



ARKA JAIN
University
Jharkhand

Syllabus of
**BA (Hons) Journalism and Mass
Communication**
Semester-I-II-III-IV-V-VI
W.e.f Batch (2020 onwards)

Table of Content

Sl. No	Content	Page No
1	Syllabus – Semester I	3-16
2	Syllabus – Semester II	17-30
3	Syllabus – Semester III	31-46
4	Syllabus – Semester IV	46-62
5	Syllabus – Semester V	62-75
6	Syllabus – Semester VI	76-88



Syllabus of
BA (Hons) Journalism and Mass Communication

ARKA JAIN University, Jharkhand
 School of Humanities
 Department of Journalism & Mass Communication
 Faculty – BA (Hons.) JMC
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

Sl. No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA*	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	Total		22	22	400	260	80	40	20

SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA*	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	Total		22	22	400	270	80	30	20

SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA*	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	Total	26	26	26	500	340	100	35	25

SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CI A*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
4	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
4	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand
School of Humanities
Department of Journalism & Mass Communication
PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES
BA (Hons) JMC-Semester-I

Program Outcomes (POs):

- [PO.1]. Fundamental knowledge:** learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. Effective Communication:** Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.4]. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.
- [PO.5]. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.
- [PO.6]. Environment and Sustainability:** Understand the issues of environmental contexts and Sustainable development.
- [PO.7]. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1]** Understand the nature and basic concepts of mass communication, journalism, advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.

Subject: Introduction to Mass Communication

Code: JMC21001

6 Credits | Semester 1

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India and to develop a critical understanding of Mass Media, Understand the concept of Media and its implications.

B. Course Outcomes: At the end of the course, students will be able to

CO1: Learn about Mass Communication process

CO2: Understand types, functions, barriers of Communication.

CO3: Explain various models of Communication.

CO4: Understand various Theories of Communication

CO.5. Understand various Theories of Communication.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Mass Communication- An Overview of communication, History of Communication, Human Communication, Elements of Communication, Types of Communication, Functions of Communication, Effective Communication, Barriers of Communication. **Models Of Communication-** S-M-C-R Model, Lasswell's Model, Schramm's Model Braddock's Model, Westley and Maclean's Model, Osgood's Model, Shannon and Weaver's Model, Newcomb's Model, Gerbner Model, Spiral of Silence. **Theories Of Communication-** Magic Bullet theory, Two Step Flow Theory, multi-step flow theory, Circular Model, Gate keeping Theory, Normative theory. **An Overview Of Mass Communication-** Traditional Media, Print, Radio, Television, Film, Background, Roles and Importance, Advertising and Public Relations, New Media and other emerging media. **Modern Media Environment-** Mass Media and society - Theories of Public Sphere, Development of Mass Media to understand its shaping of society, Mass Communication in the age of globalization, Mass Media and Social Responsibility, Media as a Watchdog.

E. TEXT BOOKS

T1. Kumar, Keval J (2012). Mass Communication in India. Mumbai :Jaico Publishing House.

T2. McQuail, Dennis Mass Communication models, Sage Publications.

F. REFERENCE BOOKS

R1.Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai.

R2. Baran, Stanley J, Davis, Dennis K, Mass Communication theory, Cengage Publication.

R3. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.

R4. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.

R5. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Learn about Mass Communication process	3	3	3	3	3			3	3	2	1				
2	Understand types, functions, barriers of Communication.	3	2	2	3					2	3	3	2	1	3	1
3	Explain various models of Communication.	3	2	2	3								3	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: News Reporting and Writing

Code: JMC21033

Credit - 6 | Semester 1

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to instill an understanding of the basics of news writing techniques and news beats. Understanding basics of News principles: Accuracy, Objectivity, Clarity and speed, the need to verify news. On the spot coverage, checking with the sources, double Checking for controversial stories. This subject will help students to learn and develop editing skills for print media.

B. Course Outcomes: At the end of the course, students will be able to

CO1: Gather information and write News.

CO2: Develop their understanding on news values and concept.

CO3: Develop their understanding on headline, lead Writing and news formation structure.

CO4: Develop copy editing skills through various tools, symbols etc.

CO5: Edit and crop photograph and develop captioning skills.

CO6: Develop an overall understanding on design Layout and Typography of a Newspaper, Magazines and Journals.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to news- Concept and Definitions of News, News Values, Nose for News, Dynamics of News Values. **News- structure and content-** News Structure: Inverted Pyramid and Chronological, Introduction to news beats and Journalism, News vs Views, News Analysis, Backgrounders, Research for news, primary and secondary research. **News writing skills & techniques-** Differences with other Forms of Writing, Story building Techniques, writing news for news agencies and newspapers, writing headlines; Headline types; Functions and importance of headlines, Leads, Challenges and Techniques of Headline Writing, Introduction to News Features, Articles writing, Editorial writing, Writing interviews for News, Quotation. **Editing skills for print media-** What is Editing, Definition, Editing Principles and its Need, Newsroom, Desk Management, How to edit a Copy, Headlines, Leads, Duties of a Copy Editor, Qualities, Tools, Language, Editing Marks and Symbol,

Style Sheet. **Photo editing- layout and typography-** What is Photo Editing, Professionalism, Qualities of a good Photoeditor, Making a Story, Creative Cropping of Pictures, Choosing a Picture, Captions, Newspapers Today-Design and Contents, Sizes and Formats, Editorial Page, Advertisement, Cover page, Emphasis and Highlights. Computer Application in Photo Editing.

E. TEXT BOOKS

- T1. Srivastava, K.M., News Reporting and Editing, Sterling Publishers private limited.
- T2. Sharma, Diwakar, Reporting and Writing, Deep and Deep Publications

F. REFERENCE BOOKS

- R1. Rich, Carole, New Writing and Reporting, Cengage Learning
- R2. Rogers, Geoffrey, Editing for print, MacDonald Book
- R3. Bowles, Dorothy A. and Borden, Diane, Creative Editing for Print Media, Wadsworth Publishing Co Inc
- R4. Hough, George A., News Writing, Kanishka Publishers, New Delhi
- R5. Itule, Bruce D. and Anderson, Douglas A., 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Gather information and write News.	3	3	3	3	1	1		2	3						
2	Develop their understanding on news values and concept.	3	3							3	1		2			
3	Develop their understanding on headline, lead Writing and news formation structure.	3		3	2					3				1		
4	Develop copy editing skills through various tools, symbols etc.	3		2						3		3		1		
5	Edit and crop photograph and develop captioning skills.	3		2					3	3		3				
6	Develop an overall understanding on design Layout and Typography of a Newspaper, Magazines and Journals.	3		3				1		2	1				2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Visual Communication

Code: JMC21035

6 Credits | Semester 1

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to inculcate an understanding of visual communication techniques among the students. It will give an in-depth knowledge of visual communication how to make a visual design typography, Symbols, Lines and Shapes, Colors, types & Concept. It will help students to develop their ideas and creativity in realistic manner to render the Visual AD Design using different tools and software.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Develop the skills and knowledge to excel in their professional career in Visual Communication and related disciplines

CO.2. Understand sign Languages, Symbolism and silent form of communication.

CO.3. Learn different software to develop visual design.

CO.4. Learn to communicate through theatre and performing art.

CO.5. Understand the utility of contents and color combination for different communication.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction To Visual Communication Definition& concept Visual Communication, Characteristics of Visual Communication; Types of Visual Communication, Advantages & disadvantages of Visual Communication; Visual Communication techniques, eye contact, Sign Language, hand gesture & body language. Perception- Definition, concept & types; Illusions- Definition, basics and types; Gestalt theory- definition & concept; Gestalt principles and types.**2D Graphic Designing Vs Drawing** – Definition; History of Design; Graphic Design, nature and characteristics of Graphic Design; Graphic Design process, gathering information, creating outline, creativity, multiple version, final production; Fundamentals of Graphic Design, Elements of Design - Dot, Line, Shape, Form, Space, Texture, Pattern, Colour Principles of Design, Balance, Movement, Repetition & Rhythm, Emphasis, Simplicity, Contrast, Proportion, Unity.**COLOR, DESIGN & LAYOUT PROCESS** - Colour- definition & nature of colour; Characteristics of colour; Types of

colour&colour description; Colour Theory- Additive and Subtractive theory; ColourWheel; Psychology of colour, Layout- definition and concept; Layout Process- rough sketch, thumbnail, final and comprehensive; Importance of layout in various medium- Newspaper, Magazine, Advertising, Web Page Perspective- definition and concept; Types of Perspective- Linear and Non-linear perspective; Proportion- Golden mean (phi) and Rule of Thirds; Structure; White Space.**Theatre / Performing Arts** - Theatre and forms of theatre, Makeup, Costumes, Lighting, Settings; Stage (drawings, Elevation, Teaser, Sightlines and Backstage. Definitions of Acting; Tools of an Actor; Role of observation- Imagination & Concentration; Body exercise; Role Analysis- Improvisation; Selection of a Play, Rehearsal & final performance.

