

BACHELOR OF ARTS IN CONVERGENT JOURNALISM (B.A-J.M.C)

Semester : First Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	BACJ-311	History of Journalism	3	0	0	3	Regular
2.	BACJ -312	Principles and Procedures of Journalism	3	0	0	3	Regular
3.	BACJ -313	Personality, Adjustment and Mental health	3	0	0	3	Regular
4.	BACJ -314	English for Communication	3	0	0	3	Regular
*5.	BACJ -315	Writing Skills	1	0	2	3	Regular
7.	BACJ -316	Fundamentals of Computer	2	0	1	3	Regular

Semester : Second Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	BACJ -321	Creative Writing.	2	1	0	3	Regular
2.	BACJ -322	Folk Media Communication	3	0	0	3	Regular
3.	BACJ -323	Indian History	3	0	0	3	Regular
4.	BACJ -324	Development Communication	4	0	0	4	Regular
5.	BACJ 325	Print journalism	4	0	0	4	Regular
6.	BACJ -405	Intercultural Communication	3	0	0	3	Regular

Semester : Third Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	BACJ -331	Indian Business Environment.	3	0	0	3	Regular
2.	BACJ -332	Reporting Methods & Editing Techniques	4	0	0	4	Regular
3.	BACJ -333	Media Laws and Indian Constitution	4	0	0	4	Regular
4.	BACJ -334	Broadcast Journalism	3	1	0	4	Regular
5.	BACJ -335	Advertising	3	0	0	3	Regular
6.	BACJ -336	Public Relation	3	0	0	3	Regular

Semester : Fourth Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	BACJ -341	Crime Journalism	2	1	0	3	Regular
2.	BACJ -342	Mass communication & Society	2	1	0	3	Regular
3.	BACJ -343	Corporate Communication	2	1	0	3	Regular
4.	BACJ -344	Environmental journalism	3	0	0	3	Regular
5.	BACJ -345	Photo Journalism	2	1	0	3	Regular
6.	BACJ -346	Ethics & Values of Journalism	3	0	0	3	Regular

Semester : Fifth Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	BACJ -351	Social Psychology	3	0	0	3	Regular
2	BACJ -352	Agricultural Journalism	3	0	0	3	Regular
3	BACJ -353	News Paper Management	2	1	0	3	Regular
4	BACJ -354	Economics Development & Issues	3	0	0	3	Regular
5	BACJ -355	Women and Media	3	0	0	3	Regular
6.	BACJ -356	Media Research	2	1	0	3	Regular

Semester : Sixth Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	BACJ -361	Media Management	4	1	0	5	Regular
2	BACJ -362	Contemporary India & the World	3	0	0	3	
3	BACJ -363	Online Journalism	2	0	1	4	
4	BACJ -364	Public Administration	3	0	0	3	
5	BACJ-365	Sports Journalism	3	0	0	3	

BACHELOR OF ARTS IN CONVERGENT JOURNALISM (B.A-J.M.C)

Syllabus
Semester – 2nd

Creative Writing (BACJ-321)

Credits Hr.-3(2+1+0)

Unit-1

Introduction to writing skill

How to achieve lucidity and directness

Authenticity and credibility

Authorial voice

Unit-11

Preparation for writing

Opening

Building climax

Appropriate ending

Unit-111

Dialogues and monologue

Basic elements of a short story

Plot, structure, atmosphere

Character, narration

Unit-1V

Television and its potential: An introduction

Types of programmes

Essential production techniques

Plays and serials

Unit-V

Dramatic monologue

screenplay

Folk Media Communication BACJ-323

Credits Hr. -
3(3+0+0)

Unit 1

Why study Media? How and How not to study Media?

Unit 2

Media Determinants: Owners and controlling companies; Media institutions, the **State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.**

Unit 3

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

Unit 4

Media Ideology: Defining ideology, Ideology in the classroom.

Unit 5

Audience Relationship: Problematizing audiences, Audience positioning,

Subjectivity, Pleasure.

