

**BA(Mass Communication) (Hons./Hons. With Research)**  
**(Eight Semester full-time programme Curriculum)**  
**Scheme of Examination and Credit Distribution**

**1<sup>st</sup>Year Semester – I**

<b>COURSE CODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CIA</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H) 101	प्रयोजनमूलक हिंदी-I	AEC 1	35	15	-	2	50
BAMC(H) 102	Environmental Studies	VAC 1	35	15	-	2	50
BAMC(H) 103	Introduction to Journalism & Mass Communication	DSC 1	70	30	-	4	100
BAMC(H) 104	Introduction to Audio Visual Communication	DSC 2	70	30	-	4	100
BAMC(H) 105	Introduction to Indian Constitution	DSC 3	70	30	-	4	100
BAMC(H) 106	Introduction to Public Administration <b>Or</b> Event Management <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	70	30	-	4	100
	Practical	-	-	-	100	2	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**1<sup>st</sup> Year Semester – II**

<b>COURSE CODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CIA</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H) 201	Functional English	AEC 2	35	15	-	2	50
BAMC(H) 202	Basics of Computer Application	SEC 1	35	15	-	2	50
BAMC(H) 203	Introduction to Advertising	DSC 4	70	30	-	4	100
BAMC(H) 204	Introduction to Public Relations and Corporate Communication	DSC 5	70	30	-	4	100
BAMC(H) 205	Introduction to Reporting and Writing for Media	DSC 6	70	30	-	4	100
BAMC(H) 206	Yoga and Meditation <b>Or</b> Introduction to Marketing <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 2	70	30	-	4	100
	Practical	-	-	-	100	2	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**2<sup>nd</sup> Year Semester – III**

<b>COURSECODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CIA</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H) 301	प्रयोजनमूलक हिंदी-II	AEC 3	35	15	-	2	50
BAMC(H) 302	Value Education	VAC 2	35	15	-	2	50
BAMC(H) 303	Editing for Print Media	DSC 7	70	30	-	4	100
BAMC(H) 304	Media Management	DSC 8	70	30	-	4	100
BAMC(H) 305	Communication Theories and Models	DSC 9	70	30	-	4	100
BAMC(H)306	Media Planning and Buying <b>Or</b> Skills for Communication <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 1	70	30	-	4	100
	Practical	-	-	-	100	2	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**2<sup>nd</sup> Year Semester – IV**

<b>COURSECODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CIA</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H) 401	Introduction to Sociology	AEC 4	35	15	-	2	50
BAMC(H) 402	Photojournalism	SEC 2	35	15	-	2	50
BAMC(H) 403	Global Communication	DSC 10	50	30	-	4	100
BAMC(H) 404	Media Economics	DSC 11	50	30	-	4	100
BAMC(H) 405	Media Law and Ethics	DSC 12	70	30	-	4	100
BAMC(H)406	Content Writing <b>Or</b> Traditional and Folk Media <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 2	70	30	-	4	100
	Practical	-	-	-	100	2	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**3<sup>rd</sup> Year Semester – V**

<b>COURSECODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CAI</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H) 501	Liberal Studies	VAC 3	35	15	-	2	50
BAMC(H) 502	Audio-Visual Editing	SEC 3	35	15	-	2	50
BAMC(H) 503	Radio and Television Production	DSC 13	70	30	-	4	100
BAMC(H) 504	Media Literacy	DSC 14	70	30	-	4	100
BAMC(H) 505	Introduction to Digital Media	DSC 15	70	30	-	4	100
BAMC(H)506	Business and Sports Journalism <b>Or</b> Digital Marketing <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 3	70	30	-	4	100
	Practical				100	2	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**3<sup>rd</sup> Year Semester – VI**

<b>COURSECODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CAI</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H) 601	Design and Graphics	SEC 4	35	15	-	2	50
BAMC(H) 602	Internship	-	-	-	50	2	50
BAMC(H) 603	Development Communication	DSC 16	70	30	-	4	100
BAMC(H) 604	Mobile Journalism	DSC 17	70	30	-	4	100
BAMC(H) 605	Data Journalism	DSC 18	70	30	-	4	100
BAMC(H)606	Travel Communication <b>Or</b> Media and Disaster Management <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 4	70	30	-	4	100
	Practical	-	-	-	100	2	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**4<sup>th</sup> Year Semester – VII**

<b>COURSECODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CIA</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H)701	Research Methodology	DSC 19	70	30	-	4	100
BAMC(H)702	Indian Polity and Media	DSC 20	70	30	-	4	100
BAMC(H)703	Seminar and Presentation	-	-	60	140	6	200
BAMC(H)704	Project-I	-	-	30	70	4	100
BAMC(H)705	Media Startups and Entrepreneurship <b>Or</b> Advertising Laws and Ethics <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 5	70	30	-	4	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>

**4<sup>th</sup> Year Semester – VIII**

<b>COURSECODE</b>	<b>NAME OF THE COURSE</b>	<b>COURSE</b>	<b>THEORY</b>	<b>CIA</b>	<b>PRACTICAL</b>	<b>CREDITS</b>	<b>MAX.MARKS</b>
BAMC(H)801	Research Application	DSC 21	70	30	-	4	100
BAMC(H)802	Media And Society	DSC 22	70	30	-	4	100
BAMC(H)803	Dissertation and Viva-voce	-	-	60	140	6	200
BAMC(H)804	Project-II	-	-	30	70	4	100
BAMC(H)805	Communication Technologies <b>Or</b> Documentary Production <b>Or</b> Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 6	70	30	-	4	100
	<b>TOTAL</b>					<b>22</b>	<b>600</b>
		<b>TOTAL CREDITS = 22 x 8 semester</b>				<b>176</b>	<b>4800</b>
		<b>TOTAL MARKS = 600 x 8Sem</b>				<b>Credit</b>	<b>Marks</b>

<b>Particulars</b>	<b>Abbreviations</b>	<b>Total Courses(in 4 Years)</b>
Ability Enhancement Course	<b>AEC</b>	<b>04</b>
Value Addition Course	<b>VAC</b>	<b>03</b>
Discipline Specific Course	<b>DSC</b>	<b>22</b>
General Elective	<b>GE</b>	<b>02</b>
Skill Enhancement Course	<b>SEC</b>	<b>04</b>
Discipline Specific Elective	<b>DSE</b>	<b>06</b>

**Credit Distribution: -**

**15Hrs Theory Classes 1 Credit/ each class time being 45 minutes duration.**

**30Hrs Practical Classes=1 Credit**

1. 3 Credit Classes= Minimum 60 Classes in a Semester= **4 Theory Classes Per Week**
2. 4 Credit Classes=Minimum 80 Classes in a Semester=**6 Theory Classes Per Week**
3. 4 Credit Practical Classes=Minimum 160 Classes in a Semester=**11 Classes Per Week**

## **Semester I or II**

### **An Introductory course in Value Education-Detailed syllabus**

#### **Introductory Lecture on Values and Value education :**

Definition of human values- values in social interactions- Social norms and sanctions-Need for value education- Technology development and its impact on society- sustainability of modern technology – Concept of holistic development – Need for inner transformations- living in tune with nature – Professional ethics - Holistic approach in mass communication – Role and social responsibility of media person.

#### **Project**

A mini project in identified areas/topics in groups of not more than five, The work has to be completed and a report to be submitted at the end. The work can be done under the guidance of any faculty member in Department and the attendance and progress report to be obtained from the concerned faculty member.

#### **Extramural talks**

##### **Evaluation**

25% evaluation on the usual examination mode based on introductory course.

50% evaluation based in the final evaluation of the project by the guide and course committee

25% based on the participation and contribution in the in- house programmes

#### **Project**

The aims of the project are to promote interaction among students and faculty, to build awareness about the societal commitment of an individual in engineering profession, and to emphasize the need of purposeful technical education.

#### **Project requirements**

- Students are free to work on any project that has an element of value (professional/ethical/moral) promotion in it under the guidance of any member of faculty in NITC.
- It can be through any club or forum of activity of their choice (Except NSS which is offering a similar course)/ a community project or a project on service to society, documentation projects etc.
- The students themselves can identify the project and submit a proposal within a week from the beginning of the semester.
- The students groups formed must be aimed at integration of the student community and closeness through group activities.

The students can identify an area/project title and submit a proposal in consultation with an identified to the course committee on Value Education within a week after the beginning of the next semester.

Dr. P. Syamala,  
Course coordinator  
Introductory course on Value Education  
NITC

#### **Definitions**

There has been very little reliable research on the results of values education classes, but there are some encouraging preliminary results.

This means that there are many definitions. One definition refers to it as the process that gives young people an initiation into values, giving knowledge of the rules need to function in this mode of relating to other people, and to seek the development in the student a grasp of certain underlying principles, together with the ability to apply these rules intelligently, and to have the settled disposition to do so some researchers use the concept values education as an umbrella of concepts that includes moral education and citizenship education Themes that values education can address to varying degrees are character, moral development, Religious Education, Spiritual development, citizenship education, personal development, social development and cultural development.

There is a further distinction between explicit values education and implicit values education where.

Explicit values education is associated with those different pedagogies, methods or programmes that teachers or educators use in order to create learning experiences for students when it comes to value questions.

Implicit values education on the other hand covers those aspects of the educational experience resulting in value influence or learning, which can be related to the concept of hidden curriculum.

