



SHRI GURU RAM RAI UNIVERSITY

PATEL NAGAR, DEHRADUN-248001

[Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (2f) of UGC Act 1956]

Fifth Board Of Studies (BOS) in Department of Mass Communication School of Humanities and Social Sciences

MINUTES OF MEETING

A meeting of all the members of the Board of Studies in Department of Mass Communication was held on ~~12th Oct 2022~~ 12th Oct 2022 (Wednesday) from 11:00 am onwards at School of Humanities and Social Sciences, Shri Guru Ram Rai University, Pathri Bagh, Dehradun.

The following members were present:

Prof.(Dr). Rajesh Kumar.(External Expert)
Head Department of Mass Communication, Doon University, Dehradun, Uttarakhand

Prof.(Dr) Saraswati Kala (Chairperson)
Dean, School of Humanities and Social Sciences, SGRRU

Prof. (Dr). Ashish Kulshrestha, (Convener and Head),
Department of Mass Communication, SHSS, SGRRU, Dehradun,

Dr. Sagarika Dash (Internal Member)
Associate Professor, Department of Mass Communication, SHSS, SGRRU

Dr. Rajendra Singh Negi, (Internal Member),
Assistant Professor, Department of Mass Communication, SHSS, SGRRU

Dr. Asha Bala, (Internal Member),
Assistant Professor, Department of Mass Communication, SHSS, SGRRU

Dr. Arti Bhatt (Internal Member),
Assistant Professor, Department of Mass Communication, SHSS, SGRRU

PROCEEDINGS AND RESOLUTIONS:

The members of the BOS discussed the agenda item wise and resolutions were made accordingly:

Agenda No. 1: To confirm the minutes of Fifth board of studies (BOS) in Mass Communication held on 18 July 2021 and implementation of New Education Policy (NEP) 2020.

Resolutions: The external experts and the internal members drafted the New Syllabus for the implementation of New Education Policy (NEP) in the undergraduate course BA(H)Journalism and Mass Communication with inclusion of Major Core Papers, Vocational Training and Co-Curricular courses.

Agenda No. 2: To consider and approve Program outcomes (POs), Program specific outcomes (PSOs), Course outcomes (COs) and Course objectives in the new syllabus of BA(H)Journalism and Mass Communication

Resolutions: The Program outcomes (POs), Program specific outcomes (PSOs), Course outcomes (COs) and Course objectives were discussed in detail with the honorable members and all the members resolved to approve the same with minor corrections/suggestions from the honorable external expert

Agenda No. 3: To introduce Language and Translation-I and Language and Translation-II as Open Elective Paper in the First and Second Semesters to enhance language, translation and communication skills for media students as it being a strongest skill for gathering and delivering information.

Resolutions: The board unanimously decided to introduce the open elective courses from the academic session 2022-23 onwards. The course objectives and outcomes discuss with in the honorable members and experts.


Agenda No. 4: To introduce Introduction to Journalism-I and Introduction to Journalism-II as a Open Elective Course (OEC) with Course Outcomes (Cos) for students of other discipline/Programmes or School.

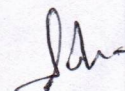
Resolutions: The board unanimously decided to introduce Open Elective Course (OEC) Introduction to Journalism-I and II for the First and Second Semesters. The course will develop media and digital literacy, research skill, logical reasoning and problem-solving skills among students of other stream. The course objectives and outcomes discuss with in the honorable members and experts

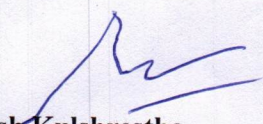
Agenda No. 5: To revised the programme code of Master of Journalism and Mass Communication as MJMC and BA(H)Journalism and Mass Communication as JMC

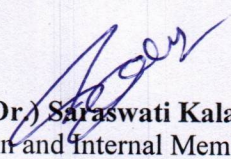
Resolutions: The board unanimously decided to revised the programme code seeing the changed nomenclatures of both the programme.


The meeting ended with a vote of thanks to the chair.



Prof. (Dr.) Rajesh Kumar
(External Expert)
Head, Department of Mass Communication,
Doon University,
Dehradun. Utrakhnad

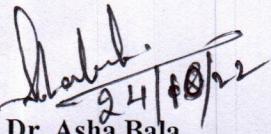


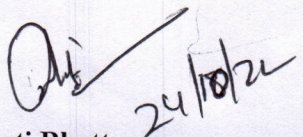

Prof. Ashish Kulshrestha
(Internal Member)
Professor & Head
Department of Mass Communication
SHSS. SGRRU


Prof. (Dr.) Saraswati Kala
(Chairperson and Internal Member)
Dean
School of Humanities and Social Sciences
SGRRU


Dr. Sagarika Dash
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(Internal Member)
Assistant Professor
Dept of Mass Communication
SHSS. SGRRU

Copy to:

1. Honorable Vice Chancellor , SGRRU: for information please
2. Registrar, SGRRU: for information please
3. Director IQAC, SGRRU
4. Controller of Examination, SGRRU





SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)



Department of Journalism and Mass Communication

BA (H) Journalism and Mass Communication

Undergraduate Programme

SYLLABUS

Choice Based Credit System

Curriculum Framework Under National Education Policy-2020

Effective from Academic Session

2022-2023

Department of Mass Communication



Introduction

The National Education Policy (NEP) 2020 seeks to reform the Higher Education system by providing flexibility to students in terms of choice of subjects to study and academic pathways. The policy envisages broad-based, multi-disciplinary, holistic academic programs. One very important recommendation of the NEP 2020 is a creative combination of disciplines for study with multiple entry and exit points. Thus, the curriculum has been made flexible by integrating multidisciplinary subjects, vocational education and Co-Curricular courses with mainstream education.

1.1 Nomenclature

The students will have opportunity for multiple entry and exit with appropriate certification viz. Undergraduate Certificate after one year (two semesters), Undergraduate Diploma after two years (four semesters), Bachelor's Degree after three years (six semesters) and Bachelor's Degree with Research after 4 years (eight semesters). Candidate who meets the minimum CGPA of 7.5 in three-year Bachelor's degree can pursue and continue the Bachelor's Degree with Research

Levels	Qualification Title	Proposed Minimum Credit by the University
Level 5	Certificate in Journalism and Mass Communication	42-46
Level 6	Diploma In Journalism & Mass Communication	92
Level 7	B.A (Honors) Journalism and Mass Communication	132
Level 8	B.A (Honors) Journalism and Mass Communication with Research	182

1.2. The Medium of Instruction:

The medium of Instruction will be both Hindi and English.

1.3. The Medium of Examination:

The medium of examination will be either Hindi or English.

1.4. Eligibility for admission:

Any candidate who has passed the Plus Two of the Higher Secondary Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in with not less than 40% marks in aggregate is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per university rules

1.5 Attendance:

A Student is eligible to write the semester/Internal examination only when he/she has a minimum of 75% attendance in each course and in aggregate of all the courses.

CHOICE BASED CREDIT SYSTEM (CBCS):

Course Categorization and Credit Distribution for UG/Bachelor's Program shall comprise of the following NEP framework.

Department of Mass Communication



- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

Learning Outcome Based Curriculum Framework

The B.A (Honors) Journalism and Mass Communication has the objective of preparing graduates who embody the University graduate attributes. The graduate attributes and the graduate outcomes will shape the graduate profile. It aims to provide students with the knowledge, skills, attitudes, values and habits on the one hand and the tools of analysis and the holistic development of the personality on the other with which to understand and actively participate in the media, communication and its related fields, to prepare them for subsequent graduate studies and to achieve success in their professional careers.

