

# BA (Journalism & Mass Communication)

(Three years full time degree course)

## Scheme of Examination

### 1<sup>st</sup> Year Semester – I

| PAPER CODE | NAME OF THE PAPER                               | COURSE | THEORY | CE+AA | PRACTICAL | MAX. MARKS |
|------------|---|--------|--------|-------|-----------|------------|
| BAJMC 101  | Functional Hindi                                | F      | 75     | 25    | -         | 100        |
| BAJMC 102  | Introduction to Journalism & Mass Communication | CC     | 75     | 25    | -         | 100        |
| BAJMC 103  | Value Education and Liberal Studies – I         | CC     | 75     | 25    | -         | 100        |
| BAJMC 104  | India's Political Environment                   | CE     | 75     | 25    | -         | 100        |
| BAJMC 105  | Planning and Development                        | CE     | 75     | 25    | -         | 100        |

### 1<sup>st</sup> Year Semester – II

| PAPER CODE | NAME OF THE PAPER                          | COURSE | THEORY | CE+AA | PRACTICAL | MAX. MARKS |
|------------|--|--------|--------|-------|-----------|------------|
| BAJMC 201  | Functional English                         | F      | 75     | 25    | -         | 100        |
| BAJMC 202  | Origin and Growth of Print Media           | CC     | 75     | 25    | -         | 100        |
| BAJMC 203  | Value Education and Liberal Studies – II   | CC     | 75     | 25    | -         | 100        |
| BAJMC 204  | Tourism and Tribal Communication           | CE     | 75     | 25    |           | 100        |
| BAJMC 205  | Organizational behavior and Communication. | CE     | 75     | 25    |           | 100        |

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

| PAPER CODE | NAME OF THE PAPER                  | COURSE | THEORY | CE+AA | PRACTICAL | MAX. MARKS |
|------------|------------------------------------|--------|--------|-------|-----------|------------|
| BAJMC 301  | Basics of Computer Application     | F      | 75     | 25    | -         | 100        |
| BAJMC 302  | Introduction to Psychology         | CC     | 75     | 25    | -         | 100        |
| BAJMC 303  | Indian Constitution and Media laws | CC     | 75     | 25    | -         | 100        |
| BAJMC 304  | Reporting for Media                | CE     | 50     | 25    | 25        | 100        |
| BAJMC 305  | Writing for Media                  | CE     | 50     | 25    | 25        | 100        |

### 2<sup>nd</sup> Year Semester – IV

| PAPER CODE | NAME OF THE PAPER                          | COURSE | THEORY | CE+AA | PRACTICAL | MAX. MARKS |
|------------|--|--------|--------|-------|-----------|------------|
| BAJMC 401  | Introduction to Folk Media                 | F      | 75     | 25    | -         | 100        |
| BAJMC 402  | Introduction to Public Relations           | CC     | 75     | 25    | -         | 100        |
| BAJMC 403  | Introduction to Audio-Visual Communication | CC     | 75     | 25    | -         | 100        |
| BAJMC 404  | Community Development                      | CE     | 50     | 25    | 25        | 100        |
| BAJMC 405  | Photo Journalism                           | CE     | 50     | 25    | 25        | 100        |

### 3<sup>rd</sup> Year Semester – V

| PAPER CODE | NAME OF THE PAPER           | COURSE | THEORY | CE+AA | PRACTICAL | MAX. MARKS |
|------------|-----------------------------|--------|--------|-------|-----------|------------|
| BAJMC 501  | Introduction to Sociology   | F      | 75     | 25    | -         | 100        |
| BAJMC 502  | Introduction to Advertising | CC     | 75     | 25    | -         | 100        |
| BAJMC 503  | Contemporary Issues         | CC     | 75     | 25    | -         | 100        |
| BAJMC 504  | Design and Graphics         | CE     | 50     | 25    | 25        | 100        |
| BAJMC 505  | Editing Techniques          | CE     | 50     | 25    | 25        | 100        |

### 3<sup>rd</sup> Year Semester – VI

| PAPER CODE | NAME OF THE PAPER   | COURSE                         | THEORY | CE+AA | PRACTICAL | MAX. MARKS |
|------------|---------------------|--------------------------------|--------|-------|-----------|------------|
| BAJMC 601  | Basics of Economics | F                              | 75     | 25    | -         | 100        |
| BAJMC 602  | Media Management    | CC                             | 75     | 25    | -         | 100        |
| BAJMC 603  | Web Journalism      | CC                             | 75     | 25    | -         | 100        |
| BAJMC 604  | Radio Production    | CE                             | 50     | 25    | 25        | 100        |
| BAJMC 605  | TV Production       | CE                             | 50     | 25    | 25        | 100        |
|            |                     | TOTAL MARKS = 500 x 6 semester |        |       |           | 3000 marks |



## **Semester I or II**

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

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

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

#### **Project**

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

#### **Extramural talks**

##### **Evaluation**

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

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

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

#### **Project**

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

#### **Project requirements**

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

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

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

## Definitions

There has been very little reliable research on the results of values education classes, but there are some encouraging preliminary results. [3]

This means that there are many definitions. One definition refers to it as the process that gives young people an initiation into values, giving knowledge of the rules need to function in this mode of relating to other people, and to seek the development in the student a grasp of certain underlying principles, together with the ability to apply these rules intelligently, and to have the settled disposition to do so[4] some researchers use the concept values education as an umbrella of concepts that includes moral education and citizenship education[5][6][7] Themes that values education can address to varying degrees are character, moral development, Religious Education, Spiritual development, citizenship education, personal development, social development and cultural development. [8]

There is a further distinction between explicit values education and implicit values education[9] [10] where.