Development Communication (BACJ-324)

Credits Hr.-4(4+0+0)

UNIT-1 Concepts Of Development

Definition, Concept, Role of Communication in development, Development support communication, Communication approaches-vertical, horizontal,

UNIT-2 Origin Of Development Communication

Philosophy of development communication, Concept, Post second world war period, Early Years of development in India, Communication development, Strategies in development communication.

UNIT-3 Development Communication Theories & Concentrations

Economic Theories, Models-cultural model, Gandhian model etc. Modernization-revival of modernization, relevance of western theories in India. Focus of

agricultural development: shifting emphasis, Funding Agencies-U.S.Aid, Ford Foundation, World Bank Etc, Development communication experiments- SITE.

UNIT-4 Communication Profile Of India.

Role of the media in development communication, Need of resources, Reach- Access, Various media systems, Radio & T.V Development programmes-Agriculture, Health, Environment etc, National integration-role of press.

UNIT-5 Development Communication: Strategy & Research Methodology

Media Selection-Small media appropriation-media mix, Research methods in social sciences, Qualitative & research- Hypothesis-Concepts- Research Design, Methods of data collection, Survey analysis, Case studies, Writing the report.

Print journalism (BACJ-325)

Credits Hr.-4(4+0+0)

Unit-1

Introduction To Print Journalism

Definition, New Concepts, Elements of News, News Values, Historical Development of Press in India, Various forms of print media, Current trends of Indian press. Development of regional press.

Unit-2

News Paper Organisation & Management

Various forms of organization, Structure & functions of news paper organization, News paper ownership patterns in India, Changing nature of news paper management,

Unit-3

Reporting & Editing

Various types of reporting, Qualities of reports, News Collection, Art of interviewing, Editing, Principals of editing, Different styles of Editing, Copy Editing, Structuring the news, Qualities & responsibilities of Editor, Sub-Editor, Copy-Editor, Reporter .

Unit-4

Professional Associations, Agencies
& Illustrations

Press Commissions, Press Council, Working Groups,

News agency, Press Information Bureau, Publication Division,

Office of the registrar of News paper in India, Photo Division, Research & reference division, National Library.

Importance of Illustrations: News Photos, Cartoons & Caricatures.

Unit-5

Layouts & Design

Layout & Design, Page Makeup-Principals, Various Types Of Make-up, Page Make-up in News Papers, Magazines, News Letter & Periodicals, Intro or Leads.

Intercultural Communication (BACJ-326)

Credits Hr. -
3(3+0+0)

Unit-1: Communication for rural development

- a. Strengthening Panchayati Raj**
- b. Enhancing people's participation**
- c. Advancement in farming and alternative employment**
- d. Conservation of rural culture – tradition**

Unit-2 :Communication for urban development

- a. Urban sanitation**

- b. Consumer awareness**
- c. Slum development**
- d. Consumption pattern of water, electricity, fuel**

Unit-3: Communication for Tribal development

- a. Wild life and forest conservation**
- b. Joint forest management**
- c. Forest based cottage industries**
- d. Conservation of tribal culture-tradition**

Unit-4: Traditional media

Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

NGOs and development – preparing projects

Unit-5: Values for Positive Living

Social Etiquettes

Societal Values & Norms

Art of Fine Dining

. Business Etiquettes

Etiquettes for Media

. Impact of Cross-Cultural Relations

BACHELOR OF ARTS IN CONVERGENT JOURNALISM (B.A-J.M.C)

Syllabus
Semester – 3rd

Indian Business Environment(BACJ-331)

Credits Hr. -
3(3+0+0)

Unit-1

Structure of indian economy:

Indian Economy, Structure of Indian Economy, New trends of Indian Economy, Monetary & Fiscal Policies, New Economic Policy.

Unit-2

Social & cultural environment:

Meaning of Culture & Society, Role of Culture & Society, Caste & Class Structure, Demographic Profile, Life Styles.

Unit-3

Political environment:

Shift in Political Weather, Centre-State Relationship, Role of Political Parties, Judiciary, Legislatures & Executives.

Unit-4

Market dynamics:

Elements of Competition; Perfect Competition, Monopoly & Price Discrimination, Imperfect Competition, Oligopoly.

Unit-5

International trade:

International Trade, Balance of Payments, Economic Role of Government, Trade Cycles, World Bank, WTO and GATT.

