor registers, Cache memory, Primary memory- RAM, ROM, Secondary storage devices, Magnetic tapes, Floppy disks, hard disks, Optical Drives- CD-ROM, DVD-ROM, CD-R, CD-RW, USB Flash drive, Mass storage devices: USB thumb drive. Managing disk Partitions, File System. Basic Processor Architecture, Processor speed, Types of processor.

**5 lectures****Numbers Systems and Logic Gates**

Decimal number system, Binary number system, Octal number system, Hexadecimal number system, Inter-conversion between the number systems. Basic Logic gates-AND, OR, NOT, Universal logic gates- NAND, NOR

**3 lectures****Computer Software**

Computer Software- Relationship between Hardware and Software, System Software, Application Software, Compiler, Names of some high level languages, Free domain software.

**2 Lectures**

**Internet & its uses**

History of Internet, WWW and Web Browsers: Web Browsing software, Surfing the Internet, Chatting on Internet, Basic of electronic mail, Using Emails, Document handling, Network definition, Common terminologies: LAN, WAN, MAN, Node, Host, Workstation, Bandwidth, Network Components: Servers, Clients, Communication Media. Wireless network

**3 Lectures****Operating system-Windows**

Operating system and basics of Windows, The User Interface, Using Mouse and Moving Icons on the screen, The My Computer Icon, The Recycle Bin, Status Bar, Start and Menu & Menu-selection, Running an Application, Windows Explorer Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows, Windows Setting, Control Panels, Wall paper and Screen Savers, Setting the date and Sound, Concept of menu Using Help, Advanced Windows, Using right Button of the Mouse, Creating Short cuts, Basics of Window Setup, Notepad, Window Accessories

**2 Lectures****B. MICROSOFT OFFICE 2007 AND LATEST VERSIONS****Word Processing**

Word processing concepts: saving, closing, Opening an existing document, Selecting text, Editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout. Editing and Checking. Correcting spellings. Handling Graphics, Creating Tables and Charts, Document Templates and Wizards, Mail merge and Macros.

**3 Lectures****Microsoft Excel (Spreadsheet)**

Spreadsheet Concepts, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell / formula Copying and Moving from selected cells, handling operators in Formulae, Functions: Mathematical, Logical, statistical, text, financial, Date and Time functions, Using Function Wizard. Formatting a Worksheet: Formatting Cells changing data alignment, changing date, number, character or currency format, changing font, adding borders and colors, Printing worksheets, Charts and Graphs – Creating, Previewing, Modifying Charts. Integrating word processor, spread sheets, web pages. Pivot table, goal seek, Data filter and scenario manager

**4 Lectures****Microsoft Power Point (Presentation Package)**

Creating, Opening and Saving Presentations, Creating the Look of Your Presentation, Working in Different Views, Working with Slides, Adding and Formatting Text, Formatting Paragraphs, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations. Creating photo album, Rehearse timing and record narration. Master slides.

**3 Lectures****Reference Books**

- NishitMathur, Fundamentals of Computer , Aph publishing corporation(2010)
- Misty E. Vermaat,.Microsoft word 2013 1<sup>st</sup> Edition (2013).
- Satish Jain, M.Geeta, MS- Office 2010 Training Guide, BPB publication (2010)
- Joan Preppernau, Microsoft PowerPoint 2016 step by step, Microsoft press(2015)
- Douglas E Corner, The Internet Book 4<sup>th</sup> Edition, prentice –Hall(2009)
- Faithewempen, word 2016 in depth 1<sup>st</sup> edition, que publishing(2015)
- Steven welkler, Office 2016 for beginners, Create Space Independent publishing Platform (2016)



**SKILL ENHANCEMENT LAB- SEC 1 LAB****30 Lectures****A. MS-WORD LAB ASSIGNMENT**

1. Write down the following Paragraph OR any one provided by your teacher;

Without a doubt, the Internet is one of the most important inventions of modern times. The Internet is a global interconnected computer networks which allow each connected computer to share and exchange information with each other. The origins of the Internet can be traced to the creation of Advanced Research Projects Agency Network (ARPANET) as a network of computers under the auspices of the U.S. Department of Defense in 1969.

Apply following effects on The paragraph:

- i. Paragraph **font-size** and **font-type** must be 12 Verdana.
- ii. Paragraph **alignment** must be justified and double line spacing.
- iii. **Highlight** the “(ARPANET)” with green color.
- iv. Make the “Internet” keywords **Bold and Italic**.
- v. Insert any “**WordArt**” and a **symbol** to your document.
- vi. Insert a **clipart** to your document.
- vii. Add following lines to your document:  
Internet, Intranet, Extranet, URL, WWW, Networking, Protocols, HTTP, TCP/IP

2. Create a Table of following fields:

Name, Surname, Age, Gender, Job and apply the following effects

- i. Insert 10 records
- ii. Font size should be 12
- iii. Title size should be 14
- iv. Font type should be Times new Roman
- v. Title color should be blue
- vi. Text color should be black
- vii. Table border should be 2

3. Write a letter on ‘Road Safety’ and send to ‘Multiple Recipients’ using mail merge.

4. Type the paragraph given below:

Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (for Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (for Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol.

Apply the following:

- i. Change Internet into Internets at a time
- ii. Highlight TCP/IP in red color
- iii. Replace protocol into protocols
- iv. Find the word "Public"

## **B. MICROSOFT EXCEL LAB ASSIGNMENT**

### **Basic Formatting and Spreadsheet Manipulation**

1. Add rows and columns to an existing spreadsheet
2. Reformat data (center, comma and currency styles, bold, text color)
3. Work with a simple formula (product) and function (sum)

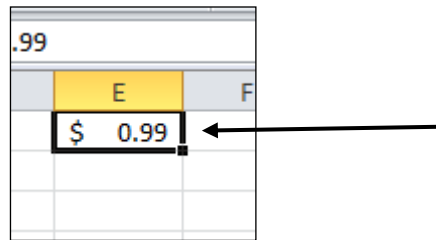
### **Assignment**

1. Create a workbook as shown below.
2. To enter new rows or columns, simply click on the row or column header to select the whole row or column. Then right click with the mouse and choose insert.
3. Add the new row for S Spade with the data that's shown below (between the original rows 7 and 8).
4. Add a column for gender and the data as shown below (between the original columns A and B). Enter the appropriate gender for yourself in the last row.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>Name</b>	<b>Male/Female</b>	<b>Genre</b>	<b>Number of Songs</b>
J Smith	F	Blues	50
B Doe	M	Country	110
S Spade	F	Country	200
F Zappa	M	Blues	1400
F Zappa	M	Alternative	2300
J Smith	F	Alternative	150
S Spade	F	Blues	1000
B Doe	M	Blues	75
yourname	M	Blues	800

5. Center the data in columns B and C. Do this by selecting the whole column and click the center icon on the ribbon.
6. Bold the data in row 1, the column headings (ensure that the data all remains visible within the column boundaries).
7. Change the font color for row 1 to Blue.
8. Change the format of the data in column D to comma style (no decimal places showing). There is an icon on the home tab that sets it to comma style easily.
9. Add two new column labels to the right of the current columns; **Unit Price** and **Total Cost**. (They will be in columns E and F.) These two columns of data should be currency type so that the dollar sign is shown. There is an icon to quickly format the selected column as currency type.
10. All tunes are \$.99, so enter that value for all rows in Column E. You can copy quickly by using the **Auto Fill** handle and drag that amount down. When you over your mouse over the tiny square in

the bottom right hand corner of the active cell, your mouse shape will become a skinny plus sign, and you can click and drag that cell to make a copy.



