



Ref: RU/FPS/DJMC/BOS/2019/001

Dated: 13-June-2019

Faculty of Professional studies

Department of Journalism and Mass Communication

Minutes of Meeting

Boards of Studies

An Online meeting of Boards of Studies of Department of Journalism & Mass Communication was held on 13-06-2019 in Director Office. The following members were present:

1. Dr. Santosh Gautam - Chairperson
2. Mr. Pranav Singh - Member

The following members agreed to review the minutes in Delhi.

1. Dr. Rashmi Gautam, CSJM university, Kanpur - External Member
2. Dr. Dharendra Kumar Rai, BHU, Varanasi - External Member

**Short description of Agenda:**

1. Action Taken Report (ATR) on Minutes of Previous Meeting.

The BOS committee confirmed the minutes of the BOS meeting held on 13th June, 2019.

2. Review of existing programs and their curriculum and necessary changes in the curriculum.
3. Review of Teaching Pedagogy.
4. Planned periodic workshops, Short Term Courses, expert lectures, visits to media industries on topics such as television news production, print production, radio production, digital media production etc.

**Agenda 1**

- To review and recommended the syllabus for BJMC course.
- Change and upgradation in the syllabus
- Change of paper code

**Recommendation /Action Taken: Approved**

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<b>BJMC 2018-19 1<sup>st</sup> Semester</b>	<b>BJMC 2019-20 1<sup>st</sup> Semester</b>	<b>New Subject Code</b>
Introduction to Communication	Introduction to Mass Communication( Name Change )	BJM-101(Code change)
Basic Writing skills	Basic Writing skills for media ( Name Change )	BJM-102(Code change)
History of Indian Journalism	Introduction to Indian Journalism (New subject added )	BJM-103(Code change)
Fundamental Of Computers	Practical (New subject added )	BJM-104(Code change)
Indian Social Structure & Current Affairs	Environmental Studies (New subject added )	CBHU-101(Code change)

<b>BJMC 2018-19 2<sup>nd</sup> Semester</b>	<b>BJMC 2019-20 2<sup>nd</sup> Semester</b>	<b>New Subject Code</b>
Indian Politics & current affairs	Application of Computer in Journalism(New subject added )	BJM-201(Code change)
Media law & Ethics	Graphic and Design(New subject added )	BJM-202(Code change)
Print Media Reporting	Print Media: Reporting & Editing(New subject added )	BJM-203(Code change)
Print Media Editing	Application of Computer in Journalism (Practical) (New subject added )	BJM-204(Code change)
Introduction to Photography	Photo Journalism (Name change)	BJM-205(Code change)
-	English Communication(New subject added )	CBHU-202(Code change)

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<b>BJMC 2018-19</b> <b>3<sup>rd</sup> Semester</b>	<b>BJMC 2019-20</b> <b>3<sup>rd</sup> Semester</b>	<b>New Subject Code</b>
Indian Economy & Current Affairs	Indian Economy & Current Affairs	BJM-301
Design & Graphic	News Paper & Magazine Design and Graphics (New subject added )	BJM-302(Code change)
Introduction to electronic media	Introduction to electronic media	BJM-303
Communication for development	Communication for development	BJM-304
Media Writing: Radio	Media Writing: Radio	BJM-305
Practical	Remove	Remove

<b>BJMC 2018-19</b> <b>4<sup>th</sup> Semester</b>	<b>BJMC 2019-20</b> <b>4<sup>th</sup> Semester</b>	<b>New Subject Code</b>
Indian Culture & Current Affairs	Indian Culture & Current Affairs	BJM-401
Radio production techniques	Radio production techniques	BJM-402
Radio Journalism and Program Format	Radio Journalism and Program Format	BJM-403
PR and Advertising	PR and Advertising	BJM-404
Media Writing: TV	Media Writing: TV	BJM-405
Practical	Practical	BJM-406
	MOOC	

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<b>BJMC 2018-19</b> <b>5<sup>th</sup> Semester</b>	<b>BJMC 2019-20</b> <b>5<sup>th</sup> Semester</b>	<b>New Subject Code</b>
Science technology and current affairs	Science technology and current affairs	BJM -501
Basics of Camera, light and sound	Basics of Camera, light and sound	BJM-502
TV Journalism and Program production	TV Journalism and Program production	BJM-503
Event management	Event management	BJM-504
Writing for New Media	Writing for New Media	BJM-505
Practical	Practical	BJM-506

<b>BJMC 2018-19</b> <b>6<sup>th</sup> Semester</b>	<b>BJMC 2019-20</b> <b>6<sup>th</sup> Semester</b>	<b>New Subject Code</b>
Foreign Affair & Current Affairs	Media Law and Ethics (New subject added )	BJM-601(Code change)
Video Production Techniques	Video Production Techniques	BJM-602
Advance Journalism	Advance Journalism	BJM-603
Research Methods	Research Methods	BJM-604
Dissertation/ Final Project	Dissertation (Name Change )	BJM-605
Practical	Practical	BJM-606



**Agenda 2:**

- The board revised and approved the syllabus for the choice-based credit system for the post graduate program of MJMC in Journalism and Mass communication
- To review and recommend syllabus of MJMC
- Change of Paper code.

**Recommendation /Action Taken: Approved**

- The members discussed the syllabus in details and replaced these mentioned below subjects and its content from MJMC syllabus
- The board revised and approved the syllabus for the choice-based credit system for the post graduate program of MJMC in Journalism and Mass communication
- To review and recommend syllabus of MJMC

<b>MJMC 2018-19 1<sup>st</sup> Semester</b>	<b>MJMC 2019-20 1<sup>st</sup> Semester</b>	<b>New Subject Code</b>
Communication: theories & Models	Communication: theories & Models	MJM-101
Social & Political structure of India	Social & Political structure of India	MJM-102
Media writing	Media writing	MJM-103
Reporting and Editing	Reporting and Editing	MJM-104
Practical	Radio : Journalism and Production (Practical)	MJM-105

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<b>MJMC 2018-19</b> <b>2<sup>nd</sup> Semester</b>	<b>MJMC2019-20</b> <b>2<sup>nd</sup> Semester</b>	<b>New Subject Code</b>
Advance Reporting and Editing	Advance Reporting and Editing	MJM-201
Radio: Journalism and Production	Radio: Journalism and Production	MJM-202
Media laws and ethics	Media laws and ethics	MJM-203
Media management	Media management	MJM-204
Practical	Practical	MJM-205

<b>MJMC 2018-20</b> <b>3<sup>rd</sup> Semester</b>	<b>MJMC 2019-20</b> <b>3<sup>rd</sup> Semester</b>	<b>New Subject Code</b>
TV Journalism and Production	TV Journalism and Production	MJM-301
Public Relations	Public Relations	MJM-302
Communication for development	Communication for development	MJM-303
Media Research	Media Research	MJM-304
Practical	Practical	MJM-305

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MJMC 2018-19 4 <sup>th</sup> Semester	MJMC 2019-20 4 <sup>th</sup> Semester	New Subject Code
New Media	New Media	MJM-401
Advertising	Advertising	MJM-402
Film Studies	Film Studies	MJM-403
Dissertation/Final Project	Dissertation/Final Project	MJM-404
Practical	Practical	MJM-405

S. No.	Item No.	Existing	Recommendation /Action Taken
1.			
2.	<ul style="list-style-type: none"> <li><input type="checkbox"/> The board revised and approved the syllabus for the choice-based credit system for the post graduate program of MJMC in Journalism and Mass communication</li> <li><input type="checkbox"/> To review and recommend syllabus of MJMC</li> </ul>		Whole syllabus has been revised according to new CBCS curriculum
3.	<ul style="list-style-type: none"> <li><input type="checkbox"/> Approval of Paper setter, Paper moderator, Answers script evaluator, Dissertation evaluator, and examiner for Viva-voice for BJMC &amp; MJMC course</li> </ul>		The members of BOS committee discussed agenda 3 and approved the name for Paper setter, Paper moderator, Answers script evaluator, Dissertation evaluator, and examiner for Viva-voice for BJMC & MJMC course

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### Agenda 3:

- Review teaching pedagogy
- Key points discussed in the meeting are:
  - i. Practical Journal to be made compulsory for both the years
  - ii. Emphasis of Production work in each year
  - iii. Inclusion of digital platform in every subject
  - iv. Emphasis on ICT and e-resources as teaching learning aids.
  - v. Increase in the workshops/Seminars/Webinars and guest lectures for every semester.

### Action Taken: Implemented

### Any other issue with the permission of the Chair: ----

The meeting concluded with a vote of thanks to the chair.

Date of the Next Meeting: to be decided and conveyed later

(Chairman)

Encl.: Recommended curriculum attached for consideration and approval.

CC:

1. Dean Academics Office
2. Registrar Office

### Chairperson

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

### Internal Members

Signature:

1. 

Name: Mr. Pranav Singh

Date: 13-06-19

### External Members

Signature:

1.  2. 

Name: Dr. Rashmi Gautam

Dr. Dharendra Rai

Date: 13-06-2019

13-06-19



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*Encl.: Recommended Curricula attached for consideration and approval.*  
CC:

1. Dean
2. Registrar Office



### **BJMC Program details:**

Bachelor of Journalism and Mass Communication (BJMC) provides opportunities to students to study variety of subjects in the field of mass communications ranging from print, online, web and broadcast media. This course has divided into six semesters in duration of 3 years; BJMC gives hands on training in reporting, writing, creative writing broadcasting, films and critical thinking in order to create media professionals who are at par with the media industry. We provide highly professional environment such as community radio station, Newsroom studio to the broadcast media aspirants. We also provide highly equipped media lab for editing and designing news for electronic as well as print media. The program follows CBCS (Choice Based Credit System) which encourages inter-disciplinary approach allowing student to choose any subject of their choice offered by various departments. This allows students to get a Major degree in Journalism and Mass Communications along with a Minor degree in their chosen subject.

### **Program Educational Objectives**

At Rama University Journalism and Mass Communication program will prepare its graduates to:

**PEO-1:** To equip students with the knowledge and essentials skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.

**PEO-2:** After the completion of the course, the student will be industry ready to successfully merge into the existing industrial requirements.