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

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

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

## Commonality in Many “Educations”

Moral education

Morals as socio- religious norms are supposed to help people behave responsibly. However not all morals lead to responsible behavior. Values education can show which morals are “bad” morals and which are “good” The change in behavior comes from wrestling with questions about right and wrong. [11] [12] [13] [14]

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

less children feel pressured simply to conform to authority, the freer they are to settle their own differences and formulate their own ideas.[15][16][17]

Teacher education

Cross has made a start at documenting some teacher training attempts.[18]

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

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

This project of worldwide proportions inspired by the new religious movement called the Brahma Kumaris World Spiritual University incorporates twelve values ( Unity, peace, happiness, hope, humility, simplicity, trust, freedom, co-operation, honesty, courage, love,[19] and has formed the basis of the whole-school ethos approach in schools such as West Kidlington Primary School, Kidlington whose head master Neil Hawkes and Values education coordinators Linda Heppenstall used the work and other programmes to help them form a values-based school.[20][21] The LVEP website lists 54 countries where values education projects are undertaken.[22]

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

This project based in Buddhist values and supported by the Dhammakaya Foundation started in 1982 in Thailand as an annual values quiz contest. The aim of the project is to bring children's ethical development to higher levels resulting in positive behavioral changes in a way that is relevant to those of all nationalities, races and religions.[citation needed] The path of progress is based on a textbook of the thirty-eight values of Mangala Sutta.[23]

## **Character Education**

*Main article : Character education*

Character education is an umbrella term generally used to describe the teaching of children in a manner that will help them develop as personal and social beings. However, this definition requires research to explain what is meant by "Personal and social being". Concepts that fall under this term include social and emotional learning, moral reasoning/cognitive development, life skills education, health education ; violence prevention, critical thinking, ethical reasoning, and conflict resolution and mediation. Lickona (1996) mentions eleven principles of successful character education.[24] It seems to have been applied in the UK[25] and the United States [26]

**BA (Journalism & Mass Communication)**  
**Course of Studies BA(JMC)**  
**Semester – I**

**Paper – I**

**BA(JMC)-101 Functional Hindi**

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 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 अव्यय, 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                     | – डॉ. हरदेव बाहरी                |
| 3. मानक हिन्दी का व्यवहारपरक व्याकरण  | – रमेशचन्द्र मेहरोत्रा           |
| 4. शिक्षार्थी हिन्दी अंग्रेजी शब्दकोष | – डॉ. हरदेव बाहरी                |
| 5. अंग्रेजी हिन्दी शब्दकोष            | – फादर कामिल बुल्के              |
| 6. मुहावरा लोकोक्ति कोष               | – भोलानाथ तिवारी, द्विजेंद्र नाथ |
| 7. समानान्तर कोष                      | – अरविन्द कुमार                  |

## **Paper – II**

### **BA(JMC)-102 Introduction to Journalism and Mass Communication**

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

- |            |   |
|------------|---|
| Unit – I   | Communication: Definition, Process and Types of Communication, Oral Media, Written Media.   |
| Unit – II  | Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication. |
| Unit – III | Journalism: Meaning, Definition, Description, Nature, Scope and importance, News papers, Books, Magazines, Radio, Television and New media.                         |
| Unit – IV  | Cinema and Internet, Objectivity, Accuracy, Freedom.  |
| Unit – V   | Scope of Journalism: Political Journalism, Sports Journalism, investigative Journalism.   |

### **Reference Books**

- |  |                              |
|--|------------------------------|
| 1. Understanding Journalism                  | : John Wilson                |
| 2. Journalism in India                       | : Rangaswami to Rarth Sarthi |
| 3. Mass Communication                        | : W.J.S. Murthy              |
| 4. Mass Communication in India               | : Keval J. Kumar             |
| 5. Process and Effects of Mass Communication | : Wilber Schramm             |
| 6. Mass Communication: Theory and Practice   | : J. V. Vilanilam            |
| 7. Story of Mass Communication               | : Gurmeet Mann               |
| 8. संचार सिद्धान्त की रूपरेखा                | – प्रेमचन्द पातंजलि          |
| 9. पत्रकारिता के सिद्धान्त                   | – रमेश चन्द्र त्रिपाठी       |
| 10. संचार और पत्रकारिता के विविध आयाम        | – ओमप्रकाश सिंह              |
| 11. पत्रकारिता के मूल सिद्धान्त              | – डॉ ओमप्रकाश सिंह           |
| 12. सम्प्रेषण: प्रतिरूप एवं सिद्धान्त        | – डॉ श्रीकान्त सिंह          |

## **Paper – III**

### **BA(JMC)-103 Value Education and Liberal Studies - I**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Significance of Value Education (मूल्य शिक्षा का महत्व) – Problems faced by Humanity (मानवता के समक्ष समस्याएँ), Ecological and Environmental Imbalance (पारिस्थितिकी और पर्यावरणीय असन्तुलन)
- Unit – II Social and Family Disintegration (सामाजिक और परिवार का विघटन), Stress and Conflict in Individuals (व्यक्ति में तनाव और द्वंद), Solutions for above Problems (उपरोक्त समस्याओं का समाधान)
- Unit – III UNDERSTANDING VALUES AND HUMAN BEHAVIOR (मूल्य एवं मानवीय व्यवहार की समझ) – Internal Values (स्थापित मूल्य : विश्वास, सम्मान, स्नेह, वात्सल्य, कृतज्ञता, गौरव, श्रद्धा और प्रेम)
- Unit – IV Behavioral Values (शिष्ट मूल्य : सौजन्यता, सौम्यता, सरलता, पूज्यता, अनन्यता, सहजता, उदारता, सौहार्दता एवं निष्ठा), Material Values (वस्तु मूल्य : उपयोगिता, कला)
- Unit – V Existential Values (जीवन मूल्य : सुख, शांति, संतोष एवं आनंद), Human Values (मूल्य : धीरता, वीरता, उदारता, दया, कृपा और करुणा)

### **Reference Books**

1. Nagraj A 2007, Jeevan Vidya Ek Parichay (Hindi), Jeevan 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, Jeevan 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/)
10. Nagraj. A, 1999, V yavharvadi Samajshastra, Jeevan Vidya Prakashan



## **Paper – IV**

### **BA(JMC)-104 –India’s Political Environment**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Parliamentary, Assembly and Local Bodies setup, Understanding the Politics and Political Environment, Government Making, Working of Federalism, Issues in governance of state and central levels of state autonomy in India,
- Unit – II Nature of the party system : Study of the major national parties and some of the more important regional parties and their social Structure;
- Unit – III Effects of fragmentation of parties on the formation and working of governments at the centre and the states.
- Unit – IV The electoral system – Process, stresses and strains; secularism and communalism in India, Problems and trends,
- Unit – V Centre-state relations and reports on centre-state relations, NITI Aayog.

### **Reference Books**

1. Indian Political System : Goyal
2. Indian Political System : Macherey and Tikekar
3. Politics – An introduction : Axford, Browning
4. Transturning India : Frankel, Hasan, Bhargava and Arora
5. An introduction to the Constitution of India : D. Basu
6. Indian Political System : J.C. Johri

## **Paper – V**

### **BA(JMC)-105 –Planning and Development**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Introduction to Economics and its Types, Nature and Scope of Economics, Basic features of Indian, Economy, Planning Process, Development and Growth.
- Unit – II Market, Demand and Supply, Consumer Behavior, Liberalizations, Globalization and Swadeshi, Human Development Index.
- Unit – III Agriculture : Role of agriculture in India’s economic development, Factors influencing Productivity in agriculture, technological factors, Prices and availability of finance.
- Unit – IV Public sector in India and its role in the growth, Role of the small scale, Cottage Industries and Government Policies with respect to these.
- Unit – V Industrial Policies in India and Chhattisgarh.