This Discussion on implicit and explicit raises the philosophical problem of whether or not an unintentional action can be called education. Similarly one should clarify the distinction between a teacher and an educator.

### **Commonality in Many “Educations”**

#### Moral education

Morals as socio- religious norms are supposed to help people behave responsibly. However not all morals lead to responsible behavior. Values education can show which morals are “bad” morals and which are “good” The change in behavior comes from wrestling with questions about right and wrong.

American psychologist Lawrence Kohlberg who specialized in research on moral education and reasoning, and was best known for his theory of stages of moral development, believed children needed to be in an environment that allowed for open and public discussion of day-to-day conflicts and problems to develop their moral reasoning ability. Kohlberg also sometimes speaks of change occurring through role-taking opportunities, opportunities to consider others viewpoints. As children interact with others, they learn how viewpoints differ and how to coordinate them in cooperative activities. As they discuss their problems and work out their differences, they develop their conceptions of what is fair and just. Whatever the interactions are specifically like, they work best, Kohlberg used to say, when they are open and democratic. The less children feel pressured simply to conform to authority, the freer they are to settle their own differences and formulate their own ideas.

Teacher education

Cross has made a start at documenting some teacher training attempts.

## **Multinational School-based Values Education Schemes**

### **Living Values Education Programme (LVEP)**

This project of worldwide proportions inspired by the new religious movement called the Brahma Kumaris World Spiritual University incorporates twelve values ( Unity, peace, happiness, hope, humility, simplicity, trust, freedom, co-operation, honesty, courage, love, and has formed the basis of the whole-school ethos approach in schools such as West Kidlington Primary School, Kidlington whose head master Neil Hawkes and Values education coordinators Linda Heppenstall used the work and other programmes to help them form a values-based school. The LVEP website lists 54 countries where values education projects are undertaken.

### **World Peace Ethics Contest (World-PEC)**

This project based in Buddhist values and supported by the Dhammakaya Foundation started in 1982 in Thailand as an annual values quiz contest. The aim of the project is to bring children's ethical development to higher levels resulting in positive behavioral changes in a way that is relevant to those of all nationalities, races and religions.[citation needed] The path of progress is based on a textbook of the thirty-eight values of Mangala Sutta.

## **Character Education**

*Main article : Character education*

Character education is an umbrella term generally used to describe the teaching of children in a manner that will help them develop as personal and social beings. However, this definition requires research to explain what is meant by "Personal and social being". Concepts that fall under this term include social and emotional learning, moral reasoning/cognitive development, life skills education, health education ; violence prevention, critical thinking, ethical reasoning, and conflict resolution and mediation. Lickona (1996) mentions eleven principles of successful character education. It seems to have been applied in the UK and the United States

**BA HONOURS (MASS COMMUNICATION)**  
Course of Studies BAMC(H)  
**Semester – III**

**Learning Objectives:**

- To delve deeper into media theories and their applications.
- To develop specialized skills in media writing and reporting.
- To understand the ethical considerations in journalism and media.
- To introduce students to investigative journalism techniques.
- To analyze case studies of significant media events and their coverage.

**Learning Outcomes:**

- Students will be able to apply media theories to real-world scenarios.
- They will produce high-quality media content, including news and feature articles.
- They will understand and adhere to ethical standards in journalism.
- They will conduct investigative journalism projects.
- They will critically evaluate media coverage of major events.

**Course – I**  
**BAMC(H)-301-प्रयोजनमूलक हिंदी-II**

Maximum Marks –35  
Minimum Passing Marks – 14

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 50 words) -02 Marks each =05×02 =10 Marks
- 2 05 long Answered questions of 05 Marks each=05×05  
With internal choice of one question from each unit =25 Marks

**Unit 1-हिंदी भाषा का विकास और स्वरूप**

- हिंदी भाषा का ऐतिहासिक विकास
- हिंदी के विविध रूप: साहित्यिक, बोलचाल की, तकनीकी
- हिंदी भाषा की विशेषताएँ
- हिंदी के प्रमुख व्याकरणिक नियम

**Unit 2-कार्यात्मक हिंदी में लेखन कौशल**

- सरकारी और गैर-सरकारी पत्र-लेखन
- औपचारिक और अनौपचारिक ईमेल लेखन
- रिपोर्ट लेखन: समाचार रिपोर्ट, आधिकारिक रिपोर्ट
- विज्ञापन और प्रेस विज्ञप्ति लेखन

**Unit 3-हिंदी पत्रकारिता के विभिन्न रूप**

- समाचार लेखन और रिपोर्टिंग
- फीचर लेखन
- संपादकीय लेखन
- साक्षात्कार और परिचर्चा लेखन

**Unit 4-मीडिया में हिंदी का प्रयोग**

- प्रिंटेड मीडिया में हिंदी का प्रयोग
- इलेक्ट्रॉनिक मीडिया: रेडियो, टेलीविजन
- डिजिटल मीडिया में हिंदी का प्रयोग
- सोशल मीडिया और हिंदी

**Unit 5-अनुवाद के सिद्धांत और अभ्यास**

- अनुवाद के सिद्धांत
- साहित्यिक अनुवाद: कविता, कहानी
- तकनीकी अनुवाद: दस्तावेज़, मैनुअल
- मीडिया सामग्री का अनुवाद: समाचार, लेख

**संदर्भ पुस्तकें:**

1. “हिंदी भाषा और व्याकरण” - डॉ. किशोरीदास वाजपेयी
2. “अनुवाद विज्ञान” - डॉ. शिवकुमार राय
3. “समाचार लेखन कला” - डॉ. मनोज कुमार
4. “फीचर लेखन की कला” - डॉ. निर्मला सिंह
5. मीडिया शब्दावली - प्रभु झिंगरान

**Course – II**  
**BAMC(H)-302-Value Education**

Maximum Marks –35  
Minimum Passing Marks – 14

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 50 words) -02 Marks each =05×02 =10 Marks
- 2 05 long Answered questions of 05 Marks each=05×05  
With internal choice of one question from each unit =25 Marks

- Unit – I** Significance of Value Education Problems Faced by Humanity, Ecological and Environmental Imbalance
- Unit – II** Social and Family Disintegration, Stress and Conflict in Individuals, Solutions for above Problems
- Unit – III** Understanding values and human behavior, Internal Values- Trust, Respect, Love, Affection, Gratitude, Pride, Admiration.
- Unit – IV** Behavioral Values-Courtesy, gentleness, simplicity, reverence, exclusivity, spontaneity, generosity, warm-heartedness, and loyalty, Material Values- Utility, Art
- Unit – V** Existential Values-Happiness, peace, contentment, and joy, Human Values- Patience, courage, generosity, kindness, kindness, and compassion

**Reference Books**

1. Nagraj A 2007, Jeevan Vidya Ek Parichay (Hindi), Jeeven Vidya Prakashan
2. Dr R R Gaur, R Sengal, G P Bagria (2009), A Foundation course in Value Education
3. Praveen Singh, 2005, Madhyastha Darshn-Ek Parichy (Hindi)
4. Praveen Singh, 2005, Sah Astivaad (Hindi)
5. Deepak Kaushik, 2008, Value education (English), Divya Path Sansthan
6. Somdev Tragi, 2005, Jeenan Vidya shivir, (Study Material), (Hindi)
7. Shriram Narsimhan, 2008, Conscience, Science & Sense of living (English)
8. P L Dhar, R R Gaur, 1990, Science & Humanism, Commonwealth Publishers
9. [Http:// msdhyash-darshan, blogspot.com/](http://msdhyash-darshan.blogspot.com/)

**Course – III**  
**BAMC(H)-303- Editing for Print Media**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

**Unit 1: Introduction to Editing**

- Overview of the editing process in print media
- Roles and responsibilities of an editor, sub-editor, copy-editor, news-editor
- Different desks in Print Media (Organizational Structure)
- Importance of editing in journalism and mass communication

**Unit 2: Copy Editing**

- Fundamentals of copy editing
- Grammar, punctuation, and spelling checks
- Style guides and their significance
- Headline writing techniques

**Unit 3: Layout and Design**

- Basics of layout and design principles
- Understanding typography
- Elements of page design
- Importance of visual hierarchy in print media

**Unit 4: Proofreading**

- Purpose and process of proofreading
- Techniques for effective proofreading
- Spotting errors in content and layout
- Collaborating with writers and designers for quality assurance

**Unit 5: Ethics and Legal Aspects**

- Ethical considerations in editing
- Legal aspects of print media editing in India
- Copyright and plagiarism issues
- Handling sensitive content responsibly

**Reference Books**

- "Editing for Print Media: A Practical Guide" by K. Srinivasan
- "Copy Editing: A Practical Guide" by S. Rajagopal
- "Layout and Design for Print Media" by S. Kumar
- "Proofreading for Print Media" by P. Sharma
- "Legal Aspects of Editing in Indian Journalism" by A. Singh

**Course – IV**  
**BAMC(H)-304-Media Management**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**Unit 1: Introduction to Media Management**

- Understanding Media Organizations
- Evolution of Media Management
- Media Business Models
- Role of Media Managers

**Unit 2: Media Marketing and Advertising**

- Principles of Media Marketing
- Advertising Strategies in Media
- Audience Measurement Techniques
- Branding and Promotion in Media

**Unit 3: Media Economics and Financial Management**

- Media Economics: Concepts and Theories
- Financial Management in Media Organizations
- Revenue Streams in Media Industry
- Cost Management and Budgeting