Program Outcome (POs)

PO 1	Knowledge: Acquiring knowledge on communication theories, practices, process to implement in their professional and everyday life.
PO2	Critical thinking and Problem Analysis: Develop critical thinking and understanding to create awareness within society for problem –solving and interpretation.
PO3	Design/development of solution : Design solution to complex problem that meet specified needs with appropriate consideration for public health and safety cultural societal and environmental consideration
PO4	Conduct investigations of complex problems using research- Able to comprehend and write effectively reports, news, and article, recording and visual representation conducting investigation and research.
PO5	Modern Tool Usage: Modern appropriate technique is important for students to produce, create distribute and promotion media content. Equipped with ICTS skills and digital literacy.
PO6	Environment and Sustainability: Enable the students to relate to environment, sustainability and development communication.
PO7	Ethics: To inculcate professional ethics values of Indian and global culture. To become ethically committed media professionals adhering to the human values.
PO8	Individual and Team Work: Building a team motivating and inspiring the team members to their utmost efficiency.
PO9	Communication skill: Develop the communication skills of the students. To enhance the verbal and non verbal skills to built the connection with audiences and Communicate effectively on complex issues with society

Department of Mass Communication



PO10	Professionalism: The students will be confident and equipped with the skills that will promote self-management, employability, entrepreneurship, professional integrity and leadership needed in a global workplace
PO11	Life-long Learning: Acquire lifelong knowledge on different aspect of media, skills and technology and keep updating with the changing media scenario.
PO12	Engineering and Society: Able to use the knowledge of mass media to select and create tools and techniques related to ICT, content, Visuals, Audio , graphics and multimedia for the betterment of society.

Program Specific Outcome (PSOs)

PSO 1	An ability to define various field of mass communication
PSO2	An ability to understand theories practices and process of communication that prepare for future carers in mass media and media studies
PSO3	Appling skills in preparation , creation and distribution of content for different mass media channels/ platform
PSO4	Able to write edit and analyse different types of news and content for various media platform.
PSO5	Ability to report stories in an accurate balance professional ethical manner

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Major Core (MC)

Core course compulsory is the one which is to be studied compulsorily by a student as core requirement to complete a programme.

Open Elective (OE)

Open Elective means an elective course which is available for students of all programmes, including students of same department. . Basket for Minor/Open elective will be provided by University or will be provided by the Parent Department. Minor elective or Open elective will be of 2 credit per semester (from 1 st to 4 th semester and will be continued from 7th to 8th semester

Co-curricular (CC): There will be 1 co-curricular paper of 2 hours per week per semester (from 1 st to 6 th semester) while there is no credit for co-curricular (only qualifying paper for which minimum passing marks earned by students will be 40% and grading will be based on internal assessment. The total marks will be 100).

Vocational Course (VC)

This course will enable the students to learn skills which will help them in their profession. Skill papers will be chosen by the students from their own School/Department from 1 st to 4 th semester. For each semester the student earned 3credits.

Modes of Evaluation:

Continuous Internal Evaluation (CIE) as well Semester End Examination (SEE) will carry 30% and 70% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

SN. No	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE)	15 Marks
2	Internal Assessment Examination (IAE)	15 Marks
	Total CIE= (CCE+IAE)	30 Marks
3	End Semester Examination (ESE)	70 Marks
	Total of CIE and ESE	100 Marks

Continuous & Comprehensive Evaluation (CCE): The CCE can be done in various methods:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Filed visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

Learning Outcome Based Curriculum Framework

The B.A (Honors) Journalism and Mass Communication has the objective of preparing graduates who embody the University graduate attributes. The graduate attributes and the graduate outcomes will

Department of Mass Communication

Certificate in Journalism and Mass Communication

Semester	Course Category	Course Code	Course Name	Credit	Course Type			Max. Marks	External Marks	Sessional Marks
					L	T	P			
I	Major	JMC MC 101	Communication Concept and Process	6	5	1	0	100	70	30
	Major	JMC MC102	Introduction to Journalism	6	5	1	0	100	70	30
	Major	JMC MC 103	Reporting and Editing for Print	4	4	0	0	100	70	30
	Open Elective	JMC OE 101A	*Language and Translation हिन्दी भाषा और अनुवाद	2	2	0	0	100	70	30
	Vocational	JMC VC101	Computer Application in Media	3	2	0	1	100	70	30
	Co-Curricular	JMC CC 101	Environmental Communication	-	-	-	-	Grade	70	30

*Students can opt any Language Course from the basket/ list provided by the University or should select course given by the parent department

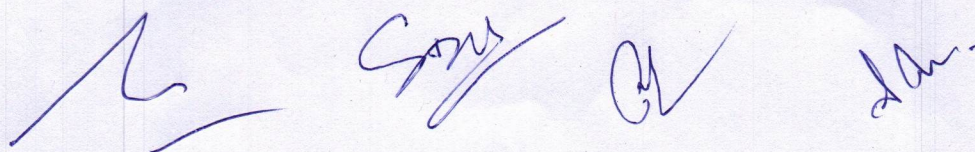
PRACTICAL

Major	JMC MC-104	Practical for Reporting and Editing for Print	2	0	0	2	100	70	30
Total Credits				23			600		

OPEN ELECTIVE

OE	JMC OE 101B	Introduction to Journalism-I	2	2	0	0	100	70	30
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Open Elective course of Department of Mass Communication which is available for students of other Schools/Programmes of the University



Department of Mass Communication
Certificate in Journalism and Mass Communication

II	Major	JMCMC 201	History of Media	6	5	1	0	100	70	30
	Major	JMC MC 202	Introduction to Broadcast Media	6	5	1	0	100	70	30
	Major	JMC MC 203	Photography	4	4	0	0	100	70	30
	Open Elective	JMC OE201 A	*Language and Translation English Communication and Translation	2	2	0	0	100	70	30
	Vocational	JMC VC201	Print Media and Production Software Training	3	2	0	1	100	70	30
	Co- Curricular	JMC CC201	General Awareness and Current Affairs	-	-	-	-	Grade	70	30

*Students can opt any Language Course from the basket/ list provided by the University or should select course given by the parent department

PRACTICAL

Major	JMC - 204	Practical for Photography	2	0	0	2	100	70	30
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Total Credits 46 600

OPEN ELECTIVE

OE	JMC OE 201B	Introduction to Journalism-II	2	2			100	70	30
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Open Elective course of Department of Mass Communication which is available for students of other School/Programmes of the University

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**BA (Honors) Journalism and Mass Communication**

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Communication Concept and Process	Course Code	JMC MC 101
Credit	6	Course type	Major Core
Year/ Sem	I	L-T-P-	5-1-0
• Open/ Elective course			

Course Objectives:

1. Introduce the nature of human communication and understand various means of communication.
2. To understand different models of Communication
3. Understand the emerging trends of communication system.
4. Importance of communication theories and its importance and relevance.

Course Contents:**Unit 1- Communication: Concept, Meaning and Definition**

Elements, Process, Functions
Types of Communication
Evolution of human beings and human communication
7 C's of Communication, Barriers of Communication.

