

**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**

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX.MARKS
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**

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX.MARKS
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>

BA HONOURS (JOURNALISM & MASS COMMUNICATION)

Course of Studies BAMC(H)

Semester – II

**Learning Objectives:**

- To build on the foundational skills developed in Semester I.
- To introduce students to advanced concepts in communication and media.
- To develop skills in digital communication and social media management.
- To explore various forms of media and their respective audiences.
- To understand the principles of media law and ethics.

**Learning Outcomes:**

- Students will demonstrate advanced communication skills.
- They will understand the complexities of digital communication platforms.
- They can manage social media and create digital content effectively.
- They will identify and target different media audiences.
- They will understand and apply media law and ethical principles in their work.

**Course – I**

**BAMC(H)-201 – Functional English**

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** Functional Grammar : Nouns – Countable, Uncountable (Types), Pronouns – Personal, Relative and others, Verb and Verb Structure (infinitives and gerunds), Tenses.
- Unit – II** Functional Grammar : Adverbs and Adverbial phrases, Comparisons and Intensification, Adverbs and Modifiers, Adjectives and Adjective Phrases.
- Unit – III** Vocabulary : Synonyms, Antonyms & Homonyms, Diminutives and Derivatives, Jargons or Registers.
- Unit – IV** Mechanics of Writing – Precise writing, Paragraph writing, Curriculum Vitae / Resume.
- Unit – V** Preparation of questionnaire for interview skills, Expansion/Working skills, Language of NewsCourses, Letter Writing for Various Departments, Opinion Writing, Letter to Editor.

**Reference Books**

1. Intermediate English Grammar by Raymond Williams.
2. Vocabulary by Michael Macarthyand Felicity O'Dell.

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 Computers**

- Overview of computer hardware and software
- Understanding the basic components of a computer system
- Introduction to operating systems and file management

**Unit 2: Basic Software**

- Introduction to word processing software-Basic formatting techniques: font styles, sizes, and alignment
- Introduction to spreadsheet software-Basic operations: entering data, formulas, and functions
- Introduction to presentation software-Creating slides, adding text, images, and multimedia elements

**Unit 3: Page Designing**

- Principles of Page Designing.
- Layout and Composition.
- Typography and Fonts.
- Graphics and Images in Page Design.
- Software for Page Designing: Adobe InDesign.

**Unit 4: Website Designing**

- Introduction to Website Designing.
- Web Designing Tools :-WIX, Squarespace, Webflow, WordPress
- Website Navigation and User Experience.
- Adding multimedia elements to websites.
- Content Management Systems (CMS) and Website Hosting.

**Unit 5: Internet and Email**

- Understanding the basics of the internet
- Web browsing and search techniques
- Introduction to email: composing, sending, and receiving emails
- Online safety and security

**Reference Books**

- "Computer Fundamentals" by P.K. Sinha
- "Computer Awareness" by R. Pillai
- "The Non-Designer's Design Book" by Robin Williams (Peachpit Press)

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 =50 Marks  
With internal choice of one question from each unit

**Unit 1: Fundamentals of Advertising**

- Understanding Advertising: Definition, Objectives, and Functions
- Evolution of Advertising in India
- Types of Advertising: Print, Broadcast, Digital, Outdoor, etc.
- Advertising Agencies: Structure and Functions
- Legal and Ethical Issues in Advertising

**Unit 2: Consumer Behavior and Market Segmentation**

- Understanding Consumer Behaviour and its Importance in Advertising
- Market Segmentation: Basis and Strategies
- Targeting and Positioning in Advertising
- Psychographic and Demographic Segmentation
- Consumer Decision Making Process

**Unit 3: Advertising Media Planning**

- Media Planning: Definition and Process
- Selection of Media Vehicles
- Media Mix and Budget Allocation
- Reach, Frequency, and Impact in Advertising
- Media Buying and Negotiation

**Unit 4: Administrative Institutions**

- Bureaucracy: Structure, functions, and role
- Judiciary and its relationship with administration
- Local self-government institutions

**Unit 5: Contemporary Issues in Public Administration**

- Good governance and e-governance
- Administrative reforms in India
- Role of media in public administration

**Reference**

- "Advertising: Principles and Practice" by William D. Wells, Sandra Moriarty, and John Burnett  
"Consumer Behavior: A South Asian Perspective" by Leon G. Schiffman and Leslie Lazar  
Kanuk  
"Media Planning & Buying in the 21st Century" by K.S. Hariharan  
"Advertising Campaign Planning", "Advertising Campaigns: Start to Finish" by Jim Avery

Course – IV

**BAMC(H)-204 Introduction to Public Relations and Corporate 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 Public Relations**

- Definition, scope, and importance of public relations.
- Historical evolution and development of public relations.
- Functions and objectives of public relations in organizational settings.

**Unit 2: Communication Theories in Public Relations**

- Major communication theories relevant to public relations practice.
- Understanding the role of communication in building relationships.
- Application of communication theories in crafting effective PR strategies.

