

**Curriculum and Credit Framework for
Undergraduate Programme
(Single Major) as per NEP-2020**

B.A. JOURNALISM AND MASS COMMUNICATION

1ST & 2ND Semesters

For Batch w.e.f. Session: 2023-24



University School for Graduate Studies

Chaudhary Devi Lal University

Sirsa-125055, Haryana 2023-24

Exit options and Credit requirements

SINGLE-MAJOR

Exit with	Credit requirement
Certificate in Journalism & Mass Communication: After successful completion of First year (Two semesters) of the Four-Year Undergraduate Degree Programme.	48 (Including Internship of 4 Credits)
Diploma in Journalism & Mass Communication: After successful completion of Two years (Four semesters) of the Four-Year Undergraduate Degree Programme.	94 (Including Internship of 4 Credits)
Bachelor of Journalism & Mass Communication: After successful completion of Three years (Six semesters) of the Four-Year Undergraduate Degree Programme.	136
Bachelor of Journalism & Mass Communication (Honours/Honours with Research) After successful completion of Four Years (Eight semesters) of the Undergraduate Degree Programme.	184

Course Category	Course Code	Course Title	Level	Credits			Marks		
				L	P	Total	Int	Ext	Total
<u>SEMESTER-I</u>									
1. DSC	BA/JMC/SM/1/DSC/101	Introduction to Communication	100	4	-	4	30	70	100
	BA/JMC/SM/1/DSC/102	Reporting	100	4	-	4	30	70	100
2. MIC	BA/JMC/SM/1/MIC/101	History of Print Media	100	4	-	4	30	70	100
3. MDC	BA/JMC/SM/1/MDC/101	Cyber Law	100	3	-	3	25	50	75
4. AEC	ENG/AEC/101	English-I	100	2	-	2	15	35	50
5. SEC	BA/JMC/SM/1/SEC/101	Soft Skill at Workplace	100	3	-	3	25	50	75
6. VAC	CDLU/VAC/104	Universal Human Values	100	2	-	2	15	35	50
TOTAL						22			550
<u>SEMESTER-II</u>									
1. DSC	BA/JMC/SM/2/DSC/103	Radio Journalism	100	4	-	4	30	70	100
	BA/JMC/SM/2/DSC/104	T.V. Journalism	100	4	-	4	30	70	100
2. MIC	BA/JMC/SM/2/MIC/102	Economic Journalism	100	4	-	4	30	70	100
3. MDC	BA/JMC/SM/2/MDC/102	Data Journalism	100	3	-	3	25	50	75
4. AEC	HINDI/AEC/101	Hindi-I	100	2	-	2	15	35	50
5. SEC	BA/JMC/SM/1/SEC/102	Print Media Production (Practical)	100	-	3	3	0	75	75
6. VAC	EVS/VAC/101	EVS-I	100	2	-	2	15	35	50
TOTAL						22			550

FIRST SEMESTER

INTRODUCTION TO COMMUNICATION

BA/JMC/SM/1/DSC/101

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question** and **four more questions** selecting one question from each unit.

Unit-1

- 1.1 Communication: Meaning, Concept and Scope
- 1.2 Elements, Process and Functions of Communication,
- 1.3 7 C' of Communication
- 1.4 Various Forms of Communication,

Unit-2

- 2.1 Communication Barriers
- 2.2 Harold Lasswell,
- 2.3 Charles Osgood,
- 2.4 Models of Wilbur Schramm,

Unit-3

- 3.1 Bullet Theory,
- 3.2 Two-Step & Multi Step Flow Theory,
- 3.3 Cultivation Theory,
- 3.4 Agenda Setting Theory,

Unit-4

- 4.1 McLuhan's Media Determinism
- 4.2 Effects of Mass Media on Culture and Society
- 4.3 Typology of Audiences
- 4.4 Media and Social Responsibility

Suggested Readings:

- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd,1996.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
- Kumar,KevalJ.,MassCommunicationinIndia.Jaico,Mumbai.
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Narayan SunetraSen, Globalization and Television, Oxford University Press Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.