Reporting Methods & Editing Techniques (BACJ-332)

Credits Hr.-4(4+0+0)

Unit I : News

Introduction, Definition of News, Ingredients of News, News Values, Fundamental qualities of news, News Sources.

Unit II : Types of Reporting

Introduction, The Lead, The Body, Different types of Reporting: Objective, Interpretative and Investigative Reporting, Crime Reporting.

Unit III : Qualities & Responsibilities of a Reporter

Introduction, Essential Qualities of a Reporter, Nose for News, Responsibilities of Reporter towards Organisation, Sources, Readers and Society, Dealing with Corporate News, Reporting Communal Conflicts.

Unit VI : Interviewing Skills

Introduction, Interview, Importance of Interview, Preparation of Interview, Research, Strategy, How to get an Interview, Dos and Don'ts of an Interview, Tips for LIVE Interview, Interviewing Skills, How to establish Rapport.

Unit V : Specialised Reporting

Introduction, What is specialised Reporting, Types of Specialised Reporting: Court Reporting, Legislature Reporting, Science & Technology Reporting, Development Reporting, Environment Reporting, Sports Reporting and Entertainment Reporting.

Media Laws and Indian Constitution (BACJ-333)

Credits Hr.-4(4+0+0)

Unit-1 - Nature and Principle of Constitution of India

(a) Fundamental Rights (b) Right to Information (c) Freedom of Expression (d) and Freedom of Press in various political Setup

Unit-2 - Constitutional restrictions on Media

Privileges of Media Personnel, The Indian Penal Code, Indian Evidence Act, Contempt of Court.

Unit-3 - Acts

The Press Registration of Books Act 1867, Copy Right Act – Periodical Changes, Official Secrets Act of 1923. Press Council

Unit-4- Rights & Liabilities

Rights and Liabilities of the Editor, Printer and Publisher – Editorial autonomy and Independence

Unit-5 - Freedom And Social Responsibility Of Media

**Investigative Journalism. Advertising Standards, Film Censorship, Press council,
Broadcasting policy, Prasar Bharti.**

Broadcast Journalism (BACJ-334)

Credits Hr.-4(3+1+0)

Unit 1: Origin And Development

Origin and Development of Broadcast Journalism

broadcasting system, Indian Broadcasting Policy, Major recommendations of committees and working groups Prasar Bharati bill .

Unit 2: Planning : Television & Radio Programmes

Planning and Production of TV, radio programs, General and special audience programmes, Principles of writing for radio, Language, Different formats of radio programmes, Techniques of radio news writing, Radio Commercials.

Unit 3: Writing For T.V & Video

Writing for TV, TV crews, Visualization anatomy of News Cast & news gathering, Various Programmes, General and special audience programmes, Various formats of TV Programmes, TV Commercials, Sponsors, TV news agencies, Private channels, Internet and Web Journalism.

Unit 4: History & Development Of Indian Cinema

Brief History of films in India, Cinema and Society, Effects of Cinema, Film theories, Film criticism, Indian Film Culture , Film regulations, Censorship , Film Festivals, Film Awards, Economics of Indian Film, Management and Organizations, Financing, Patterns of Distribution and Exhibition taxation etc.

Unit 5: Editing & Production

Film Production Various Stages, Scripting, Casting, Rehearsing, Shooting, Sound Track, Editing, Various types of editing, Production, Publicity, Dubbing, Playback, Re-recording, Cinematography, National Film Policy, FFC, NFDC, Commercial Films, Documentaries, Film Division.

Advertising (BACJ-335)

Credits Hr.-3(3+0+0)

Unit-1 Introduction To Advertising.

The world of Advertising, Effective Advertisement, Five Players of Advertising, Current Issues, Marketing and Tools of Marketing.

Unit-2 Consumer's Behaviour

**Cultural, Psychological & Social Influence,
Decision Process, Message Reception & Response.**

Unit-3 Advertising Planning & Strategy

Strategic Plan, Market Plan, Advertising Plan, Media Planning & Buying, Media Objectives, Selection & Buying.