Unit II- Models of Communication:

Aristotle's Model,
Berlo's SMCR Model,
Laswell's Model,
Shanon-Weaver Mathematical Model,
Newcomb's ABX Model
George Gerbner's Model,
Osgood and Schramm's Model,
Gate keeping Model

Unit III- Theories of Communication:

Normative Theories of Mass Media:
Authoritarian, Libertarian, Social Responsibility, Soviet Media Theory
Sociological Theories of Mass Media:
Uses & Gratification Theory, Cultivation theory, Agenda setting theory , Play Theory
Media Effect Theories:
Hypodermic Needle, Two Step / Multi Step Flow Populist theories of Media,
Individual Differences Theory, Cognitive Dissonance Theory

Unit IV- Determinants and Shifting Paradigms

Culture and Communication
Folk Media
Mass Media
Digital Communication
Convergence of media
Social Media

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Suggested books -

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Arnold George, Media Writer Handbook , Tata Mc Graw Hill , New Delhi
3. Narula , Uma, Handbook of Communication Models, Perspectives, Strategies(Atlantic, 2006)
4. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
5. Shrivastav.K.M. News Reporting and Editing, Sterling Publication, New Delhi

Reference Books- Reference Books-

1. Rihard keeble, Newspaper Handbook, Routledge Publication, London
2. Berlo, David. The Process of Communication (1960)
3. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)

Course outcomes (COs):

CO1	Define basics concept and components of journalism
CO2	Conceptual understanding of newspaper and elements of journalism
CO3	Executive the technical terms and jargons of journalism
CO4	Analyze the changing trend in journalism industry
CO5	Assess the contemporary debates and issues relating to media
CO6	Develop critical thinking on relationship of media, society and democracy.

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO8	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3		2	-	2	-	2	2	1	1	1
CO2	3	2	-	-	-	1	2	2	2	2	2
CO3	2		3	2	-	1	-	-	-	1	1
CO4	1	1	-	2	-	1	3	1	1	3	2
CO5	2	3	1	3	-	-	3	2	-	3	3
CO6	1	3	2	-	2	1	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Journalism	Course Code	JMC MC102
Credit	6	Course type	DSC/ Major
Year/ Sem	I	L-T-P-	5-1-0
• Open/ Elective course			

Course Objectives:

1. To introduce students about the basics of journalism.
2. To understand News Values
3. To understand news format
4. To enhance understanding of the technical terms of Journalism

Course Contents:**Unit 1 : Understanding news:**

Meaning, Definition, Nature, News values, News Elements

Types of News- Hard News, Soft News

Basic Components of News Story

Attribution, Embargo, Verification, Balance and Fairness, Brevity, Credit line and By line

Unit 2 : Understanding the structure and construction of news:

Organizing news story, 5W's and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection

Use of archives, sources of news, use of internet

Emerging Trends in Journalism- Yellow Journalism, Penny Press, News sensation, freebies, Tabloid Press

Language of news- Robert Gunning: Principles of clear writing

Rudolf Flesch formula skills to write news

Unit 3 : Different mediums-a comparison:

Language and principles of writing: Writing for print, news, feature and article, opinion pieces, editorials, interviews, profile writing, reviews, criticism

Writing for radio journalism and TV journalism writing

Basic differences between the print

Electronic and online journalism

Citizen journalism and photojournalism

Unit 4: Role of Media in a Democracy:

Responsibility to Society Press and Democracy

Contemporary debates and issues relating to media

Ethics in journalism, moral issues for journalism

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**Suggested books -**

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Arnold George, Media Writer Handbook , Tata Mc Grew Hill , New Delhi
3. Narula , Uma. Handbook of Communication Models,Perspectives, Strategies(Atlantic, 2006)
4. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
5. Shrivastav.K.M. News Reporting and Editing, Sterling

Reference Books-

1. Rihard keeble, Newspaper Handbook, Routledge Publication, London
2. Berlo, David. The Process of Communication (1960)
3. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)

Course outcomes (COs):

CO1	Define basics concept and components of journalism
CO2	Conceptual understanding of newspaper and elements of journalism
CO3	Executive the technical terms and jargons of journalism
CO4	Analyze the changing trend in journalism industry
CO5	Assess the contemporary debates and issues relating to media
CO6	Develop critical thinking on relationship of media, society and democracy.

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO8	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	-	2	-	2	-	2	2	1	1	1
CO2	3	2	-	-	-	1	2	2	2	2	2
CO3	2	-	3	2	-	1	-	-	-	1	1
CO4	1	1	-	2	-	1	3	1	1	3	2
CO5	2	3	1	3	-	-	3	2	-	3	3
CO6	1	3	2	-	2	1	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Reporting and Editing for Print	Course Code	JMC MC 103
Credit	4	Course type	DSC/ Major
Year/ Sem	I	L-T-P-	4-0-0

Course Objectives:

1. Understand the working pattern of various print media platforms
2. Familiarize the students with the basics of writing of print media
3. Impart knowledge of print media production process
4. Understand the theory, methods, and practice of gathering information and writing news

Course Contents:**Unit 1 : Covering news**

Ingredients of News, News Values,

News Sources, Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health,

Specialized Reporting: Business/economic, Parliamentary, Political. Agriculture, Science & Technology Reporting, Development Reporting, Environment Reporting.

Education, sports; news package and its importance. Role of photographs in news

Unit 2 : Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

Unit 3 : Editing

The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents , Editorial page

Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures,

Selection of news picture

Unit 4: Production of Newspaper: Principles of Layout and Design

Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design) , Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

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Unit 5: Technology and Print : Modern Printing Processes DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.) Picture Editing and Caption Writing.

Suggested books :

1. Kumar, Deepak . Photo and Print Journalism, Sumit Enterprises, New Delhi
2. Kumar.J .Kewal , Mass Communication in India , Jaico Publication , New Delhi
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.

Reference Books:

1. Arnold, E. . Modern Newspaper Design. (Harper & Row 1969)
2. Baskette, F., Sissors, J. & Brooks, B. The Art Of Editing (6th ed.) (1997)
3. Garcia, M. Contemporary Newspaper Design. (Prentice Hall, 1987)
4. George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

Course outcomes (COs):

CO1	Identification of news, editorial page and print media terminology.
CO2	Understanding of news format, news gathering, editing process and media ethics
CO3	Explain Newspaper printing process and co-ordination of departments.
CO4	Able to Use of print media terminology, Page layout and designing.
CO5	Assess Press and field visit to know the working culture of press and execution
CO6	Compose news, article, Editorial, Photo caption and feature writing and editing.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	2	-	-	-	1	-	-	3	3	2	-	-	-	-
CO2	3	2	-	1	1	-	3	1	-	-	3	3	3	2	-	-	-
CO3	2	2	-	-	-	-	2	2	-	2	3	3	2	2	-	-	-
CO4	3	2	2	3	2	2	-	-	1	1	3	3	2	2	1	1	-
CO5	3	2	-	-	-	-	-	3	2	2	3	3	3	2	-	-	-
CO6	3	3	2	3	3	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Reporting and Editing for Print- Practical	Course Code	JMC MC-104
Credit	2	Course type	Major
Year/ Sem	I	L-T-P-	0-0-2

Course Objectives:

- 1- To understand the working pattern of different print media platforms.
- 2- To familiarize the students with the basics of news writing of print media.
- 3- To create understanding of various print media content.
- 4- To inculcate the basic knowledge of media technology.