11. Calculate Total Cost (column F) as *column D times Column E*. You will type in a formula like this into cell F2: **=D2\*E2**(Be sure to begin the formula with an equal sign)
12. Use the AutoFill (skinny plus sign) again to copy the formula down column F; down to F10. Double check the picture below to make sure yours has the correct values
13. Add a border to all of the cells (A1-f10) using the Borders tool in the Fonts group on the Home Tab.
14. Change the page layout to landscape. Do this by clicking the Page Layout tab on the ribbon and then to Orientation to Landscape.
15. Save the file.
16. Click in cell F11 and Use the sum function or the shortcut icon that looks like  $\Sigma$  to get the total of the Total Cost column.
17. Ensure that the data is all visible within the column boundaries. Make the columns wider if needed.
18. Save the workbook. Your final spreadsheet should look like the following when printed.

Name	Male/Female	Genre	Number of Songs	Unit Price	Total Cost
J Smith	F	Blues	50	\$ 0.99	\$ 49.50
B Doe	M	Country	110	\$ 0.99	\$ 108.90
S Spade	F	Country	200	\$ 0.99	\$ 198.00
F Zappa	M	Blues	1,400	\$ 0.99	\$ 1,386.00
F Zappa	M	Alternative	2,300	\$ 0.99	\$ 2,277.00
S Spade	F	Blues	1,000	\$ 0.99	\$ 990.00
J Smith	F	Alternative	150	\$ 0.99	\$ 148.50
B Doe	M	Blues	75	\$ 0.99	\$ 74.25
yourname	M	Blues	800	\$ 0.99	\$ 792.00

\$ 6,024.15

**Create a sample table given below in Excel**

- Using formula find Total
- Find the maximum value using MAX function from the **Units** column
- Find minimum value from **Total** column

Order Date	Region	Rep	Item	Units	Unit Cost	Total
1/6/2016	East	Jones	Pencil	95	1.99	189.05
1/23/2016	Central	Kivell	Binder	50	19.99	999.50
2/9/2016	Central	Jardine	Pencil	36	4.99	179.64
2/26/2016	Central	Gill	Pen	27	19.99	539.73
3/15/2016	West	Sorvino	Pencil	56	2.99	167.44
4/1/2016	East	Jones	Binder	60	4.99	299.40
4/18/2016	Central	Andrews	Pencil	75	1.99	149.25
5/5/2016	Central	Jardine	Pencil	90	4.99	449.10
5/22/2016	West	Thompson	Pencil	32	1.99	63.68
6/8/2016	East	Jones	Binder	60	8.99	539.40
6/25/2016	Central	Morgan	Pencil	90	4.99	449.10
7/12/2016	East	Howard	Binder	29	1.99	57.71
7/29/2016	East	Parent	Binder	81	19.99	1,619.19
8/15/2016	East	Jones	Pencil	35	4.99	174.65
9/1/2016	Central	Smith	Desk	2	125.00	250.00
9/18/2016	East	Jones	Pen Set	16	15.99	255.84
10/5/2016	Central	Morgan	Binder	28	8.99	251.72
10/22/2016	East	Jones	Pen	64	8.99	575.36
11/8/2016	East	Parent	Pen	15	19.99	299.85
11/25/2016	Central	Kivell	Pen Set	96	4.99	479.04
12/12/2016	Central	Smith	Pencil	67	1.29	86.43
12/29/2016	East	Parent	Pen Set	74	15.99	1,183.26

### **C. MS-POWERPOINT LAB ASSIGNMENT**

#### **Activity 1 : Using Text & Background/Themes**

- i. Create one new slide and insert any text.
- ii. To make your slide more attractive, use the themes or background.
- iii. Make sure it apply for every slide not only one slide.

#### **Activity 2 : Apply Custom Animation On Text**

- i. Use the custom animation to add effects on your text. Set the text move after you click the mouse.
- ii. If you have more than one text, add effects for each of text.

#### **Activity 3 : Insert Image & WordArt**

- i. Insert one new blank slide.
- ii. Choose one pictures or clip art from any source and insert in your new slide.
- iii. Using the WordArt, make a note or title on your picture.
- iv. Use the custom animation again to add effects on your picture and WordArt.

#### **Activity 4 : Insert Text Box**

- i. Insert one new blank slide.
- ii. Use the text box to insert one paragraph of text and adjust your text.

#### **Activity 5 : Insert Smart Art**

- i. Insert one new blank slide.
- ii. Insert the Smart Art and put your text on the Smart Art.

**Activity 6 : Insert Audio**

- i. Back to your first slide and insert one audio on that slide. The audio must play automatically when you show your slide.
- ii. Make sure the speaker also not appear when you show your slide. (the icon).
- iii. The audio must play when you show all your slide, not only one slide.

**Activity 7 : inserting Video**

- i. Insert one new slide and insert one short video

**Activity 8 : Save File**

- i. Save your file

**Activity 9 : Create Photo Album & Hyperlink**

- i. Insert one new slide and put a text ex: "My Photo Album"
- ii. Create one photo album and adjust your text and your photos
- iii. Save your photo album with a new file
- iv. Make a hyperlink to your photo using the text "My Photo Album"

**Reference Books:**

- Faithewempen, word 2016 in depth 1<sup>st</sup> edition, que publishing (2015)
  - Stevenwelkler, Office 2016 for bignners, Create Space Independent publishing plateform (2016)
  - Elaine Marmel, office 2016 simplified, 1<sup>st</sup> Edition, John wiley and sons Inc (2016)
  - Patrice-Anne Rutledge, Easy office 2016 1st edition, Que publishing (2016)
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**II. GENERIC ELECTIVE (GE 3A):**

(Credits: 06)

GE3A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**III. GENERIC ELECTIVE (GE 3B):**

(Credits: 06)

GE3B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**IV. CORE COURSE -C 5:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):******Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**NEWS WRITING****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To understand basics of news writing*
- *To understand the theory, methods, and practice of gathering information and writing news*
- *To understand different writing techniques*
- *To develop the knowledge of web writing*
- *To inculcate the knowledge of news and backgrounder*

***Learning Outcomes:-***

- *Students know about the basics of news writing*
- *Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news*
- *Students would be able to understand different writing techniques*
- *Students will have the knowledge of web writing*
- *Students will be having the knowledge of news and background*

**Unit-I -** Concept & Definitions of News, Elements of News, News values and dynamics of news values-Truth, Objectivity, Diversity, and Plurality. Social welfare and relevance of facts

**Unit-II-** News: structure and content, Differences between news writing and other forms of media writing, various types of writing style, Headlines: Types, Function and Importance, Various techniques of writing headlines

- Unit-III-** Source of News, cultivation and protection, Verification and validation of facts, Types of News stories, Introduction to writing news, Article & Features
- Unit-IV-** News analysis, Backgrounders, Writing News based on Interviews, Writing News for Newspapers, Writing News for Radio & Television
- Unit-V -** News writing for web, E-paper, writing for Blog, writing photo captions, writing for social media, Comparison of online writing and other forms of writing

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. George, A. H. (1990). News Writing, Kanishka Publications
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972
5. M.L. Stein. and Susan F Paterno, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003
6. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
-

**V. CORE COURSE -C 6:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):******Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**BASICS OF REPORTING****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To understand the basics of reporting*
- *To familiarize the students with different types of reporting*
- *To create understanding of specialized reporting*
- *To develop the general understanding of art culture and sports reporting*
- *To inculcate the knowledge of crime reporting*

***Learning Outcomes:-***

- *Students would be able to understand the basics of reporting*
- *Students would be able to familiarize themselves with different types of reporting*
- *Students would be able to create understanding of specialized reporting*
- *Students would be able to develop the general understanding of art culture and sports reporting*
- *Students would be able to know about crime reporting*

**Unit-I -** Concept, definitions and elements of Reporting, Sources of News, News gathering, Verification and Validation, reporting hierarchy in News Organizations General Interests, Cultivation of sources, Ethics and laws related to reporting

**Unit-II-** Reporting Techniques and skills, Types of Reporting, Beat Reporting, Press conference, Press briefing and Meet the press, Human interest stories v/s hard stories

**Unit-III-** Understanding of Political Trends and Political Parties, Conducting Political Interview, Legislative Reporting (Parliament, Assembly and Local Bodies), Rural Reporting, Reporting of Autonomous bodies