### **Reference Books**

1. Datt, R. and K.P.M. Sundharam,(2001), Indian Economy, Chand & Company Ltd., New Delhi.
2. Dhingra. I.C. (2001) The Indian Economy; Environment and Policy, Sultan Chand & Sons.
3. Dutt, R.C. (1950), The Economic History of India Under Early British Rule, Law Price Publications, Delhi.
4. Kumar, D.(Ed)(1982), The Cambridge Economic History of India, Volume II 1757-1970, Orient Longman Ltd., Hyderabad,
5. Misra, S.K. and V.K. Puri (2001), Indian Economy – its Development Experience, Himalaya
6. Mishra, S.S(1981), Money, Inflation and Economic growth, Oxford & IBH Publishing Company, New Delhi.
7. Introductory Macroeconomics – T.R. Jain VK Ohri
8. व्यष्टि एवं समष्टि अर्थशास्त्र – टी.आर. जैन और वी.के. ओहरी
9. याजना एवं अर्थशास्त्र – बी.एल.ओझा
10. Development Planning – The Indian Experience S. Chakraborty, Oxford University Press, New Delhi.
11. विकास एवं नियोजन का अर्थशास्त्र – एम.एल. तनेजाए आर.एम. नैयर, विशाल प्रा. लि.
12. भारतीय अर्थ व्यवस्था – रुद्र दत्त एवं शुक्ला, एस.चांद एण्ड कं.
13. Economic Planning in India. A.K. Jain, Ashish Publishing House, New Delhi.
14. India’s Economic Reforms & Development – I J Ahluwalia, Oxford University Press, New Delhi.

# BA (JOURNALISM & MASS COMMUNICATION)

## Course of Studies BA(JMC)

### Semester – II

#### Paper – I

#### BA(JMC)-201 – Functional English

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 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 Newspapers, 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.
3. English Grammar by Jayanthi Dakshina Murthy.
4. Detailed Study of Kinds of Poetry, forms of Drama, Popular fiction, Book review etc.

## **Paper – II**

### **BA(JMC)-202 Origin and Growth of Print Media**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Origin and Growth of Print Media in India, Role of Print Media in Freedom Movement.
- Unit – II Print Media in India : Stages of development and changing role, Early development , The rise of the nationalist Press, Post-independent press.
- Unit – III Indian Press Institutions and their role : Press council of India, Press institute of India, Press Commission, Journalist Unions : IFWJ.
- Unit – IV Important Newspapers and magazines, of pre Independence, Indian News Agencies : An Introduction,
- Unit – V Vernacular press: Origin & development, State Scenario in Chhattisgarh.

### **Reference Books**

1. History of Journalism in India - J. Natrajan
2. Press - M. Chalapati Rao
3. Press Commission Report - Publication Division Govt. of India
4. पत्रकारिता का इतिहास – नादि कृष्णमूर्ति
5. पत्रकारिता का इतिहास एवं जनसंचार माध्यम – संजीव भानावत
6. हिन्दी पत्रकारिता का इतिहास – जगदीश चतुर्वेदी
7. हिन्दी पत्रकारिता का वृहद इतिहास – अर्जुन तिवारी

## **Paper – III**

### **BA(JMC)-203 Value Education and liberal studies-II**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

|            |   |
|------------|---|
| Unit – I   | <b>UNDER STANDING OF HUMAN (मानव की समझ)-</b> Self and Body (स्वयं और शरीर), Harmony in Self (स्वयं में व्यवस्था), Harmony in Self with Body (शरीर के साथ स्वयं में व्यवस्था)                   |
| Unit – II  | Harmony being and Human Goal (मानव और मानव लक्ष्य), Internal & External Conflict in Human Life (मानव जीवन में आंतरिक एवं बाह्य संघर्ष)  |
| Unit – III | <b>UNDERSTANDING VALUES AND HUMAN BEHAVIOR (मूल्य एवं मानवीय व्यवहार की समझ) -</b> External Values (स्थापित मूल्य) – “विश्वास, सम्मान, स्नेह, ममता, वात्सल्य, कृतज्ञता, गौरव, श्रद्धा, प्रेम” । |
| Unit – I V | Behavioral Values (शिष्ट मूल्य) – सौजन्यता, सौम्यता, सरलता, पूज्यता, अनन्यता, सहजता, उदारता, सौहाद्रता, निष्ठा । Jeevan Values (जीवन मूल्य) – सुख–शांति, संतोष–आनन्द ।                          |
| Unit – IV  | Human Values (मानव मूल्य) – धीरता, वीरता, उदारता, दया, कृपा, करुणा । Material Values (वस्तु मूल्य) – उपयोगिता कला, Human Character and Morality (मानवीय चरित्र और नैतिकता)                      |

### **Reference Books**

1. Nagraj A 2007, Jeevan Vidya Ek Parichay (Hindi), Jeevan Vidya Prakashan
2. Dr R R Gaur, R Sengal, G P Bagria (2009), A Foundation course in Value Education
3. Praveen Singh, 2005, Madhyastha Darshan-Ek Parichy (Hindi)
4. Praveen Singh, 2005, Sah Astivaad (Hindi)
5. Deepak Kaushik, 2008, Value education (English), Divya Path Sansthan
6. Somdev Tragi, 2005, Jeevan 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/)
10. Nagraj. A, 1999, V yavharvadi Samajshastra, Jeevan Vidya Prakashan

## **Paper – IV**

### **BA(JMC)-204 Tourism and Tribal Communication**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

Unit – I Tribes in India : Introduction, Definition, Characteristics of Tribes, Tribes in Chhattisgarh : Issues and Challenges.

Unit – II Tribal Culture and the Various Forms of Tribal Social Institutions : Marriage, Kinship, Clan, Youth, Dormitory, Status and Role of Women in Tribal Society.

Unit – III Development of Tribes, Tribal and Forest, Tribal Welfare Schemes in Chhattisgarh, Industrial Development and Tribal's, Role of NGO's.

Unit – I V Tourism Communication : Meaning, Characteristics and Its Significance. Leaflet, Brochure and Literature of Tourism, Role of Media, Problem and Prospects of Tourist.