Practical/Assignments

Students will cover press conferences, Special assignment practice for print, To cover crime, health, education and economic news, Practice for copy editing, writing fresh copy, Use of headlines, Designing front back and local page, Coverage of local events with photos, Preparation of news package.

Suggested books:

1. Shrivastava K.M News Reporting and Editing ,Sterling Publication , New Delhi
2. Narayan K.P Sampadan kala , Madhya Pradesh
3. Saxena Ambrish , Fundamentals of Reporting and Editing , Kanishka Publishers , New Delhi
4. newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Reference Books:

1. News Writing: George.A.Hough, Boston Hough miffin company.
2. News culture:Allen Stuart, Buckingham open university press.
3. Modern Journalism and News writing: Savita Chadda
4. Samachar Feature lekhan avum Sampadan, Harimohan, Takshila Prakashan

Course outcomes (COs):

CO1	Define media, terminology, facts, software and reporting
CO2	Understand reporting, page design and layout technology and changing trends.
CO3	Application of layout and design, editing principles, writing techniques, software for news paper production
CO4	Explain process and function of news paper department, coordination and new trends
CO5	Evaluate the role of technology and impact of news papers on society.
CO6	Create and design news, news package, feature, edit page article and editorial.



CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	1	-	2	1	-	-	2	3	1	-	-	-	-
CO2	3	3	2	3	2	2	3	3	2	1	3	2	3	2	-	-	-
CO3	3	3	-	3	3	-	3	2	1	-	3	3	2	2	2	3	3
CO4	2	3	-	-	-	-	2	3	-	2	3	3	1	2	-	-	-
CO5	2	3	-	-	-	-	2	3	-	2	2	2	1	2	-	-	-
CO6	3	3	1	3	2	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Language and Translation-1 हिन्दी भाषा और अनुवाद-1	Course Code	JMC OE 101A
Credit	2	Course type	Open Elective
Year/ Sem	I	L-T-P-	2-0-0

Course Objectives:

- 1- विद्यार्थियों को हिंदी भाषा व्याकरण की मूलभूत जानकारी प्रदान करना।
- 2- शुद्ध हिंदी भाषा का ज्ञान प्रदान करना।
- 3- अनुवाद की जानकारी प्रदान करना।
- 4- अनुवाद से छात्रों को अवगत कराना।

निर्धारित पाठ्यक्रम

इकाई-1

भाषा की परिभाषा और विशेषताएं, महत्व,

व्याकरण: परिभाषा, महत्व, संज्ञा, सर्वनाम, विशेषण, शब्दगत अशुद्धिया, अपठित गद्यांश

इकाई- 2

अनुवाद की अवधारणा: परिभाषा, स्वरूप, अनुवाद का महत्व

अंग्रेजी- हिन्दी अनुवाद की समस्याएं और समाधान

अनुवाद- अंग्रेजी से हिन्दी

इकाई-3

कार्यालय हिंदी: का स्वरूप और विशेषता, कार्यालय हिंदी (राजभाषा) के प्रमुख कार्य -प्रारूपण, पत्र लेखन, संक्षेपण, पल्लव, टिप्पण।

इकाई-4

पत्रकारिता- शीर्षक की संरचना, लीड, इंट्रो एवं शीर्षक संपादन, संपादकीय लेखन, पृष्ठसज्जा, साक्षात्कार, पत्रकार वार्ता एवं प्रेस प्रबंधन।

पाठ्य पुस्तक(Suggested books)

- 1- कार्यालय हिंदी डॉ सुमन सिंह नेगी



- 2- हिन्दी भाषा की संरचना-भोलानाथ तिवारी
- 3- हिन्दी भाषा विज्ञान- रामदेव त्रिपाठी

सन्दर्भ ग्रंथ(Reference Books)

- 1- नये जमाने की पत्रकारिता- सौरभ शुक्ला
- 2- हिन्दी शब्दानुशासन- किशोरीदास वाजपेई
- 3- पत्रकारिता से मीडिया तक- मनोज कुमार
- 4- भाषा विज्ञान- भोलानाथ तिवारी

Course outcomes (COs):

CO1	हिंदी भाषा और व्याकरण का ज्ञान प्राप्त करना।
CO2	हिन्दी भाषा के व्याकरण सिद्धांत को समझना।
CO3	कार्यालय हिन्दी के विभिन्न क्षेत्रों की जांच करना ।
CO4	भाषा व्याकरण और अनुवाद विज्ञान का विश्लेषण करना।
CO5	पत्रकारिता का मूल्यांकन करना।
CO6	भाषा व्याकरण, अनुवाद विज्ञान और कार्यालय हिंदी में दक्षता प्राप्त करना।

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 3
CO1	3	2	3	1	1	2	2	-	3	2	1	3	3	2
CO2	1	-	3	1	-	3	3	2	-	3	-	2	3	-
CO3	-	-	-	-	-	2	3	-	-	-	-	3	3	3
CO4	3	3	-	-	3	2	1	1	2	1	3	1	3	-
CO5	3	-	2	3	-	3	2	3	3	-	2	1	-	3
CO6	3	-	3	1	3	1	3	1	2	3	1	3	1	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

(Handwritten signatures and initials)



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Computer Application in Media	Course Code	JMC VC 101
Credit	3	Course type	Vocational
Year/ Sem	I	L-T-P-	2-0-1

Course Objectives:

1. To understand the history, application and networking of computer
2. To understand about Operating and Application Software
3. To understand the evolution and social uses of internet
4. To understand the digital media concept with ethical and legal issues

UNIT I- Origin and growth of Computer

Applications of Computer

Computer hardware: CPU, Data Input and Output devices,

Computer memory: Primary and secondary

Computer Networks: LAN, WAN, MAN

UNIT II- Operating and Application Software

Introduction to Ms-Office

Basic file creation, working, editing and saving in MS Word, MS Excel and Power Point

Basic photo editing: Image selection, cropping, enhancing in MS Office Picture Manager

UNIT III- Internet: Origin and brief history

Web Browsers and net surfing

Social Networking Sites, Blogging, Micro blogging website like Twitter

Composing and Sending-Receiving e-mails

UNIT IV-Digital: Definition and Concept

Virtual Technology

Server, Server Farms, Cloud

E-commerce, M-commerce and E-governance, Surveillance and the state, Cyber security and issues of privacy, ethical and legal issues.

Practical

1. Power Point Presentation-5
2. Preparing Excel Sheet in Word-5
3. Report Writing in MS Word-5
4. Blog Writing (Posts) -5

Suggested books:

- 1- ABC of the Internet by Crumilish
- 2- Information Technology by Danis P. Curtin.
- 3- Illustrated World of Internet by Anil Madan.

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**References:**

1. Alexander, T. and Mathew, J. (2014). Computers and Information Technology. New Delhi: Raj Publications.
2. Sinha, P.K. (2004). Computers Fundamental. New Delhi: BPB Publication.
3. Gralla, P. (2007). How the Internet works. Indianapolis: Que Publishing.

