

Sl No		Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours	
					L/T	P
SEMESTER – I						
1	Major-1	DSC	Introduction to Mass Communication	4	2	2
2		DSE	Introduction to Journalism	2	1	1
3		DSE Any One	Human Rights & Media		1	1
5		SEC-1 }Any One	Photography	2		2
6		SEC-2	Introduction to Cinema Studies		2	
7	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
8		DSE	Any Sub./Paper offered by any Dept./Schools	2	3	1
9		GE	Visual Culture	2	1	1
10		AEC	Offered by University	2	2	0
11		VAC	Environmental Education	2	2	
			Total	20		
SEMESTER – II						
1	Major-1	DSC	Health Journalism	4	3	1
2		DSE Any One	Television Journalism	2	1	1
3		DSE	Mediated Identities		2	
4		DSE	Digital Media Projects-I	2		2
5	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
6		DSE	Any Sub./Paper offered by any Dept./Schools	2	2	0
7		SEC	Any Sub./Paper offered by any Dept./Schools	2	2	
8		GE	Visual Culture	2	2	0
9		AEC	Offered by University	2	2	0
10		VAC	Offered by University	2		
11			Internship	2		
			Total	24		
Exit-1: The Undergraduate Certificate in JMC will be given if students exit after 2ndSEM : Total 46 Credit						
SEMESTER – III						
1	Major-1	DSC	News Reporting & Writing	4	3	1
2		DSE } Any One	Media Ethics and Law	2	1	1
3		DSE	Science Communication		1	1
		DSE	Digital Media Projects-II	2		2
4		SEC-1 }Any One	Basics of Video Documentary	2	1	1
		SEC-2	Print Media Production		1	1
5	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
6		DSE	Any Sub./Paper offered by any Dept./Schools	2	3	1
8		GE	Basics of Radio Documentary Production	2	1	1
9		AEC	Offered by University	2	2	0
10		VAC	Offered by University	2	2	
			Total	22		
SEMESTER – IV						
1	Major-1	DSC	Public Relation	4	3	1
2		DSE	Radio Production	2	1	1
3		DSE }Any One	Environment Journalism		2	

			Digital Media Projects-III	2		2
5	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
6		DSE	Any Sub./Paper offered by any Dept./Schools	2	2	0
		SEC	Any Sub./Paper offered by any Dept./Schools	2	2	
8		GE	Introduction to Film	2	2	0
9		AEC	Offered by University	2	2	0
10		VAC	Offered by University	2		
			Total	22		

Exit-2: The Undergraduate Diploma in JMC will be given if students exit after 4th SEM: Total 84 Credit

SEMESTER – V

1	Major-1	DSC	Communication for Development	4	3	1
2		DSC	Advertising	4		
4		DSE	Corporate Communication	2	1	1
5		DSE	Digital Media Projects-IV	2		2
6	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
7		DSC	Any Sub./Paper offered by any Dept./Schools	4		
8		DSE	Any Sub./Paper offered by any Dept./Schools	2	3	1
			Total	22		

SEMESTER – VI

1	Major-1	DSC	Graphic and Design	4	3	1
2		DSC	Data Journalism	4		
3		DSE	Urdu Media	2	1	1
4		DSE } Any One	National and International Media		1	1
5		DSE	Digital Media Projects-V	2		2
6	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
7		DSC	Any Sub./Paper offered by any Dept./Schools	4		
8		DSE	Any Sub./Paper offered by any Dept./Schools	2	3	1
9			Internship	2		
			Total	24		

Exit-3: The B.A. JMC degree will be given if students exit after 6th SEM: Total 126 Credit

Option-1

SEMESTER – VII

1	Major-1	DSC	Media Research	4	3	1
2		DSC	Media Management	4		
3		DSE	Mobile Journalism & Any other	2	1	1
6	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4	3	1
7		DSC	Any Sub./Paper offered by any Dept./Schools	4		
8		DSE	Any Sub./Paper offered by any Dept./Schools	2	3	1
			Total	20		

SEMESTER – VIII

1	Major-1	DSC	Event Management	4	3	1
2		DSC	Global Communication	4		
3		DSE	English Media	2	1	1
4		DSE } Any One	Hindi Media		1	1
			Any Sub./Paper offered by any Dept./Schools	4	3	
6	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4		1
7		DSC	Any Sub./Paper offered by any Dept./Schools	2	3	

				Total	20		
Exit-4: The B.A (Hons.) JMC degree will be given if students exit after 8th SEM with Option-1: Total 174 Credit							
Option-2							
SEMESTER –VII							
1	Major-1		Media Management	4			
2		DSC	Mobile Journalism	4			1
3		DSC	English Media	2	1		1
4		DSE	Hindi Media		1		1
6		DSE	} Any One Any Sub./Paper offered by any Dept./Schools		4	3	
7	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4			1
8		DSC	Any Sub./Paper offered by any Dept./Schools	2	3		
1		DSE	Total	20			1
SEMESTER – VIII							
1	Major-1	DSC	Research Writing	4			
2	Major-1	DSE	Any Sub./Paper offered by any Dept./Schools	4	3		2
3	Major-2	DSC	Any Sub./Paper offered by any Dept./Schools	4			1
4		DSC	Any Sub./Paper offered by any Dept./Schools	2	3		
5		DSE	Dissertation	12			1
			Total	26			
Exit – 4: The B.A (Hons.) JMC with Research Degree will be given if students exit after 8th sem. with option-2: Total 180 Credit							

Note: In 2, 3, 4, 5 & 6 semesters the digital Media Projects will be evaluated by all faculty members and external examiners.

**As per NEP-2020, to involve the engagement of the students in creative & artistic activities 'Digital Media Projects' a practical based paper has been included of 2 credits keeping in aesthetic focussed experiential work.*

Further it has added keeping in view of the production or Lab Work/Studio Activities.

B.A. (Hons.) Journalism and Mass Communication

Semester:1

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

Course Code:

Scheme of Instruction

Total Duration	: 60
Periods/Week	: 4
Credits	: 4
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

Maximum Score	: 100
Internal Evaluations	: 30
End Semesters	: 70
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: Understand communication and identify its main characteristics, importance, and processes. Identify the various theories of Mass Communication. Understand the concept of Mass Communication. 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:

Denis, Mcquail (1995), Mass Communication Theory, Sage, Publication, London
 Defleur, Melvin L and Dennis Everette E, (1993), Understanding Mass-Communication, Houghton Mifflin
 Bittner, John R. (1986) Mass Communication: An Introduction,.
 Dr. N. Usha Rani, (1996), Folk Media for Development, Karnataka Book Publishers, First Edition,
 H. K. Ranganath, (1980), Folk Media & Communication, Chinthana Prakashana
 Agee, W.K., P.H. Ault and E. Emery, (1990), An Introduction to Mass Communication, Harper and Row, New York,
 Ravi Aggarwal (2008), Communication: Today and Tomorrow. Subline Publication
[B.K AHUJA](#) (2022), Mass Media Communication - Theory And Practice, Saurabh Publishing House, Delhi

Books in Urdu

Urdu Sahafat Uneesvi Sadi Me (Educational Publishing House)

Maulana Azad baHaisyat e Sahafi by Dr. M. Fariyad

Farhanag e Sahafat (Mass Communication) NCPUL

Ablaghiyat by Shahid Hussain (Available in Library)

Urdu aur Awami Zaraye Ablagh by Shahid Hussain and Izhar Usmani (Available in Library)

Mass Communication and Mass Media, NCPUL

Istalahat-e-Zara-e-Ablagh by Dr. Jameel Akhtar (Available in Library)

Jadeed Ablagh Aain by Dr. Mehdi Hasan (Available in Library)

Ablagh Aam ke Nazaryat by Dr. Shamsuddin (Available in Library)

B.A. (Hons.) Journalism and Mass Communication**Course Title: Introduction to Journalism (DSE)****Course Code:****Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 2
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), <i>Essentials of Practical Journalism</i> . New Delhi: Concept Publishing Company 2. Srivasthava, K.M (2003), <i>Reporting and Editing</i> . New Delhi: Sterling Publishers Pvt. Ltd 3. Maloney, Martin Joseph & Rubenstein, Paul. (1987). <i>Writing for Media</i> . Prentice-Hall Publisher 5. Burack, Sylvia K (1999), <i>The Writer's Handbook</i> . The Writer, Inc.; Book Club 6. Charnley, M.V (1975), <i>Reporting</i> . New York: Holt, Rinehart & Winston of Canada Ltd 7. Robinson, Sol (1971), <i>Guidelines for news reporters</i> . T A B Books Publishers 8. Kundra, S (2007), <i>Reporting Methods</i> . Delhi: R.K. Books 9. Joseph, M.K. (2007). <i>Outline of Reporting</i> . New Delhi: Anmol Publications Pvt. Ltd. 10. Ravindran, R.K (1999), <i>Handbook of Reporting and Editing</i> . New Delhi: Anmol Publications Pvt. Ltd 11. Parthasarathi, Rangaswamy (2004), <i>Basic Journalism</i> . Laxmi Publications (P) Ltd .		
Charnley, M.V (1975), <i>Reporting</i> . New York: Holt, Rinehart & Winston of Canada Ltd Robinson, Sol (1971), <i>Guidelines for news reporters</i> . T A B Books Publishers Kundra, S (2007), <i>Reporting Methods</i> . Delhi: R.K. Books		

- 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 Khidmat* 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)

B.A. (Hons.) Journalism and Mass Communication**Course Title: Human Rights & Media (DSE)****Course Code: BJMC102****Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 2
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 understand forms and types of human rights. To understand the concept and evolution of human rights. To understand the role of civil society groups in human rights. To familiarize with the role of press in protecting democracies. To know the various mechanisms available for the enforcement of rights

Course Outcomes: Will be able to relate human rights with the media. They will be familiar with internationally important human rights documents. Will better understand the inter/national agencies in the field of human rights. Students will be understanding the emergence of human rights over the centuries. Will better appreciate and understand the mechanism for human rights enforcement

Unit	Course Content	Instruction Hours
I	Meaning and Concept of Human Rights; Classification of Rights: Natural, Legal and Moral Rights; Three Generations of Human Rights, <i>Magna Carta</i> , <i>The French Declaration of the Rights of Man and Citizen</i> , <i>United States Bills of Rights</i> , <i>Universal Declaration of Human Rights</i> , Indian Constitution and Human Rights, Globalization and its Impact on Human Rights, Challenges of Human Rights: Dalit, Forest, Minority, Consumer, Migrant, Immigrant, Labour & Health Rights	
II	Situating Human Rights in the Media, Press as Protector of Democratic Rights, Role & Function of Select National & International Organizations / Commissions in Human Rights Enforcement: NHRC & SHRC, United Nations (UN) and its Agencies, <i>Red Cross</i> , <i>Amnesty International</i> , <i>Human Rights Watch</i> , <i>Asia Watch</i> ; Role of NGOs / Advocacy Groups in protecting Human Rights	
In order to make the students aware of issues related to Human Rights, they will be given practical assignments, and be required to work either individually or in groups to produce reports/ term papers / posters/ presentations etc.		

References

There are no sources in the current document.

Course Title: Photography (SEC)**Course Code: BJMC102****Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 3
Credits	: 2 (1 Practical)
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

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

Course Objectives: This course familiarizes the students with all technical aspects of still photography equipment, materials, processes and image editing with hands-on exercises. More over course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyse the creative work of a contemporary artist.

Course Outcomes: On successful completion of this course, the student will be able to understand the digital photographic and its processes. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, students will equip with job-oriented skills in still photography.