E. TEXT BOOKS

- T1. Lester. E (1998). Visual Communications: Images with messages, Third Edition, Thomson Learning, London
- T2. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
- T3. Connie Malamed (2011). Visual Language for Designers, First Edition, Rockport Publishers, USA

F. REFERENCE BOOKS

- R1. Colin Ware (2008). Visual Thinking for Design, Second Edition, Morgan Kaufmann Publishers, USA
- R2. Gavin Ambrose (2008). Basics Design: Grids, First Edition, AVA Publishing, Switzerland
- R3. Christian Leborg (2004). Visual Grammar, Second Edition, Princeton Architectural Press, New York.
- R4. SivathambiKarthikesu (2010). The Dramatic Art in Greece and Tamil Nadu, New Century Book House, Chennai
- R5. Michael Rizzo (2013). The Art Direction Handbook for Film, Focal Press, Second Edition, UK

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Examine skills and knowledge to excel their professional career in visual communication.	3	3	3					2			3			2	
2	Understand and describe Sign Languages, Symbolism and silent form of communication.	3		2	2			2		2			2			
3	Explain the need and significance of visual communication and its usage in media platforms.	3			2				1						1	
4	Develop designing skills and performing art through software to enhance their soft skills.	3	2	3	2							2				

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Hindi

Code: HIN21001

4 Credits | Semester I

Total Credit Hours-60

Total Tutorial Hours-12

A. Introduction: This course is designed to inculcate an understanding of Hindi language among Students and strengthen oral communication skills in Hindi. Students would be able to develop the knowledge of writing in Hindi and also to improve vocabulary in Hindi. Students would be to enrich the knowledge of Hindi grammar to speak/write correctly.

B. Course Outcomes: At the end of the course, students will be able

CO.1. Develop the knowledge of writing in Hindi/ Regional Language.

CO.2. Improve vocabulary in Hindi/ Regional Language.

CO.3. Enrich the knowledge of synonyms, antonyms, idioms and phrases

CO.4. Inculcate the knowledge of grammar in Hindi/ Regional language.

CO.5. Utilize their skills for storytelling in Hindi language

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Hkk"kk dh ladYiuk,Hkk"kkbZHksn&ekSf[kdHkk"kkbZHksn&fyf[kr,Hkk"kkdkekudhdj.k&fLFkfr ,o
apqukSfr;kj,Hkk"kkFkklektdkikjLifjdVurlZcU/kA
iz;kstuewydfgUnhdkvfHkizk;,vko';drk,tulapjek;/e vkSjfgUnhHkk"kk, {ks=h; izHkko {ks=h;
Hkk'kkbZiz;ksx
fgUnhO;kdj.k 'kCn:lvkSjokD; jpuk, v{kjo.kZLojO;atu,mPpkj.kvo;o,i;kZ;] foykse] lekukFkhZ] vusdkFkhZ
'kCn,fgUnh dh iz;ksxkRed =qfV;k
fgUnhlfgr; dklaf{klrbfrgkl,fgUnhlfgr; dh vk/kfudqizo`fRr;ka,fgUnh dh
lkfgfR;dfo/kkvksadkifjp;,fgUnhxn;,fgUnh in;
Eqfnzrek;/evkSjfgUnh,jfM;ks dh Hkk'kk,Vsyhfofu dh Hkk'kk,foKkiu dh Hkk'kk,lks'kyehfM;k dh Hkk'kk

E. TEXT BOOKS

- 1 HkkfV;k] Mkw- dSyk'kpUn] vuqokndyk % fl)karvkSjiz;ksx] r{kf'kykizdk'ku] u;hfnYyhA
- 2 'kekZ] j?kquUnuizlkn] iz;kstuewydfgUnh % fl)karvkSjO;ogkj] fo'ofO | ky; izdk'ku] okjk.klhA
- 3 v;~;j] fo'oukFk] vuqokndyk] izHkkrizdk'ku] fnYyh
- 4 frokjh] HkksykukFk] fgUnhHkk"kk dh lkekftdHkwfedk] nf{k.kHkkjrfgUnhizpkjlfefr] enzkl
- 5 >kYVs] Mkw- naxy] iz;kstuewydfgUnh % fl)karvkSjiz;ksx] ok.kh izdk'ku] u;hfnYyh
- 6 xksnjs] Mkw- fouksn] iz;kstuewydfgUnh] ok.kh izdk'ku] u;hfnYyh

F. REFERENCE BOOKS

- 1.dqekj pan] tulapkjek;/eksaesaafgUnh] DykfldyifCyf'kaxdEiuh] fnYyh
- 2 jk.kk] egsUnz flag] iz;kstuewydfgUnh ds vk/kqfudvk;ke] g"kkZizdk'ku] vxjka
- 3 xksnjs] Mkw- fouksn] iz;kstuewydfgUnh] ok.kh izdk'ku] u;hfnYyh

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	To strengthen oral communication skills in Hindi language.	3		3	2				2							
2	To develop the writing skills in Hindi language.	3		3	2				3							
3	To improve vocabulary in Hindi language.	3		3	3				1							
4	To enrich the knowledge of synonyms, antonyms, idioms and phrases.	3		3	2											
5	To inculcate the knowledge of grammar in Hindi language.	3		2	2				2							
6	To strengthen oral communication skills in Hindi language.	3		2	1				2							

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



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Syllabus of
BA (Hons) Journalism and Mass Communication

ARKA JAIN University, Jharkhand
School of Humanities
Department of Journalism & Mass Communication
Faculty – BA (Hons.) JMC
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	Total		22	22	400	260	80	40	20

SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	Total		22	22	400	270	80	30	20

SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	Total	26	26	26	500	340	100	35	25

SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
4	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
4	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Humanities

Department of Journalism & Mass Communication

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BA (Hons) JMC-Semester-II

Program Outcomes (POs):

- [PO.1]. Fundamental knowledge:** learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. Effective Communication:** Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.4]. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.
- [PO.5]. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.
- [PO.6]. Environment and Sustainability:** Understand the issues of environmental contexts and Sustainable development.
- [PO.7]. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1]** Understand the nature and basic concepts of mass communication, journalism, advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.

Subject: History of Mass Media

Code: JMC22026

6 Credits | Semester II

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This subject will enable student to have an understanding of the origin and growth of different mass media. They will be able to develop their knowledge on the historical aspect of various media. They will be able to develop their knowledge on development in various Mass media during pre-independence and post-independence.

B. Course Outcomes: At the end of the course, students will be able to

CO1: Understand the historical background of different media.

CO2: Know about the origin and growth of broadcast media.

CO3: Understand the growth of internet and social media.

CO4: Know about the origin and growth of cinema

CO5: Know about origin and growth of Cinema and Documentary Films

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

History and growth of print media -Early efforts to publish newspapers in India, Origin and growth of the Indian language press, Indian press and freedom movement & Mahatma Gandhi and his journalism, Growth of press in India after independence-dominant trends. **History& growth of radio and its broadcasting-** Origin and growth of Radio broadcasting in pre-independence India, Development of Radio Broadcasting after independence, Growth of broadcasting in the liberalized era. **History and growth of television-** Origin and growth of television in India – SITE (experiment), Recommendations of the Joshi working group, Expansion of Terrestrial Networks, Growth of Cable & Satellite Television and DTH services, Broadcast autonomy and Prashar Bharati, Expansion of Terrestrial Networks. **History and growth of cinema-** Origin and Growth of cinema in pre-independent India-silent Era and Talky Films, Growth of Indian cinema after independence-dominant trends, The Growth of Indian Documentary and Parallel cinema. **Growth of internet, social media**

and interactive digital media- Growth of Internet and characteristics, Social media and cyber world, Growth of Interactive digital media and its usage.

E. TEXT BOOKS

- T1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
T2. Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
T3. ManuelCastell, The internet Galaxy, Oxford university press

F. REFERENCE BOOKS

- R1. Aggarwal, VirBala, 'Essentials of Practical Journalism', concept publishing Company, New Delhi
R2. Aggarwal, VirBala and Gupta, V.S., Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
R3. Dutta, K. B., Mass Media in India, Akansha Publishing
R4. Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
R5. Barnouw, Erik and Krishnaswamy, S.: Indian Films, Oxford, New Delhi
R6. Garga, B.D., So Many Cinemas-The Motion Picture in India, Eminence Design Pvt. Ltd, Bombay

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Understand the historical background of different media.	3	1		2					3	2				3	3
2	Know about the origin and growth of broadcast media.	3	2	2		1					1			1		
3	Understand the growth of internet and social media	3	1	1							1					

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Introduction to Photography

Code: JMC22027

6 Credits |Semester II

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to develop an adequate understanding of the concept of photography. Here we will discuss various types of camera, shots, angles and grammar of photography. We will also discuss the different concepts of composition in photography with all its characteristics and aspects.

B. Course Outcomes: At the end of the course,

CO.1. Understand the concept of photography.

CO.2. Understand the concept and importance of photo journalism.

CO.3. Identify the types of camera and its composition

CO.4. Write and edit captions for photographs.

CO.5. Identify the shots and camera movement and apply as when required.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Photography - Concept of photography, beginning of photography, Photography - Basic Idea, Still photography, **Equipment Technical Concept of Photography** Different types of photography, Types of Camera, Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage, Parts of a still camera, Composition, Exposure, ISO, shutter speed, Aperture and f-stop, Film speed, Depth of field, Camera body: Lens, Film Compartment, Viewfinder, Shutter, Shutter Release, Shutter Speed Control, Film Speed Control, F-Stop Control, Flash, Hot Shoe Mount, Lens Ring Mount, **Shots And Camera Movements**, Types of camera shot, Camera movement. **Digital Editing And Captioning**, What is photo editing, Editing techniques for photograph, Writing for Photograph, Understanding DPI and resolution, Picture orientation, Cropping, Altering brightness and contrast, Hue and saturation, Red eye, Cloning, Captioning for photograph, **Photo Journalism**, The basics of photojournalism, How to capture the perfect photograph, Why context is so important.

E. TEXT BOOKS

- T1. Carroll Henry, A super-fun, gentle introduction to photography, Laurence King Publishing
T2. Gatum Chris, The Beginner's Photography Guide DK Publishing.
T3. Wilfried Linder, Digital Photogrammetry, Springer-Verlag Berlin Heidelberg.