Unit-4 Copy Writing

Creative Thinking & Execution, Copy Writing: Language & Methods, Copy Writing for Radio, Television & Website,

Unit-5 Art & Production

Art Direction for Television , Web Design.

Public Relation (BACJ-336)

Credits Hr.-3(3+0+0)

Unit 1

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management

Unit 2

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

Unit 3

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

Unit 4

Shareholders relations, dealers relations, PR for hospitals, PR for charitable institutions, PR for Defense, PR for NGOs, Pr for political parties, management and case studies.

Unit 5

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

BACHELOR OF ARTS IN CONVERGENT JOURNALISM (B.A-J.M.C)

**Syllabus
Semester – 4th**

Crime Journalism (BACJ-341)

Credits Hr.-3(2+1+0)

Unit: 1

Introduction of Crime Reporting, History of Crime Reporting, Crime, Society and Law, Crime and Sex, Sensationalisation of Crime and Glamorization of Criminals

Unit: 2

Concept of Criminology, Sociology of Crime, Changing Pattern of Crimes, Rural and Urban Crimes, Mafia, Politics and Money

Unit: 3

Knowledge of Criminal Laws, Investigation Reporting and Writing of Crime Stories, Media, Police and Criminals, Investigation Agencies, International Crimes, Terrorism and Laws

Unit: 4

Judiciary, Composition of Court Structure, Court Reporting, Knowledge of Legal Procedure & Major Laws, Media and Judiciary

Unit: 5

Media, Law, State and society, Media and Human Rights, Court Reporting, Commentary and Contents, journalist's Responsibility Towards Society and Judiciary, Issues and Challenges before Crime and court Journalists.

Mass communication & Society (BACJ-342)

Credits Hr.-3(2+1+0)

Unit: 1:

Meaning, definitions, characteristics and features

2. Functions of mass communication

3. Mass Communication and mass culture

Unit: 2:

Normative Theories of press

a. Authoritarian Theory

b. Libertarian Theory

c. Soviet Communist Theory

d. Social Responsibility Theory

e. Other Theories: Development Media theory & Democratic Participant Media Theory

Unit: 3:

Impact/influence of mass media

Social Influence or Identification Theory

Mc Luhan's Theory

Unit: 4:

A. Psychological Theories

1. Hypodermic Needle Theory

2. Two-step theory

3. Multi-step communication

4. Individual Difference Theory

5. Personal Influence theory

6. Selective Exposure, Selective Perception & Selective Retention Theory

Unit: 5:

B. Sociological Theories

1. Play Theory

2. Commercial Theory

3. Uses & Gratification Theory

4. Cultivation Theory

5. Dependency Theory

6. Agency Setting Theory

Environmental journalism

(SFMC-343)

Unit-1

1.1-Environment & communication

1.2-meaning of environment

1.3-Understanding Environment & our surrounding

Unit-2

2.1-Environmental issue

2.2-Different types of environmental issues-oil spills on oceans,smog over cities,holes in the ozone layer,noxious fumes in the air,muddied drinking water,denudation of forests,extinction of wildlife species,heavy silting of fresh-water rivers,desertification of vast tracts of fertile land,top soil erosion,rising global temp,acid rain.

Unit-3

Methods by which media promotes environmental issues.

Unit-4

4.1-Tools &technique by which environmentalists take advantage of the media

4.2-drawback of the media

Unit-5 5.1-Approaches of various interest group on same environmental issue.

5.2-the media work to improve the environment

CORPORATE COMMUNICATION (BACJ-343)

Credits Hr.-3(2+1+0)

UNIT ONE : ELEMENTS OF CORPORATE COMMUNICATION

1.1: Concept, significance & objectives of corporate communication.

1.2: Establishing media relations.

1.3: Designing communication plans & understanding publics.

1.4: Tools & strategies of image projection.

UNIT TWO : SIGNIFICANCE & SCOPE OF GENERAL MANAGEMENT

2.1: Policy formulation, planning, execution and control.

2.2: Organisation theory: delegation, de-centralisation, leadership & co- ordination.

2.3: Understanding general management, finance, marketing, personnel & production

department.

2.4: Ownership patterns, and role of proprietorship, Private Limited Companies, Public Limited.