Unit	Course Content	Instruction Hours
I	Basics of Photography Photography: History of Photography. Movement in art, Types of Photography (street, war, Landscape, sports, etc), Photojournalism, Visual Grammar?, Picture Composition, Classification of shot, Exposure Triangle	20
II	DSLR Key Components of DSLR and its working, Mechanism of Light controls, DSLR accessories, Adobe Photoshop Basics, Digital Manipulation of Images, Photo Feature	20
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Upton, & U. (2010). <i>Photography</i> . Pearson Publication. Langford, M. J. (1965). <i>Basic Photography: The Guide for serious Photographers</i> . Focal Press Langford, M. (1978). <i>The step by step guide to Photography</i> . Alfred A. Knopf Publications Keppler, H. (1984). <i>The NIKON way in Focal Encyclopaedia of Photography</i> . Crown Publishers Inc. Davies, A. & Fennessy, P. (1998). <i>Digital imaging for photographers</i> , Focal Press. Long, B. (2012). <i>Complete Digital Photography</i> . Delmar Cengage Learning. Krejcarek, P. (1996). <i>Digital Photography-A hands on Introduction</i> . Delmer Publishers. Davies, A. and Fennessy, P. (2001). <i>Digital for photographers</i> , Focal Press. Torrant, J. (2012). <i>Understanding Digital Cameras</i> . Delmar Cengage Learning. Rose, C. (1997). <i>Teach Yourself Digital Photography in 14 Days</i> . Techmedia. Agfa. (1994). <i>An Introduction to Digital Scanning</i> . Agfa-Gevaert. Agfa. (1994). <i>An Introduction to Digital Photo Imaging</i> . Agfa. Patterson, F. (1989). <i>Photography and The Art of Seeing</i> . Key Porter Books. Barnbaum, B. (2010). <i>The Art of Photography: An Approach to Personal Expression</i> . Rocky Nook. Williams, J. B. (1990). <i>Image Clarity: High Resolution Photography</i> . Focal Press. Jones, A. (2004). <i>The Step-By-Step Photography Workshop</i> . Writer's Digest Book. Bidner, J. (2004). <i>Complete Book of Photography</i> . Amphoto Books. Waston Guptill Publications. Sharma, O.P. (2003). <i>Practical Photography</i> . Hind Pocket Books.		

B.A. (Hons.) Journalism and Mass Communication

Folts, J., Lovell, R.P. & Zwahlen, J. F. (2005). *Handbook of Photography*. Thompson Delmar Learning.

David & Charles. (1995). *the Question and Answer Guide To Photo Technique*. Touchstone.

Books in Urdu

Adobe Photoshop CS2 by Irfana Yasmeen Arshad (Available in Library)

Tasweeri Sahafat by Sajjad haider Arshad (Available in Library)

Aaye Graphic Design seekhey by www.itelam.com

B.A. (Hons.) Journalism and Mass Communication

Course Title: Visual Culture (GE)

Course Code:**Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 3
Credits	: 2 (1Practical)
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

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

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:

Mitchell, W.J.T. ‘Showing Seeing: A Critique of Visual Culture’ In Journal of Visual Culture August 2002 vol. 1 no. 2

Berger, John. Ways of Seeing. London: British Broadcasting, 1972.

The Spectacles of Modernity, Debord, Guy. Society of the Spectacle. Detroit: Black & Red, 1983.

Shohat, Ella & Robert Stam ‘Narrativizing Visual Culture’, In Nicholas Mirzoeff (ed) The Visual Culture Reader. 2nd ed. London: Routledge, 2002.

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.

Roma Chatterji ‘Global Events and Local Narratives: 9/11 and the Chitrakaars’ In Speaking with Pictures: Folk Art and Narrative Tradition in India

Foucault, Michel. ‘Panopticism’ In Discipline and Punish: The Birth of the Prison. New York: Pantheon, 1977.

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.

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: Health Journalism (Core)**Course Code:****Scheme of Instruction**

Total Duration	: 60 Hrs
Periods/Week	: 4
Credits	: 4
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

Maximum Score	: 100
Internal Evaluations	: 15
End Semesters	: 70
Exam Duration	: 3 Hrs

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	15
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	15
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,	15
IV	Lifestyle Disease Major Health Campaigns, Health Care Awareness, Role of NGOs, Civil Society, WHO, UNICEF	15
Examination and Evaluation Pattern:		
Text Books and References:		
Asad Faisal Farooqui, Hindustan me Urdu Tibbi Sahafat-Aghaz aur Irtiqa •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. (1989). Baacho Ke Sahet. New Delhi: NC PU L. •Levi, R. (2001). Medical Journalism: Exposing Fact, Fiction, Fraud. New Jersey, USA: Wiley-Blackwell. Nair, P. (2005). Education and Health Infrastructure: An Overview. Hyderabad: ICFAI		

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

Total Duration	: 30 Hrs
Periods/Week	: 2
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: 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.		

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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.

B.A. (Hons.) Journalism and Mass Communication**Course Title: Mediated Identities (DSE)****Course Code:****Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 3
Credits	: 2 (1Practical)
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

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

Bignell, J. (2002). Media Semiotics: An Introduction, 2nd edn. Manchester: Manchester University Press.

Hall, S. (ed.). (1997). Representation: Cultural Representations and Signifying Practices. London: Sage and The Open University.

Morley, D. and Chen, K-H. (eds). (1996). Stuart Hall: Critical Dialogues in Cultural Studies. London: Routledge.

Media and culture, [Karen Ross/ Deniz Derman/ Nevena Dakovic](#), Istanbul Bilgi University Press; 1. ed edition (2001)

Mediated Identities: Youth, Agency, & Globalization, Divya C., McMillin

Mediated Identity Formation, Current Trends in Research and Society, [Johan Fornäs & Charis Xinaris](#)

From Media and Identity to Mediated Identity, Helen Wood, In: [The SAGE Handbook of Identities](#), Edited by: Margaret Wetherell & Chandra Talpade Mohanty

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: Introduction to Cinema Studies (SEC)**Course Code:****Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 2
Credits	: 2 (1 Practical)
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

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

Course Objectives: To appreciate the evolution of the Indian film industry. To understand the evolution of cinema as an art and industry. To acknowledge the contribution of the early pioneers of cinema. To better understand the emergence of the various genre in Indian cinema. To better grasp the postcolonial journey of the Indian cinema across the decades.

Course Outcomes: Students will be able to appreciate the rich cultural heritage of Indian cinema. Students should be able to understand the fascinating journey of cinema. Students should be able to understand cinema of the silent era. They should be able to appreciate the emergence of the various genres. They should be able to role of the pioneers of Indian cinema.

Unit	Course Content	Instruction Hours
I	From Lumiere Brothers to DW Griffith, The Early Pioneers of Indian Cinema & the Silent Era	
II	The Coming of Age of Indian Cinema from 1930s to the 1960s, Indian Art Cinema, Post-Liberalization Cinema	
	In order to make the students aware of issues related to Cinema Studies, they will be given practical assignments, and be required to work either individually or in groups to produce reports/ term papers / posters/ presentations etc.	

References

- Anand, U. *Theatre Ki Kahani*. New Delhi: National Council for Education Research & Training (NCERT), 1969. Urdu.
- Ansari, A. *Hindustani Cinema Ka Aaghaz Aur Artaqah*. New Delhi: Arshia Publications , n.d. Urdu.
- Ashq, P. P. *Hamara Cinema*. New Delhi: National Council for the Promotion of Urdu Language (NCPUL), 2010. Urdu.
- Hayward, Susan. *Key Concepts in Cinema Studies*. London: Routledge, 1996.
- Hood, John. W. *The Essential Mystery*. Hyderabad: Orient Blackswan Pvt. Ltd , 2009.
- Monaco, James. *How To Read A Film : Movies, Media, and Beyond* . Oxford: Oxford University Press, 2009.
- Mubarki, Meraj Ahmed. *Filming Horror: Hindi Cinema, Ghosts and Ideologies*. New Delhi: Sage Publications , 2016. Pp 14 -20
- Prasad, M. Madhava. *Ideology of the Hindi Film: A Historical Construction*. New Delhi: Oxford University Press Paperback, 1997. Pp -160 -187.
- Rajadhyaksha, Ashish. *Indian Cinema: A Very Short Introduction*. New Delhi: Oxford University Press, 2016.

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

Total Duration	: 30 Hrs
Periods/Week	: 2
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 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 on 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: Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication, Thulow, Crispin, Laura Lengel and Alice Tomic. (2004). Computer Mediate Communication, London, Sage Publications. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A. Focal Press, Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi, Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications S. Jaiswal. (1999). Fundamentals of Information Technology, New Delhi Galgotia Publications, Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD, U.S.A. Focal Press		

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Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman & Littlefield Publishers
 August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.
 Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd

Books in Urdu

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

Course Title: Media Project (IAPCD)**Course Code:****Scheme of Instruction**

Total Duration	: 30 Hrs
Periods/Week	: 2
Credits	: 2
Instruction Mode	: Field Work

Scheme of Examination

Maximum Score	: 50
Internal Evaluations	:
End Semesters	: 50
Exam Duration	:

Course Objectives: To introduce students to the practical side of research. To help students understand the intricacies of data collection. To help the students to investigate and build on the main theme stated in the research aim. To encourage students to break down the research aims into smaller, more manageable components

Course Outcomes: Students should be able to present the knowledge, skills and understanding to enable them to conduct research independently. Students should be able to apply critical thinking skills. Students should be able to employ foundational research skills to address a research question. They should be able plan and develop an independent research project and use research methodologies.

Every student will be assigned a media related Research Project (RP) under the supervision of a faculty member. The project will be on a topic related to any media issue taught in the course. Students should submit the media related Research Project within the stipulated time period given by the Department. It should be research-based and Presentation should be made both for Internal & External Evaluations. The Research Projects shall be evaluated by both the Internal and External Evaluators based on 5 parameters viz., Language, Content, Originality, Presentation and *Viva Voce* each carrying equal marks. The faculty members shall also be present during the Presentations. The marking pattern for the Research Project shall be of 100 marks in the following manners.

Marks	Language	Content	Originality	Presentation	<i>Viva Voce</i>
External	10	10	10	10	10

Course Title: News Reporting & Writing (DSC)**Course Code:****Scheme of Instruction**

Total Duration	: 60 Hrs
Periods/Week	: 4
Credits	: 4
Instruction Mode	: Lecture/Tutorial/Practical

Scheme of Examination

Maximum Score	: 100
Internal Evaluations	: 30
End Semesters	: 70
Exam Duration	: 3 Hrs

Course Description: This foundational course introduces students to the principles, ethics, and practices of journalistic reporting and writing in the Indian context. Students will learn how to find news, gather information effectively, and craft clear, accurate, and engaging stories for the diverse Indian media landscape. The course emphasizes hands-on learning, moving from basic news story structures to more complex feature and digital storytelling, all within the framework of the Indian Constitution, media laws, and ethical codes.

Learning Outcomes: Upon successful completion of this course, students will be able to: Identify what makes an event or idea newsworthy for Indian audiences. Research, pitch, and report news stories using credible sources, including Indian government bodies and documents. Write clean, concise, and accurate copy in standard journalistic formats, adhering to the nuances of Indian languages and cultural sensitivity. Conduct effective interviews in the Indian socio-cultural context. Apply the fundamentals of Indian media law and ethics to reporting scenarios. Produce basic multimedia content for the Indian digital news ecosystem.