**Unit-IV-** Reporting for Cultural Events (Drama, Music, and Dance etc.), Difference between Cultural Reporting and Review Articles, Film Coverage, Introduction of reporting in Sports Journalism-Cricket, Football, Hockey, Athletics and Tennis Events

**Unit-V -** Basics of Investigative Reporting, Cover a Crime Incident, Analytical Coverage of Crime, Complete Understanding of Rural-Urban Crime Pattern, Court Reporting

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi
  2. K.M. Srivastava News Reporting and Editing
  3. Tony Harcup: Journalism: Principles and Practice; Sage
  5. Here is the News: Reporting for Media, Sterling Publishers
  6. Frost, C. (2001). Reporting for Journalists, Routledge, London
- 

**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**VI. CORE COURSE -C 7:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):******Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**INTRODUCTION TO ELECTRONIC MEDIA****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To understand the working pattern of electronic media platform*
- *To familiarize the students with the basic techniques of broadcasting*
- *To create understanding of electronic media content creation*
- *To inculcate the knowledge of script writing*
- *To develop the knowledge of online journalism*

***Learning Outcomes:-***

- *Students will be able to understand the working pattern of electronic media platform*
- *Students will be able to familiarize the students with the basic techniques of broadcasting*
- *Students will be able to have understanding of electronic media content creation*
- *Students will be having the knowledge of script writing*
- *Students will be having the knowledge of online journalism*

**Unit-I -** Brief History of broadcasting, broadcast in India- A Retrospect, Objectives and Policies of A.I.R, Committees on B' casting: Chanda Committee, Vargese Committee, Prasar Bharti Act. Radio Programme Formats and Writing process

**Unit-II-** Radio Newsroom- Employee and Working Process, Collection and Writing of Radio News, Formats of News based Programmes, Preparation of News Bulletin and Editing of News, Traits of News Reporter and News Editor, F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio

**Unit-III-** Brief History & Characteristics of T.V., Broadcasting in India and the World, P.C. Joshi Committee, SITE Experiment, General Activities of a T.V. Centre, Expansion

Session 2021-24 onwards

and Reach of T.V. Media, Programme Pattern of Different D.D. Channels & Private News Channels

**Unit-IV-** Concept of Scripting, Objectives of Scripting, Script Writing and Presentation for Radio & TV (Voice Quality, Modulation & Pronunciation), Steps and Formats of Script Writing, Writing for Anchoring

**Unit-V -** Concept of web Journalism, Internet and its functions, Search and Conceptualization of online Material, Major Newspapers, Magazines and their E-paper on internet, Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London
2. Chatterji, P.C. (1993) — “ Indian Broadcasting”
3. “Television Journalism and Broadcasting”-Bhatt
4. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House
5. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage
6. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
-

**SEMESTER IV****6 Papers****Total 100 x 6 = 600 Marks****I. SKILL ENHANCEMENT COURSE SEC 2:**

(Credits: Theory-02)

**Marks : 75 (ESE: 3Hrs) + 25 (Viva) =100****Pass Marks ESE = 40*****Guidelines to Examiners for******End Semester Theory Examination (ESE): F.M. =75***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.*

*Note: There may be subdivisions in each question asked in Theory Examinations.*

***End Semester Practical Examination (ESE Pr): Viva-voce /Assignment/Lab work, F.M. =25***

**COMMUNICATION SKILLS****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To impart knowledge about the elements of effective communication skills*
- *To create understanding of impactful writing*
- *To understand the significance of speech communication*
- *To develop the knowledge of employment communication about resume*
- *To inculcate the knowledge of employment communication about job interview.*

***Learning Outcomes:-***

- *Students will have the knowledge about the elements of effective communication skills*
- *Students will be able to have the understanding of impactful writing*
- *Students would be able to understand the significance of speech communication*
- *Students will be having the knowledge of employment communication*
- *Students will be able to communicate effectively*

**Unit-I -** Need for Effective communication, Language & communication, Verbal communication, Non-verbal communication, Improving Writing skills, Essentials of good writing, Styles, Expressions & words to be avoided

**Unit-II-** Listening, Types of listening, listening skills, Barriers of effective listening, Reading Skills: Purpose & Types, Techniques for Effective reading

**Unit-III-** Oral presentation, public Speaking skills, reading skills: purpose, audience, locale, Steps in making presentation- Research and planning- structure & style, Technology based communication, Writing Emails, Power Point Presentation

**Unit-IV-** Content of good resume, Guidelines for writing resume, Types of resume, Cover letters – Formats, Different types of Cover letter

**Unit-V -** Importance job Interview, Characteristics of job Interview, Interview process, Techniques – Manners and Etiquettes, Common questions during interview.)

**\* Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Rayudu C.S., Communication, Himalaya Publishing House
  2. Effective communication skills by John Neilson.
  3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson
  4. Improve your communication skills by Alan Barker, Kogan Page Publisher
  5. Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**II. GENERIC ELECTIVE (GE 4A):**

(Credits: 06)

GE4A paper of First subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**III. GENERIC ELECTIVE (GE 4B):**

(Credits: 06)

GE4B paper of Second subject selected in Sem-I to be studied. Refer Table AI 2.4 for name of papers and for Content in detail refer the Syllabus of Opted Generic Elective Subject.

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**IV. CORE COURSE -C 8:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):******Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**INDIAN CONSTITUTION & MEDIA RELATED LAWS****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To provide understanding of knowledge of the Indian constitution*
- *To familiarize students with the fundamental rights and duties*
- *Students will know Press laws and understand the importance of media related laws*
- *Students will know the Codes of ethics of newspapers, television and Press Council of India*
- *To understand the correlation between Indian constitution, democracy and media*

***Learning Outcomes:-***

- *Shall have understanding of our Indian Constitution*
- *Shall get aware to legal aspects of the media and its values*
- *Shall have an overview of recent changes and future challenges of media regulation*
- *Shall have understanding of media ethics*
- *Shall know how media laws and ethics empower media practitioners to perform their duties with commitment*

**Unit-I -** Introduction of the Constitution, Preamble of the constitution, Salient features of Constitution, Amendments in Constitution, Special provisions

**Unit-II-** Fundamental rights, Directive principles of state policies, Fundamental duties, Emergency powers, Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)

**Unit-III-** Press in India, Media laws: Introduction, Significance of media laws, Freedom of expression in context of media, Role of media laws and their application

**Unit-IV-** Working Journalist Act, Copyright Act, Contempt of court, IT Act, Right to Information Act

**Unit-V -** Main Provisions of IPC and CRPC, Official secret Act, Press Council Act, Press and Registration of Book Act, Prasar Bharti Act, Code of Ethics

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980
  2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
  3. Mass media Law and Regulation in India AMIC publication
  4. Bharat mein Praveshvidhi by Surendra Kumar & Manas Prabhakar
  5. Mass media law and regulation in India, Venkat Aiyer, AMIC publication
  6. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.
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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**V. CORE COURSE -C 9:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):******Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**COMMUNICATION RESEARCH: THEORY AND PRACTICES****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research
- To understand the need, role, importance functions and ethics of research
- To know the elements of research
- To learn the types of research
- To impart the knowledge of basics of statistics and media metrics

***Learning Outcomes:-***

- Students would learn the definitions and basic concepts of research, communication research, media research and social research
- Students would know the difference between communication research, media research and social research
- Students would gain knowledge about the need, role importance, functions and ethics of research
- Students would learn the concept of each element of research and the interrelations between elements
- Students would learn the various types of research

**Unit-I -** Definitions and basic concept of research, Communication research, Media research, Social research, Difference between communication research, media research and social research