Reporting

BA/JMC/ SM/1/DSC/102

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Objectives: Imparting basic understanding of reporting and identify and analyze various types of reporting and to develop a keen interest among student for field reporting and enable them develop basic skills for becoming better journalists.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit.

Unit-1

- 1.1 Reporting: Concept, Definitions & Importance
- 1.2 Journalism: A Mission or Commission
- 1.3 Elements of News, News Value
- 1.4 Sources of News

Unit-2

- 2.1 News Gathering,
- 2.2 Qualities of a Reporter
- 2.3 Importance of Photo Journalism,
- 2.4 Use of Internet in Reporting,

Unit-3

- 3.1 Reporting Staff of a News Paper,
- 3.2 Duties & Functions of Bureau Chief,
- 3.3 Free Lance Journalism,
- 3.4 Syndicate Journalism,

Unit-4

- 4.1 Reports: Concept & Types,
- 4.2 Types of Reporting,
- 4.3 Reporting for various Mass Media,
- 4.4 New Trends in Reporting in India

Suggested Readings:

- *The encyclopedia of photography - Richard Zakia & Leatie Stroebel*
- *Understanding Digital Photography - Joseph A. Ippolito*
- *The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray*
- *The Photographer's Handbook - John Hedgecoe*
- *Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves*
- *Communication Technology and Human Development- Recent Experiences in the Indian Social Sector: Avik Ghosh*
- *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak*

HISTORY OF PRINT MEDIA

BA/JMC/ SM/1/MIC/101

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Objectives: Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question** and **four more questions** selecting one question from each unit.

Unit-1

- 1.1 Origin and development of the Press in India.
- 1.2 Role of the press in the freedom movement
- 1.3 Contribution of Raja Ram Mohan Roy to Indian Press
- 1.4 Contribution of B.G. Tilak to Indian Press

Unit-2

- 2.1 Post-independence Journalism
- 2.2 Prominent Hindi Newspapers
- 2.3 Magazine: Concept, meaning and types
- 2.4 Special supplements of newspapers

Unit-3

- 3.1 News Selection
- 3.2 Editor, Types of a Copy
- 3.3 Principles of Design and Layout
- 3.4 Caption writing

Unit-4

- 4.1 Types of Headlines
- 4.2 Functions of Headline
- 4.3 Print Media after liberalization
- 4.4 National and International news agencies

Suggested Readings:

- Broadcast Journalism: Basic Principles - S.C. Bhatt
- Radio and TV Journalism - K.M. Shrivastava
- Radio Production Techniques - Robert Macliesh
- Local Radio - Sim Harris & Paul Chantler
- Robertson Geoffrey, Nicol Andrew, Media Law, Penguin, 4th Revised edition, 2002
- Bartlet Bruce, Writing for Visual Media, Focal Press
- Chawdhary Nirmal Kumar, How to Write Film Screenplays, Kanishka Publication
- McLeish Robert, Radio Production, Focal Press

CYBER LAWS
BA/JMC/SM/1/MDC/101

Course Credits: 3
External: 50
Internal: 25
Total Marks: 75
Time Allowed: 3 Hours

Objectives: Imparting a basic understanding of cyber laws to them understand various types of editing and to develop a keen interest among students for legal issues in the field of cyber space and cyber journalism.

***Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting one question from each unit.*

Unit-1

- 1.1 Cyber Laws and Ethics: Development of interest
- 1.2 Social networking sites, Types of Cybercrimes
- 1.3 Issue of privacy on net, Hacking and ethical hacking;
- 1.4 Regulation Laws in Different countries

Unit-2

- 2.1 Salient features of the IT Act, 2000,
- 2.2 Laws related to OTT platforms
- 2.3 Jurisdiction issues under IT Act, 2000.
- 2.4 Case Laws on Cyber Space Jurisdiction

Unit-3

- 3.1 E-commerce and Laws in India
- 3.2 Digital / Electronic Signature in Indian Laws
- 3.3 E-Commerce; Issues and provisions in Indian Law
- 3.4 E-Governance concept and practicality in India

Suggested Readings:

- Jethmalani Ram and Chopra DS, Cases and Material on Media Law, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Basu Durga Das, Law of the Press, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Goldberg Lee & Rabkin William, Success Television Writing, Wiley
- Engebretsen Martin, Writing for the Web: An Introduction to Online Journalism, Vytauto Didžiojo Universitetas, 2005
- Raman Usha, Writing for Media, Oxford Publication
- Johnson Claudia Hunter, Crafting Short Screenplays that Connects, Focal Press

ENGLISH-I

ENG/AEC/101

Course Credits: 2
External: 35
Internal: 15
Total Marks: 50
Time Allowed: 2 Hours

Course Objective: The course aims to introduce students to the theory, fundamentals and tools of communication and to develop effective communication skills for personal, social and professional interactions. Besides, the students shall learn the basics of English grammar and language.

Course Learning Outcomes:

- i) They will learn the importance and basics of communication
- ii) They will learn to receive, comment and respond to correspondences in English language.
- iii) They will learn to use English in their life practically.

Note for the Paper Setter: The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one** compulsory question and **two** more questions selecting at least **one** question from each unit.

Unit - I: Listening, Reading and Speaking Skills

Definition, The Listening Process; Importance of Listening; Basic Types of Listening; Barriers to Effective Listening, Reading Comprehension, Intonation, Group Discussion, Interview

Unit II: Writing Skills:

- Report Writing
- Paragraph Writing
- Letter Writing
- E-Mail
- Resume
- Blogs and Comments on Social Media

Suggested Reading:

- I) Kumar, Sanjay and Pushp Lata. 2015. *Communication Skills*. Second Edition, New Delhi: Oxford University Press (OUP).
- II) Sethi, J. and P.V. Dhamija. 2006. *A Course in Phonetics and Spoken English*. Second Edition. New Delhi: Prentice-Hall of India.
- III) Balasubramanian. T. *A Text Book of English Phonetics for Indian Students*. Chennai: Macmillan Publishers India Ltd., 1981.
- IV) *On Track: English Skills For Success* by Orient Blackswan (Board of Editors, Solapur University).

SOFT SKILLS AT WORKPLACE

BA/JMC/SM/1/SEC/101

Credits: 3 (Theory)
Lectures: 45
Duration of Exam: 3 Hrs.

Max. Marks: 75
Final Term Exam: 50
Internal Assessment: 25

Course Objective:

- Acquaint students with soft skills used at workplace.
- Familiarise students with the skill sets needed and code of conduct needed at the professional setup.

Learning outcomes:

- Understanding different skills and competencies required in professional world.
- Realize the potential one can hold by learning these skills to become an efficient human resource.

***Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting one question from each unit.*

UNIT 1

COMMUNICATION SKILLS: Understanding Human Communication. Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication. Strategies to Overcome the Barriers.

EMOTIONAL INTELLIGENCE: Importance, concept, theory and measurements.

UNIT 2

INTERVIEW SKILLS: Interview Skills: in-depth perspectives, Interviewer and Interviewee, Before, During and After the Interview. Tips for Success.

MEETING ETIQUETTE: Managing a Meeting-Meeting agenda. Minute taking. Duties of the chairperson and secretary: Effective Meeting Strategies Preparing for the meeting. Conducting the meeting. Evaluating the meeting.

UNIT 3

STRESS MANAGEMENT: Strategies for preventing and relieving stress.

TIME MANAGEMENT: Meaning: Techniques and styles.