Unit	Course Content	Instruction Hours
I	<p>The Fundamentals of News and Basic Writing</p> <p>Introduction to News in India: Elements of News with Indian examples (Impact: e.g., GST changes; Proximity: e.g., a local ganga cleanup drive; Prominence: e.g., a Bollywood star's statement).</p> <p>Understanding the Indian Audience: Diversity of language, region, and culture. The concept of the "inverted pyramid" and its use in Indian newspapers like <i>The Hindu</i> and <i>Hindustan Times</i>.</p> <p>The Core Tool: The Lead: Crafting leads for Indian contexts – from hard news (e.g., an RBI decision) to soft news (e.g., a Durga Puja celebration).</p> <p>Structuring the News Story: Building on the lead, the "nut graf," supporting paragraphs.</p> <p>Language of Indian Journalism: Principles of clarity, accuracy, brevity. Avoiding communal, casteist, and regional biases. Translating complex government schemes (e.g., PM-KISAN) into simple language.</p> <p>The 5 Ws and 1 H Framework: Applying it to a typical Indian news event like a state election result or a budget announcement.</p>	
II	<p>Sourcing and Reporting in the Indian Landscape</p> <p>Finding the Story in India: Understanding key news beats – Police & Crime (FIR, Chargesheet), Courts (IPC, Cr PC), Parliament/Assembly (Question Hour, Bills), Municipal Corporation (Property Tax, Civic Issues).</p> <p>The Art of the Interview in India: Preparing for interviews with politicians, bureaucrats, and community leaders. Understanding cultural nuances and hierarchies.</p> <p>Working with Indian Sources: Cultivating sources in government (sarkari) offices. Using the Right to Information (RTI) Act, 2005 as a key reporting tool. Digital Research & Fact-Checking for India: Using Indian government portals (e.g., PRS Legislative, India Budget). Identifying and debunking misinformation related to Indian politics and</p>	

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	communal issues. Introduction to Indian fact-checking organizations like Alt News , Vishvas News . Attribution and Quotations: Correctly quoting Hindi/Tamil/Marathi etc., quotes in English copy.	
III	Indian Story Formats and Beat Reporting Beyond the Basic News Story: The Indian Feature Story: Writing about festivals, traditions, and social issues (e.g., a feature on a dying artisanal craft). The Opinion Piece in India: Writing editorials and op-eds on current Indian issues like agrarian distress or education policy. The Profile Story: Profiling an Indian innovator, athlete, or local hero. Covering Key Indian Beats: Speeches, Meetings, and Press Conferences: Reporting on a PM's speech or a Chief Minister's press conference. Court and Crime Reporting in India: Basic understanding of the Indian Penal Code (IPC), CrPC, and key legal procedures. Reporting on bail hearings, chargesheeting. Election Reporting: Understanding the Model Code of Conduct, covering rallies, and analyzing the Election Commission's role. Broadcast Writing for the Indian Ear: Writing for radio and TV news in a conversational style, suitable for channels like DD News , NDTV , or Aaj Tak .	
IV	Digital Storytelling, Ethics, and Indian Media Law Writing for Indian Digital Platforms: SEO for Indian search trends. Writing click-worthy yet accurate headlines. Multi-platform Storytelling in India: Using WhatsApp for news dissemination and gathering, Twitter/X for live updates, and Instagram for youth-centric storytelling. Introduction to Multimedia: Using images and videos that respect Indian sensibilities. Core Indian Media Law & Ethics: Ethics: Following the Press Council of India's Norms of Journalistic Conduct . Issues of paid news, caste and religious sensitivity, and coverage of terrorism. Law: Introduction to Defamation (IPC 499, 500) , Contempt of Courts Act, 1971 , Official Secrets Act, 1923 . Understanding the restrictions under Article 19(2) of the Indian Constitution. Combating Misinformation in India: The journalist's role in debunking fake news during sensitive times (e.g., riots, pandemics, communal tensions).	

Textbooks on Journalism

1. The Journalist's Handbook** by M.V. Kamath
2. News Writing and Reporting** by James Stovall (A global standard, often used in Indian universities)
3. Mass Communication in India** by Keval J. Kumar
4. Reporting for the Media** by John R. Bender, Lucinda D. Davenport, Michael W. Drager, and Fred Fedler (Another widely adopted international text)
5. The Indian Media: Illusion, Delusion and Reality** by Pamela Philipose
6. Headlines from the Heartland: Reinventing the Hindi Public Sphere** by Sevanti Ninan
7. Behind the News: The Practice of Journalism in India** by Chandrika Singh
8. Scoop: Inside Stories from the Partition to the Present** by Kuldeep Nayar
9. On Writing Well** by William Zinsser (Essential for all writers)
10. The Elements of Style** by William Strunk Jr. and E.B. White (The classic guide)
11. The Investigative Journalist's Handbook** by Brant Houston (For advanced reporting)
12. The Law of the Press in India** by Durga Das Basu

13. Media Law in India** by K.S. Nair and S.K. Khandekar

14. The Ethical Journalist** by Tony Harcup

Course Title: Media Ethics & Law (DSE)
Course Code:**Scheme of Instruction**

Total Duration : 30 Hrs
 Periods/Week : 2
 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 understand the issues related to media and ethics. To understand the reasonable restrictions on the press. To understand the institutions related to the Indian press. To comprehend the various codes as prescribed by the PCI. To be able to relate constitutional freedom with press freedom.

Course Outcomes: Students will be able to appreciate the constitutional foundation of press freedom. Should be able to understand the workings of the press and various regulations. Should be able to appreciate the ethical underpinning of the working of the press. Should be able to understand yellow journalism, sensational journalism etc, Should be able to appreciate the institutional role of the PCI.

Unit	Course Content	Instruction Hours
I	Article 19(1)(a) & Reasonable Restrictions, Parliamentary Privileges, Censorship, Laws of Defamation, Obscenity and Sedition, Contempt of Court, Contempt of Legislature etc.	
II	Right to Privacy, Yellow Journalism, Role of Press Council of India (PCI) and its Broad Guidelines for the Press – Codes suggested by The Press Council Of India.	
In order to make the students aware of issues related to Media Law & Ethics, they will be given practical assignments, and be required to work either individually or in groups to produce reports/ term papers / posters/ presentations etc.		

References

There are no sources in the current document.

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

Total Duration	: 30 Hrs
Periods/Week	: 2
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: Solway, Andrew. <i>Communication: the impact of science and Technology</i> ; Gareth Stevens Publication. Cheng, Donghong. <i>Communicating science in social Context</i> ; Springer. Patariya, M., <i>Indian journal of science communication</i> ; ISCOS Angler, M. W. (n.d.). <i>Science Journalism: An Introduction</i> (1st). Routledge. Bauer, M. W., & Bucchi, M. (2007). <i>Journalism, Science and Society: Science Communication Between News and Public Relations</i> . Routledge. Brake, M., & Weitkamp, E. (2009). <i>Introducing Science Communication: A Practical Guide</i> . Palgrave Macmillan. Wilson, A. (1998). <i>Handbook of Science Communication</i> . CRC Press. Holliman, R., Thomas, J., & Samidt, S. (2009). <i>Practising Science Communication in the Information Age: Theorizing Professional Practices</i> . USA: Oxford University Press.		

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

Total Duration	: 30 Hrs
Periods/Week	: 2
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: 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). <i>The Documentary Makers: Interviews with 15 of the Best in the Business</i> . Hove, East Sussex: Roto Vision.		
9. Tobias, M. (1997). <i>The Search for Reality: The Art of Documentary Filmmaking</i> . Studio City, CA: Michael Wiese Productions.		
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Course Title: Basics of Radio Documentary Production (GE)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives: On completion of the course students should be able to understand working of a Radio organisation and Radio Programs.

Course Outcomes: After completing a student may be to produce Radio programme and able to utilize equipment and conversion of Idea to sound and to produce short Radio documentaries

Unit	Course Content	Instruction Hours
I	Understanding the Documentary Form 1.1 Definition, nature, and scope of documentary, Evolution and significance of radio documentary, Key characteristics of radio documentary (authenticity, actuality, narrative, sound-based storytelling) 1.2. Aural Thinking & Writing for the Ear What it means to “think aurally”, Principles of writing for sound: clarity, brevity, rhythm, conversational style, Idiom of spoken word: pronunciation, usage, avoiding visual-dependent language, Writing styles for radio documentary: narration, interviews, actuality, transitions 1.3 Broadcast Formats (Introductory Overview) Documentary vs Feature, Interviews, Talk Shows, Discussions (how they differ from documentary; when they blend) 1.4 Introduction to Radio Production Ecosystem Basic understanding of a radio studio setup, Essential production personnel: roles & responsibilities, Intro to core equipment (microphone types, recorders, mixers) — only basic functional awareness	24
II	Practical Workflow & Production Skills 2.1 Production Workflow of a Radio Documentary Ideation & angle selection, Research and field planning, Proposal and outline development, Scriptwriting: structure, sequencing, sound cues 2.2 Recording Skills Field recording basics, Capturing clean voice recordings, interviews, VO), Recording “actuality” and ambient sound, Using archival audio ethically & effectively 2.3 Creative Sound Design Role of music, ambience, pauses, silence, Selecting and layering sound effects (SFX), Building mood and narrative using sound 2.4 Editing & Packaging Basics of digital audio editing, Organising tracks: VO, interviews, ambience, music, Creative editing tools: crossfades, pacing, transitions, Final mix, levels, loudness, exporting 2.5 Practical Project Each student will produce a 5 minute Radio Documentary demonstrating: research & scripting, field/VO recording. use of ambience/archived sound editing and final packaging	24
Suggested Books:		
McLeish, Robert. Radio Production. Focal Press, 2014.		

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Keith, Michael C., and Joseph M. Krause. The Radio Station: Broadcasting, Podcasting, and Streaming. Routledge, 2020.
McLeish, Robert & Jeff Link. Radio Production: A Guide to Broadcast Journalism. Routledge, 2015.
Albrecht, Michael. The Radio Handbook. Routledge, 2019.
Louis, E. Digital Audio Editing Fundamentals. Focal Press, 2017
ڈاکٹر شکیل احمد — ریڈیو نشریات: فن اور تکنیک
پروفیسر اقبال انصاری — ابلاغ عامہ: نظریات و عملی پہلو
پروفیسر اسلم انصاری — ریڈیو صحافت
ڈاکٹر سید تجمل حسین — برقی ابلاغ: تعارف و مبادیات
ڈاکٹر محمد اسلم پرویز — میڈیا ٹیکنالوجی: بنیادی تصورات

Course Title: Public Relation (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial/Practica 1

Scheme of Examination

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

Course Objectives: To introduce students to the idea of public relations and its significance in business, economy and the society at large. Students will understand basic concepts and tools of Public Relations and their issues in private and government sectors.

Course Outcomes: In the world of infinite communication possibilities, this course should enable students to understand the working of Public Relations, its role in the society and its possible uses in various spheres of social life.

Unit	Course Content	Instruction Hours
I	What is Public Relations? Meaning and Definitions, Basic elements of PR, History of Public Relations, Growth of PR in India. Public Relation and kinds of Public Relations, Publicity, Propaganda and Lobbying, Public Affairs, Formation of Public Opinion, Brand Image and Brand Promotion. PR practitioners and Media relations Press Conference - Press Releases - other PR tools. Communication with public-internal and external Public Relations-PR in private sectors, PR counselling, PR agencies, PR and advertising - PR for media institutions.	15
II	PR for Multinational Companies, PR and law, PR and new technology - Code of ethics for PR, Emerging trends in Public Relations, Public Relation in Government Sector, DAVP, PIB, RNI, DFP, IIMC, PCI, DD, AIR etc. Tools of public relations: press releases- newsletter- brochure- house journals- advertising- exhibitions- annual reports. PR and corporate image; public relations in central and state government in India. Public Opinion – Meaning and Definition. Opinion Leaders-Individuals Institution, Role of PR in opinion formation-persuasion. The Ethics of PR – Social Responsibility, Code of Professional Standards for the practice of PR, Political PR Campaigns	15

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

Text Books and References:

Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.

Broom, Glen M & Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations. USA: Pearson Higher Education

Sachdeva, Iqbal. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press

Ravindran, R.K. (1999). Handbook of Public Relations. New Delhi: Anmol Publications Pvt. Ltd

Reddi, C.V. Narasimha. (2014). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Pvt. Ltd

Ahuja, BN & Chhabra, SS. Advertising & Public Relations. New Delhi: Surjeet Publications

Sardana, C.K. (2016). The Challenge of Public Relations. New Delhi: HarAnand Publications

Black, Sam. (1976). Practical Public Relations. New York: Beekman Publications

Mehta D. S. Handbook of Public Relations in India. New Delhi: Allied Publishers Pvt. Ltd

Book in Urdu:

Fariyad, Dr. Mohammad (2017). Taluqaat-e-Amma, New Delhi: Educational Publishing House

Course Title: Radio Production (DSE)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives: Through this course the students are taught from the basics of Radio, its technology, reach, characteristics to the hands-on experience of Radio Production. The objective is to make them learn about the medium (Radio) and to make use of it for their own ideas.

Course Outcomes: By the end of this course the students should be able to know Radio as a medium. They also must be able to write for this medium. They must also be able to produce simple radio programs. Through this course the students are helped to acquire skills for the job market in Radio.