**Unit-II-** Need for research, Role of research, Importance of research, Functions of research, Ethics of research



- Unit-III-** Research topic, scientific approach, systematization, Comparison, evaluation and variables, Measurability, scales, objectivity, Validity, authenticity and reliability, Researchable problems and justifications
- Unit-IV-** Census method, Sampling method, Probability sampling, Non-probability sampling, Quantitative method
- Unit-V -** Concept of statistics, Importance of statistics in research, Role of media metrics in communication and media research, Measures of central tendencies in communication and media research, Measures of dispersion in communication and media research

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. 'An Introduction to Qualitative Research' By Uwe Flick. London: Sage Publications
  2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: McGraw- Hill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications
  3. 'Foundations of Behavioural Research' By F.N. Kerlinger. Delhi: Surjeet Publications
  4. 'Mass Media Research: An Introduction' By Roger D. Wimmer & Joseph R. Dominick. USA: Wadsworth Publishing Company
  5. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal .Delhi: Sage Publications
  6. 'Media Research Techniques' By Arthur Asa Berger. USA: Sage Publications
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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**VI. CORE COURSE -C 10:**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (ESE) =40*****Instruction to Question Setter for  
Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**MEDIA MANAGEMENT****Theory: 75 Lectures; Tutorial: 15 Lectures****Course Objectives: -**

- Describe the principles, need and functions of management
- Describe the structure and functions of print media, electronic media organization etc.
- Explain the economics of media organization

**Learning Outcomes:-**

- Students would gain understanding of the concepts of management and social media management
- Students would be able to gain understanding of media organizations and its functions
- Students would be able to know about the risks and challenges of media management

- Unit-I -** Management –Definition & Nature, Principles and Need for Management, Management Functions, Quality of a Good Manager- Motivation, Decentralization, coordination, delegation
- Unit-II-** Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession
- Unit-III-** Organizational Patterns- Print Media & Electronic & other Media, Functions of the different departments of Media- Print, electronic & other Media
- Unit-IV-** Economics of media- Print, Electronic& other Media, Ownership pattern of Mass Media, Media Monopoly & its impacts, Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
- Unit-V -** Various Media Organizations- Functions & Responsibilities, New trends in Media Management- Possibilities & Challenges

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Hargie O, Dickson D, Tourish, Communication Skills for Effective Denis Management, Palgrave Macmillan, India
  2. Dr. Sakthivel Murughan M, Management Principles & Practices, New Age International Publishers, New Delhi
  3. Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi
  4. Albarran, Alan B, Media Economics, Surjeet Publication, New Delhi
  5. Dr Sudhir Soni Media Prabandhan, University Publication
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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**SEMESTER V**
**4 Papers**


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**Total 100 x 4 = 400 Marks**
**I. B.A in Journalism and Mass Communication SPECIFIC (DSE 1A):**

(Credits: Theory-05, Tutorial-01)

<b>Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)</b>	<b>Pass Marks (MSE + ESE) =40</b>
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***Instruction to Question Setter for  
Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**DEVELOPMENT COMMUNICATION: THEORY AND PRACTICES****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *To impart basic concepts meaning and models of development*
- *To make students aware about problems and issues of the development*
- *Inculcate knowledge of development communication and relations with media and society*
- *Know the functioning of media in development coverage*
- *Understanding the rural India and its problems*

***Learning Outcomes:-***

- *Students would learn the concepts meaning and model of the development*
- *Students would be able to understand the problems and hurdles in development communication*
- *Learner would understand the working of government and administration in development*
- *Students would know different programmes and policies of the development*
- *Learner would know the rural India and its problems he also will understand the communication gap*

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**Unit-I -** Development communication: concept, evolution, historical perspective debates  
Models of development: capitalist model, neo-liberal model, socialist model  
Alternative models of development, Development and marginal communication, Areas of development

**Unit-II-** Use of media in development communication, Mass media and modernization  
Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm, Media and national development, Experiences from developing countries with special emphasis on India

- Unit-III-** Development coverage in India: Print, Electronics and New Media, Role of Government, Other agencies in development communication, Role of Government Agencies in development communication
- Unit-IV-** Developing countries: Goals, characteristics, Concept of Participatory Development Communication, Indicators of Developments, MDG's and SDG's, Hurdles and prospects in development communication
- Unit-V -** Rural Communication, concepts and meaning, Media and rural communication, Women, child, health & family structure and problems in India, Writing for development communication, Use of Traditional media and new media in development communication

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Sachar evam vikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication in India, Kewal J. Kumar. Jaico Publication
3. Learner D- Passing Of Traditional Society
4. Vikas Patrakarita- Radhe Shyam Sharma

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**OR****B.A in Journalism and Mass Communication SPECIFIC (DSE 1B):**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for  
Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of ten questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivisions in each question asked in Theory Examinations.*

**CURRNT AFFAIRS****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- 
- *To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio – economic issues*
  - *To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues*
  - *To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues*
  - *To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues*
  - *To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media- related issues*
- 

***Learning Outcomes:-***

- 
- *Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues*
  - *Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues*
  - *Students would be able to inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues*
  - *Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues*
  - *Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media related issues*
- 

**Unit -I-** Contemporary activities at local, regional, national and international level about socio –economic issues, General knowledge and general awareness at local level about socio-economic issues, General knowledge and general awareness at regional level about socio-economic issues, General knowledge and general awareness at national level about socio-economic issues, General knowledge and general awareness at international level about socio-economic

**Unit – II** Contemporary activities at local, regional, national and international level about  
Session 2021-24 onwards

political issues, General knowledge and general awareness at local level about political issues, General knowledge and general awareness at regional level about political issues, General knowledge and general awareness at national level about socio-economic issues, General knowledge and general awareness at international level about socio-economic issues

**Unit – III** Contemporary activities at local, regional, national and international level about educational and cultural issues, General knowledge and general awareness at local level about educational and cultural issues, General knowledge and general awareness at regional level about educational and cultural issues, General knowledge and general awareness at national level about educational and cultural issues, General knowledge and general awareness at international level about educational and cultural issues

**Unit – IV** Contemporary activities at local, regional, national and international level about religious and spiritual issues, General knowledge and general awareness at local level about religious and spiritual issues, General knowledge and general awareness at regional level about religious and spiritual issues, General knowledge and general awareness at national level about religious and spiritual issues, General knowledge and general awareness at international level about religious and spiritual issues

**Unit – V** Contemporary activities at local, regional, national and international level about media related issues, General knowledge and general awareness at local level about media-related issues, General knowledge and general awareness at regional level about media-related issues, General knowledge and general awareness at national level about media-related issues, General knowledge and general awareness at international level about media-related

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**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By V.V.K. Subburaj. Publication of Sura College Competition
2. 'Basic General Knowledge' (Latest edition).By V.V.K. Subburaj. Publication of Sura College Competition
3. General Knowledge' (Latest edition) By Manohars Pandey (Online)

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

**II. B.A in Journalism and Mass Communication (DSE 2A):**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)****Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**ADVERTISING: THEORY AND PRACTICES****Theory: 60 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- *Impart basic concepts of advertising and its development*
- *Aware importance of advertising in media*
- *Encourage graduates for self-employability*
- *Inculcate knowledge of economy of media*
- *Knowledge of the functioning of advertising agencies*

***Learning Outcomes:-***

- *Students would learn development of advertising and basic concepts*
- *Students would be able to know about role and importance of advertising in media*
- *Learner will have the knowledge of self-employment*
- *Students would know about advertising agencies*
- *Learner would know about the advertising industry and its functioning*

**Unit-I -** Advertising: concepts, definitions, needs, Development of advertising in India and World, Importance and role of advertising in media, Trends in advertising, Basic Principles and Vocabulary

**Unit-II-** Product advertising, Market segmentation, Sales promotion, Identification of target consumer, Market trends

**Unit-III-** Advertising campaign, Campaign planning, Brands image, positioning, Advertising strategies, Types of advertising, general objectives, slogans and appeals

**Unit-IV-** Advertising Agencies, growth and development, Structure and function, Media selection- print, audio visual & digital, Design, budget, client relations, advertising copy writing, testing: pre and post testing