Companies, Trust, Co-operatives.

UNIT THREE: FUNCTIONAL MANAGEMENT OF MEDIA

3.1: Principles of media management & significance; media as an industry & profession.

Concept of changed management.

3.2: Very brief introduction of DAVP, INS, TRP, ABC. Press Information Bureau (PIB);

Directorate of State PR Department.

3.3: Managements & editorial staff relationship, HR Development.

3.4: Economics of print and electronic media; audience research and readership surveys.

UNIT FOUR : MARKETING & SALES PROMOTION

4.1: Concept of Marketing and media mix.

4.2: Concept of market positioning & campaign planning, and their applications in media management.

4.3: Concept of consumer behaviour. and its application in media management.

4.4: Strategies & tools of sales promotion in media management.

UNIT FIVE: CHALLENGES AND GROWTH

5.1: Current challenges of media management. Nature and types of organisation.

5.2: Functions of different departments in a media organisation. Corporate social responsibility.

5.3: Growth of entertainment industry, infotainment.

5.4: Case study of any one media organisation.

Photo Journalism(BACJ-345)

Credits Hr.-3(2+0+1)

UNIT-1: Journalism:

Concept, Dimension, Growth, Importance, Requirements, Ideals, Nature, Objectives, Purpose & Functions.

UNIT-2: News Media Operations:

How news media functions? Three Modes of Daily Journalism, National media - How it nationalises the news? Agenda setting function of the National media, New categories of News, Approaches to Journalism.Press Organisations.

UNIT-3 News Agency Journalism:

History, functioning & role of PTI and UNI, International News Agencies, Feature SyndicatesPhotography - Elements and principles - visual language - meaning - photographer's jargon; composition of photography-subject and light.

UNIT-4 Photographic equipment –

Cameras - types - formats - lens - their types and functions - film - types and functions- accessories.

Camera and Photo - Shots-focus - shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines - developing photographers' manual and computerised photography.

UNIT-5 Photographing people –

portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising ; conflicts - war - political and social photography.

News values for pictures - photo-essays-photo features; qualities essential for photo

journalism; picture magazines - colour photography; impact of technology, practicals, field assignments and their evaluation

Ethics & Values of Journalism (BACJ-346)

Credits Hr.-3(3+0+0)

Unit-1 Nature and Principle of Constitution Of India

(a) Fundamental Rights (b) Right to Information (c) Freedom of Expression (d) and Freedom of Press in various political Setup

Unit-2 Constitutional Restrictions on Media

Privileges of Media Personnel, The Indian Penal Code, Indian Evidence Act , Libel , Slander , Defamation ,Contempt of Court.

Unit-3 Acts

The Press Registration of Books Act 1867, Copy Right Act – Periodical Changes, Post and Telegraphy Act , Official Secrets Act of 1923.

press Council – Working Journalists Act – MRTPC (Monopolies and Restrictive Trade Practice Commission) – Industrial Dispute Act – Indecent Representation of Women Act of 1986.

Unit-4 Rights & Liabilities

Rights and Liabilities of the Editor, Printer and Publisher – Editorial autonomy and Independence – Govt. Information Services and their controls – PIB.

Unit-5 Freedom and Social Responsibility Of Media

Tabloid Journalism , Investigative Journalism.

Advertising Standards – Advertising Councils , Film Censorship – Press council , Broadcasting policy , Prasar bharti.

BACHELOR OF ARTS IN CONVERGENT JOURNALISM (B.A-J.M.C)

Syllabus
Semester – 5th

Social Psychology (BACJ-351)

Credits Hr.-3(3+0+0)

Unit-1:

Psychology: Meaning, Definition. Media and Perception: Attention, Sensory Psychology, Sensation & Perception, Information display, Foundations of Behavior – Attitudes, Personality and learning

Unit-2:

Media Applications: Advertising, Children and the Media, News and Politics, Public Information Programmes, Entertainment, Violence in the Media

Unit-3:

Media and Emotion: Emotion & Understanding, Emotion & Communication, Media and Intelligence, Cognitive Intelligence, Emotional Intelligence, Artificial Intelligence

Unit-4:

Media and Thinking: Attention, Memory, Language, Semantics, Semiotics, Creativity, Reasoning, Problem Solving, Judgment, Decision Making

Unit-5:

Cognitive dissonance, Perception and Reality, Cinamatherapy, Absence of Presence, Color, Sound, Learning and motivation, Brain based learning, Memory: short and long term, Learned Helplessness Success, Intelligence, multiple and specific intelligences

Newspaper Management (SFMC-353)

Credit Hrs: 3(2+1+0)

Unit – I

General Introduction to Management

1.1 Introduction, Concept, Significance, Definition and Function of Management.

1.2 Planning Meaning, Nature of Planning, Planning Process and Management.

Unit – II

Management Process

2.1 Organizing, Directing, Leadership etc.,

2.2 Controlling & Co.-Ordination

Unit – III

Newspaper As an Industry

3.1 Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality

Management.

3.2 Ownership Patterns.

3.3 PRB Act, Company Act, Industrial Dispute Act, Working Journalists and other Newspaper Employees.

3.4 Registration of Newspaper, Identification of Competitors, Analysis & Evolution, Procedure/Process.

3.5 Organizational structure, Newspaper Establishment (TOI/HT, Indian Express, Bhaskar, Amar Ujala, Enadu etc.)

3.6 Role of ABC, IRS, NRS.

Unit – IV

Newspaper Production Process and Problems.

4.1 Communication System, Edition Planning, Printing Schedules, Time Management.

4.2 Different Type of Problem like Labour etc.

4.3 Human Resource Development.

Unit – V

Distribution and Marketing Management of Newspaper

5.1 Introduction of Marketing, Concept of Marketing, Marketing Process.

5.2 Consumer Behaviour: Factors Influencing Buyers Behaviour, Identifying Market

Segments, Selecting Target Markets.

5.3 Distribution of Newspaper, Selection of Circulation Area

agricultural journalism

Bachelor of arts convergent journalism

Unit-1

1.1-Agriculture & communication

1.2-Development-support communication-the genesis

Unit-2

2.1-Focus of agricultural development-shifting emphasis.

2.2-Agricultural development in India: specific features.

Unit-3

3.1-Agricultural extension

3.2-Extension approaches over the years.

3.3-system approach in agricultural communication

Unit-4

4.1-Diffusion of innovation:key to Extension

4.2-Stages in the adoption process

(1) Awareness stage (2) Interest stage (3)Evaluation stage(4)trial stage

(5) Adoption

4.3-Information sources & their relevance at various stages of adoption.

Unit-5 5.1-Models of agricultural extension in india.

5.2-Case studies on communication –support to agriculture

Economic Development & Issues (BACJ-335)

Credits Hr.-3(3+0+0)

Unit-1:

Economy: Meaning, Definitions, Market, Command and Mixed Economy, Economic Growth and Development. Underdevelopment: Circular and Cumulative Process, Vicious Circle of Poverty, Impediments to development

Unit-2:

Nature of Indian Economy: Low per-capita income, Inequitable distribution of income & poverty, Predominance of agriculture, Rapid population growth, Low-level of Human Development, Unemployment , scarcity of capital, Fiscal imbalance, Balance of payment, Disequilibrium, Inflation, Technological backwardness.

Unit-3:

Economic reforms: Recent economic & structural reforms, Recent trends towards privatization & disinvestment of public sector undertakings, their impact on Indian economy, Social impact of economic reforms.

Unit-4:

India & the World Economy: Globalization towards a new World Economic Order, Setting up of WTO, India & WTO, WTO-trespassing the Sovereignty of Nation States

Unit-5:

Socio-Economic Issues & the Media: Power & Politics concerning caste, Religion & Minorities, Communalism, The Bias in the Media, The Mass Media & Democracy, The Mass Media, Public Opinion & Social control, Terrorism, Corruption and Political Defections.