Course outcomes (COs):

CO1	Identify the evolution, application and terminology of computer and internet
CO2	Discuss the networking and application of software
CO3	Relate the need of cyber security and privacy, cyber ethics and Surveillance
CO4	Analyze the Virtual technology and cyber law
CO5	Asses and explain the Social Networking Sites and uses
CO6	Develop skills for digital writing in different social media platform

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	2	1	2	1	1	2	3	1	2
CO2	3	3	2	2	2	1	3	1	3	3	2	2	2
CO3	2	1	2	1	2	3	1	2	3	-	1	1	1
CO4	1	1	3	1	3	1	3	1	3	2	1	3	3
CO5	3	1	3	-	3	3	1	1	3	1	2	2	3
CO6	3	1	3	1	3	3	1	3	3	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Environmental Communication	Course Code	JMC CC 101
Credit	0	Course type	Co- Curricular
Year/ Sem	I	L-T-P-	0

Course Objectives:

1. Impart basic knowledge of environmental studies
2. Awareness about the role of media in environmental promotion
3. Develop an attitude of concern for the environment.
4. Understanding how media professionals can contribute in creating awareness

Course Contents:**Unit 1: Environment:**

Meaning, Concept, Definition, Scope, Component, Importance
Various Dimensions of Environment,
Environment and Man
Indian Culture and Environment

Unit 2: Ecology:

Concept and definition of Ecology
Biodiversity, Biodiversity in India
Various Project for the Protection of Wild Life
Ecology and Human Communication System

Unit 3: Environmental Pollution:

Definition, Types, Pollutant and its types, Sources of Pollution, Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Radioactive Pollution, Bio Pollution
Environmental Pollution and Mass Media

Unit 4: Disaster:

Meaning and Definition, type, Disaster Management
Population and Environment
Environmental Management and Conservation
Sustainable Development
Role of Mass Media in Awareness of Environment

Unit 5 : Environmental Communication:

Concept, objectives and scope of Environmental Communication
Environmental Ethics and Media
Mass Communication Channels available for communication and environmental issues,
Newspaper reporting and writing on environment, Magazine feature writing,
Visual and electronic reporting

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**Suggested books:**

1. A.K. DE, "Environmental Chemistry", new age international (P) limited, Publishers, 2010.
2. Alan Scragg, "Environmental Biotechnology", Oxford University Press, 2005.
3. BharuchaErach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
4. BasuMahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
5. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

Reference Books:

1. R.Rajgopalan:2005, Environment Studies From Crisis to Cure, New Delhi, Oxford Pres
2. Abraham, Rajmola :2010, Journalism and Environment News, New Delhi, Kanishka Publication
3. Gupta, V.S.:2000, Communication & Development, New Delhi, Concept Publishing Co
4. Jain, C.M., 1995, Media and Rural Development, Jaipur, University Book House

Course Outcomes (COs):

CO1	Enhance knowledge on various dimensions of environment and Environmental Studies
CO2	Describe the ecology, biodiversity and disaster with their effect.
CO3	Develop solutions and demonstrate regarding environment pollution, conservation and sustainable development
CO4	Explain the objectives, scope and importance of Environmental Communication and environmental journalism.
CO5	Evaluate and identify the issues and problems related with environment
CO6	Design and create knowledge of writing and interpretative environmental report and media utilization.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	-	1	-	3	-	2	1	-	3	-	1	3	1	-	-
CO2	2	2	-	2	-	3	1	2	2	-	2	-	3	1	-	-	-
CO3	2	3	3	3	3	3	2	3	3	2	3	1	3	2	1	1	-
CO4	3	2	-	3	-	3	-	2	2	1	2	-	3	3	-	-	1
CO5	1	1	1	3	2	3	1	2	1	1	2	-	2	3	1	-	-
CO6	1	1	3	3	3	3	-	3	3	3	3	3	1	-	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



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SEMESTER – II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	History of Media	Course Code	JMCMC 201
Credit	6	Course type	Major
Year/ Sem	II	L-T-P-	5-1-0

Course Objectives:

1. Understand the dynamic role of the media in society
2. Understanding the evolution of Newspapers
3. To enhance understanding of the origin of the traditional print, electronic and web media.
4. Understand Brief history of sound and visual media

Course contents:

Unit I : Print Media

Media and Modernity: Print Revolution
Yellow Journalism
Evolution of Press in United States, Great Britain and France
History of the Press in India
Indian press and National Freedom Movement
Gandhi and Ambedkar as Journalists and Communicators
Media in the Post Independence Era
Emergency and Post Emergency Era
Changing Readership, Print Cultures,
Growth of Language Journalism in India
Origin, Growth and Development of News Agencies in India

Unit II : Radio

Early history of Radio in India
History of AIR: Evolution of AIR Programming
Patterns of State Control; the Demand for Autonomy
FM: Radio Privatization
Community Radio: Concept & Importance

Unit III : Television

Origin & History of TV
Growth and development of Doordarshan- SITE and Kheda Project
Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.
Commercialization of Programming (1980s)
The coming of Television and the State's Development Agenda
Formation of Prasar Bharati
Growth and Development of Private News channel in India
Invasion from the Skies: The Coming of Transnational Television (1990s)

Unit –IV: Cinema

Origin History, Growth of Cinema with special reference to India
Indian New Wave Cinema

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Role of Cinema in Social Change: Critical analysis
Issues and Problems of Indian Cinema**Unit-V: New Media**

Emergence of New Communication Technologies – Growth of the Internet, Social Media

Characteristics of New Media

Traditional vs new media

New Media: Future of Journalism

New Media and Convergence

Citizen Journalism

Suggested books:

1. Verma DS , History of Journalism , Pearl Book , New Delhi , 2007
2. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989)
3. Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1- 32
4. Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
5. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
6. Gupta VS , Handbook of Journalism and Mass Communication, Concept Publication , New Delhi
7. Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)

Reference Books:

1. Kumar J Keval: Mass-Communication in India, Jaico Publication, Mumbai.
2. Press in India: Annual report of the registrar of News paper for India:Publication Division, New Delhi.
3. Mass Communication in India: J.Vinanilum: Sage Publication New Delhi.
4. Parthasarthy, R. (2011). Journalism in India. New Delhi: Sterling Publishers Pvt. Lt
5. The Press, by Rao Chalpathy (National Book Trust)
6. Broadcasting in India, by Awasthi G.C.
7. KC Sharma, & JN Sharma, Journalism in India: History Growth Development (Oscar, 2008)
8. संचार और पत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
9. हिन्दी पत्रकारिता का इतिहास : जगदीष प्रसाद चतुर्वेदी
10. हिन्दी पत्रकारिता का वृहद इतिहास : अर्जुन तिवारी
11. हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक

Course outcomes (Cos):

CO1	Able to enhance knowledge of evolution, development and growth of media
CO2	Describe the status of media in pre and post Independence phase, technological advances, economic dynamics, regulatory constraints and ethical concerns.
CO3	Interpret the role of media in National Freedom Movement, Social history and development.
CO4	Analyse and explain the contemporary media issues, present scenario, modernity and changing trends
CO5	Evaluate the emergence and effect of new communication technologies on different medium of communication
CO6	Develop critical understanding of future of different media and upcoming trends



CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 7	PO 9	PO 10	PO 11	PSO 1	PSO 2
CO1	3	3	-	-	-	-	2	-	1	3	1
CO2	3	3	-	1	-	3	2	1	1	3	3
CO3	3	3	1	1	-	-	1	-	1	3	2
CO4	1	3	1	2	-	-	-	1	2	2	2
CO5	1	3	3	-	2	-	2	2	2	3	3
CO6	3	3	-	2	2-	-	-	-	2	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Broadcast Media	Course Code	JMC MC 202
Credit	6	Course type	Major
Year/ Sem	II	L-T-P-	5-1-0

Course Objectives:

1. Understand the general concept of Broadcast media
2. Understanding the basics of technology
3. To identify, select and use appropriate audio (microphone) techniques
4. To understand the structure and function of production room.