**Unit 4: Media Policy and Regulations**

- Regulatory Framework for Media in India
- Broadcast Regulations
- Press Laws and Ethics
- Emerging Issues in Media Policy

**Unit 5: Media Leadership and Innovation**

- Leadership Styles in Media Management
- Change Management in Media Organizations
- Innovation and Technological Trends
- Entrepreneurship in Media

**Reference Books**

- "Media Management: A Casebook Approach" by Aparna Sharma  
"Media Marketing: Concepts and Strategies" by Saurabh Mishra  
"Media Economics: Theory and Practice" by Alison Alexander and James Owers  
"Media Laws and Regulations in India" by N. C. Saxena

**Course – V**  
**BAMC(H)-305 Communication Theories and Models**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**Unit 1: Introduction to Mass Communication Theories**

- Mass Communication: -Meaning, Definition, Concepts.
- Overview of Mass communication theories
- Historical development of mass communication theories
- Basic concepts and approaches in mass communication theory

**Unit 2: Media Effects Theories**

- Agenda Setting Theory
- Cultivation Theory
- Uses and Gratifications Theory
- Social Learning Theory
- Normative Theories

**Unit 3: Modern Media Perspectives**

- Global Village,Medium is the Message,Many Voices One World
- Public Sphere,Hot and CoolMedia, Bias of Communication.
- Global Communication, Technological Determinism, Rear View Mirrorism

**Unit 4: Models of Mass Communication**

- Linear Model (Aristotle, Laswell, Shannon and Weaver, Berlo, ABX)
- Interactional Model (Schram and Osgood, Westly and Maclean, Gatekeeping)
- Transactional Model (Helical, Barlund)

**Unit 5: Contemporary Issues and Emerging Theories**

- Globalization and Media
- Digital Media and Convergence
- Participatory Culture and User-generated Content
- Surveillance and Privacy in the Digital Age

**Reference Book**

"Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis

"Media Effects: Advances in Theory and Research" by Jennings Bryant and Mary Beth Oliver

"Many Voices, One World: Towards a New, More Just, and More Efficient World Information and Communication Order" by the UNESCO McBride Commission

"Media & Cultural Theory" by James Curran and David Morley

"Convergence Culture: Where Old and New Media Collide" by Henry Jenkins

**Course – VI (GENERAL ELECTIVE)**  
**BAMC(H)-306**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

**A) Media Planning and Buying**

**Unit 1: Introduction to Media Planning**

- Understanding the role of media planning in advertising and marketing campaigns
- Factors influencing media planning decisions
- Media objectives and strategies

**Unit 2: Audience Analysis and Media Research**

- Methods of audience measurement and analysis
- Tools and techniques for media research
- Understanding audience demographics and psychographics

**Unit 3: Media Selection and Buying**

- Types of media channels (traditional and digital)
- Evaluating media options and platforms
- Negotiation and buying processes

**Unit 4: Media Budgeting and Allocation**

- Budgeting considerations in media planning
- Allocation of funds across various media channels
- ROI analysis and performance measurement

**Unit 5: Campaign Execution and Evaluation**

- Implementing media plans effectively
- Monitoring and optimizing media campaigns
- Post-campaign analysis and evaluation

**Reference Books**

- "Advertising Media Planning: A Brand Management Approach" by Srinivasan S.  
"Media Planning: A Quick and Easy Guide" by Kevin J. Clancy and David B. Shedd  
"Media Planning & Buying: Essentials of Media Planning" by Subhash K. Chhabra  
"Advertising Media Planning" by Roger A. Kerin and Lawrence J. Russell  
"Media Planning and Buying in the 21st Century" by Larry D. Kelley

## **B) Skills For Communication**

### **Unit 1: Introduction to Communication Skills**

- Understanding the Importance of Communication Skills
- Elements of Effective Communication
- Verbal and Non-verbal Communication
- Listening Skills
- Barriers to Effective Communication

### **Unit 2: Written Communication**

- Basics of Writing: Grammar, Punctuation, and Spelling
- Different Types of Writing: Essays, Articles, Reports, etc.
- Email Etiquette
- Writing for Media: News Writing, Feature Writing
- Editing and Proofreading

### **Unit 3: Public Speaking and Presentation Skills**

- Essentials of Public Speaking
- Overcoming Stage Fear and Nervousness
- Structuring a Presentation
- Visual Aids and Presentation Tools
- Audience Analysis and Engagement

### **Unit 4: Interpersonal Communication**

- Building Relationships through Communication
- Conflict Resolution
- Assertiveness Training
- Active Listening and Empathy
- Cultural Sensitivity in Communication

### **Unit 5: Digital Communication and Social Media**

- Understanding Digital Communication Platforms
- Social Media Management
- Online Branding and Reputation Management
- Ethical Issues in Digital Communication
- Crisis Communication in the Digital Age

### **Reference Books**

"Communication Skills" by Sanjay Kumar and Pushp Lata

"Media Writing: A Practical Introduction" by Craig Batty and Sandra Cain

"The Art of Public Speaking" by Dale Carnegie

"The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" by David Meerman Scott

**C) Any of the 4 Credit Courses from SWAYAM Or Any other MOOC Platforms approved by the Competent Authorities**

**Course – VII**  
**BAMC(H)-307 PRACTICAL**

Maximum Marks – 100  
Minimum Passing Marks – 40

Practical assignments shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.

**BA HONOURS (MASS COMMUNICATION)**  
**Course of Studies BAMC(H)**  
**Semester – IV**

**Learning Objectives:**

- To explore the relationship between media and society.
- To develop skills in media research and analysis.
- To understand the role of media in shaping public opinion and culture.
- To introduce students to global media systems and their differences.
- To study the impact of media on various demographic groups.

**Learning Outcomes:**

- Students will analyze the impact of media on society.
- They will conduct media research and present their findings.
- They will understand the role of media in influencing public opinion and cultural norms.
- They will compare and contrast different global media systems.
- They will assess how media affects different demographic groups.

**Course – I**  
**BAMC(H)-401- Introduction to sociology**

Maximum Marks –35  
Minimum Passing Marks – 14

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 50 words) -02 Marks each =05×02         | =10 Marks |
| 2 | 05 long Answered questions of 05 Marks each=05×05<br>With internal choice of one question from each unit | =25 Marks |

**Unit 1: Introduction to Sociology**

- Definition, scope, and significance of sociology.
- The sociological imagination.
- Major theoretical perspectives: Functionalism, Conflict Theory, and Symbolic Interactionism.
- Relationship between sociology and mass communication.

**Unit 2: Society and Culture**

- Definition and components of culture: norms, values, beliefs, and symbols.
- Cultural diversity, ethnocentrism, and cultural relativism.
- The concept of socialization: Agents and processes.
- Socialization and mass media.

**Unit 3: Social Structure and Social Institutions**

- Social structure: Status, roles, groups, and institutions.
- Social institutions: Family, education, religion, and economy.
- The impact of social institutions on individual behaviour and society.
- Mass communication as a social institution.

**Unit 4: Social Stratification and Inequality**

- Concepts of social stratification: Caste, class, and gender.
- Theories of social stratification: Functionalist, Conflict, and Interactionist perspectives.
- Social mobility and social change.
- Media representation of social stratification and inequality.

**Unit 5: Social Change and Modernization**

- Definition and theories of social change: Evolutionary, Functionalist, and Conflict theories.
- Factors influencing social change: Technology, economy, and mass media.
- Modernization and its impact on Indian society.
- The role of mass communication in social change.

**Reference Book:**

- "Sociology: Principles of Sociology with an Introduction to Social Thoughts" by C.N. Shankar Rao  
"Indian Society and Culture: Continuity and Change" by Nadeem Hasnain  
"Sociology of Indian Society" by C.N. Shankar Rao  
"Social Stratification in India: Issues and Themes" by K.L. Sharma

**Course – II**  
**BAMC(H)-402-Photo-Journalism**

Maximum Marks –35  
Minimum Passing Marks – 14

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 50 words) -02 Marks each =05×02 =10 Marks
- 2 05 long Answered questions of 05 Marks each=05×05  
With internal choice of one question from each unit =25 Marks

**Unit 1: Introduction to Photojournalism**

- History and evolution of photojournalism
- Famous Photojournalists
- Ethics and responsibilities of a photojournalist
- Understanding the role of photojournalism in mass communication

**Unit 2: Technical Aspects of Photography**

- Camera types and functions,
- Understanding Types lenses and focal lengths
- Basic elements of photography: composition, lighting, exposure, framing, angles, movements
- Exposure control: aperture, shutter speed, ISO
- Basics of digital photography and image editing software

**Unit 3: Visual Storytelling**

- Identifying newsworthy events and subjects
- Capturing moments and emotions
- Photo editing and selection for journalistic purposes
- Constructing a visual narrative through photo sequences

**Unit 4: Legal and Ethical Considerations**

- Copyright issues in photojournalism
- Privacy and consent of subjects
- Manipulation and truthfulness in photojournalism
- Role of photojournalists in shaping public perception

**Unit 5: Specialized Areas in Photojournalism**

- Sports Photography
- Documentary photography
- War photography and conflict zones
- Environmental photojournalism

**Reference Books**

"Visual Storytelling: The Art and Technique" by Ronn Campisi  
"Digital Photography Complete Course" by David Taylor  
"The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman

**Course – III**  
**BAMC(H)-403-Global Communication**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

**Unit 1: Introduction to Global Media Landscape**

- Understanding Globalization and its Impact on Media
- Historical Evolution of Global Media
- Comparative Analysis of Media Systems Worldwide
- Role of International Organizations in Media Regulation

**Unit 2: Cross-Cultural Communication in Media**

- Representation of Cultures in Global Media
- Challenges and Opportunities of Cross-Cultural Communication
- Media's Role in Shaping Global Cultural Trends
- Case Studies on Successful Cross-Cultural Communication Campaigns

**Unit 3: Transnational Media Corporations**

- Structure and Operations of Transnational Media Corporations
- Media Ownership and Control in a Global Context
- Impact of Transnational Media on Local Cultures and Economies
- Media Convergence and Cross-Ownership
- Regulatory Frameworks for Transnational Media Corporations

**Unit 4: Global Media Ethics and Responsibility**

- Ethical Dilemmas in Global Journalism
- Media Representation of Global Issues such as Climate Change, Poverty, and Conflict
- Media's Role in Promoting Human Rights and Social Justice
- Accountability and Transparency in Global Media Practices

**Unit 5: Emerging Trends in Global Media**

- Digital Media Revolution and its Global Implications
- Social Media and its Role in Shaping Global Discourses
- Big Data, Artificial Intelligence, and their Impact on Global Media
- Virtual Reality and Augmented Reality in Global Media Production
- Future Prospects and Challenges for Global Media Industry

**Reference Books**

- "Social Media in India: An Overview" by Anjali Gera Roy  
"Indian Media in a Globalised World" by Ujjwala Barve  
"Media Transnationalism and Globalization" by Sreya Dutta  
"Media, Monopoly, and Manipulation: Media Ownership in India" by Paranjoy Guha Thakurta  
"Media Ethics: Issues and Perspectives" by Shalini Bhargava

**Course – IV**  
**BAMC(H)-404- Media Economics**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

**Unit 1: Introduction to Media Economics**

- Understanding the economic principles underlying media industries
- Media economics
- Economic models of media organizations
- Market structures in media industries

**Unit 2: Media Business Models**

- Traditional vs. new media business models
- Advertising as a revenue source
- Subscription and paywalls
- Crowdfunding and patronage models
- Impact of digitalization on media business models

**Unit 3: Media Regulation and Policy**

- Regulatory frameworks governing media industries
- Impact of government policies on media economics
- Media ownership regulations
- Role of competition laws in media industries

**Unit 4: Media Consumption and Audience Behavior**

- Economics of media consumption
- Audience measurement metrics
- Factors influencing media consumption patterns
- Impact of technological advancements on media consumption

**Unit 5: Globalization and Media Economics**

- Global media markets
- International trade in media products
- Cultural imperialism vs. cultural globalization
- Challenges and opportunities for media industries in the global market

**Reference Books**

- "Media Economics: Understanding Markets, Industries and Concepts" by Alison Alexander  
"Digital Media Economics" by Alan B. Albarran  
"Media Policy and Globalization" by Paula Chakravartty and Katharine Sarikakis  
"Audience Economics: Media Institutions and the Audience Marketplace" by Philip M. Napoli

**Course – V**  
**BAMC(H)-405- Media Law and Ethics**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

**Unit 1: Introduction to Indian Constitution and Media Law**

- Understanding the Indian Constitution: Basic features, preamble, fundamental rights, directive principles, and fundamental duties.
- Importance of media law in a democratic society.
- Evolution of media laws in India: Pre-Independence era to present.

**Unit 2: Freedom of Expression and Press Freedom**

- Constitutional provisions and limitations on freedom of expression.
- Press freedom and its significance in democracy.
- Defamation laws and their impact on journalism.

**Unit 3: Regulation of Media in India**

- Regulatory bodies: Press Council of India, Broadcasting Content Complaints Council, etc.
- Laws governing print- PRB Act, broadcast, and digital media-IT Act.
- Ethical guidelines for journalists and media professionals.

**Unit 4: Right to Information (RTI) Act**

- Historical background and significance of the RTI Act.
- Procedures for filing RTI applications and appeals.
- Role of media in promoting transparency and accountability through RTI.

**Unit 5: Emerging Issues and Challenges**

- Online media regulation: Challenges and solutions.
- Fake news, misinformation, and disinformation: Legal perspectives.
- Intellectual property rights and media: Copyrights, trademarks, and patents.

**Reference Books**

- "Introduction to the Constitution of India" by Durga Das Basu  
"Media Law in India" by U.C. Jha  
"Freedom of Speech and Expression" by P.K. Tripathi  
"Media Laws and Ethics" by Yogendra Bhatt  
"Ethical Journalism in Digital Age" by Anurag Suri  
"Regulating Online Media: Global Perspectives" edited by Susan Perry  
"Combatting Fake News: Legal Strategies" by Gaurav Chaudhary

**Course – VI**  
**BAMC(H)-406 (General Elective)**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**A) Content Writing**

**Unit 1: Understanding the Basics of Content Writing**

- Importance of Content in Journalism and Mass Communication
- Types of Content: News Articles, Features, Op-eds, Blogs, etc.
- Writing Styles and Techniques
- Ethics and Plagiarism in Content Writing

**Unit 2: Understanding Audience and Purpose**

- Identifying Target Audience
- Tailoring Content to Suit Audience Preferences
- Defining the Purpose of Content
- Crafting Effective Headlines and Leads

**Unit 3: Research and Fact-Checking**

- Importance of Research in Content Writing
- Utilizing Reliable Sources
- Fact-Checking Techniques
- Avoiding Misinformation and Fake News
- Incorporating Data and Statistics into Content

**Unit 4: Writing for Different Platforms**

- Adaptability in Writing for Print, Online, and Social Media
- SEO (Search Engine Optimisation) Basics and Writing for Search Engines
- Crafting Engaging Social Media Content
- Podcast Scriptwriting

**Unit 5: Editing and Revising Content**

- Techniques for Self-Editing
- Collaborative Editing Processes
- Understanding Style Guides and Editorial Policies
- Revising Content for Clarity, Coherence, and Consistency

**Reference Books**

- "The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells" by Robert W. Bly
- "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
- "The Visual Display of Quantitative Information" by Edward R. Tufte
- "Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers" by Jan V. White

## **B) Traditional and Folk Media**

### **Unit 1: Introduction to Traditional and Folk Media**

- Definition and Scope: Understanding traditional and folk media; Difference between folk and modern media.
- Types of Traditional Media: Oral traditions, folk theatre, folk music, puppetry, and visual arts.
- Role and Relevance: Cultural transmission, community bonding, and education.
- Comparative Analysis: Traditional vs. modern media; Case studies from various regions of India.

### **Unit 2: Regional Folk Media Forms in India**

- Overview: Regional diversity in folk media; Factors influencing regional variations.
- Key Folk Media Traditions:
  - North India: Nautanki, Bhand Pather
  - East India: Jatra, Baul music
  - West India: Bhavai, Lavani
  - South India: Yakshagana, Therukoothu
- Impact and Changes: Influence of globalization and technology on folk media.

### **Unit 3: Chhattisgarhi Tradition and Folk Culture**

- Historical Context: Origins and evolution of Chhattisgarhi culture.
- Dance: Panthi, Raut Nacha, Saila
- Music: Pandavani, Bharthari, Chhattisgarhi songs
- Theatre: Nacha Theatre, Ramleela
- Folk Art: Tribal art and crafts, painting traditions
- Festivals and Rituals: Role in cultural preservation and social cohesion.

### **Unit 4: Communication and Development through Folk Media**

- Folk Media as a Tool for Development: Health communication, literacy campaigns, social messages.
- Case Studies: Successful use of folk media in government and NGO initiatives.
- Challenges and Opportunities: Sustainability, commercialization, integration with modern media.

### **Unit 5: Preservation and Innovation in Traditional and Folk Media**

- Preservation Efforts: Documentation, digital archiving, cultural policies.
- Revival and Innovation: Modern adaptations, fusion with contemporary arts, role of new media.
- Case Studies: Revival projects, impact of social media, and digital platforms.

### **Reference Books:**

- D.G. Tumke (2008). Traditional Media and Communication. New Delhi: Rawat Publications
- A. Chakraborty (2006). Traditional Folk Media and Development Communication. Kolkata: Frontpage Publications.
- Shyam Parmar (1994). Traditional Folk Media in India. New Delhi: Gyan Publishing House.
- Vishnu Prasad Gupta (2010). Chhattisgarhi Lok Natya: Ek Adhyayan. Bilaspur: Surabhi Publications.

Anjali Malik (2015). Folk Media for Development Communication: A Study of Selected Programmes. New Delhi: Atlantic Publishers.

N. Subramaniam (2011). Folk Media: An Effective Communication Tool. Chennai: Bharati Publishers.

Sadhana Naithani (2006). The Story-Time of the British Empire: Colonial and Postcolonial Folkloristics. Jackson: University Press of Mississippi.

**C) Any of the 4 Credit Courses from SWAYAM Or Any other MOOC Platforms approved by the Competent Authorities**

**Course – VII**

**BAMC(H)-407 PRACTICAL**

Maximum Marks – 100

Minimum Passing Marks – 40

Practical assignments shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.

## **BA HONOURS (MASS COMMUNICATION)**

### Course of Studies BAMC(H)

#### **Semester – V**

#### **Learning Objectives:**

- To introduce students to liberal studies and their relevance to media.
- To develop critical thinking and analytical skills.
- To understand the interdisciplinary nature of media studies.
- To explore media's role in social change and activism.
- To study the economic aspects of media industries.