F. REFERENCE BOOKS

- R1. David D. Perlmutter , Photojournalism and foreign policy , Praeger
R2. Michael Stern, Build a Better Photograph, Rocky Nook
R3. Long Ben, Complete Digital Photography, 9th edition, CDP Press
R4. Miotke Jim, The friendliest beginners' guide to photography, Amphoto
R5. Northrup Tony, How to Create Stunning Digital Photography, Mason Press
R6. Peterson Bryan, Understanding Exposure, Amphoto Books

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Students will understand the concept of photography.	3	3	3	3	2			3	3		2	1			3
2	Students will understand the concept and importance of photojournalism.	3	3	3	3				3	3		3	2			2
3	Students will be able to identify the types of camera and its composition.	3	3	3						3		2	2			
4	Write and edit captions for photographs.	3	3	3					3	3		2	3			2
5	Students will be able to identify the shots and camera movement and apply as when required.	3	3	3						3		1				

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Traditional Folk Media

Code: JMC22028

6 Credits | Semester II

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course has been designed to inculcate an understanding of Indian traditional folk media and its different forms, scope, nature, significance and characteristics among students. It will enable them to use traditional folk media as a means of communication and to know its relevance to rural India. This course will instill students to understand participatory communication approach for development.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Develop the understanding of various traditional folk media types, scope, usage and applications.

CO.2. Develop an understanding of how communication takes place through various traditional folk media forms

CO.3. Explain cultural communication and its importance to rural India.

CO.4. Use traditional folk media for development communication.

CO.5. Define indigenous participatory communication approach.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction To Traditional Folk Media- Traditional folk media – An introduction, Concept, Definition and nature of traditional folk media, Communication through traditional folk media, Traditional media as part of socio-cultural and ritual communication. **Features And Relevance Of Traditional Folk Media-** Traditional media as a mass medium, Features and characteristics of traditional media, Advantages and disadvantages of traditional folk media, Storytelling as the core of traditional media, Traditional folk forms in rural India – Folk Theatre, Folksongs, Narrative forms, Religious discourse, puppet show, Impact on rural development, uses in different fields. **Traditional Media In India-** History and growth of traditional media in India- a brief overview of some of the traditional folk media forms of India, Applications of traditional media for development purposes Features of folk tradition- role of traditional media, Media for communicating social ethos-Traditional media and social ethos, modern mass media and social ethos, Folk media as a platform for promoting Indian

culture. **Technological Implications On Traditional Folk Media**-Impact of electronic media on traditional media, Mass communication media vis-à-vis folk culture, Success stories of the use of traditional media as a catalyst of social change and development Digital media and traditional folk media. **Traditional Media For Development Communication**- Development communication and traditional media, Traditional media as development media, How to use traditional folk media for development communication.

E. TEXT BOOKS

T1. Malik, Madhu; Traditional forms of communication and the mass media in India, The University of Michigan, 2008

F. REFERENCE BOOKS

R1. Kumar, Keval J (2012). Mass Communication in India. Mumbai: Jaico Publishing House

R2. Kumar, Shailendra. *Role of Folk Media in Nation Building*. Voice of Research, Vol 1, Issue. June 2012

R3. Mukhopadhyay, Durgadas (1994). Folk Arts & Social Communication. Publications Division, Government of India

R4. Chatterji, Roma Speaking with Pictures: Folk Art and the Narrative Tradition in India (Critical Asian Studies); Routledge India, 2012

R5. Parmar, Shyam; Traditional Folk Media in India; Routledge India, 1994

R6. Vijaya, N. (1988) *The Role of Traditional Folk Media in Rural Areas: A Sociological Analysis*.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Have an understanding of various traditional folk media types, scope, usage and applications.	3	2	2	3	3		1	3	2	1				3	
2	Develop an understanding of how communication takes place through various traditional folk media forms.	3		2	3			3		2	2				3	1
3	Explain cultural communication and its importance to rural India.	3	1	3	3			1		1	2				3	
4	Use traditional folk media for development communication.	3	2	3	3	1		3		2	2				3	
5	Define indigenous participatory communication approach.	2		2	3			2							3	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Environmental Studies

Code: MGT21010

4 Credits | Semester II

Total Credit Hours-60 Total Tutorial Hours-12

A. Introduction: This course will acquaint the student with basic concepts of environment and its components. It includes the anthropogenic activities and its harmful effects on environment. It also throws light on the harmful effects of solid waste and to learn new ways of disposing it off. Students be able to understand current hot topics in news related to environment such as red data book, hotspots. Students will have knowledge about the biodiversity and the threats to the species. They will understand the causes and impact of global warming and acid rain.

B. Course Outcomes: At the end of the course, students will be able to

[CO.1]. Develop concept clarification about the components of environment and their inter relatedness

[CO.2]. Understand of all the resources available and their origin and the ways to conserve them for sustainable future.

[CO.3]. Evaluate the environment and various species present and their importance and ways to conserve biodiversity.

[CO.4]. Construct and evaluate ways of managing solid waste and safe disposal techniques.

[CO.5]. Understand various measures undertaken by Government and laws related to protection of environment.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: ECOSYSTEM AND HOW THEY WORK: Structure and function of an ecosystem, Types of ecosystem, Producers, Consumers and decomposers, Food chains, Food webs, ecological pyramids, energy flow in the ecosystem. Introduction, types, characteristic feature, structure and function of forest ecosystem, desert ecosystem, aquatic ecosystem, Lithosphere, Biosphere, and Hydrosphere, Major issues of Biodiversity, Biosphere reserves, National parks and sanctuaries. **CONCEPT OF SUSTAINABILITY AND INTERNATIONAL EFFORTS FOR ENVIRONMENTAL PROTECTION:** Concept of sustainable development, Emergence of environmental Issues, International Agreement on Environmental management, Problem of population growth, Population explosion, Family welfare Program. **RENEWABLE AND NON-**

RENEWABLE RESOURCES: Defining resources, classification of resources, Soil and land degradation, Economic development and resources use, Natural resources accounting, **POLLUTION AND PUBLIC POLICY (AIR, WATER, SOLID & WASTE):** Water Pollution; Water resources of India, Hydrological Cycle, Methods of Water conservation and management. Ground and surface water pollution, Recycling and management of water and waste water {domestic and industrial}. Water borne diseases and health related issues, Air pollution and air pollutants, sources of air pollution, its effect on human health and vegetation. Greenhouse effect, global warming and climate change., Ambient air quality standards, steps taken by government to control air pollution, Its impact on human health, Municipal solid waste management, segregation, disposal methods, composting, land fill sites etc, Hazardous waste management, biomedical waste management, **MANAGING, GROWING AND ENDING THE VENTURE:** Legal framework; Constitutional provisions, The Indian Penal Code, Role of Judiciary in Environmental protection, Wild life {protection} Act, 1972, Water [prevention and control of pollution] Act, 1974, Environment [protection] Act, 1986, Air [prevention and control of pollution] Act, 1981, Forest Conservation Act.

E. TEXT BOOKS:

T1. Singh, Y.K, *Environmental Science*, New Age International Publishers

F. REFERENCE BOOKS:

R1: Uberoi, N.K, *Environmental Management*, Excel books

R2: Bharucha, Erach, *Environmental Studies for Undergraduate Courses*, UGC

R3: Kumar, Arvind, *Environmental Science*, APH Publishing

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Develop concept clarification about the components of environment and their inter relatedness	2	3		3	2									2	
2	Understand of all the resources available and their origin and the ways to conserve them for sustainable future.	2	3		3										2	
3	Evaluate the environment and various species present and their importance and ways to conserve biodiversity.	2	2		3										2	
4	Construct and evaluate ways of managing solid waste and safe disposal techniques.	2	3		3										2	
5	Understand various measures undertaken by Government and laws related to protection of environment	3	1	2	2		3									

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Syllabus of
BA (Hons) Journalism and Mass Communication

ARKA JAIN University, Jharkhand
 School of Humanities
 Department of Journalism & Mass Communication
 Faculty – BA(Hons.) JMC
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	Total		22	22	400	260	80	40	20

SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	Total		22	22	400	270	80	30	20

SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	Total	26	26	26	500	340	100	35	25

SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
4	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
4	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand
School of Humanities
Department of Journalism & Mass Communication
PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES
BA (Hons) JMC-Semester-III

Program Outcomes (POs):

- [PO.1]. Fundamental knowledge:** learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. Effective Communication:** Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.4]. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.
- [PO.5]. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.
- [PO.6]. Environment and Sustainability:** Understand the issues of environmental contexts and Sustainable development.
- [PO.7]. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1]** Understand the nature and basic concepts of mass communication, journalism, advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.

Subject: Introduction to Cinema

Code: JMC23029

6 Credits | Semester III

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to develop an understanding of different elements involved in film, different approach of films, societal representation, plots, diegetic, non-diegetic elements, transitions camera movement and different genres of films.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Develop their understanding on how cinema functions as a tool of mass communication.

CO.2. Learn about the process of film making and its theories

CO.3. Learn & practice the technical aspect of film production

CO.4. Understand film as an art form.

CO.5. Understand film appreciation

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Films - Introduction to studying films and the elements involved, Film history, Film as a communication tool, German expressionism, Italian neorealism, soviet montage, classical Hollywood, Films as pop culture/ social institution experience, entertainment and commodity. **Introduction to Indian cinema**- Indian Cinema, Origin of Indian Cinema, Pioneers of Indian Cinema: Dada Saheb Phalke, Satyajit Ray & Ritwik Ghatak, Bollywood and Regional Cinemas. **Elements of Films** -Narrative elements of film, Story, plot, diegetic, and non-diegetic elements, Narrative structure: Setting characters, conflict and resolution, Fictional & Non Fictional Narratives, Other elements of film, Language, sound, silence, Music, Dialogue, Film Theories. **Genres of films** - Acquaint the students with Films Genres, Defining & Analyzing a genre, Film & ideology, Documentary film: an Introduction. **Process of film making**- Acquaint the students with Pre-production (Concept, Theme, Idea), Production & Post- Production, The Film Making Team and Their roles.