Media Research (BACJ-356)

Credits Hr.-3(2+1+0)

Unit-1: Communication and Research

- **Meaning of research, pure and applied research, scientific approach to research**

- **Concept and scope of communication research, need and importance**

- **Areas of research in communication: source analysis, message analysis audience**

- analysis, media analysis and effect analysis**

Unit-2: Research Problem

- **Research problem, criteria for selecting a research problem**

- **Formulation of research problem, Research Design, its types and components**

Unit-3: Synopsis

- **Its meaning and importance**

- **Concept, variables, hypothesis**

Unit-4: Data Collection and Analysis

- **Methods of data collection: Historical, experimental, survey, case study, content**

- analysis, interview and observation**

- **Sampling**

- Measuring variables, levels of measurement, measure of central tendency, validity and reliability

Unit-5: Research Report

- Writing the research report, significance of bibliography, index Appendices, footnotes.

BACHELOR OF ARTS IN CONVERGENT JOURNALISM (B.A-J.M.C)

Syllabus
Semester – 6th

Media Management (BACJ-361)

Credits Hr.-5(4+1+0)

Unit-1: Media organization:

Meaning, Nature, Forms, Structure and Functions; Role and Importance of Media Organizations, Principles of Media Management
Media as a profession and industry
Organization/Theories, Organizational Structure, Policy Formulation
Personal Management
Starting of a Newspaper: Newspaper Organization and Management, Principles of Newspaper Business, Divisions, Operations, Types of Newspaper Organizations in India

Unit-2: Ownership pattern:

Private Ltd., Public Ltd., Individual ownership, Partner, Trust, Society, Vertical ownership, meaning and implementation, Newspaper Ownership, Types of Newspaper ownership in India. Circulation and Promotion
Public Relations for Newspaper Organization

Unit-3:

Production Cost, Capital Cost, Commercial Polity

Budgeting, Production Scheduling, Media Scheduling, Record Keeping

Problems and Prospects of Newspaper Industry in India, Small newspaper and their

Unit-4:

Advertising, PR, Brand Promotion & Marketing Strategies

Employee/Employer relationship

Principles of Television and Radio Management in India, Recent Trends in Broadcasting Management

Unit-5:

Human Resource Development: Recruitment, Selection, Orientation, Training and

Career Development. Reach-promotion- market survey techniques Managerial Counseling, Management and problems of media organization ,Establishing a media organization – Steps involved, Process, importance of entrepreneurship and sources of finance.

Contemporary India & the World (BACJ-362)

Credits Hr.-3(3+0+0)

Unit-1: Media and Technology

1. Media Technology : An overview, early days to present.

(Theatre, Print, Electronic, Satellite)

2. Technology, Media and Culture – their relationship and interdependence

3. Media Technology and Globalisation process - its impact and cultural perspective

Unit-2: World Communication during Cold War

1. Trends in World communication : An overview since World War II

2. Cold War Days. Emergence of Third World countries and the Non-Aligned Block

3. Use of media by power blocs, super powers

4. Integration between information, armament/military and media

Unit-3: Struggle for bridging the information gap

- 1. Domination of the transnational news agencies**
- 2. Barriers to the flow of news**
- 3. Struggle for news between developed and developing countries**
- 4. Demand for new world information and communication order**

Unit-4: Era of information cooperation

- 1. Bilateral, multilateral and regional information cooperation**
- 2. Role of International organizations – UN resolutions on Media related issues**
- 3. International practices on visual coverage and regulation in media exchange**

Unit-5: Contemporary trends in world media

- 1. The Gandhian approach**
- 2. International Mergers/Media Moghuls**
- 3. Reassertion of Boundaries**

Online Journalism (BACJ-363)

Credits Hr.-4(2+0+1)

Unit-1: Cyberspace

- a. Meaning and definition**
- b. Digital media and communication, ICT**
- c. Characteristics : Interactivity hypertextuality, multi-mediality**
- d. Information society**
- e. New world information order**
- f. E-governance**

Unit-2: Internet

- a. History, www and web casting**
- b. Internet tool kits-server, ISP, networking, browsers**
- c. Video conferencing**
- d. The dotcom mania**
- e. types of websites**

