



**SYLLABI
OF
BACHELOR OF ARTS
(JOURNALISM & MASS COMMUNICATION)
AS PER
CHOICE BASED CREDIT SYSTEM
FOR
FIRST TO SIXTH SEMESTER
ACADEMIC SESSION 2024-2025**

**LINGAYA'S VIDYAPEETH (DEEMED TO BE UNIVERSITY)
NACHAULI, OLD FARIDABAD, JASANA ROAD
FARIDABAD-121002**

DEPARTMENT'S VISION

Our vision is to cultivate a dynamic learning environment where aspiring journalists and digital media enthusiasts are empowered to harness the transformative power of communication. We envision a future where our graduates become influential storytellers, critical thinkers, and ethical communicators who contribute to positive societal change.

DEPARTMENT'S MISSION

“Fostering Excellence in Communication, Nurturing Responsible Storytellers.”

Our mission is to provide a cutting-edge education in journalism and media studies that combines theoretical knowledge with hands-on practical experience. We are committed to fostering a community of learners who excel in communication, adapt to evolving media landscapes, and uphold the highest ethical standards. Through a curriculum that emphasizes innovation, creativity, and critical thinking, we aim to nurture professionals who make meaningful contributions to the media industry and society at large.

Program Educational Objectives (PEO)

PEO1: To become professionals in the fields of journalism, media, advertising, and public relations, contributing effectively to the industry at national and global levels.

PEO2: To pursue advanced studies in mass communication, including postgraduate and doctoral programs, and contribute to academic research.

PEO3: To demonstrate ethical and socially responsible behavior in professional roles, understanding the societal impact of media.

PEO4: To possess strong communication, critical thinking, and analytical skills, enabling the solving of complex problems in media and communication.

PEO5: To engage in continuous professional development and adapt to emerging trends and technologies in the field of mass communication.

Program Outcomes (PO)

PO1: To acquire a comprehensive understanding of mass communication concepts, journalism, advertising, public relations, media ethics, and laws, allowing for effective application in diverse media environments.

PO2: To develop strong reporting, editing, and content creation skills for various media platforms, including print, broadcast, and digital, ensuring the production of high-quality, ethically sound media content.

PO3: To apply qualitative and quantitative research methods in mass communication to address industry challenges, contribute to academic research, and inform media practices.

PO4: To navigate complex ethical issues in journalism and media, uphold social responsibility and professional integrity, and consider the societal impact of media work.

PO5: To engage with and adapt to rapidly evolving media technologies and trends, continuously updating skills in digital journalism, social media, and multimedia content creation.

PO6: To contribute effectively to both national and global media industries by utilizing communication, critical

thinking, and analytical skills to address contemporary media challenges.

PO7: To demonstrate leadership qualities in media organizations, engage in continuous professional development, and maintain a commitment to lifelong learning, ensuring relevance in the evolving field of mass communication.

Program Specific Outcomes (PSO)

PSO1: To demonstrate an understanding of the fundamental concepts and models of mass communication, its evolution, and its role in society.

PSO2: To develop news reporting and editing skills, enabling students to write clear, concise, and accurate news stories while adhering to ethical standards.

PSO3: To analyze key media laws, regulations, and ethical concerns affecting journalism and apply these principles to professional practice.

PSO4: To understand the principles and techniques of advertising and public relations, including campaign planning, media buying, and audience analysis.

PSO5: To gain practical skills in producing content for radio and television, including scriptwriting, field reporting, and broadcasting.

PSO6: To explore the tools and techniques of digital media, including social media, blogging, and multimedia content production, and their influence on modern journalism.

PSO7: To understand the role of media in national development and explore strategies for using communication tools to address social issues.

PSO8: To equip students with the knowledge of qualitative and quantitative research methods, enabling them to conduct studies in media and communication fields.