**PEO-3:** The course will open avenues for students to pursue the career in Print and Electronic, Radio and TV Production, Films, Integrated Marketing, Advertising, etc.

**PEO-4:** Students are provided with a holistic view of the subject in a gradual and progressive manner so, as to allow them the time to understand the key concepts and principles.

**PEO-5:** The LCD projector in class helps the students to see the latest movies and educational CDs related with their professional's subjects.

### **Program Specific Outcomes**

**PSO-1:** Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

**PSO-2:** The course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.

**PSO-3:** The ability to report in depth, using a wide variety of sources to provide context, accuracy, and balance.

**PSO-4:** The ability to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.

**PSO-5:** An understanding of the roles and duties of journalism in society, and recognition of the legal and more implications of their work.

**Program Outcomes:**

**The main outcomes of the BJMC program are given here. At the end of the program a student shall be able:**

**PO-1:** Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

**PO-2:** Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

**PO-3:** Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

**PO-4:** Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

## **ORDINANCE FOR BJMC, MJMC & PGDJMC**

**Applicability:** This ordinance shall be applied to all programs leading to the Bachelor of Journalism and Mass Communication, Masters of Journalism and Mass Communication, and Post Graduate Diploma in Journalism and Mass Communication; and all programs under this ordinance shall follow the semester system.

### **1. Definitions:**

1. An academic year comprises a period of nearly 12 Months, devoted to achieve desired goals, and also devoted to completion of all requirements specified in the scheme of study, evaluation and normally is from July to August.

1.1. Academic program means program of courses or any other component leading to the award of a Bachelor's degree or Master's degree, or other Diplomas. The Bachelor of Journalism and Mass Communication (BJMC) program shall be for a minimum duration of six (6) consecutive semesters of six (6) months each, i.e., three (3) years; the Masters of Journalism and Mass Communication (MJMC) program shall be for a minimum duration of four (4) consecutive semesters of six (6) months each, i.e., two (2) years; and the Post graduate diploma in Journalism and Mass Communication (PGDJMC) program shall be for a minimum duration of two (2) consecutive semesters of six (6) months each, i.e., one (1) year. The odd semester will start ordinarily in the month of July and the even semester in the month of January of every year.

1.2. Semester System – An academic program wherein each academic year is bifurcated into two semesters of equal period.

1.3. The Board of Studies (BOS) shall mean a group of faculty members of the institution that will include internal as well as external members. It will assess and design syllabus time to time, and also formulate/enact a code of conduct for the aforementioned programs.

1.4. A course means a component of the academic program that shall carry a distinctive course code No. and specific credits assigned to it.

1.5. An external examiner shall evaluation practical and theory copies of the students. An external examiner shall mean an examiner who is not in the employment of the University.

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- 1.6.A student shall mean a person has enrolled to the institution of the university for any of the academic program(s) to which this ordinance shall be applicable.
- 1.7.Institution means Faculty of Professional Studies, and Department means Department of Journalism and Mass Communication, Rama University, Mandhana, Kanpur, (UP) - 209217.
- 1.8. MANCOS means management committee which shall be a committee and has constituted to co-ordinate and ensure the smooth running of the courses included in the particular program.

### 2. Admission

The University will permit admission and shall conduct entrance examinations for all academic programs as per the rules prescribed by the academic council of the Rama University, Mandhana, Kanpur, (UP) – 209217; and as it may notify from time to time for awarding Bachelor's/Master's degrees, Undergraduate/Post-graduate diplomas, as the case may be, as per the prescribed schemes of Study & Evaluation and syllabi as are approved by the Academic Council.

### 3. Eligibility to get admission

- 3.1 A candidate who has passed the Higher Secondary (10+2) or its equivalent examination is eligible to seek admission to the 1st year of the 3-year (six semesters) BJMC. For Master's degree or postgraduate diplomas, a candidate who has passed graduate (10+2+3) any discipline is eligible to seek admission to the 1<sup>st</sup> semester of MJMC 2-year course or PGDJMC one year course.
- 3.2.Admission to first semester / lateral entry to third semester, where applicable, shall be made as per the rules prescribed by the Academic Council of the university, duly notified in the admission brochure.
- 3.2 . A candidate shall normally have 50 percent marks (45% for SC/ST) in (10 + 20 higher secondary examination to be eligible to take admission to the BJMC program offered by the Rama University, Mandhana, Kanpur. For MJMC, a candidate shall normally have 55 percent marks (50% for SC/ST) in graduation examination, i.e., acquired Bachelor's degree to be eligible to get admission to the MJMC program offered by Rama University, Kanpur.

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**3.4 Reservation Policy for admission in BJMC, MJMC degree or PGDJMC courses of studies**

**shall be guided by the Uttar Pradesh State Council of Higher Educational (Reservation in Admission), Act, 1995.**

**3.5** The details of the eligibility and the criteria for merit for various programs offered by the University and covered by this ordinance shall be as notified in the admission brochure.

**3.6** A student who has been provisionally admitted to any academic program, because of non submission of the result of the qualifying examination at the time of admission, he/she shall have to submit the result in the University latest by November 15 of the academic year, except where regulatory councils norms prescribe otherwise, to prove his/her eligibility to continue in the program offered by Rama University, Kanpur.

#### **4. Attendance**

**4.1** A student shall attend at least 75% of the total number of course held, shall be allowed to appear at the concerned Semester Examinations subject to fulfillment of other conditions laid down in the regulations.

**4.2** A student attending at least 60% but less than 75% of the total number of classes held shall be allowed to appear at the concerned Semester Examinations subject to the payment of prescribed condonation fees and fulfillment of other conditions laid down in the regulations.

**4.3** Every student is required to attend all the lectures, tutorials, practical and other prescribed curricular and co-curricular activities. The attendance can be condoned up to **25% on the medical ground and other genuine reasons beyond the control of students.**

**4.4** Further relaxation of attendance up to 10% for a student can be given by the Dean, he/she has been absent with prior permission of head of the department for acceptable reason to him. Vice Chancellor may further condone attendance shortage up to 5% on genuine grounds. However, under no circumstances, a student with an attendance of less than 60% shall be allowed to appear in the semester end examination of that subject. Provided that late admitted student in the first semester of any course must maintain at least 80% attendance (including medical grounds and other reasons) from the date of their admission.



4.5 No student will be allowed to appear in the end semester examination, if he/she would not satisfy the overall average attendance requirements of clause No. 4.3 and 4.4, and such candidate shall be treated as having failed, and he/she will be further governed by clauses No. 4.1, 4.2, & 4.3.

**5. Duration of course**

5.1 The total duration of the BJMC course shall be 3 years, MJMC course shall be 2 years and PGDJMC course shall be 1 year. Each semester shall normally have teaching 90 working days or as prescribed by UGC time to time.

5.2 A candidate who has failed twice in first year due to any reason (either due to his/her non-appearance or he /she being not permitted to appear in semester examination) shall not be allowed to continue his/her studies, further he/she may be subjected to clause No. 9

**6. Content, Medium of study**

6.1 A Bachelor's/Master's degrees/ diploma programs shall comprise of a number of courses and/or other components as specified in the Scheme of Study & Evaluation and Syllabi of the concerned program, as are approved by the Ordinance Effective: 2019-20. Each course shall be assigned a weight-age in terms of specified Credits.

6.2 The medium of teaching and examination shall be as specified in the Scheme of Study & Evaluation.

6.3 The minimum period required for completion of a program shall be the program duration as specified in the Scheme of Study & Evaluation and Syllabi for the concerned program.

6.4 The maximum permissible period for completing a program for which the prescribed program duration is n semesters, shall be (n + 4) semesters. All the program requirements shall have to be completed in (n + 4) semesters, i.e. the program duration in years and two additional years. However, in case of program where the duration is less than two (2) years the requirement for completion of the program shall be (n+2) semesters i.e. the program duration in year and one additional year.

6.5 A student will have the option to take additional course(s) not included in the Scheme of Study & Evaluation, or one of the elective course(s) in the Scheme of Study & Evaluation and Syllabi. Such additional course(s) shall be shown in the mark sheet of

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the semester in which the course has been taken and also in the final consolidated mark-sheet under a distinct head of “Additional Course(s)” provided the attendance requirement of the course is duly certified to have been met by the concerned teacher(s), and the student has appeared in the semester end examination conducted by the University. However, such additional courses shall not be given any weightage in terms of CPI and/or credits required to successfully complete the program.

### 7. Education exchange program/migration

If university will sign MOUs with International Universities/state University/colleges which will permit student exchange and credit transfer facilities with Foreign Universities/ Central /State Universities/College. Under the arrangement a student may be allowed to migrate to any other university within or outside India after 1 year/2 years / 3 years of study at Rama University for program having duration of 2 years/3 years/4 years respectively. He/She will continue his/her further study for 1 year at the university abroad or other central/state university/college to fulfill the requirements of the degree. Degree shall be awarded as per the arrangements between the two Universities. Similarly, a candidate may be allowed to take up the admission in Rama University, after study from any other University abroad/Central/State/college. He/she will continue his/her further study for 1 year in Rama University to fulfill the requirements of the degree. Also on mutual understanding the student of either of the Universities would be allowed to take short term course or audit course at the other University and the credit for the same will be given by the University in which the student is registered. The above shall be after the recommendation of Credit Evaluation Committee of both the Universities on mapping of the courses. The duration of study in the collaborating university will not be more than 2 years under any circumstance. A student pursuing bachelor/master program from other institutions/ universities can migrate to the university if he/she has successfully completed the first year of studies with a minimum of 60% marks and will produce no objection certificate from the previous institution/university. The Dean/Director/Principal of the college shall evaluate the application(s) of such candidates and process the same as per the *University Guidelines for Inward Migration of Students* and submit the case to the office of the Registrar for approval of the migration.





