

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

1st Year Semester – I

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H) 101	प्रयोजनमूलक हिंदी	AEC 1	35	15	-	1+1	50
BAMC(H) 102	Environmental Studies	VAC 1	35	15	-	1+1	50
BAMC(H) 103	Introduction to Journalism & Mass Communication	DSC 1	70	30	-	3+1	100
BAMC(H) 104	Traditional & Folk media	DSC 2	70	30	-	3+1	100
BAMC(H) 105	Introduction to Audio-Visual Media	DSC 3	70	30	-	3+1	100
BAMC(H) 106	Introduction to Indian Constitution Or Event Management Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	70	30	-	3+1	100
	End Semester Project (Industry Visit)		-	-	100	04	100
	TOTAL					24	600

1st Year Semester – II

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H) 201	Functional English-I	AEC 2	35	15	-	1+1	50
BAMC(H) 202	Basics of Computer Application	SEC 1	35	15	-	1+1	50
BAMC(H) 203	Introduction to Advertising	DSC 4	70	30	-	3+1	100
BAMC(H) 204	Introduction to Public Relations and Corporate Communication	DSC 5	70	30	-	3+1	100
BAMC(H) 205	Introduction to Reporting and Writing for Media	DSC 6	70	30	-	3+1	100
BAMC(H) 206	Introduction to Financial Management Or Introduction to Marketing	GE 2	70	30	-	3+1	100

	Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms						
	End Semester Project (Community Engagement - Panchayat)	-	-	-	100	4	100
	TOTAL					24	600

2nd Year Semester – III

COURSECODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H) 301	Communication Skills	AEC 3	35	15	-	1+1	50
BAMC(H) 302	Value Education	VAC 2	35	15	-	1+1	50
BAMC(H) 303	Editing for Print Media	DSC 7	70	30	-	3+1	100
BAMC(H) 304	Media Management	DSC 8	70	30	-	3+1	100
BAMC(H) 305	Communication Theories and Models	DSC 9	70	30	-	3+1	100
BAMC(H)306	Printing Technology Or Practical use of AI tools in media Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE1	70	30	-	3+1	100
	End Semester Project (Report on Heritage sites)	-	-	-	100	4	100
	TOTAL					24	600

2nd Year Semester – IV

COURSECODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H) 401	Academic and Professional Writing	AEC 4	35	15	-	1+1	50
BAMC(H) 402	Photo Journalism	SEC 2	35	15	-	1+1	50
BAMC(H) 403	Global Communication	DSC 10	50	30	-	3+1	100
BAMC(H) 404	Media Economics	DSC 11	50	30	-	3+1	100
BAMC(H) 405	Media Law and Ethics	DSC 12	70	30	-	3+1	100
BAMC(H)406	Political Communication Or Media Planning and Buying Or Any of the 4 Credit Course	DSE 2	70	30	-	3+1	100

	from SWAYAM Or Any other MOOC Platforms						
	End Semester Project (Community Engagement-Tribal Villages)	-	-	-	100	4	100
	TOTAL					24	600

3rd Year Semester – V

COURSECODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H) 501	Indian Knowledge System	VAC 3	35	15	-	1+1	50
BAMC(H) 502	Audio-Visual Editing	SEC 3	35	15	-	1+1	50
BAMC(H) 503	Radio and Television Production	DSC 13	70	30	-	3+1	100
BAMC(H) 504	Media Literacy	DSC 14	70	30	-	3+1	100
BAMC(H) 505	Introduction to Digital Media	DSC 15	70	30	-	3+1	100
BAMC(H)506	Business and Sports Journalism Or Digital Marketing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 3	70	30	-	3+1	100
	End Semester Project: (Bulletin Preparation for Radio & TV)				100	4	100
	TOTAL					24	600

3rd Year Semester – VI

COURSECODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H) 601	Design and Graphics	SEC 4	35	15	-	1+1	50
BAMC(H) 602	Internship	-	-	-	50	1+1	50
BAMC(H) 603	Development Communication	DSC 16	70	30	-	3+1	100
BAMC(H) 604	Mobile Journalism	DSC 17	70	30	-	3+1	100
BAMC(H) 605	Data Journalism	DSC 18	70	30	-	3+1	100
BAMC(H)606	Travel Journalism OR Disaster Management OR Any of the 4 Credit Course from SWAYAM Or Any	DSE 4	70	30	-	3+1	100

	other MOOC Platforms						
	End Semester Project (Interview of a celebrity in Audio-visual format)	-	-	-	100	4	100
	TOTAL					24	600

4th Year Semester – VII

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H)701	Research Methodology	DSC 19	70	30	-	3+1	100
BAMC(H)702	Indian Polity and Media	DSC 20	70	30	-	3+1	100
BAMC(H)703	Seminar and Presentation	-	-		200	8	200
BAMC(H)704	Project-I	-	-		100	4	100
BAMC(H)705	Media Start-ups and Entrepreneurship Or Advertising Laws and Ethics Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 5	70	30	-	3+1	100
	TOTAL					24	600

4th Year Semester – VIII

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS (Theory+Practical)	MAX. MARKS
BAMC(H)801	Research Application	DSC 21	70	30	-	3+1	100
BAMC(H)802	Media And Society	DSC 22	70	30	-	3+1	100
BAMC(H)803	Dissertation and Viva-voce	-	-	-	200	8	200
BAMC(H)804	Project-II	-	-	0	100	4	100
BAMC(H)805	Communication Technologies Or Documentary Production Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 6	70	30	-	3+1	100
	TOTAL					24	600
		TOTAL CREDITS = 24 x 8 semesters				192	4800
		TOTAL MARKS = 600 x 8 Semesters				Credits	Marks

Particulars	Abbreviations	Total Courses(in 4 Years)
Ability Enhancement Course	AEC	04
Value Addition Course	VAC	03
Discipline Specific Course	DSC	22
General Elective	GE	02
Skill Enhancement Course	SEC	05
Discipline Specific Elective	DSE	05



BA HONOURS (JOURNALISM & MASS COMMUNICATION)

Course of Studies BAMC(H)

Semester – I

Learning Objectives:

- To introduce students to the basic concepts of communication and media.
- To develop foundational writing, public speaking, and interpersonal communication skills.
- To understand the role of media in society and the fundamentals of media production.
- To familiarize students with the history and evolution of media.
- To develop critical thinking skills related to media consumption and production.

Learning Outcomes:

- Students will be able to articulate the basic principles of communication and media.
- They will develop essential skills in writing and public speaking.
- They will gain an understanding of the impact of media on society and basic media production techniques.
- They will demonstrate knowledge of the historical development of media.
- They will apply critical thinking to analyze media messages and their effects.



Course – I

BAMC(H)-101-प्रयोजनमूलक हिंदी-I (AEC 01)

Maximum Marks –35

Minimum Passing Marks – 14

1. 05 objective type question with one line answer/ fill the gap type
(05x01) =05 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04
With internal choice of one question from each unit =20 Marks

Unit – I अक्षर, वर्ण, स्वर-व्यंजन, शब्द-अर्थ संबंध, उच्चारण, अव्यय।

Unit – II पर्यायवाची, विलोम, समानार्थी, अनेकार्थी। शब्द रचना, रूप रचना, वाक्य रचना, वर्गीकरण। संज्ञा, क्रिया, विशेषण, काल।

Unit – III हिन्दी भाषा का विकास - प्राचीन, मध्यकालीन, आधुनिक काल, राजभाषा, सम्पर्क भाषा, प्रयोजन मूलक हिन्दी-विज्ञान, वाणिज्य, पत्र लेखन के प्रकार - निमंत्रण, आदेश, व्यापारिक, शासकीय, औपचारिक, अनौपचारिक, सम्पादक के नाम पत्र, अभिव्यक्ति लेखन।

Unit – IV संचार - पत्रकारिता, दृश्य-श्रव्य, भाषा और बोली, प्रादेशिक बोलियां, छत्तीसगढ़ी बोली एवं अंतर्संबंध।

Unit – V व्याकरण संबंधी ज्ञान, हिन्दी भाषा की शैली, जनसंचार शब्दावली।

सन्दर्भ पुस्तकें

1. अच्छी हिन्दी -रामचन्द्र वर्मा
2. सामान्य हिन्दी -डा॰ हरदेव बाहरी
3. मानक हिन्दी का व्यवहारपरक व्याकरण -रमेशचन्द्र मेहरोत्रा
4. शिक्षार्थी हिन्दी अंग्रेजी शब्दकोष - डा॰ हरदेव बाहरी
5. अंग्रेजी हिन्दी शब्दकोष -फादर कामिल बुल्के
6. मुहावरा लोकोक्ति कोष - भोलानाथ तिवारी, द्विजेंद्र नाथ
7. मीडिया शब्दावली - प्रभु झिंगरन

Course-II

BAMC(H)-102 Environmental Studies (VAC 01)

ENVIRONMENTAL STUDIES

Common with All undergraduate Programmes As per UGC Guidelines.

Maximum Marks –35

Minimum Passing Marks –

14

Note – Scheme of Examination

1. 05 objective type question with one line answer/ fill the gap type
(05x01) =05 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04
With internal choice of one question from each unit =20 Marks

UNIT-1

THE MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES:

Definition, scope and importance, Need for public awareness

Natural Resources: Renewable and non-renewable resources :

Natural resources and associated problems.

- (a) Forest resources : Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- (c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- (f) Land resources: land as a resources, land degradation man induced landslides soil erosion and desertification.
 - Role of an individual in conservation of natural resources
 - Equitable use of resources for sustainable life-styles.



UNIT – II ECOSYSTEMS

CONCEPT OF AN ECOSYSTEMS.

Structure and function of an ecosystem.

- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem:
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries)

UNIT – III Biodiversity and its Conservation

- Introduction- Definition: genetic, species and ecosystem diversity.
- Biographical classification of India.
- Value of biodiversity: consumptive use, productive use, social ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as mega-diversity nation
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In situ and Ex-situ conservation of biodiversity

UNIT-IV Environment Pollution

Definition, Causes, effects and control measures of

- a. Air pollution
- b. Water pollution
- c. Soil pollution.
- d. Marine pollution
- e. Noise pollution
- f. Nuclear hazards
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides.
- Human Population and the Environment

UNIT – V Social Issues and the environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management



- Resettlement and rehabilitation of people, its problems and concerns, case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.

REFERENCE

- 1- Agarwal K.C. 2001 Environmental Biology, Nidi.Publ. Ltd. Bikaner
- 2- Barouche Erach, The biodiversity of India, Mapin Publishing Pvt. Ltd Ahmedabad 380013 India, Email. Mapin@icenet .net (R)
- 3- Brunner R.C. 1989, Hazardous Waste Incineration. Mc. Grew Hill Inc.
- 4- Clark R.S Marine pollution. Clanderson press Oxford (TB)
- 5- Cuningham. W.P. cooper , T.H Gorhani,E & Hepworth, M.T. 2001
- 6- Dr. A.K. Environmental chemistry, Willy Eastern Ltd.
- 7- Down to earth, center for science and Environment (R)
- 8- Gloick, H.P. 1993 Water in crisis, pacific institute for studies in dive. Environment & Security. Stockholm Eng. Institute. Oxford Univ. Press
- 9- Hawkins R.E Encyclopedia of Indian Natural History, Bombay Natural History society Mumbai .(R)
- 10- Rao M.N.& Datta A.K 1978, Waste Water treatment. Oxford & IBH publ. Co.Pvt. Ltd.
- 11- Sharma B.K. 2001, Environmental chemistry, Goal publ. House, Meerut.
- 12- Survey of the Environment, the Hindu (m).
- 13- Trivedi R.K. and R.K Goal, Introduction to air pollution, Techno-Science Publications (TB).



Course – III

BAMC(H)-103-Introduction to Journalism and Mass Communication (DSC 01)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 Marks

Unit 1: Introduction to Mass Communication

- Communication-Meaning, Definition, Elements, Process, Types, Barriers
- Definition and scope of mass communication
- Evolution of mass communication: from oral tradition to the digital age
- Functions and importance of mass communication

Unit 2: Print Media

- History and evolution of print media,
- Types of print media: Newspapers, magazines, books.
- Print Media structure and functions: editorial, news, features.

Unit 3: Electronic Media

- History and evolution of electronic media: radio, television, internet
- Radio broadcasting: formats, programming, impact
- Television broadcasting: genres, production, audience dynamics
- New media and digital journalism: social media, online news portals, blogging.

Unit 4: Public Relations and Advertising

- Meaning Definition and Scope of Public Relations
- Meaning Definition and Scope of Advertisement
- Role of PR in organizations and society
- Advertising: meaning, definition and scope of advt., strategies and techniques

Unit 5: Media Ethics and Laws

- Ethical issues in journalism and mass communication
- Codes of ethics for journalists and media professionals
- Media laws and regulations: freedom of speech and Expression, defamation, privacy.
- Role of media in democracy

Reference Books

Understanding Journalism"by John Wilson
Journalism in India"by Rangaswami to Rarth Sarthi
Mass Communication"by W.J.S. Murthy
Mass Communication in India"by Keval J. Kumar
Process and Effects of Mass Communication" by Wilber Schramm



Course – IV

BAMC(H)-104 Traditional and Folk Media (DSC 02)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 Marks |

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.



Course – V

BAMC(H)-105 Introduction to Audio-Visual Communication (DSC 03)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 Marks |

Unit 1: Fundamentals of Audio-Visual Communication

- Definition and scope of audio-visual communication.
- Historical evolution of audio-visual media.
- Basic elements of audio-visual communication: Sound, image, and narrative.

Unit 2: Video Production

- Understanding ENG (Electronic News Gathering) and EFP (Electronic Field Production).
- Basics of camera operation, framing, and composition.
- Introduction to lighting, sound recording, and editing techniques.

Unit 3: Audio Production

- Basics of audio production
- Recording techniques and equipment
- Editing and post-production processes
- Sound design principles

Unit 4: Scriptwriting for Audio-Visual Media

- Elements of scriptwriting: Plot, character development, and dialogue.
- Script formats for film, television, and online videos.
- Techniques for writing engaging and effective scripts.

Unit 5: Digital Media and Emerging Trends

- Introduction to digital media platforms
- Social media and its impact on audio-visual communication
- Virtual reality (VR) and augmented reality (AR) applications
- Future trends in audio-visual communication

Reference Books

- "Audio-Visual Communication: Concepts and Practices" by S. Sen
"Television Production: Principles and Practices" by A. Sharma
"Audio Production Basics with Pro Tools | First" by Frank D. Cook
"The Mixing Engineer's Handbook" by Bobby Owsinski

Course – VI

BAMC(H)-106 Introduction to Indian Constitution (GE 01)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 Marks

Unit 1: Historical Background and Making of the Indian Constitution

- Pre-Independence Constitutional Development
- Constituent Assembly: Composition and Functioning
- Key Debates and Discussions in the Constituent Assembly
- Adoption and Enactment of the Constitution

Unit 2: Preamble, Fundamental Rights and Duties

- Significance and Interpretation of the Preamble
- Fundamental Rights: Concept and Types
- Directive Principles of State Policy
- Fundamental Duties of Indian Citizens

Unit 3: Structure and Functioning of the Government

- The Union Executive: President, Vice-President, Prime Minister, and Council of Ministers
- The Parliament: Composition, Powers, and Functions
- The State Executive: Governor, Chief Minister, and Council of Ministers
- The State Legislature: Composition, Powers, and Functions
- Local Governments: Panchayati Raj Institutions and Urban Local Bodies

Unit 4: Judiciary and Constitutional Amendments

- Structure and Jurisdiction of the Supreme Court
- High Courts and Subordinate Courts
- Process of Constitutional Amendments
- Significant Amendments and Their Impact

Unit 5: Federalism and Centre-State Relations

- Concept of Federalism in the Indian Context
- Distribution of Powers: Union, State, and Concurrent Lists
- Centre-State Relations: Legislative, Administrative, and Financial
- Inter-State Relations and Conflict Resolution

Reference Books:

"Making of India's Constitution" by Hans Raj Khanna

"Introduction to the Constitution of India" by Brij Kishore Sharma
"Federalism in India: Origins and Development" by M. P. Singh
"Centre-State Relations in India" by Asok Kumar Chanda
"The Indian Constitution: Cornerstone of a Nation" by Granville Austin

OR

B) Event Management (GE 01)

Unit 1: Introduction to Event Management

- Definition and scope of event management
- Types of events: Corporate, social, cultural, sports, and entertainment
- Role of event manager and event management team
- Skills and attributes of a successful event manager
- Event lifecycle: Conceptualization, planning, execution, and closure

Unit 2: Event Planning and Strategy

- Event research and feasibility study
- Event concept and theme development
- Budgeting and financial planning
- Venue selection and logistics
- Event marketing and promotion strategies
- Risk management and contingency planning

Unit 3: Communication and Public Relations in Event Management

- Role of communication in events
- Media relations and press release writing
- Sponsorship and partnership development
- Branding and brand communication in events
- Social media and digital strategies for event promotion
- Crisis communication and management

Unit 4: Event Operations and Logistics

- Event operations planning and execution
- On-site management and coordination
- Technology and infrastructure in event management
- Vendor management and coordination
- Health, safety, and security in events
- Hospitality and guest management

Unit 5: Evaluation and Impact Assessment of Events

- Post-event evaluation: Methods and tools
- Feedback collection and analysis
- Measuring event success and ROI
- Economic and social impact of events
- Case studies of successful events in India

— Career opportunities in event management

Reference Books:

"Event Planning and Management" by Sanjay Singh Rajput

"Event Management and Public Relations" by Shruti Das

"Events Management" by P.S. Sindhu "Event Evaluation and Management" by Uday Kulkarni

OR

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

Course – VII

BAMC(H)-107: End Semester Project (Industry Visit)

Maximum Marks – 100

Minimum Passing Marks –

40

Students shall have to visit a Media Organisation (Print/Radio/TV/ Digital Media). They shall have to take photographs/ video graphs (geo-tagging) of their visits. They shall have to prepare a detailed report on their visit and their learning thereof and submit the report in the department. Evaluation shall be on the basis of report plus PPT presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.

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 (AEC 02)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

1. 05 objective type question with one line answer/ fill the gap type
(05x01) = 05 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04
With internal choice of one question from each unit =20 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.



Course – II

BAMC(H)-202 Basics of Computer Applications (SEC 01)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

Practical assignments, skill development and assessment through internal and external examiner/s to be appointed by the Vice Chancellor.

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)

Course – III

BAMC(H)-203 Introduction to Advertising(DSC 04)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 Marks

Unit I: 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 II: 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 III: 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 IV: Advertising Creativity and Digital Advertising

- Creative Strategy and Creative Brief
- Advertising Appeals and Message Design
- Copywriting Techniques for Print, Broadcast and Digital Media
- Digital Advertising: Search Engine Marketing (SEM), Display Advertising and Programmatic Advertising
- Social Media Advertising and Influencer Marketing
- Artificial Intelligence (AI) and Automation in Advertising

Unit V: Contemporary Trends, Ethics and Campaign Management

- Brand Building and Brand Equity
- Advertising Campaign Planning and Evaluation
- Advertising Research and Campaign Effectiveness

- Data Analytics and Consumer Insights
- Advertising Regulations, Consumer Protection and Digital Privacy

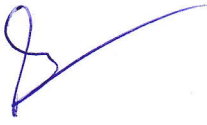
Reference

"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
(DSC 05)**

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|------------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | = 40 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

Course – V

BAMC(H)-205 Introduction to Reporting and Writing for Media (DSC 06)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 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

Course – VI

BAMC(H)-206 (GENERAL ELECTIVE 02)

A) Introduction to Financial Management (GE 02)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 Marks

Unit I: Fundamentals of Financial Management

- Meaning, Nature and Scope of Financial Management
- Objectives and Functions of Financial Management
- Financial Planning and Decision Making
- Time Value of Money: Basic Concepts
- Sources of Finance: Equity, Debt, Grants and Crowd funding
- Financial Literacy and Responsible Financial Behaviour

Unit II: Budgeting and Financial Planning

- Personal and Household Budgeting
- Budget Preparation and Cost Control
- Income, Expenditure, Savings and Emergency Funds
- Cash Flow Management
- Banking Services: Savings, Current Accounts, Digital Banking and UPI
- Introduction to Credit Score and Loan Management

Unit III: Investment, Taxation and Risk Management

- Basics of Investment and Wealth Creation
- Financial Instruments: Fixed Deposits, Mutual Funds, SIPs, PPF, NPS, Gold and Government Securities
- Introduction to Insurance: Life, Health and Asset Insurance
- Basic Concepts of Income Tax and GST
- Financial Frauds, Cyber Security and Consumer Protection

Unit IV: Financial Management in Media Organizations

- Revenue Models of Print, Electronic and Digital Media
- Media Budgeting and Cost Estimation
- Advertising Revenue and Subscription Models
- Financial Planning for Newsrooms, Production Houses and Digital Media Startups
- Financial Statements: Introduction to Profit & Loss Account, Balance Sheet and Cash Flow Statement

- Financial Ethics, Transparency and Accountability in Media Organizations

Unit V: Entrepreneurship and Financial Sustainability in Media

- Entrepreneurship in Media and Creative Industries
- Preparing a Simple Business Plan
- Funding Opportunities for Media Startups
- Government Schemes for Entrepreneurs (Startup India, Stand-Up India, MSME and Chhattisgarh Startup Policy)
- Freelancing, Content Monetization and Creator Economy
- Case Studies of Successful Indian and Chhattisgarh-based Media Enterprises

References:

1. *I. M. Pandey – Financial Management.*
2. *Prasanna Chandra – Financial Management: Theory and Practice.*
3. *Khan & Jain – Financial Management.*
4. *RBI – Financial Education Handbook.*
5. *SEBI – Investor Education Handbook.*
6. *Ministry of Finance, Government of India – Financial Literacy Resources.*
7. *Startup India Learning Programme (Government of India).*
8. *Chhattisgarh Startup Policy and MSME Policy documents.*

B) Introduction to Marketing (GE 02)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 Marks

Unit I: Fundamentals of Marketing

- Meaning, Nature and Scope of Marketing
- Evolution of Marketing Concepts
- Functions and Importance of Marketing
- Marketing Environment: Micro and Macro Environment
- Marketing Mix (7Ps): Product, Price, Place, Promotion, People, Process and Physical Evidence
- Contemporary Trends in Marketing

Unit II: Consumer Behaviour and Market Research

- Consumer Behaviour: Meaning and Importance
- Factors Influencing Consumer Buying Decisions

- Market Segmentation, Targeting and Positioning (STP)
- Marketing Information System
- Introduction to Market Research
- Data Collection Methods and Consumer Surveys

Unit III: Branding, Advertising and Digital Marketing

- Brand, Brand Identity and Brand Equity
- Product Life Cycle and Product Positioning
- Integrated Marketing Communication (IMC)
- Advertising as a Marketing Communication Tool
- Digital Marketing: SEO, SEM, Social Media Marketing, Influencer Marketing and Content Marketing
- Ethics and Social Responsibility in Marketing

Unit IV: Marketing in Media and Communication Industries

- Marketing of Print, Television, Radio and Digital Media
- Audience Research and Media Consumption Patterns
- Media Planning and Buying: Basic Concepts
- Revenue Models in Traditional and Digital Media
- Event Marketing and Public Relations
- Case Studies of Successful Media Marketing Campaigns in India and Chhattisgarh

Unit V: Entrepreneurship and Emerging Trends in Marketing

- Entrepreneurship and Marketing for Media Startups
- Marketing Plan and Business Model Canvas
- Personal Branding for Media Professionals
- Marketing through AI, Data Analytics and Automation
- Rural Marketing, Social Marketing and Sustainable Marketing
- Government Initiatives: Startup India, Digital India, MSME and Opportunities in Chhattisgarh

References:

- Philip Kotler & Gary Armstrong – *Principles of Marketing*.
- Philip Kotler & Kevin Lane Keller – *Marketing Management*.
- Ramaswamy & Namakumari – *Marketing Management*.
- V. S. Ramaswamy – *Marketing: Concepts and Cases*.
- Dave Chaffey – *Digital Marketing*.
- Belch & Belch – *Advertising and Promotion: An Integrated Marketing Communications Perspective*.
- S. A. Chunawalla – *Marketing Principles and Practice*.
- Government of India – *Startup India and Digital India* resources.

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

Course – VII

BAMC(H)-207: End Semester Project (Community Engagement: Gram-Panchayats)

Maximum Marks – 100
Minimum Passing Marks –

40

Students shall have to visit the nearby Gram Panchayats and understand how the organization runs and works for the betterment of the people. They need to interact with the Gram Panchayat members and villagers and map the developmental activities being undertaken by the Gram Panchayats and the participations of the villagers in those activities. They shall have to take photographs/ videographs (geo-tagging) of their visits. They shall have to prepare a detailed report on their visit and their learning thereof and submit the report in the department. Evaluation shall be on the basis of report plus PPT presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.



BA HONOURS (JOURNALISM & MASS COMMUNICATION)

Course of Studies BAMC(H)

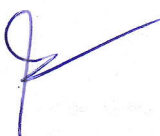
Semester – III

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- Communication Skills (AEC 03)

Maximum Marks –35
Minimum Passing Marks – 14

Note – Scheme of Examination

1. 05 objective type question with one line answer/ fill the gap type (05x01) = 05 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04 With internal choice of one question from each unit = 20 Marks

UNIT–I Fundamentals of Communication

- Meaning, nature and importance of communication
- Objectives and functions of communication
- Process of communication
- Elements of communication
- Types of communication Verbal, Non-verbal, Written, Visual
- Barriers to communication
- Effective communication

UNIT–II Listening and Speaking Skills

- Active listening , -Empathetic listening
- Speaking with confidence , Voice modulation , Pronunciation and articulation
- Public speaking , Extempore speaking
- Interview techniques
- Group Discussion (GD)

UNIT–III Written Communication for Media

- Principles of effective writing, Writing clear and concise sentences, Email writing
- Official correspondence
- Press notes
- Social media writing, Blog writing
- Proofreading basics

UNIT–IV Professional Communication

- Communication in media organizations
- Workplace communication
- Team communication
- Leadership communication
- Presentation skills
- Communication etiquette
- Time management
- Conflict resolution

- Communication during meetings
- Digital communication tools

UNIT-V Communication Skills for Media Professionals

- Communication ethics
- Media language
- Audience analysis
- Interviewing skills
- Anchoring and presentation
- Communication on social media
- Mobile communication
- Cross-cultural communication
- Personality development
- Employability skills

References:

1. Kumar, Keval J. *Mass Communication in India*.
2. Dutta, K. *Business Communication and Personality Development*.
3. Raman, Meenakshi & Singh, Prakash. *Business Communication*.
4. Lesikar, Raymond V. *Basic Business Communication*.
5. Carnegie, Dale. *The Art of Public Speaking*.
6. Hough, R. *Communication Skills for Professionals*.
7. Aggarwal, Vir Bala. *Essentials of Journalism*.
8. Barun Roy. *Beginners' Guide to Journalism and Mass Communication*.
9. Government of India. *Handbook on Official Communication*.
10. Selected articles from *The Hindu*, *The Indian Express*, and *Press Information Bureau*.

Course – II

BAMC(H)-302-Value Education (VAC 02)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

1. 05 objective type question with one line answer/ fill the gap type
(05x01) =05 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04
With internal choice of one question from each unit =20 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 (DSC 07)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05×04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05×08
With internal choice of one question from each unit | =40 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 (DSC 08)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05x4 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 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 (DSC 09)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08 With internal choice of one question from each unit =40 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 Cool Media, Bias of Communication. Gate Keeping
- Global Communication, Technological Determinism

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

BAMC(H)-306 Printing Technology (DSE 01)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08
With internal choice of one question from each unit =40 Marks

UNIT–I Introduction to Printing Technology

- Evolution of printing technology
- Importance of printing in mass communication
- Printing industry in India
- Types of printing products
- Printing terminology
- Components of a printing press
- Career opportunities in printing and publishing

UNIT–II Printing Processes

- Relief printing, Intaglio printing , Planographic printing, Screen printing, Offset printing, Digital printing
- Flexography
- Gravure printing
- Applications of different printing processes

UNIT–III Pre-Press Technology

- Manuscript preparation
- Copy editing
- Typography
- Typefaces and fonts
- Page layout and design
- Desktop Publishing (DTP)
- Image resolution
- Colour modes (RGB and CMYK)
- Proofreading and proof correction

UNIT–IV Press and Post-Press Operations

- Sheet-fed printing
- Web offset printing
- Ink and paper
- Printing quality control
- Post-Press**
 - Folding, Cutting, Binding, Lamination, Packaging

- Newspaper production process , Magazine production process, Book production process

UNIT-5 Modern Printing Technology and Digital Publishing

- Computer-to-Plate (CTP)
- Print-on-Demand (POD)
- Digital workflow
- E-publishing
- Sustainable printing
- Green printing
- Printing ethics
- Copyright in print publishing
- Future trends in printing technology
- Artificial Intelligence in print production

References:

1. Adams, J. M. *Printing Technology*.
2. Johansson, Kaj. *A Guide to Graphic Print Production*.
3. Ambrose, Gavin & Harris, Paul. *The Production Manual*.
4. Kipphan, Helmut. *Handbook of Print Media*.
5. Evans, Harold. *Editing and Design*.
6. Bivins, Thomas H. *Public Relations Writing* (sections on print production).
7. Keval J. Kumar. *Mass Communication in India*.
8. Vir Bala Aggarwal. *Essentials of Journalism*.
9. Government of India publications on printing and publication standards.
10. Adobe InDesign and Scribus user manuals (latest editions).

(B) (306) Practical use of AI Tools in Media (DSE 01)

UNIT-I Introduction to Artificial Intelligence in Media

- Meaning and evolution of Artificial Intelligence
- Difference between AI, Machine Learning, and Generative AI
- AI applications in journalism and mass communication
- AI in newspapers, television, radio, and digital media
- Overview of popular AI tools
- Benefits and limitations of AI in media

UNIT-II AI for Writing and Content Creation

- AI-assisted news writing, Headline generation , Story summarization ,Script writing
- Blog writing , Social media caption writing, Translation and language improvement
- Prompt writing techniques for media tasks

UNIT-III AI Tools for Visual, Audio and Video Media

- AI image generation, AI-assisted graphic design , AI audio recording and editing

- Speech-to-text transcription , Text-to-speech tools , AI video creation
- AI subtitles and captions
- AI presentation tools

UNIT–IV AI in Newsroom and Digital Media

- AI-assisted research
- Fact-checking using AI
- Verification of online information , Detecting misinformation and deepfakes
- AI for social media management, Audience engagement , Data visualization
- AI-powered analytics

UNIT–V Ethical and Responsible Use of AI

- AI ethics in Journalism , Copyright and plagiarism , Bias in AI-generated content
- Privacy and data protection
- Responsible disclosure of AI-generated material
- UGC and Government guidelines on AI use
- Future of AI in media and communication
- Emerging career opportunities

References:

- Russell, Stuart & Norvig, Peter. *Artificial Intelligence: A Modern Approach*.
- Pavlik, John V. *Journalism and Artificial Intelligence*.
- Diakopoulos, Nicholas. *Automating the News*.
- Briggs, Mark. *Journalism Next*.
- Keval J. Kumar. *Mass Communication in India*.
- Barun Roy. *Beginners' Guide to Journalism and Mass Communication*.
- UNESCO. *Guidance for Generative AI in Education and Research*.
- Press Council of India – *Norms of Journalistic Conduct*.
- Ministry of Electronics and Information Technology (MeitY), Government of India – advisories and guidance on responsible AI use.

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



Course – VII

BAMC(H)-307: End Semester Project (Heritage Sites)

Maximum Marks – 100

Minimum Passing Marks – 40

Students shall have to visit the nearby Heritage sites in the state and gather data on the historic and contemporary importance of those sites in the lives of people in Chhattisgarh. They shall have to take photographs/ video graphs (geo-tagging) of those sites. They shall have to prepare a detailed report on their visit and their learning thereof and submit the report in the department. Evaluation shall be on the basis of report plus PPT presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.



BA HONOURS (JOURNALISM & 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- Academic and Professional Writing (AEC 04)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

1. 05 objective type question with one line answer/ fill the gap type
(05x01) =05 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04
With internal choice of one question from each unit =20 Marks

UNIT–I Fundamentals of Academic Writing

- Nature and importance of academic writing
- Characteristics of effective writing
- Writing process: planning, drafting, revising and editing
- Paragraph writing
- Essay writing
- Note-making and summarization

UNIT–II Professional and Official Writing

- Official correspondence
- Business letters
- E-mail etiquette
- Office memoranda
- Notices and circulars
- Agenda and minutes of meetings
- Resume/Curriculum Vitae (CV)
- Job application and covering letter

UNIT–III Media and Corporate Writing

- News reports
- Press releases
- Feature writing
- Public relations writing
- Social media content
- Blog writing
- Content writing for websites
- Writing promotional and campaign messages

UNIT–IV Academic Research Writing

- Report writing
- Project proposal, Research synopsis , Literature review , Referencing and citation
(APA style – basics) , Bibliography preparation
- Plagiarism and academic integrity



- Ethical use of AI in academic writing
- **UNIT–V Presentation and Professional Communication through Writing**
- Writing for presentations
- Speech drafting
- Interview scripts
- Anchoring scripts
- Event reports
- Newsletter writing
- Editing and proofreading

References:

- Aggarwal, Vir Bala. *Essentials of Journalism*.
- Keval J. Kumar. *Mass Communication in India*.
- Barun Roy. *Beginners' Guide to Journalism and Mass Communication*.
- Press Information Bureau. *Guidelines for Press Releases and Official Communication*.
- American Psychological Association. *Publication Manual of the APA* (latest edition).
- UGC. *Promotion of Academic Integrity and Prevention of Plagiarism Regulations*.



Course – II

BAMC(H)-402-Photo-Journalism (SEC 02)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

Practical assignments, skill development and assessment through internal and external examiner/s to be appointed by the Vice Chancellor.

Unit 1: Introduction to Photo Journalism

- 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 (DSC 10)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -4 Marks each =05×4 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08 With internal choice of one question from each unit =40 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 (DSC 11)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05x4 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 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. Napol

Course – V

BAMC(H)-405- Media Law and Ethics (DSC 12)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05x4 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 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
"Combating Fake News: Legal Strategies" by Gaurav Chaudhary



Course – VI
BAMC(H)-406 (DSE 02)

(A) Media Planning and Buying (DSE 02)

Maximum Marks –70
Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05x4 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 Marks |

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) Political Communication (DSE 02)

Maximum Marks –70
Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -4 Marks each =05×4 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08 With internal choice of one question from each unit =40 Marks

Unit I: Introduction to Political Communication

- Concept, nature and scope of Political Communication
- Evolution of political communication in India and globally
- Political communication in democratic and authoritarian systems
- Political actors, institutions and communication networks
- Political culture and public sphere

Unit II: Media, Public Opinion and Elections

- Media as an institution of democracy
- Political news and agenda setting
- Framing and priming in political communication
- Opinion polls and exit polls
- Election campaigns and voter behaviour
- Election Commission of India and media guidelines

Unit III: Political Advertising, Public Relations and Campaign Management

- Political branding and image building
- Political advertising strategies
- Manifestos and campaign communication
- Political Public Relations
- Campaign planning and management
- Role of consultants and political strategists

Unit IV: Digital Political Communication

- Social media and political participation
- Digital campaigning and micro-targeting
- Artificial Intelligence in political communication
- Big Data and voter analytics
- Fake news, misinformation and disinformation
- Fact-checking and media literacy

Unit V: Ethics, Law and Contemporary Issues

- Ethics in political communication
- Paid news and media bias
- Political communication and freedom of expression
- Election laws relating to media



- Political communication during crises
- Global trends in political communication
- Future of political communication in the AI era

References:

1. Media Ethics: Truth, Fairness and Objectivity. Oxford University Press.
2. Communication and Development: Indian Perspectives. Sage Publications India.
3. Indian Government and Politics. Sahitya Bhawan Publications. *(Useful for understanding the political system and institutions.)*
4. Political Communication and Mobilisation. Cambridge University Press. *(Examines the role of Hindi media in political mobilization in India.)*
5. Political Communication: The Indian Experience. B.R. Publishing Corporation, 2003. *(A pioneering Indian reference covering political communication, political processes, propaganda, and mass media.)*
6. Mass Communication and Journalism in India. Jaico Publishing House. *(Includes chapters on media, politics, democracy, and communication in the Indian context.)*
7. Mass Communication in India. Jaico Publishing House.
8. Reports of the Election Commission of India.
9. Reports of the Press Council of India.
10. Annual publications of the Ministry of Information and Broadcasting.

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

Course – VII

BAMC(H)-407: End Semester Project (Community Engagement- Tribal Villages)

Maximum Marks – 100

Minimum Passing Marks – 40

Students shall have to visit the nearby tribal villages in the state and understand the lives of tribal people. They shall have undertake Communication Need Assessment (CNA) in those areas and then suggest/undertake appropriate action thereof. They shall have to take photographs/ videographs (geo-tagging) of their visit/s. They shall have to prepare a detailed report on their visit and submit the report in the department. Evaluation shall be on the basis of report plus PPT presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.

BA HONOURS (JOURNALISM & MASS COMMUNICATION)
Course of Studies BAMC(H)
Semester – V

Learning Objectives

The course aims to:

1. Introduce students to the philosophy, heritage, and diversity of the Indian Knowledge System (IKS).
2. Familiarize students with India's contributions to education, literature, science, arts, governance, and communication.
3. Develop appreciation for India's cultural traditions and ethical values in contemporary society.
4. Explore the relevance of Indian knowledge traditions in journalism, media, communication, and nation-building.
5. Promote responsible citizenship, cultural awareness, and respect for India's pluralistic heritage.

Learning Outcomes

After successful completion of the course, students will be able to:

- Explain the concept and significance of the Indian Knowledge System.
- Appreciate India's intellectual, cultural, and scientific traditions.
- Identify the role of Indian communication traditions in society.
- Apply ethical and value-based perspectives in media and communication.
- Recognize the relevance of Indian knowledge in addressing contemporary social and media challenges.



Course – I

BAMC(H)-501-Indian Knowledge System (VAC 03)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

1. 05 objective type question with one line answer/ fill the gap type
(05x01) =05 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -02 Marks each =05x02 =10 Marks
3. 05 long Answered questions of 04 Marks each=05x04
With internal choice of one question from each unit =20 Marks

UNIT–I Introduction to Indian Knowledge System

- Meaning, scope and objectives of Indian Knowledge System
- Evolution of Indian civilization
- Sources of Indian knowledge: Vedas, Upanishads, Epics, Puranas and classical literature
- Indian philosophy and its schools
- Unity in diversity
- Relevance of IKS in the 21st century

UNIT–II Indian Knowledge Traditions

- Ancient Indian education system: Gurukul, Takshashila, Nalanda, Vikramashila
- Contributions to mathematics, astronomy, medicine, architecture and metallurgy
- Indian languages and literature
- Folk traditions and oral knowledge systems
- Yoga, Ayurveda and holistic well-being

UNIT–III Indian Communication Traditions and Media

- Communication in ancient India
- Folk media as traditional communication
- Storytelling traditions
- Bhakti and Sufi movements as communication channels
- Freedom movement and the Indian press
- Indian values in journalism and public communication

UNIT–IV Indian Knowledge System and Chhattisgarh

- Cultural heritage of Chhattisgarh
- Tribal knowledge systems
- Folk arts, folk songs and folk theatre
- Indigenous environmental knowledge
- Traditional festivals and social practices
- Contribution of Chhattisgarh to Indian culture and communication

UNIT–V Contemporary Relevance of Indian Knowledge System

- Indian Constitution and constitutional values
- Sustainable development and traditional ecological knowledge
- Ethics, social responsibility and nation-building
- Indian Knowledge System in education, media and digital communication

References:

- Government of India. *Introduction to Indian Knowledge System*.
- Kapil Kapoor & Avadhesh Kumar Singh (Eds.). *Indian Knowledge Systems*.
- Balagangadhara, S. N. *The Heathen in His Blindness* (selected readings).
- Radhakrishnan, S. *Indian Philosophy*.
- Basham, A. L. *The Wonder That Was India*.
- Dharampal. *The Beautiful Tree: Indigenous Indian Education in the Eighteenth Century*.
- Keval J. Kumar. *Mass Communication in India*.
- D. P. Pattanayak. *Indian Tradition of Communication*.
- Publications of the Indira Gandhi National Centre for the Arts (IGNCA).



Course – II

BAMC(H)-502-Audio-Visual Editing (SEC 03)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

Practical assignments, skill development and assessment through internal and external examiner/s to be appointed by the Vice Chancellor.

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
- Multi-camera 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 (DSC 13)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08
With internal choice of one question from each unit =40 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, Two column AV scripts,
- Difference between Radio and Television Scriptwriting, Newsroom rundown.
- Elements of a Good Script
- Writing for Different Formats (News, Drama, Talk Shows, etc., show rundown.
- Script Development and Revision, split page (Audio/Video script)

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
- 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 (DSC 14)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 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 (DSC 15)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05x4 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 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: Ideation to Distribution

- Idea generation techniques, audience analysis, trend analysis, content calendar, and storytelling for digital platforms.
- Scriptwriting, mobile journalism (MoJo), podcasting, graphic design, and AI-assisted content creation tools.
- SEO for digital content, metadata, hashtags, accessibility, and quality control. Publishing strategies for websites, blogs, YouTube, Instagram, Facebook, X, LinkedIn, WhatsApp
- Community management, audience engagement strategies, social media analytics, monetization models (advertising, subscriptions)

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 (A) Business and Sports Journalism (DSE 03)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08 With internal choice of one question from each unit =40 Marks

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 (DSE 03)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 Marks

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: End Semester Project (Radio & Television bulletin Preparation)

Maximum Marks – 100

Minimum Passing Marks – 40

Each student shall have to prepare one Radio bulletin and one TV bulletin of 10 minutes each. The bulletin shall have to be complete in terms of signature tunes, head-lines, detailed news, audio/visual/sound elements, graphics, closing. Evaluation shall be on the basis of their submission plus presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.

BA HONOURS (JOURNALISM & 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 (SEC 04)

Maximum Marks –35

Minimum Passing Marks – 14

Note – Scheme of Examination

Practical assignments, skill development and assessment through internal and external examiner/s to be appointed by the Vice Chancellor.

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 (DSC 16)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 =40 Marks
With internal choice of one question from each unit

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
- Climate Literacy, Sustainable Development Goals (SDG)

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 (DSC 17)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 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 (DSC 18)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 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 Travel Communication (DSE 04)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 Marks

A) Travel Communication (DSE 04)

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 (DSE 04)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08 =40 Marks
With internal choice of one question from each unit

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 End Semester Project (Celebrity Interview in AV format)

Maximum Marks – 100

Minimum Passing Marks – 40

Each student shall have to undertake a television (AV format) interview (at least 10 minutes duration) of a celebrity of the state preferably in a studio set-up. They shall have to undertake basic research, prepare questionnaire, take the interview, edit, package and submit in the department. Evaluation shall be on the basis of their submission plus presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.



BA HONOURS (JOURNALISM & 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 (DSC 19)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08
With internal choice of one question from each unit =40 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 (DSC 20)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08 With internal choice of one question from each unit =40 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 –200

Minimum Passing Marks – 80

All the students shall have to prepare and present at least 02 Seminar papers in national and international seminar/conferences (**40 x 02 marks**), publish at least two research paper in scopus/peer reviewed national/international journals (**40 x 02 marks**) journals and two seminar paper presentation on the department (**20 x 02 marks**). Evaluation shall be on the basis of their submission plus presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.

Course – IV

BAMC(H)-704- Final Year Project (Literature/ Book Review)

Maximum Marks – 100

Minimum Passing Marks – 40

Each student shall have to Review a book to be assigned by the department and submit review report. The purpose of this assignment is to develop critical reading, analytical thinking, and academic writing skills. The review should go beyond a summary of the book and critically evaluate its contribution to the field of study. Students are expected to demonstrate their ability to engage with scholarly arguments, identify the strengths and limitations of the work, and assess its relevance to contemporary research and practice.

Selection of the Book:

1. Select a scholarly book related to your area of research or the discipline of Mass Communication, Journalism, Media Studies, Communication, Digital Media, Public Relations, Advertising, Film Studies, or allied social sciences.
2. The book should preferably be published within the last **ten years**. Classic texts may be selected only with prior approval of the course instructor/supervisor.
3. The selected book should be authored or edited by a recognized scholar or published by a reputed academic publisher.

Word Limit:

Maximum: 5,000 words (excluding references and appendices).

A variation of $\pm 05\%$ may be accepted.

Bibliographic Details:

Complete bibliographic information of the book in **APA (7th Edition)** format.



Introduction (400–600 words):

- Background of the author
- Context of the book
- Objectives and significance
- Scope and intended readership

Chapter-wise Overview (1,000–1,200 words):

Concise overview of each chapter, highlighting the key themes, concepts, arguments, and findings.

Critical Analysis (2,000–2,200 words):

Critical evaluation of the book by addressing the following:

- Theoretical framework adopted by the author
- Research methodology (where applicable)
- Quality of evidence and arguments
- Originality and contribution to knowledge
- Relevance to contemporary media and communication studies
- Practical implications
- Comparison with similar scholarly works
- Strengths and limitations
- Biases, omissions, or areas requiring further exploration

Relevance to Research (500–700 words):

Explain how the book contributes to your own research area by discussing:

- Relevant concepts or theories
- Methodological insights
- Research gaps identified
- Possible applications in your doctoral research

Conclusion (300–500 words):

Summarization of the overall evaluation of the book and provide your recommendation regarding its academic value and usefulness for students, researchers, practitioners, or policymakers.

Evaluation shall be on the basis of their submission plus PPT presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.



Course – V

A) BAMC(H)-705 Media Startups and Entrepreneurship (DSE 05)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

- | | |
|---|-----------|
| 1. 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 | =20 Marks |
| 3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit | =40 Marks |

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 (DSE 05)

Maximum Marks –70
Minimum Passing Marks 28

Note – Scheme of Examination

- | | |
|--|-----------|
| 10 objective type question with one line answer/ fill the gap type
(10x01) | =10 marks |
| 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05×04 | =20 Marks |
| 05 long Answered questions of 08 Marks each=05×08
With internal choice of one question from each unit | =40 Marks |

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 (JOURNALISM & 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 (DSC 21)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05×04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05×08
With internal choice of one question from each unit =40 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 (DSC 22)

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08
With internal choice of one question from each unit =40 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 – 200

Minimum Passing Marks –80

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 presentation shall 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- Final Year Project II (Research Video)

Maximum Marks – 100

Minimum Passing Marks – 40

Each student shall produce and submit a **Research Video** based on the dissertation or research project being undertaken during the programme. The objective of this project is to enable students to present their research in an engaging audiovisual format while demonstrating their understanding of research methodology and effective communication skills.

Objectives

- To communicate academic research through visual storytelling.
- To develop skills in research presentation, scripting, interviewing, and video production.
- To enhance the dissemination of research findings for both academic and general audiences.
- To integrate theoretical knowledge with practical media production skills.

Project Requirements

Each student shall prepare a **10–15 minute research video** covering the following components:

1. **Title and Introduction**
 - Title of the dissertation/research project.
 - Introduction to the research topic and its significance.
2. **Research Problem**
 - Statement of the research problem.
 - Background and rationale of the study.
3. **Research Objectives**
 - Clear presentation of the objectives and research questions/hypotheses.
4. **Review of Literature**
 - Brief overview of important studies related to the research topic.



5. **Research Methodology**
 - Research design.
 - Sampling method and sample size.
 - Data collection tools and techniques.
 - Ethical considerations, if applicable.
6. **Fieldwork Documentation**
 - Visual documentation of field visits, interviews, surveys, observations, or laboratory work (where applicable).
 - Behind-the-scenes footage showing the research process.
7. **Data Analysis**
 - Presentation of key findings using graphs, charts, tables, photographs, or infographics.
8. **Findings and Discussion**
 - Major findings of the study.
 - Interpretation of results in relation to the research objectives.
9. **Conclusion and Recommendations**
 - Summary of the study.
 - Practical implications and suggestions for future research.
10. **References and Credits**
 - Proper acknowledgment of sources, interviewees, locations, music, visuals, and other contributors.

Technical Specifications

- Duration: **10–15 minutes**
- Format: MP4 (Full HD preferred)
- Language: English/Hindi (or bilingual, as approved by the department)
- Original footage with appropriate narration, subtitles (where necessary), and background music (royalty-free or properly credited).
- The video should maintain ethical standards, including informed consent for interviews and copyright compliance.

Submission

Students shall submit:

- Research video (MP4 format)
- Final script/storyboard
- Brief production report (500–1000 words) describing the concept, production process, challenges faced, and learning outcomes.

Evaluation shall be on the basis of their submission plus presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce.



Course – V

BAMC(H)-805(DSE 06) Communication Technologies

Maximum Marks –70

Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type
(10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -4 Marks each =05×4 =20 Marks
3. 05 long Answered questions of 10 Marks each=05×08
With internal choice of one question from each unit =40 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 technologies

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

Maximum Marks –70
Minimum Passing Marks – 28

Note – Scheme of Examination

1. 10 objective type question with one line answer/ fill the gap type (10x01) =10 marks
2. 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -04 Marks each =05x04 =20 Marks
3. 05 long Answered questions of 08 Marks each=05x08 With internal choice of one question from each unit =40 Marks

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 Schroepel
"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

Credit Distribution: -

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

Sl no.	Semester	Credit allocation and total credit requirement	Degree to be awarded
01	Semesters I–VI	24 credits each (144 credits)	BA Mass Communication
02	Semesters VII–VIII	24 credits each (48 credits)	BA (Honours) Mass Communication
03	Semesters VII–VIII	Students meeting CGPA of ≥ 7.5 (cumulatively from Sem. I- Sem. VIII)	BA (Honours with Research) Mass Communication