BA(JMC) FIRST SEMESTER

Course Code	Course Title	L	T/P	Credits
Core Courses				
THEORY				
BA (JMC) 101	Communication: Concepts & Processes	4	-	4
BA (JMC) 103	Contemporary India: An Overview	4	-	4
BA (JMC) 105	Basics of Design and Graphics	4	-	4
BA(JMC) 113	Human Values and Ethics (NUES)*	2	-	2
PRACTICAL/SEMINARS/VIVA VOCE				
BA (JMC) 151	Communication Skills Lab	-	2	2
BA (JMC) 153	Contemporary India: Issues and Debates (Seminars/ Presentations)	-	2	2
BA (JMC) 155	Design & Graphics Lab – I	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 107	Personality Development	4	-	4
BA (JMC) 109	Writing Skills	4	-	4
BA (JMC) 111	Indian Culture (For Foreign Students Only) **	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 157	Personality Development Lab	-	2	2
BA (JMC) 159	Writing Skills Lab	-	2	2
TOTAL		18	8x2=16***	26****

NOTE: -

*Non-University Examination System. It will be evaluated internally by the respective institute.

**Foreign students will study Course Code BA (JMC) 111, Course Title- Indian Culture as Elective Course along with Course Code BA (JMC) 157, Course Title- Personality Development Lab as Practical Course.

***In practical courses, one credit equals two hours of teaching/ training/ learning.

****Total number of credits includes credits of compulsory three Core Courses along with credits of their respective labs and credits of one Elective Course along with credits of corresponding lab/ seminars/ presentations/ workshops.

BA(JMC) SECOND SEMESTER

Course Code	Course Title	L	T/P	Credits
Core Courses	THEORY			
BA (JMC) 102	Print Journalism	4	-	4
BA (JMC) 104	Media Laws and Ethics	4	-	4
BA (JMC) 106	Still Photography	4	-	4
ELSS 102	Effective Communication & Presentation Skills	3	0	2
PRACTICAL/VIVA VOCE				
BA (JMC) 152	Print Journalism Lab	-	2	2
BA (JMC) 154	Still Photography Lab	-	2	2
BA (JMC) 156	Design and Graphics Lab – II	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 108	Health Communication	4	-	4
BA (JMC) 110	Sports Journalism	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 158	Health Communication Lab	-	2	2
BA (JMC) 160	Sports Journalism Lab	-	2	2
TOTAL		19	8*2=16	26

NOTE: -

Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of the Summer Training Report (STR) along with the DVD of a multi-media presentation incorporating the work done during the training/ internship, at least four weeks before the commencement of the End Term Examination of the Third Semester. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college.

BA(JMC) THIRD SEMESTER

Course Code	Course Title	L	T/P	Credits
Core Courses	THEORY			
BA (JMC) 201	Development Communication	4	-	4
BA (JMC) 203	Basics of Radio Programming and Production	4	-	4
BA (JMC) 205	Basics of Video Camera, Lights and Sound	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 251	Radio Production Lab	-	2	2
BA (JMC) 253	Video Production Lab	-	2	2
BA (JMC) 255	Summer Training Report****	-	-	4
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 207	Radio Jockeying and News Reading	4	-	4
BA (JMC) 209	Video Editing	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 257	Radio Jockeying and News Reading Lab	-	2	2
BA (JMC) 259	Video Editing Lab	-	2	2
TOTAL		16	6*2=12	26

NOTE: -

**** The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

BA(JMC) FOURTH SEMESTER

Course Code	Course Title	L	T/P	Credits
Core Courses	THEORY			
BA (JMC) 202	Basics of Advertising	4	-	4
BA (JMC) 204	Basics of Public Relations	4	-	4
BA (JMC) 206	Television Programming and Production	4	-	4
ELSS 202	Communication, Leadership & Teamwork	3	0	2
PRACTICAL/VIVA VOCE				
BA (JMC) 252	Advertising Lab	-	2	2
BA (JMC) 254	Public Relations Lab	-	2	2
BA (JMC) 256	TV Production Lab	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 208	Television News: Reporting and Anchoring	4	-	4
BA (JMC) 210	Corporate Communication	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 258	Television News: Reporting and Anchoring Lab	-	2	2
BA (JMC) 260	Corporate Communication Lab	-	2	2
TOTAL		19	10*2=20	26

NOTE: -

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of the Functional Exposure Report [FER] along with the DVD of a multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of the term end Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