Unit – IV Explaining of the Terms : Tours, Tourist and Visitors, Traveler, Excursionist, Resource, Attraction, W.T.O. Classification of Tourists. Tourism in Chhattisgarh: Adventures Tourism and Their Development, Role of Chhattisgarh Tourism Board (CTB), Tourism management.

### **Reference Books**

1. K.S. Singh : Tribal situation in India
2. R.N. Pati & L. Jagatdeb : Tribal Demography in India
3. M.M. Verma : Tribal Development in India
4. Buddhaved Chaudhari : Tribal Development in India
5. K.S. Mathur : Tribes, Cast and Peasants
6. P.R. Naidu : Bharat ke Aadiwasi : Vikas ki Samasaen, Radha Publications, New Delhi 2013
7. A.K. Bhatia : Tourism Development: Principle, Practices and Philosophies, Sterling Publishers, New Delhi.
8. J.M.S. Negi : Tourism and Travel-Concepts and Principles, Gitanjali Publishing House, New Delhi, 1990

## **Paper – V**

### **BA(JMC)-205 Organizational Behavior and Communication**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I The Organizational Behavior: Concept, Meaning & Principles and Environment Model: Organization Environments, formal organizations: Design and structure Organizational culture: Sources and Types and Meaning, Managing organization culture.
- Unit – II Organization socialization, work force diversity: Gender, Ethnic and Community issues, Motivation: Motivation results model, theories of motivation (Herzberg's, Maslow, Vroom).
- Unit – III Decision making: Characteristics of Decision Making, Ideal vs. Actual decision making, Advantages and disadvantages of Decision Making.
- Unit – IV Concept of Team: team work, effectiveness, stress: Sources of stress, stress and coping.
- Unit – V Organizational Communication : Importance of Organizational Communication, Principles for Effective Organizational Communication, Purposes & Structure of Organizational Communication.

### **Reference Books**

1. Handbook of Organizational Behaviors : Tossi, Rizzo and Carrol
2. Organizational Behaviors : S.P. Robbins
3. Organizational Behaviors : Fred, Luthand
4. Organizational Behaviors : Human Behaviors at work : Newsstron and Devis
5. Communication in the Organization : Fisher, Dalmer

# **BA (JOURNALISM & MASS COMMUNICATION)**

## **Course of Studies BA(JMC)**

### **Semester – III**

#### **Paper – I**

#### **BA(JMC)-301 Basics of Computer Application**

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

Unit – I Introduction to computer and its Uses in Media: History, Types of Compute, OS , Software and Hardware, Typing Skills (Hindi and English).

Unit – II M. S. Office: M. S. Windows, M. S. Word, M. S. Excel, M. S. Power point & other applications.

Unit – III Internet: History and development, Web Search Engine, E-mail & its applications, Outlook Express.

Unit – IV Quark Express: creating a book, Tools, Color management, Typography.

Unit – V Photoshop: Raster And Vector Graphics, Navigating In Photoshop, Cropping, Sizing Image And Resolution, Working With Symbol, Shape, Animation Effect, interactive Tools, Layers, Masking.

#### **Reference Books**

1. Computer 2003 edition : Sanjay Sexena
2. Rapidex Computer Course : Singhal
3. Microsoft office : Kettell
4. Quark Express for windows : Elaine Weirmann
5. कम्प्यूटर परिचालन के सिद्धान्त – महेन्द्रपाल



## **Paper – II**

### **BA(JMC)-302 Introduction to Psychology**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

#### **UNIT - 1**

Introduction – Definition and goals of psychology; behaviouristic, cognitive and humanistic; cross-cultural perspective; Methods: Experimental, observation, interview, questionnaire and case study.

#### **UNIT - 2**

Cognitive and non cognitive processes: Intelligence : Nature and types; motivation : Biogenic and Sociogenic motives; Personality : nature and determinants, Approaches to study personality. Thinking process : Nature and types,

#### **UNIT - 3**

Attitudes: nature and measurements, interpersonal attraction and its determinants. Group Structure and function, social facilitation, conformity, cohesiveness. Group Norms. Leadership : Nature types characteristics and functions.

#### **UNIT - 4**

Social Perception: Perception of self and others, impression formation and its determinant, prosocial behavior: co-operation and helping, personal, situational and socio-cultural determinants.

#### **UNIT - 5**

Social issues: Aggression, determinants, prevention and control. Population Explosion : nature and consequences, socio, cultural pollution : corruption, mob behavior, gender discrimination and child labour.

### **Reference Books**

1. सामान्य मनोविज्ञान: डॉ. अरुण कुमार सिंह, प्रकाशक: मोतीलाल बनारसीदास, प्रकाशन : नई दिल्ली
2. सामान्य मनोविज्ञान: मो.–सुलेमान प्रकाशक: मोतीलाल बनारसीदास, प्रकाशन : नई दिल्ली
3. सामान्य मनोविज्ञान प्रक्रियाएं: डॉ. प्रीति वर्मा और डी.एन. श्रीवास्तव
4. व्यक्तित्व मनोविज्ञान: डॉ. अरुण कुमार सिंह, प्रकाशक: मोतीलाल बनारसीदास, प्रकाशन : नई दिल्ली
5. समाज मनोविज्ञान: डॉ. अरुण कुमार सिंह, प्रकाशक: मोतीलाल बनारसीदास, प्रकाशन : नई दिल्ली
6. Introduction to Psychology : MORGAN & KING, Publisher: Tata MacGraw Hill
7. Advance General Psychology: DR. A.K. Singh
8. Social Psychology: Mayar's
9. Social Psychology: Baron's & Baron's

10. Theories of personality: Hal & Lindgey, Publisher- Tata MacGraw Hill

### **Paper – III**

#### **BA(JMC)-303 Indian Constitution and Media Law**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Introduction of Indian Constitution, Characteristics and Preamble: Directives of state policy, Fundamental Rights, Fundamental Duties, Citizenship, right to freedom of speech and expression.
- Unit – II The legislature: the executive, the cabinet, the judiciary, powers and functions; the President, The Governor.
- Unit – III Media freedom, media economics, lobbying, political parties.
- Unit – IV Indian Constitution and freedom of mass media, privileges, laws defamation, contempt of legislature and court, censorship.
- Unit – V The Indecent Representation of Women (Prohibition) Act. 1986, Official secrets, Sedition, Copyright, Press Council, IPR, Ombudsman, Right to Information.

