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Ipsita Bansal <ibansalindia@gmail.com>

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Approved.

Regards,

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Scheme & Syllabus
of
UG Programme (Interdisciplinary)
4 Year Bachelor of Arts (Journalism and Mass Communication)
(Honours/Honours with Research) Programme
(As per NEP-2020)



Department of Management Studies
BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA
KHANPUR KALAN
(2024)

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Scheme of 4 Year UG Programme
Bachelor of Arts (Journalism and Mass Communication)
(Honours/Honours with Research) Programme
(Interdisciplinary)

S. No.	Course Code	First Semester								
		Course Type	Course Title	Workload			No. of Credit	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1	B-JMC - 101	DSC	Introduction to communication	3	0	1	4	30	70	100
2	B-JMC - 103	DSC	Introduction to Journalism	3	0	1	4	30	70	100
3	B-JMC - 105	DSC	Development of Media	3	0	1	4	30	70	100
4	B-JMC - 107	MIC	Computing for Mass Communication	2	0	0	2	15	35	50
5	B-JMC-109	MDC	Current Affairs	2	0	1	3	25	50	75
6	AEC-1	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-1	SEC	Choose any one from the common pool of courses offered by the University				3			75
8	VAC -1	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit					24			600

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Second Semester										
S r . N o	Course Code	Course Type	Course Title	Workload			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-JMC -102	DSC	Introduction to Print Media	3	0	1	4	30	70	100
2	B-JMC -104	DSC	Introduction to Broadcast Media	3	0	1	4	30	70	100
3	B-JMC-106	DSC	Writing for Media	3	0	1	4	30	70	100
4	B-JMC -108	MIC	Reporting and Editing for Media	2	0	0	2	15	35	50
5	B-JMC-110	MDC	Media and Society	2	0	1	3	25	50	75
6	AEC-2	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-2	SEC	Choose any one from the common pool of courses offered by the University				3			75
8	VAC -2	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit					24			600

Students who opt to exit after completion of first year and have secured 52 credits including 4 credits of summer internship will be awarded a UG Certificate in the relevant Discipline/Subject.

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Third Semester										
S r . N o	Course Code	Cou rse Typ e	Course Title	Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-JMC -201	DSC	Introduction to Public Relations	3	0	1	4	30	70	100
2	B-JMC -203	DSC	Advertising-An Introduction	3	0	1	4	30	70	100
3	B-JMC -205	DSC	Models of Communication	3	0	1	4	30	70	100
4	B-JMC -207	MIC	Essentials of Photography	3	0	1	4	30	70	100
5	B-JMC-209	MDC	Media and Gender	2	0	1	3	25	50	75
6	AEC-3	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-3	SEC	Choose any one from the common pool of courses offered by the University				3			75
		Total Hours/Credit					24			600

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Fourth Semester										
S r . N o	Course Code	Cours e Type	Course Title	Workl oad			No. of Credit	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-JMC -202	DSC	Introduction to Digital Media	3	0	1	4	30	70	100
2	B-JMC -204	DSC	Theories of Communication	3	0	1	4	30	70	100
3	B-JMC -206	DSC	Introduction of Cinema	3	0	1	4	30	70	100
4	B-JMC -208	MIC (VOC)	Basics of Videography	3	2	0	4	30(P)	35(P) 35(T)	100
6	AEC-4	AEC	Choose any one from the common pool of courses offered by the University				2			50
8	VAC-3	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit						20		500

Students who opt to exit after completion of second and have secured 96 credits including 4 credits of summer internship will be awarded a UG Certificate in the relevant Discipline/Subject.

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Eighth Semester with Research										
Sr. No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1	B-JMC-402	DSC	Media Research	3	0	1	4	30	70	100
2	B-JMC-404	DSC	Academic Writing	3	0	1	4	30	70	100
3	B-JMC-412	MIC	Research Survey & Data Analygy	3	0	1	4	30	70	100
3	B-JMC-414		Research Project/Dissertation				12			300
		Total Hours/Credit					24			600

A four year UG Honours degree in the major discipline will be awarded to those who complete a four year degree programme with 180 credits

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SEMESTER-I

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INTRODUCTION TO COMMUNICATION

Course Code: B-JMC-101

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO1: To understand basic concept of communication including Indian (Bharatiya) concept.

CO2: To know about principles, functions, barriers and forms of communication.

CO3: To develop understanding about levels of communication.