BA(JMC) FIFTH SEMESTER

Course Code	Course Title	L	T/P	Credits
Core Courses	THEORY			
BA (JMC) 301	Basics of New Media	4	-	4
BA (JMC) 303	Media Research	4	-	4
BA (JMC) 305	Event Management	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 351	New Media Lab	-	2	2
BA (JMC) 353	Media Research Lab	-	2	2
BA (JMC) 355	Event Management Lab	-	2	2
BA (JMC) 357	Functional Exposure Report*****	-	-	4
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 307	Digital Media Marketing	4	-	4
BA (JMC) 309	Film Appreciation	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 359	Digital Media Marketing Lab	-	2	2
BA (JMC) 361	Film Appreciation Lab	-	2	2
TOTAL		16	8*2=16	28

NOTE: -

*****The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of the Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit the hard & and soft copy of the Final Project in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester. The project would be continuously monitored through tutorials and assignments and the record of the same would be submitted at the time of external examination duly certified by the internal faculty.

The Comprehensive Viva shall be based on all the courses of the program and future projections of the Media and entertainment industry.

BA(JMC) SIXTH SEMESTER

Course Code	Course Title	L	T/P	Credits
Core Courses	THEORY			
BA (JMC) 302	Media Management and Entrepreneurship	4	-	4
BA (JMC) 304	Global Media: An Overview	4	-	4
BA (JMC) 306	Environmental Studies	4	-	4
BA (JMC) 308	Entrepreneurial Mindset	2	-	2
ELSS 202	Communication, Leadership & Teamwork	2	-	2
PRACTICAL/VIVA VOCE				
BA (JMC) 352	Final Project and Comprehensive Viva*	-	-	10
BA(JMC) 354	NCC/NSS/Community Engagement/ Socio-Cultural Outreach (NUES)**		-	2
TOTAL		16	-	28

NOTE: -

*The Final Project and Comprehensive Viva carries 100 Marks. It shall be evaluated by the Board of Examiners comprising of the Internal Examiner and External Examiner. The Board of Examiners shall comprise of the Director/ Principal or her/his nominee and two External Experts out of which one would preferably be from the corporate world i.e. media organization operating in the country. The quorum shall be deemed to have been met if two out of three members are present. The External Examiners shall be appointed by the Competent Authority.

**Non-University Examination System (NUES). NCC/NSS can be completed during semester 1 – Semester 4. It will be evaluated internally by the respective institute and faculty. The credits for this will be given in the sixth semester to the students' The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copies in duplicate and also make multimedia presentations on the same. The work would be evaluated as part of NUES by the internal faculty/supervisor in semester VI. The NCC/NSS camps/classes will be held either during Weekends/Holidays or Winter/Summer Vacations.

SCHEME OF EXAMINATION

INTERNAL EVALUATION

Theory Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Courses	25
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	10
Internal Assessment	It shall be based on Seminars/Presentations & Class Room Performance	5

Practical Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	5
Continuous Evaluation	It shall be based on Assignments & Exercises	25
Internal Assessment	It shall be based on Lab Performance in each Semester	10

EXTERNAL EVALUATION

The external evaluation for each course of the Programme, shall be based on the student's performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e.60 marks in Theory courses and 60 marks in Practical courses.

INSTRUCTIONS FOR PAPER SETTER/MODERATOR THEORY COURSES

Maximum Marks	60
Time	3 hours
Total Questions	Question No. 1 will have 5 questions of 4 marks each and Question No. 2 to 6 of 8 marks each, out of which
Compulsory Question	Question No. 1 will be compulsory.
Setting of other Questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV and Question No. 6 from any Unit. along with internal choice for each question from each unit.

PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP

A.	Student(s) should be evaluated based on the end-product prepared by them along with hard and soft copies of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/understanding of the subject. (15 marks)
Max Marks	The mark prescribed for evaluating a student by the External Examiner is 60.

DISTRIBUTION OF CREDITS

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Total
26	26	26	26	28	28	160

Note: Total number of credits for the BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION - BA (JMC) = 160. For the award of a degree, a student must secure 156 credits.

BA(JMC) - FIRST SEMESTER
COMMUNICATION: CONCEPTS & PROCESSES

COURSE CODE: BA (JMC) 101	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

The primary objective of this course is to introduce students to the foundational principles and processes of communication and mass communication. Upon successful completion of this course, students will be able to:

1. Define key concepts in communication and mass communication.
2. Understand and explain the communication process, including its elements and barriers.
3. Analyse and evaluate classical and contemporary models and theories of communication.
4. Explore various forms and functions of mass communication, including traditional, folk, and new media.
5. Develop a critical understanding of communication's role in society and its influence on individuals and communities.
6. Identify and discuss current trends and challenges in the field of mass communication.

Syllabus

Unit I: [Introduction to Communication]

L: 12

1. Communication: Concept, Definition, Elements and Process
2. Types of Communication
3. Barriers to Communication
4. 7 Cs of Communication

Unit II: [Mass Communication]

L: 12

1. Mass Communication: Concept, Definition, Elements and Process
2. Characteristics and Functions of Mass Communication
3. Means of Mass Communication: Folk and Traditional Media, New Media
4. Mass Media Activism

Unit III: [Models of Communication]

L: 12

1. Communication Models: definition, scope and purpose
2. Basic Communication Models: Aristotle's Classical Model; Shannon-Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model
3. Advanced Communication Models: Newcomb's Model; Westley-McLean's Model; George Gerbner's Model; McCombs and Shaw's Agenda Setting Model; Spiral of Silence Model

4. Relevance of Communication Models

Unit IV: [Theories of Mass Communication]

L: 12

1. Bullet Theory, Two-Step, Multi-Step Theory
2. Cognitive Dissonance Theory
3. Uses and Gratification Theory, Cultivation Theory
4. Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental, Democratic Participation

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Clearly define communication and mass communication, and distinguish between different types of communication.

CO2: Describe and illustrate the communication process, its elements, barriers, and apply the 7 Cs for effective communication.

CO3: Examine and interpret various communication models, understanding their application and relevance in contemporary contexts.

CO4: Evaluate significant communication theories and their implications for media influence, behavior, and societal change.

CO5: Analyze the role and impact of mass communication, including traditional and new media platforms, and their societal functions.

CO6: Demonstrate awareness of emerging trends and issues in communication and mass media, including activism and media democratization.

Suggested Readings & E-resources

1. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing.
2. Baran, S. J. (2002). Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill
3. Education.
4. Hasan, S. (2013). Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors.
5. Heller, R. (2015). Commentary. Journalism & Communication Monographs, 17(3).
6. Kumar, K. J. (2000). Mass Communication in India. Mumbai: Jaico Publishing House.
7. McQuaid, D. (2002). McQuail's Reader in Mass Communication Theory. London: Sage Publications.
8. Naqvi, Hena. (2012). Journalism & Mass Communication: Upkar Prakashan
9. Rayudu, C. S. (2011). Media and Communication Management. Mumbai: Himalaya Publishing House.
10. Stone, G., Singletary, M. W., & Richmond, V. P. (1999). Clarifying Communication Theories: A Hands-on Approach. Ames: Iowa State University Press.

BA(JMC)-FIRST SEMESTER
CONTEMPORARY INDIA: AN OVERVIEW

COURSE CODE: BA (JMC) 103	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course aims to provide students with a foundational understanding of the socio-cultural, political, and economic landscape of contemporary India. Upon successful completion of this course, students will be able to:

1. Engage in informed discussions on key aspects of Indian history, culture, and art.
2. Critically analyse current socio-economic and political developments within India.
3. Appreciate the diversity and complexity of Indian society through the lens of constitutional values, cultural plurality, and grassroots activism.
4. Explore India's economic trajectory, policy shifts, and their social impacts.
5. Understand contemporary issues affecting marginalized communities and the rise of social movements.

Syllabus

Unit I: [Indian History & Culture]

L: 12

1. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism
2. Art, Culture & Politics: Contemporary Issues and Debates
3. Scientific Temper: Concept, Relevance and Practice
4. Indian Freedom Movement (1857-1947) Landmarks

Unit II: [Indian Polity]

L: 14

1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles
2. Federalism: Centre and State Relations
3. Presidential System and Parliamentary Democracy
4. General Elections and Electoral Reforms, National and State Political Parties in India

Unit III: [Indian Economy]

L: 12

1. The Nature and Ideological Contours of the Indian Economy
2. Five-Year Plans, Mixed Economy
3. Liberalization, Privatization and Globalization (FDI, BPOs and KPOs)
4. Current Five-Year Plan and New Economic Initiatives

Unit IV: [Social Movements & Activism]

L: 12

1. Marginalization, Socio-Economic Equality and Reservation

2. Women Safety, Gender Equality, and Activism
3. Public Health, Hygiene & Sanitation: *Swachh Bharat Abhiyaan*
4. Judicial Activism

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Demonstrate an understanding of India's cultural and historical legacy, including debates around art, politics, and scientific temper.

