

Course Title: Introduction to Journalism (CORE)**Course Code: BJMC102****Scheme of Instruction**

Total Duration	:	30 Hrs
Periods/Week	:	4
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practical

Scheme of Examination

Maximum Score	:	50
Internal Evaluations	:	15
End Semesters	:	35
Exam Duration	:	2 Hrs

Course Objectives: The Objective of this Paper is to understand the Basic, Knowledge of Journalism including history of Print Media, Principles of News Organizational Structure and Function of Print and Electronic Media, Reporting Skills and Introduction of Journalistic skills and its Technology.

Course Outcomes: The outcome of this Paper are to make Capable to Students to get entry into Media Industry as a Fresher as trainee Journalist after completing this Paper Students will be able to Understand about Basic of Print and Electronic Media and its Different responsibilities. Students will understand the basic of Journalistic Skills.

Unit	Course Content	Instruction Hours
I	History of Journalism; Journalism-: Importance and responsibilities; Various forms of Mass Media: T.V., Radio, Newspapers, Web-Portal, Magazine, Social Media; Basic News: Scope, Definition, Concept and Principles of News; News Value, News Source, Basic elements of News, Structure of News, News: Soft and Hard; News writing formula	15
II	Introduction of Print Media Organisation: Editorial, Advertisement and Circulation desk; Work profile: Editorial Desk, City Desk, Sports Desk, etc. Responsibilities of Reporter, Sub Editor, News Editor, Editor and Photographer, Cartoonist, Reporting of News, Technique of Reporting, Types of Reporting, Reporting in Digital Age, Social Media as a tool of Reporting, Reporter: Function and Responsibility, Ethics in Reporting	15

Practical/assignments

All the work related to news including news making and proof reading will be done in practical by the students.

Text Books and References:

1. Agarwal, VirBala (2006), *Essentials of Practical Journalism*. New Delhi: Concept Publishing Company
2. Srivasthava, K.M (2003), *Reporting and Editing*. New Delhi: Sterling Publishers Pvt. Ltd
3. Maloney, Martin Joseph & Rubenstein, Paul. (1987). *Writing for Media*. Prentice-Hall Publisher
5. Burack, Sylvia K (1999), *The Writer's Handbook*. The Writer, Inc.; Book Club
6. Charnley, M.V (1975), *Reporting*. New York: Holt, Rinehart & Winston of Canada Ltd
7. Robinson, Sol (1971), *Guidelines for news reporters*. T A B Books Publishers
8. Kundra, S (2007), *Reporting Methods*. Delhi: R.K. Books
9. Joseph, M.K. (2007). *Outline of Reporting*. New Delhi: Anmol Publications Pvt. Ltd.
10. Ravindran, R.K (1999), *Handbook of Reporting and Editing*. New Delhi: Anmol Publications Pvt. Ltd
11. Parthasarathi, Rangaswamy (2004), *Basic Journalism*. Laxmi Publications (P) Ltd .

10. Charnley, M.V (1975), *Reporting*. New York: Holt, Rinehart & Winston of Canada Ltd
11. Robinson, Sol (1971), *Guidelines for news reporters*. T A B Books Publishers
12. Kundra, S (2007), *Reporting Methods*. Delhi: R.K. Books
13. Joseph, M.K. (2007). *Outline of Reporting*. New Delhi: Anmol Publications Pvt. Ltd.
14. Ravindran, R.K (1999), *Handbook of Reporting and Editing*. New Delhi: Anmol Publications Pvt. Ltd
15. Parthasarathi, Rangaswamy (2004), *Basic Journalism*. Laxmi Publications (P) Ltd .

Books in Urdu

Urdu ke Chhote Akhbarat by A. Kumar

Urdu Sahafataur Jung-e- Azadi by A. Kumar

Urdu Media aur Jadeed Rujhanaat (Educational Publishing House)

Urdu Sahafat Zabaan, Tareekh aur Tanazur (Educational Publishing House)

Hyderabad ke Urdu Roznamon ki Adabi Khidmaat by Syed Mumtaz Mehdi

Urdu Sahafat ke Do Sau Saal Part I & II by Prof. Irteza Karim

Urdu Sahafat ka Safar by Gurubcha Chandra (Available in Library)

Awami Tarseel (Available in Library)

Qaumi Mahaz Azadi aur UP ke Musalman Sahafi by Abida Samiuddin (Available in Library)

Urdu Sahafataur Jung-e-Azadi 1857 by Masoom Moradabadi (Available in Library)

Khabarnama by Azam Azmi (Available in Library)

Islami Sahafat by Sayyed Obaidusalam (Available in Library)

Urdu Sahafat unni swi Sadi Mein by Dr. Tahir Masood Arshad (Available in Library)

Course Title: Social Media (GE)**Course Code: BJMC608****Scheme of Instruction**

Total Duration	:	30 Hrs
Periods/Week	:	4
Credits	:	2
Instruction Mode	:	Lecture/Tutorial

Scheme of Examination

Maximum Score	:	50
Internal Evaluations	:	15
End Semesters	:	35
Exam Duration	:	2 Hrs

Course Objectives: The Objectives of this Paper are to understand the Basic Concepts of Social Media and its History .To understand the Types of Social Media its Characteristics and Social Media Impact on Indian Society, Socio -Political and Economic Development.