#### **Learning Outcomes:**

- Students will appreciate the importance of liberal studies in media.
- They will demonstrate enhanced critical thinking and analytical abilities.
- They will integrate interdisciplinary perspectives into their media studies.
- They will analyze media's impact on social movements and change.
- They will understand the economics of media production and distribution.

## **Course – I**

### **BAMC(H)-501- Liberal Studies**

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 50 words) -02 Marks each =05×02 =10 Marks
- 2 05 long Answered questions of 05 Marks each=05×05  
With internal choice of one question from each unit =25 Marks

#### **Unit 1: Introduction to Liberal Studies**

- Definition and Scope of Liberal Studies
- Historical Development of Liberal Arts Education
- Importance of Liberal Studies in Journalism and Mass Communication
- Critical Thinking and Analytical Skills

#### **Unit 2: Philosophy and Ethics**

- Introduction to Major Philosophical Thoughts
- Ethical Theories and Moral Philosophy
- Role of Ethics in Journalism and Media

#### **Unit 3: Sociology and Anthropology**

- Fundamentals of Sociology and Anthropology
- Social Institutions and their Influence on Media
- Media's Role in Shaping Public Opinion and Culture
- Anthropological Perspectives on Media and Communication
- Case Studies: Media and Social Change

#### **Unit 4: Political Science and Economics**

- Basics of Political Science and its Impact on Media
- The Role of Media in Democracy
- Political Economy of Media

#### **Unit 5: Literature and Cultural Studies**

- Media and Literature: Interconnections
- Cultural Studies and Media Analysis
- Representation and Identity in Media
- Case Studies: Media Representation of Marginalized Groups

#### **Reference Books:**

1. "The Liberal Arts Tradition: A Philosophy of Christian Classical Education" by Kevin Clark and Ravi Scott Jain
2. "How to Think: A Survival Guide for a World at Odds" by Alan Jacobs
3. "Sociology: A Brief Introduction" by Richard T. Schaefer
4. "Cultural Anthropology: A Toolkit for a Global Age" by Kenneth J. Guest

**Course – II**  
**BAMC(H)-502-Audio-Visual Editing**

Maximum Marks –35  
Minimum Passing Marks – 14

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 50 words) -02 Marks each =05×02 =10 Marks
- 2 05 long Answered questions of 05 Marks each=05×05  
With internal choice of one question from each unit =25 Marks

**Unit 1: Introduction to Audio Visual Editing**

- Overview of audio-visual editing
- History and evolution of editing techniques
- Understanding the role of editing in journalism and mass communication

**Unit 2: Basics of Video Editing Software**

- Introduction to popular video editing software (Adobe Premiere Pro, FCP)
- Interface familiarization and basic tools
- Importing, organizing, and managing media files

**Unit 3: Basics of Audio Editing Software**

- Introduction to popular Audio editing software (Audacity)
- Interface familiarization and basic tools
- Importing, organizing, and managing audio files
- Sound design principles

**Unit 4: Editing Techniques and Principles**

- Understanding continuity editing
- Shot selection and sequencing
- Transitions and effects
- Audio editing and synchronization

**Unit 5: Advanced Editing Techniques**

- Colour correction and grading
- Motion graphics and titling
- Multicamera editing
- Green screen and visual effects

**Reference Books**

"Introduction to Film Editing" by Sam Kauffmann,"Color Correction Handbook: Professional Techniques for Video and Cinema" by Alexis Van Hurkman  
"The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger and Ken Dancyger

### **Course – III**

#### **BAMC(H)-503-Radio and Television Production**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

#### **Unit 1: Introduction to Radio and Television Production**

- Overview of Radio and Television Production
- History and Evolution of Radio and Television
- Role and Importance of Radio and Television in Mass Communication
- Basics of Radio and Television Equipment
- Production Process in Radio and Television

#### **Unit 2: Scriptwriting for Radio and Television**

- Fundamentals of Scriptwriting
- Difference between Radio and Television Scriptwriting
- Elements of a Good Script
- Writing for Different Formats (News, Drama, Talk Shows, etc.)
- Script Development and Revision

#### **Unit 3: Production Techniques in Radio**

- Studio Operations and Equipment Handling
- Sound Recording and Editing
- Voice Modulation and Dubbing
- Music Selection and Integration
- Radio Program Formats and Structures

#### **Unit 4: Production Techniques in Television**

- Television Studio Operations
- Camera Techniques and Movements
- Lighting Setup and Design
- Video Editing and Post-production
- Television Program Formats and Structures

#### **Unit 5: Ethical and Legal Issues in Radio and Television Production**

- Ethics in Broadcasting
- Laws and Regulations Governing Radio and Television
- Copyright and Intellectual Property Rights
- Role of Regulatory Bodies
- Challenges and Responsibilities of Broadcasters

### **Reference Books**

"Understanding Radio and Television Production" by Dr. Preeti Kapoor  
"Scriptwriting for Radio and Television" by Raghuvir Sahay  
"Radio Programming and Production" by Dr. Suresh Chand  
"Television Production Techniques" by Dr. Ravi Sharma  
"Legal Aspects of Broadcasting in India" by Dr. Priya Singh

### **Course – IV**

#### **BAMC(H)-504-Media Literacy**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

#### **Unit 1: Understanding Media Landscape**

- Introduction to Media Literacy
- Evolution of Media: Print, Broadcast, Digital
- Media Ownership and Control
- Media Ethics and Regulations
- Role of Media in Society

#### **Unit 2: Analyzing Media Content**

- Understanding Media Texts: News, Advertising, Entertainment
- Media Representation: Gender, Race, Class, and Ethnicity
- Media Bias and Stereotypes
- Media Literacy and Critical Thinking
- Media Literacy and Cultural Studies

#### **Unit 3: Media Consumption and Effects**

- Media Literacy and Media Consumption Patterns
- Effects of Media on Individuals and Society
- Media Violence and Aggression
- Media Literacy and Health Communication
- Media Literacy and Civic Engagement

#### **Unit 4: Digital Media Literacy**

- Introduction to Digital Media
- Social Media Literacy
- Digital News Literacy
- Online Privacy and Security
- Digital Media and Democracy

## **Unit 5: Media Literacy and Civic Engagement**

- Media Literacy and Democratic Participation
- Media Literacy and Social Change
- Media Literacy and Community Engagement
- Media Literacy and Advocacy
- Media Literacy and Global Citizenship

## **Reference Books**

"Mass Communication in India" by Keval J. Kumar

"Understanding Media: The Extensions of Man" by Marshall McLuhan

"Media Literacy in India" by Vibodh Parthasarathi and Sriya Narayanan

"Social Media: A Critical Introduction" by Christian Fuchs

"Media Activism in the Digital Age" by Victor Pickard and Guobin Yang

## **Course – V**

### **BAMC(H)-505 –Introduction to Digital Media**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

### **Unit 1: Foundations of Digital Media**

- Understanding the evolution of digital media
- Introduction to digital platforms and technologies
- Impact of digital media on journalism and mass communication

### **Unit 2: Digital Journalism**

- Principles of digital journalism
- Multimedia storytelling techniques
- Ethics and responsibilities in digital journalism

### **Unit 3: Social Media and Community Engagement**

- Role of social media in journalism and mass communication
- Strategies for audience engagement and interaction
- Building and managing online communities

### **Unit 4: Digital Marketing and Advertising**

- Basics of digital marketing

- Advertising strategies in the digital space
- Impact of digital advertising on media consumption patterns

**Unit 5: Digital Media Regulation and Policy**

- Legal and regulatory framework for digital media
- Challenges and issues in digital media governance
- International perspectives on digital media regulation

**Reference Books**

- "Introduction to Digital Media" by Tony Feldman and Steve May  
 "Online Journalism Ethics: Traditions and Transitions" by Cecilia Friend and Jane B. Singer  
 "Digital Advertising: Theory and Research" by Shintaro Okazaki  
 "Regulating the Global Information Society" by Christopher T. Marsd

**Course-VI**

**BAMC(H)-506 (General Elective)**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**A) Business and Sports Journalism**

**Unit 1: Introduction to Business Journalism**

- Understanding the Basics of Business Journalism
- Role of Business Journalism in Society
- Ethics and Responsibilities in Business Reporting
- Impact of Business News on Public Perception
- Trends and Challenges in Business Journalism

**Unit 2: Reporting in Business Journalism**

- Techniques of Business Reporting
- Financial Statements and Analysis
- Investigative Reporting in Business Journalism
- Covering Corporate Scandals and Frauds
- Interviewing Techniques for Business Stories

**Unit 3: Sports Journalism Overview**

- History and Evolution of Sports Journalism
- Role of Sports Journalism in Society

- Ethical Considerations in Sports Reporting
- Digital Revolution and Sports Journalism
- Challenges and Opportunities in Sports Journalism

#### **Unit 4: Reporting in Sports Journalism**

- Techniques of Sports Reporting
- Coverage of Sporting Events
- Profiles and Interviews of Athletes
- Investigative Sports Journalism
- Sports Analysis and Commentary

#### **Unit 5: Business Aspects of Sports Journalism**

- Business Models in Sports Broadcasting
- Sports Broadcasting and Journalism
- Sponsorship and Advertising in Sports Media
- Economic Impact of Sports Journalism
- Future Trends in Sports Media Industry