Unit	Course Content	Instruction Hours
I	Fundamentals of Sound and Radio Technology What is Sound?, Definition: Vibrations travelling through a medium (air, water, etc.) perceived by the ear, Properties of Sound: Frequency: Pitch (measured in Hz; human range: 20Hz–20kHz), Amplitude: Loudness (measured in decibels). Wavelength: Distance between wave peaks., Range of Sound: Audible vs. inaudible frequencies (ultrasound/infrasound), Medium of Sound: How sound travels through air, solids, and liquids. Radio Waves and Modulation, Shortwave, Medium Wave, Long Wave: Shortwave (3–30 MHz): Long-distance communication., Medium Wave (300 kHz–3 MHz): AM radio broadcasts. Long Wave (30–300 kHz): Rarely used today., Amplitude Modulation (AM): Varies amplitude to encode sound., Frequency Modulation (FM): Varies frequency for higher fidelity., Brief History of Radio, Key milestones: Marconi's wireless telegraph (1895), first radio broadcast (1920), transition to FM (1930s), digital radio (2000s), Audio Basics, What is Audio?: Electrical representation of sound for recording, editing, or transmission.	24
II	Radio Production and Creative Application Broadcasting Concepts, Broadcasting: Mass communication to a wide audience (e.g., FM radio), Narrowcasting: Targeted content for niche audiences (e.g., podcasts), Telecasting: TV broadcasting (contrasted with radio's audio-only format), Radio as the "Theatre of the Mind", Definition: Using sound, voice, and effects to create vivid mental imagery., Techniques: Soundscapes, voice modulation, and pacing to engage imagination, Writing for Radio, Scriptwriting Essentials: Conciseness, clarity, and conversational tone, Structuring for audio (e.g., intros, outros, sound cues), Genres: News, drama, ads, documentaries., Production Workflow, Pre-production: Research, scripting, and planning sound effects, Post-production: Editing, mixing,	24

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	and mastering, Industry Trends, Digital radio (DAB+), podcasting boom, AI-driven voice synthesis, Introduction to basic AI tools in script writing, editing and overall Radio Production	
Suggested Books:		
McLeish, Robert. Radio Production. Focal Press, 2014.		
Keith, Michael C., and Joseph M. Krause. The Radio Station: Broadcasting, Podcasting, and Streaming. Routledge, 2020.		
McLeish, Robert & Jeff Link. Radio Production: A Guide to Broadcast Journalism. Routledge, 2015.		
Albrecht, Michael. The Radio Handbook. Routledge, 2019.		
Louis, E. Digital Audio Editing Fundamentals. Focal Press, 2017		
ڈاکٹر شکیل احمد — ریڈیو نشریات: فن اور تکنیک		
پروفیسر اقبال انصاری — ابلاغ عامہ: نظریات و عملی پہلو		
پروفیسر اسلم انصاری — ریڈیو صحافت		
ڈاکٹر سید تاجمل حسین — برقی ابلاغ: تعارف و مبادیات		
ڈاکٹر محمد اسلم پرویز — میڈیا ٹیکنالوجی: بنیادی تصورات		

B.A. (Hons.) Journalism and Mass Communication**Course Title: Environment Journalism (GE)****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 acquaint with the genre of environmental journalism. To familiarize with the need for environmental reporting. To acquire knowledge of issues related to the environment. To appraise various legislations dealing with the environment. To assess the role of non-govt organization in environmental protection.

Course Outcomes: Evaluate environmental issues with fairness and objectivity. Understand the specialization of Environmental Journalism. Demonstrate ability to communicate environmental issues in journalistic form. Understand the ranges of governmental policies with regard to environmental issues. Appreciate the role of environmental journalism in creating awareness about environmental issues.

Unit	Course Content	Instruction Hours
I	Evolution of Environment Journalism; Major Issues: Loss of Biodiversity, Sustainable Development, Fragile Ecosystem, Pollution/s, E-Waste, Global Warming & Climate Change	
II	Major Environmental Movements in India; National Legislation dealing with the Environment; Major Indian Government Institutions for Environmental Protection, Major International NGOs / Agencies for Environmental Protection: Greenpeace, Global Environment Facility (GEF), Intergovernmental Panel on Climate Change (IPCC), European Environment Agency (EEA), The International Union for Conservation of Nature (IUCN), United Nations Environment Programme (UNEP)	
	In order to make the students aware of issues related to the Environment, they will be given practical assignments, and be required to work either individually or in groups to produce reports/ term papers / posters/ presentations etc.	

References

There are no sources in the current document.

Course Title: Print Media Project (SEC)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives: This practical paper immerses students in the realities of Indian print media. Students will conceptualise and produce a publication that reflects India's linguistic diversity, regional socio-political issues, and the unique ethos of Indian journalism. The project will integrate the principles of Indian journalism, ethical considerations in a pluralistic society, and practical design for Indian readerships.

Unit	Course Content	Instruction Hours
I	<p>The Indian Print Media Ecosystem: Structure, Ethics, and Content Analysis</p> <p>Objectives:</p> <ul style="list-style-type: none"> · To analyse the structure of the Indian print industry—national, regional, and vernacular press. · To understand the role of Indian print media in democracy, development, and social change. · To critically examine ethical challenges: paid news, defamation laws, representation of marginalized communities, and coverage of sensitive issues <p>Practical Components:</p> <ol style="list-style-type: none"> 1. Comparative Study of Indian Newspapers: <ul style="list-style-type: none"> · Select one national English newspaper (e.g., The Hindu, The Indian Express) and one urdu language newspaper (e.g., Inquilab Daily, Siasat Daily, etc). · Compare their front-page treatment of the same national issue (e.g., Farmers' Protest, Union Budget, State Elections) over four to five days. Analyse differences in angle, source selection, language, and visual representation. · Document how the Urdu news paper localises the national narrative. 2. Content Mapping and Linguistic Analysis: <ul style="list-style-type: none"> · Track coverage of a major Indian festival (e.g., Diwali, Eid, Ugadi, Durga Puja, Onam) across an English daily, a Hindi daily, and a state-language daily. · Analyse framing: Is it covered as a cultural, religious, economic, or law-and-order story? Note use of local idioms, visuals, and community voices. 3. Ethical Journalism Simulation: <ul style="list-style-type: none"> · Role-play an editorial meeting to decide whether to publish a potentially defamatory allegation against a local public figure, referencing the Press Council of India Norms and relevant Indian Penal Code sections. · Draft a Readers' Editor column addressing a hypothetical complaint about communal bias in a crime report. 	
II	Hands-on Production of an Indian-Themed Publication	

	<p>Objectives:</p> <ul style="list-style-type: none"> · To apply editorial and design skills to create a publication rooted in an Indian context. · To develop writing and editing proficiency for diverse Indian audiences. · To understand the practical and financial aspects of small-scale print production in India. <p>Practical Components:</p> <ol style="list-style-type: none"> 1. Project Conceptualisation & Planning: <ul style="list-style-type: none"> · Choose a distinctly Indian theme from: <ul style="list-style-type: none"> · Grassroots Democracy (Panchayati Raj, Urban Local Bodies) · Youth India (Education, Employment, Aspirations) · Cultural Heritage (Performing Arts, Crafts, Endangered Languages) · Development Challenges (Water Scarcity, Urban-Rural Divide, Public Health) · Define your publication's Name, Logo, Tagline, Target Audience (State/Region specific), Language (English or one Indian language), and Frequency. 2. Content Creation for the Indian Reader: <ul style="list-style-type: none"> · Produce original journalistic content: <ul style="list-style-type: none"> · Hard News Report: Cover a local civic issue (e.g., Civic Problem, Traffic Conjestion at major junction, local election). · Feature Story: Profile a local change maker (artisan, farmer-innovator, community teacher). · Opinion/Editorial: Take a stance on a current state or national debate. · Interview: Conduct and transcribe an interview with a relevant authority or cultural figure. · Advertisements: Design two mock ads (one public service ad, one local business ad). · All content must demonstrate sensitivity to Indian cultural, religious, and regional diversity. 3. Design and Layout with an Indian Aesthetic: <ul style="list-style-type: none"> · Use design software to create a 4-page broadsheet or an 8-page magazine. · Incorporate design elements inspired by Indian visual culture (e.g., use of borders, typography choices, colour palettes from Indian art). · Ensure layout accommodates bilingual text if applicable, with proper hierarchy. 4. Production and Printing Basics: <ul style="list-style-type: none"> · Prepare a print-ready PDF with correct specs (CMYK, bleed, margins). · Prepare a simple cost estimate considering Indian printing rates (per thousand copies) and paper choices. 	
	<p>Submission Guidelines:</p> <ol style="list-style-type: none"> 1. Project Dossier: <ul style="list-style-type: none"> · Concept Note (Theme, Target Audience, USP) · Content Portfolio (All articles with bylines, image credits) · Final Designed Publication (PDF) 	

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	<ul style="list-style-type: none"> · Reflection Report (500 words on challenges, ethical choices, and learnings about Indian media) <p>2. Viva-Voce:</p> <ul style="list-style-type: none"> · Present your publication to a panel, justifying your editorial and design choices within the Indian context. · Defend your ethical framework and your understanding of the target readership. <p>Assessment Pattern (50 Marks)</p> <p>Depth of Indian Context & Relevance 10 Quality of Original Reporting & Writing 15 Design & Visual Appeal 10 Adherence to Indian Media Ethics 10 Viva Presentation & Justification 5</p>	
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Suggested Tools and Resources:

- Software: Adobe InDesign, Canva (with Indian language font support if needed).
- Legal/Ethical Frameworks: Press Council of India Norms, Constitution of India (Article 19(1)(a)), relevant IPC sections.
- References:
The Indian Media by Das & Choudhury, Headlines from the Heartland by Sevanti Ninan.
- Inspiration: Examine the design and content of The Caravan, Down To Earth, Frontline, and leading regional newspapers like Siasat or Munsif.

Course Title: Introduction to Film (GE)**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 apprise the early pioneers of the medium of cinema. To apprise with the art of film production. To apprise the exhibition routes of films. To inspire appreciation of film as an art form and as cultural heritage. To describe the ways in which disjointed scenes are turned into narratives.

Course Outcomes: Students should be able to better appreciate the emergence of cinema. Should be able to understand the language of cinema. Should become familiar with the art of editing for cinema. Understand the processes of film-production. Appreciate the distribution and exhibition networks of films across India.

Unit	Course Content	Instruction Hours
I	Narrative and Non-Narrative Cinema, Early Indian Film History, The Pioneers of Indian Cinema	
II	Framing and Composition, Shots, Angles, Camera Movement, Diegetic & Non-Diegetic Sound, Editing Techniques, Lighting etc.,	
	In order to make the students aware of issues related to the Film Appreciation, they will be given practical assignments, and be required to work either individually or in groups to produce reports/ term papers / posters/ presentations etc.	

References

There are no sources in the current document.

B.A. (Hons.) Journalism and Mass Communication**Course Title: Communication for Development (DSC)****Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives: To upgrade human resource with specialized knowledge and skills on Development communication for social change and Understand the newer approaches to C4D concepts, methods and techniques.

Course Outcomes: After Completion of this paper, students will be able to understand the basic issues of the Society especially related to Development through Communications. Communication is integral to Human existence. After Completion of the paper students also exposed to understand Communication for Development and its effective using day to day life to address various Social issues and how to address them though Communication.

Unit	Course Content	Instruction Hours
I	Nature and Processes of Human Communication, Functions of Communication, Types of Communication: Verbal and Non-verbal Communication, Intra-Personal Communication, Inter-personal Communication, Group Communication and Mass Communication. Concepts of Development Communication- Philosophy and Goal of Development Communication, Approaches to Development Communication, Theories of Communication for Development-Diffusion of Innovation Theory- Modernization Theory, Dependency Theory etc.	15
II	Information & Communication Technology for Development, Making ICT Work for Education in India: Issues, Challenges and Solutions, Public and Private Sector Partnership Expands Education in India, Health Education: Reaching to Reach or unexposed, Remote Ethnic, Linguistic & Religious Minorities. Scheduled Cast/Scheduled Tribes/Other Backward Communities.	15
III	Folk and Community Media:- Importance of Folk Media in a Rural Community Types of Folk Media, their reach. Changing Scenario of Folk Media in the Age of ICT. Issues and Awareness Program regarding Immunization, Child Marriage, Dowry, Drugs, AIDS, Social Evils and Customs, Child and Mothers Health, Family Planning, Open Defecation etc.	15
IV	India: Demography, Culture and Identity, Different Parts of India. India and its Cultural Diversity, Culture and its Components :- Language, Dialects, Food Habits, Religion, Customs, Festivals, Dress, Folks, Music etc, The Meaning and Definition of NGO-Types of NGO, Role and Importance of NGOs in India. The Meaning and Definition of NGO-Types of NGO, Importance of NGOs in India. United Nation Organizations and its different wing, UNICEF, UNESCO, World Bank, IMF etc.	15
Practical/assignments All Students will test the relevance of any one selected theory on the basis of survey and interaction, and present the result through ppt.		