Course Outcomes: The Learning Outcome of this Paper will be to make students capable of using different social media such as Face book, Twitter, YouTube, blog, etc. after completing this paper students will be able to know interactive features of digital and social media, downloading, uploading, sharing, its impact on society and negative effect of social media on society.

Unit	Course Content	Instruction Hours
I	History of Social Media: Introduction,Concept; Theory of New Media, History of Internet,Types of Social Media: Orkut Facebook, YouTube, X, Instagram, Yahoo, Blog, Introduction to Elements of Social Media, News Feeds, Comments, Follow, Uploading, sharing;Social Media as a tool of Journalism, Social Media-Use, Misuse and Abuse;Impact of Social Media an Indian Society, Social, Political and Economic Development Through Social Media,	15
II	Interactive Features of Social Media. Convergent of Technology, Reporting Through Social Media. Social Media Blogger, Websites, Online Web Pages and Newspaper Limitation of Social Media, Negative Effect on society;Social Media: Voice to Voiceless, Security Settings in Social Media,Legal Perspective of Social Media, People Related to Social Media;Characteristics of Social Media; Limitation of Social Media,	15

Practical/assignments

All the students will have learn to social media and create profile and upload content on the their respective social media handles.

Examination and Evaluation Pattern: - Internal Assessment 15 marks and External Assessment 35 marks.

Text Books and References:

1. Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication,
2. Thulow, Crispin, Laura Lengel and Alice Tomic. (2004). Computer Mediate Communication, London, Sage Publications.
3. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press,

4. Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi,
5. Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications
6. 8. S. Jaiswal. (1999). Fundamentals of Information Technology, New Delhi Galgotia Publications,
7. Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD, U.S.A Focal Press
8. Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman & Littlefield Publishers
9. August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.
10. Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd

Books in Urdu

1. Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar (Maktaba-e-Daneyal: Pakistan)
2. SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU
3. Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani (Available in Library)
4. Internet Guide by Nayeem Ahsan (Available in Library)
5. Computer Application Multi Lingual DTP by Dr. Muhammed Jahangeer Varsi
6. Ibtidaee Computer Training Course by EBH

Course Title: Digital Media (DSE)

Course Code: BJMC102

Scheme of Instruction

Scheme of Examination

Total Duration	: 60 Hrs	Maximum Score	: 100
Periods/Week	: 2	Internal Evaluations	: 30
Credits	: 2	End Semesters	: 70
Instruction Mode	: Lecture/Tutorial//Practical	Exam Duration	: 3 Hrs

Course Objectives: This syllabus is for learners to develop awareness of the world of digital media and design and understand influencing factors and contexts. It will provide them to explore a range of processes and techniques in Digital Media. The students may learn to understand interactive characteristics of Social Media and its Impact on Indian Society. It will develop skills to encourage the production of media messages using variety of digital tools. It will introduce students to various career opportunities in Digital Media. It may encourage students to appreciate and participate in Digital Media researches.

Course Outcomes The Learning Outcome of this Paper will be to and enable them to appreciate potential and limitations of Digital Media. This will make students capable of uploading and sharing on different social media platforms. It may encourage students to appreciate and participate in Digital Media researches. The students will develop creative processes, innovative approaches and expand their knowledge and ability to critically evaluate the concepts, continually review, refine idea and adapt. This will help the students to prepare for working in a collaborative industry.

awareness of the world of digital media and design and understand influencing factors and contexts

Unit	Course Content	Instruction Hours
I	Introduction to the Digital Media: Definition; Evolution and Development, Digital Media Characteristics, Digital Literacy, Digital Divide Digital Audiences; Digital Audience Research and Behaviour, Digital Media Design, Types of Digital Media, Convergence, Basics of Internet: Characteristics of Internet, Journalistic uses of Internet: E-mail, Search; Video conferencing; Webcasting; Podcasting; Photo sharing; Wikis etc, Algorithm, AI, ChapGPT and Digital Media, Digital Media Creativity and its techniques	15
II	Introduction to Social Media: Definition; Concept; History of Social Media; Elements of Social Media; Interactive Features of Social Media; Types of Social Media, Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration; uploading and sharing content; Reporting through Social Media, Streaming Servers: News Aggregators, Social Media Campaigns and Engagement, Blogger, Social Influencers Social Media Engagement Theory, Impact of Social Media on Society; Social, Political and Economic Development through Social Media, New Trends in Social Media, Digital Rights, Digital Etiquettes/Ethics, Security Issues, Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance; Social, Ethical, Political and Legal issues related to New Media	15