CO4: To study models of communication

Unit-I

Communication: definition and concept, Evolution of Communication, Indian Concept of Communication, Elements and Process of Communication, Need and scope of Communication

Unit-II

Principles of communication, Functions of communication, Barriers of communication, Forms of communication: verbal and non-verbal, Traditional forms of Communication

Unit-III

Levels of communication- intra-personal, interpersonal, group, public and mass communication, Socialization and communication

Unit-IV

Models of communication: Sadharanikaran, Aristotle, SMR, SMCR, Berlo, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, New Comb

Recommended Readings:

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. Kewal J. Kumar, Mass Communication in India, Jaico Publications, New Delhi
5. Veerbala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing, New Delhi

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

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INTRODUCTION TO JOURNALISM

Course Code: B-JMC -103

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO1: To understand the basic concept and values of journalism including Indian perspective.

CO2: To study contemporary issues of journalism and relevance of media literacy in society.

CO3: To understand types of journalism

CO4: To enhance understanding of new trends and terminologies of journalism

Unit-I

Journalism: Concept, definition, elements, nature and scope, Indian concept of Journalism: Ancient Perspective, Functions and Skills of Journalism, Role of Journalism in Democracy, Journalistic values-Truth, objectivity, fairness, balance, diversity and plurality

Unit-II

Contemporary Issues and Debates in Journalism, Media Literacy: concept and definition, Relevance of media literacy in society, Convergence - meaning and concept

Unit-III

Journalism; Yellow Journalism, Investigative Journalism Advocacy Journalism, Citizen Journalism, Data Journalism

Unit-IV

New trends in journalism, Cyber journalism, Journalism through social media, MoJo (Mobile Journalism), Terminologies of journalism

Recommended Readings:

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.
6. Aggarwal, Virbala, Patrakarit evam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

DEVELOPMENT OF MEDIA

Course Code: B-JMC-105

Total Credits: 4

L - T - P

3 - 1 - 0.

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO1: To learn about the history and development of print media in India.

CO2: To understand the origin and development of radio in India.

CO3: To know about the history and development Television and Cinema in India.

CO4: To learn about various types of popular traditional media

Unit- I

Invention of press, History and growth of Print Media in India, Role of Press in freedom movement, Growth and Development of print media in Haryana

Unit- II

Invention of Radio, History and Development of Radio in India, Growth of FM Radio in India, History of Community Radio in India

Unit- III

Invention of Television, History and Development of TV in India, Emergence and development of Private Channels in India, Invention of Cinema, History and Development of Indian Cinema, Development of Haryanavi Cinema

Unit- IV

History of Traditional media, Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music, Popular folk media of Haryana

Recommended Readings:

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
3. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986 Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
4. Nadig Krishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
5. Chatterjee, P.C., Broadcasting in India, New Delhi
6. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
7. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
8. Jeffrey, Robin, India's Newspaper REvolution, Oxford University Press, Delhi.
9. Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmilan India Ltd. Delhi
10. Singh, Devvrat, Indian Television: Content, Issues and Challenges, IIR Anand

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

COMPUTING FOR MASS COMMUNICATION

Course Code: B-JMC-107

Total Credits: 2

L - T - P

2 - 0 - 0

External Theory Marks: 35

Internal Assessment Marks: 15

Time allowed: 1.5 hrs

Course Outcomes:

CO 1: To understand the basic knowledge of computer system.

CO 2: To know about the functioning of different parts of computer.

CO 3: To know about Software and Operating System.

CO 4: To understand the basics of Application Software.

Unit- I

Computer- Origin, Evolution and Generation of Computer, Characteristics of Computer, Types of Computer, Block Diagram of Compute

Unit- II

Basic Components of a Computer, Input Devices, Output Devices, Storage organization: Primary & Secondary Memory

Unit-III

Introduction to Software, Types of Software - System software, Application software, Operating system and its functions

Unit-IV

Introduction to MS Word and its uses, Various Menus, Toolbars & Buttons, Paragraph and Page Formatting, Creation & Working with Tables, Mail Merge, Introduction to MS PowerPoint and its uses, Creating a New Presentation, Introduction to Excel and its uses

Recommended Readings:

1. Help files from Apache Open Office, <https://wiki.openoffice.org/wiki/Documentation>
2. Channelle Andy, "Beginning OpenOffice 3: From Novice to Professional", aPress Publications
3. Beginning OpenOffice 3: From Novice to Professional, Andichannele, Apress.
4. Microsoft Office 2016 Step by Step: MS Office 2016 Step by S_p1, By Joan Lambert, Curtis Frye
5. Computer Fundamentals - By Pradeep K. Sinha, Priti Sinha, BPB Publications, 6th Edition
6. Getting Started with Libre Office 5.0, Friends of OpenDocuments Inc., <http://friendsofopendocument.com>
7. Documentation from Libre Office, <https://documentation.libreoffice.org/en/english-documentation>

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 3 marks each, all are compulsory. Section 'B' will contain 6 questions (3 questions from each unit) of 5 marks each. The students will be required to attempt any four questions (two questions from each unit).