Course Contents:**Unit 1 – Basics of Sound**

Concepts of sound-scape, sound culture
Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
Sound Design-Its Meaning with examples from different forms
Sound recording techniques
Introduction to microphones
Characteristics of Radio as a medium

Unit 2 – Basics of Visual

What is an image, electronic image, television image
Digital image, Edited Image(politics of an image)
What is a visual?(still to moving)
Visual Culture Changing ecology of images today, Characteristics of Television as a medium

Unit 3 – Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting. Radio news sources.
Elements of a Radio News Bulletins , Working in a Radio News Room
Introduction to Recording and Editing sound. (Editing news based capsule only). Selection of news for radio bulletin.

Unit 4 – Writing and Editing Television News

Basics of a Camera- (Lens & accessories)
Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Writing for visuals, Relation between narration and visuals.
News presentation patterns in Doordarshan news and Private TV channels in India.
Elements of a Television News Story: Gathering, Writing/Reporting.
Elements of a Television News Bulletins
Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News:

Critical Issues and Debates. Public Service Broadcasters – AIR and DD News – Voice of India? (Analysis of News on National Broadcasters)
Changing Character of Television News (24 –hrs news format, News Production cycle, News ‘Lingo’, News ‘Formulae’ ?
News as Event, Performance and Construction.

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**Suggested Books :**

1. Ravindran R.K , Radio, TV and Broadcast journalism , Anmol Publication , New Delhi
2. Aggarwal VR Bala, Handbook of Journalism and Mass Communication , Concept Publication , New Delhi
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 105)

Reference Books:

1. Thompson, R. (2005). Writing for Broadcast Journalists. London and New York: Routledge
2. Luthra,HR : 1986: Indian Broadcasting, New Delhi, Publication Division,Govt. Of India
3. Ravindran,RK: 1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Publication (1st edt.)
4. Mehra,Ramesh : 2007: Media aur Prasaran, New Delhi,
5. Sharma,Kaushal : 2007:RadioPrasaran,NewDelhi,PratibhaPublication
6. Kumar,Prashant : 2015,BharatMeinRadioPrasaran,NewDelhi,A.R.Publication

Course outcomes (Cos):

CO1	Define concept of sound and technique, audio visual image , formation and writing
CO2	Understand basic of visuals, characteristics of audio visual mediums , news writing and editing
CO3	Illustrate the issues, debates and changing character of broadcast news
CO4	Compare between audio and video news process, organisational setup with techniques
CO5	Discriminate the News presentation patterns in broadcasting
CO6	Make and create the writing script for different broadcast media in professional manner.

CO-PO Mapping:

Cos	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	PSO	PSO
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
CO1	1	2	3	-	3	1	-	3	3	3	3	3	3	1	1	1	1
CO2	3	-	-	2	2	-	2	2	1	2	3	3	2	1	2	-	2
CO3	3	2	1	3	3	2	3	1	1	3	3	3	3	2	3	3	3
CO4	2	3	2	1	1	2	2	2	2	2	2	3	2	2	-	-	-
CO5	2	2	-	-	-	-	2	2	-	2	2	3	2	2	-	-	-
CO6	3	3	2	3	3	2	3	3	2	3	3	3	3	3	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Photography	Course Code	JMC MC 203
Credit	4	Course type	Major
Year/ Sem	II	L-T-P-	4-0-0

Course Objectives:

1. To discuss the history of Photography, moving images and Photo Journalism.
2. To practice how picture speaks thousand words by enlightening the learner on how.
3. For Explain various types of cameras, its components and accessories
4. Assess the importance of digital technology in photography

Course contents:**Unit I: Introduction to Photography**

A brief History of Photography- Camera Obscura to the daguerreotype process
Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge, Experiment (Leaping horse).

The photographic process (The Silver Halide Photography Process)

A brief glimpse into the Dark Room Development of a Photograph

Modernization of Photography and its use in Mass Media

History of Photography, Definition and origin of Photography.

The birth of Camera and its evolution

Types of photographic cameras (Pin-hole, SLR, TLR, D-SLR)

Basic of digital photography

Unit II: Equipment of Photography:

Cameras Lenses Tripods Monopods Camera bags Digital storage

Unit III: Lighting:

The different types of lighting-Natural lighting-and Artificial Lighting

The reflection of light recommended equipment for outdoor lighting.

Introduction to indoor lighting and Photographing

Unit IV: Types of Photography and Photojournalism:

News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography

The basics of photojournalism, importance of photojournalism

Unit V: Editing Photo editing software:

Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

Correcting imperfect images: Picture orientation, Cropping, Levels,

Altering brightness and contrast, Red eye.

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**Text Books:**

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
5. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

Reference Books:

1. Kumar Deepak , Photo and Print Journalism , Sumit Enterprises ,New Delhi
2. Sharma Sashiprabha , Photo patrkarita ke mool tatv , Kanishk Publishers New Delhi hindi }
3. Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust
4. Martin Keene: Practical Photojournalism: A Professional Guide; AE Publications, UK.
5. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.

Course outcomes (COs):

CO1	Identify history, importance and concept of photography
CO2	Conceptual understanding of different elements and tools of photography
CO3	Apply the mechanism of lighting in photography
CO4	Illustrate the principles of composition to produce professional images.
CO5	Evaluate the basics of photojournalism and importance
CO6	Develop an understating for modern tool usage in photography

CO-PO Mapping:

COs	PO1	PO4	PO5	PO8	PO10	PO11	P012	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	2	-	1	2	1
CO2	2	-	3	1	2	2	-	1	1	2
CO3	1	1	2	1	2	2	3	-	1	1
CO4	1	3	3	3	3	2	3	-	1	2
CO5	2	3	3	3	3	3	3	3	1	1
CO6	1	2	3	2	3	2	3	1	1	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Photography I - Practical	Course Code	JMC -204
Credit	2	Course type	Major
Year/ Sem	II	L-T-P-	0-0-2

Course Objectives:

1. To discuss about the basic of photography.
2. To practice of photography in different types of lights.
3. Explain various types of cameras, its components and accessories
4. Demonstrate the photo editing software to students

Course contents:

Working in groups of two/three the students will be required to undertake the Photography assignment. The genre can be decided by the faculty in charge. They must also undertake a photography based project, where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution. An observational field visit for photography assignment is also recommended.

Suggested Books:

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust , 2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
5. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

Reference Books:

1. Barnbuaum, Bruce : 2010, The Art of Photography, San Rafael-USA, Rocky nook
2. Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House
3. Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust
4. Kelby, S. (2006).The Digital Photography.San Francisco: Peachpit Press.
5. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.