E. TEXT BOOKS

- T1. Sikov, Ed., Film Studies an introduction, 2007. Columbia University press
T2. Rajadhyaksha, Ashish, Willemen, Paul, Encyclopedia of Indian Cinema, 2000 London: British Film Institute.

F. REFERENCE BOOKS

- R1. Bobker, Lee R, Elements of film, Harcourt Brace Jovanovich.
R2. Rabiger Michael, Hurbis-Cherrier Mick, Directing: Film Techniques and Aesthetics, Taylor & Francis.
R3. Erik Barnouw, Krishnaswamy S, Indian Film, 1980, New Delhi, Oxford Publications.
R4. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
R5. Vasudev, Aruna, Liberty and License in the Indian Cinema, Vikas Publication
R6. Vasudev, Aruna, The New Indian Cinema, New Delhi, 1996, Macmillan Publication.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Develop their understanding on how cinema functions as a tool of mass communication.	3	2	3	3	2			2	3	3	3				3
2	Learn about the process of film making and its theories	3	2	3	3			2	2	3	3	3	2			2
3	Learn & practice the technical aspect of film production	3	2	3	3	2		3	3	1	3	3				2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Introduction to New Media

Code: JMC23030

6 Credits | Semester III

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to enable the students to develop their understanding in new media technology and its usages. It will lead the students to have a better understanding of internet, cyber world and diverse platforms of new media. Will discuss the advent of computers and Internet and how the evolution of these two has revolutionized the human world by affecting our life in every way.

B. Course Outcomes: At the end of the course, students will be able to

CO1: Understand the new media technology.

CO2: Understand the new media applications and its usage.

CO3: Developing idea on online journalism and social media

CO4: Know about Internet and Cyber World

CO5: Create Blogs and Vlogs

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to New Media - An overview and elements of New Media, New Media: Definition, Scope and Characteristics and its types, Brief history of new media-key technology milestones, Media convergence, Mobile communication, **Internet And Cyber World**, The Internet-meaning, history, fundamentals-structure, Applications and its uses, World Wide Web-architecture, Search Engine - functions and uses, **Online Journalism**, Concept and features of Online journalism ,E-mail, Video/Web Conferencing, Article Journalism, **Social Media Growth And Impact**, Social media – concept, definition and scope, Citizen Journalism , Impact of Social media on society, Social Media and Social Networking-Virtual communities, **Social Media And Journalism**, Blogging, Blogging vs journalism, New media and ethical issues.

E. TEXT BOOKS

- T1. Robert K Logan , Understanding New Media , Peter Lang.
T2. Michael Mirabito, The New Communications Technologies, Focal Press.

F. REFERENCE BOOKS

- R1. Flew Terry, New Media an Introduction, Oxford Publishers
R2. Tanenbaum, A.S.Computer Networks 3rd Edition, New Delhi: Prentice Hall International.
R3. Hinton Sam and Hjorth Larissa: Understanding Social Media, 2013,Sage Publications India,
R4. Lievrouw, Leah A and Livingstone Sonia The Handbook of New Media, (2006). London: Sage Publications Ltd.
R5. Friend Ceilia and Jane B. SingerOnline Journalism Ethics: Traditions and Transitions,(2007). New Delhi: PHI Learning Pvt Ltd.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Understand the new media technology.	3	2	3	3	1			3	3	2	1	3	1		
2	Understand the new media applications and its usage.	3	2	3	3	1			3	3	2	1	1	1		
3	Developing idea on online journalism and social media	3	3	3	3	2			3	3	2	1	3	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Media Management

Code: JMC23031

6 Credits | Semester III

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course has been designed to introduce students to the skills of media management. They will learn about the organizational structure of various media and how to manage different media and its content for effective communication. Students will be taught to have an understanding of global media communication and the impact of international media organizations. This subject will also enable students to develop a global media perspective to contemporary issues.

B. Course Outcomes: At the end of the course, students will be able to

- CO.1. Describe the principles, need and functions of media management and managerial skills.
- CO.2. Understand the structure of different media organizations and the economics of media organization.
- CO.3. Develop their understanding on global media and its functioning.
- CO.4. Understand the roles of global media in shaping opinions.
- CO.5. Understand the content management skills for different media

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Media Management-Definition, Nature, significance of Management, Definition, Need, Importance & Concept of Media Management, Need and principles of Media Management, Functions of media Management, Media as an industry & profession. **Print Media Organization Management**- Print Media Organizational set up, Ownership pattern of print media (Newspaper) in India, Editorial Functions, Circulation, Printing departments of a Newspaper and Advertising, Newspaper economics: Circulation & Advertising as source of revenue. House journals, Its function and types. **Media Organizational pattern of the Government**-Government Media organization: Publication, Photo, PIB and Film Division etc, Doordarshan and All India Radio, News Agency, Its Role and functions. **Global Media**- Introduction to major

newspapers: The Sun (US), Daily Mirror (UK), Washington Post(US), New York Times(US), The Wall Street Journal(US), The Guardian(UK), Major Television Channels: BBC, FOX News, CNN, NBC, CBC, ABS , PBS, Major Radio Channels: Spectrum Radio, Soma FM, Global, Radio, BBC,Radio, Jango, Star 94 Atlanta, iHeart, Radio, Voice of America.**Global News Agencies and Communication-** International News Agencies: UPI, AP, Reuters, AFP, Indian News Agencies: PTI, UNI, ANI, Hindustan Samachar, Non-Aligned News Agencies Pool, MacBride Commission, Its Importance and Relevance, The New World Information and Communication Order (NWICO).

E. TEXT BOOKS

T1. Sahay, Mukul, A Textbook of Media Management, Wisdom Press

T2.Lule , Jack, Globalization and Media: Global Village of Babel, Rowman& Littlefield Publishers

F. REFERENCE BOOKS

R1. SakthivelMurugan, Management Principles &Practices,New Age International publishers,New Delhi

R2. Redmond, J, Trager, Media Organisation Management, Biztantra, New Delhi

R3. Albarran, Alan B, Media Economics, Surjeet Publication, New Delhi

R4.Boyd-Barrett, Oliver &Terhi ,Rantanen, The Globalization of News, SAGE Publication.

R5. Soni, Sudhir, Media Prabandhan, University Publication

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Describe the principles, need and functions of media management and managerial skills.	3	1	1		2			3	3		2				3
2	Understand the structure and functions of different media organizations and the economics of media organization.	3	3	1		2			3	3		2				3
3	Develop their understanding on global media and its functioning.	3	2	1		2			3	3		2				3
4	Develop their understanding on the functioning and roles of global media	3	3	1		2			3	3		2				3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Business Communication

Code: MGT23001

4 Credits | Semester III

Total Credit Hours-60 Total Tutorial Hours-12

A. INTRODUCTION: This course aims to acquaint the students with fundamentals of communication and help them to transform their communication abilities. It will help them to understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation. Students will be introduced to effective Organizational Communication. They will gain an insight towards the correct practices of the strategies of Effective Business writing. They will further understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, self-expressive, in written, visual, and oral communication. This paper also aims to develop the ability to research and write a documented paper and/or to give an oral presentation.

B. COURSE OUTCOMES: By the end of this course, students will be able to:

CO1: Build the students' confidence and to enhance competitiveness by projecting a strong personality.

CO2: Improve their listening & speaking abilities.

CO3: Work on their ability to write error free while improvising vocabulary & grammar.

CO4: Deliver an effective oral business presentation.

CO5: Demonstrate his verbal and non-verbal communication ability through presentations.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Basics of communication- Meaning, elements, Barriers in comm. & overcoming barriers, Comm..process/cycle, Types of comm.- Formal & Informal., Advantages & disadvantages of formal comm, Advantages & disadvantages of informal comm, Developing Listening skills., How to become a good speaker., Report writing – examples, Letter writing – basics, Letter writing – layout, Letter writing – examples, Basic communication skills, Developing listening skills, Developing speaking skills, Developing right body language, Developing basics of reading, Developing vocabulary, Resume – do's & don'ts, Resume – layout, Resume – practice, Basics of Precis writing, Précis writing – format & practice, Interview – dos & don'ts, Formal Telephonic conversation, Basics of giving a PPT, Principles of oral communication, Creative writing – meaning & format,

Creative writing – story, Creative writing – skit or poem, Group Discussion – meaning & cracking tips, GD-dos & don'ts, Helpful expression in communication, Common signs & symbols, Doubt solving session

E. TEXT BOOK

- N. Gupta, K.Jain, Business Communication, SahityaBhawan Publication
- KumkumBharadwaj, *Fundamentals of Business Communication*, Dreamtech Press
- P.K.Pani, Business Communication
- SC Gupta, The best approach to Creative Writing., Arihant Publications
- Collins.S, *Collins Letter Writing: Communicate Effectively by Letter or Email*, Harper Collins

F. REFERENCES

- Konar N, *Communication Skills for Professionals*, Prentice Hall India Learning Pvt Ltd

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Build the students' confidence and to enhance competitiveness by projecting a strong personality.	3	2	3	3				2	3						2
2	Improve their listening & speaking abilities.	3	2	3	1				2	3						2
3	Work on their ability to write error free while improvising vocabulary & grammar.	3	2	3					2	1						2
4	Deliver an effective oral business presentation.	3	2	3	3				1	2						1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Social Entrepreneurship

Code: MGT23036

4 Credits | Semester III

Total Credit Hours-60 Total Tutorial Hours-12

A. INTRODUCTION: This course aims to make the students learn and understand the essence of social entrepreneurship. This course will help them appreciate the role of social entrepreneurship in building a sustainable society. This course also aims in making the students equipped with knowledge, skills, attitude and approach to make them the social entrepreneurs for tomorrow. They will understand the sustainability of businesses in social sector thereby making a differential, positive and continuing impact on the society.