	Practical	
III	<p>The students should carefully select work for the supporting studies to demonstrate the followings:</p> <ul style="list-style-type: none"> • <i>Research of ideas and critical reflection</i> • <i>Exploration of media, materials and technology that demonstrate the knowledge of digital media related software</i> • <i>A personal response which makes connections between digital and design elements</i> <p>The students should carry out the following practicals during the course semester:</p> <ol style="list-style-type: none"> 1. Post at least ONE tweet on current issue daily. Total 50 Tweets 2. Write ONE article in week comprising 1000 words in any language and post it on any Social Networking Sites. Total 10 Posts 3. Create ONE Podcast of 05 minutes duration during the course semester 4. Make a Blog and publish any content of his/her choice regularly 5. Analysis of any ONE Website on the basis of its formatting and structure and then create a new design and present its layout of website through power point presentation 6. To conceptualize and analyse the audience within a context of digital/social media critically and make a report on 2000 words during the course semester 	30

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

Text Books and References:

1. Athique, A. (2013). Digital Media and Society: An Introduction. John Wiley & Sons
2. Buckingham, D. (2007). Youth, Identity, and Digital Media (P. 216). The MIT Press
3. Dewdney, A., & Ride, P. (2006). The Digital Media Handbook, Routledge
4. Feldman, T. (2003). An Introduction to Digital Media, Routledge
5. Lindgren, S. (2017). Digital Media and Society. Sage
6. Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication,
7. Thulow, Crispin, Laura Lengel and Alice Tomic. (2004). Computer Mediate Communication, London, Sage Publications.
8. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press,
9. Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi,
10. Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications
11. Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD, U.S.A Focal Press
12. Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman& Littlefield Publishers
13. August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.
14. Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information

Technology, Hyderabad Orient Longman Pvt. Ltd

15. Computer Application Multi Lingual DTP by Dr. Muhammed Jahangeer Varsi 6.Ibtidaee
Computer Training Course by EBH

Books in Urdu:

- a Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar
(Maktaba-e-Daneyal: Pakistan)
- b SLM of Diploma in Journalism and Mass Communication offered by DDE,
MANUU
- c Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani
- d Internet Guide by Nayeem Ahsan

Course Title: Mediated Identities (DSE-2)**Course Code: BJMC102****Scheme of Instruction****Scheme of Examination**

Total Duration	:		Maximum Score	:	100
Periods/Week	:	3(1+2)	Internal Evaluations	:	30
Credits	:	2 (1+1)	End Semesters	:	70
Instruction Mode	:	Lecture/Tutorial//Practical	Exam Duration	:	3 Hrs

Course Objectives: The specific objective of this course is to make the students aware of the concept of identity created through the use of mass media.

Course Outcomes Through this course, the students will be able to know what identity is. How a human being is made aware of his/her identity in a social setup. The student will also be able to understand the role of media in the construction of identity.

Unit	Course Content	Instruction Hours
I	What is Mediation? How it works? Definition, Nature & Scope What is Identity? Definition, Nature & Scope, How is it constructed? “Them” and “Us” , Formation of Racial, Gender, Ethnic, Regional, National identities	
	PRACRICAL (1 Credit) : 2 Classes per week	
II	To what extent human identity is mediated? Giving examples of how are we affected by media. Students will be provided particular examples from print and electronic media to examine and evaluate how identity is mediated through it.	

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Bignell, J. (2002). Media Semiotics: An Introduction, 2nd edn. Manchester: Manchester University Press.
2. Hall, S. (ed.). (1997). Representation: Cultural Representations and Signifying Practices. London: Sage and The Open University.
3. Morley, D. and Chen, K-H. (eds). (1996). Stuart Hall: Critical Dialogues in Cultural Studies. London: Routledge.
4. Media and culture, [Karen Ross/ Deniz Derman/ Nevena Dakovic](#), Istanbul Bilgi University Press; 1. ed edition (2001)
5. Mediated Identities: Youth, Agency, & Globalization, Divya C., McMillin
6. Mediated Identity Formation, Current Trends in Research and Society, [Johan Fornäs & Charis Xinaris](#)
7. From Media and Identity to Mediated Identity, Helen Wood, In: [The SAGE Handbook of Identities](#), Edited by: Margaret Wetherell & Chandra Talpade Mohanty
8. Mediated Identities and New Journalism in the Arab World Mapping the “Arab Spring”, Ed, Aziz Douai and Mohamed Ben Moussa, Palgrave Macmillan, 2016
9. Shinakht, Aqeeda aur Tasadum by Raza Rumi

Course Title: Basics of Video Documentary (SEC) 2**Course Code:****Scheme of Instruction****Scheme of Examination**

Total Duration	:	30	Maximum Score	:	50
Periods/Week	:	4	Internal Evaluations	:	15
Credits	:	2	End Semesters	:	35
Instruction Mode	:	Practical	Exam Duration	:	2 Hrs

Course Objectives: This course introduces key issues, debates and movements in documentary film, internationally, illustrated with screenings of selected documentary classics. It also aims to sensitize students to the formal elements and changing language of documentary film.