**8. Board of faculty**

Each Institute will have its Board of Faculty, the constitution of which shall be as follow:

- i) Dean of Faculty (Chair person)
- ii) Principal/HOD of the faculty
- iii) All Professors of the college; if there is no Professor in the Department, two senior most faculty shall be members of the board.
- iv) Any expert(s) nominated by the Vice-Chancellor, if and when required. The Board of Faculty will deliberate upon all matters related with teaching, research and consultancy services including the recommendations of the BOS for approval by Academic Council.
- v) The Board of Faculty shall meet as and when required but at least once in an academic year.

**9. Board of studies**

Every College will have its Board of Studies for each department, the constitution of which shall be as follows:

- (a) Dean of the faculty (Chairperson)
- (b) All Professors of the department (if there is no Professor in the Department, two senior most faculty), two Associate Professors and one Assistant Professor will be members of the board Ordinance Effective: 2019-20.
- (c) Two experts from another University nominated by the Vice-Chancellor  
**Note:** Dean of the faculty (Chairperson), provided the Dean of the faculty is of the Professor rank, else the Director/Principal of the college shall be the chairperson. The BOS will look into the matter related to the syllabus of all courses being run by the department and will also coordinate the need for improvement and modification of the syllabus and other needs to strengthen the department. The board will also send its recommendation on credit mapping in case of collaborations with foreign Universities or other certifying agencies. The Board of Faculty/Board of Studies shall be approved by the Vice Chancellor and have tenure of two years. The board shall meet as and when required, but at least once in an academic year.

**10. Academic review committee**

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There shall be an Academic Review Committee in each faculty, the composition of which shall be as follows:

All the Professors of the college/faculty shall constitute the Academic Review Committee of which the Principal of the College/Dean of the faculty shall act as its Chairperson. If there is no Professor in the college, two senior most faculty members will be members of the committee. This Committee shall coordinate the implementation of the program requirements for optimum utilization of resources and shall also take care of the coordination of the programs with the other programs run by the different colleges of the University. The Academic Review Committee shall be responsible for the following:

- (a) Propose the Academic Calendar of the program to the university for integration in the University Academic calendar.
- (b) Propose the dates for internal and external examinations.
- (c) Propose the panel of examiners for external theory and practical examination to board of studies/ board of faculty.
- (d) Monitor and keep a check on the internal marking by the faculty and marks forwarded to the University.
- (e) Ensure that the external practical evaluation is as per norms.
- (f) Attendance of the students of the program and listing the detained students
- (g) Progress of syllabus teaching

The Academic Review Committees shall also perform other tasks as assigned to it by the Board of Studies of the concerned college of the University. The Academic Review Committee shall meet once every month and the meeting will be recorded and minutes sent to the Vice Chancellor for information.

### 11. Examination

11.1. The performance of a student in a semester shall be evaluated through continuous evaluation and end semester examination. The continuous evaluation shall be based on Mid Term Examination, Assignments/Tutorials, quizzes/Viva-voce, and attendance. The marks for continuous assessment/evaluation shall be awarded at the end of the semester. The end semester examination shall be comprised of written paper, practical, and viva-voce, inspection of certified

course work in the classes, laboratories, project work, design report, by means of any combination of these methods.

- 11.2. The distribution of marks for seasonal, end semester theory paper, practical and other examination, seminar, project, industrial training shall be as prescribed.
- 11.3. The marks obtained in a subject shall consist of marks allotted in the end semester theory paper, practical examination and seasonal work.
- 11.4. The minimum passing marks in each theory subject (including seasonal marks) shall be 40% with a minimum of 30% marks in each theory paper in the end semester examination. If there is no provision of seasonal marks in any subject, the minimum passing marks in that subject shall be 30% in the end semester examination.
- 11.5. The minimum passing marks in a project/practical subject (including seasonal marks, if any) shall be 50 percent.
- 11.6. A candidate in order to pass must secure 50% marks in the aggregate, in a particular academic year inclusive of both semesters of the academic year.
- 11.7. The minimum passing marks in seminar, industrial training, educational tour, or viva-voce etc shall be 50 percent.
- 11.8. For every student, one month internship training in any media house is compulsory. Although no marks will be awarded for it, but his/her final result will be declared only after submission of internship certificate.

***Conduct of semester-end examination***

- i) All Semester-end examinations shall be conducted by the Controller of Examinations.
- ii) The schedule of examination shall be notified by the Controller of Examinations at least ten (10) days prior to the first day of the commencement of Semester-end examinations.
- iii) For theory as well as practical examinations and dissertation/thesis/ project report/training report, all examiners shall be appointed by the Controller of Examinations with the prior approval of the Vice-Chancellor unless the power is delegated to the Controller of Examinations by the Vice Chancellor in writing. Name of examiners shall be obtained from the concerned Director/Principal of the college / Head of the department, from the panel recommended by the Board of Studies/ Board of Faculty. At least one examiner

for practical subjects in the final and pre-final year shall be from industry related to the program.

The Controller of Examinations shall be authorized to add one or more names in the panel of examiners received by him from the college before the list is submitted to the Vice-Chancellor for his/her approval. However, the Vice Chancellor, if deemed fit can appoint examiners out of the list proposed by the Controller of Examinations.

After the receipt of the question paper(s) from the paper setter, the same shall be moderated by the moderator(s) to be appointed by the Controller of Examinations with the approval of Vice Chancellor. Controller of Examinations shall ensure that minimum of two question papers duly moderated in each subject are available in the question paper bank.

The Examiner appointed by the Controller of Examinations, out of the approved panel for setting the Question paper, shall set the Question paper in accordance with approved scheme/syllabus

***Internal assessment***

The general procedure for internal evaluation and the weight-age of the marking to calculate the internal marks to be sent to the examination division of the University shall be as follows.

1. The continuous evaluation shall be 20 marks which includes attendance, Assignment/GD/Debates/ Seminar /Term paper/Project etc., i.e.,  
For continuous Evaluation (CE) is such as: 20 Marks  
Attendance – 10 Marks  
Assignment/GD/Debates/ Seminar /Term paper/Project – 10 Marks
2. Two internal examinations of 20 Marks each shall be conducted, i.e., Mid-Term paper and Pre-University Test of which the highest acquired marks of the students will be considered as final internal 20 marks of the students.

**Semester-End Examination**

Semester-End Examination shall be 60 Marks and it will be conducted under the supervision of the controller of examination.

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Dissertation: For dissertation in final year of graduation/ Master's degree programs, wherever specified in the syllabus, the internal and external evaluation shall be done and marks awarded as detailed in the Schemes of Study & Evaluation.

The University shall have the right to call for all the records of teacher's continuous evaluation and moderate the teacher's evaluation, if it deems fit in any specific case(s).

Semester-end practical examinations shall be coordinated by the Director /Principal /Dean/HOD of the college from the appointed examiners by the Controller of Examination. He/She will ensure the proper conduct and fair evaluation of the practical and the student record.

The results of a semester (including both the semester-end examinations and internal assessment) shall be declared by the Controller of Examinations. However, after scrutiny of the detailed result, if it is observed by Controller of Examinations that there has been a distinct change of standard in the examination as a whole or in a particular course, he may refer the matter to the Examination Committee for moderation.

The award list containing the marks obtained by all the students in various courses shall be issued by the Controller of Examinations, at the end of each semester, after the declaration of the result to the Dean/Director/ Principal of the college for notification and records and also ensure the same is updated in the University ERP system and uploaded in the University web site.

Final summary of internal marks obtained by the student shall be displayed on the notice board of the college by the departments on the last teaching day of the semester and also uploaded on the University ERP enabling the student to have the information. The compiled internal marks shall be sent to the Controller of Examinations before the start of the end semester examination. Dean/Director/ Principal of the college will ensure that the complete records of the internal marks are properly displayed for information to the students and the same duly compiled reach the examination division on time.

## **12. CRITERIA FOR PASSING COURSES, MARKS AND DIVISIONS**

### **Section (a)**



i) Appearing in all courses/papers as prescribed in the scheme of Study & Evaluation, both internal and external and obtaining a minimum of 45% marks in aggregate in each course including the semester-end examination and the teacher's continuous evaluation shall be essential for passing the course and earning its assigned credits. A candidate, who secures less than 45% marks in a course, shall be deemed to have failed in that course.

ii) Grace Marks – A student shall be eligible for grace marks for clearing one or more courses to maximum of 0.5% of the semester maximum marks (rounded to next higher integer). The grace marks will be added to individual subject score and the semester aggregate. In case the student does not want to avail the grace marks s/he will have to forward a notarized affidavit through the Director/Principal of the College stating that s/he is not willing to avail the grace marks and that s/he will not avail the same in future also and would clear the papers by re-appearing in the future examination(s).

iii) A student may apply, within one week from the date of the declaration of the result, for scrutiny of the examination answer script(s) of a specific course(s) on the payment of prescribed fee. Scrutiny shall mean verifying whether all the questions and their parts have been duly marked as per the question paper, and the totalling of marks. In the event of a discrepancy being found, the same shall be rectified through appropriate changes in both the result as well as marks-sheet of the concerned semester end examination.

**Section (b)**

i) A student obtaining less than 45% of maximum marks (including semester end examination and Teacher's Continuous Evaluation) assigned to a course and failing in the course shall be allowed to re-appear in a semester end examination of the course in a subsequent semester(s) when the course is offered/ examination held by the University, subject to maximum permissible period of  $(n+4)/(n+2)$  semesters as mentioned in clause 3.4. The internal marks in such cases shall not change.

ii) A student, who has to reappear in an end semester examination in terms of clause 12 (b) (i) above, shall be examined as per the syllabus which will be in operation during the subsequent semester(s). However, in case the student(s)

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## Faculty of Professional studies



claims that there are major modifications in the syllabus which is in operation as compared to the syllabus which was applicable at the time of his/her joining the concerned program and the Academic Review Committee of the College so certifies that the examination may be held in accordance with the old syllabus. In such cases the Dean/ Director/Principal of the college will ensure that the request for re-appear examination as per the old syllabus reaches the Controller of Examinations at least 6 (six) weeks prior to commencement of semester end-term examination. Students who are eligible to reappear in an examination shall have to apply to the Controller of Examinations through the college concerned to be allowed to reappear in an examination and pay the fees prescribed by the University.

iii) A student for any valid reasons may opt to take an academic break for a maximum of one year after seeking the prior permission of the Vice Chancellor. However, s/he shall be required to re-register thereafter and complete the course within the stipulated maximum permissible period of (n+4)/ (n+2) semesters as mentioned in clause 3.4., including the period of academic break.