**Unit-V -** Media research for advertising, planning and executions, market research, Advertising and society, branding the product, Advertising ethics

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000

**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

**OR**

**B.A in Journalism and Mass Communication (DSE 2B):**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)**

**Pass Marks (MSE + ESE) =40**

**Instruction to Question Setter for**

**Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**SOCIAL MEDIA: THEORY AND PRACTICES**

**Theory: 75 Lectures; Tutorial: 15 Lectures**

**Course Objectives: -**

- To provide an understanding of the social media landscape
- To gain proficiency in specific uses of various types of social media platforms
- To provide understanding of etiquette of various social media
- To understand how to create own presence on social media professionally
- To understand basic strategies of brand Management on social media

**Learning Outcomes:-**

- Students would gain understanding of the concepts of digital and social media
- Students would be able to utilize digital social media tools for different developmental activities

- Students would be able to gain understanding of cyber ethics
- Students will comprehend the functionalities of social media
- Students would be able to know about the risks and challenges of digital media world

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- Unit-I -** Concept of Information Technology, Growth and development, Use of communication technology, Media convergence, Internet
- Unit-II-** New Digital Media, Social Media Concept, Evolution and Characteristics, Usage of Social Media, Impact of Social Media, Social Media: Risks and Challenges
- Unit-III-** Social media; Introduction; platform, Online Communities, Web portals, Social Networking sites introduction: Facebook, Instagram, LinkedIn, Pinterest
- Unit-IV-** Blogging: Introduction, Blog writing (twitter), Social media marketing, social media management tools, Social media analytic tools
- Unit-V -** News and social media, Tools for checking on various fake news on social platforms , Virality and social media (like Troll, meme), Cyber laws, Cyber Ethics and social media

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997
3. Webster Frank, Theories of the information Society Routledge, New York, 1995
4. Michael Mandiberg, The Social Media Reader (eBook)
5. Ankit Lal, India Social, Hachette India 2017
6. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited,2017

**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

**III. CORE COURSE -C 11:**

(Credits: Theory-04, Practicals-02)

**Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75****Pass Marks: Th (MSE +ESE) = 30*****Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** three questions of five marks each, out of which any two are to answer.

***End Semester Examination (ESE):***

There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** five questions of fifteen marks each, out of which any three are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**RADIO JOURNALISM****Theory: 75 Lectures*****Course Objectives: -***

- Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers
- Engage students in new trends in radio journalism
- To introduce students to the presentation, interviewing skills for new online radio
- Visit radio commercial radio studios
- To acquaint students with the real world of radio production and transmission

***Learning Outcomes:-***

- Students will be able to cover events using mobile phones and right radio news stories
- Students can produce radio news bulletin
- Students will be able to interview, make radio promos and jingles
- Students will be able to apply radio production techniques
- Students will be able to undertake radio programme production in different formats

**Unit-I -** Introduction Radio journalism, History of Radio Journalism, Radio in India, writing for the ear, sound and sound bites, Writing for radio programmes

**Unit-II-** Radio features, advertisements, Types of radio broadcasting, Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, sound proof, UHF, UHF-T, Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, programme director, band, Radio: Types of microphones; Mixers, speakers

- Unit-III-** Radio Stations based on their transmission and purpose, Community radio, military radio, spiritual/religious radio, Commercial radio, private radio, pirate radio, Amateur radio stations, and Satellite radio
- Unit-IV-** How does a radio station works, Radio Studio. Radio signal Types, Phone-in interview, Script writing for radio, Elements of radio production, Digital Radio, Online radio stations
- Unit-V -** New Trends in Radio Broadcasting, Radio broadcasting equipment, Radio broadcast technology, Types of news bulletin, Talk shows, features for radio, Radio as tool for culture preservation, Social development and development communication

**Suggested Readings:**

**Text Books:-**

1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheast Winston NY 1980
6. While T. Broadcast, News writing Mac Millian NY, 1984

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**IV. CORE COURSE -C 12:**

(Credits: Theory-04, Practicals-02)

**Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75****Pass Marks: Th (MSE +ESE) = 30*****Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** three questions of five marks each, out of which any two are to answer.

***End Semester Examination (ESE):***

There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** five questions of fifteen marks each, out of which any three are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**TELEVISION JOURNALISM****Theory: 60 Lectures*****Course Objectives: -***

- Understand Television journalism while practicing in the studios how to handle and use various television gadgets
- Students will understand new trends in television journalism
- To introduce students techniques and skills for presentation, anchoring for television programme production
- Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme
- Students will acquire skills and learn to use different softwares for editing television Programmes

***Learning Outcomes:-***

- Students will be able to write scripts of television news stories, special stories and on the spot reporting
- Students will be able to cover events and news based stories using mobile phones, video cameras
- Students will anchor, present and able to produce television news bulletin
- Students will acquire skills and techniques of television media production
- Students will be able to do the editing both offline and online programme of television with using the software

**Unit-I -** Introduction to Television Journalism- Pre-production, Production, Post Production, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera, Video Formats, Camera Shots, Camera Movements, Camera Angle

**Unit-II-** Television newsroom, Newsroom structure, Types of television studios, Television Debates, Interviews; Types of interviews, Story structures; inverted pyramid, diamond, hourglass, narrative

**Unit-III-** Online television, TV Online and Online Demand, TV shows convergence, New trends in television journalism, TV channels on mobile phones, line Models of news, news worthiness, values and elements, News criteria, Types of sources, Broadcasting Terms;

Cue, Basic Shots, Outtakes, Segue, Fade in, fade out, Editing; offline, online editing, linear editing, non-linear editing. SFX

**Unit-IV-** News Agencies, Press Agency Wire Agencies, Role of News Agencies in Journalism, Hoaxes, Alternative news media, Netflix, Apple TV etc, News Bureau, Types of Televisions Programmes, Television Formats, Satellite Communication

**Unit-V -** Broadcast Story forms; tell, reader, v/o, package, V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in, Television news script, News anchor, presenters, reporter's roles, and responsibilities, Green screen, Tele-prompter, multi-prompter Television production and shooting program crew, Television Lighting techniques, Fill, Main, and back lights

**Suggested Readings:**

**Text Books:-**

1. Deborah Potter, Handbook of Independent Journalism (2006)
2. News Editing, William L. Rivers
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003
5. Broadcasting in India, P.C Chatterji, Sage Publication, London
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998

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**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**B.A in Journalism and Mass Communication PRACTICAL- C11 + C12 LAB****Marks : Pr (ESE: 3Hrs) =50****Pass Marks: Pr (ESE) = 20*****Instruction to Question Setter for******End Semester Examination (ESE):***

*There will be one Practical Examination of 3Hrs duration. Evaluation of Practical Examination may be as per the following guidelines:*

<i>Experiment</i>	<i>= 30 marks</i>
<i>Practical record notebook</i>	<i>= 10 marks</i>
<i>Viva-voce</i>	<i>= 10 marks</i>

**GROUP-A****60 Lectures****Radio Journalism Practical's:-**

1. Writing the script for advertisement for five different products for radio
2. Preparing a radio jingle for FM channel
3. Drawing up fixed point chart for community radios
4. Writing script for short news bulletins
5. Production of field based Radio features
6. Production of Studio based Radio programmes in different formats

**GROUP-B****60 Lectures****Television Journalism Practical's:**

1. TV writing for different types of visuals
  2. TV - Reporting of events and recordings
  3. Writing and editing of news reports
  4. TV news - Writing, presenting and recording of PTCs
  5. Copy editing and video editing of news
  6. Online content editing assignment
  7. Reporting TV news stories for any five events of your city
  8. Different types of PTC
  9. Studio anchoring and Use of Teleprompter
  10. Voice over, sound track for features
  11. Moderating studio news programmes
-

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**SEMESTER VI**
**4 Papers**


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**Total 100 x 4 = 400 Marks**
**I. B.A in Journalism and Mass Communication (DSE 3A):**