**Unit 3: Corporate Communication**

- Definition and components of corporate communication.
- Corporate branding and image management.
- Crisis communication: Strategies for handling emergencies and controversies.

**Unit 4: Media Relations and Digital PR**

- Techniques for building positive relationships with the media.
- Role of social media in contemporary public relations.
- Digital PR strategies: Online reputation management, influencer marketing, and content marketing.

**Unit 5: Ethics and Professionalism in Public Relations**

- Ethical considerations in public relations practice.
- Professional standards and codes of conduct.
- Role of public relations in promoting corporate social responsibility (CSR).

**Reference Books**

- "Public Relations: Principles and Practice" by S. A. Chunawalla and K. S. Sethia  
"Public Relations Communication: Theory and Practice" by Sanjay Gupta  
"Corporate Communication: Principles and Practice" by Bhishma K. Agnihotri  
"Digital PR and Social Media Marketing" by R. K. Singh

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 Journalism and Media Writing**

- Understanding the role of journalism in society
- Basics of news gathering and reporting
- Introduction to different forms of media writing: news, feature, opinion, and editorial
- Ethical considerations in journalism

**Unit 2: News Reporting**

- Principles of news reporting
- Elements of a News Report
- News sources and verification techniques
- News story structure and formatting
- Writing headlines and leads

**Unit 3: Feature Writing**

- Understanding feature writing and its importance
- Identifying feature story ideas
- Structure and style in feature writing
- Techniques for conducting interviews and research for feature stories

**Unit 4: Opinion Writing**

- Introduction to opinion journalism
- Writing editorials, columns, Op-ads, Syndicated Column
- Developing a unique voice as a writer
- Ethical considerations in opinion writing

**Unit 5: Multimedia Reporting and Writing**

- Overview of multimedia journalism
- Writing for online platforms: blogs, social media, and websites
- Incorporating multimedia elements into storytelling
- Understanding audience engagement in digital media

**Reference Books**

- "Basic Reporting in Journalism" by R. Balasubramaniam
- "Feature Writing for News Courses and Magazines" by Edward Jay Friedlander
- "Opinion Writing: Building Skills, Mastering Craft" by Sid Kemp
- "The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age" by Paul Bradshaw and Liisa Rohumaa

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) Yoga and Meditation**

**Unit 1: Introduction to Yoga**

History and origins of yoga

Overview of different yoga styles (Hatha, Vinyasa, Ashtanga, etc.)

Basic principles and philosophy of yoga

**Unit 2: Yoga Asanas (Postures)**

Introduction to basic asanas

Alignment and safety in postures

Practice of standing, sitting, and supine postures

Benefits of regular asana practice

**Unit 3: Pranayama (Breathing Techniques)**

Importance of breath in yoga

Basic pranayama techniques (e.g., Anulom Vilom, Kapalbhathi, Bhramari)

Practice sessions and benefits

Integrating pranayama into daily routines

**Unit 4: Meditation and Relaxation**

Introduction to meditation

Techniques for relaxation and stress management

Guided meditation sessions

Benefits of meditation for mental health

**Unit 5: Integrating Yoga into Daily Life**

Applying yoga principles to daily routines

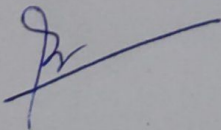
Yoga for mental and emotional well-being

Developing a personal yoga practice

Case studies and real-life applications

**Reference Books**

1. "The Heart of Yoga: Developing a Personal Practice" by T.K.V. Desikachar
2. "Light on Yoga" by B.K.S. Iyengar
3. "The Yoga Sutras of Patanjali" by Swami Satchidananda



## **B) Introduction to Marketing**

### **UNIT - I**

Marketing Management; Understanding Basics.; Core Concepts of Marketing; Different Type of Orientations; Marketing Social, International, Global; Marketing Process; Marketing Plan; Rural Marketing.

### **UNIT - II**

Environmental Influences; Different Environments and Their Influences; Understanding Consumer and Industrial Market; Understanding Consumer and Competition.

### **UNIT - III**

Marketing Mix; Understanding Marketing Mix; Market Segmentation, Targeting and Positioning; Marketing of Services.

### **UNIT - IV**

Product; Product Mix; Product Classification: Consumer Goods and Industrial Goods; Product Life Cycle; Brands: USP, EVP; New Product Development; Pricing: Nature of Price; Factors Affecting Pricing and Steps in Price Determinations; Pricing Strategies, Price Selection Techniques.

### **UNIT - V**

Distribution And Promotion; Importance and Function of Distribution Channel; Channel Design Selection; Channel Members and Their Management; Promotion Mix.

### **Reference Books:**

1. Philip Kotler, Marketing Management Analysis, PHI, New Delhi.
  2. R.S. Davar, Modern Marketing Management, Universal Book Sellers, New Delhi.
  3. Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.
  4. McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.
  5. S, tol, May Vs. /henketing Management: Analysis, Planning: Implemenation de
  6. Philip Kotler & Armstrong Jr., Principles of Marketing: PHI, New Delhi.
- ( Pro, MMilan India Lud, Kumar Maketing Management Plaming, Implementation

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

## **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