PRESENTATION ETIQUETTES: Importance of Preparation and Practice: Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

ESSENTIAL READINGS:

- Soft Skills for Career Development. 1." Personality Development and Soft Skills (Old Edition)" by Barun K Mitra.
- ...
- Soft Skills for Employability. 1." Soft Skills" by Hariharan S and S P Shanmugapriya.

SUGGESTED READINGS:

- Silber H, Kenneth and Foshay RW. (2009). Handbook of Improving Performance in the Workplace,
- Instructional Design and Training Delivery, John Wiley & Sons, New York, 63. [2] Anju A. (2009).
- A Holistic Approach to Soft Skills Training. IUP Journal of Soft Skills, 3(1), 7-11. [3] Dennis R Laker and Jimmy LP. (2011).
- The differences between hard and soft skills and their relative impact on training transfer. Human Resource Development Quarterly, 22(1), 111–122.
- Jane A and Helen H. (2008). Graduate Employability, ‘Soft Skills’ Versus ‘Hard Skills’ Business Knowledge: A European Study, Journal of Higher Education in Europe, 33(4), 412- 422. [5]
- Jungsun K, Mehmet E, JeoungWoo B and Hwayoung J. (2011). Training soft skills via e-learning, International Journal of Contemporary Hospitality Management, 23(6), 739-763.

Universal Human Values

CDLU/VAC/104

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 Hrs.

Max. Marks: 50

Final Term Exam: 35

Internal Assessment: 15

COURSE OBJECTIVES

- Describe the meaning, purpose, and relevance of universal human values.
- Understand the importance of values in individual, social, career, and national life.

LEARNING OUTCOMES

- Develop integral life skills with values.
- Inculcate and practice them consciously to be good human beings.
- Realize their potential as human beings.

Unit-1

Love and Compassion (Prem and Karuna): Introduction, love and its forms: love for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living. Love and compassion and inter-relatedness; The faculty member needs to explain the relationship between love and compassion and other related feelings and emotions like empathy, sympathy, and non-violence. Individuals who are remembered in history or collective memory for practising compassion and love; (such as the Buddha, and Jesus Christ) Narratives and anecdotes from history, literature, including local folklore.

Truth (Satya): What is truth? A Universal truth, truth as value (artha), truth as fact (satya) (veracity, sincerity, honesty among others), Individuals who are remembered in history for practising this value; (Raja Harishchandra, Dharmaraja Yudhishtira, Gautama Buddha, Socrates, and Mahatma Gandhi, among others), Narratives and anecdotes about truth from history, collective memory, and literature including local folklore.

Non-Violence (Ahimsa): What is non-violence and its need? Love, compassion, empathy, and sympathy are prerequisites for non-violence. Ahimsa is non-violence and non-killing. Individuals and organizations that are known for their commitment to non-violence. Narratives and anecdotes about non-violence from history and literature including local folklore.

Righteousness (Dharma): What is righteousness? Righteousness and dharma, righteousness and propriety. Individuals who are remembered in history for practising righteousness. Narratives and anecdotes from history and literature, including local folklore.

Unit-2

Peace (Shanti): What is peace and its need? Peace, harmony and balance. Individuals and organizations that are known for their commitment to peace (Mahatma Gandhi, United Nations). Narratives and anecdotes about peace from history and literature including local folklore.

Service (Seva): What is service? Forms of service: for self, parents, spouse, family, friends, community, persons in distress, nation, humanity and other living and non-living things. Individuals who are remembered in history for practising this value. Narratives and anecdotes dealing with instances of service from history and literature including local folklore.

Renunciation Sacrifice (Tyaga): What is renunciation? Renunciation and sacrifice. Greed is the main obstruction in the path of renunciation. Self-restraint and other ways of overcoming greed. Renunciation with action as true renunciation. Individuals who are remembered in history for practising this value* footnote (The faculty member may suggest names of local characters or leaders that could be relevant.) like: Sri Rama, Bhishma, Gautama Buddha, Mahavira, Jesus Christ, Guru Govind Singh, Bhagat Singh, and Mahatma Gandhi.) Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation.