B. COURSE OUTCOMES: By the end of this course, students will be:

CO1: Able to acquire the right attitudes towards social entrepreneurship.

CO2: Able to Improve their entrepreneurial skills.

CO3: Sensitized towards the need and importance of social entrepreneurship and its sustainability

CO4: Able to develop the holistic vision towards contribution to the society by building a sustainable business in the social sector.

CO5: They will understand and mitigate the essence of social entrepreneurship as a moral obligation.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Socio-economic context of Social Entrepreneurship, Defining Social Entrepreneurship, Social Development and Introduction to Social Entrepreneurship, History of Social Entrepreneurship, Understanding the Social Entrepreneurship Terrain: Sector Studies, learning from Real Life Social Enterprises (Case Studies), Measuring Social Impact, Governance of Social Enterprises, Profile of a Social Entrepreneur, Concept of Social Capital, Barriers to Creation of Social Capital, Application of Social Capital, Negative Effects of Social Capital, Impact of Social Networking Sites on Social Capital, Understanding Social Business, Principles of Social Business, Social Innovation, Role of Technology in Social Entrepreneurship.

E. TEXT BOOK

T1 :Dr. S. S. Khanka, Entrepreneurship Development, S. Chand Publication.

T2: MadhukarShukla, Social Entrepreneurship in India, Sage Publications.

F. REFERENCES

R1:Teresa Chahine, Introduction to Social Entrepreneurship, CRC Press.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Able to acquire the right attitudes towards social entrepreneurship.	3	2			3			3							2
2	Able to Improve their entrepreneurial skills.	3	2			3			3							1
3	Sensitized towards the need and importance of social entrepreneurship and its sustainability	3	2		3	3			3							1
4	Able to develop the holistic vision towards contribution to the society by building a sustainable business in the social sector.	3	2		3	3			3							1
5	They will understand and mitigate the essence of social entrepreneurship as a moral obligation.	3	2			2			3							

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



ARKA JAIN
University
Jharkhand

Syllabus of
BA (Hons) Journalism and Mass Communication

ARKA JAIN University, Jharkhand
 School of Humanities
 Department of Journalism & Mass Communication
 Faculty – BA(Hons.) JMC
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	Total		22	22	400	260	80	40	20

SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	Total		22	22	400	270	80	30	20

SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	Total	26	26	26	500	340	100	35	25

SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
4	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
4	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Humanities

Department of Journalism & Mass Communication

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BA (Hons) JMC-Semester-IV

Program Outcomes (POs):

- [PO.1]. Fundamental knowledge:** learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. Effective Communication:** Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.4]. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.
- [PO.5]. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.
- [PO.6]. Environment and Sustainability:** Understand the issues of environmental contexts and Sustainable development.
- [PO.7]. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1]** Understand the nature and basic concepts of mass communication, journalism, advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.

Subject: Media Law and Ethics

Code: JMC24013

6 Credits | Semester IV

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to make the students aware of the media laws and ethics. To develop the understanding and their rights as journalists, to develop the understanding of the constitutional provisions as an individual and a responsible citizen.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Understand the rights of journalists and its ethical aspects.

CO.2. Understand the constitutional provisions for the media laws.

CO.3. Develop the understanding of constitutional ventures of press.

CO.4. Know about Media freedom and need for restraint on media freedom.

CO.5. Utilize the rights to gather news and information

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Constitutional Rights - Preamble of the Constitution, Concept of Fundamental Rights, Types of Fundamental Rights; Concept of Freedom of Speech and Expression, Constitutional Guarantees and Limitations, Concept of Directive Principles of State Policy, Differences between Fundamental Rights and Directive Principles of State Policy. **Media Freedom**- Media freedom. Need for restraint on media freedom. Common elements of Media Code of Ethics, Media and importance of ethics. Media Code of Ethics, Plagiarism, Compliance of Ethical Standards, **Media Law**- Constitutional provisions on Freedom of press, Contempt of Courts Act 1971, Law of defamation – provisions of Indian Penal Code relating to Sedition, Laws dealing with obscenity; Official Secrets Act 1923, Right to Information Act 2005, **Rights Of Journalists**- Press and Registration of Books Act, 1867, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955, Cinematograph Act, 1953; PrasarBharati (Broadcasting Corporation of India) Act 1990, Information technology Act 2000; Cable Television Act 1994, Copyright Act.1957, **Media Ethics**- Ethical problems including privacy, communal writing, and sensational and yellow journalism, Press Council of India and its broad guidelines for the press and Press Commissions, Codes for radio and television, Ethical issues related with ownership of media.

E. TEXT BOOKS

- T1. Philip Patterson, Lee Wilkins, Media Ethics Issues and cases, McGraw Hill.
T2. Durga Das Basu, Law of the press in India, Prentice hall of India.

F. REFERENCE BOOKS

- R1. Neelamalar M, Media Law and Ethics, PHI learning Pvt Ltd
R2. Chatterjee.P.C, Broadcasting in India 1987, Sage Publications
R3. IyerVenkat, Mass Media Laws and Regulations in India 2000, Indian Research Press.
R4. Basu, Durga Das, Shorter Constitution of India, 2001, Wadhwa and Company, Law Publishers.
R5. **Ross Dente Susan**, Reynolds Amy, **Trager Robert, The Law of Journalism and Mass communication**, CQ Press.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Understand the rights of journalists and its ethical aspects	3	3	3	3	3	3			3	1		3			3
2	Understand the constitutional provisions for the media laws.	3	3	3	3	3	3			2	2		3			3
3	Develop the understanding of constitutional ventures of press	3	3	3	3	3	3			2	1		3			3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Introduction to Broadcast Journalism

Code: JMC24015

6 Credits | Semester IV

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to inculcate an understanding of Broadcast journalism techniques among the students. It will give an in-depth idea of Making TV & Radio Program production. It will help students to develop their ideas and creativity in realistic manner to render the story through audio-visual narration using various different platform and formats used in the broadcast industry.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Develop broadcast journalism skills.

CO.2. Explain Radio and TV production process and technique.

CO.3. Develop the knowledge of production related equipment.

CO.4. Understanding types and formats of broadcast media program.

CO.5. Understand the functions of broadcast media.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Broadcast Journalism-Origin of Radio and TV broadcasting-An overview, Principles and practice of broadcasting, Definition and Characteristics of broadcasting, Definition of Radio and TV and its growth, Basic equipment used in broadcasting, Video camera and tape, Camera movement, Sound recorder, Lighting, Microphones etc. Broadcasting program objective and elements, broadcasting as an Industry. **Radio Program Types & Radio News** - Advent of Radio in India and its impact on society, Programs format, Importance of Programming, Radio format and terminology, Characteristics and features of audio media, Newsroom structure and functioning, The News director, News Production, News values, News reporting, News beats, Types of News bulletin, Basic features of radio news, Audio media vs audio-visual and print media, Three tier system of broadcasting in India, Types of radio broadcasting and its recent trends.**Script**

Writing & Reporting For Radio - Radio reporting skills, Tips for effective radio reporting, Interviewing skills and techniques, Question formation skills, Criterion, qualities and responsibilities of a good radio reporter, Writing style and language for radio, Radio news writing style, Features writing, Creative writing skills for radio, Radio Advertisement writing (Generic & Conversational), FM Radio show, Teaser, Promo writing, Six C's for broadcast writing. **Radio And Tv Production Techniques** - Production team: Production manager, Production director, Sound effect, Copy writing, Radio Jockey/Presenting etc., FM Radio Organizational Setup & different Departments, The studio room: equipments used in radio production, Process and phases involved in radio production, Digital sound editing software for editing, Voice-over for Radio shows & Commercials Radio as an effective tool for development, Radio documentary, Community radio, Writing for Television, TV reporting techniques, Piece to camera, Program script for Radio and Television, **Producing And Production Management (Practical)** - Video shooting, planning, finding location for shoot, Editing.

E. TEXT BOOKS

- T1. Kumar, Keval J (2012). Mass Communication in India. Mumbai: Jaico Publishing House
- T2. Chatterji PC, Broadcasting in India 1987, 2nd revised edition 1992, New Delhi, Sage Publications.
- T3. Luthra H. K. Indian Broadcasting, New Delhi Publication Division 1987.

F. REFERENCE BOOKS

- R1. All India radio Handbook, New Delhi, 2005
- R2. Radio Production by Robert Mcleish (4th Edition), Focal Press Publication.
- R3. Television Production Hand book (9th Edition) by Herbert Zettl, Thomson Wadsworth Publication.
- R4. Ted White, Frank Barnas, (2013), Broadcast News Writing, Reporting, and Producing-5th Edition Focal Press, 2013
- R5. Luthra H. K. Indian Broadcasting, New Delhi Publication Division 1987.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Develop broadcast journalism skills.	3	3	3	2	2			3	3	2	3	3	2		
2	Explain Radio and TV production process and technique.	3	3	3	3	2				3	2	3	3	2		
3	Familiar with the production related equipments.	3	3			2			3			3				
4	Understanding broadcast media program types and formats.	3	3			2				3	2	3	3			
5	Make Radio and TV production.	3	3	2		2				3	2	3	3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Video Editing Theory and Practice

Code: JMC24019

6 Credits | Semester IV

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to give practical exposure to video editing techniques among students. It will give an in-depth idea of video editing process and techniques. It will help students to enhance their editing skills to improve ideas and creativity in realistic manner to render the story through audio-visual narration using editing softwares.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Learn video editing skills and techniques.