(c) A candidate who has earned the minimum number of credits prescribed in the concerned Scheme of Teaching & Examination and Syllabi, shall be declared to have passed the program, and shall be eligible for the award of the relevant degree or diploma. The Scheme of Teaching & Examination and Syllabi shall clearly specify the minimum credits to be earned to qualify for a degree or diploma. The credits included in the Scheme of Teaching & Examination and Syllabi of a program shall generally be 5-10% more than such minimum specified credits.

### Note:

i) In case the student has cleared the minimum required credit s/he shall be eligible for the award of the degree. Courses in which the student has not got the required minimum percentage of 45% shall be shown as audit course in the consolidated mark sheet. However, should the student want to clear the said papers also s/he shall have to apply to the examination division through the Director/Principal of the college requesting to hold his final consolidated mark sheet. Such student will then have to clear the paper within the provisions of n+ 4/ n+2 semesters for completion of the program.



ii) In case of students of BJMC, if the student has cleared all the papers but his aggregate CPI is less than 50, s/he has to appear in one or more papers where s/he has secured less than 50% marks in the semester examination to ensure that the minimum CPI is 50%. The student will have to complete the same within the provisions of n+ 4 semesters for completion of the program.

iii) The University will hold supplementary examination for students of final year only for the papers of final year (both odd and even semesters), normally within 90 days of the declaration of the results. Only students of the passing out batch or passed out batch(s), who have failed in the final year papers will be eligible to appear in the said supplementary examination. Further, the successful candidates will be placed in Divisions as below:

(a) Third Division: A candidate obtaining a Cumulative Performance Index (CPI) at the end of the program of 45 and above but below 50 shall be placed in Third Division.

(b) Second Division: A candidate obtaining a CPI at the end of the program of 50 and above but below 60 shall be placed in Second Division.

(c) First Division: A candidate obtaining a CPI at the end of the program of 60 and above but below 75 shall be placed in the First Division.

(d) First Division with Distinction: A candidate obtaining a CPI at the end of the program of 75 and above shall be placed in First Division with Distinction, provided, the candidate has passed all the courses for which s/he has earned credits, in the first attempt.

#### **Division Improvement/Qualifying Audit Course(s)**

A student having third or second division can avail the option to improve his/her division by appearing in external theory paper(s) during end semester examinations (odd and/or even) in subjects having less than 60% marks. The examination shall be as per the prevailing syllabus of the program, unless there is



# Rama University Uttar Pradesh, Kanpur

## Faculty of Professional studies



a change in nomenclature with substantial change in the contents of the course(s), and then the candidate shall be examined as per the old syllabus studied. The student can avail this option only during the year following the year of completion of the academic program.

A student who has any course (s) reflected as 'AU'-Audit Course(s) in the consolidated mark-sheet in any semester of the academic program, shall have the option to improve his/her performance in such course(s). The willing student shall have to submit the examination form, pay the applicable fee within thirty days of issuance of the consolidated mark-sheet along with his/her original consolidated mark-sheet and semester mark-sheet(s), if issued, to the Examination Division. Only one chance shall be given in the year following the year of completion of the program for improvement in each audit course. Scheme of syllabus for such course(s) shall be the same as given in this clause of the ordinance under 'Division Improvement' heading. In case, after the student has re-appeared in the subjects, and succeeds in improving his/her division with the revised marks and obtains an improved division, only then will the student be issued a fresh consolidated marks sheet/ transcript mentioning at the bottom a remark 'Consolidated marks sheet/ transcript after improvement of division', else the original marks sheet/ transcript will be returned. In case a student appears in the odd semester examination and is able to secure marks sufficient for the improvement of the division to second or first, s/he will then not be entitled to appear in the even semester examination.

In case a student does not appear in the odd semester but appears in the even semester examination and is not able to improve his marks to obtain a second or first division s/he will not be entitled to further attempts for improvement. Student who has been issued a migration certificate shall be allowed to apply for improvement, only after s/he submits back the original migration certificate to the University and get the same cancelled.

**Note:** For the above, Cumulative Performance Index (CPI) shall be calculated as in Clause 12 and shall be based only on revised marks obtained in courses for which credits have been earned.

### 13. USE OF UNFAIR MEANS

#### **Standard Operating Procedure for Dealing with Cases of Unfair Means**

A candidate found guilty of any of the following offences shall be deemed to have used unfair means and his/her examination result shall be withheld. The examination committee of the university shall after giving a personal hearing will recommend the penalty to be imposed on the student. If the student fails to turn up before the committee for personal hearing, the committee shall be entitled to decide about the penalty to be imposed without giving any further opportunity of hearing.

**Offences during the Examination**

- a) Writing name or putting signature or any other mark in the Answer Book which may disclose, in any way, the identity of the candidate or writing Roll No. in Answer Book at a place other than the space provided for it.
- b) Found seating in a room or at a seat other than the allotted without permission of the Centre Superintendent.
- c) Having in possession of book(s), notes, papers or any other like material connected with the examination.
- d) Receiving or giving assistance in copying or in any other form during the course of the examination.
- e) Smuggling in or out of the examination hall of Answer Book in whole or part or tampering with it in any way.
- f) Using abusive/derogatory language orally or in writing in the Answer Book against the Centre Superintendent /Examiner/Invigilator or threatening/using violence towards Centre Superintendent/ Invigilators.
- g) Impersonation, i.e. sending some other person to take the examination.
- h) Communicating with the examiner or any other person connected with the examination for favour.
- i) Any other type of misconduct or a deliberate previous arrangement to cheat in the examination.
- j) Writing questions and answers on any paper other than the Answer Book.
- k) Unethical and unlawful conduct with the faculty and staff involved in the conduct of examination.
- l) Any other case of Unfair Means detected at any stage during or after the examination.



**14. Procedure for booking of UFM cases at the examination centre**

i) Issuance of Second Answer Book: As soon as any case of unfair means comes to the notice of the Centre Superintendent of the examination centre s/he shall take possession of the Answer Book of the candidate along with paper or other material found in his possession and provide the candidate with a second Answer Book immediately. On the top of the Answer Book it should be superscribed "Second Answer Book". The Superintendent shall record on the first Answer Book the time when the case was brought to his/her notice. S/he shall also record the time on the second Answer Book when it was issued to the candidate.

ii) Explanation of the candidate: While issuing the second Answer Book the candidate shall be asked by the Centre Superintendent to submit his explanation in writing. In case the candidate refuses to give his statement, s/he should not be forced to do so, only the fact of his/her refusal should be recorded by the Invigilator/s on duty at the time of occurrence and such a statement of the Invigilator/s be attested by the Centre Superintendent.

iii) Statement of the Invigilator: The Invigilator, who detects the use of UFM by a candidate, shall also record his/her statement which shall be verified and signed by the Centre Superintendent.

iv) Material found from the candidate: As far as possible precise information as to from where the material was found (in the pocket, desk, shoes etc.) should be mentioned in the statement of the Invigilator/s. The copying material so detected by an Invigilator should also be signed by the Invigilator and countersigned by the Centre Superintendent on each page and the total number of pages detected should be mentioned on the title of the Answer Book and also in the UFM report form, duly signed by the Invigilator and Centre Superintendent.

v) Procedure to be followed in case of smuggling out a Answer Book:

In case a candidate has smuggled out a Answer Book, the Centre Superintendent should call for the student directly and try to secure the Answer Book. In case of non-availability of the Answer Book, the matter should be reported to the police and a copy of the FIR be sent to the office of Controller of Examinations along with the statement of the Invigilator present in the room and also of the candidate. The statement of the attendant/guard/police constable etc., if any should also be forwarded.

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### vi) Other Cases of Unfair Means

(a) Impersonation: In case of impersonation, the Centre Superintendent should send to the Controller of Examinations, the statement of the person found to be impersonating, the Invigilator/s and the real candidate, if possible. He may also report the matter to the police in the prescribed format as Annexure - B and shall arrange for taking photographs of the impersonator from 3 angles (front and two sides, left and right) and send along with the case. The expenditure incurred in this connection shall be reimbursed by the examination division of the university.

(b) Misconduct: In case of misconduct of a serious nature, the matter should be reported to the police, if necessary. Statement of the Invigilator/s and that of the attendant/guard/policeman concerned may be obtained and sent to the office of the Controller of Examinations.

vii) Documents required to be sent in UFM cases: All cases of UFM should be recorded in the form for reporting UFM cases as given in Annexure - A. The form shall be accompanied by the following documents:

- (a) First and/or second Answer Books and additional sheets
- (b) Explanation of the candidate
- (c) Statement of the Invigilator
- (d) Unfair aid material found from the student

**Note:** All the columns of the proforma must invariably be filled properly in order to strengthen the case.

viii) Dispatch of UFM Cases: A separate sealed cover should be sent to the office of Controller of Examination along with the prescribed proforma in each case booked daily under UFM with a covering Proforma as per **Annexure-A**.