Course Outcomes Students will know the basics techniques of Documentary Production, how to generate an idea, script writing and visualize it. They will be able to make a documentary proposal and will understand the ethical considerations as a documentarian.

Unit	Course Content	Instruction Hours
I	Introduction to Documentary: Documentary: Definitions, TV Documentary Formats, types: nature, institutional, event-based, personality etc., Brief overview on the history of Fiction films and Documentary films, Difference between Documentary and Feature Film, Evolution, Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, The Language of Documentary Film	15
II	Documentary Production Stages of Production- Pre-Production Production and Post Production, The Process of Production: Pre-production- concept, research; Writing a proposal and budget; Elements of script writing- visualization, treatment, the Presentation Structure, producing a shooting script. Understanding Camera movements, shots and angles, lighting techniques etc. Types of microphones used, Voice Over, Narrations and Ambience, Music in Documentary Films	15
Examination and Evaluation Pattern:- Internal Assessment 15 marks and External Assessment 35 marks.		
1. Grierson, J. <i>Grierson on Documentary by John Grierson</i> . University of California Press		
2. Narwekar, S. (1992). <i>Films Division and the Indian Documentary</i> . Amazon		
3. Jayasankar K. P., & Monteiro, A. (2016). <i>A Fly in the Curry: Independent Documentary Film in India</i> . Sage Publication.		
4. Sharma, A. (2015). <i>Documentary Films in India</i> . Palgrave Macmillan, a division of Macmillan Publishers Limited.		
5. Sutoris, P. (2016). <i>Visions of Development: Films Division of India and the imagination of Progress, 1948-1975</i> . Oxford University Press India.		
6. Aitken, I. (2005). <i>Encyclopedia of the Documentary Film</i> . New York: Routledge.		
7. Barnouw, E. (1993). <i>Documentary: A History of the Non-Fiction Film</i> (2 nd revised edition), Oxford University Press, New York:		

8. Goldsmith, D. A. (2003). *The Documentary Makers: Interviews with 15 of the Best in the Business*. Hove, East Sussex: Roto Vision.

9. Tobias, M. (1997). *The Search for Reality: The Art of Documentary Filmmaking*. Studio City, CA: Michael Wiese Productions.

SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU

Course Title: Television Journalism**Course Code:****Scheme of Instruction****Scheme of Examination**

Total Duration	: 30	Maximum Score	: 50
Periods/Week	: 3	Internal Evaluations	: 15
Credits	: 2	End Semesters	: 35
Instruction Mode	: Lecture/Tutorial//Practical	Exam Duration	: 2 Hrs

Course Objectives: Aim of this paper is to understand the development of Broadcast journalism in context of India and to learn the skills and techniques required for the broadcast field. This paper provides students a platform to train in the art and craft of TV journalism and equip them with skills and practices to readily take up journalistic and production jobs in different TV channels.

Course Outcomes The Student will learn how to self shoot and edit a TV package, how to present on television; how to report, how to interview, how to use a TV camera and how to write news story.

Unit	Course Content	Instruction Hours
I	Introduction to Television News Television in India, News Sources, News Studio, Elements of TV News Story, Planning of a TV News Story, Writing TV News Story, Writing Commentary, Writing for Visuals, Editing News, Split Screen Format, , and Sub-Titling	15
II	Reporting and Writing and Presentation for Television Television reporting: Visualising news, Research, investigation, Electronic News Gathering (ENG), Electronic Field Production (EFP). Piece to Camera (PTC), voice over (VO), News Stories- What is news story, different formats of news stories, VOSOT, RDR, Package)-elements of the news package, Types of Camera, News Anchors and Presenters,	15
Examination and Evaluation Pattern: - Internal Assessment 15 marks and External Assessment 35 marks.		
Text Books and References:		
Andrew, B. (2000). Broadcast Journalism: Techniques of Radio and TV News. Focal Press		
Herbert, Z. (2007). Television Production Handbook. Thomson Wadsworth., USA		
Haris, P. L., & Wilcox, G. (2012). Television Production & Broadcast Journalism (2nd edition). Goodheart wilcox.		
Nancy, R. (2013). On Camera, how to Report, Anchor and Interview. (2nd edition). Focal Press		
Kriwaczek, P. (1997). Documentary for the Small Screen. Focal Press		