#### **Reference Books**

"Business Journalism: A Critical Political Economy Approach" by Mike Ward

"Financial Journalism: A Practical Guide" by Brendan D. Hennessy

"Sports Journalism: An Introduction to Reporting and Writing" by Kathryn T. Stofer and James R. Schaffer

"The Sports Reporters: How Sports Journalism Began" by Robert Lipsyte

#### **B) Digital Marketing**

##### **Unit 1: Introduction to Digital Marketing**

- Overview of Digital Marketing
- Evolution and Importance of Digital Marketing in Journalism and Mass Communication
- Digital Marketing Trends and Current Scenario

##### **Unit 2: Digital Marketing Channels**

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Email Marketing
- Content Marketing
- Pay-Per-Click (PPC) Advertising

##### **Unit 3: Digital Marketing Analytics**

- Importance of Analytics in Digital Marketing
- Key Metrics and KPIs

— Tools and Platforms for Digital Marketing Analytics

**Unit 4: Digital Marketing Strategy**

- Developing a Digital Marketing Strategy
- Integrated Digital Marketing Communications
- Branding and Positioning in Digital Spaces

**Unit 5: Legal and Ethical Issues in Digital Marketing**

- Regulations and Compliance in Digital Marketing
- Privacy and Data Protection
- Ethical Considerations in Digital Marketing Practices

**Reference Books**

"Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

"Ultimate Guide to Pay-Per-Click Advertising" by Richard Stokes

"Google Analytics Breakthrough: From Zero to Business Impact" by Feras Alhlou, Shiraz Asif, and Eric Fettman

"Privacy and Data Protection Issues in Digital Marketing" by Tina Calisi and Harriet J. O'Neil

**C) Any of the 4 Credit Courses from SWAYAM Or Any other MOOC Platforms approved by the Competent Authorities**

**Course – VII**

**BAMC(H)-507 PRACTICAL**

Maximum Marks – 100

Minimum Passing Marks – 40

Practical assignments shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

**BA HONOURS (MASSCOMMUNICATION)**  
Course of Studies BAMC(H)  
**Semester – VI**

**Learning Objectives:**

- To develop advanced skills in design and graphics.
- To understand multimedia design principles.
- To prepare for professional internships in media organizations.
- To explore advanced topics in digital media production.
- To study user experience (UX) design in media.

**Learning Outcomes:**

- Students will create professional-level design and graphic content.
- They will apply multimedia design principles in various media projects.
- They will complete internships and gain practical industry experience.
- They will produce advanced digital media projects.
- They will understand and apply UX design principles in their media work.

**Course – I**

**BAMC(H)-601- Design and Graphics**

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 50 words) -02 Marks each =05×02         | =10 Marks |
| 2 | 05 long Answered questions of 05 Marks each=05×05<br>With internal choice of one question from each unit | =25 Marks |

**Unit 1: Fundamentals of Design**

- Introduction to design principles
- Elements of design: line, shape, color, texture, space, form
- Understanding typography and its role in design
- Basics of layout and composition
- Introduction to design software (Adobe Photoshop, Adobe Illustrator, etc.)

**Unit 2: Graphic Design Techniques**

- Advanced techniques in Photoshop and Illustrator
- Image manipulation and enhancement
- Logo design principles
- Poster and flyer design
- Introduction to branding and corporate identity

**Unit 3: Multimedia Design**

- Introduction to multimedia design principles

- Designing for web and social media
- Interactive design elements
- Video and animation basics
- Introduction to motion graphics

#### **4: Publication Design**

- Magazine and news Course layout design
- Book cover design
- Editorial design principles
- Designing for eBooks and digital publications
- Print production techniques

#### **Unit 5: Design Ethics and Future Trends**

- Ethical considerations in design
- Copyright and intellectual property rights
- Emerging trends in design and graphics
- Design thinking and innovation
- Future prospects in the field of design and graphics

#### **Reference Books**

"Basics of Design: Layout and Typography for Beginners" by Sandeep Sharma

"Graphic Design Essentials" by Manoj Kumar

"Multimedia Design: Principles and Applications" by Rajesh Khanna

"Magazine Design Handbook" by Neha Jain

"Copyright and Design: A Comprehensive Guide" by Rajesh Verma

#### **Course – II**

#### **BAMC(H)-602-Internship**

Maximum Marks –50

Minimum Passing Marks –20

All students must undergo 4-6 weeks of Internship with a reputed Media/PR/Advertising Organization. Upon the completion of their internship, students shall have to submit a Detailed Internship report along with an Internship Completion Certificate from the Organization concerned and shall have to make a PPT Presentation of the Internship report before a panel of examiners having an External Examiner to be appointed by Vice Chancellor followed by a Viva-voce.

### **Course – III**

### **BAMC(H)-603-Development Communication**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

#### **Unit 1: Introduction to Development Communication**

- Definition and Concept of Development Communication
- Historical Evolution of Development Communication
- Theories and Models of Development Communication
- Role of Development Communication in Social Change and Sustainable Development

#### **Unit 2: Development Communication Approaches**

- Participatory Communication Approaches
- Entertainment-Education Approach
- Advocacy and Social Mobilization
- Communication for Behaviour Change

#### **Unit 3: Media and Development**

- Role of Media in Development Communication
- Community Media and Development
- Development Journalism: Challenges and Opportunities
- Media Ownership, Control, and Development Agenda

#### **Unit 4: ICTs and Development Communication**

- Information and Communication Technologies (ICTs) for Development
- Digital Divide and Development Communication
- Social Media and Development Advocacy
- Mobile Communication for Development

#### **Unit 5: Development Communication Campaigns and Evaluation**

- Designing Development Communication Campaigns
- Implementation Strategies and Challenges
- Monitoring and Evaluation of Development Communication Initiatives
- Case Studies of Successful Development Communication Campaigns

#### **Reference Books**

"Development Communication: Theory and Practice" by Srinivas R. Melkote

"Communication for Social Change: An Integrated Model for Measuring the Process and Its Outcomes" by Jan Servaes

"Media, Development, and Institutional Change" by

Krishna Sen

## **Course – IV**

### **BAMC(H)-604-Mobile Journalism**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

#### **Unit 1: Introduction to Mobile Journalism**

- Understanding the evolution of journalism in the digital era
- Overview of mobile journalism: concepts and principles
- Importance of mobile journalism in the contemporary media landscape
- Ethics and credibility in mobile journalism

#### **Unit 2: Mobile Reporting Techniques**

- Basics of mobile reporting: shooting, editing, and uploading
- Interviewing techniques for mobile journalism
- Tips for capturing and editing compelling visuals on mobile devices

#### **Unit 3: Multimedia Storytelling**

- Understanding the principles of multimedia storytelling
- Combining text, images, videos, and audio for compelling narratives
- Interactive storytelling techniques for mobile platforms

#### **Unit 4: Social Media and Mobile Journalism**

- Leveraging social media platforms for news gathering and distribution
- Strategies for engaging audiences through mobile journalism on social media
- Ethics and challenges of reporting via social media
- Case studies of impactful social media campaigns in journalism

#### **Unit 5: Legal and Ethical Considerations**

- Legal framework for mobile journalism: copyright, privacy, and defamation
- Ethical dilemmas in mobile journalism: verification, manipulation, and bias
- Guidelines for responsible reporting and ethical decision-making
- Role of regulatory bodies and professional associations in mobile journalism

#### **Reference Books**

"Mobile Journalism: A Handbook for Reporters" by Glen Mulcahy

"The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad" by Glen Mulcahy

"Mobile and Multimedia Journalism: A Practical Guide" by Andy Bull

## **Course – V**

### **BAMC(H)-605-Data Journalism**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

#### **Unit 1: Introduction to Data Journalism**

- Understanding Data Journalism
- Historical Context and Evolution
- Importance of Data in Journalism
- Case Studies of Successful Data Journalism Projects
- Ethical Considerations in Data Journalism

#### **Unit 2: Data Collection and Analysis**

- Sources of Data: Open Data, Government Data, and Crowdsourced Data
- Data Collection Techniques
- Cleaning and Preparing Data for Analysis
- Introduction to Data Analysis Tools (Excel, Google Sheets, etc.)
- Basic Statistical Concepts for Journalists

#### **Unit 3: Data Visualization**

- Principles of Data Visualization
- Tools and Software for Data Visualization (Tableau, Datawrapper, etc.)
- Designing Effective Charts, Graphs, and Maps
- Storytelling with Data Visuals
- Case Studies of Data Visualization in Journalism

#### **Unit 4: Advanced Data Journalism Techniques**

- Investigative Data Journalism
- Web Scraping for Journalists
- Using Databases and SQL for Data Journalism
- Machine Learning and AI in Data Journalism
- Interactive Data Journalism Projects

#### **Unit 5: Practical Applications and Project Work**

- Developing a Data Journalism Project Proposal
- Data Storytelling Techniques
- Building Interactive Data-Driven Stories
- Presenting Data Journalism Projects
- Peer Review and Feedback

**Reference Books:**

1. "Data Journalism: Past, Present and Future" by John Mair, Richard Lance Keeble, and Megan Lucero
2. "Statistics for Journalists: An Essential Guide" by Peter Bunce
3. "Data Visualisation: A Handbook for Data Driven Design" by Andy Kirk
4. "Data-Driven Storytelling" by Nathalie Henry Riche, Christophe Hurter, Nicholas Diakopoulos, and Sheelagh Carpendale
5. "Investigative Data Journalism: Strategies for Finding Information" by David E. McGraw
6. "Data Science for Journalists" by Megan Squire