Unit-3: Cyber journalism

- 1. Traditional vs cyber journalism-difference in news consumption, presentation and uses**
- 2. Cyber journalism formats : Home pages, news groups, bulletin boards, portals, blogs, e-zines**
- 3. Story telling formats : Print plus, clickable interaction slideshows, audio stories, live charts, quizzes and surveys, animated stories and other interactive web casts**
- 4. Writing news for web : What and how, story structure, writing style, do's and don'ts**
- 5. Editing for web : Meaning, strategy, the role of editor**

Unit-4: Web Designing

- 1. Principles, designing elements, use of text images, colour, multimedia and interactivity**
- 2. Web designers tool kit : HTML, web editors, image editor and multimedia tools**
- 3. Web publishing : Requirements, steps and plan**

Unit-5: Cyberspace, laws and ethics

- 1. Impact of internet on traditional news gathering, storing and retrieval, processing and production, presenting and distribution and access**
- 2. Ethics in journalism : Credibility and authenticity, copyright, balance, accuracy**

3. Cyber crimes : Types and dimension

4. Cyber laws, difficulty and enforcing them

Public Administration (BACJ-364)

Credits Hr.-3(3+0+0)

Unit – I

Concept of Administration

1.1 Public Administration – Concept and Importance

1.2 Principles of its Organization.

1.3 Administration in Historical Perspective (Brief Introduction).

1.4 Experiences of Colonial Administration.

Unit – II

Composition of Administration

2.1 Personnel Administration.

2.2 (I) Recruitment, (II) Promotion, (III) Training.

2.3 Executive Legislative and Judicial Control over Administration.

2.4 Administration Reforming and their Impacts.

Unit – III

Areas of Administration

3.1 Forms and areas of Administration.

3.2 Public Administration and its Character in India.

3.3 Public Undertaking Administration.

3.4 Administrative Tribunals, Intelligence Administration , Law & Order Administration.

3.5 Defense Administration etc.

Unit – IV

Administration & Society

4.1 Administration of Various Levels Central State, District, Jila Sarkar, Panchayati Raj and Gram Sarkar.

4.2 Lokpal & Lok Ayukta.

4.3 Administration and Backward Society.

4.4 Influence of Castes, Class and Creed Prejudices over Administration.

Unit – V

Administration & Media

5.1 Press, Society and Administration.

5.2 Media's understanding of Administration, Coverage and Relation.

5.3 Administration and Freedom of Press.

5.4 Mass Media, Dialogue and the State.

Sports Journalism (BACJ-365)

Credits Hr.-3(3+0+0)

Unit – I

Importance, Language skill and Presentation

(a) Importance of Sport Journalism(b) Language Skills(c) Writing and Editing(d) Selection of Heading(e) Photo(f) Lay-out(g) Design(h) Cartoon(i) Graphics(j) Graphs

Unit – II

Qualities of Sport Journalist Collection of News

(a) Qualities

(i) Knowledge of Sport(ii) Specialization in At least two sport(iii) Investigative Approach(iv) Capacity of Preview and Review(v) Personal Sound and Cooperation(vi) Expert in Public Relations

(vii) Knowledge of Technical Words and Rules(viii) Curiosity to know

(b) Collection of News

(i) Through Self Sources(ii) By Agencies(iii) By Press Releases(iv) By conference(v) By Radio and Television(vi) By Internet

Unit – III

Structure of Sport Organization

a Government

i Ministry ii Directorate iii Sport Council iv Sport Authority v Sport Hostel

b Private

i Indian Olympic Association ii Olympic Association of the States.

c Federation

iv Federation of Various Sport Organization. v Association of Various Sport in States District and Commissionery Unit of Various Sport.

d Sports Club.

e Competitions

i Various National State and District Competitions ii Competition of National State and District Level

iii Invited Competition.

Unit – IV

Difference between Newspaper and Magazines Editing

i Difference Between the Material of Newspaper and Magazines. ii Difference Between Writing Styles.iii Difference in Presentation. iv Difference in News Selection. v Specific Skills.

vi Selection of photo.

Intro Writing

i Intro Writing on Contemporary Sport and Events. ii Quick Comment on Special Occasions.

Unit – V

Organizing Sport

i Authorize Level: Federation of Sport Association. Universities, Colleges and Schools etc .ii Invite/ Unauthorized: Federation, Association, club Corporation, Social

Institutions, Society etc.