CO.2. Develop understanding of video editing software and its functions involved in editing.

CO.3. Explain their story through multimedia production technique.

CO.4. Do Online, Offline Editing & Packaging of sequence

CO.5. Edit Film, Series, Create Titles, Credit Scroll, Crawl, play with basic effect & Transitions

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Video Editing Theory & Practices-Introduction to Video Editing What is video editing: Basic theoretical concepts, montage, aims and objective of video editing, Growth of video editing. Types of video editing- linear and non-linear editing, Creative approach in video editing, Introduction to video editing software.**Video Editing Techniques** - Creating a project, Skills and techniques involved in video editing, Process of video editing, Edit Decision List, Principles of video editing, file formats of video, capturing and arranging footage, Trimming, Titling the project, importing exporting file, Voice over, Sound, Animation and graphics, Transitions.**Multi Media Approach** -

Understanding of multimedia, characteristics of multimedia, Multimedia and video editing, role of multimedia in video editing, Role of audio in multimedia production. **Production Management** - Concept scope and definition of production management, finalizing and burning file, Principles of management, Media management, Post production management, Brand management, Circulation and distribution.

E. TEXT BOOKS

- T1. VasukiBelavadi, Video Production
- T2. VasukiBelavadi, Video Production: Tools and Techniques
- T3. Ken Dancyger, Film and Video Editing

F. REFERENCE BOOKS

- R1. Gary Anderson, Video Editing and Post Production- a Professional guide
- R2. KarelReiz, Technique of Film Editing
- R3. Gerald Millerson, Techniques of television Production

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Learn video editing skills and techniques.	3	3	3			3					3	1			2
2	Familiar with video editing software and its functions involved in editing.	3	3	3								3	3			
3	Explain their story through multimedia production technique.	3	3	3			2					3	2			2
4	Online, Offline Editing & Packaging of sequence	3	3	3			2					3				
5	Edit Film, Series, Create Titles, Credit Scroll, Crawl, play with basic effect & Transitions	3	3	3						3		3				2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: IT SKILLS

Code: CSC24102

4 Credits | Semester IV

Total Credit Hours-60 Total Tutorial Hours-12

A. Introduction: This course is designed to instill the knowledge on the fundamentals of computer. Microsoft office is essential equipment in today's digital world. The knowledge of digital documentation and presentation will enable the students to enhance their computer skills.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Learn about computer.

CO.2. Understand Software and Operating System

CO.3. Gain knowledge of IT Communication

CO.4. Learn about Office Automation Package

CO.5. Learn about Document, creation, manipulation and storage of Chart and Slide Show Package abuses/attacks, Create worksheets, prepare presentations.

CO.6. Connect to external devices, write documents.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Computer, Software and Devices Computer System Concepts, Types of Computers, Basic Components of a Computer System, Memory, Input Devices, Output Devices, Various Storage Devices, Software - Types - System software, Application software. System Software - Operating System, Utility Program, Assemblers, Compilers and Interpreter, Application Software - Word processing, Spreadsheet, Presentation Graphics, Database Management System.

Introduction of Windows Linux and Mac. Windows - Features, Various versions, Working, My Computer & Recycle bin, Desktop Icons and Windows Explorer, Working with Files & Folders, Accessories and Windows Settings using Control Panel, Creating users, Internet settings, Start button & Program lists, Types of Network - LAN, WAN, MAN, Topologies of LAN - Ring, Bus Star, Mesh and Tree topologies, Components of LAN - Media, NIC, NOS, Bridges, HUB, Routers, Repeater and Gateways. Introduction to MS Office, MS Word: Features & area of use, Menus, Toolbars & Buttons, Creating a New Document, Different Page Views and

layouts, Formatting, Paragraph and Page Formatting; Bullets, Numbering, Printing & various print options, Spell Check, Thesaurus, Find & Replace, Auto texts, Working with Columns, Creation & Working with Tables, Mail Merge, MS Excel Concepts of Workbook & Worksheets, Using different features with Data, Cell and Texts, Inserting, Removing & Resizing of Columns & Rows, Working with Data & Ranges, Column Freezing, Labels, Hiding, Splitting etc, Use of Formulas, Calculations & Functions, Cell Formatting including Borders & Shading, Working with Different Chart Types, Introduction of MS PowerPoint, Creating a New Presentation, Working with Presentation, Using Wizards, Slides & its different views, Inserting, Deleting and Copying of Slides, Working with Notes, Handouts, Columns & Lists, Adding Graphics, Sounds and Movies to a Slide, Working with PowerPoint Objects, Designing & Presentation of a Slide Show, Printing Presentations, Notes, Handouts with print options.

E. TEXT BOOKS

- T1. Computers Today, S.K. Basandra, Galgotia Publications.
- T2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009

F. REFERENCE BOOKS

- R1. Computer EkParichay, V. K. Jain, and S Publishers,
- R2 Fundamentals of computer Peter Norton, McGraw-Hill Inc,
- R3. Fundamentals of computers, 4th Edition (Paperback) By V. Rajaraman, PHI,
- R4. Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education
- R5. Exploring Microsoft Office XP, I. Breeden, BpbPublicatons

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Students will learn about computer.	3		1					3		2	1	2			
2	Students will be able to understand Software and Operating System	1		1					3		2	2	2			
3	Students will have the knowledge of IT Communication	1		3					3		2	1	2			
4	Students will learn about Office Automation Package	2		1					3		1	1	2			
5	Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package	2		1					3		2	3	2			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Gender and Human Rights

Code: ECO24041

4 Credits | Semester IV

Total Credit Hours-60 Total Tutorial Hours-12

A. INTRODUCTION: This course enables the students to understand how the gender factor can impact on economic and demographic development. Human rights are increasingly recognized as a unifying moral force that transcends national boundaries and empowers ordinary people everywhere to demand that their governments be accountable for the protection and promotion of their human rights. The present paper aims to create awareness and understanding regarding law and the administration of justice. It also aims at creating basic awareness about equality of opportunity and access to public services including education and health. Students will have understanding and sensitivity towards issues related to violence.

B. COURSE OUTCOMES: At the end of the course, students will be able to

CO.1. Become familiar with the basics of gender economics and its statistics.

CO.2. Understand the relationship between economic growth and gender equality.

CO.3. Become aware of various policies related to gender at the national and global level.

CO.4. Gain knowledge of the various human rights.

CO.5. Become aware of the redressal mechanism involved in human rights.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Gender Studies: Subject and methods of gender economics, Gender statistics, Gender inequality indicators **Economic growth and gender equality:** Globalisation of the world economy and gender status, Feminization of poverty, Women's contribution to GDP. **Gender policy:** national, regional and global level. **Introduction to Human Rights:** Basic Concept of Human Rights, Essential Rights for Human Development-Rights relating to education, food, health, equality, information and Dignity of the individual. **Redressal Mechanism:** Legal and Statutory Remediation and Support-Need, Remedies and Support

E. TEXT BOOKS

T1: ConorGreedy and Adam Tomkins (Eds). *Understanding Human Rights*, London: Manshell, 1996.

F. REFERENCE BOOKS

R1: Baxi, Upendra (2002), *The Future of Human Rights*, Oxford University Press, Delhi.

R2: Patel, Sujata et al (eds) (2003) *Gender and Caste: Issues in Contemporary Indian Feminism*, Kali forWomen, Delhi.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Become familiar with the basics of gender economics and its statistics	3	2		2	3	3		3							3
2	Understand the relationship between economic growth and gender equality	3	2		1	2	2		3							3
3	Become aware of various policies related to gender at the national and global level	3	2		3	3	3		3							3
4	Have knowledge of the various human rights	3	3		3	3	3		3							3
5	Become aware of the redressal mechanism involved in human rights	3	1		3	3	3		3							3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Syllabus of
BA (Hons) Journalism and Mass Communication

ARKA JAIN University, Jharkhand
 School of Humanities
 Department of Journalism & Mass Communication
 Faculty – BA (Hons.) JMC
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	Total		22	22	400	260	80	40	20

SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	Total		22	22	400	270	80	30	20

SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	Total	26	26	26	500	340	100	35	25

SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
4	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
4	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Humanities

Department of Journalism & Mass Communication

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BA (Hons) JMC-Semester-V

Program Outcomes (POs):

- [PO.1]. **Fundamental knowledge:** learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.
- [PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. **Effective Communication:** Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.4]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.
- [PO.5]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.
- [PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and Sustainable development.
- [PO.7]. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1]** Understand the nature and basic concepts of mass communication, journalism, advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.

Subject: Advertising

Code: JMC25017

6 Credits | Semester V

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to enhance and educate the students about the communication involved in marketing, Different types of advertisement, its goals, socio-economic roles, objectives, communication process involved and its appeals on consumers. Different approaches of advertising, advertising campaigns, campaign designing, and functions of advertising and code of ethics required for advertising.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Understand the concept, applications, operations and process involved in a paid form of communication.

CO.2. Learn about history, evolution, industry and work ethics involved in advertisement.

CO.3. Understand the different appeals involved in advertising.

CO.4. Produce different types of advertisement for any hypothetical product.