Cohler, D. K. (1985). Broadcast Journalism: A guide for the presentation of Radio and Television News. USA: Prentice-Hall.
Cohler, D. K. (1985). Broadcast Journalism: A guide for the presentation of Radio and Television News. Prentice-Hall, USA.
Fang, I.E. (1982). Television News. ABC News Communication Arts Books NY.
Bhatt, S.C. (1991). Broadcast Journalism: Basic Principles. New Delhi. Sage Publication,
Hough, G. A. (2004). News Writing. Kanishka Publisher. Delhi.
White, T. (2010). Broadcast News Writing, Reporting and Production. Focal Press.
Hartley, (1982). Understanding News. Methuem Pub. London.
Chatterji, P.C. (1991). Broadcasting in India. Sage Publication, New Delhi.
White, T. (2013). Broadcast News Writing, Reporting and Production (6th edition). Focal Press,
Hartley, J. (1982). Understanding News. Methuen Publisher, London.
Rizvi, G. Barqi Sahafat
Barqi Sahafat by Mustafa Ali Sarwari
TV News wa Production: Fun aur Tariqa-e-Kaar by Dr.Samiurrahman
Television ki Sahafat by Shakkeel Hasan Shamsi
Television Nashriyat: Tareekh tahreek taknik, Anjum Osmani, 557 Laksmi Publications.

Course Title: Science Communication (DSE) 3**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practical

Scheme of Examination

Maximum Score	:	50
Internal Evaluations	:	15
End Semesters	:	35
Exam Duration	:	2 Hrs

Course Objectives: To enable the students to learn the nature and scope of science Communication as well as developing scientific temper for writing and understanding the science news..

Course Outcomes The Learning Outcome of this Paper will be to make students capable of understanding scientific attitude and learning the importance of science in life of human being and also its importance in National Development etc.

Unit	Course Content	Instruction Hours
I	Introduction to Science Communication Definition, Nature and Scope of Science Communication, Scientific attitude, great ideas of science, development of technology. Role of science and technology in National Development. Role of media in creating scientific temper and popularizing science communication. Need for Science Journalism, impact on Human life, impact on framing policies at national and international levels. Sources of Science Communication.	15
II	Writing skills for Science Communication Science and Language, Science writing skills, understanding basic concepts. How to write a basic science story? writing a feature story on science and technology. Uses of Photographs, Charts and other illustrations in layout of scientific and technological publication. Interviewing scientists, and Visits to science and technology institutes. Domain of Science Journalism, Health Communication, Public health policies, general hospitals, patient care, New diseases.	15

Examination and Evaluation Pattern: - Internal Assessment 15 marks and External Assessment 35 marks.

Text Books and References:

1. Solway, Andrew. *Communication: the impact of science and Technology*; Gareth Stevens Publication.
2. Cheng, Donghong. *Communicating science in social Context*; Springer.
3. Patariya, M., *Indian journal of science communication*; ISCOS
4. Angler, M. W. (n.d.). *Science Journalism: An Introduction* (1st). Routledge.
5. Bauer, M. W., & Burchi, M. (2007). *Journalism, Science and Society: Science Communication Between News and Public Relations*. Routledge.
6. Brake, M., & Weitkamp, E. (2009). *Introducing Science Communication: A Practical Guide*. Palgrave Macmillan.
7. Wilson, A. (1998). *Handbook of Science Communication*. CRC Press.
8. Holliman, R., Thomas, J., & Samidt, S. (2009). *Practising Science Communication in the Information Age: Theorizing Professional Practices*. USA: Oxford University

Press.

Course Title: Inter-Cultural Communication (DSC)11 &12 CORE**Course Code:****Scheme of Instruction****Scheme of Examination**

Total Duration	: 60	Maximum Score	: 100
Periods/Week	: 5	Internal Evaluations	: 30
Credits	: 4	End Semesters	: 70
Instruction Mode	: Lecture/Tutorial//Practical	Exam Duration	: 3 Hrs

Course Objectives: The objective of this paper is to make the students abreast with communication at international level. The cultural dimension of communication is also taught to the students.

Course Outcomes By the end of this course the students should be able to know about International Communication, the problems, issues and challenges related to intercultural and international communication.