List of penalties for different types offences under UFM

Section of offence	Offence(s)	Penalty
I	Recovered material not related to the subject or found writing something on the question paper, which is not the answer to the questions being asked on his question paper.	Issue of warning not to repeat the same.
II	Relevant material written by the candidate on any part of body, wall, door of the room, table or desk <b>OR</b> Related matter found in the form of book, manuscript, pages of books, clothes, scale, handkerchief, writing pad,	Cancellation of the concerned paper



	<p>etc. <b>OR</b> Possession of any message, mutual conversation by words of mouth or gestures. The recovered material is related to the subject, but not used. <b>OR</b> The candidate is showing his Answer Book to the other candidate to copy from his Answer Book. <b>OR</b> The candidate is copying from the Answer Book of another candidate. <b>OR</b> Carrying mobile phone, ear phone, pager, scientific calculator other than where explicitly allowed, lazer pen or other electronic device in the examination hall. <b>OR</b> Writing by the candidate even after the stipulated time is over and is being reminded by the invigilator repeatedly not to do so.</p>	
III	<p>Recovered matter is related with subject and is being used. <b>OR</b> Recovered material is copied on the Answer Book before distribution of question paper.</p>	Cancellation of relevant paper along with one more paper in which the candidate has secured the minimum marks.
IV	<p>Candidate is caught with a material which s/he has chewed or swallowed or torn into pieces and the candidate refuses to sign the documents and also misbehaves with the invigilation staff</p>	Cancellation of entire Examination
V	<p>Replacement of Answer Book, exchange of Answer Book with other student, addition of extra pages in the Answer Book, smuggling of Answer Book/pages, <b>OR</b> Manhandling with staff on duty or creating disturbance in the examination hall/centre. <b>OR</b> Caught using unfair means for more than once in a particular semester or yearly examination or during the whole duration of the program'</p>	Cancellation of entire examination and further debarring for one year.
VI	<p>Ran away with Answer Book from examination hall. <b>OR</b> Impersonation</p>	Cancellation of entire examination And further debarring the candidate for two years
VII	Two Times UFM	Cancellation of Semester examination
VIII	Three Times UFM	Expulsion from the university

**IMPORTANT NOTES**

# Rama University Uttar Pradesh, Kanpur

## Faculty of Professional studies



- (a) The fact that a particular roll no. was booked under UFM should be recorded daily in the attendance sheet as well as in the statement for dispatch of Answer Book to the Controller of Examinations.
- (b) Candidates found using any of the UFM are not to be debarred from appearing in the remaining papers.
- (c) Candidates can be physically searched by the Centre Superintendent/Invigilators/Member of the team of Observers deputed by Examination Division before or during the examination at any time except that as far as possible a female candidate should be searched by a female member only.
- (d) Normally when a candidate goes out to toilet the invigilators must ensure that the Answer Book and Question Paper of the candidate has been left behind on his seat in the examination hall.
- (e) At the end of the examination no candidate should be allowed to leave the room till all the scripts are collected, counted and found correct. If a candidate forces his/her way out with the answer script, the complete statement explaining the circumstances under which the candidate has left with the script should be made out. In no case this provision should be used to cover up the loss of Answer Book. The statement should also contain the time of the incident and details of the case as to how the candidate took away the Answer Book/efforts made to recover the Answer Book should also be stated.
- (f) In respect of the cases detected by the members of the team of observers, the Centre Superintendent should forward the same to the Examination Division after giving an opportunity to the candidate concerned to give his/her explanation. For these cases also requisite proforma should be used.
- (g) Proper procedure must be followed while reporting the UFM cases.
- (h) Under no circumstance shall the student be manhandled by anybody.

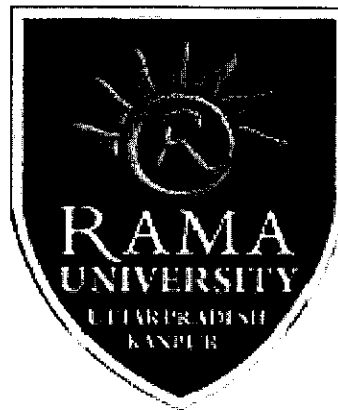
**Rama University Uttar Pradesh, Kanpur**  
Faculty of Professional studies



**Minutes of Meeting**

**(BJMC & MJMC)**  
**Department of Journalism and Mass  
Communication**

[Applicable w.e.f. Academic Session 2019-20 till Revised]



**FACULTY OF PROFESSIONAL STUDIES**

**RAMA UNIVERSITY, UTTAR PRADESH, KANPUR**

**Website: [www.ramauniversity.ac.in](http://www.ramauniversity.ac.in)**

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## Course Curriculum (w. e. f. Session 2019-20) Journalism and Mass Communication

### **MJMC Program Details**

It is a two years course which trains students in various domains of mass communication like print journalism, broadcast Journalism both radio and television, advertising, Public relations, and event management. Special emphasis is given on research in media and communication studies, and students are encouraged to conduct research in order to understand social problems and formulate their solution and also encouraged to share their knowledge through writing research papers. This MJMC course spread over four semesters. The course provides an opportunity for students to get training and knowledge in various fields such as Print Journalism, Broadcast Journalism, Web Journalism, Public Relations and Media Management etc. It also inculcates cognition to understand media, society and culture in order to socialize students towards a utopia. The students are also guided to conduct developmental research and write a research report, i.e., dissertation on their chosen field of specialization.

Making, Script Writing, Event Management, Radio, Photography, Cinematography.

#### **➤ Program Outcomes (PO)**

- **Critical Thinking:** Students would be able to gain conceptual and theoretical knowledge of Journalism and Mass Communication, and learn to think critically about issues and topics of the subject.
- **Problem Analysis:** Students would be able to identify, formulate, review literature, and analyze research problems related to the subject.
- **Investigation Skills:** Students would be able to use research- based knowledge and research methods including research design, survey analysis and interpretation of data, and synthesis of the information collected to provide valid and cogent conclusions.
- **Knowledge Application:** Students would be able to apply conceptual knowledge and the knowledge gained through research to assess its applicability and utility in the domain of society and nation.
- **Communication:** Students would be able to communicate effectively about the research conducted, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator.
- **Learner for Life:** Students would be able to engage in higher studies and research, and be a life- long learner in context of media studies.

#### **➤ Program Educational objectives (PEO)**

- The course is designed to provide students with an overall development and exposure to various aspects of media, including ten predominant fields of mass communication.
- To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.





Course Curriculum (w. e. f. Session2019-20)  
**Journalism and Mass Communication**

- To instill knowledge and fundamentals of communication in the students and hone written and spoken communication skills essentials for various media platforms.
- Core modules of the course are: Communication theories and models, Television production and writing, Radio production, Public relations, Advertising, Media Ethics and law.

➤ **Program Specific Outcomes (PSO)**

- Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.
- Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.
- The purpose of the subject like 'Relation between media and society' is to transmit the communication culture and influence the thinking of massive numbers of individuals.
- The ability to carry out journalistic research and interviews and prepare functional content for news media outlets.

**Signature:**

**Chairperson**

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

**Internal Members**

Signature:   
 1.....

Name: Mr. Pranav Singh

Date: 13-06-19

**External Members**

Signature: 1..... 

Name: Dr. Rashmi Gautam

Date: 13-06-2019

Signature: 2..... 

Name: Dr. Dharendra Rai

Date: 13-06-19



Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**RULES AND REGULATIONS FOR TWO-  
YEAR MJMC PROGRAMME**

**UNDER CBCS WITH EFFECT FROM-2021**

**General Objectives of the Program**

**(Post-graduate, four semester course)**

The Master's course is designed for students desirous of taking up careers in Mass Media. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that a detailed acquaintance with the latest developments in the ever-changing media sector can be easily imparted through classroom teaching and media production.

**The objectives of the course are:**

- ❖ To hone up the journalistic and research skills through practical work, assignments, project reports, seminars, workshops and to acquaint students with advanced journalism and media practices.
- ❖ To fully apprise the students of the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them acritical understanding of the communication package as a whole.
- ❖ To offer appropriate grounding in the issues, ideas and challenges of the 21st century thereby broadening the world view of the future media practitioners.
- ❖ To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

**I. Eligibility for Admission**

The candidates who successfully completed their Graduation Degree (Bachelor's Degree) from any of the Indian or Foreign based Universities are eligible to apply for the courses. Candidate from any discipline can take this course. The minimum percentage of marks in qualifying examination shall not be below 45% for General category and 40% for SC & ST Applicant

**II. Duration of the course**



## Course Curriculum (w. e. f. Session 2019-20) Journalism and Mass Communication

The course of study for the MA-JMC degree shall of two academic years comprise of four semesters. The course commencement, program, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

### III. Course of Study and Scheme of Instructions

MJMC: Subject Study & Scheme of Examination

### IV. Examination

- a. There shall be a University examination at the end of each academic semester with a maximum of 60 marks for Theory paper and 100 marks for Practical Paper.
- b. Internal Assessment Marks: Each paper shall have 40 marks for internal assessment, consisting of a midterm exam and assignment in the academic semester, each carrying 10 marks for the midterm, 10 for the assignment and 10 for the attendance.
- c. Submission of Practical records to respective teachers is compulsory:
- d. The internal assessment marks once awarded for any paper shall be retained and considered as final even if a student reappears for that theory paper in subsequent attempts.

### V. Attendance, Progress and Conduct

- a. Students have to compulsorily attend the classes, seminars and other academic activities conducted during the academic year as prescribed by the Department.
- b. Students shall be considered to have completed the attendance requirements if they have attended not less than 75% of the classes conducted in each of the paper.
- c. Students who do not satisfy the attendance requirements will not be permitted to appear for University examinations.