CO.5. Analyze the communication through Advertising communication.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Advertising Defining advertisement, Marketing and advertising , Brief history of advertising, development of advertising, Growth of advertising, and advertising agencies Advertising objectives, goals functions. **Advertising and its Types** Types/categories of advertising , Advertising media above the line , Advertising media below the line Sales promotion, sponsorship, advertising agency, Role of new media in advertising, Dagmar Model

AIDA Model, **Planning and development** Writing for advertising and budgeting, Creative strategy: planning and development , Creative strategy: implementation and evaluation, Media planning and strategy , Evaluation in different media , **Advertising Effect** Measuring the effectiveness of the promotional program , Arguments for and against measuring effectiveness, Conducting research to measure advertising effectiveness , **Ethics in Advertising** Legal and ethical issues in advertising

E. TEXT BOOKS

T1. David Ogilvy, Ogilvy on Advertising, Atheneum Books.

T2. Dr. Sarojit Dutta, Advertising Today, Profile Publishers.

F. REFERENCE BOOKS

R1. Kumar Keval, J, Advertising a Critical View, Nirali Publications

R2. Jefkins, Frank, Advertising, Macmillan.

R3. Batra, Rajeev& other, advertising management (fifth edition), Publisher- prentice hall of India.

R4. Belch George E, Belch Michael A, PuraniKeyoor, Advertising and Promotion, McGraw Hill

R5. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Produce different types of advertisement for any hypothetical product.	3	3	3	2		2			3	2	2	3			3
2	Will learn the different formats and techniques involved in advertising communications.	3	3	3	2					3	3	1	3			1
3	Apply the applications, operations and process involved in a paid form of communication.	3	3	3	2		2			3	1	1	3			2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Communication for Development

Code: JMC25016

6 Credits | Semester V

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: The aim of the course is to make students understand the concept of development and the role of communication in overall. This subject will enable student to understand the development theories and practices both from Indian and from International Perspectives. This subject will enable student to learn about the approaches and the supporters of development.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Understand and practices the communication for development both from Indian and International Perspectives

CO.2. Analyze the various strategies involved in the development communication

CO.3. Conceptualize framework of development communication

CO.4. Learn about key concepts and approaches in Communication for Development

CO.5. Understand developmental issues concerning the villages

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Development- Understanding the meaning of Development, concepts and approaches, Development and Directed Change, Communication policy in India, Models of development, Paradigm of development, Sustainable development, Communication and development for social change. **Modernisation Theory and Development Discourse-** Understanding of Modernization as an economic model, social evolution, Modernization as individual change, Diffusion of Innovation Theory, Development projects and communication, Gandhi- role of communication in development. **Critical Perspectives on Communication and Development-** Understanding of MacBride Commission & its Importance and Relevance, The New World Information and Communication Order (NWICO), Uses of communication tools for National development, Information flow theory, Information politics, Media Imperialism and information war. **Liberation Perspectives and Practices in Development-** Acquaint the students with Religious bias in the Development Paradigm, Jewish Liberation theology, Christian Liberation theology, Gandhian Liberation theology, Buddhism

and Liberation, Islam and liberation, Liberation theology and Marxism. **Participatory Approach and Development Communication**-Understanding of participatory approach and development communication, Media and Communication for empowerment, Alternative development and social growth.

E. TEXT BOOKS

- T1. Melkote, Srinivas and Steeves, Communication for development in the third world, SAGE Publication
T2. Jesudasan, I., A Gandhian Theology of Liberation, Maryknoll, New York

F. REFERENCE BOOKS

- R1. Prasad, Kiran, Communication for development, BR publishing
R2. Narula, Uma, Development Communication Theory and Practice, HarAnand Publications Private Ltd.
R3. Agunka, R.A., Developing the Third world: A communication approach, Nova Science Publishers
R4. Hornik, R.C., Development Communication: Information and Nutrition in the Third world, Longman, NY
R5. Sparks, C., Globalisation, Development and the Mass media, SAGE Publications, London

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Understand & practices the communication for development both from Indian and International Perspectives	3	3	3	3	3		3		2	3	1	3	1	3	2
2	Analyze the various strategies involved in the development communication.	3	3	3	3	3		2		2	3	1	2		3	2
3	Conceptualize framework of development communication.	3	3	3	3	3		3		2	3	1	2		3	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Documentaries and Film Theory

Code: JMC25018

6 Credits | Semester V

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course has been designed to inculcate an understanding of documentary film making techniques among the students. It will give an in-depth idea of documentary film making process and techniques. It will help students to develop their ideas and creativity in realistic manner to render the story through audio-visual narration to address various socio-cultural and political issues.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Make documentary film production.

CO.2. Explain the process and techniques involved in documentary film production.

CO.3. Develop an overall understanding over the history of documentary film and various genres.

CO.4. Explain the narrative styles of the documentary film.

CO.5. Understand the rule of documentary film in changing the problem of the society

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Documentary Film- Defining documentary, documentary genre, documentary nature, scope of documentary- Types of documentary, Documentaries differ from other types of film, Documentary (screening).

Evolution of Documentary Film- Introduction to world history of documentary film, The Lumiere brothers, Robert Flaherty, Dziga Vertov, John Grierson, Bill Nichols etc, Women and early documentary film, World war II and the role of documentary film, Cinema Verite-direct cinema, Political documentary. **Documentary in India-** Brief history of Indian documentary film, Documentary and struggle for Indian independence, Documentary and film makers in free India, The alternative documentary, Documentary (screening).

Interviewing Principles For Documentary- Understanding interview, Role of interview, Skills and techniques of interview, Types of question, question formation skills, Research for interview, Principles of interview, Mock interview (practical). **Documentary Production-** Shooting for documentary, editing, post production management.

E. TEXT BOOKS

T1. Nichols Bill., *Introduction to Documentary*, 2007. Indiana University Press, Bloomington.

F. REFERENCE BOOKS

R1. Chatterji, Shoma A. *Filming Reality: The Independent Documentary Movement in India*

R2. Garga, BD. *From Raj to Swaraj: The Non-fiction Film In India*. 2007. Penguin, India.

R3. Rosenthal, Alan. *Writing, Directing, and Producing Documentary Films*

R4. Betsy A McLane, *A New History of Documentary Film*

R5. Battaglia, Giulia. *Documentary Film in India: An anthropological History*

R6. Kishore, Sweta. *Indian Documentary Film and Filmmakers; Independence in Practice*

R7. Narwekar, Sanjit. *A History of the Indian Documentary Film*

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Make documentary film production.	3	2	3	3		1		3	3	2	3	3			2
2	Explain the process and techniques involved in documentary film production.	3	3	3	3					3	1	3				
3	Develop an overall understanding over the history of documentary film and various genres.	3	2	3	3		1			3			3			1
4	Explain the narrative styles of the documentary film.	3	3	3	3					3	1	3				1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Internship

Code: JMC25020

6 Credits | Semester V

Total Credit Hours-90

- **A. Introduction:** This course is to give exposure to practical media activities. It is designed to gain practical knowledge and develop professional skills among the students and to acquaint them with media industries. Specifically, the course aims at introducing students with work culture and professional ethics of media outlets.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Develop professional skills in their area of specialization.

CO.2. Fill the gap between academics and industrial requirements.

CO.3. Enhance their work culture to build career in media profession.

CO.4. Acquire practical knowledge in the media field.

CO.5. Understand the functioning of media industries.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination(Assessment)	
	Assignment	30
End Term Exam (Summative)	End Term Examination(Report Evaluation)	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. Internship

Students will undergo an internship of minimum four weeks with any media outlet or NGO or government organization after the fourth semester, during summer vacation. At the end of the internship the students will be dually evaluated by the host organization as well as the departmental faculty based on specific evaluation criteria and an internship report submitted at the end of the internship period.

Students are advised to choose any organization like Ety, Hindustan Times, The Telegraph, Doordarshan, AIR, PrabhatKhabar, etc. Students will submit a certificate of attendance duly signed by a member of the organization and a report with photographs and give presentation or may be asked to attend the viva voce examination.



ARKA JAIN
University
Jharkhand

Syllabus of
BA (Hons) Journalism and Mass Communication

ARKAJAIN University, Jharkhand
 School of Humanities
 Department of Journalism & Mass Communication
 Faculty – BA(Hons.) JMC
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	Total		22	22	400	260	80	40	20

SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	Total		22	22	400	270	80	30	20

SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	Total	26	26	26	500	340	100	35	25

SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
4	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
4	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Humanities
Department of Journalism & Mass Communication
PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES
BA (Hons) JMC-Semester-VI

Program Outcomes (POs):

- [PO.1]. Fundamental knowledge:** learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. Effective Communication:** Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.4]. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.
- [PO.5]. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Shall empower themselves by communication, professional and life skills.
- [PO.6]. Environment and Sustainability:** Understand the issues of environmental contexts and Sustainable development.
- [PO.7]. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1]** Understand the nature and basic concepts of mass communication, journalism, advertising, corporate communication, electronic media, film studies, documentary film, new media, photography and communication research.
- [PSO.2].** Examine the contemporary media scenario in association with socio-cultural and political environment in India and its global perspective.
- [PSO.3].** Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.
- [PSO.4].** Understand the applications of communication theories, research in the fields of advertising, public relations, visual communication, media laws & ethics, broadcast media, print and new media.
- [PSO.5].** Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.
- [PSO.6].** Students would be able to understand the nature and application of traditional folk media and development communication and the importance of participatory communication approach for governance and sustainable development.
- [PSO.7].** Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest.

Subject: Public Relations

Code: JMC26023

6 Credits | Semester VI

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course will inculcate an understanding of public relations skills and strategies. It will give an in-depth idea of how to use different media for public relations.

B. Course Outcomes: At the end of the course

CO.1. Develop their understanding on the concept of public relations.

CO.2. Learn process and techniques involved in public relations.

CO.3. Develop their PR and corporate communication skills.