Unit	Course Content	Instruction Hours
I	International Communication& International News Flow International Communication: Meaning and concept, Historical overview, Information society, Global village International News Flow: Free, fair and balanced flow of communication, One-way free flow, Two-way flow of communication, New World Information and Communication Order (NWICO), Embedded journalism, International efforts in regulating news flow and mass media, McBride Committee report, Democratization of information flow and media systems	15
II	New information technology and its impact International news agencies, Foreign radio and TV channels, Internet and digital communication, Criticism and violence against media persons, Effects of globalization on media, Intellectual property rights, ITU, WAC, IOJ, AMIC	15
III	Inter-cultural Communication Culture, definition, process, Culture as social institution Eastern and Western perspective, Inter-cultural communication: definition, process Eastern and Western cultures, Inter-civilization dialogue.	15
IV	Barriers in Cultural Communication Barriers in inter-cultural communication, Religious, political and cultural barriers, UN's efforts in promoting inter-cultural communication, Mass media monopoly, Field trips to UN local units, Foreign Desks of print and electronic media	15

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Mohammad, A. (1997). *International communication and Globalization*. Sage Publication.
2. Oatey, H. S., & Kottoff, H. *Handbook of Intercultural Communication*. Mouton de Gruyter.
3. Kumar, K. J. (2012). *Mass communication in India* (4th ed.). Mumbai: Jaico Publication.

4. James, S. (1979). <i>The Ethnographic Interview</i> . Wadsworth Group.
5. Lewis, R. D.(2006). <i>When Cultures Collide, Leading Across Cultures</i> (3rd edition). Nicholas Brealey Publishers
6. Hall, Edward T., (1990). <i>The Hidden Dimension, Anchor Books - a Doubleday Anchor Book</i>
7. Hofstede, G. (2007). <i>Culture's Consequences: Composing Values, Behaviours, Institutions and Organisations Across Nations</i> (2nd ed.). Sage Publications.
8. Osland, J. (1995), <i>The Adventure of Working Abroad, John Wiley & Sons</i>
9. Jandt, F. E. (2012). <i>An Introduction to Intercultural Communication: Identities in a Global Community</i> , (Eighth Edition)
10. Parkinson, E. (2005). <i>International and Intercultural Public Relations: A Campaign Case Approach</i> , Pearson

Course Title: **Introduction to Mass Communication (CORE)**

Course Code:

Scheme of Instruction

Scheme of Examination

Total Duration	: 60	Maximum Score	: 100
Periods/Week	: 5	Internal Evaluations	: 30
Credits	: 4	End Semesters	: 70
Instruction Mode	: Lecture/Tutorial//Practical	Exam Duration	: 3 Hrs

Course Objectives: This course gives the students the understanding of the fundamentals of communication, the framework in which they operate and major thoughts/concepts related to mass communication.

Course Outcomes

After completing this course, students should be able to:

CO1: Understand communication and identify its main characteristics, importance, and processes.

CO2: Identify the various theories of Mass Communication

CO3: Understand the concept of Mass Communication

CO4: Familiarize with the Models of Communication

Unit	Course Content	Instruction Hours
I	Defining Communication: Importance, elements and process of human communication, kinds of communication; verbal and non verbal communication, intra-personal, inter-personal, group and mass communication, Barriers of Communication, 7c's of communication	15
II	Models of Communication: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Wilbur Schramm, Newcomb, Propaganda, Communication and socialization	15
III	Media Theories: Spiral of silence, Four theories of press, Magic Bullet Theory, Two-Step flow; Indian Communication Theory; cultural Pollution.	15
IV	Folk Media; Origin and characteristics of folk media; Relevance of Folk Media, folk media forms of India; Role of Govt agencies Information and Publicity Dept, Song and Drama Division, Introduction to key school of thought related to communication theories.	15
	Practical/assignments Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through ppt.	
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
<ol style="list-style-type: none"> 1. Denis, Mcquail (1995), Mass Communication Theory, Sage, Publication, London 2. Defleur, Melvin L and Dennis Everette E, (1993), Understanding Mass-Communication, Houghton Mifflin 3. Bittner, John R. (1986) Mass Communication: An Introduction, . 		

4. Dr. N. Usha Rani, (1996), Folk Media for Development, Karnataka Book Publishers, First Edition,
5. H. K. Ranganath, (1980), Folk Media & Communication, Chinthana Prakashana
6. Agee, W.K., P.H. Ault and E. Emery,(1990), An Introduction to Mass Communication, Harper and Row, NewYork,
7. Ravi Aggarwal (2008), Communication: Today and Tomorrow. Subline Publication
8. [B.K AHUJA](#) (2022),Mass Media Communication - Theory And Practice,Saurabh Publishing House, Delhi

Books in Urdu

6. Urdu Sahafat Uneesvi Sadi Me (Educational Publishing House)
7. Maulana Azad baHaisyat e Sahafi by Dr. M. Fariyad
8. Farhanag e Sahafat (Mass Communication) NCPUL
9. Ablaghiyat by Shahid Hussain (Available in Library)
10. Urdu aur Awami Zaraye Ablagh by Shahid Hussain and Izhar Usmani (Available in Library)
11. Mass Communication and Mass Media, NCPUL
12. Istalahat-e-Zara-e-Ablagh by Dr. Jameel Akhtar (Available in Library)
13. Jadeed Ablagh Aain by Dr. Mehdi Hasan (Available in Library)
14. Ablagh Aam ke Nazaryat by Dr. Shamsuddin (Available in Library)

Course Title: Visual Culture (GE)

Course Code:

Scheme of Instruction

Scheme of Examination

Total Duration	:		Maximum Score	:
Periods/Week	:	3(1+2)	Internal Evaluations	:
Credits	:	2 (1+1)	End Semesters	:
Instruction Mode	:	Lecture/Tutorial/Practical	Exam Duration	:

Course Objectives: This paper introduces the students to the construction of “seeing” as a social process. The students will understand that what we see and how we see is cultural.