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

Text Books and References:

Agarwal, Vir Bala. (2006). Essentials of Practical Journalism. New Delhi: Concept Publishing Company

Srivastava, K.M. (2003). Reporting and Editing. New Delhi: Sterling Publishers Pvt. Ltd

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

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

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

Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press

Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd

Hachten, William (2002) World News Prison, Iowa: Iowa State Press

Rantaner, Tehri. (2006). Globalization and Media. London: Sage Publications

Hamlink, Cees. The Politics of World Communication. London: Sage Publication

Azeem, M. A., &Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.

Broom, Glen M &Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations.

Course Title: Advertising (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives: To introduce students to the idea of advertising, and its impact on business, the economy and the society at large. Students will understand the circumstances that led to the emergence of advertising, and its influence in consumer decision making.

Course Outcomes: In view of the expanding horizons of the field of advertising and this course should enable students to understand the working of advertising, its role in the process of marketing and communication.

Unit	Course Content	Instruction Hours
I	Origin and Growth of Advertising – Development of Modern Advertising – Evolution of Advertising in India; Elements of Advertising, Features of Advertising, Types of Advertising	15
II	Definition of Advertising – As Communication Process – Marketing Communication / Promotion Mix – Principles & Objectives – Classification of Advertising, Characteristics of Different Mediums: Print Media – Concept of Out-of-Home Media (OOH) and Indoor Media – New Media.	15
III	Role of an Ad Agency – Various Departments of an Ad Agency – Client Agency Relationship, Campaign Planning – Brand Building Campaign – Characteristics & Features – Defining Target Markets – Factors influencing an Ad Campaign	15
IV	Advertising and Creativity Copy Writing: Headline, Sub-headline, Slogan, Photo, Body Copy, Illustration – Layout Considerations – Layout Patterns – Typography – Advertisements for Different Media	15
Practical/assignments All Students will have create the advertisement themselves and present it through ppt in both print and video formats.		
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
Ahtaramullah, M. (n.d.). Saneeti Tanzeem Aur Intazam. New Delhi. Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing. Gupta, R. (2012). Advertising Principles and Practice. New Delhi: S. Chand. Jaishri Jethwaney, S. J. (2012). Advertising Management. New Delhi: Oxford University Press. Qayoom, A. (n.d.). Tanzeemi Rawayya. Hyderabad: Nisab Publishers. S. A. Chunawalla. (2014). Foundations of Advertising: Theory and Practice. New Delhi: Himalaya Publishing House. Narendra Singh Yadav (2019) Vigyapan Prabandh. Rajasthan: Hindi Granth Academy Rajasthan Publisher.		

Course Title: Digital Media (DSE)**Course Code:****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	2
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
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, 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
II	The students should carefully select work for the supporting studies to demonstrate the followings: <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> The students should carry out the following practicals during the course semester: Post at least ONE tweet on current issue daily. Total 50 Tweets	30

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	<p>Write ONE article in week comprising 1000 words in any language and post it on any Social Networking Sites. Total 10 Posts</p> <p>3. Create ONE Podcast of 05 minutes duration during the course semester</p> <p>4. Make a Blog and publish any content of his/her choice regularly</p> <p>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</p> <p>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</p>	
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
<p>Text Books and References:</p> <ol style="list-style-type: none"> 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 <p>6. Ibtidaee Computer Training Course by EBH</p> <p>Books in Urdu:</p> <p>Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar (Maktaba-e-Daneyal: Pakistan)</p> <p>SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU</p> <p>Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani</p> <p>Internet Guide by Nayeem Ahsan</p>		

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

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives: The main objective of this paper is to equip students with analytical public, Private and Corporate Communication issues from a range of academic and Practical Perspective as well as train them to communicate effectively in the business world with the emerging concepts, principles and strategies in relation to better decision making in the area of Public Relation and Corporate Communication.

Course Outcomes: The main outcome of this paper is to train students with clearly, concisely and strategically writing in range of formats and media. Develop a communication campaign or plan that incorporates the key elements of planning, including situation analysis, strategies, objective, research, target audiences, key messages and evaluation as well as equip with them analytically thinking about communication problems and identify creative solution as per industry demand.

Unit	Course Content	Instruction Hours
I	Introduction to Corporate Communication: Definition -importance of corporate communication-Historical overview -evolution of corporate communication-Role and responsibilities of corporate communication professionals-Ethical considerations in corporate communication Internal Communication and Employee Engagement: Importance of internal communication in organizations-Communication channels and tools for internal communication-Effective employee communication strategies-Employee engagement and its impact on organizational success	15
II	External Communication and Stakeholder Management: Identifying - analyzing stakeholders in a corporate environment-Building and maintaining relationships with external stakeholders-Effective communication with customers, investors, media, and other external parties-Public relations and corporate social responsibility Crisis Communication: Understanding the nature of crises - their impact on organizations-Developing a crisis communication plan-Managing communication during crises and emergencies-Handling media relations - public perception during crises	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen · " The Handbook of Corporate Communication and Public Relations" edited by Sandra Oliver · "Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas · "Corporate Communication: Strategic Adaptation for Global Practice" by Michael B. Goodman · "The Corporate Communications Bible: Everything You Need to Know to Communicate Effectively in Today's Business World" by Paul A. Argenti		

Course Title: Graphic & Design (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	4 (3+1)
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course Objectives Introduce students to visual thinking and basic drawing, teach simple design principles through hands-on activities, and explain beginner-friendly concepts of graphic communication and typography. Familiarize them with basic 2D animation methods like flipbooks, stop-motion, and mobile apps while building confidence in using simple digital tools such as Canva and PowerPoint. Encourage creative problem-solving and visual storytelling, and help them develop a small beginner portfolio for future study or entry-level creative work.

Course Outcomes: After completing this course, students will be able to demonstrate basic visual communication skills, apply simple design principles, and create graphic designs using low-tech tools or beginner-friendly digital apps. They will understand typography basics, produce simple 2D animations like flipbooks and stop-motion videos, and develop essential digital literacy for design tasks. Students will also be able to create and present a small portfolio showcasing posters, sketches, storyboards, and short animations, and communicate ideas visually with clarity.

Unit	Course Content	Instruction Hours
I	Introduction to Visual Thinking & Creative Expression What is visual communication? Why we communicate with visuals? How the human eye sees shapes, colours, patterns?. Thinking visually: Observation skills, Object drawing, Sketching simple shapes. Converting ideas into visuals. Basics of storytelling through images. Introduction to symbolism and meaning. Practical exercises with: Pencils, Colour pencils, Chart paper, Cut & paste (collage making), Sketchbook practice	15
II	Basics of Graphic Communication & Layout What is a poster? What makes it attractive? Basic layout concepts (NO technical terms like kerning, grids, etc.) Placement of: Title, Image, Empty space, Logo, Contact info Introduction to colours: Meaning of colours, Choosing colours for messages Reading & imitating simple posters. Understanding basic font choices. Designing with shapes. Step-by-step poster planning. Introduction to simple digital tools (only at the end): Canva (basic text + basic shapes), PowerPoint (simple design work)	15
III	Introduction to 2D Animation through Traditional & Simple Digital Tools What is animation? History of simple animation (flipbooks, early cartoons), Traditional animation techniques: Flipbook, Stop motion using mobile phones, Cut-out animation. Very basic animation concepts: Frames, Motion, Sequence. Creating storyboards with 6–8 pictures. Introduction to mobile-based beginner apps: FlipaClip, IbisPaint animation frame, Stop Motion Studio. Creating a simple movement animation: Bouncing ball, Moving object, Character blinking, Waving hand	15

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IV	<p>Practical Unit: Hands-On Graphic & Animation Projects</p> <p>Part A: Graphic Design Practicals Handmade Poster using chart paper; Festival Card Design (paper + colour pencils); Badge / Sticker Design; Simple Logo Sketching using pencil College Event Poster (Digital) using Canva or PowerPoint: Photo Editing Basics using mobile: Crop, Brightness, Contrast, Add text</p> <p>Part B: Animation Practical's Flipbook Animation (minimum 20 frames); Cut-Out Animation using paper characters; Stop Motion Video using mobile; Simple 2D Animation using FlipaClip; Animated Greeting Card (text animation only)</p> <p>Part C: Final Mini Portfolio Each student must submit: ✓ 1 Handmade Poster ✓ 1 Digital Poster ✓ 2 Logo Sketches ✓ 1 Flipbook Animation ✓ 1 Stop Motion Clip ✓ 1 Digital Animation (FlipaClip)</p>	15
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
<p>Scott, J. (2003). <i>How to write for Animation</i>. USA: Penguin.</p> <p>Wright, J. A. (2005). <i>Animation Writing and Development: From Script Development to Pitch</i>. Focal Press.</p> <p>Hart, J. (2007). <i>The Art of Storyboard</i>. Focal Press.</p> <p>Lasseter, J. & Daly, S. (2009). <i>Toy Story (The art and making of the animated film)</i>. Disney Editions.</p> <p>Wellins, M. (2005). <i>Storytelling through Animation</i>. Cengage Learning.</p> <p>Lanier, L. (2007). <i>Maya Professional Tips and Techniques</i>. Sybex.</p> <p>(2007). <i>The Art of Maya: An Introduction to 3D Computer Graphics</i>. Autodesk Maya Press.</p> <p>Read, H. (1974). <i>The Meaning of Art</i>. Faber & Faber.</p> <p>Kurtz, B. D. <i>Visual Imagination</i>. Prentice Hall College Div.</p> <p>Arnheim, R. (2004). <i>Art & Visual Perception: A Psychology of the Creative Eye</i>. University of California Press.</p> <p>Books in Urdu</p> <p>Modern 3D Studio Makers by Irfana Yasmeen (Available in Library)</p> <p>Ibtada Computer Graphics by Mohd. Basheer (Available in Library)</p> <p>Coral Draw-13 by Irfana Yasmeen (Available in Library)</p> <p>Coral Draw-10 by Yasaf Jawed (Available in Library)</p> <p>Graphic Design (Edt.) Zargar Zahoor/(Tr.) Syed Marghoob Ahmed</p> <p>Aaye Graphic Design seekhey by www.itelam.com</p>		

Course Title: Data Journalism (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

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

Course Outcomes: Through this course, the students get to learn about the basics of communication and the major concepts/thoughts related to mass communication.