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)	Pass Marks (MSE + ESE) =40
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***Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**PUBLIC RELATION: THEORY AND PRACTICES****Theory: 75 Lectures; Tutorial: 15 Lectures*****Course Objectives: -***

- 
- To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR
  - To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity
  - To understand the basic tools of public relations
  - To impart the fundamentals of public relations writings
  - To learn the ethics and laws of public relations

***Learning Outcomes:-***

- 
- Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR
  - Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity
  - Students would gain knowledge about the tools of public relations
  - Students would learn the basics of public relations writings
  - Students would gain knowledge about the basic ethics and laws of public relations
- 

**Unit-I -** Definitions and concept of public relations, Definitions and concept of publicity, Definitions and concept of propaganda, Definitions and concept of advertising, Definitions and concept of e-PR

**Unit-II-** Difference between public relations and corporate communications, Difference between public relations and advertising, Difference between public relations and



propaganda, Difference between public relations and publicity, Difference between propaganda and publicity

**Unit-III-** Tools of public Relations- Newspaper and magazine, Radio, television, film, New media, social media, Alternate media and traditional media

**Unit-IV-** Fundamentals of public relations writings- Press release writing, Poster writing, Wall, pamphlet and leaflet writings, Writing for internal publics

**Unit-V -** Ethics of public relations- Ethics of e-PR, Code of ethics by professional bodies, Laws relating to public relations and corporate communications, Laws relating to e-PR

**\*Assignments should be given by faculty concerned on any topic from above five units**

**Suggested Readings:**

**Text Books:-**

1. 'Managing Public Relations' By E. Grunig James and Hunt Todd. New York: Rinehart and Winston
2. 'Public Relations Management' By Jaishri Jethwaney and N.N. Sarkar. New Delhi: Sterling Publishers Private Limited
3. 'Public Relations in India' BY J.M. Kaul. Kolkotta: Naya Prokash
4. 'PR as Communication Management' By Crable E. Richard. Edina, Min: Bellwether Press
5. 'Public Relations:The Profession and the Practice' By Baskin W. Otis, Aronoff E. Croig and Lattimore Dan. Dunuque: Brown & Benchmark
6. 'Vigyapanaurjansampark' By Jaishri Jethwaney, Ravi Shanker and Narendra Nath Sarkar. New Delhi: Sagar Publications

**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

**OR**

**B.A in Journalism and Mass Communication SPECIFIC (DSE 3B):**

(Credits: Theory-05, Tutorial-01)

**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)**

**Pass Marks (MSE + ESE) =40**

**Instruction to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very**

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*short answer type* consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

## **JHARKHAND: JOURNALISM, CULTURE & HERITAGE**

**Theory: 75 Lectures; Tutorial: 15 Lectures**

*Course Objectives: -*

- To acquaint students with the glorious journey of journalism of Jharkhand
- To enhance understanding of the Culture in Jharkhand  
To inculcate the knowledge of Heritage of Jharkhand
- To acquaint learners with basic history of Jharkhand
- To throw light on the present status of various mass media

*Learning Outcomes:-*

- Students would be able to acquaint themselves with the glorious journey of journalism of Jharkhand
- Students would be able to enhance understanding of the Culture in Jharkhand
- Students would be able to inculcate the knowledge of Heritage of Jharkhand
- Students would be able to acquaint themselves with  
basic history of Jharkhand
- Students would be able to throw light on the present status of various mass media

- Unit-I -** The Jharkhand- Origin, movement & History, Origin and development of the journalism in Jharkhand & its pioneers,
- Unit-II-** Traditional media in Jharkhand- Fair, Festivals and Rituals of Jharkhand
- Unit-III-** Tribal Culture & Famous Heritage of Jharkhand- Social, Educational, Natural
- Unit-IV-** Tribal & Traditional Communication, Impact of digital media on Tribal & its Culture
- Unit-V -** Initiatives for preservation of Tribal Culture in Jharkhand: Government & voluntary organization

**\*Assignments should be given by faculty concerned on any topic from above five units**

### **Suggested Readings:**

#### **Text Books:-**

1. Surjit Sinha. Tribes in Indian civilization
2. L.P. Vidyarthi. Tribal Culture of Indian
3. Moonis Raza (NCERT Publication) General Geography of India
4. Nadeem Hussain- Tribal India
5. Parmar Shyam Traditional Folk Media in India New Delhi: Geka Books 1975

#### **Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta

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- 2 Social Media in Business and Governance- K.M. Srivastava  
3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis  
4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

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## **II. JOURNALISM & MASS COMMUNICATION SPECIFIC (DSE 4):**

(Credits: Theory-05, Tutorial-01)

**Marks : 75+25 = 100**

**Pass Marks ESE = 40**

### ***Guidelines to Examiners for***

#### ***End Semester Examination (ESE Pr):***

*Evaluation of Internship may be as per the following guidelines:*

*Overall project internship may be evaluated under the following heads by External & Internal Examiners Separately:*

- *External Assessment* = 75 marks
- *Internal Assessment* = 25 marks

### **Project:**

On completion of the End-Semester University Examinations of Fifth Semester, students will undergo training in Print Media/ Electronic Media/ Other Govt. or Private Media Institutions for four weeks and will submit a comprehensive Internship Report (IR) of the work done during the training. However written permission from the HOD/ Director/ In-charge is needed before undergoing the project.

### **Submission:**

The hard copy of the Internship Report (in duplicate) is to be submitted at least 4 weeks before the commencement of End Term Examination of the Sixth semester.

### **Assessment:**

A group of External & Internal Examiners will evaluate Internship Report (IR). The marks prescribed for external evaluation is 75 whereas 25 marks on internal assessment based on the assigned media activities/ report submitted during the course.

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**V. CORE COURSE -C 13:**

(Credits: Theory-04, Practicals-02)

**Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75****Pass Marks: Th (MSE +ESE) = 30*****Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** three questions of five marks each, out of which any two are to answer.

***End Semester Examination (ESE):***

There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** five questions of fifteen marks each, out of which any three are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

**.BASICS OF EDITING****Theory: 60 Lectures*****Course Objectives: -***

- *To familiarize the students with the basics of editing*
- *To understand the process of editing for various platforms*
- *To create understanding of specialized reporting*
- *To inculcate the knowledge of dummy, printing and layout*
- *To develop the knowledge of photography*

***Learning Outcomes:-***

- *Students would be able to familiarize themselves with the basics of editing*
- *Students would be able to understand the process of editing for various platforms*
- *Students would be able to create understanding of specialized reporting*
- *Students would be able to understand about the dummy, printing and layout*
- *Students would be able to develop the knowledge of photography*

**Unit-I -** Editing and its Significance in Journalism, Role of News Editor, Chief Sub Editor and Copy Editor, Difference Between Editing of Newspaper and Magazine, Subbing of News and News Reports, Editing of Articles, Features and other Stories

**Unit-II-** Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines, Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc, Difference between Print Editing and Web Editing, Editing for On-line Newspaper, Editing for Magazines

**Unit-III-** Concept and Utility of Dummy, Dummy Newspaper, Magazines and Journalist, Web Journalism and Dummy, Modern Lay-out (Specialized designing), Designing tools

**Unit-IV-** History of Printing Technology, layout and Designing and its Significance in the Newspaper, Traditional Composing, Composing Machine-Mono-line, Photo-type Setting, DTP, VDT etc., Page Designing, Principle, Forms and Utility, Lay-out,

Changing Trends of Lay-out, Use of Written Matter, and Graphs, Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper

**Unit-V -** Photography: Introduction, Necessity & utility in Media, Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera, Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field, Flash Gun, Filters, Speed of the film, Composing & Framing, Rules of Composition, and Background, Photography & Media, Digital Photography, Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)

**Suggested Readings:**

**Text Books:-**

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003
  2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980
  3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006
  4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002
  5. Darkroom basics and beyond, Roger hicks & Francis schultz, Patterson, 2000
  6. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016 Rogers, G.(1993). Editing for Print, Mcdonald Book. • Prasad, S.(1993). Editors on Editing/HY, National Book Trust
- 