CO2: Analyse the structure and functions of the Indian Constitution, including federalism, democracy, and electoral dynamics.

CO3: Explain the evolution of India's economy, highlighting key transitions such as liberalization, globalization, and current policy initiatives.

CO4: Evaluate the impact of social movements and judicial activism on contemporary Indian society.

CO5: Develop a nuanced perspective on issues of gender equality, public health, marginalization, and socio-economic justice.

CO6: Articulate informed viewpoints in discussions and debates on India's political and social fabric.

Suggested Readings

1. Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House.
2. Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
3. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
4. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.
5. Fadia. B.L. (2016). Indian Government and Politics: Sahitya Bhawan.
6. Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
7. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
8. Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

**BA(JMC)-FIRST SEMESTER
BASICS OF DESIGN AND GRAPHICS**

COURSE CODE: BA (JMC) 105	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course introduces students to the fundamental concepts of design and graphics, equipping them with both theoretical understanding and practical skills in visual communication. Upon successful completion, students will be able to:

1. Understand and describe the basic concepts of design and graphics.
2. Identify and apply the elements and principles of design in visual communication.
3. Develop layouts for various print and digital platforms.
4. Analyse the role of typography, colour, and visuals in effective design.
5. Gain insight into desktop publishing and printing technologies relevant to media production.

Syllabus

Unit I: [Introduction to Design and Graphics]

L: 12

1. Basics of Design and Graphics
2. Elements and Principles of Design
3. Typography: Physical Form, Letter Form, Aesthetics and Classifications
4. Color: Physical Forms, Psychology, Color Scheme and Production

Unit II: [Layout]

L: 12

1. Components of Layout and Layout Planning
2. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad
3. Package Design
4. Layout Design for Web Banner

Unit III: [Visuals and Design]

L: 12

1. Visuals: Physical Forms, Functions, Editing and Ethics
2. Poster Design
3. Logo Design
4. Brochure Design

Unit IV: [DTP and Printing]

L: 12

1. History of Printing Process
2. Basics of Desktop Publishing: WYSIWYG, Hardware and Software
3. Paper and Finishing

Lingaya's Vidyapeeth

(Approved by MHRD/AICTE/PCI/BCI/COA/NCTE, Govt. of India, U/s 3 of UGC Act 1956)

Nachauli, Jasana Road, Faridabad, Haryana

www.lingayasvidyapeeth.edu.in

4. Contemporary Printing Methods: Letterpress, Offset and Digital

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Define key concepts and terminology related to design and graphics.

CO2: Apply design principles and elements in creating visual content for both print and web media.

CO3: Demonstrate an understanding of typography and color theory in visual communication.

CO4: Create layout designs for newspapers, magazines, books, advertisements, and web banners.

CO5: Design visual materials such as posters, logos, and brochures with attention to aesthetics and purpose.

CO6: Explain the fundamentals of desktop publishing and compare various printing methods used in the media industry.

Suggested Readings & E-resources

1. Davis, M. (2012). Graphic Design Theory. London: Thames& Hudson
2. Joss, M., Nelson, L. (1977). Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books.
3. Sarkar, N. N. (1998). Designing Print Communication. New Delhi: S. Publications.
4. Sarkar, N. N. (2012). Art and Print Production. Oxford. University Press.
5. <http://design.tutsplus.com/graphic> Design Illustration Tutor

BA(JMC)-FIRST SEMESTER
HUMAN VALUES AND ETHICS

COURSE CODE: BA (JMC) 113	L/2	T/P:0	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks (Written Exam: 60 marks Presentation & Viva: 40 marks)		Total Marks: 100

Course Objectives

This course is designed to instil core human values and professional ethics in students, preparing them to navigate personal and professional life with integrity, responsibility, and empathy. Upon successful completion of the course, students will be able to:

1. Understand and reflect upon the significance of human values in personal life and social relationships.
2. Demonstrate ethical behaviour and decision-making in both personal and professional contexts.
3. Recognize the consequences of unethical actions and the importance of integrity in public communication.
4. Cultivate a deeper understanding of personal responsibility, professional conduct, and global harmony.
5. Foster qualities such as leadership, empathy, cooperation, and ethical media literacy.