**Course – VI**  
**BAMC(H)-606 (GENERAL ELECTIVE)**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**A) Travel Communication**

**Unit 1: Introduction to Travel Journalism**

- Definition and Scope of Travel Journalism
- History and Evolution of Travel Writing
- Role and Importance of Travel Journalism in Media
- Understanding Different Genres of Travel Writing
- Ethical Considerations in Travel Journalism

**Unit 2: Crafting Compelling Travel Stories**

- Elements of a Good Travel Story
- Research and Preparation for Travel Writing
- Writing Techniques: Descriptive Language, Narrative Style, and Voice
- Structuring Travel Articles and Blogs
- Capturing and Engaging the Reader’s Imagination

**Unit 3: Multimedia in Travel Journalism**

- Incorporating Photography in Travel Writing
- Basics of Travel Videography
- Using Social Media for Travel Journalism
- Blogging and Digital Platforms for Travel Writers
- Storytelling through Multimedia

**Unit 4: Indian Travel Journalism**

- Overview of Travel Journalism in India
- Prominent Indian Travel Writers and Their Contributions
- Exploring Diverse Indian Landscapes through Journalism
- Challenges and Opportunities in Indian Travel Journalism
- Case Studies of Iconic Travel Articles and Blogs in India

**Unit 5: Professional Development and Career Opportunities**

- Building a Portfolio and Getting Published
- Networking and Collaborating with Travel Publications
- Freelancing vs. Working for Established Media Houses
- Exploring Career Opportunities in Travel Journalism

— Staying Updated with Trends and Innovations in Travel Journalism

**Reference Books:**

"The Art of Travel" by Alain de Botton

"Wanderings in India" by Hugh Gantzer and Colleen Gantzer

"Travel Photography: A Guide to Taking Better Pictures" by Richard I'Anson "The Complete Guide to Freelance Writing: How to Write, Sell, and Market Your Articles" by Robert W. Bly

"The Business of Travel Writing" by Jackie Sills-Dellegrazie

"Travel Writing: See the World. Sell the Story." by L. Peat O'Nei

**B) Media and Disaster Management**

**Unit 1: Introduction to Disaster Management and Media's Role**

- Definition and types of disasters (natural and man-made)
- Phases of disaster management: Preparedness, Response, Recovery, and Mitigation
- Role of media in each phase
- Theoretical frameworks: Agenda-setting, framing, and social responsibility

**Unit 2: Media Strategies for Disaster Preparedness and Early Warning**

- Early warning systems and media's role
- Crafting messages for risk communication
- Media partnerships with government and non-government organizations
- Case studies of successful media interventions in early warning dissemination

**Unit 3: Reporting During Disasters**

- Ethical issues in disaster reporting: Privacy, sensationalism, and accuracy
- Challenges faced by journalists in disaster zones
- The role of social media and citizen journalism
- The impact of visual media (photos, videos) on public perception and response

**Unit 4: Post-Disaster Communication and Recovery**

- Media's role in the recovery phase: Rehabilitation and reconstruction
- Narrative construction and the long-term portrayal of affected communities
- Media advocacy for disaster risk reduction (DRR)
- Analysing post-disaster coverage and public memory

**Unit 5: Future Trends and Challenges in Media and Disaster Management**

- Technological advancements in disaster reporting (AI, drones, data journalism)
- The role of digital platforms and mobile technology in disaster management
- International cooperation and media's role in global disaster response
- Preparing the next generation of journalists for disaster reporting

**Reference Books:**

"Media, Public Relations and Disaster Communication" by Seema Hassan

"Disaster Management" by Harsh K. Gupta

"Crisis Communication: The Indian Experience" by Parag Diwan  
"The Role of Media in Disasters" by T. Prabhakar  
"Post-Disaster Journalism: Media Narratives and Public Memory" by Usha Raman  
"The Future of Disaster Management: Media, Communication, and Technologies" by Manish Kumar

**C) Any of the 4 Credit Courses from SWAYAM Or Any other MOOC Platforms approved by the Competent Authorities**

**Course – VII**  
**BAMC(H)-607 PRACTICAL**

Maximum Marks – 100  
Minimum Passing Marks – 40

Practical assignments shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

**BA HONOURS (MASS COMMUNICATION)**  
**Course of Studies BAMC(H)**  
**Semester – VII**

**Learning Objectives:**

- To engage in practical media projects and internships.
- To develop research skills in media studies.
- To prepare for professional careers in journalism and mass communication.
- To explore emerging trends and technologies in media.
- To understand media entrepreneurship and start-up culture.

**Learning Outcomes:**

- Students will complete significant media projects and internships.
- They will conduct media research and present their findings.
- They will be ready to embark on professional careers in the media industry.
- They will identify and analyse emerging media trends and technologies.
- They will demonstrate knowledge of media entrepreneurship and start-up dynamics.

**Course – I**

**BAMC(H)-701-Research Methodology**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**Unit 1: Introduction to Research Methodology**

- Understanding the concept of research
- Types of research
- Research process and its components
- Importance and scope of research methodology in Journalism and Mass Communication

**Unit 2: Research Design**

- Formulating research problems and objectives
- Types of research designs (qualitative, quantitative, mixed-methods)
- Sampling techniques and sample size determination
- Data collection methods (interviews, surveys, content analysis, etc.)

**Unit 3: Data Analysis and Interpretation**

- Introduction to statistical analysis techniques
- Data processing and Editing

- Descriptive statistics
- Inferential statistics and hypothesis testing
- Qualitative data analysis methods (thematic analysis, content analysis)

**Unit 4: Ethical Considerations in Research**

- Understanding research ethics
- Informed consent and confidentiality
- Plagiarism and academic integrity
- Ethical issues specific to journalism and mass communication research

**Unit 5: Writing and Presenting Research Findings**

- Structure and organization of research reports
- Writing styles and citation formats
- Effective presentation techniques
- Peer review process and publishing research in academic journals

**Reference Books**

- "Research Methodology: Methods and Techniques" by C.R. Kothari
- "Research Methods for Media and Communication" by Niranjana Murthy
- "Statistical Methods for Communication Science" by Andrew F. Hayes
- "Research Ethics: Cases and Materials" by Robin Levin Penslar
- "Publishing Research in English as an Additional Language: Practices, Pathways and Potentials" by Margaret Cargill and Sally Burgess

**Course – II**

**BAMC(H)-702-Indian Polity and Media**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**Unit 1: Introduction to Indian Politics**

- Overview of the Indian political system
- Evolution of the Indian Constitution
- Fundamental Rights and Duties
- Directive Principles of State Policy
- Political ideologies in India

## **Unit 2: Institutions of Indian Democracy**

- Parliament: Structure and Functions (Legislative)
- President, Vice President, and Prime Minister: Roles and Powers (Executive)
- Judiciary: Structure and Functions (Judiciary)
- Election Commission: Role in Indian Democracy

## **Unit 3: Federalism in India**

- Centre-State Relations
- Constitutional Provisions for Federalism
- Issues and Challenges in Indian Federalism
- Inter-State Relations

## **Unit 4: Political Parties and Electoral Politics**

- Major Political Parties in India
- Electoral Process: Elections, Voting Patterns, and Electoral Reforms
- Coalition Politics in India
- Role of Money and Muscle Power in Elections

## **Unit 5: Social Movements and Political Dynamics**

- Role of Social Movements in Indian Politics
- Women's Movement, Dalit Movement, and Environmental Movement
- Naxalite Movement and Insurgencies
- Impact of Globalization on Indian Politics

### **Reference Books:**

"Indian Polity" by M. Laxmikanth

"Our Parliament" by Subhash C. Kashyap

"Federalism in India" by Baldev Raj Nayar

"Social Movements in India" by Ghanshyam Shah

"Politics after Television: Hindu Nationalism and the Reshaping of the Indian Public" by Arvind Rajagopal

### **Course – III**

#### **BAMC(H)-703 –Seminars and Presentation**

Maximum Marks –140

Minimum Passing Marks – 56

All the students shall have to prepare at least 5 Seminar Courses and submit the Courses in the Proper format to the department and make a PPT Presentations of the same before a panel of the internal examiners this will be followed by a summary presentation before a panel of external examiners to be appointed by Vice Chancellor followed by a Viva-voce

## **Course – IV**

### **BAMC(H)-704-Project-I**

Maximum Marks –100  
Minimum Passing Marks – 40

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

## **Course – V**

### **BAMC(H)-705 (GENERAL ELECTIVE)**

Maximum Marks –70  
Minimum Passing Marks – 28

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
- 2 05 long Answered questions of 10 Marks each=05×10  
With internal choice of one question from each unit =50 Marks

### **A)Media Startups and Entrepreneurship**

#### **Unit 1: Introduction to Media Startups and Entrepreneurship**

- Definition and Scope of Media Entrepreneurship
- Evolution of Media Startups in India
- Types of Media Startups (News, Entertainment, Digital Media, etc.)
- Characteristics of Successful Media Entrepreneurs
- The Role of Technology and Innovation in Media Startups

#### **Unit 2: Business Models and Revenue Streams for Media Startups**

- Understanding Media Business Models
- Revenue Streams in Media Startups: Advertising, Subscription, Freemium, etc.
- Case Studies of Indian Media Startups
- Content Strategy and Audience Engagement
- Legal and Regulatory Framework Affecting Media Startups in India