**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
  - 2 Social Media in Business and Governance- K.M. Srivastava
  - 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
  - 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव
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**VI. CORE COURSE -C 14:**

(Credits: Theory-04, Practicals-02)

**Marks : 15 (MSE: 1Hr) + 60 (ESE: 3Hrs) =75****Pass Marks: Th (MSE +ESE) = 30*****Instruction to Question Setter for  
Mid Semester Examination (MSE):***

*There will be two group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** three questions of five marks each, out of which any two are to answer.*

***End Semester Examination (ESE):***

*There will be two group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** five questions of fifteen marks each, out of which any three are to answer.*

**Note:** *There may be subdivisions in each question asked in Theory Examinations.*

**COMMUNICATION TECHNOLOGY****Theory: 60 Lectures*****Course Objectives: -***

- *Impart knowledge of communication technology*
- *To provide knowledge of latest multimedia technologies*
- *To provide extensive hands on training in the latest digital audio, video and multimedia technologies*
- *To familiarize and equip them with a range of technical skills*
- *Introduce students about significance and usage of social media*

***Learning Outcomes:-***

- *Learner will gain basic understanding of communication technology*
- *Learner will have the basic knowledge of various audio editing tools*
- *Learner will have hands on experience on video editing techniques*
- *Learner will be able to create content on various platforms*
- *Learner will be able to communicate on social media effectively*

- Unit-I -** Concept of technology, Growth and development, Usage of communication technology, Adoption of technology, Diffusions, communication technology and society
- Unit-II-** Old media and new media, Convergence of media, Implications of convergence, Media industry and multimedia, Media, communication and technology
- Unit-III-** Image editing software: Introduction, Photoshop: Introduction, File Formats, Color Modes, Tools, Layers and filters
- Unit-IV-** Audio-Video editing software: Introduction, Basics of Sound editing software (like Sound Forge), Basics of Video editing software (Adobe Premiere), Sound Forge: Interface, tools and Menus, Adobe Premiere: Interface, tools and Menus
- Unit-V -** Social media and business, social media marketing, developing content for Website, blog contents, Developing content for social networking pages, Social media content management tools, Viral content platform and medium

**Suggested Readings:****Text Books:-**

1. Andrew Faulkner and Conrad Chavez, Adobe photoshop cc, Pearson, 2018
2. Maxim jago, Adobe Premiere pro CC, Pearson Education,2018
3. Adobe Creative Team, Adobe Premiere Pro CS6, Adobe Press; 1 edition 2012
4. Kogent Learning Solutions Inc, Sound Forge Pro, Dreamtech Press 2010
5. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986
6. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997

**Reference Books:-**

- 1 Handbook of Journalism- Veer Bala Agrawal & V.S. Gupta
- 2 Social Media in Business and Governance- K.M. Srivastava
- 3 Mass Communication Theory: Foundation, Ferment & Future- Stanley, J. Baran & Dennis K. Devis
- 4 भारत मे जनसंचार (Mass Communication in India- Keval J.kumar)- अमिताभ श्रीवास्तव

**B.J.M.C. PRACTICAL- C13 + C14 LAB****Marks : Pr (ESE: 3Hrs) =50****Pass Marks: Pr (ESE) = 20****Instruction to Question Setter for  
End Semester Examination (ESE):**

*There will be one Practical Examination of 3Hrs duration. Evaluation of Practical Examination may be as per the following guidelines:*

<i>Experiment</i>	<i>= 30 marks</i>
<i>Practical record notebook</i>	<i>= 10 marks</i>
<i>Viva-voce</i>	<i>= 10 marks</i>

**GROUP-A****60 Lectures****Basics of Editing Practical's:-**

1. Copy editing assignment
2. Writing Headlines for different types of news
3. Intro/lead writing assignment
4. Creating dummy
5. Layout: Preparing the layout of the front, back and other pages of a newspaper and a magazine
6. Photo coverage of news events in the campus or outside
7. Shooting and preparing Photo Feature along with write-up

**GROUP-B****60 Lectures****Communication Technology:**

1. Working on different communication technology
2. Using multimedia, creating content for various digital devices
3. Using editing softwares and create interactive videos
4. Designing websites and creating content
5. Usage of Teleconferencing, Whatsapp, Facebook, Twitter
6. Creating Blogs and writing
7. Using Twitter for social messages

SAMPLE CALCULATION FOR SGPA & CGPA FOR UNDERGRADUATE  
'B.Sc./B.A./B.Com/B.Voc. Honours' PROGRAMME

### Distribution of Credits Semester wise for Undergraduate Honours Courses

**Table B-1: UG (B.A./ B.Sc./B.Com./B.Voc Hons. Programme)**

**Semester wise distribution of 164 Credits**

	CC	AECC	GE-A	GE-B	SEC	DSE	Total credits
Semester I	12	02	06	06			20 + 6
Semester II	12	02	06	06			20 + 6
Semester III	18		06	06	02		26 + 6
Semester IV	18		06	06	02		26 + 6
Semester V	12					12	24
Semester VI	12					12	24
	<b>84</b>	<b>04</b>	<b>24</b>	<b>24</b>	<b>04</b>	<b>24</b>	<b>140 + 24 = 164</b>

CC=Core Course; AECC=Ability Enhancement Compulsory Course; GE=Generic Elective; SEC=Skill Enhancement Course; DSE=Discipline Specific Elective



**Table B-2: Sample calculation for SGPA for B.Sc./B.A./B.Com/B.Voc. Honours Programme**

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
<b>Semester I</b>					
C-1	06	A	8	48	
C-2	06	B+	7	42	
AECC-1	02	B	6	12	
GE-1A	06	B	6	36	
GE-1B	06	B+	7	42	
<b>Total</b>	<b>26</b>			<b>180</b>	<b>6.92 (180/26)</b>
<b>Semester II</b>					
C-3	06	B	6	36	
C-4	06	C	5	30	
AECC-2	02	B+	7	14	
GE-2A	06	A+	9	54	
GE-2B	06	B+	7	42	
<b>Total</b>	<b>26</b>			<b>176</b>	<b>6.76 (176/26)</b>
<b>Semester III</b>					
C-5	06	A+	9	54	
C-6	06	O	10	60	
C-7	06	A	8	48	
SEC-1	02	A	8	16	
GE-3A	06	O	10	60	
GE-3B	06	B+	7	42	
<b>Total</b>	<b>32</b>			<b>280</b>	<b>8.75 (280/32)</b>
<b>Semester IV</b>					
C-8	06	B	6	36	
C-9	06	A+	9	54	
C-10	06	B	6	36	
SEC-2	02	A+	9	18	
GE-4A	06	A	8	48	
GE-4B	06	B+	7	42	
<b>Total</b>	<b>32</b>			<b>234</b>	<b>7.31 (234/32)</b>
<b>Semester V</b>					
C-11	06	B	6	36	
C-12	06	B+	7	42	
DSE-1	06	O	10	60	
DSE-2	06	A	8	48	
<b>Total</b>	<b>24</b>			<b>186</b>	<b>7.75 (186/24)</b>
<b>Semester VI</b>					
C-13	06	A+	9	54	
C-14	06	A	8	48	
DSE-3	06	B+	7	42	
DSE-4	06	A	8	48	
<b>Total</b>	<b>24</b>			<b>192</b>	<b>8.0 (192/24)</b>
<b>CGPA</b>					
<b>Grand Total</b>	<b>140+24=164</b>			<b>1248</b>	<b>7.61 (1248 /164)</b>

**Table B-3: Sample calculation for CGPA for B.Sc./B.A./B.Com/B.Voc.Honours Programme**

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit:26; SGPA:6.92	Credit:26; SGPA: 6.76	Credit:32; SGPA: 8.75	Credit:32; SGPA: 7.31	Credit:24; SGPA: 7.75	Credit:24; SGPA: 8.0