Unit	Course Content	Instruction Hours
I	Data Journalism; History of Data Journalism; Concept, usages and importance, WikiLeaks and the United States diplomatic cables leak (Cablegate), Hacks and Hackers, Understanding Data sources/resources for Data based stories, Internet as data search engines, Importance of Data driven Journalism; Data analysis, interpretation and Data Patterns; Writing/Narrating skills/ techniques for telling stories based on Data Journalism; Computer Assisted Reporting (CAR), Best stories based on Data journalism. Usage of RTI Act for data Collection	15
II	Digital Information: Data Sets; Google Public Data Sets; Public records, community data; Google Research; Google Cloud, Data Sheets; Difference between Data Sets and Data Sheets, Basics of Spreadsheets; rows, columns, cells, importing, sorting, filtering, applied analysis basics: calculating the formula for percent change, mean, median, min, max, ranking - Finding and Correcting Errors in Data Sets. Common issues: nulls, duplicates, formatting errors, Techniques to Extract, analyse and Interpret Statistical Data for Journalism	15
III	Info-Graphics: Overview; Information Visualization, information structure, Data visualization, statistical graphics, Types of Info-Graphics, Designing Effective Infographics for Storytelling, Tools for Creating Infographics.	15
IV	Data Cleaning, Open Refine (Google Refine), Sorting and filtering data, Presenting data into news stories, challenges Data Journalist to interpret the Data, Business models for Data Journalism, Data Journalism and Ethics. Data Journalism, Citizen Journalism, Digital Journalism, Present and Future prospects of Data Journalism in context of India.	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Suggested Readings:		
Anderson, C. W. (2018). <i>Apostles of Certainty: Data Journalism and the Politics of Doubt</i> (Oxford Studies in Digital Politics). Oxford University Press.		
Benedetta, B., Herrick, A., & [Patrick M.] (2013). <i>Beyond WikiLeaks: Implications for the Future of Communications, Journalism and Society</i> . Palgrave Macmillan.		
Cate, D. (2020). <i>Digital Journalism, Drones, and Automation: The Language and Abstractions Behind the News</i> . Oxford University Press.		
Dowd, C. (2020). <i>Digital Journalism, Drones and Automation</i> . (Note: This appears to be a repeat of Cate's 2020 title under a slightly varied name and may not be a separate entry.)		
Felle, T., Mair, J., & Radcliffe, D. (Eds.). (2015). <i>Data Journalism: Inside the Global Future</i> . Abrams. arimapublishing.co.ukAbeBooks		

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Felle, T., Mair, J., & Radcliffe, D. (Eds.). (2017). <i>Data Journalism: Past, Present and Future</i> . Abramis. ACM Digital Library All Bookstores
Hermida, A., & Young, M. Y. (2019). <i>Data Journalism and the Regeneration of News</i> . Routledge.
Houston, B. (2018). <i>Data for Journalists: A Practical Guide for Computer-Assisted Reporting</i> (5th ed.). Routledge.
Jones, J., & Salter, L. (n.d.). <i>Digital Journalism</i> . (Publication details not specified.)
Hamilton, J. F. (n.d.). <i>Alternative Journalism</i> . (Publication details not specified.)
Kumār, A. (n.d.). <i>Internet Journalism</i> . (Publication details not specified.)
Lewis, S. C. (n.d.). <i>Journalism in an Era of Big Data: Cases, Concepts and Critiques</i> . (Publication details not specified.)
Mutsvairo, B., & Bebawi, S. (2019). <i>Data Journalism in the Global South</i> . Palgrave Macmillan.
Nathalie, H. R., & Christophe, H. (2018). <i>Data-Driven Storytelling</i> (AK Peters Visualization Series). A K Peters/CRC Press.
Malcolm, N. (2016). <i>The Plot to Hack America: How Putin's Cyberspies and WikiLeaks Tried to Steal the 2016 Election</i> . Skyhorse.
Dr. An, N. (2019). <i>News, Numbers and Public Opinion in a Data-Driven World</i> . Bloomsbury Academic.
Philip, M. (1991). <i>The New Precision Journalism</i> . John Wiley & Sons.

Course Title: Urdu Media (DSE)**Course Code:****Scheme of Instruction**

Total Duration	:	30
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

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

Course**Description:**

This course provides a comprehensive overview of the Urdu media ecosystem in India, from its historical roots in the 19th century to its dynamic presence in the 21st-century digital age. It explores the socio-political role of Urdu journalism, its celebrated literary and public intellectual traditions, and its contemporary challenges and adaptations, including the shift to digital platforms and the business models sustaining it today.

Learning

Outcomes: Upon successful completion of this course, students will be able to:

Trace the historical evolution of Urdu journalism and its contribution to India's freedom struggle and public sphere. Analyze the content, style, and ideological leanings of major Urdu newspapers and periodicals. Evaluate the impact of digital technology on Urdu media, including the challenges of digitization and the rise of online platforms. Critically assess the contemporary socio-political and economic challenges facing the Urdu press in India.

Unit	Course Content	Instruction Hours
I	<p>The Historical Foundation and Golden Age of Urdu Journalism</p> <p>1.1 Origins and Pioneers: The first Urdu newspaper: Jam-e-Jahan Numa (1822, Kolkata). Key pioneering figures: Maulvi Muhammad Baqir (founder of <i>Delhi Urdu Akhbar</i>), Munshi Sada sukh Rai. The role of early presses in Delhi, Lahore, and Lucknow.</p> <p>1.2 Urdu Press and the Freedom Struggle: The fiery tradition: Payam-e-Azadi by Azimullah Khan during the 1857 uprising. Advocacy for social reform and political awakening: The role of papers like Oudh Akhbar and Al-Hilal (founded by Maulana Abul Kalam Azad in 1912). Zamindar (started by Maulana Zafar Ali Khan) Contributions of Madina (Bijnore) and Comrade (founded by Maulana Muhammad Ali Jauhar).</p> <p>1.3 Post-Independence Consolidation and the "Golden Age": The rise of the of Indian Urdu journalism: Rashtriya Sahara (Noida) Inquilab (Mumbai) The Siasat Daily (Hyderabad) The distinctive style: Focus on investigative reporting, communally sensitive content, and a rich literary flavor. The role of iconic editors and their influence on public opinion.</p>	15

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II	<p>The Contemporary Urdu Media Landscape: Challenges and Digital Transformation</p> <p>2.1 The Political Economy and Contemporary Challenges: Shrinking Readership and Literacy: Analyzing the demographic and educational shifts.</p> <p>The Financial Crisis: Dependence on government advertising, the impact of the decline in tender news, and financial sustainability.</p> <p>Content and Ideology: Analysis of representation and coverage of issues concerning the Muslim community, secularism, and national politics.</p> <p>The "Link" Narrative: Examining the discourse around Urdu media and its perceived audience.</p> <p>2.2 Digital Disruption and the Future:</p> <p>The Digitization Challenge: Problems with OCR (Optical Character Recognition) for the Nastaliq script and its impact on online archives and searchability.</p> <p>The Rise of Online-Only Platforms: Analysis of portals like AwazTheVoice.com, UrduMedia.com, and the use of social media for news dissemination.</p> <p>Television News: The role and reach of Urdu news channels like ETV Urdu, Zee Salaam, and DD Urdu.</p> <p>The Way Forward: Potential of podcasting, mobile journalism (MoJo), and social media engagement to create new audiences and revenue streams</p>	15
Examination and Evaluation Pattern: - Internal Assessment 30 marks and External Assessment 70 marks.		
Suggested Readings:		
<p>Jeffrey, Robin. (2009). <i>India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press</i>. New Delhi: Oxford University Press.</p> <p>Rahman, Tariq. (2011). <i>From Hindi to Urdu: A Social and Political History</i>. New Delhi: Orient BlackSwan.</p> <p>Farouqui, Ather. (Ed.). (2006). <i>Redefining Urdu Politics in India</i>. New Delhi: Oxford University Press.</p> <p>Naresh, S. (2008). <i>Urdu Press in India: Issues and Problems</i>. New Delhi: Kanishka Publishers.</p> <p>Mittal, K. K. (1977). <i>History of the Urdu Press in India (Up to 1857)</i>. Delhi: Usha Publications.*</p> <p>Hasan, Mushirul. (2003). <i>My Life: A Fragment - An Autobiographical Sketch of Maulana Mohamed Ali</i>. New Delhi: Manohar.</p> <p>Bamford, P. C. (1925). <i>Histories of the Non-Cooperation and Khilafat Movements</i>. (Reprints available).</p> <p>Ahmad, Irfan. (2009). <i>Islamism and Democracy in India: The Transformation of Jamaat-e-Islami</i>. Princeton University Press.</p> <p>Engineer, Asghar Ali. (2004). <i>The Muslim Issues in India: Challenges and Prospects</i>. Delhi: Hope India Publications.</p> <p>Press Council of India (PCI). <i>Annual Reports</i> and specific reports on the "State of Urdu and Other Minority Language Newspapers*."</p>		

Course Title: National and international media (DSE)**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: This course wants to give a concise survey of national and international media systems, their history, structures, roles, power relations and impacts — with hands-on exercises to compare, analyse and produce short pieces on national vs international media coverage.

Course Outcomes: By the end of the course students will be able to: Explain major theories and systems of national and international media, Map the structure, ownership and regulatory frameworks of Indian media and compare with global media systems, Critically analyse how national and international outlets cover the same events (biases, frames, sourcing), Produce short comparative media pieces (report, infographic, multimedia story) and a content-analysis report.

Unit	Course Content	Instruction Hours
I	UNIT I — Conceptual Foundations 1. Introduction & Evolution of Media, Development of media in India and globally (broadcast, satellite, digital). 2. Comparative Media Systems National media systems vs. international media systems, Approaches to comparing media environments across countries. 3. Ownership, Concentration & Political Economy Patterns of ownership in Indian media, Conglomerates, cross-media ownership, corporate influence. 4. Policy, Regulation & Governance Indian context: Press Council, TRAI, self-regulation, International norms and best practices 5. Global News Flow & Globalization of Media Role of global news agencies, Flow of information from North to South; cultural influence. 6. Media, Politics & Conflict How national vs. international media cover political events, conflicts and foreign policy. 7. Comparative Analysis of National & International Media Comparison based on: Content styles & framing, Ownership structures, Editorial policies, Revenue/business models, Audience orientation, Public service vs commercial priorities Case examples: BBC, Sky News, CNN, Al Jazeera, Reuters, Indian examples: Doordarshan, NDTV, Times Group, Network18, ABP, India Today Group	24
II	Applied Understanding 1. Newsroom Roles & Workflow Overview Reporter, Editor, Sub-editor, Desk roles (National Desk, Foreign Desk). 2. Sources of National vs. International News Government releases, correspondents, international news agencies. 3. Basics of News Selection & Prioritization What makes a story prominent at national vs. global levels. 4. Elements of Comparative News Analysis Comparing headlines, angles, visuals, language, tone, and sourcing. 5. Mapping Media Ownership & Reach	24

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	<p>How ownership, funding, and corporate setups shape content.</p> <p>6. Basics of Audience Understanding</p> <p>Domestic audience needs vs. global audiences.</p> <p>7. Revenue Models & Market Orientation</p> <p>Advertising-driven, subscription-driven, public-service funded media.</p> <p>8. Ethics & Accountability</p> <p>Code of conduct, transparency, conflicts of interest, public credibility.</p>	
Suggested Books:		
Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. McGraw-Hill, 2021.		
Curran, James, and Jean Seaton. Power Without Responsibility: Press, Broadcasting and the Internet in Britain. 8th ed., Routledge, 2018.		
Herman, Edward S., and Noam Chomsky. Manufacturing Consent: The Political Economy of the Mass Media. Pantheon Books, 1988.		
McQuail, Denis. McQuail's Media and Mass Communication Theory. 7th ed., Sage Publications, 2020.		
Mehta, Nalin. India on Television: How Satellite News Channels Have Changed the Way We Think and Act. HarperCollins, 2008		
Thussu, Daya Kishan. International Communication: Continuity and Change. 3rd ed., Bloomsbury, 2018.		
حسین، محمد شابد۔ ابلاغیات۔ ایجوکیشنل پبلشنگ ہاؤس، 2015۔		
قریشی، ناصر الدین۔ صحافت اور ابلاغ۔ نیشنل بک فاؤنڈیشن، 2012۔		
شمسی، کلیم حسن۔ میڈیا اور صحافت۔ ایجوکیشنل پبلشنگ ہاؤس، 2014۔		
اردو جرنلزم کے منتخب مضامین۔ مختلف مصنفین، ادارہ تحقیقاتِ اردو، 2010۔		

Course Title: Media Research (DSC)**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: Understand the conceptual foundations of media research and its significance in communication studies. Develop the ability to identify, frame, and formulate appropriate research problems and questions. Acquire knowledge of research methodologies, tools, and techniques used in media studies. Design basic research projects using appropriate qualitative or quantitative methods.

Learning Outcomes: Critically engage with the theoretical concepts underpinning media research. Formulate research questions and hypotheses based on observed media phenomena.

Select and apply appropriate research designs, sampling techniques, and tools for data collection. Prepare and present structured research reports on media-related topics.

Suggested Readings. Berger, A. A. (2014). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. SAGE.