Course Outcomes Through this course, the students will be enabled to understand the various processes of ‘seeing’ in a social setting.

Unit	Course Content	Instruction Hours
I	Introduction, Definition, Nature and Scope, The predominance of visual forms of media Introducing Visual Cultures and the Process of ‘Seeing’, Visual Content and Codes	
	PRACRICAL (1 Credit) : 2 Classes per week	
II	Students will be given practical assignments demonstrating that many things from our culture like advertising, landscape, buildings, photographs, movies, paintings, apparel communicate through visual means.	

Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.

Text Books and References:

1. Mitchell, W.J.T. ‘Showing Seeing: A Critique of Visual Culture’ In Journal of Visual Culture August 2002 vol. 1 no. 2
2. Berger, John. Ways of Seeing. London: British Broadcasting, 1972.
3. The Spectacles of Modernity, Debord, Guy. Society of the Spectacle. Detroit: Black & Red, 1983.
4. Shohat, Ella & Robert Stam ‘Narrativizing Visual Culture’, In Nicholas Mirzoeff (ed) The Visual Culture Reader. 2nd ed. London: Routledge, 2002.
5. Fenske, Gail & Deryck Holdsworth, ‘Corporate Identity and the New York Office Building: 1895-1915’ In David Ward and Olivier Zunz (ed) The Landscape of Modernity: New York City, 1900-1940. Baltimore: Johns Hopkins, UP, 1997.
6. Roma Chatterji ‘Global Events and Local Narratives: 9/11 and the Chitrakaars’ In Speaking with Pictures: Folk Art and Narrative Tradition in India
7. Foucault, Michel. ‘Panopticism’ In Discipline and Punish: The Birth of the Prison.

New York: Pantheon, 1977.

8. Mirzoeff, Nicholas. 'The Right to Look, or, How to Think With and Against Visuality' In *The Right to Look: A Counterhistory of Visuality*. Durham, NC: Duke UP, 2011.
9. Cohn, Bernard, 1987 (1983), "Representing Authority in Colonial India", in *An Anthropologist Among the Historians and Other Essays*, Delhi: OUP,

Tagg, John. 'Evidence, Truth and Order: Photographic Records and the Growth of the State' In *Essays on Photographies and Histories*. Amherst: University of Massachusetts, 1988

Course Title: Introduction to Journalism**Course Code:****Scheme of Instruction****Scheme of Examination**

Total Duration	:		Maximum Score	:
Periods/Week	:	3	Internal Evaluations	:
Credits	:	2	End Semesters	:
Instruction Mode	:	Lecture/Tutorial//Practical	Exam Duration	:

Course Objectives: The Objective of this Paper is to understand the Basic, Knowledge of Journalism including history of Print Media, Principles of News Organizational Structure and Function of Print and Electronic Media, Reporting Skills and Introduction of Journalistic skills and its Technology.

Course Outcomes The outcome of this Paper are to make Capable to Students to get entry into Media Industry as a Fresher as trainee Journalist after completing this Paper Students will be able to Understand about Basic of Print and Electronic Media and its Different responsibilities. Students will understand the basic of Journalistic Skills

Unit	Course Content	Instruction Hours
I	Definition, Concept and Principles of News, News Value, News Source, Basic elements of News, Structure of News, Soft and Hard News, Introduction of Print Media Organization- Editorial, Advertisement and Circulation, Editorial Desk, Sub Editor ,News Editor,	
II	Introduction of Electronic and New Media Journalism-News Room, Reporter, Anchor, News Reader, Input Desk, Output Desk, Assignment Desk, Social Media handling, Different Sections of Electronic Media, Digital Media Technique of Reporting, Types of Reporting	

Examination and Evaluation Pattern:**Text Books and References:**

Agarwal, VirBala. (2006). Essentials of Practical Journalism. New Delhi: Concept Publishing Company
2.Srivasthava, K.M. (2003). Reporting and Editing. New Delhi:

Sterling Publishers Pvt. Ltd

3.Maloney, Martin Joseph & Rubenstein, Paul. (1987). Writing/or Media. Prentice-Hall Publisher

5.Burack, Sylvia K.(1999). The Writer's Handbook. The Writer, Inc.; Book Club

6.Campbell, Walter S. (1940). Professional Writing. The Macmillan Company

7.Hohenberg, John. (1983). Professional Journalists. Holt Rinehart & Winston Publisher

8.Teel, Leonard Ray Intro. (1983). Imo The Newsroom: An Introduction to Journalism.