CO.4. Develop effective corporate communication strategy.

CO.5. Design and implement Corporate Social Responsibility Activity

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	15
	Attendance	05
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Understanding Public Relations - Public relations-Concepts and definitions, Origin and evolution of public relations, Process of public relations, Concept of Public in Public Relations, Tools of Public relations, Theoretical underpinnings in public relations. **Understanding Corporate Communication**- Definition and scope of corporate communication, Origin and evolution of public relations and Corporate Communication; Structure and functions of corporate communication department, Communication department Interface with other management functions. **Strategic corporate communication** - Developing effective corporate communication strategy, Managing corporate image, corporate identity and reputation, Issue management; corporate advertising; media relations. **Effective communication**- Employee communication, Customer relations, Investor relations, Government relations, Community relations-corporate social responsibility, Crisis communication. **Corporate communication in practice**- Organizing press conference, open house, facility visit and special event programs, Planning and production of house journal, Writing press release, backgrounder, press brief, rejoinder; Role of new media in corporate communication. Government public relations-media units of the Government; Law and ethics in public relations-PRSI code of ethics.

E. TEXT BOOKS

T1. Keith Butterick. Introducing Public Relations, Sage Publications.

T2 Donald Treadwell, Jill. B Treadwell, The Public Relations writing, Sage Publications.

F. REFERENCE BOOKS

R1. Philip Lesley Handbook of Public Relations and Communication, Jaico Publishing.

R2. Ghosh Subir, Public Relations Today in the Indian Context, 1995 Rupa and Company.

R3. Gopal S Ajit, Public Relations for a better World, 1995, Har-anand publications.

R4. Kaul JM, Public Relations in Indian, Natyapraksh Publications

R5. Sardana C, Applied Public Relations Today in the Indian Context, 1999, Har-anand publications

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Students will develop their understanding on the concept of public relations.	3	3	3	2	3	1	3	3	3	3	3	2			
2	Students will learn process and techniques involved in public relations	3	3	3	2	3	2	3	2	3	3	2	2			3
3	Students will develop their PR and corporate communication skills	3	3	3	2	3	2	3	2	3	3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Television Production

Code: JMC26021

6 Credits | Semester VI

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: This course is designed to inculcate an understanding of the television production Process, to make the students aware about production techniques and train the students to handle the various equipments, which are used in television production. It will also make the students aware about the stages of production and camera handling.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Work in different production phases

CO.2. Handle various equipment which are used in video production.

CO.3. Shoot video in single and multi-camera setup.

CO.4. Do video production of different genre.

CO.5 Learn multimedia production skills and techniques

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	20
End Term Exam (Summative)	End Term Examination	60
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Television- Understanding of Television Production, What television can do and what it cannot, Opportunities and limitations, Television Today, TV Violence, Setting false images of reality, **The Camera and Video shots-** Acquaint the students with Video camera, Camera, Arrangements, Main Parts of the camera, Characteristics and functions of TV camera, Composition, Rule of Thirds, The view finder, The lens system, Handling camera, Camera controls and movements, Types of video shots, Color balance. **Lighting and Sound for Television-** Understanding the Importance of lighting, Hard light, Soft light, advantages and disadvantages of both hard and soft lighting, three point lighting, Sounds for Television, Microphones, Audio Editing Systems, **Television Production & Formats-** Acquaint the students with Television Formats, World Television Standards and DTV/HDTV, Aspect Ratios, The NTSC Broadcast Standard, The PAL and SECAM Television Systems, Digital and High-Definition Television, Production team and their role, Director and directing, Opportunities for Television Journalists, Skills and Interests Required by the Journalist, TV News, Factors in News worthiness, Hard & Soft News, Single & Multiple Camera setup, Studio Shooting & Production

- Panel Discussion, Interview, Game Show. **Television Production Stages & Production Management-** Understanding Production Management, Script Breakdown, Shooting Schedule, Production Budget, Stages of Production, Important Key words of Production Backgrounds or Virtual Reality Sets, Use of virtual reality settings.

E. TEXT BOOKS

T1. Belavadi, Vasuki, Video Production, Oxford University Press

T2. Zettl, Herbert, Television production Handbook, Wadsworth Publishing Co Inc.

F. REFERENCE BOOKS

R1. Shook, Frederick, Television Field Production and Reporting, Pearson Education (singapore) Pte Ltd.

R2. Gawlinski, Mark, Interactive Television Production, Focal Press

R3. Chatterji, P.C, Broadcasting in India, Sage Publication, London.

R4. Burrows , Thomas D., Gross , Lynne S. and Wood, Donald N., Television Production: Disciplines and Techniques, William C Brown Publication

R5. Menon, Mridul, Indian Television and video programs: Trends and policies, Kanishka publisher, New delhi.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Work in different production phases	3	3	3			2		3	3		3	3	3		3
2	Handle various equipments which are used in video production.	3	3	3	1					3		3	3	3		3
3	Shoot video in single and multi camera setup.	3	3	3					3	3		3	3	3		3
4	Do video production of different genre.	3	3	3	3				3	3		3		3		3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Introduction to Communication Research

Code: JMC26038

6 Credits | Semester VI

Total Credit Hours-90 Total Tutorial Hours-18

A. Introduction: The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamental research approach and methods of communication and media research. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research design and its significance. It includes discussions on sampling techniques, research designs and techniques of analysis etc.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Develop an understanding of the basic framework of communication and media research

CO.2. Explain the features of a good media research design and its various types.

CO.3. Acquire in depth knowledge about different methods of data collection.

CO.4. Know the various sampling techniques and processing of data.

CO.5. Learn the application of statistical methods in research.

CO.6. Prepare and compile research report.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment	05
	Attendance	05
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Media and Communication Research: Research Meaning , definition and types of research; Basic, Applied and Action research, Concept, scope, need & importance of Media and communication research, Difference between media research and social research, Media research as a tool of reporting. **Method and Tools of Media Research :** Introduction to method of media research, Census, Survey, Content analysis, Case study, interview method, Focus group discussion, Participatory observation, Introduction to sampling: Probability & non-probability sampling, Sample size, Sampling error, Methods of Random sampling and non random sampling, Definition of questionnaire, Questionnaires & schedule, Types of questionnaire, Elements of questionnaire, Preparation of questionnaire, Pre testing a questionnaire, Merits and demerits of a questionnaire, Chi square test as a statistical tool. **Research Design:** Introduction to research design, Types of research designs, Difference between exploratory and descriptive research design, Experimental research design, Principles of

experimental design, Features of a good research design, Research hypothesis, Variables, Validity, experiment, treatments. **Processing of Data:** Need of data processing, Editing of data, Coding of data, Classification of data, Tabulation of data, Data diagrams. **Concept of statistics,** Importance of statistics in research, Tools of statistics, measures of statistics in media and communication research, Measures of Central Tendency- Mean, Median and Mode, Regression: Simple linear Regression model.

E. TEXT BOOKS

T1. Roger D.Wimmer&JosephR.Dominick, Mass Media Research: An Introduction' Wadsworth Publishing Company.

T2. Kothari, C.R., Research Methodology: Methods and Techniques, New Age International Publishers

T3. Arthur AsaBerge, Media Research Techniques.Sage Publications

F. REFERENCE BOOKS

R1. J.A Anderson; Communication Research: Issues and Methods. New York: McGraw- Hill

R2. F.N.Kerlinger; Foundations of Behavioural Research. Delhi:Surjeet Publications.

R3. ManojDayal; Media Metrics: An Introduction to Quantitative Research in Mass communication. Sage Publications.

R4. PrasantSarangi; Research Methodology. Delhi:Taxman Publication.

R5. Leary O. Zina; The Essential Guide to Doing Your Research Project. London: Sage Publications.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Develop an understanding of the basic framework of communication and media research and methodology.	3	3	3	3					3			3			
2	Explain the features of a good media research design and its various types.	3	3	2	3								3			
3	Acquire in depth knowledge about different methods of data collection.	3	3	3	3								3			
4	Know the various sampling techniques and processing of data.	3	3	3	3								3			
5	Students will know the application of statistical methods in research.	3	3	3	3								3			
6	Prepare and compile research report	3	3	2	3				3				3			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Subject: Project/Dissertation

Code: 26025

6 Credits | Semester VI

Total Credit Hours-90 Total Tutorial Hours-18

- **A. Introduction:** The primary objective of this course is to give exposure to practical media and communication research report writing. It is designed to develop a research orientation among the students and to acquaint them with fundamental methods of communication and media research. Specifically, the course aims at introducing how to carry out studies in the field to address issues and compile a dissertation and research report.

B. Course Outcomes: At the end of the course, students will be able to

CO.1. Identify problems to carry out field based studies.

CO.2. Explain the features of a good media research design and its various types.

CO.3. Compile media research report professionally.

CO.4. Know the various sampling techniques and processing of data.

CO.5. Learn the application of statistical methods in research.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination(Assessment)	
	Assignment	30
End Term Exam (Summative)	End Term Examination(Dissertation Evaluation)	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. Project/ Dissertation

Students will carry out a research study under the supervision of faculty(s) on a particular media issue or problem and at the end of the semester they will submit their compiled research report/ Project/ dissertation to the department. And these will be evaluated by internal /external faculties. By doing this students will develop their research writing and project compilation skills.

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES								CORRELATION WITH SPECIFIC PROGRAM OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
1	Identify problems to carry out field-based studies.	3	3	3					3				3			
2	Explain the features of a good media research design and its various types.	3	3	3									3			
3	Compile media research report professionally.	3	3	3									2			
4	Know the various sampling techniques and processing of data.	3	3	3									3			
5	Students will know the application of statistical methods in research.	3	3	3									2			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation