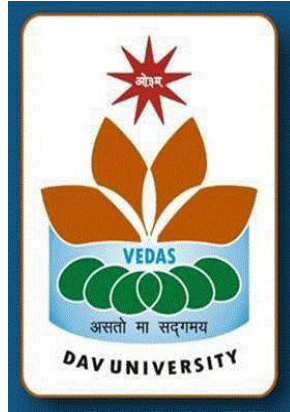


**Department of
JOURNALISM & MASS COMMUNICATION**



Scheme and Syllabi

For

**Bachelor of Journalism & Mass Communication
(2023-2024)**

(As per NEP-2020)

Batch-2023 & onwards

Program Educational Objectives (PEOS)

- **PEO1:** To help understand the media dynamics with the help of historical perspective contemporary theory and to equip the students with analytical tools to study diverse media and communication practices
- **PEO2:** To provide an exposure to various forms of mass communication and a hands-on experience of media production
- **PEO3:** To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- **PEO4:** contribution to society and profession / industry and being a part of institution - industry linkage.

Programme Outcomes (POs)

PO1. Understand the key role played by the media in strengthen and development of a democratic society

PO2. Recognize the techniques of print, electronic and digital and identify the available positions in all areas of journalism.

PO3. Ability to write news, articles, feature in detailed and accurate manner.

PO4. Identify the journalistic ethics and responsibilities to report truth.

PO5. Understand the challenges in industry and revenue model for digital/online platforms

PO6. Create and publish content for designated media platforms.

PO7. Identify the problems of a developing society like India and develop skills as per the need of Indian society.

Program Specific Objectives (PSOs)

PSO1: Understanding the fundamental relations between society, culture and communication.

PSO2: Provide advanced knowledge on all aspects communication and media.

PSO3: Hands on training for media production.

PSO4: keeping pace with updates in global mediascape.

PS05: inculcating awareness of human values and media / journalistic rules and ethics

Mapping of POs with PEOs

PEOs→ POs↓	PEO 1	PEO 2	PEO 3	PEO4
PO1	Yes	Yes	Yes	Yes
PO2	Yes	Yes	Yes	Yes
PO3	Yes	Yes	Yes	Yes
PO4	Yes	Yes	Yes	Yes
PO5	Yes	Yes	Yes	Yes
PO6	Yes	Yes	Yes	Yes
PO7	Yes	Yes	Yes	Yes

Mapping of PSO with PEO

PEOs→ PSO↓	PEO 1	PEO 2	PEO 3	PEO4
PSO1	Yes	Yes	Yes	Yes
PSO2	Yes	Yes	Yes	Yes
PSO3	Yes	Yes	Yes	Yes
PSO4	Yes	Yes	Yes	Yes
PSO5	Yes	Yes	Yes	Yes

Scheme of Courses
JOURNALISM & MASS COMMUNICATION (Three Year Programme)

Credit Details			
S.No.	Course Category	Course Category Abbreviation	3-Yr BAJMC 4-(Credits)
1.1	Discipline Specific Courses-Core	DSC	83
1.2	Discipline Specific-Skill Enhancement Courses-Core	DS-SEC	2
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	
Total of Discipline Specific Core Courses			85
2.1	Minor Courses	MC	00
OR			
2.2	Interdisciplinary Courses	IDC	00
3	Multidisciplinary Courses	MDC	09
4	Ability Enhancement Course- Common	AEC-C	08
5	Value Added Courses-Common	VAC-C	06
6.1	Skill Enhancement Courses- Common	SEC-C	08
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	04
Total of Skill Enhancement Courses			12
Total Credits			120

**Scheme of Courses- JOURNALISM & MASS COMMUNICATION Honors,
JOURNALISM & MASS COMMUNICATION Honors with Research**

Credit Details				
S.No.	Course Category	Course Category Abbreviation	4-Yr BA English (Hons.) (Credits)	4-Yr BA English (Hons. with Res.) (Credits)
1.1	Discipline Specific Courses-Core	DSC	123	111
1.2	Discipline Specific-Skill Enhancement Courses-Core	DS-SEC	02	2
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	00	00
Total of Discipline Specific Core Courses			125	113
2.1	Minor Courses	MC	00	00
OR				
2.2	Interdisciplinary Courses	IDC	-	
3	Multidisciplinary Courses	MDC	9	09
4	Ability Enhancement Course-Common	AEC-C	8	08
5	Value Added Courses-Common	VAC-C	6	06
6.1	Skill Enhancement Courses- Common	SEC-C	8	08
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	4	04
6.3	Skill Enhancement Courses- Research Project/Dissertation	SEC-RP	-	12
Total of Skill Enhancement Courses			12	24
Total Credits			160	160

Semester 1

S.No	Paper Code	Course Title	In hours			Cr.	Course Category
			L	T	P		
1	MCJ101	History of the Media	4	0	0	4	DSC
2	MCJ102	Introduction To Communication	4	0	0	4	DSC
3		Multidisciplinary Courses	-	-	-	3	MDC
4		Ability Enhancement Course-Common	-	-	-	2	AEC-C
5		Skill Enhancement Courses-Common	-	-	-	2	SEC-C
6		Value Added Courses-Common	-	-	-	3	VAC-C
7	MCJ103	Media Writing	-	-	4	2	DS-SEC
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Semester 2

S.No	Paper Code	Course Title	In hours			Cr.	Course Category
			L	T	P		
1	MCJ104	Introduction to Print Journalism & Broadcast Media	3	-	-	3	DSC
2	MCJ105	Introduction to Print Journalism & Broadcast Media (PRACTICAL)	-	-	4	2	DSC
3	MCJ106	Design and Graphics for Media	2	-	-	2	DSC
4	MCJ107	Design and Graphics for Media (PRACTICAL)	-	-	4	2	DSC
5		Multidisciplinary Courses	-	-	-	3	MDC
6		Ability Enhancement Course-Common	-	-	-	2	AEC- C
7		Skill Enhancement Courses-Common	-	-	-	3	SEC-C
8		Value Added Courses-Common	-	-	-	3	VAC-C
						20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

EXIT1: Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject provided they earn 4 credits in work-based employ-ability oriented vocational/ skill development courses viz. NSDC/ industry collaborated certifications- SAP/ INTEL/ L&T etc. or discipline



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MCJ101						
Course Title	History of the Media						
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1:Demonstrate an understanding of the origins of different media</p> <p>CO2:Analyse the different ages of Indian Cinema</p> <p>CO3:Discuss the role of newspapers and radio during the fight for India's independence</p> <p>CO4:Know about history of print & electronic media.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weight age	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Origin and development of print media						CO1
•	The origin of press ,invention of printing press , Guttenberg press .						
•	Growth of newspaper in India. Hickey’s gazette , early journalism in Bengal , Bombay, Madras presidencies.						
•	Penny Press , New journalism and Yellow Journalism.						
Unit 2	Personalities & various Acts of Indian Journalism						CO2
•	James Augustus Hickey, Raja Ram Mohan Roy,Jawahar lal Nehru						
•	James Silk Buckingham, Mahatma Gandhi , Bal gangadhar Tilak						
•	History of Press in India, National Freedom Movement and Indian Press; Emergency and Post Emergency Era						
Unit 3	Newspapers in India						CO3
•	The Tribune, The Times of India, The Hindu, The Indian Express						
•	The Statesman, Anand Bazar Patrika, Punjab kesari, Dainik Jagran						
•	Dainik Bhaskar, Ajit, Punjabi Tribune						
Unit 4	History of Radio and television in India						CO4
•	History of AIR, Evolution of AIR Programming; Privatization and FM Radio						
•	Formation of Prasar Bharati, Doordarshan, SITE. Community Radio and its evolution in India.						

•	Indian Cinema - From Silent Era to the talkies	
•	Cinema in later decades; Dadasaheb Phalke. Latest Trends in Cinema.	
Text Books	1. 2.	
Reference Books	1.Mass Communication in India Keval J Kumar 2.Journalism in India Rangaswamy Parthasarthy 3.Briggs, Asa and Burke, Peter. <i>Social History of Media: From Gutenberg to the Internet</i> . Polity Press , 2010	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MCJ102						
Course Title	Introduction to Communication						
Course Outcomes	On the completion of the course, the student will be able to CO1: know about basics of communication CO2: understand various forms of communication CO3: know about various models of Communication CO4: understand about various theories of Communication						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Communication						CO1
•	Communication: meaning, concept & definition						
•	Communication: Characteristics ,process , needs ,elements .						
•	7Cs of Communication						
•	Barriers of Communication						
Unit 2	Forms of Communication						CO2
•	Intra-personal , Inter-personal communication.						
•	Group Communication, Mass Communication,						
•	Verbal & Non-Verbal Communication						
•	Body Language						
Unit 3	Models of Communication						CO3
•	Aristotle model, SMCR Model/Berlo's Model,						
•	The Shanon -Weaver model , Osgood - Schramm's Model						
•	The Westley & Maclean model , Lasswell model						
•	Newcomb's model, Dance's helical Model						
Unit 4	Theories of Communication						CO4
•	Hypodermic Needle Theory, Two-step & Multi-step Theory,						

•	Cultivation theory , agenda setting theory ,Uses & Gratification Theory,	
•	Athoritarian theory, Free press theory, Social Responsibility theory.	
•	Gate keeping theory.psychological or individual difference theory.	
Reference Book/s	<ol style="list-style-type: none"> 1. Baran, Stanley and Davis, Dennis. Mass Communication Theory: 2. DeFleur, Melvin and Ball-Rokeach, Sandra. Theories of Mass Communication. Longman,1989. 3. McQuail, Denis. Mass Communication Theory. London: Sage, 2010. 	