### **Unit 3: Funding and Financial Management for Media Startups**

- Funding Options: Bootstrapping, Venture Capital, Angel Investors, Crowdfunding
- Financial Planning and Budgeting for Media Startups
- Valuation of Media Startups
- Pitching to Investors: Preparing Business Plans and Presentations
- Financial Challenges in Media Startups

### **Unit 4: Digital Transformation and Emerging Technologies in Media**

- Impact of Digital Technologies on Media
- Emerging Technologies: AI, VR, Blockchain, and Their Applications in Media
- Social media and its Influence on Media Startups
- Data Analytics and its Role in Media

### **Unit 5: Ethical and Social Responsibilities in Media Entrepreneurship**

- Ethics in Media and Journalism
- Social Responsibility and Media Startups
- Challenges of Fake News and Misinformation
- The Role of Media Startups in Promoting Diversity and Inclusion
- Sustainability in Media Entrepreneurship

#### **Reference Books:**

"The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World" by Jeffrey C. Ulin

"Digital India: Understanding Information, Communication and Social Change" by Ravi Sundaram

"The Indian Media Business" by Vanita Kohli-Khandekar

"Entrepreneurial Finance for MSMEs: From Business Idea to Business Model" by Ramesh Bangia

"Media and Social Responsibility: A Study of Media's Role in Public Welfare" by J.V. Vilanilam

## **B) Advertising Laws and Ethics**

### **Unit 1: Introduction to Advertising Laws and Ethics**

- Overview of advertising laws in India
- Understanding ethical principles in advertising
- Role of regulatory bodies in monitoring advertisements

### **Unit 2: Regulatory Framework in Advertising**

- Analysis of Advertising Standards Council of India (ASCI) guidelines
- Examination of relevant laws and regulations governing advertising content
- Case studies on regulatory actions against misleading advertisements

### **Unit 3: Intellectual Property Rights in Advertising**

- Copyright laws and their implications for advertising
- Trademarks and their protection in advertisements
- Plagiarism and fair use in advertising campaigns

**Unit 4: Issues in Advertising**

- Stereotyping and representation in advertising
- Impact of advertising on vulnerable populations
- Environmental and social responsibility in advertising campaigns
- Ethical Issues.

**Unit 5: Critiques and Analysis of Advertising Campaigns**

- Critical evaluation of popular advertising campaigns
- Deconstruction of persuasive techniques used in advertisements.
- Semiotic analysis of visual and textual elements in advertisements

**Reference Books**

"Advertising Law in India" by Kalyan Kumar Kankanala

"Advertising Ethics in India" by Rajeev Raghavan

"Intellectual Property Rights in Advertising: A Legal Perspective" by Gopal Suri

"Ethical Issues in Advertising: Perspectives from India" by Meera Menon

"Critical Analysis of Advertising: Indian Context" by Suresh Verma

**C) Any of the 4 Credit Courses from SWAYAM Or Any other MOOC Platforms approved by the Competent Authorities**

## **BA HONOURS (MASS COMMUNICATION)**

### Course of Studies BAMC(H)

#### **Semester – VIII**

#### **Learning Objectives:**

- To apply theoretical knowledge to practical media projects.
- To develop a dissertation based on original research.
- To prepare for advanced studies or professional roles in media.
- To understand media management and leadership.
- To explore the impact of media policies on industry practices.

#### **Learning Outcomes:**

- Students will produce a dissertation demonstrating original research.
- They will complete advanced media projects showcasing their skills.
- They will be prepared for further academic pursuits or professional roles in media.
- They will understand and apply principles of media management and leadership.
- They will analyze the effects of media policies on industry practices.

#### Course – I

#### **BAMC(H)-801-Research Application**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

#### **Unit 1: Introduction to Research**

- Understanding Research in Journalism and Mass Communication
- Research Process
- Research Design
- Sampling Techniques
- Data Collection Methods

#### **Unit 2: News Course and Magazine Research**

- Introduction

- Types of Research
- Website Usability Research

**Unit 3: Research in Electronic Media**

- Introduction
- Rating Research
- Non-rating Research

**Unit 4: Research in Advertising**

- Copy Testing
- Media Research
- Campaign Assessment Research
- Qualitative Techniques in Advertising Research
- Advertising Research and the Internet

**Unit 5: Research in Public Relations**

- Types of Public relation Research
- Research in Public Relations Process
- Public Relation Research- Internet and Social Media

**Reference Book**

"Research Methodology: Methods and Techniques" by C.R. Kothari  
 "Research Methodology in Mass Communication" by R.L. Varshney  
 "Statistical Methods for Communication Science" by Andrew F. Hayes

**Course – II**

**BAMC(H)-802-Media and Society**

Maximum Marks –70  
 Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4          | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With internal choice of one question from each unit | =50 Marks |

**Unit 1: Introduction to Media and Society**

- Understanding Media: Definitions and Concepts
- Historical Overview of Media in India
- Media Systems and Structures in India
- Role of Media in Democracy

**Unit 2: Media Ethics and Regulation**

- Ethical Issues in Media Practice
- Press Freedom and Censorship in India
- Media Laws and Regulations
- Role of Regulatory Bodies

### **Unit 3: Media and Cultural Identity**

- Representation of Culture in Media
- Media and Cultural Hegemony
- Cultural Diversity in Indian Media
- Impact of Globalization on Indian Media Culture

### **Unit 4: Media and Social Change**

- Role of Media in Social Movements
- Media and Development Communication
- Media's Impact on Social Issues (e.g., Gender, Environment, Human Rights)
- Participatory Media and Citizen Journalism

### **Unit 5: Media Literacy and Media Effects**

- Understanding Media Influence
- Media Literacy: Critical Thinking and Analysis
- Effects of Media on Society (e.g., Violence, Stereotypes, Consumerism)
- Strategies for Media Literacy Education

### **Reference Books**

"Media and Society in India" by Pradip Ninan Thomas

"Media Ethics: Issues and Cases" by Philip Patterson and Lee Wilkins

"Indian Media in a Globalised World" by Shuddhabrata Sengupta

"Media and Social Change in India" by Kanchan K. Malik

### **Course – III**

#### **BAMC(H)-803 Dissertation and Viva Voce**

Maximum Marks – 140

Minimum Passing Marks – 56

All the students shall have to undertake a dissertation on the subject approved by the department, they shall have to submit the Dissertation report in a proper format during the given time period, their report together with the PPT will be examined by the panel of Examiner including an external examiner to be appointed by Vice-Chancellor followed by Viva-voce.

### **Course – IV**

#### **BAMC(H)-804-Project-II**

Maximum Marks –70

Minimum Passing Marks – 28

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice-Chancellor followed by a Viva-voce

**Course – V**

**BAMC(H)-805(General Elective)**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- |   |   |           |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -4 Marks each =05×4             | =20 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10<br>With an internal choice of one question from each unit | =50 Marks |

**A) Communication Technologies**

**Unit 1: Introduction to Communication Technologies**

- Understanding the evolution and significance of communication technologies
- Overview of traditional and modern communication mediums
- Impact of communication technologies on journalism and mass communication

**Unit 2: Digital Journalism and Social Media**

- Principles and practices of digital journalism
- Role of social media in journalism and mass communication
- Ethical considerations in digital journalism and social media usage

**Unit 3: Broadcast Technologies**

- Introduction to broadcast technologies: radio, television, and internet broadcasting
- Production and distribution processes in broadcasting
- Convergence of broadcast technologies with digital platforms

**Unit 4: Print Technologies**

- Overview of print technologies: newsCourses, magazines, and journals
- Printing processes and technologies
- Challenges and opportunities in print media in the digital age

**Unit 5: Emerging Technologies in Journalism and Mass Communication**

- Exploring emerging communication technologies: AI, AR, VR, etc.
- Applications of emerging technologies in journalism and mass communication
- Future trends and implications of emerging technologie
-

— **Reference Books**

"Media and Communication Technology" by Jagran Josh

"Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media" by John Herbert

"Broadcasting and New Media Policies in India" by C.P. Surendran and Mira Kaushik

"Print Media Journalism in India: Challenges and Opportunities" by Amrita Madhukalya

**B) Documentary Production**

**Unit 1: Introduction to Documentary**

- Understanding the concept of documentary
- History and evolution of documentary filmmaking
- Types and styles of documentaries
- Ethics and responsibilities in documentary production

**Unit 2: Pre-production Process**

- Research and idea generation.
- Conceptualization and scriptwriting
- Budgeting and financing
- Legal and ethical considerations

**Unit 3: Production Techniques**

- Cinematography and camera techniques
- Sound recording and design.
- Lighting and composition
- Interviewing skills

**Unit 4: Post-production Process**

- Editing principles and techniques
- Incorporating archival footage and graphics
- Sound editing and mixing
- Colour grading and finishing touches

**Unit 5: Distribution and Exhibition**

- Distribution strategies and platforms
- Film festivals and competitions
- Marketing and promotion
- Impact assessment and audience engagement

**Reference Books**

"Introduction to Documentary" by Bill Nichols

"Writing, Directing, and Producing Documentary Films and Videos" by Alan Rosenthal

"The Bare Bones Camera Course for Film and Video" by Tom Schroepfel

"In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch  
"Selling Your Film Without Selling Your Soul" by Reid Rosefelt.

**C) Any of the 4 Credit Courses from SWAYAM Or Any other MOOC Platforms approved by the Competent Authorities**