Constitutional Values, Justice and Human Rights: contains fundamental values enshrined in our Constitution, which were practised even during the time of the Buddha in democratic city states in ancient India. comprises associated fundamental rights which are guaranteed not only in our Constitution but also in the Universal Declaration of Human Rights (1948), Enumerates the Fundamental Duties of Indian Citizens, Patriotism, pride and gratitude for the nation.

Suggested Readings: Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website: [https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20\(Jeevan%20Kaushal\)%202.0.pdf](https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf)

Note for the Paper Setter: *The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

SECOND SEMESTER

RADIO JOURNALISM

BA/JMC/SM/2/DSC/103

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Objectives: Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Note for the Paper Setter: *The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit.*

Unit-1

- 1.1 Cinema as an Art
- 1.2 Cinema as a Medium of Mass Communication
- 1.3 Cinema and Society
- 1.4 Characteristics of Hindi Cinema

Unit-2

- 2.1 Silent era of Indian Cinema
- 2.2 Arrival of Talkies
- 2.3 Hindi Cinema of Pre Independence era
- 2.4 IPTA and Hindi Film Industry

Unit-3

- 3.1 Golden Age of Hindi Cinema
- 3.2 Superstars of Hindi Cinema
- 3.3 Genres of Hindi Cinema
- 3.4 OTT platforms and Hindi Cinema

Unit-4

- 4.1 Basics of Cinematography
- 4.2 Technological Innovations in Hindi Cinema
- 4.3 CBFC: Organization and Functions
- 4.4 Film Publicity Techniques

Suggested Readings:

- Narula Uma, Development Communication-Theory & Practice, Har-Anand Publications
- Vilanilam J. V, Development Communication In Practice, India and the MillenniumDevelopment Goals,Sage
- Srampickal Jacob, Understanding Development Communication, Media House
- Agung, R.A, Developing the Third World: A Communication Approach
- Communication for Development: Reinventing Theory and Action (In 2 volumes), 2009;Volume – 1:Understanding Development Communication; Volume – 2: Advanced Development Communication
- Joshi Subhash R, Prasad Kiran (Ed.); Feminist Development Communication: EmpoweringWomen in the Information Era

T.V. JOURNALISM

BA/JMC/SM/2/DSC/104

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Objectives: Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit.

Unit-1

1.1 Fundamentals of
TV Reporting
1.2 Reporting Skills,
ENG and EFP,
1.3 Ethics for TV
reporting, 1.4 Writing
and Reporting for TV,

Unit-2

2.1 Interview – Types of News Interview,
2.2 Art of Conducting a Good Interview,
2.3 Facing the Camera,
2.4 News Packaging

Unit-3

3.1 TV Programme Stages,
3.2 TV Programme Process and Equipment,

- 3.3 Key Professional Involved in TV Production,
- 3.4 Studio and Outdoor Recording,

Unit-4

- 4.1 Basic of Script Writing,
- 4.2 Types of Camera Shots and Angles,
- 4.3 Editing – Linear and Non linear,
- 4.4 Single and Multi Camera Production,

Suggested Readings:

1. Herbert Zettle, Handbook of Television Production.
2. Frederick Shook, Television Field Production and Reporting.
3. Rudy Bretz, Techniques of TV Production, Focal Press
4. Gerald Millerson, Techniques of Video Production.
5. Effective TV Productions by Gerald Millerson, Focal Press.
6. Gerald Millerson, Video Camera Techniques.
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.

Economic Journalism

BA/JMC/SM/2/MIC/102

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Objectives: Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit.