CURRENT AFFAIRS
Course Code: B-JMC-109

Total Credits: 3
L - T - P
2 - 1 - 0

External Theory Marks: 50
Internal Assessment Marks: 25
Time allowed: 2 hrs

Course Outcomes:

Unit-I

Unit-II

Unit-III

Unit-IV

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SEMESTER-II

INTRODUCTION TO BROADCAST MEDIA

Course Code: B-JMC -104

Total Credits: 4

Marks: 70

L - T - P

Marks: 30

3 - 1 - 0

External Theory

Internal Assessment

Time allowed: 3 hrs

Course Outcomes:

CO 1: To understand basics of radio journalism and trends in radio broadcasting.

CO 2: To understand the set up and functioning of radio studio and radio newsroom.

CO 3: To understand TV studio set up and different types of cameras

CO 4: To understand TV newsroom and its functioning

Unit-I

Introduction to Radio Journalism, Radio Stations based on their transmission and purpose, Community radio, military radio, spiritual/religious radio, Commercial radio, private radio, pirate radio, amateur radio stations, New trends in radio broadcasting- Satellite radio, digital radio, online radio stations

Unit-II

Set -up and functioning of a radio studio, Microphones, console, mixers and speakers, Radio Newsroom-employee and working process, Qualities of News Editor and News Reporter, Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin

Unit-III

Introduction and functions of TV Journalism, Types of TV studios, Set up and functioning of a TV studio. Introduction to Videocameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera

Unit-IV

Structure and functioning of TV newsroom, TV news bulletin: News-gathering, Elements of a TV news story, Story structures, inverted pyramid, diamond, hour glass, narrative, TV news script, elements of a TV news bulletin, News anchor, presenter and reporter's roles and responsibilities, TV debates, interviews and types of interviews

Recommended Readings:

1. Masani 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, Rinecast Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing

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10. Report L. Hillard Radio Broadcasting

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

WRITING FOR MEDIA
Course Code: B-JMC-106

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO 1: To understand different forms of writing.

CO 2: To know about radio writing.

CO3: To understand different TV writing techniques

CO 4: To develop skills for ad and online writing.

Unit I

Difference between creative and journalistic writing, Principles of good writing, News Story structure and introduction to various styles of news writing, Writing features, articles, editorials, columns, middle, letter to editor,

News analysis: backgrounder, reviews, Writing features and articles for magazines

Unit II

Basics of radio writing, Elements of radio script, Techniques and style of radio script writing, Radio script writing: Radio talks, features, interview, drama and other programmes

Unit III

Basics of television writing, Different script formats, Elements of television script, Television script writing : interview, documentary, special & other programmes

Unit IV

Copy writing for Print Advertisement, Writing for radio advertisement, Writing for television advertisement, Writing press releases

Recommended Readings:

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

Instruction for External Theory Paper Setter/Examiner:



The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

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REPORTING AND EDITING FOR MEDIA
COURSE Code: B-JMC -108

Total Credits: 4

70

L - T - P

30

3 - 1 - 0

External Theory Marks:

Internal Assessment Marks:

Time allowed: 3 hrs

Course Outcomes:

CO 1: To understand the basics of reporting

CO 2: To understand different types of beat reporting

CO 3: To know basic concept of editing for print.

CO 4: To learn basics of newspaper designing.

Unit-I

Concept, definitions and elements of Reporting, Sources of News, News gathering, Verification and Validation facts

Cultivation of sources, types of sources, significance of sources in news gathering, Reporting hierarchy in a Newspaper

Skills required to being a reporter, Press conference, Press briefing, Meet the press and Conducting interviews, Types of beat: Political, Crime, Life style, Entertainment, Sports, Health, Education, Agriculture, Science & Technology, Business, Investigative

Unit-II

Editing: concept, definition and significance, Principles of Copy Editing, Role of News Editor, Chief Sub Editor and Copy Editor, Skills required to being a copy editor, News Editing: Copy writing, copy selection, story structure

Design: meaning and significance, Elements and principles of design, Concept and Utility of Dummy, Basic knowledge of designing software like Quark & InDesign

Recommended Readings:

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
9. Natarajan and Chakraborty: Oykucatuibs (1995): Defence Reporting in India: The Communication Gap, Trishul Publications.
10. Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