In hours			Credit
L	T	P	
0	0	4	2

Course code	MCJ103						
Course title	Media Writing						
course outcomes	On the completion of the course the student will be able to: Co1: Know about how to write news Co2: do column Writing. Co3: write for Online/social media Co4: write for Broadcast media						
examination mode	theory/ practical/ theory + practical						
assessment tools	written quiz	assignment/ project work	mse	mtp	ese	epr	abl/pbl
weightage	10%	10%	25%	-	50%	-	5%
syllabus							co mapping
unit 1	News writing						Co1
•	Writing headlines						
•	Writing Lead(5Ws & 1H)						
•	Practical news gathering/news writing						
unit 2	Column Writing						Co2
•	Development, Criticism, Feature writing						
•	News Analysis						
unit 3	Online/social media						Co3
•	writing for online/social media						
•	the tips and techniques that draw and sustain an audience						
•	Review some tweets and Facebook posts						
Unit 4	Broadcast						Co4
•	writing for broadcast						
•	rewrite a newspaper article into a one-minute radio spot						
•	write a voice-over and prepare for a live interview						
text books							
reference books							



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MCJ104						
Course Title	Introduction to Print Journalism & Broadcast Media						
Course Outcomes	<p>On the completion of the course, the student will be able to</p> <p>CO1: Know in detail about print media</p> <p>CO2: Understand about basics of news</p> <p>CO3: Understand about Writing and Editing for Radio</p> <p>CO4: Know about Writing and Editing for T.V</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Print Media						CO1
•	News: meaning ,Types , scope , sources & values.						
•	Covering news- working on beats; Covering of beats- crime, courts, health, education, environment, agriculture, sports, weather, culture, Investigating and Interpretative reporting. legislative and parliamentary, news agency reporting.						
•	Interviewing/Types of news Interviewing: preparing for interview, conducting the interview.						
•	Editing- Principles , Need & Types of editing						
•	Print Media : its types , features & advantages & dis advantages						
•	Impact of print media on society,						
Unit 2	Basics of news						CO2
•	Leads- Importance of leads, Functions and types of leads						
•	Editorial page: Structure, Editorials& its types & importance , Middles, Letters to the editor, Special articles, Op-ed page; Week-end pullouts, Supplements, columns/columnists; Style sheet						
•	Feature : types & its importance						
Unit 3	Writing and Editing for Radio						CO3
•	Radio as a mass medium – Characteristics, Strength & weaknesses						
•	Types of Broadcast, AM & FM, Radio Waves, Analogue & Digital, Microphones,						
•	Basics of Sound, Types of sound- Sync & Non - Sync, Natural sound, Ambient Sound.						
•	Elements of Radio news story & news bulletin.						
Unit 4	Writing and Editing for T.V						CO4

•	T.V as a mass medium – Characteristics, Strength & weaknesses	
•	Television as a mass medium; Writing and Editing of Television news, Electronic News Gathering & Electronic field Production; Visual Grammar, Television News Bulletins;	
•	Basics of Editing for TV. News Script, Piece to camera	
•	Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.	
Text Book/s	1. 2.	
Reference Book/s	1. Chatterjee, P.C. Broadcasting in India. New Delhi: Sage. 1991. 2. Fleming, Carrol. The Radio Handbook; Routledge, 2002. 3. Shrivastava, K.M. Broadcast Journalism in the 21st Century. Sterling publisher,	