Course outcomes (COs):

CO1	State the concepts of photography and its components.
CO2	Demonstrate different type of lighting in photography
CO3	Apply principles of composition to produce professional image.
CO4	Devise and plan to professional skills for photography, photo journalism
CO5	Evaluate the modern tool usage and software in photography
CO6	Prepare and produce professional image with uses of modern tools



CO-PO Mapping:

COs	PO1	PO2	PO3	PO5	PO6	PO7	PO8	PO11	PO12	PO11	PSO1	PSO3	PSO4
CO1	2	1	1	3	1	-	3	2	-	2	2	2	2
CO2	3	2	2	3	1	2	3	2	1	2	3	3	3
CO3	2	-	-	3	-	-	2	2	3	2	2	2	2
CO4	1	2	1	3	2	1	3	2	3	2	2	2	2
CO5	1	1	2	3	-	1	2	3	3	3	1	3	2
CO6	1	2	3	3	-	-	-	3	3	3	1	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	*Language and Translation-II English Communication and Translation-II	Course Code	JMC OE201A
Credit	2	Course type	Open Elective
Year/ Sem	II	L-T-P-	2-0-0

Course Objectives:

1. Create linguistic skills
2. Improve language for better writing
3. To impart knowledge about advanced vocabulary for effective communication
4. To inculcate the knowledge of compositional and comprehension skills

Course Contents-**Unit 1: Sentence Formation:**

Syntax- different types of sentence formation, Basic sentence formation, Transformation of sentences, Question tags and short answer.

Unit 2: Writing Skills:

Paragraph Writing, Story Writing, Dialogue Writing, Preparing questions for interviews.

Unit 3: Language Skills:

Use and importance of language in media, Nature and scope of media language, New trends in media language, Listing and using words commonly used in news and advertisements.

Unit 4: Synonyms & Antonyms:

Synonyms of different words, Antonyms of different words, Study of Jargons, Study of different quotations.

Unit 5: Translation :

What is translation?, Types of translation, Translating news and other media scripts.

Unit 6: Language skills and Presentation:

Speaking Skills and Presentation: Presentation Design and Delivery, Monologue Dialogue, Group Discussion, Effective Communication/ Mass – Communication, Interview, Public Speech, Effective Writing, Report Writing, Resume, Circular, Notice and letter writing.

Unit 7: Reading and Understanding:

Importance of English as a vehicle of Spoken and written Communication, Close Reading comprehension summary Paraphrasing Analysis and interpretation,

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Translation (from Indian language to English and vice-versa), Introduction to Articles of eminent Indian authors, Short Stories of eminent Indian authors.

Suggested Books :

1. Prasad, P. The Functional Aspects of Communication skills, Delhi
2. Sen, Leena. Communication Skills, Prentice hall of India, New Delhi.
3. Gupta Tanu, Functional English for Communication , SAGE , New Delhi .
4. Wren,P.C.& Martin: High School Grammar & Composition, NewDelhi,S.Chand & Co. Ltd.
5. Agarwal, Malti:2008, Professional Communication, Meerut, Krishna Publication
6. Sinha R.P.: 2002, How to write Correct English, Patna, Prabhat Publication

Reference Books:

1. Danial Jones: English pronouncing Dictionary
2. Remedial English Grammar, Macmillan, New Delhi
3. Bhatnagar& Bell: Communication in English
4. Pal, R. and Suri, P.L. (2011). English Grammar and Composition.New Delhi: Sultan Chand Publication& Sons.

Course outcomes (COs):

CO1	Define sentence formation, writing and language skills
CO2	Understand the importance of language in media and communication
CO3	Apply knowledge about advanced vocabulary for effective communication
CO4	Classify synonyms and antonyms with quotations
CO5	Assess language ability, translation and presentation skills for media professional
CO6	Design and draft report writing , public speech, presentation and delivery

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 5	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	-	-	-	3	2	2	-	1	1	-	-	-
CO2	3	2	-	-	-	3	3	3	-	1	1	-	-	-
CO3	1	2	1	-	-	3	3	3	-	1	1	-	-	-
CO4	1	1	-	-	-	3	3	3	-	1	1	-	-	-
CO5	1	2	1	-	-	3	3	3	-	1	1	-	-	-
CO6	1	1	3	3	3	3	3	3	3	-	-	2	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Print Media and Production Software Training	Course Code	JMC VC 201
Credit	3	Course type	Vocational
Year/ Sem	II	L-T-P-	2-0-1

Course Objectives:

1. Understand the working pattern of various print media platforms
2. Familiarize the students with the basics of writing of print media
3. Impart knowledge of print media production process
4. Understand the theory, methods, and practice of gathering information and writing news

COURSE CONTENT-**Unit-1: Introduction to Quark Xpress (18 Lectures)**

Uses of tools; Uses of Measurement panel; Formatting news; Designing news paper; use of modify panel.

Unit-2: Introduction to Corel Draw

Uses of tools panel; Color pallet; Text formatting; Effects; Arrange; Use of Bitmaps; Creation of Logo; Ad Designing.

Unit-3 : Introduction to Photoshop

Uses of tools; Use of Layer; Color correction; Use of Image; Use of Filter; Use of 3D

Unit-4 : Introduction to In Design

Uses of tools; Use of Control options; Use of Layout; Use of Type; Use of object; Use of Table

Unit-5 : Introduction to Illustrator

Uses of tools; Use of Filter; Use of Effects; Use of Object; Use of Type

Reference books:

Adobe Illustrator CC Classroom in a Book.
InDesign CC: Visual QuickStart Guide

Practical/Assignments:

Practical aspects of print media. Work culture of newspapers and magazines.

Role of inverted pyramid in news writing, Understanding news format, news writing practice for newspaper and Magazines, Use of headlines, Photo editing, Caption writing, Use of Quark Express, Adobe Photoshop, Page layout and design practice. Dummy, News package, Graphics use, To visit important media houses and observe their functioning.

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**Suggested Books:**

1. Kumar, Deepak . Photo and Print Journalism, Sumit Enterprises, New Delhi
2. Kumar.J .Kewal , Mass Communication in India , Jaico Publication , New Delhi
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.

Reference Books:

1. Arnold, E. Modern Newspaper Design. (Harper & Row 1969)
2. Baskette, F., Sissors, J. & Brooks, B. The Art Of Editing (6th ed.) (1997)
3. Garcia, M. Contemporary Newspaper Design. (Prentice Hall, 1987)
4. George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

Course outcomes (COs):

CO1	Identify the different software used for print media
CO2	Describe uses of tools, measurement panel and software formatting
CO3	Illustrate colour pallet, designing and modify panel of software's
CO4	Devise the news, compose from different sources and angles with uses of photo
CO5	Distinguish different software of page designing with uses
CO6	Develop and create design and layout for print media

CO-PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	3	-	3	2	-	3	3	-	2	1	-	-	-
CO2	3	-	-	3	3	-	3	2	2	3	3	-	3	2	1	1	1
CO3	3	3	3	3	3	2	3	2	1	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	2	3	3	2	3	3	2	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	2	3	3	2	3	2	3	3	3
CO6	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70



Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	General Awareness and Current Affairs	Course Code	JMC CC201
Credit		Course type	Co- Curricular
Year/ Sem	II	L-T-P-	

Course Objectives:

1. To aware about daily events and understand global activities.
2. To understand regional and national issues related to Social, economical and political impact
3. To enhance the analysing power of students.
4. Increase awareness of general knowledge and latest current affairs

Course Contents:

This paper would cover the issues and events of regional, national and international importance during the preceding year effecting Indian, Social, Political economic, environment and security concerns etc.