Unit	Course Content	Instruction Hours
I	Introduction to Media Research: Nature and Scope of Media Research — Theories and Kinds of Knowledge — Objectives and Motives of Research — Types of Media Research: Academic, Applied, and Industry Research — Ethical Issues in Media Research	
II	Research Design and Problem Formulation: Selection of Research Topic and Problem Definition — Research Questions: Types and Techniques of Formulation — Hypothesis: Definition, Types, and Importance — Research Design: Meaning, Characteristics, and Steps — Phases in Research Design	
III	Methods and Tools of Data Collection: Qualitative and Quantitative Methods: Characteristics and Uses — Tools: Interview, Questionnaire, Observation, Schedule— Survey—Method and Sampling Techniques—Use of Scaling Techniques	
IV	Data Interpretation and Report Writing: Data Analysis: Basics of Interpretation and Presentation — Criteria for Good Research — Report Writing: Structure, Style, and Referencing—Importance of Research in Journalism and Media Practice	

Wimmer, R. D., & Dominick, J. R. (2013). *Mass Media Research: An Introduction*. Cengage Learning.

Stempel, G. H., Weaver, D. H., & Wilhoit, G. C. (2003). *Mass Communication Research and Theory*. Allyn & Bacon.

Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass Communication Research Methods*. Macmillan.

Lindlof, T. R., & Taylor, B. C. (2011). *Qualitative Communication Research Methods*. SAGE.

Course Title: Mobile Journalism (DSE)**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: This section introduces students to the fundamentals of mobile journalism, emphasizing its importance in the modern media landscape. Students will learn about the evolution of journalism in the digital age and understand the role of mobile devices in news gathering, production, and dissemination.

Learning Outcomes: Student will develop proficiency in capturing, editing, and sharing multimedia content using a smartphone, understanding and applying the ethical principles of mobile storytelling, and mastering the technical skills to produce engaging and professional-quality content.

Unit	Course Content	Instruction Hours
I	Introduction to Mobile Journalism, History of MOJO, MOJO in India, Mobile Journalism Overview, Purpose of Mobile Journalism, MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone, Strengths of Mobile Journalism, Mobile Journalism and Citizen Journalists	15
II	Traditional Media & MOJO, Social Media & MOJO, Techniques of Mobile Journalism, Case Studies: Arab Revolution, Anna Hazare Movement etc, Editing On smart phone, Live streaming, Storytelling for mobile , Challenges of Mobile Journalism, Ethical Issues in Mobile Journalism	15
Examination and Evaluation Pattern: - Internal Assessment 15 marks and External Assessment 35 marks.		
Text Books and References:		
1-Adorna A, 2018, Mobile and Social Media Journalism: A Practical Guide. Sage Publications.		
2- Burum, Ivo & Quinn, Stephen., 2018, Mojo: The Mobile Journalism Handbook, Routledge Publication		
3-Mobile Journalism: Mobile Journalism by Dr. Rahul Dass: A Guide to Reporting in the Digital Age		
Stephens Mitchell, 2018, Beyond News: The future of Journalism, Kindle Edition		
Montgomery R, 2014: A Field Guide for Mobile Journalism. Visual Editors		

Course Title: Research Project (IAPCD)**Course Code:****Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Learning Objectives

Apply theoretical and methodological knowledge acquired in previous courses to investigate a contemporary media issue.

Plan and execute an independent minor research study under academic supervision.

Develop competence in collecting, analyzing, and interpreting qualitative and/or quantitative data.

Enhance academic writing, presentation, and critical reflection skills relevant to professional media research.

Learning Outcomes

Identify a research-worthy problem in media studies and formulate clear research questions or hypotheses.

Prepare a concise research proposal including literature review, methodology, and ethical considerations.

Employ appropriate data-collection tools (e.g., survey, interview, content analysis) and demonstrate systematic analysis.

Produce a well-structured written Project Report (6,000–8,000 words) following academic conventions.

Deliver a professional oral/visual presentation and defend findings in a viva-voce examination.

Project Process & Timeline

TIMELINE	ACTIVITY
WEEK 1	Allocation of supervisor and orientation workshop.
WEEKS 2-3	Submission of research proposal for approval.
WEEKS 4-10	Data collection and periodic progress meetings (minimum three).
WEEKS 11-13	Data analysis and draft report writing.
WEEK 14	Submission of final Media Research Project to Department.
WEEK 15	Presentation & Viva-Voce (internal + external).

Evaluation Scheme (Total 100 Marks)

COMPONENT	WEIGHTAGE
PROJECT'S QUALITY (STRUCTURE, LANGUAGE, REFERENCING)	40
CONTENT & ORIGINALITY	25
DATA ANALYSIS & INTERPRETATION	25
ORAL / PPT PRESENTATION	10
VIVA-VOCE DEFENCE	10

Note: Students must secure at least 40% in both Internal and External assessments separately to pass the course.

Course Title: Event Management (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practical

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Learning Objectives: Understand core concepts, principles, and types of events. Develop skills in event planning, design, coordination, and budgeting. Manage logistics, venue, hospitality, and event production effectively. Apply marketing, media, sponsorship, and brand management strategies. Handle financial, legal, and ethical aspects of event management. Lead event teams with a focus on safety and risk management. Enhance communication, presentation, and business skills. Conduct event evaluation and apply project management techniques. Embrace innovation, entrepreneurship, and cross-cultural sensitivity

Learning Outcomes: By course completion, students will be able to: Explain event management fundamentals and types of events. Plan, design, and coordinate diverse events within budget. Oversee event logistics, venue setup, and hospitality arrangements. Develop and implement marketing, sponsorship, and media plans. Manage finances, legal compliance, and ethical responsibilities. Lead teams and ensure event safety and risk mitigation. Communicate effectively with stakeholders and present professionally. Evaluate events and use project management tools for success. Adapt to industry trends and apply entrepreneurial skills.

Unit	Course Content	Instruction Hours
I	Foundations and Planning of Event Management Introduction to Event Management: Creativity and Concepts, Knowledge of Different Types of Events, Principles of Event Management, Types of Occasion & Occasion Management, Event Planning and Coordination, Event Concept & Designing, Ideation and Costing, Set Designs, Event Planning & Venue Management, Wedding Planning, Exhibition and Trade Show Management, Corporate Event Management, Special Events, Cross-culture Management	15
II	Event Logistics, Operations & Production Event Logistics, Venue Selection and Logistics, Arrangement of Venue and Catering, Event Hospitality & Arrangement of Venue, Event Production and Operations, Event Production Process, Event Handling Skills, Event Team and Crew Management, Event Resource Management, Sports Events, Live Event Project, Event Safety and Security, Risk Management and Safety, Event Risk Management	15
III	Marketing, Communication, Media & Sponsorship Event Marketing and Promotion, Event Series Creation, Event Media Coverage, Media Management, Experiential Marketing & Technology, Advertising Campaign: Advertisement vs Public Relations, Meaning & Importance of Advertisement, Modes of Advertising, Marketing Management: Marketing Mix, Segmentation, Nature and Scope, Public Relations, Brand Management, Corporate Communications, Handling of Media, PR & Brand Management, Sponsorships, Celebrity, Artist and Talent Management	
IV	Finance, Legal, Human Resource & Evaluation	

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	Introduction to Accounts & Finance, Event Cost Accounting and Finance Management, Event Budgeting and Financial Management, Budget and Planning, Corporate Legal Environment and Licenses, Legal Aspects of Event Management, Human Resource Management, Values & Ethics of the Event Industry, Communication and Presentation Skills, Communication and Personality Development, Business Communication, Event Evaluation and Post-Event Analysis, Project Management, Entrepreneurship in the Event Industry, Organization of Events, Event in Media/Films/Industry Trends and Innovations	
Examination and Evaluation Pattern: - Internal Assessment 15 marks and External Assessment 35 marks.		
Sharma, A., & Arora, S. (2018). <i>Event management and marketing: Theory, practical approaches and planning</i> (1st ed.). Bharti Publications. (Publisher and edition based on available bibliographic data; assume first edition unless otherwise specified.)		
3- Getz, D., & Page, S. J. (2024). <i>Event studies: Theory and management for planned events</i> (5th ed.). Routledge. Amazon IndiaAbeBooks		
Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2022). <i>Events management: An introduction</i> (3rd ed.). Routledge. Google Books+1		
Ferdinand, N., & Kitchin, P. J. (2016). <i>Events management: An international approach</i> (2nd ed.). SAGE. ResearchGate		
DeLisle, L. J. (2014). <i>Creating special events</i> (2nd ed.). Sagamore Publishing.		

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Course Title: Global Communication (DSC)

Course Code:**Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial/Practical

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The objective of this paper is to make the students abreast with communication at Global level. The cultural dimension of communication is also taught to the students. to provide students with a thorough understanding of how media differ around the world and to develop an appreciation of cultural differences.

Course Outcomes By the end of this course the students should be able to know about global Communication, the problems, issues and challenges related to international communication. to help students develop skills in primary research about global media and communication. Students should be familiar with the concepts of regionalism and regionalization.

Unit	Course Content	Instruction Hours
I	Global Communication & International News Flow What is Globalization, Why does it Matter: 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	Transnational News Organization Global News Agencies and Media Organizations and their role in International Communication 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). <i>International communication and Globalization</i> . Sage Publication.		
2. Oatey, H. S., & Kottoff, H. <i>Handbook of Intercultural Communication</i> . Mouton de Gruyter.		
3. Kumar, K. J. (2012). <i>Mass communication in India</i> (4th ed.). Mumbai: Jaico Publication.		

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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: English Media (DSE)**Course Code:****Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: Introduce students to the fundamentals of written English in the context of media and communication. Build confidence in expressing ideas clearly and correctly in English. Help first-generation learners overcome language barriers through targeted grammar, vocabulary, and sentence-formation practices. Enable students to construct basic sentences and short paragraphs suitable for journalistic and public communication.

Course Outcomes: Identify and use basic sentence patterns in English correctly. Construct grammatically sound and coherent short write-ups for media purposes. Translate simple thoughts and messages from Hindi/Urdu into English clearly. Read, comprehend, and summarize short English news and informational pieces.

Unit	Course Content	Instruction Hours
I	Building Blocks of English Writing: Understanding Simple Sentence Structures: Subject + Verb + Object—Using Articles, Prepositions, and Tenses Correctly—Redundancy—Exercises in Active & Passive Voices—Introduction to Paragraph Writing: Unity, Coherence	
II	Writing for Basic Media Communication: Short News-like Sentences: Who, What, Where, When—Writing Headlines—Describing Events and Situations in English: Photo Description and Reporting—Practice in Translation—Reading and Summarizing Simple English	

Recommended Reading Materials**Core Textbooks**

Hicks, Wynford. English for Journalists (Routledge – Indian edition)
 Menon, Krishna. Everyday English for Journalists (Konark Publishers)
 Chauhan, Swati & Singh, Suraj. Professional Communication Skills (PHI Learning)
 Radhakrishna Pillai. English Grammar and Composition (S. Chand Publishing)
 Rao, Parthasarathy. Basic Functional English (Orient BlackSwan)

Course Title: **Hindi Media (DSE)**

Course Code:

Scheme of Instruction

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial/Practica

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Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: The Objective of this Paper is to explain the Basic, Knowledge about Urdu Media including history of Urdu Newspapers in freedom Struggle, Organizational Structure and working style of Urdu newspapers after completing this paper student will have fair understanding about the role of Urdu papers during freedom struggle.

Course Outcomes: The learning outcomes of the paper are to make students understand the History and Role of Urdu Press in the freedom Struggle, Present status of Urdu News Media and Problem, prospects of Urdu newspapers. Students will be able to understanding of the working style of Urdu Media.