Course Curriculum (w. e. f. Session2019-20)  
Journalism and Mass Communication

Signature:

Chairperson

Signature: *[Handwritten Signature]*

Name: Dr. Santosh Gautam

Date: 13.06.19

Internal Members

Signature: *[Handwritten Signature]*

Name: Mr. Pranav Singh

Date: 13-06-19

External Members

Signature: 1. *[Handwritten Signature]* 2. *[Handwritten Signature]*

Name: Dr. Rashmi Gautam

Dr. Dharendra Rai

Date: 13-06-2019

13-06-19



# COURSE STRUCTURE

**Faculty of Professional Studies**  
**Journalism and Mass communication**

**Under**

**Choice Based Credit System (CBCS)**



Course Curriculum (w.e.f. Session 2019-20)  
Journalism and Mass Communication

First Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	Core	MJM-101	Communication :Theories & Models	4	2	0	20	20	60	100	6
2.	Core	MJM-102	Social & Political Structure of India	4	1	2	20	20	60	100	6
3.	Core	MJM-103	Media Writing	4	1	2	20	20	60	100	6
4.	SEC	MJMC-104	Reporting and Editing	4	2	0	20	20	60	100	6
<b>PRACTICAL</b>											
5	Core	MJC-105	Radio: Journalism & Production	0	0	2	-	-	50	50	1
<b>TOTAL</b>				<b>16</b>	<b>6</b>	<b>6</b>	<b>80</b>	<b>80</b>	<b>290</b>	<b>450</b>	<b>25</b>



Course Curriculum (w.e.f. Session 2019-20)  
Journalism and Mass Communication

Second Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MET	ETE		
1.	Core	MJM-201	Advance Reporting & Editing	4	2	0	20	20	60	100	6
2.	Core	MJM-202	Radio : Journalism & Production	4	1	2	20	20	60	100	6
3.	Core	MJM-203	Media Laws and Ethics	4	1	2	20	20	60	100	6
4.	SEC	MJM-204	Media Management	4	1	2	20	20	60	100	6
<b>PRACTICAL</b>											
5.	Core	MJM-205	Practical	0	0	2	-	-	50	50	1
			<b>TOTAL</b>	<b>16</b>	<b>5</b>	<b>8</b>	<b>80</b>	<b>80</b>	<b>290</b>	<b>450</b>	<b>25</b>



Course Curriculum (w.e.f. Session 2019-20)  
Journalism and Mass Communication

Third Semester

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	Core	MJM-301	TV Journalism & Production	4	2	0	20	20	60	100	6
2.	DSE	MJM-302	Public Relations	4	1	2	20	20	60	100	6
3.	Core	MJM-303	Communication for Development	3	2	2	20	20	60	100	6
4.	Core	MJM-304	Media Research	4	1	2	20	20	60	100	6
<b>PRACTICALS</b>											
5.	Core	MJM 305	Practical	0	0	2	20	20	60	100	1
			<b>TOTAL</b>	<b>15</b>	<b>6</b>	<b>8</b>	<b>100</b>	<b>100</b>	<b>300</b>	<b>500</b>	<b>25</b>





**Course Curriculum (w.e.f. Session 2019-20)  
Journalism and Mass Communication**

**Fourth Semester**

S. NO.	Course Type	Course Code	Course Name	Teaching Scheme			Evaluation Scheme			Total Marks	Credits
				L	T	P	CA	MTE	ETE		
1.	Core	MJM-401	New Media	4	2	0	20	20	60	100	6
3.	Core	MJM-402	Advertising	4	1	2	20	20	60	100	6
2.	Core	MJM-403	Film Studies	4	1	2	20	20	60	100	6
3	Core	MJM-404	Dissertation /Final Project	4	1	2	20	20	60	100	6
<b>PRACTICALS</b>											
4.	Core	MJM -405	Practical	0	0	2	20	20	60	100	1
			<b>TOTAL</b>	<b>16</b>	<b>5</b>	<b>8</b>	<b>100</b>	<b>100</b>	<b>300</b>	<b>500</b>	<b>25</b>



**Course Curriculum (w.e.f. Session 2019-20)  
Journalism and Mass Communication**

**Projects**

S. NO.	CODE	SUBJECT	TEACHING SCHEME				EVALUATION SCHEME			TOTAL MARKS	CREDITS	CONTACT S HR/WK	PRE-REQUISITES
			L	T	P	J	CA	MTE	ETE				
<b>PRACTICALS</b>													
1.	MJC-105	Radio: Journalism & Production	0	0	2	-	-	-	50	50	1		
2.	MJM-205	Practical	0	0	2	-	-	-	50	50	1		
3.	MJM 305	Practical	0	0	2	-	20	20	60	100	1		
4.	MJM-404	Dissertation /Final Project	4	1	2		20	20	60	100	6		
5.	MJM -405	Practical	0	0	2	-	20	20	60	100	1		



Course Curriculum (w.e.f. Session 2019-20)  
Journalism and Mass Communication

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Signature:

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Signature:

1. *Pranav Singh*

Name: Mr. Pranav Singh

Date: *13.06.19*

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1. *Rashmi Gautam* 2. *Dhirendra Rai*

Name: Dr. Rashmi Gautam Dr. Dhirendra Rai

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Course Curriculum (w. e. f. Session2019-20)  
**Journalism and Mass Communication**

**MJM-101: COMMUNICATION THEORIES & MODELS**

**Credits: 06**

**L-T-P-J: 4-2-0-0**

**Unit- I- Introduction to communication**

- Communication : Definition , Concept and Elements
- Characteristics and Process of Communication
- 7C' s of communication
- Types of communication , barriers of communication

**Unit- II- Introduction to Mass communication**

- Mass communication : concept & process
- Elements of mass communication
- Mass communication and society
- New media and mass communication
- Think tank of mass communication : Marshal Macluhan
- Understanding of Audience

**Unit-III- Communication models**

- Aristotle , Models of Communication
- Loss well model , SMCR Model
- Shannon and weaver Model
- Schramm's Model, Osgood Model
- Gatekeeping Model , Gerbner's Model
- New Comb's Model , Dance's Helical Model

**Unit-IV- Communication Theories**

- Bullet theory or Hypodermic Needle Theory
- Individual Difference Theory Personal Influence Theory
- **Sociological** : Cultivation , Agenda, Setting Use and grettification Dependency Theory
- **Normative theories**: Authoritarian and Free Press theory, Social Responsibility theory , Communist Media theory Democratic Participant Media Theory

**Suggested Readings:**

1. Narula, Uma Mass communication Theory and Practice Haranand Publication New Delhi , 1994
2. Keval J kumar Mass communication
3. C.S. Rayandu Communication , Himalaya Publishing House Mumbai



Course Curriculum (w. e. f. Session2019-20)  
**Journalism and Mass Communication**

4. Aubrey B Fisher Perspective Human Communication Macmillan Publishing Co. New Delhi
5. Aggarwal Bala Vir & Gupta V.S, Handbook of journalism and Mass communication concept publishing company, 2006
6. Goldie C.M, Communication Theory , Cambridge Universtiy press , 1991
7. Windahl et al., Using communication theory : an introduction to planned communication , Sage publication , 2010.
8. Schulz, Peter J, Communication theory Vol: 1 to 4, Sage publishers
9. Dainton et all ., Applying communication theory for professional life a practical introduction , Sage Publication
10. Little et al., Encyclopedia of communication theory vol .: 1to2, Sage Publishers , 2011
11. McQuail, Denis , McQuail's Mass communication theory sage Publiacation
12. Narula, Uma Dynamics of mass communication : theory and practice , Allantic Publishers , 2006

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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-102 : SOCIAL & POLITICAL STRUCTURE OF INDIA**

Credits: 06

L-T-P-J: 4-1-2-0

**Unit- I: RELATION BETWEEN MEDIA AND SOCIETY**

- Indian Society : Historical and Sociological perspectives
- Media and Society
- Media and Social Responsibility
- Media and Social Change
- Technology and Social change

**Unit- II: MEDIA AND CONTEMPORARY SOCIAL ISSUES REPORTING**

- Cultural and Lifestyle Reporting
- Women and Media
- Environment and Media
- Media and Consumerism
- Media and Human Rights

**Unit- III- INDIAN CONSTITUTIONS**

- Constitution –Preamble salient features
- States and Union Territories
- Fundamental Rights
- Fundamental Duties
- Directive Principles of state policy

**Unit-IV: INTRODUCTION TO PARLIAMENT**

- President , Election , Powers
- Vice President – Election , Functions
- Prime Minister , Council of Ministers, Cabinet Ministries
- Governor and Lt. Governor-Appointment powers
- Chief Minister – Ministers and Ministries
- Parliament –Composition of Lok Sabha and Rajya Sabha
- State legislature-Vidhan sabha and Vidhan Parishad
- Indian Judicial



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Journalism and Mass Communication

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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM -103 MEDIA WRITING**

Credits: 06

L-T-P-J: 4-1-2-0

**Unit- I**

- Fundamental of Writing
- Introduction of Script writing
- Preparation for Script writing
- Basic elements of script
- Building climax Appropriate ending

**Unit- II**

- Simple Sentences, compound Sentences, Complex sentences
- Paragraphs and Words
- Dialogues and monologue
- Basic elements of story
- Play writing
- Structure , Atmosphere, Character , Narration

**Unit-III**

- Defining a Feature
- Structure and Language of a Feature .
- Editorial Writing
- Article & Column writing
- News analysis

**Unit- IV**

- Interview writing
- Reportage
- Travelogue
- Memoirs
- Satire
- Book Review
- Film Review

**Suggested Readings:**

1. Print Journalism : A Critical Introduction . Richard Keeble
  2. Hindi Patrakarita ke vividh Ayam. Radha Ramakrishanan
- 3<sup>ण</sup> फीचर लेखन : विविध आयाम, अर्जुन तिवारी
- 4<sup>ण</sup> मीडिया लेखन : रमेश जैन





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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-104: REPORTING & EDITING**

Credits: 06

L-T-P-J: 4-2-0-0

**Unit-I**

- Journalism as a profession : role and responsibilities and challenges
- News : Meaning Definitions and Concepts
- Source of news
- Elements of news
- Structure of News
- Intro and type

**Unit- II**

- Type of news; hard news , soft news human interest news (stories)
- Objectivity and news value Reporting : Nature
- Reporter-role and responsibilities and interpretative in –depth , etc.
- Type of reporting : investigative and interpretative in-depth , etc.
- Translation : Purpose & Techniques , Translation for Press Sentence
- Construction, paragraphing , Adjective and Adverbs Precis.

**Unit- III**

- Photo Journalism and photo –editing
- Interview; Techniques for interviewing for gathering news :
- Responsibilities of a sub-editor:
- Newspaper production layout, printing process\, news-room and pagination
- News room structure , Structure of editorial department

**Unit- IV**

- Editing :Meaning , Definition , purpose , nature & Need of Editing
- Process of Editing , daily News papers & Magazine editing ,
- Headlines –Techniques, Styles, Purposes kinds of headlines ,
- Dummy page , make up layout Principles and Importance of Photo Editing .
- Editing of press releases, Editing for articles /features/comments, editing of
- News agencies, News copy editing , Editing and legal aspects .