Suggested Books:

1. Uttarakhand year book
2. Jagran varshiki
3. Manorama year book.

Reference Books:

1. News paper and magazine
2. Vinsar Uttarakhand year book, vinsar publication

Course outcomes (COs):

CO1	Describe international and national, issues and current affairs
CO2	Understand changing socio, economic, political and technological scenario
CO3	Interpret global conflict and role of media
CO4	Analyse the changes at national and international and media coverage
CO5	Examine the role of media in the thought process of human being
CO6	Generate new ideas and perception to see the changing scenario and give solutions.



O-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	1	2	-	1	2	2	-	2	1	3	2	-	-	-
CO2	3	2	2	2	3	2	2	2	2	1	2	1	3	1	-	-	-
CO3	3	3	3	3	3	2	3	3	3	3	2	1	3	1	3	3	3
CO4	3	3	3	3	3	2	2	3	3	3	3	1	3	2	3	3	3
CO5	3	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	3
CO6	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)



Department of Journalism and Mass Communication

BA (H) Journalism and Mass Communication

Undergraduate Programme

SYLLABUS

Open Elective Course

Choice Based Credit System

Curriculum Framework Under National Education Policy-2020

Effective from Academic Session

2022-2023

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Department of Mass Communication
Open Elective Course

SEMESTER – I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Journalism-I	Course Code	JMC OE 101B
Credit	2	Course type	OE
Year/ Sem	I	L-T-P-	4-0-0
• Open/ Elective course			

Course Objectives:

1. To introduce students about the basics of journalism.
2. To understand News Values
3. To understand news format
4. To enhance understanding of the technical terms of Journalism

Course Contents:

Unit 1 : Understanding Journalism: .Nature and scope, Duties, responsibilities, Professional ethics of a journalist, Emergence and changing trends in journalism.

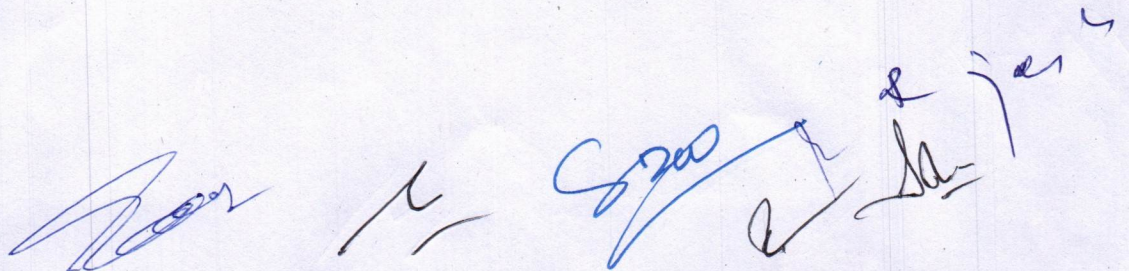
Unit 2 : Understanding the structure and construction of news: Its meaning, Definition, Nature, News values and News Elements, Types of News, Hard News, Soft News. Basic Components of News Story, Organizing news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection

Unit 3: Understanding Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Suggested books -

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Arnold George, Media Writer Handbook , Tata Mc Graw Hill , New Delhi
3. Narula , Uma. Handbook of Communication Models, Perspectives, Strategies(Atlantic, 2006)
4. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
5. Shrivastav.K.M. News Reporting and Editing, Sterling



Reference Books-

1. Rihard keeble, Newspaper Handbook, Routtedge Publication, London
2. Berlo, David. The Process of Communication (1960)
3. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)

Course outcomes (COs):

CO1	Define basics concept and components of journalism
CO2	Conceptual understanding of newspaper and elements of journalism
CO3	Executive the technical terms and jargons of journalism
CO4	Analyze the changing trend in journalism industry
CO5	Assess the contemporary debates and issues relating to media
CO6	Develop critical thinking on relationship of media, society.

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO8	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3		2	-	2	-	2	2	1	1	1
CO2	3	2	-	-	-	1	2	2	2	2	2
CO3	2		3	2	-	1	-	-	-	1	1
CO4	1	1	-	2	-	1	3	1	1	3	2
CO5	2	3	1	3	-	-	3	2	-	3	3
CO6	1	3	2	-	2	1	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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SEMESTER – II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Journalism-II	Course Code	JMC OE 201B
Credit	2	Course type	OE
Year/ Sem	II	L-T-P-	2-0-0
• Open/ Elective course			

Course Objectives:

- 1.To introduce students about the basics of journalism.
- 2.To understand different mass media and their uses.
3. To enhance understanding the role of media in democracy
- 4.To enhance understanding of the technical terms of Journalism

Course Contents:

Unit 1: Trends in Journalism: Major trends in Indian Journalism before and after Independence. Struggle for freedom of press, challenges of journalism

Unit 2 : Different mass mediums-a comparison: Language and principles of writing: Writing for print, news, feature and article, opinion pieces, editorials, interviews, profile writing , reviews, criticism, writing for radio journalism , TV journalism and Social Media writing. Online journalism, Citizen Journalism, Multimedia journalism and photojournalism.

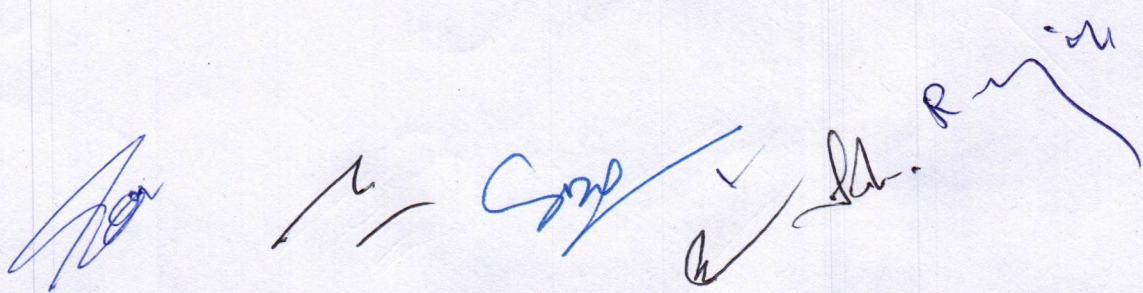
Unit 3: Role of Media in a Democracy: Responsibility to Society Press and Democracy Contemporary debates and issues relating to media, Ethics in journalism, moral issues for journalism.

Suggested books –

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Arnold George, Media Writer Handbook , Tata Mc Graw Hill , New Delhi
3. Narula , Uma. Handbook of Communication Models, Perspectives, Strategies(Atlantic, 2006)
4. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
5. Shrivastav.K.M. News Reporting and Editing, Sterling

Reference Books-

1. Rihard keeble, Newspaper Handbook, Routledge Publication, London
2. Berlo, David. The Process of Communication (1960)
3. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)



Course outcomes (COs):

CO1	Define basics concept and components of different media
CO2	Conceptual understanding of different media writings and elements of journalism
CO3	Executive the technical terms, structure and function of different mass media.
CO4	Analyze the changing trend in journalism industry
CO5	Assess the contemporary debates and issues relating to media
CO6	Develop critical thinking on relationship of media, society and democracy.

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO8	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3		2	-	2	-	2	2	1	1	1
CO2	3	2	-	-	-	1	2	2	2	2	2
CO3	2		3	2	-	1	-	-	-	1	1
CO4	1	1	-	2	-	1	3	1	1	3	2
CO5	2	3	1	3	-	-	3	2	-	3	3
CO6	1	3	2	-	2	1	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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