#### **Reference Books**

1. Media Ethics and Law – Jan. R. Hakemulder
2. Indian Constitution -
3. प्रेस विधि – नंदकिशोर त्रिखा
4. जनमाध्यम और प्रेस कानून – श्रीकान्त सिंह
5. प्रेस कानून और पत्रकारिता – संजीव भानावत

## **Paper – IV**

### **BA(JMC)-304 Reporting for Media**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -3 Marks each =03×5 =15 Marks
- 2 05 long Answered questions of 07 Marks each=07×05  
With internal choice of one question from each unit =35 Marks

- Unit – I Introduction to reporting, Principles of Reporting. Functions and responsibilities of Reporter.
- Unit – II Reporting Techniques, News Elements, News sources – types and problems. Qualities of a reporter, Roles and responsibilities of reportorial staff, Reporters, Correspondents, stringers and bureaus.
- Unit – III Reporting : Crime, Courts, defiance, political, Health, Business, sports Public speech, Economic.
- Unit – IV Reporting: Functions, Meeting, Seminars, Workshop and Conferences, Interviews, Advertorial.
- Unit – V Introduction to reporting for Radio, Introduction to reporting for television, Interpretative & Investigative Reporting, Sting operations, Citizen Journalism.

### **Reference Books**

1. News Reporting and Editing : K.M. Srivastava
2. Practical Newspaper Reporting : Haris and Spark
3. Investigative Journalism : Ed. Burgh, Hugode
4. Investigative Reporting : Spark, David
5. समाचार लेखन के सिद्धान्त एवं तकनीक – संजीव भानावत
6. समाचार सन्तुलन और लेखन – नन्दकिशोर त्रिखा

## **Paper – V**

### **BA(JMC)-305 Writing for Media**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -3 Marks each =03×5          | =15 Marks |
| 2 | 05 long Answered questions of 07 Marks each=07×05<br>With internal choice of one question from each unit | =35 Marks |

- Unit – I Basics of writing, Elements of writing, Principles and methods of effective writing, Writing for Target Group.
- Unit – II Translation in Journalism : Concept & Definition of Translation, Nature & Norms of Translation, Types of Translition.
- Unit – III Creativity in writing, features, articles, stories, interview, News, Editorial, business writing, technical writing, letters.
- Unit – IV Introduction to broadcast writing, writing for radio, the audio language, Writing for television – the visual language.
- Unit – V Review writing : Book, Film, Art & Culture, Fiction.

### **Reference Books**

- |    |                                   |                        |
|----|-----------------------------------|------------------------|
| 1. | Media Lekhan                      | - Ramesh Tripathi      |
| 2. | Bhasha Prodyogiki avam Prabandhan | - Surya Prasad Dixit   |
| 3. | Samachar Lekhan                   | - P.K.Arya             |
| 4. | मीडिया लेखन                       | – पवन अग्रवाल          |
| 5. | मीडिया लेखन कला                   | – सूर्य प्रसाद दीक्षित |

# **BA (JOURNALISM & MASS COMMUNICATION)**

## **Course of Studies BA(JMC)**

### **Semester – IV**

#### **Paper – I**

#### **BA(JMC)-401 Introduction to Folk Media**

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

Unit – I Folk Media : Meaning & Definition, nature and Scope of Folk Media, Characteristics of Folk Media.

Unit – II Types of Folk Media : Dance, theatre & music, folk theatre ; Bhavai, Tamasha, Nautanki, Ramleela, Raslila and Jatra, Folk Music : Bengal, Gujarat and Maharashtra, Folk Dance : Garha, Tamasha & Lavani.

Unit – III Fairs & Festivals, Types of Festivals : Seasonal & Cultural, Features of Fairs.

Unit – IV Folk Media in Chhattisgarh : Types of Folk Dance, Songs, Theatre and its importance.

Unit – V Many aspects of Folk Media, Merits and Demerits of folk media, influence of modern media (radio & TV) on folk media, Folk media for promoting literacy, and social change.

#### **Reference Books**

1. Singer, Melton : Traditions in India : Structure and Change, American Folk Society, 1957
2. Doctor, Aspi & Farzana Chaze : Mass Communication – A Basic Study, Mumbai : Sheth Publisher, 8<sup>th</sup> Ed, 2004.
3. Kumar, Keval Kumar : Mass Communication in India, Mumbai.
4. Malik, Madhu : Traditional form of Communication and the Mass Media in India, Paris : UNESCO.
5. Parmer, Shyam : Traditional Folk Media in India, New Delhi : Geka Books 1975.

## **Paper – II**

### **BA(JMC)-402 Introduction to Public Relations**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Public Relations – Definition, Objectives of PR, history and Growth of PR in India, Publicity, Propaganda and Public opinion.
- Unit – II Stages of PR : Research, Planning, Implementations, Evaluation, Relationship and Duties of the PR Practitioner.
- Unit – III Tools of PR : Press conference, Press releases, House Journals, Role of Public Relations in Public sectors, Private sectors, NGOS, Political Parties and Employee relations, Corporate Pr, Case studies.
- Unit – IV Law and Ethics for PR : Copy Right Act., Competition Act , Law for Defamation, Professional Organization : IPRA and PRSI, PR Agencies.
- Unit – V Emerge trends in PR, PR & New Technologies

### **Reference Books**

1. Public Relations in India : J. M. Kaul
2. Effective Public Relations : Cutlip and Center
3. Handbook of Media & Public Relations : Judith Ridgway
4. Dynamics of Public Relations : Ashok Arya, Manus Publication, New Delhi
5. Public Relation Today : Subin Ghosh
6. जनसंपर्क सिद्धान्त एवं व्यवहार – सुशील त्रिवेदी
7. जनसंपर्क सिद्धान्त एवं व्यवहार – संजीव भानावत
8. जनसंपर्क प्रचार एवं विज्ञापन – विजय कुलश्रेष्ठ

## **Paper – III**

### **BA(JMC)-403 Introduction to Audio-Visual Communication**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

- Unit – I Radio: Radio as a medium of Mass communication, Characteristics of radio and historical perspective with special reference to India, audience, Commercial radio, Educational radio, AM, FM, Community radio.
- Unit – II Television: Television as a medium of mass communication, characteristics..
- Unit – III Organizational Structure of a Television and Radio Station.
- Unit – IV Satellite television channels, cable television, Commercial television, Web channels.
- Unit – V Films: Nature, Historical Back ground, Film industry in India, Status issues, Problems, Regional Cinema.