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Journalism and Mass Communication

Suggested Readings:

1. M.V. Kamath, **The Journalists Handbook** , Vikas Publishing house , New Delhi, 1995.
2. George, T.J.S. **Editing : A Handbook for the Journalist** IIMC, New Delhi , 1998
3. Srivastave, K.M. News Reporting and Editing Sterling Publishers , New Delhi , 1995

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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-201: ADVANCE REPORTING**

Credits: 06

L-T-P-J: 4-2-0-0

**Unit-I- A Brief Overview of Important Newspaper & Magazine**

- The Times of India
- Hindustan Times , The Hindu
- Hindustan, Amar Ujala
- Jansatta
- Business Standard

**Unit-II: Specialized Reporting -1**

- Political, economics, accidents and crime reporting
- Court, Accident, disaster, riots, war / conflicts/tension
- Sports
- Science & Technology
- Health and medical
- Education and carrier reporting
- Judicial and Legislature

**Unit-III : Specialized Reporting – II**

- Rural development
- Current issues, News based on people 's opinion ; articles and features on different subject
- Coverage of lives of various

**Unit-IV: Interviewing Skills**

- Introduction of Interview
- Importance of Interview
- Preparation of Interview and Research
- Strategy , how to get an Interview , Dos and Don'ts of an Interview , Tips for LIVE Interview
- Interviewing Skills

**Suggested Readings:**

1. News Paper : Dainik jagran, Hindustan , Amar Ujala , Jansatta , The Hindu, The Indian Express
2. Times of India, Hindustan Times
3. Magazine : India Today , outlook, Yojna, kurukshetra, Aha Jindi, Cronical



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Journalism and Mass Communication

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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-202: RADIO JOURNALISM & PRODUCTION**

Credits: 06

L-T-P-J: 4-1-2-0

**Unit- I : [Radio : An Introduction ]**

- Radio as a medium of mass communication in today's context
- Characteristics of radio
- Limitation of radio
- Three Modes of Transmission : AM, SW and FM
- Different types of radio station

**Unit- II:[Radio Formats]**

- Simple announcements
- Radio talks/commentaries/comments
- Radio Interviews
- Radio discussions
- Radio Features and documentaries
- Radio Play
- Radio running commentaries
- Radio ads / commercials
- Phone ins and radio bridges
- Music on radio
- Radio News –Radio News defined
- Main characteristics of Radio News as against news in other media

**Unit- III:[Writing for the Ear]**

- Characteristics of spoken word
- Knowing your audience
- Developing your style
- Writing for different formats and messages
- Dramatizing messages

**Unit- IV:[Radio Production ]**

- Introduction
- Elements of radio Productions
- Sound effects
- Music , 5. Distort/Filter
- Different types of microphones
- Recordubg , 8.Editing



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**Journalism and Mass Communication**

**Suggested Readings:**

1. H.R Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production Focal Press
3. James R. Alburger The Art of Voice Acting , Focal Press

**Signature:**

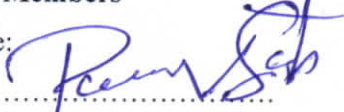
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Course Curriculum (w. e. f. Session 2019-20)  
**Journalism and Mass Communication**

**MJM-203: MEDIA LAWS & ETHICS**

**Credits: 06**

**L-T-P-J: 4-1-2-0**

**Unit- I Constitution of India and Media Laws**

- Media Laws: Need and importance
- Freedom of speech and Expression and its limitations : Article 19(1)
- Provision of declaring Emergency and their effects on Media : provisions for amendments in the constitution .
- Brief history of press laws in India

**Unit- II: Press law in India - I**

- Contempt of courts Act-1971
- Parliament proceedings Act 1956
- Official Secrets Act 1923
- Press and Registration of Books Act 1867
- Working Journalist's Act
- Copyright act 1957

**Unit- III: Press law in India - II**

- First press commission
- Second press commission
- Chanda committees
- Verghese committees.
- Laws of defamation

**Unit- IV**

- Press council of India,
- Role and Functions of PCI
- Introduction to Cyber Laws .
- Issue of Privacy & Right to Information Act – 2005.

**Suggested Readings:**

1. Media Law and ethics by Moore, Roy L and Murray , Michael D.
2. Press Law Sanjeev Bhanavat
3. Press Kanun , Nand Kishore Trikha





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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-204: MEDIA MANAGEMENT**

Credits: 06

L-T-P-J: 4-1-2-0

**Unit-I : Management**

- Management : Meaning Definition , principles, concepts and Functions
- Media Ownership in India – Nature and Types
- Leadership and motivation
- Types of Newspaper Organizations in India

**Unit –II: Media Organization**

- Structure of Various media organization
- Functions of various department
- Ownership pattern of media organizations and global media Structure
- Economic Principles of media structure
- Public Relations for Organization

**Unit –III : Media Marketing and Customer relationship**

- Media Market
- Media marketing strategies and analysis
- Consumer behavior & Market research
- Employee and Customer relations
- Brand Promotion, Foreign equity in Indian

**Unit- IV: Event Management**

- Problems and Prospects of Management in India
- Event Planning : definition , process and relevance
- Global competition on Indian Media
- Recent Trends in Broadcasting Management

**Suggested Readings:**

1. Khandekar kohil Vanita, The Indian Media , Sage Publications 2011
2. Tungate , Marke, Media Monoliths : how great media brands thrive and survive, Kogan Page 2005
3. Doyle , Gillian, Media Ownership : The economics and politics of convergence and concentration in the UK and Europe media , Sage publication , 2006
4. Shamsi , N. Afaq , Media organization and management , Anmol publication , 2006
5. Albarran , Alan B ., The media economy, Routledge , 2010
6. Redmond J, Trager R Media Organisation Management, Biztantra, New Delhi 2004 .



Course Curriculum (w. e. f. Session2019-20)  
**Journalism and Mass Communication**

7. J.F. Stoner & Freeman , Principles of Management
8. Koontz & Weihrich, Essentials of Management
9. Sylvie , George and others, Media Management : a case book approach , Routledge, 2008
10. S. Kundra Media Management , New Delhi Anmol , 2005

**Signature:**

**Chairperson**

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Name: Dr. Santosh Gautam

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Course Curriculum (w. e. f. Session2019-20)  
Journalism and Mass Communication

**MJM-301: TELEVISION JOURNALISM AND PRODUCTION**

Credits: 06

L-T-P-J: 4-2-0-0

**Unit-I**

- History of Television in India
- Scope of Television Journalism
- Characteristics of Television
- SITE and Kheda experiments

**Unit-II**

- Fundamentals of TV reporting – Reporting skills , Ethics for TV reporting
- Writing and Reporting for TV : Finding the story and Developing the sources , Gathering the facts (Getting right visuals facts and figures, establishing the scene , cut away)
- Interview – Types of TV news interview , art of conducting a good interview
- PTC, vox-pop , ENG, Live Coverage through Satellite Packaging

**Unit-III**

- Steps involved in production
- Stages of production –pre –production , production and post –production
- Scripting for Fiction /Non Fiction
- The production Personnel –Single camera and Multi camera production
- Use of graphics and special effects

**Unit-IV**

- TV Programs for special audience – women, youth, children, farmers, Students panel discussion.
- Role of TV producer
- Studio operations – lighting and floor planning
- Video Camera & Types of Video cameras
- Basic shots , Camera angles and Camera movements

**Unit-V**

- Video editing
- Types of Video editing – Non Linear editing , Cut to cut assemble & insert , on line , off line editing



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Journalism and Mass Communication

**Suggested Readings:**

1. John Riber : Writing and Producing for Television and Film
2. Television Journalism : Lvor Yorke
3. Television : A Critical Review : Horace Newcomb
4. The Age of Television : Carl Bode
5. G.B. Millerson : TV Progame production
6. R.N. Acharya : Television in India
7. Breyer – Johnson : Making a television program me .
8. I.E. Fang : TV News writing , Editing , Filming , Broadcasting
9. B.W. Welsh : A Handbook for script writers. B.W. welsh.

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Course Curriculum (w. e. f. Session 2019-20)  
**Journalism and Mass Communication**

**MJM-302: PUBLIC RELATIONS**

**Credits: 06**

**L-T-P-J: 4-1-2-0**

**Unit- I**

- Public Relations –Concept and Definition
- History and Development of PR in India
- Principles of public Relations
- Scope and importance of public relations

**Unit- II**

- Functions of public relations
- Elements of Public Relations : Publicity and Propaganda
- Tools and Methods
- Public relations writing and PR campaigns

**Unit- III**

- Principles of PR – Laws and ethics in PR, PRSI code – PR organizations – PPSI, IPRA etc.
- PR Setup in central and state governments
- PR in public and private sector
- Functions and responsibilities of PRO

**Unit- IV**

- Public Opinion, Liaison and Lobbying
- Social Responsibility
- Ethic & Codes of conduct in Public Relations
- Professional PR organizations (PRSI, IPRA)

**Unit- V**

- PR Agencies in India
- Public Relations in Industry
- Preparation of literature for PR campaigns through mass media
- House Journals

**Suggested Readings:**

1. Cutlip & Centre (2005) Effective public relations . New Delhi : Pearson
2. Bertrand R. Canfield : Public relations
3. Stephenson : Handbook of public Relations
4. Sam Black : Practical public relations .
5. J.H.Kaul : Public relations in India
6. Leslie : Public relations Handbook
7. Finn: Public relations and the management



Course Curriculum (w. e. f. Session2019-20)  
**Journalism and Mass Communication**

8. J.E. Marsen : Modern public relations

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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-303: COMMUNICATION FOR DEVELOPMENT**

Credits: 06

L-T-P-J: 3-2-2-0

**Unit- I: The Meaning of Development Communication**

- Concepts of development ; Communication
- The concept of development communication
- Indicators of development
- Pre-requisites of development
- WW Rostow Theory
- International development Goals

**Unit- II: Theories of Development Communication**

- The dominant paradigm of development
- Modernization theory
- Dependency theory
- Diffusion of innovations theory
- Globalization theory
- Alternative development
- Participatory Communication ; Social marketing theory ; Media Advocacy

**Unit- III: Indian Models of Development and Planning**

- Gandhi an model of development
- National development model : Five year plans & policy commission
- Social development model :
- Governance and decentralized development model , e-governance

**Unit- IV: Communication strategies for Rural Development**

- Rural development : Origin and Growth
- Print media in development journalism
- Radio in development communication
- New media in rural development

**Suggested Readings:**

1. Development Communication , Uma Narula , 1999, Har Anand Publication Pvt .Ltd., New Delhi
2. Development Communication in India Raghvan
3. A manual of development Journalism (Press Institute of India): Alam Chalkels.
4. Communication & social development in India (Sterling ) : B. Kupu Swami
5. Perspective on Development communication: K Sadanandan , Sage Publication, New Delhi
6. Everybody Loves a good drought , P.Sainath





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Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-304: MEDIA RESEARCH**

**Credits: 06**

**L-T-P-J: 4-2-0-0**

**Unit-I**

- Research : Concept and definition
- Basic elements of research.
- Importance of media research
- Problems of objectivity in research
- Planning to research

**Unit-II**

- Research approaches-qualitative and quantitative approach
- Types of research. Social research , communication research , media research
- Methods/techniques of research ; Hypothesis and variables.
- Research design.