Unit-1

- 1.1 Economic Journalism-Definition, Concept and Scope, Importance of Business Journalism, Global Status,
- 1.2 State of Business Journalism in India,
- 1.3 General Overview of Business Journalism,
- 1.4 Latest Trends of Business Journalism in India

Unit-2

- 2.1 History of Economic Journalism in India,
- 2.2 Development Journey, Major Business Journals,
- 2.3 Interpretation, Investigation and In-Depth reporting of Business, Commerce and Economy Related News, News Analysis of Business/Commerce/Economic Issues
- 2.4 Reporting about Corporate Sector

Unit-3

- 3.1 Duties, Responsibilities and Qualities of Business Journalist
- 3.2 Tools for Business Journalists
- 3.3 Writing Skills for Business Journalists, Scope, Possibilities for Business Journalists
- 3.4 Challenges for Business Journalists

Unit-4

- 4.1 Business Journalism-on Radio, T.V., Social Media,
- 4.2 Business Journalism-Emerging Issues/Trends
- 4.3 Future Prominent Economic/Business Journalists
- 4.4 Current Issues in Indian Economy, Business, Industry Corporate Sector

Suggested Readings:

- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
- Kumar,KevalJ.,MassCommunicationinIndia.Jaico,Mumbai.
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Narayan SunetraSen, Globalization and Television, Oxford University Press Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.

Data Journalism

BA/JMC/SM/2/MDC/102

Course Credits: 3
External: 50
Internal: 25
Total Marks: 75
Time Allowed: 3 Hours

Objectives: Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Note for the Paper Setter: The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting one question from each unit.

Unit-1

- 1.1 Introduction to Data Journalism
- 1.2 Common Data Formats
- 1.3 Finding Data Online
- 1.4 Enriching Stories with Data

Unit-2

- 2.1 Organizing Data
- 2.2 Verifying Data
- 2.3 Data Gathering and Analysis
- 2.4 Data Visualization

Unit-3

- 3.1 Purpose of Data Visualization
- 3.2 Matching data and Graph Types
- 3.3 Design and Color Basics
- 3.4 Ethics of Data Visualization

Suggested Readings:

- Mehta D.S, **Handbook of Public Relations in India**, Allied Publishers
- Jethwaney Jaishri, **Public Relations**, Sterling Publishers
- Sachdeva Iqbal S., **Public Relations: Principles and Practices**, Oxford University Press
- Fraser Seitel P., **The Practice of Public Relations**
- Balan K.R, **Lectures on Applied Public Relations**, Educational Publishers
- Kaul J.M., **Public Relations in India**

Hindi -I
हिंदी भाषा परिचय सामान्य :
HINDI/AEC/101

Credit – 2

Duration: 2 Hours per week

परीक्षा समयघंटे 2 :

कुल अंक50 :

लिखित परीक्षा :35 अंक

आंतरिक मूल्यांकन: 15 अंक

Note for the Paper Setter: The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting one question from each unit.

पाठ्यक्रम के उद्देश्य:

हिंदी भाषा की विकास करवाना परिचय से यात्रा-

पाठ्यक्रम के अपेक्षित परिणाम

1. हिंदी भाषा के विकास व उसकी बोलियों का ज्ञान होगा
2. हिंदी भाषा के विविध रूप व प्रयोजनमूलकता से परिचित होंगे

खंड एक—

हिंदी भाषाविकास एवं उद्भव :

हिंदी की उपभाषाएं एवं बोलियों का वर्गीकरण

ब्रजप्रवृ एवं परिचय सामान्य का बोली खड़ी और अवधि ,तियाँ

खंड दो-

कंप्यूटर-परिभाषा, स्वरूप एवं महत्व

पारिभाषिक शब्दावली – बैंकिंग, वाणिज्य, मंत्रालय, उपक्रम, निगम, औद्योगिक क्षेत्र व मीडिया क्षेत्र

अनुवाद लेखन- अर्थ परिभाषा, स्वरूप, महत्व, प्रकिया प्रकार

टिप्पणी लेखन ,परिभाषा अर्थ -नियम, लेखन विधि, उदाहरण

संदर्भ सूची:

1. हिंदी भाषा का उद्भव एवं विकास तिवारी उदयनारायण ,
2. भाषा विज्ञान तिवारी भोलानाथ .डॉ ,
3. हिंदी भाषा का इतिहास वर्मा धीरेन्द्र लेखक ,
4. समसामयिक भाषा विज्ञाननारंग वैष्णवा लेखक ,
5. हिंदी1965 इलाहबाद ,महल किताब ,बाहरी हरदेव ,विकास और उद्भव :

PRINT MEDIA PRODUCTION

BA/JMC/SM/1/SEC/102

Course Credits: 3

Total Marks (Practical): 75

Objectives: Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Scheme of Examination: Students will need to prepare the following assignments during the semester and there will be required to submit at least 15 days before the commencement of semester examination. An External and an internal examiner will evaluate their work during comprehensive Viva.

Course Contents:

Sr. No.	Items	No.(s) of Item
1	News writing	5
2	Book Review	2
3	Letter to Editor	2
4	Photo Caption	2
5	Article	3
6	Feature	3
7	Press Release	3
8	Poster,	2
9	Caption writing for photographs	6
10	Newspaper Page make up	1
11	Pamphlets	2
	Total items	31

Environmental Studies –I

EVS/VAC/101

Course Credits: 2
External: 35
Internal: 15
Total Marks: 50
Time Allowed: 2 Hours

Objective: The objective of this paper is to create the awareness among the students towards Environmental concepts and issues for smooth life of species and human at earth.

UNIT I

Introduction to Environment: The multidisciplinary nature of environmental studies: Definition, scope and importance, need for public awareness. Environmental Ethics: anthropocentric and eco-centric perspective.

Natural resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: use and over-exploitation, Deforestation, Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, dams- conflicts over water and problems. Minerals resources: Use and exploitation, environmental effects of extracting and using minerals resources. Food resources: World food issues, changes caused by agriculture and overgrazing, effects of modern agriculture on agro ecosystem, agrochemical issues, water logging, salinity, Energy resources; Growing energy needs, renewable and non-renewable energy resources. Land resources: Land as resource: land degradation man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style. Sustainable development: concept, initiatives for sustainable development: regional, state and global, Sustainable Development Goals.

UNIT II

Ecosystem: Concept, Structure and Function. Producers, Consumers and Decomposers, Energy flow in the ecosystem, Concept and type of ecological succession, Food chains, food webs and Ecological pyramids, Introduction, types, characteristics features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, desert ecosystem, Aquatic ecosystem(Ponds, streams, lakes, rivers, oceans, estuaries).

Biodiversity and its conservation: Introduction-Definition: Genetic, species and Ecosystem diversity, Bio-geographical classification of India. Value of Biodiversity: consumptive use, productive use, social, ethical; aesthetic and optional. Biodiversity at local, National and Local levels. India as Mega-diverse a Nation. Hot spots of Biodiversity. Threats to biodiversity, Habitat loss, poaching of wildlife, man-wildlife conflicts. Endemic species, conservation of biodiversity: In situ and Ex-situ, conservation of biodiversity. Convention on biological diversity, Aichi targets.

Water pollution: Natural and anthropogenic sources of water pollution and their effects. Marine pollution, Thermal pollution, Eutrophication, Ground water pollution.

Air pollution: Sources, Classification and properties of air pollutants (Particulate matter, Inorganic gaseous pollutants, Organic gaseous pollutants), Smog, Acid rain, Ozone layer depletion, Green house effects, Global warming, Effects of air pollution on Human health

Soil pollution: Soil pollution from the use of agrochemicals (viz. Fertilizers and Pesticides), Heavy metals, Industrial effluents and Detrimental effects of soil pollutant, Remedial measures for soil pollution. Types and sources Solid waste, Electronic waste

Radioactive and Noise pollution: Definition Sources of radioactive pollution, Radioactivity, effects of radioactive pollution, Sound pressure level, Frequency, noise monitoring and sound level meter, Sources and effects of noise pollution, Effects of noise pollution on human health. Role of individual in prevention of pollution.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*