**Thus CGPA=**  $(26 \times 6.92 + 26 \times 6.76 + 32 \times 8.75 + 32 \times 7.31 + 24 \times 7.75 + 24 \times 8.0) / 164 = 7.61$

## MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS

**Marks Distribution of Mid Semester Theory Examinations:****Table No. C1:** Marks distribution of Theory Examinations of Mid Semester

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very short answer type Compulsory Questions) No. of Questions x Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions x Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
Mid Sem*	T15	15	---	1 Hr	5 x 1 =5	2 (out of 3) x 5 =10	5	3
	T25	25	---	1 Hr	5 x 1 =5	4 (out of 6) x 5 =20	5	6

**Marks Distribution of End Semester Theory Examinations:****Table No. C2:** Marks distribution of Theory Examinations of End Semester

Topic	Code	Full Marks	Pass Marks including Mid Sem	Time	Group-A# (Very short answer type Compulsory Questions) No. of Questions x Marks = F.M.	Group-B (Descriptive Questions with Choices ) No. of Questions x Marks = F.M.	Total No. of Questions to Set	
							Group A#	Group B
End Sem	T60	60	30	3 Hrs	Q.No.1 (10x1) + 1x5 =15	3 (out of 5) x 15 =45	2	5
	T75	75	40	3 Hrs	Q.No.1 (10x1) + 1x5 =15	4 (out of 6) x 15 =60	2	6
	T100	100	40	3 Hrs	Q.No.1 (10x1) + 2x5 =20	4 (out of 6) x 20 =80	3	6
	T50 +T50	50X2=100	20	3 Hrs	2 x 5 =10	2 (out of 3) x 20 =40	2	3

# Question No.1 in Group-A carries 10 very short answer type 1 Mark Questions.

**Marks Distribution of Mid/End Semester Practical Examinations:****Table No. C3:** Marks distribution of Practical Examinations of End Semester

Topic	Code	Full Marks	Pass Marks	Time	Distribution of Marks			Total No. of Questions to Set
					Experiment	Record	Viva	
End Sem	P25	25	10	3 Hrs	15	5	5	
	P50	50	20	3 Hrs	30	10	10	Pr. with components of both papers
	P75	75	30	3 Hrs	45	15	15	Pr. with components of all three papers
	P100	100	40	3 Hrs	60	20	20	Pr. with components of all four papers

**Abbreviations** :T= Theory Examination, P= Practical Examination.

**Mid Sem\*** :There will be 15 Marks Theory Examination in Practical Subjects and 25 Marks Theory Examination in Non-Practical Subjects/ Papers. 25 Marks Theory Examination may include 10 Marks questions from Assignment/ Project/ Tutorial where ever applicable.

**Note** :There may be subdivisions in each question asked in Theory Examinations.

## FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION

OF

SUBJECTS WITH PRACTICAL



## Ranchi University, Ranchi

Mid Sem No.Exam Year

Subject/ Code

F.M. =15Time=1Hr.

### General Instructions:

समान्य निर्देश : :

- i. **Group A** carries very short answer type compulsory questions.  
(खंड 'A' में अत्यंत लघु उत्तरीय अनिवार्य प्रश्न हैं।)
- ii. **Answer 2 out of 3** subjective/ descriptive questions given in **Group B**.  
(खंड 'B' के तीन में से किन्हीं दो विषयों/वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.  
(यथासंभव अपने भावों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.  
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.  
(पूर्णांक दायीं ओर लिखे गये हैं।)

### Group A

1. .... [5x1=5]
2. ....
3. ....
4. ....
5. ....

### Group B

6. .... [5]
7. .... [5]
8. .... [5]

**Note:** There may be subdivisions in each question asked in Theory Examination.

## FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION

OF

SUBJECTS WITHOUT PRACTICAL



## Ranchi University, Ranchi

Mid Sem No.Exam Year

Subject/ Code

F.M. =25Time=1Hr.

### General Instructions:

समान्य निर्देश :  

- i. **Group A** carries very short answer type compulsory questions.  
(खंड 'A' में अत्यंत लघु उत्तरीय अनिवार्य प्रश्न हैं।)
- ii. **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.  
(खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ/वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.  
(यथासंभव अपने भावों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.  
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.  
(पूर्णांक दायीं ओर लिखे गये हैं।)

### Group A

1. .... [5x1=5]
2. ....
3. ....
4. ....
5. ....

### Group B

6. .... [5]
7. .... [5]
8. .... [5]
9. .... [5]
10. .... [5]
11. .... [5]

**Note:** There may be subdivisions in each question asked in Theory Examination.

## FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

OF

SUBJECTS WITH PRACTICAL



## Ranchi University, Ranchi

End Sem No.Exam Year

**Subject/ Code**

**F.M.** =60**P.M.**=30 (Including Mid Sem)**Time**=3Hrs.

### General Instructions:

- i. **Group A** carries very short answer type **compulsory** questions.
- ii. **Answer 3 out of 5** subjective/ descriptive questions given in **Group B**.  
(खंड 'B' के पाँच में से किन्हीं तीन विषयों पर ट/ वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.  
(यथासंभव अपने भावों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.  
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.  
(पूर्णांक दायीं ओर लिखे गये हैं।)

### Group A

- |    |            |           |
|----|------------|-----------|
| 1. |            | [10x1=10] |
|    | i. ....    | [10x1=10] |
|    | ii. ....   |           |
|    | iii. ....  |           |
|    | iv. ....   |           |
|    | v. ....    |           |
|    | vi. ....   |           |
|    | vii. ....  |           |
|    | viii. .... |           |
|    | ix. ....   |           |
|    | x. ....    |           |
| 2. | .....      | [5]       |

### Group B

- |    |       |      |
|----|-------|------|
| 3. | ..... | [15] |
| 4. | ..... | [15] |
| 5. | ..... | [15] |
| 6. | ..... | [15] |
| 7. | ..... | [15] |

**Note:** There may be subdivisions in each question asked in Theory Examination.

## FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

OF

SUBJECTS WITHOUT PRACTICAL



## Ranchi University, Ranchi

End Sem No.Exam Year

**Subject/ Code**

**F.M.** =75**P.M.** =40 (Including Mid Sem)**Time** =3Hrs.

**General Instructions:**

- i. **Group A** carries very short answer type **compulsory** questions.
- ii. **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.  
(खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ/वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.  
(यथासंभव अपने भावों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.  
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.  
(पूर्णांक दायीं ओर लिखे गये हैं।)

**Group A**

1. [10x1=10]
- i. ....
  - ii. ....
  - iii. ....
  - iv. ....
  - v. ....
  - vi. ....
  - vii. ....
  - viii. ....
  - ix. ....
  - x. ....

2. .... [5]

**Group B**

3. .... [15]
4. .... [15]
5. .... [15]
6. .... [15]
7. .... [15]
8. .... [15]

**Note:** There may be subdivisions in each question asked in Theory Examination.

## FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

OF

GE, SEC, GENERAL &amp; AECC HINDI/ ENGLISH COMMUNICATION



## Ranchi University, Ranchi

End Sem No.Exam Year

Subject/ Code

F.M. =100

P.M.=40

Time=3Hrs.

### General Instructions:

- i. **Group A** carries very short answer type **compulsory** questions.
- ii. **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.  
(खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ/वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.  
(यथासंभव अपने भावों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.  
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.  
(पूर्णांक दायीं ओर लिखे गये हैं।)

### Group A

1. [10x1=10]
  - i. ....
  - ii. ....
  - iii. ....
  - iv. ....
  - v. ....
  - vi. ....
  - vii. ....
  - viii. ....
  - ix. ....
  - x. ....
2. .... [5]
3. .... [5]

### Group B

4. .... [20]
5. .... [20]
6. .... [20]
7. .... [20]
8. .... [20]
9. .... [20]

**Note:** There may be subdivisions in each question asked in Theory Examination.