Unit	Course Content	Instructi on Hours
I	हिन्दी पत्रकारिता इतिहास भारतीय पत्रकारिता का उद्भव और विकास, स्वतन्त्रता पूर्व की भारतीय पत्रकारिता का सामान्य परिचय, स्वतन्त्रता संग्राम और हिन्दी पत्र-पत्रिकाओं की भूमिका, उनका सामाजिक प्रभाव, स्वतन्त्रता पूर्व हिन्दी पत्र - पत्रिकाओं की तकनीक, प्रबंधन और चुनौतियाँ, स्वतन्त्रता पूर्व हिन्दी पत्र - पत्रिकाओं में विषय गत एवं भाषा गत बदलाव, गांधी जी, पंडित जुगल किशोर, भारतेन्दु हरीश चंद्र का भारतीय हिन्दी पत्रकारिता में योगदान. स्वतन्त्रता पश्चात हिन्दी पत्रकारिता का विकास, प्रेस संबंधी सरकारी नीतियाँ, आज़ादी के बाद जनतंत्र व विकास की चुनौतियाँ और हिन्दी प्रेस, हिन्दी प्रेस का सामाजिक प्रभाव, आपातकाल : प्रेस और अभिव्यक्ति की स्वतन्त्रता, हिन्दी पत्रकारिता का विकास एवं विस्तार	15
II	1990 से हिन्दी पत्रकारिता राजनैतिक, सामाजिक एवम संस्कृतिक परिवर्तन और हिन्दी पत्र - पत्रिकाएँ इलेक्ट्रॉनिक माध्यमों की हिन्दी पत्रकारिता, हिन्दी पत्रकारिता का तकनीकी पक्ष, स्वामित्व, पत्र कारिया सेवा- शर्तों में बदलाओं, ले आउट डिजाइन, मुद्रण भाषा में हुए परिवर्तन, के बाद की हिन्दी पत्रकारिता उदारीकरण और हिन्दी पत्रकारिता, डिजिटलीकरण, आन लाइन हिन्दी पत्र - पत्रिकाओं का स्वरूप, हिन्दी पत्रकारिता का व्यवसायी कारण, न्यूज़ उत्पाद पैकेज पैड न्यूज़, विज्ञापन और समाचार पत्रों के रिश्ते, हिन्दी पत्रकारिता के समक्ष चुनौतियाँ एवं ज्वलंत मुद्दे: सामाजिक न्याय, नागरिक अधिकार, इंफोटेनमेंट, पर्यावरण, अभिव्यक्ति की स्वतन्त्रता, अदालत की अवमानना, स्त्री, दलित, आदिवासी एवं वंचित वर्ग के मुद्दे वर्तमान हिन्दी पत्रकारिता में कंटेंट और भाषा के बदलाव	15
Examination and Evaluation Pattern:- Internal Assessment 15 marks and External Assessment 35 marks.		
Text Books and References:		
जगदीश प्रसाद (2017) हिन्दी पत्रकारिता का इतिहास, प्रभात प्रकाशन नई दिल्ली डॉ. कृष्ण बिहारी मिश्र (2019) हिन्दी पत्रकारिता आश्वस्ति और आशंका, प्रभात प्रकाशन नई दिल्ली राधा रामकृष्णन (2012) हिन्दी पत्रकारिता के विविध आयाम, पराग प्रकाशन नई दिल्ली डॉ रचना प्रकाश मेहता (2019) हिन्दी पत्रकारिता का बदलता स्वरूप, इंद्रा पब्लिशिंग हाउस नई दिल्ली डॉ अर्जुन तिवारी (2023) हिन्दी पत्रकारिता वृहद इतिहास, हिन्दी पत्रकारिता और जनसंचार		

प्रो.शंभू नाथ राम निवास द्विवेदी (2012) हिन्दी पत्रकारिता हमारी विरासत वाणी प्रकाशन नई दिल्ली
डॉ जुल्फिकार (2017) धर्मनिपेक्षता और हिन्दी पत्रकारिता, राज प्रकाशन नई दिल्ली
बिजेन्द्र कुमार (2007) हिन्दी पत्रकारिता और भूमंडलीकरण, श्री नटराज प्रकाशन नई दिल्ली
डॉ ठाकुरदत्त शर्मा (2010) हिंदी पत्रकारिता और जनसंचार, हिंदी पत्रकारिता और जनसंचार
जी एस भार्गव (2010) भारत में प्रेस एक सिंहावलोकन एन बी टी प्रकाशन नई दिल्ली

Course Title: Media Management (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Objective: This course intends to familiarize the students with the management practices of media organizations, and special characteristics of media organizations.

Unit	Course Content	Instruction Hours
I	Management & Media Management Meaning and definition of management, Definition; nature and scope of Event Management, principles and functions of media management, Historical Perspective, Media management and their significance; Organizational principles and their importance, Election Management Ownership patterns of media organization –merits and demerits, organizational structure of a newspaper.	15
II	Media Ownership Pattern & Various Types of Media Organization Organization structure of a magazine, radio station and television station. Media ownership pattern in India, Organizational structure of Print Media & Television Channel; role and responsibilities of various departments. Economics of Newspapers and Television Channels, FDI in media Industry. Government Media Organization: apex bodies: DAVP, INS and ABC Publication Division, Photo Division, PIB, Film Division & CBFC, News agency: PTI & UNI, Doordarshan & All India Radio, TAM, BARC and various broadcasting associations	15
III	Principles of Event Management Principles of event Management, concept, designing & creative methods of organising event, types of events, roles and responsibilities of Event Manager and event team, planning of events. Event proposal. Event marketing: definition, nature, process of event marketing. Event sponsorship: concept, identifying the sponsor, types of sponsorships.	15
IV	Event Planning & Team Management General management, finance, circulation (sales promotion– including pricing and price– war aspect); advertising (marketing), personnel management,. Changing roles of editorial staff and other media persons. Editorial – response system. Different types of event management. Event Promotion: elements in promotion, role of media in event promotion and strategic planning, Event Design. Carrier opportunities in Event Industry.	15
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
1. Redman, J., & Robert, T. <i>Balancing on the Wire-The Art of Managing Media Organisation.</i>		
2. Gilbert, C. <i>Talking Stock-Journalism and Publicity Traded Newspaper.</i> Iowa State Press.		
3. James, R., & Trager, R. <i>Balancing on the Wire– The Art of Managing Media Organizations.</i> Cengage Learning		
4. Albarran, A. B. <i>Management of Electronic Media.</i> Wadsworth Publications		
5. Roberts, G. <i>Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering.</i> University of Arkansas Press		
6. Robert, G. <i>Leaving Readers Behind –The Age of Corporate Newspapering.</i> University of Arkansas Press		
7. Herrik, F.D. <i>Media Management in the age of Giants.</i> Surjit Publications		

B.A. (Hons.) Journalism and Mass Communication

Course Title: Mobile Journalism (DSE)

Course Code:**Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	2
Instruction Mode	:	Lecture/Tutorial/Practical

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Objectives: This section introduces students to the fundamentals of mobile journalism, emphasizing its importance in the modern media landscape. Students will learn about the evolution of journalism in the digital age and understand the role of mobile devices in news gathering, production, and dissemination.

Learning Outcomes: Students will develop proficiency in capturing, editing, and sharing multimedia content using a smartphone, understanding and applying the ethical principles of mobile storytelling, and mastering the technical skills to produce engaging and professional-quality content.

Unit	Course Content	Instruction Hours
I	Introduction to Mobile Journalism, History of MOJO, MOJO in India, Mobile Journalism Overview, Purpose of Mobile Journalism, MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone, Strengths of Mobile Journalism, Mobile Journalism and Citizen Journalists	15
II	Traditional Media & MOJO, Social Media & MOJO, Techniques of Mobile Journalism, Case Studies: Arab Revolution, Anna Hazare Movement etc, Editing On smart phone, Live streaming, Storytelling for mobile, Challenges of Mobile Journalism, Ethical Issues in Mobile Journalism	15
Examination and Evaluation Pattern: - Internal Assessment 15 marks and External Assessment 35 marks.		
Text Books and References:		
1-Adorna A, 2018, Mobile and Social Media Journalism: A Practical Guide. Sage Publications.		
4- Burum, Ivo & Quinn, Stephen., 2018, Mojo: The Mobile Journalism Handbook, Routledge Publication		
3-Mobile Journalism: Mobile Journalism by Dr. Rahul Dass: A Guide to Reporting in the Digital Age		
Stephens Mitchell, 2018, Beyond News: The future of Journalism, Kindle Edition		
Montgomery R, 2014: A Field Guide for Mobile Journalism. Visual Editors		

Course Title: Research Writing (DSC)**Course Code:****Scheme of Instruction**

Total Duration	:	60
Periods/Week	:	5
Credits	:	4
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

Course Outcomes: To apprise students about the conventions of academic writing. To comprehend the elements of a research proposal. To help the students undertake information gathering. To comprehend the citation of literature in academic writing. To understand how to use research tools and systems of referencing systems.

Course Objectives: Students should be able to understand the nuances of academic writing. Should be able to craft research proposals. Should be able to gather information through databases. Should be able to organize review of literature. Should be able to use the various citation methods and tools

Unit	Course Content	Instruction Hours
I	Conventions of Academic Writing, Types of Master's Dissertations, Crafting a Research Proposal: The Elements of a Research Proposal	
II	Sources of Information: Finding / Gathering Information & Data, Using Research Tools, Using Library and E-Databases	
III	Writing Review of Literature: Need for Review of Literature, Organizing the Literature Review	
IV	Citing Sources: Referencing and In-text Citations, Styles of Referencing, Paraphrasing and Summarizing, Citing Sources, Plagiarism & Ethics in Research, Process of Peer Reviews	

References

- Atwill, Janet, James A. W. Haffernan and John E Loncoln. *Writing: A College Handbook*. New York: W.W. Norton and Company, 2007.
- Fink, Arlene. *How to Report on Surveys*. London: Sage Publications, 2003.
- Gupta, Ranu. *A Course in Academic Writing*. Hyderabad: Orinet Blackswan, 2017.
- Huff, Anne Sigismund. *Designing Research for Publication*. London: Sage Publications, 2009.
- Leary, Zina O. *The Essential Guide to Doing Your Research Proposal*. New Delhi: Sage Publications, 2020.
- Onwuegbuzie, Anthony J and Rebecca Frels. *7 Steps to a Comprehensive Literature Review*. London: Sage Publications, 2016.
- Roberts, Carol. M. *The Dissertation Journey*. London: Corwin - A Sage Company, 2010.
- Wentz, Elizabeth A. *How to Design, Write and Present A Successful Dissertation Proposal*. New York: Sage Publications, 2014.

Course Title: Dissertation**Course Code:****Scheme of Instruction**

Total Duration	:	
Periods/Week	:	3
Credits	:	2
Instruction Mode	:	Lecture/Tutorial//Practica 1

Scheme of Examination

Maximum Score	:	
Internal Evaluations	:	
End Semesters	:	
Exam Duration	:	

Learning Objectives: Enable students to demonstrate independent research competence by producing a substantial dissertation. Integrate theoretical perspectives and methodological tools acquired during the programme into a sustained research project. Develop advanced skills in critical inquiry, analysis, synthesis, and scholarly writing. Foster original contributions to knowledge in the field of Journalism and Mass Communication. Train students in professional academic practices including project management, documentation, and defence of findings.

Learning Outcomes: Formulate an original, researchable problem relevant to journalism and media studies. Prepare a detailed research proposal with literature review, conceptual framework, and methodology. Collect, analyze, and interpret data using appropriate qualitative and/or quantitative methods. Write a dissertation of 15,000–20,000 words adhering to academic standards of structure, referencing, and originality. Present and defend research findings through oral presentation and viva-voce before an internal and external panel.

Dissertation Process & Timeline from Commencement of Semesters Classes

Timeline	Activity
Week 1	Allocation of supervisor and topic finalization.
Weeks 2-3	Submission of detailed research proposal for approval (literature review & methodology).
Weeks 4-5	Fieldwork Data collection with regular progress reports (minimum four meetings).
Weeks 6-7	Data analysis, interpretation, and draft chapter submission.
Week 8-9	Submission of full draft dissertation to supervisor for feedback.
Week 10	Submission of final dissertation to Department (8,000–10,000 words).
Week 11-12	Oral presentation of dissertation (seminar style).
Week 13-14	Viva-Voce examination (internal + external).

Evaluation Scheme (Total 300 Marks)

Component	Weightage (%)
Proposal & Review of Literature	10
Dissertation Quality (Structure, Language, Referencing)	10
Content, Originality & Contribution	10
Data Analysis & Interpretation	10
Oral / PPT Presentation	10
Viva-Voce Defence	50

Note: Students must secure at least 40% in both Internal and External assessments separately to pass the course.

Suggested Reading & Resources

- Berger, A. A. (2014). Media and Communication Research Methods. SAGE.
 Wimmer, R. D., & Dominick, J. R. (2013). Mass Media Research: An Introduction. Cengage Learning.
 Creswell, J. W. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE.
 Silverman, D. (2013). Doing Qualitative Research. SAGE.
 Stokes, J. (2013). How to Do Media and Cultural Studies. SAGE.

APA Publication Manual (7th Edition) for citation and referencing guidelines.