### **Reference Books**

1. Audio-Visual Journalism - B.N. Ahuja
2. Broadcasting in India - H.L. Luhra
3. The Audio-Visual Hand books - Mack Darshan & Timps
4. Communication and National Development - P.C. Joshi
5. History of Indian Films - Firoj Rangunwala
6. Film Language - C. Metz
7. रेडियो प्रसारण – कौशल शर्मा
8. दृश्य-श्रव्य एवं जनसंचार माध्यम – कृष्णकुमार रत्तु
9. टेलिविजन समाचार – एच एच जैदी

## **Paper – IV**

### **BA(JMC)-404 Community Development**

Maximum Marks – 50

Minimum Passing Marks – 20

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -3 Marks each = $03 \times 5$          | =15 Marks |
| 2 | 05 long Answered questions of 07 Marks each= $07 \times 05$<br>With internal choice of one question from each unit | =35 Marks |

- Unit – I Community Development : Concept, definition, meaning, need, history, objectives and scope.
- Unit – II Rural Development : Concept, definition, meaning, need, objectives and scope, origin and background
- Unit – III Rural Development : Problem and prospects of rural life with reference to agriculture and allied activities like land its use. Approaches to rural development: Gandhian contractive programme – Contribution of Vinoba Bhave.
- Unit – IV Urban Community Development : Definition and characteristics of urban areas, town, city, metropolis, suburbs, satellite towns, the relevance of urban ecology, urban sociology and environmental psychology for urban community development practice.
- Unit – V Urban Development : Problems and prospects of urban life with reference to crowding and density, noise, air, solid and liquid pollution, urban housing, drinking water supply, transport, urban public health.

### **Reference Books**

1. S.L. Sharma, Development : Social-culture dimensions.
2. A.R. Desai, India's path of development : A Marxist Approach
3. World Bank, World Development Report.
4. Raju Singh, Vikas, Visthapan avam punarwas
5. R.B. Patil, Sustainable Development.



## Paper – V

### **BA(JMC)-405 Photo Journalism**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -3 Marks each =03×5 =15 Marks
- 2 05 long Answered questions of 07 Marks each=07×05  
With internal choice of one question from each unit =35 Marks

Unit – I Photography : Meaning, Definition, Elements and Historical background, Necessity and Utilizations, Photography and Media, Types of photography, Digital photography, Press photography, Sports photography and war photography.

Unit – II Camera : Types of camera, field camera, Box camera, miniature camera, Twin lens reflex camera, single lens reflex (SLR) and DSLR camera, components of camera : View finder, focusing screens, Rule of Thirds.

Unit – III Lens : Normal, wide angle, Tele and zoom, Auto focus, Handling of camera, focus, Depth of field, Tripods and Monopods, Flash gun, Exposure meter.

Unit – IV Concept of composition, movements, art and various angles of photography.

Unit – V Fundamentals of Light, Daylight, Artificial lights, Studio lights, flash lights, Difference between B & W and color photography.

### Reference Books

1. The Art of Cooler Photography : Mitchell Beazley
2. Creative Photography : John Hedgecoe's
3. Digital Photography : Steve Bavister
4. Basic Photography : John Hedgecoe's
5. फोटोग्राफी तकनीक एवं सिद्धांत – नरेन्द्र सिंह यादव
6. फोटो पत्रकारिता – गुलाब कोठारी
7. फोटो पत्रकारिता – सुभाष सप्तु

**BA (JOURNALISM & MASS COMMUNICATION)**  
**Course of Studies BA(JMC)**  
**Semester – V**

**Paper – I**

**BA(JMC)-501 –Introduction to Sociology**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

- |            |   |
|------------|---|
| Unit – I   | Nature and Scope of sociology, Basic concepts of sociology: Society, Institution, Group, Community, Culture.                                |
| Unit – II  | Family, Kinship, Caste, Class, Clan, Tribe.   |
| Unit – III | Marriage, Social change: Concept, Process, Types of social change, Agents of social change, Social control: Its meaning and importance.     |
| Unit – IV  | Social Interactions; Its types, Semiotics.  |
| Unit – V   | Socialization; Its meaning, concept and definition, Stages, Approaches of Mass Media, Collective Behavior meaning, Crowd, Public, Audience. |

**Reference Books**

1. Sociology, Polity Press Ed to London 1999 by Giddens Anthony.
2. Sociology, Tata Macgraw Hill 1999 by Law and Shaffers.
3. Human Society by Kinsley Devis.

## **Paper – II**

### **BA(JMC)-502 Introduction to Advertising**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

- Unit – I Introduction to advertising: Concept, Function, Definition, model & Theories.
- Unit – II Type of Advertising, Consumer, corporate, industrial and social, Basics of Brand and Brand Value.
- Unit – III Advertising strategies, Appeals and Target Audience, advertising as marketing tool.
- Unit – IV Code of Ethics for Advertising, Ad agency: structure and functions, creativity, media selection; newspapers, magazines, Radio and Television, DAVP, DPR.
- Unit – V Copy writing, Advertisement Campaigns, New trends in Advertising.

### **Reference Books**

- |  |   |
|--|---|
| 1. Handbook of Advertising             | : Herschel Gordon Lewis and carol Nelson NTC<br>: Business books 2000 |
| 2. Advertising:Principles and Practice | : William Wells, John Burnett and Sandra<br>: Moriarty                |
| 3. Contemporary Advertising            | : William F. Areus and Courtland L. Bovee                             |
| 4. आधुनिक विज्ञापन                     | – प्रेमचन्द पातंजलि   |
| 5. विज्ञापन निर्माण और प्रक्रिया       | – निशान्त सिंह  |
| 6. विज्ञापन प्रबंध                     | – वी पी भार्गव  |

## **Paper – III**

### **BA(JMC)-503 Contemporary Issues**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

Unit – I Environmental issues: Global Warming – Economic and Environmental impact, Resource use and sustainability, Environmental degradation – Ozone depletion, Pollution Deforestation.

Unit – II Universal Human Rights; Universal declaration (1949), Declaration of the right to development (1986), Protection of Human Rights Act (PHRA).

Unit – III Farmer movements, Tribal movements, Marginalisation, Socio-Economic Equality and Reservation.

Unit – IV Corruption, Migration, Women Safety, Gender Equality and Activism, Public Health, Hygiene & Sanitation.

Unit – V Politics and Media, Social issues of Chhattisgarh, Judicial Activism.