**Unit-III**

- Research methodologies –Survey , Content Analysis , Case Studies , Observation .
- Techniques and tools of Research – interviews , Questionnaire , Schedule. Web surveys , Panel discussion
- Sampling for research
- Types of sampling
- Characteristics of Good Sampling Design

**Unit-IV**

- Type of research data – primary and secondary
- Data classification , codification and tabulation . Data analysis and interpretation . Report writing ,
- Preliminary idea about statistical methods in research : Mean , Mode , standard deviation
- Graphical presentation : histogram , bar diagram and pie charts

**Unit-V**

- Role of researcher
- Methodological limitations in media research
- Research for news reporting and other programs.
- New Trends in Media research.



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**Journalism and Mass Communication**

**Suggested Readings:**

- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Berger, Arthur Berger, Sage Publication , 2000, 2<sup>nd</sup> Edition
- Methodology of Research in Social Sciences , Krishnaswami, O.R., Himalaya Publishing House, 1993, 1<sup>st</sup> Edition .
- Research Methodology : A step by step guide for beginners Kumar , Ranjith , Sage Publication , 2001.
- Qualitative Communication Research Methods , Lind of, Thomas R, Press New York 1999
- Doing media Research : An Introduction , Priest Susanna Horning Sage Publication 2000, 2<sup>nd</sup> Edition
- Research Methodology Methods Techniques – CP Kothari
- Mass Media Research – Dominick and Wimmer

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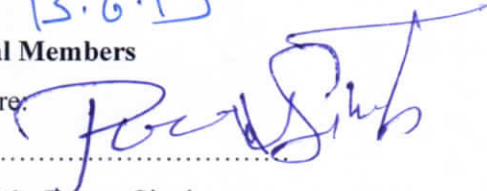
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Course Curriculum (w. e. f. Session2019-20)  
Journalism and Mass Communication

**MJM-401: NEW MEDIA**

Credits: 06

L-T-P-J: 4-2-0-0

**Unit-I- Alternative Journalism**

- The new breaking news medium:
- Changing role of E-Journalist
- Impact on news values; Global or Local
- Presenting the news and views;
- Basics of web designing

**Unit-II- New social Media-1**

- Dynamics of social media network, novelty , strength and weakness;
- Growing personal sphere and online communities :
- New business model : advertisements, marketing and online revenue:
- Future trends

**Unit-III – New Social Media2:**

- Riding the cyber wave
- Multimedia storytelling on individual and group blogs;
- Media research and Internet

**Unit-IV- Internet and Social Activism :**

- Digital divide: Problem of access and other issues;
- Use of internet for development, by NGOs and E-governance;
- Politics 2.0 and Virtual Democracy ;
- Social sharing to social activism;
- National and international campaigns on environment
- Human rights and other issues



Course Curriculum (w. e. f. Session2019-20)  
Journalism and Mass Communication

Unit-V- Ethics of web journalism

- Security and privacy concerns;
- Nature of Cyber crims and Cyber laws;
- Net war and Terrorism;
- Need for a national ICT policy.

Suggested Readings:

1. Operating Systems: W. Stalling , Prentice Hall of India
2. Computer Organization and Architecture: W. Stalling , Prentice Hall of India
3. Easy Computer Basics : Michael Miller 0 Computer Graphics: D Harm, Barker , Prentice Hall of India Computer Networks : A.S Tenebaun , Prentice Hall of India .
4. Dats Communication and Networking : B.A.F orouzan, Tats McGraw Hill .

Signature:

Chairperson

Signature:

Name: Dr. Santosh Gautam

Date: 13.6.19

Internal Members

Signature:

Name: Mr. Pranav Singh

Date: 13-6-19

External Members

Signature: 1.......... 2.....

Name: Dr. Rashmi Gautam Dr. Dharendra Rai

Date: 13-06-2019 13-06-19



Course Curriculum (w. e. f. Session 2019-20)  
**Journalism and Mass Communication**

**MJM-402: ADVERTISING**

**Credits: 06**

**L-T-P-J: 4-1-2-0**

**Unit-I**

- Introduction :Definitions advertising
- Functions of advertising
- Types of Advertising
- Elements of Advertising

**Unit-II**

- Advertising media
- AIDA model, DAGMAR Model
- Brand Positioning
- Brand Establishment

**Unit-III**

- Advertising Agencies
- Economic Impact
- Classification by target audience
- Classification by Geographical areas, By Media

**Unit-IV**

- Advertising Process
- Advertisement campaign
- Campaign planning and Process
- Advertising copy , and layout practices
- Creativity and visual appeal

**Suggested Readings:**

- Contemporary advertising – William F . Arenas and Courtland L. Bovee. Sydney : Irwin, 1994



Course Curriculum (w. e. f. Session 2019-20)  
**Journalism and Mass Communication**

- How advertising works and the people who make it Happen – Jan Greenberg . New York: Henry Holt, 1987
- Advertising & Sales Promotion – S.H.H. Kazmi & Satish K. Batra, New Delhi Excel Books, 2006

**Signature:**

**Chairperson**

Signature: *[Signature]*

Name: Dr. Santosh Gautam

Date: 13.6.19

**Internal Members**

Signature: *[Signature]*

1.....

Name: Mr. Pranav Singh

Date:

**External Members**

Signature: 1.... *[Signature]*.....

Name: Dr. Rashmi Gautam

Date: 13-06-2019

2.... *[Signature]*.....

Name: Dr. Dharendra Rai

Date: 13-06-19



Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**MJM-403: FILM STUDIES**

Credits: 06

L-T-P-J: 4-1-2-0

**Unit-I**

- Fundamentals of Film: Concept of Film,
- Film as a medium of communication ,
- Types of Film,
- History of Film, Interrelationship of film industry with other media
- Influence of cinema on Society culture arts.

**Unit-II**

- Development of Cinema: Film making ,
- Production , Distribution ,
- Exhibition and Publicity function.

**Unit-III**

- Kinds of cinema: Action / commercial /art/documentary instructional films emotional cinema , animation 3D cinema.
- Film Appreciation, Film Criticism , Film Reviews
- Censorship : need, relevance

**Unit-IV**

- Film Personalities and Committees ,
- Various committees in cinema,
- Central and state organization of cinema, children Film Society, Censor Board
- Film festivals and film awards.
- Film institutions : NFDC, NFAL, FTII

**Suggested Readings:**

1. Moves as Mass Communication by Garth Jowett and James M. Lintou
2. An Introduction to film by John L.Fell Our Films and Their Films by Ray , Satyajit Hours in the Dark by Vaidyanathan T.G Film Editing by Roger Crittenden
3. Film Theory and criticism by Mast and Cohen Cinemas of India by Thoraval V yas
4. Encyclopaedia of Indian Cinema, Paul Willemen , 1995, British Film Institute, New Delhi .
5. So Many Cinemas B.D. Garga , 1996, Eminence Publishers, Mumbai
6. Mass Communication in India , kevaj.Kumar , 2004 Jaico Books , Mumbai

**Signature:**

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION





Course Curriculum (w. e. f. Session 2019-20)  
Journalism and Mass Communication

**Chairperson**

Signature: *Santosh Gautam*

Name: Dr. Santosh Gautam

Date: *13-6-19*

**Internal Members**

Signature: *Pranav Singh*  
1.....

Name: Mr. Pranav Singh

Date: *13-6-19*

**External Members**

Signature: 1..... *Rashmi Gautam*

Name: Dr. Rashmi Gautam

Date: *13-06-2019*

Signature: 2..... *Dhirendra Rai*

Name: Dr. Dharendra Rai

Date: *13-06-2019*



**MJM-404: DISSERTATION /FINAL PROJECT**

Credits: 06

L-T-P-J: 4-1-2-0

**Dissertation:** Every student has to work on a research project under the supervision of a faculty member. The research must be about Journalism or mass communication .A written dissertation of minimum 10000 words must be submitted by the end of the semester. The written dissertation has to be evaluated by the research guide and External Examiner, appointed by Rama University. Viva –voce based on dissertation has to be conducted by the External Examiner, in the presence of the research guide .

**Final Production:** As the course ends here, it is a compulsory milestone to cover for the successful leap of the mass Communication course. The students will be assigned particularly with individual projects (Video/Audio/print). It may be a group project or individual. The projects will be screened and will be evaluated by a handful of faculties from the university. These projects will be submitted to the archive of Rama University and will be kept for the purpose of future reference.

**Signature:**

**Chairperson**

Signature: 

Name: Dr. Santosh Gautam

Date: 13.6.19

**Internal Members**

Signature: 

1.....

Name: Mr. Pranav Singh

Date: 13-06-19

**External Members**

Signature: 1...  .. 2... 

Name: Dr. Rashmi Gautam

Dr. Dharendra Rai

Date: 13-06-2019

13-06-19