PrenticeHall Publisher

9.Karnath, M.V. (2009). Professional Journalism. New Delhi: Vikas Publishing House

10.Chamley, M.V. (1975). Reporting. New York: Holt, Rinehart & Winston of Canada Ltd

11.Robinson, Sol. (1971). Guidelines for news reporters.TAB Books Publishers

12.Kundra, S. (2007). Reporting Methods. Delhi: R.K. Books

13.Joseph, M.K. (2007). Outline of Reporting. New Delhi: Anmol Publications Pvt. Ltd.

14 .Ravindran, R.K. (1999). Handbook of Reporting and Editing. New Delhi: Anmol Publications Pvt. Ltd

15. Parthasarathi, Rangaswamy. (2004). Basic Journalism.Laxmi Publications (P) Ltd .

Books in Urdu

Sahafat Bara-E_Sehat By Mohd MUstafa Ali Sarwari

Urdu Media aurJadeedRujhanaaL (Educational Publishing House)

Urdu SahafatZabaan, TareekhaurTanazur(Educational Publishing House) Hyderabad ke Urdu RoznamonkiAdabiKhidmaat by Syed Mumtaz Mehdi Urdu Sahafatke Do SauSaal Part I & II by Prof.Irteza Karim

Urdu Sahafatka Safar by Gurubcha Chandra (Available in Library)

AwamiTarseel (Available in Library)

QaumiMahazAzadiaur UP keMusalmanSahafi by AbidaSamiuddin (Available in Library) Urdu Sahafataur Jung-e-Azadi 1857 by Masoommoradabadi (Available in Library)

Khbabnamaby·AzamAzmi (Available in Library)

IslamiSahafat by SayyedObaidusalam (Available in Library)

Urdu SahafataurTareekh-e-Azadi by Dr. Sarni Ahamed
Urdu SahafataurHasrathMohani by Dr.Sharefuddin,EPH, New Delhi
KhabarNawisiaurlbtedaildarat by Imdad Ahmad Miyan
Urdu SahafatunniswiSadi Mein by Dr. Tahir Masood Arshad
(Available in Library)

Course Title: Health Journalism (Core)

Course Code:

Scheme of Instruction

Scheme of Examination

Total Duration	:		Maximum Score	:
Periods/Week	:		Internal Evaluations	:
Credits	:	4	End Semesters	:
Instruction Mode	:	Lecture/Tutorial//Practical	Exam Duration	:

Course Objectives: : The objective of the paper is to help the students to understand basic knowledge of health journalism, strengthen their ability to report, and write about health journalism.

Course Outcomes The paper will assist the students to understand healthcare system and familiar them about basic understanding of health journalism. As well, this paper will train the students to report and write healthcare issues with the scientific manner.

Unit	Course Content	Instruction Hours
I	Introduction to Health Journalism, Basic understanding of Health Journalism, Significance of Health Journalism, Healthcare Awareness, Basic Introduction of Diseases, Immunization, Vaccine Overview, Vaccine Herd Immunity, Vaccine-Preventable Infectious Disease	
II	Challenges for Reporting Health issues, Healthcare reporting, Sources of Healthcare reporting, Vaccine Myths, Vaccine Side-effects, Adverse Effects Following Immunization (AEFI), Covid-19 its impact & Vaccination, Zero Dose child	
III	Public Health Care in India, New born, Child Mortality Rate, Child and Adolescent Health Care, Malnutrition. Antibiotics Overview , A Brief history of Antibiotics, Misuse of Antibiotics,	
IV	Lifestyle Disease Major Health Campaigns, Health Care Awareness, Role of NGOs, Civil Society, WHO, UNICEF	

Examination and Evaluation Pattern:

Text Books and References:

- Asad Faisal Farooqui, Hindustan me Urdu Tibbi Sahafat-Aghaz aur Irtiq
- Ghazali, M. Husain (2017): Sehat Safai aur Mahauliat, EPH, Delhi
- Baggott, R.(2011). Public Health:Policy & Politics. New york: Palgrave macmillan .
- Gupta, S., & Nikhat, S. (I 989). Baacho Ke Sahet. New Delhi: NC PU L.

**•Levi, R. (200 I). Medical Journalism: Exposing Fact, Fiction, Fraud. New Jersey, USA:
. Wiley-Blackwell.
Nair, P. (2005). Education and Health Infrastructure: An Overview.
Hyderabad: !CFAI**