### **Reference Books**

1. International Theory of Human Rights, OUP
2. Social Ecology, OUP: R. Guha
3. State of the world Series; World watch Intimate
4. State of India's environment, CSE (2000)
5. Un Heard Voices: Harsh Mander

## **Paper – IV**

### **BA(JMC)-504 Design and Graphics**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -3 Marks each =03×5          | =15 Marks |
| 2 | 05 long Answered questions of 07 Marks each=07×05<br>With internal choice of one question from each unit | =35 Marks |

Unit – I Elements of Design and Graphics, Principles of graphics, Visualization, Convergence and Divergence.

Unit – II Conceptualization, Design lay-out and production, Typography: Spacing, Measurement, Color Theory.

Unit – III Coral Draw, InDesign, Illustrator.

Unit – IV Multi-Media: Definition, Components, Usage in Print, Electronic And Digital Media, Multimedia Applications.

Unit – V Printing Methods: Plaster Cylindrical, Gravure, Screen, Offset, Plate Making, Types of papers, Magazine lay-out; Pagination; Designing and Printing of cover pages; safety measures in Printing Press.

### **Reference Books**

1. Web design – Mccoy john
2. A.K. Dhar- Printing and Publishing
3. N. N. Sarkar - Art and Production, Sagar Publishers, New Delhi, 2001
4. N.N. Sarkar- Designing Print Communication, Sagar Publishers, New Delhi
5. CoralDraw X7: The official guide, Gray David Bouton.
6. Adobe Photoshop CS6 Bible, Lisa Danae Dayley, Wiley publication

## **Paper – V**

### **BA(JMC)-505 Editing Techniques**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -3 Marks each =03×5          | =15 Marks |
| 2 | 05 long Answered questions of 07 Marks each=07×05<br>With internal choice of one question from each unit | =35 Marks |

- Unit – I Introduction to Editing, Principles and functions of editing, Editorial Desk, Copy editing, Proof reading and their significance.
- Unit – II The Role and functions of sub-editors and assistant editors, news editors and editors.
- Unit – III Tools of Editing, Selection of news items, subbing, weekly Newspaper and periodicals, photo editing.
- Unit – IV Headlines and sub-headlines, Intro and body of news, Editing articles and features. Page make-up for newspaper and magazines, style sheet.
- Unit – V Editing; Radio and TV news, editing equipment for Radio and TV, editing other programmes for radio and TV.

### **Reference Books**

- |                                       |                     |
|---------------------------------------|---------------------|
| 1. New Editing in theory and Practice | : Sourin Banerji    |
| 2. Editing and Design                 | : Harold Evans      |
| 3. Creative Editing                   | : Bowles and Bordem |
| 4. संपादन कला                         | – संजीव भानावत      |
| 5. संपादन कला                         | – के पी नारायण      |

# BA (JOURNALISM & MASS COMMUNICATION)

## Course of Studies BA(JMC)

### Semester – VI

#### Paper – I

#### BA(JMC)-601 Basics of Economics

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

Unit – I Introduction, Basic characteristics and features of Indian economy, Economic Planning in India: Features, objectives and assessment of Indian Planning.

Unit – II Demographic features of India's population. Inter-state disparities in the pattern of development. Structural Change in the distribution of income and workforce in India.

Unit – III Poverty and unemployment in India: Programmes of eradication of poverty and unemployment with special reference to the post – reform era.

Unit – IV Agriculture: Features of Indian Agriculture, Impact of Green revolution on Indian Agriculture. Recent Trends in Agricultural Development.

Unit – V Features of Economic Reforms and structural adjustment programme: Liberalisation, Privatisation and Globalisation, appraisal of Economic Reform Programme.

#### Reference Books

1. Brahmananda, P.R. and Panchmukhi: The Development Process of India Economy, V.R.(eds.) 1987. Himalaya Publishing House, Bombay.
2. Lucas, E.B., and Papanek, G.F.: The Indian Economy – Recent Developments and (eds.) 1988. Future Prospects, Oxford University Press, New Delhi.
3. Jalan, Bimal 1992: The India Economy: Problems and Prospects, Viking, New Delhi.
4. Byres, T J (Ed.) (1998) The Indian Economy: Major Debate Since Independence, Oxford University Press, New Delhi.
5. Economic Survey: Government of India-Variou Issues.
6. Economic and Political Weekly: Various Issues.
7. Ahluwalia, I.J. and Little, IMD: India's Economic Reforms and Development.(Eds.)1998(Essays in Honour of Manmohan Singh), OUP, New Delhi.
8. Krueger, A.O.(Ed) 2, 003, Economic Policy Reforms and the Indian Economy, Oxford University Press, New Delhi
9. Remaswamy, V.S. and Namakumari, S 1999: Strategic Planning and Formulation of Corporate Strategy- Text and Cases, Macmillan, New Delhi.
10. Nagarj, R. 2006: Aspects of India's Economic Growth and Reforms, Academic Foundation, New Delhi.
11. Rosen, George 1998: Industrial Change in India 1970-2000, Allied Publishers, New Delhi.

## **Paper – II**

### **BA(JMC)-602 Media Management**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

Unit – I Basic Principals of Management, Need of Media Management, Planning, Process and Management, Organizational structure.

Unit – II Newsprint policy, Costing, Supplies, Inventory, PRB Act, Working Journalists and Other Newspaper employees, Role of ABC.

Unit – III Managing Resources: Advertising revenue building and maintenance, Circulation revenue, Human Resource development.

Unit – IV Marketing Techniques: Brand building, Public Relations: Media's relation to its Community, Understanding the target audience.

Unit – V Media Management and its challenges, FDI.

### **Reference Books**

- |  |  |
|--|--|
| 1. Newspaper Organization and Management<br>Iowa state     | : Rucker and Williams,<br>University Press |
| 2. Strategic Newspaper Management (Random House)           | : Fink, Conard                             |
| 3. Newspaper Economics and Management(Ankur publishing)    | : T.N. Sindhvani                           |
| 4. Introduction to Management Accounting, Prentice Hall    | : Charlss Horngren                         |
| 5. Introduction to Financial Management, Tata Mc Graw Hill | : Schall and Haley                         |



## **Paper – III**

### **BA(JMC)-603 Web Journalism**

Maximum Marks – 75  
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=10×05  
With internal choice of one question from each unit =50 Marks

Unit – I Internet; History, Use of Internet, Website, Portal and Search engine, E-mail, Download-Upload, Internet Protocol.

Unit – II Cyber Space and Media ; Strength of web journalism, Web medium.

Unit – III Web Journalism: Web reporting, Presentation of material on web, Ethics, IT Act.

Unit – IV Important News portals/website: Local Web portals, Major web news portals, Indian languages(selection of material and presentation).