In hours			Credit
L	T	P	
0	0	4	2

Course Code	MCJ 105						
Course Title	Introduction to Print Journalism & Broadcast Media (Practical)						
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Identify news values and comprehend the news process</p> <p>CO2: Demonstrate interviewing and news gathering skills</p> <p>CO3: Explain the handling and operating video camera and sound controlling equipment's used in TV production</p> <p>CO4: Identify and write record, produce and edit several formats of radio programmes</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Writing in different ways for Newspaper & Magazines						CO1
	<ul style="list-style-type: none"> • Writing News for Different Beats. • Writing Letter to the Editor • Translation: News, Articles, Features • Reviewing Magazines and Newspapers 						
Unit 2	Writing for print media						CO2
	<ul style="list-style-type: none"> • Opinion Writing: Criticism, Editorial • Writing Reviews: News, Book • Writing Reviews: Theatre, Film and Art, • Conducting Interviews. 						
Unit 3	Making of a TV show						CO3
	<ul style="list-style-type: none"> • Scripting a News Event /Feature for TV (field event). • Shooting, a News Event /Feature for TV (field event). • Editing a News Event /Feature for TV (field event) • Presenting a News Event /Feature for TV (field event) 						
Unit 4	Making of Radio show and learning about various parts of Radio & TV						CO4
	<ul style="list-style-type: none"> • Scripting a Radio show & presenting the same. • Radio & TV -Hardware & Software, Microphones, Cameras, • Radio & TV - Lighting, Special effects, Sound effects. • Consoles- Recording, Editing& Dubbing) 						
Text Books	<ol style="list-style-type: none"> 1. 2. 						
Reference Books	<ol style="list-style-type: none"> 1. Print Media and Broadcast Journalism Author Rajeev Bhatnagar Indian Publishers Distributors, 2001 2. Print Journalism: A Complete Book of Journalism By Charanjit Ahuja and Bharat Hiteshi 						



In hours			Credit
L	T	P	
2	-	-	2

Course Code	MCJ106						
Course Title	Design and Graphics for Media						
Course Outcomes	On the completion of the course the student will be able to CO1: Memorize the definitions and the uses of design tools in the design software. CO2: Understand the working principle of design tools in the design software. CO3: Compose the designs which fulfil the industrial requirements. CO4: Develop and demonstrate their understanding and skillful use of the elements and principles of visual design.						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Basics of Design and Graphics						CO1
•	Basic elements and principles of Design and Graphics						
•	Visualization, Convergence and Divergence - Conceptualizations Functions and significance						
•	Design Lay-Out and Production						
•	Typeface families - Kinds - Principles of Good Typography						
Unit 2	Various Type Composition & Printing Methods						CO2
•	Spacing - Measurement - Point System.						
•	Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo						
•	Printing Methods - Letterpress, Cylinder, Rotary						
•	Gravure-Screen, Offset, Plate Making.						
Unit 3	MS office and applications						CO3
•	MS office and applications; MS Word, Excel						
•	Presentation Manager. Character generation						
•	Basic elements and principles of Graphics						
•	Design Lay-Out, Production.						
Unit 4	Design processes:						CO4
•	Adobe Photoshop, working with images,						

•	Basics of Adobe InDesign, Bitmap Graphics.	
•	Steps involved in designing Press ad, Magazine ad, Hoardings	
•	Focusing on the composition and balancing the different element of design	
Text Books	1. 2.	
Reference Books	1.Ambrose, G., & Harris, P. (2009). The fundamentals of graphic design. Bloomsbury Publishing. 2.Bringhurst, R. (2004). The elements of typographic style. Point Roberts, WA: Hartley & Marks. 3.Principles of Printing Technology- N. Ghosh	



In hours			Credit
L	T	P	
0	0	4	2

Course Code	MCJ 107						
Course Title	Design and Graphics for Media (Practical)						
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand fundamental design principles and elements.</p> <p>CO2: Demonstrate proficiency in using industry-standard design software.</p> <p>CO3: Apply design concepts to various media, including print, web, and multimedia.</p> <p>CO4: Create visually engaging graphics that effectively communicate messages.</p>						
Examination Mode	Theory/ Practical/ Theory + Practical						
Assessment Tools	Written Quiz	Assignment/ Project Work	MSE	MTP	ESE	EPR	ABL/PBL
Weightage	10%	10%	25%	-	50%	-	5%
Syllabus							CO Mapping
Unit 1	Introduction to Design Principles						
•	Understanding design elements: line, shape, color, texture, space.						
•	Principles of design: balance, contrast, unity, emphasis, rhythm.						
•	Introduction to typography and its role in visual communication.						
Unit 2	Introduction to Design Software						
•	Overview of industry-standard design software (e.g., Adobe Photoshop and Corel Draw).						
•	Basic tools and functionalities for graphic design.						
•	Hands-on exercises to familiarize students with software interface.						
Unit 3	Graphic Design for Print Media						
•	Design considerations for various print media (posters, brochures, flyers).						
•	Print resolution, color modes (CMYK), and file formats (PDF, PSD).						
•	Creating layouts that convey information effectively.						
Unit 4	Web Graphics and User Interface Design						
•	Basics of web graphics: pixel vs. vector, resolution, responsive design.						
•	Introduction to user interface (UI) design principles.						
•	Creating web banners, buttons, and icons.						
Text Books	1. 2.						
Reference Books	1. Principles of Printing Technology- N. Ghosh 2. Newspaper & Magazine Layout- S.S. Kumar						