Unit – V Web writing and practice of web editing, Making of own website, Mojo.

### **Reference Books**

1. नया माध्यम – शालिनी जोशी
2. New Media: A Critical Introduction- Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly, 2nd ed. (Routledge, 2008)
3. The Language of New Media- Manovich, Lev, Cambridge, ( MIT press, 2001)
4. A Networked Self: Identity, Community, and Culture on Social Network Sites - Papacharissi, Zizi, ed. . (New York: Routledge, 2011)

## **Paper – IV**

### **BA(JMC)-604 Radio Production**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)  
(Not more than 100 words) -3 Marks each =03×5 =15 Marks
- 2 05 long Answered questions of 07 Marks each=07×05  
With internal choice of one question from each unit =35 Marks

Unit – I Radio Language, Script writing for news, newsreel, Documentary, Feature, Drama, Speech, Skit, Soap Opera and Special audience programmer.

Unit – II Voice presentations, Announcing, Compeering, Adlibbing, Interviewing.

Unit – III Radio programme production techniques, sound studios ad Transmission facilities, Reverberation and echo, Various types of microphones Tape recorders and playable machines, Recording, Sound mixing,

Unit – IV Narrating, Conversation, News Reading, Programme Policies and services, Critical analysis of Radio programmer, Radio forums and clubs,

Unit – V Writing for Various Target Audience, Different Types of Writing: Travelogue, Biography, Memoirs, Film Review, Documentary script writing.

### **Reference Books**

1. Communication Media and Electronic Revolution (Kaniska) : Aruna Zachariah
2. Audio explained (Focal Press) : Michael, Tolbot-Smith
3. The Techniques of the sound studio (Focal Press) : Alee Nisbett

## **Paper – V**

### **BA(JMC)-605 TV Production**

Maximum Marks – 50  
Minimum Passing Marks – 20

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -3 Marks each =03×5          | =15 Marks |
| 2 | 05 long Answered questions of 07 Marks each=07×05<br>With internal choice of one question from each unit | =35 Marks |

Unit – I Understanding the Camera, Video Camera, Types, Camcorder, ENG, EFP, studio Camera, Camera mounting Equipment: Monopod, Tripod and Studio pedestal, Special Camera mounts.

Unit – II Camera Feature and Parts: White balance, focus, Depth of field, Aperture, Shutter, Zoom, Filters, Aspect Ratio, Lenses: Different Types; Wide Angle, Zoom, Telephoto.

Unit – III Lighting: Three Point lighting, Reflectors, Light Gird, Lighting accessories, Sound: Characteristics, Signal to Noise ratio, Acoustics, Types of Microphones

Unit –IV Production Process and Techniques, Visual Grammar – Composition, Classification of shots, camera movements, Rule of Thirds, Stages of Production-Pre Production, Production, Post Production.

Unit – V Writing for Television: Story Board, Script writing.

Each student will have to undergo a four-week internship in any of the local regional or national media such as newspapers, magazines, radio, television, agencies of advertising and public relations /corporate communication, or any other identified by the students and faculty jointly / individually Each Student should submit a certificate from the organization about his/her completion of internship.

### **Reference Books**

- |                                   |                            |
|-----------------------------------|----------------------------|
| 1. Television Production          | : Wurtzel                  |
| 2. Techniques of TV Production    | : Rudy Bretz (Focal Press) |
| 3. Techniques of Video Production | : Gerald Millerson         |
| 4. Television Production Handbook | : Zettl                    |
| 5. Effective TV Production        | : Gerald Millerson         |

## PART-1

### \*ENVIRONMENTAL STUDIES

#### Common with All under Graduate Programmes As per UGC Guidelines.

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

- |   |  |           |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5          | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=10×05<br>With internal choice of one question from each unit | =50 Marks |

#### UNIT-1 THE MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES:

Definition, scope and importance

Need for public awareness

##### Natural Resources:

##### Renewable and nonrenewable resources :

Natural resources and associated problems.

- Forest resources : Use and over- exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- 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)

**(9 Lecture)**

**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 potion values.
- Biodiversity at global, National and local levels.
- India as mega-diversity nation
- Threats to biodiversity: habitat loss, poaching of wildlife, manwildife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In situ and Ex-situ conservation of biodiversity

**(9 Lecture)**

**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
- Population growth, variation among nations.
- Population - explosion- Family Welfare Programme
- Environment and human health.
- Human Rights.

**(9 Lecture)**

**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.
- Air (Prevention and control of Pollution)
- Water (Prevention and control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.
- Value Education.
- HIV/AIDS
- Women and child welfare.
- Role of information technology in Environment and Human Health.
- Case Studies.

#### **FIELD WORK**

- Visit to a local area to document environmental assets-  
River/forest/ grassland/hill/mountain.
- Visit to local polluted site: Urban/Rural/Industrial /Agriculture.
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

#### **REFERNCE**

- 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. 480p
- 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. Institure. Oxford Univ. Press 473p
- 9- Hawkins R.E Encyclopedia of Indian Natural History, Bombay Natural History society Mumbai .(R)
- 10- Heywood, V.H. & Watson, R.T 1995 Global Biodiversity Assessment. Cabridge Univ. Press 1140p
- 11- Jadhav H.& Bhosale V. H 199. Environmental Protection and laws. Himalaya Pub. House Delhi 284p.
- 12- McKinney M.L & School R.M 1996, Environmental Science systems & Solutions web enhances edition , 639p.
- 13- Mhasker A.K Matte5r Hazardous, Techno-science Publication (TB)
- 14- Miller T.C. Jr., Environmentals Science, Websworth publishing Co. (TB)

- 15- Odum, E.P. 1971, Fundamental of Ecology, W.B. Saunders Co. USA, 574p.
  - 16- Rao M.N.& Datta A.K 1978, Waste Water treatment. Oxford & IBH publ. Co.Pvt. Ltd.345p.
  - 17- Sharma B.K. 2001, Environmental chemistry, Goal publ. House, Meerut.
  - 18- Survey of the Environment, the Hindu (m).
  - 19- Townsend C. Harper J. and Michael Begon. Essentials of Ecology. Blackwell Science (T.B).
  - 20- Trivedi R.K Handbook of Environment Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Environment Media (R).
  - 21- Trivedi R.K. and R.K Goal, Introduction to air pollution, Techno-Science Publications (TB).
  - 22- Wagner K.D., 1998. Environment, Management. W.B Saunders Co. Philadelphia USA 499p
- (M) Magazine (R) Refewrence  
(TB) Textbook