Syllabus

Unit I: [Human Values]

L: 6

1. Human values: Morals, Values, Ethics, Virtues, Respect for others and living peacefully
2. Idea of brotherhood: Sensitivity, Caring, Sharing, Honesty, Truth and Courage
3. Value of time: Time management, Concentrating on constructive engagement
4. Individual conduct at work place: Commitment, Self-control, Self-discipline, Self-confidence, Transparency, Accountability.

Unit II: [Professional Ethics]

L: 6

1. Professional ethics: Meaning & Definition, Models of professional roles, Code of conduct
2. Morality: Moral development (theories), Moral issues, Moral dilemma, Moral autonomy
3. Service learning: Theories about right action (Ethical theories), Self-interest, and the common good.
4. Building consensus: Cooperation, Empathy, Resolution of conflict, Collective approach

Unit III: [Professional Integrity]

L: 6

1. Confidentiality, Conflict of interest, Importance of Building Trust & Credibility
2. Leadership: Traits, roles, styles, and theories
3. Team building: Need & Importance, Decision making: Do's and Don'ts
4. Media literacy: Defining and differentiating fake news, paid news, misinformation, disinformation and mal-information

Unit IV: [Universal Peace and Harmony]

L: 6

1. Peace and happiness, Self-exploration, Natural acceptance and experiential validation
2. Happiness and prosperity, Understanding and respecting relationships
3. Co-existence: Interdependence of self, family, society, nation, global and nature
4. The Idea of Vasudhaiv Kutumbakam

Course Outcomes (Cos)

By the end of this course, students will be able to:

CO1: Define and explain the concepts of human values, including morality, virtues, and respect for others in everyday conduct.

CO2: Apply ethical principles and moral reasoning to personal and professional decision-making.\

CO3: Demonstrate awareness of professional ethics, including codes of conduct, confidentiality, and building trust in the workplace.

CO4: Understand the foundations of professional integrity, teamwork, leadership styles, and the importance of ethical media practices.

CO5: Analyze the importance of universal peace, harmony, and interdependence at individual, societal, and global levels.

CO6: Engage critically with concepts such as self-exploration, happiness, prosperity, and the idea of Vasudhaiva Kutumbaam (the world as one family).

Suggested Readings

1. D.R. Kiran (2014) Professional Ethics and Human Values, McGraw-Hill.
2. R.S. Naagarazan (2017) A Textbook on Professional Ethics and Human Values, New Age International
3. Suresh & Raghavan (2005) Human values and professional ethics, S. Chand & Company
4. Uppal (2015) Human values and professional ethics, Unistar Books Pvt. Ltd.

BA(JMC)-FIRST SEMESTER
COMMUNICATION SKILLS LAB

COURSE CODE: BA (JMC) 151	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This practical course aims to enhance students' verbal, non-verbal, and written communication skills necessary for effective personal, academic, and professional interactions. Upon successful completion of this course, students will be able to:

1. Demonstrate confidence and fluency in oral communication through various formats such as extempore speaking, group discussions, and dialogue delivery.
2. Improve active listening, comprehension, and analytical thinking using multimedia inputs.
3. Apply communication models and theories in the analysis of media content.
4. Strengthen written communication skills through structured assignments such as writing letters and media analysis.
5. Design and present impactful multi-media presentations using visual and verbal communication tools.

Exercises/Assignments

1. Presentation on Self: Extempore (1-2 minutes)
2. Dialogue: to be recorded on a mobile camera
3. Group discussion
4. Listening and reviewing an audio program
5. Identify and analyze newspaper/magazine content based on one or more models of communication
6. Identify and analyze newspaper/magazine content based on one or more theories of mass communication
7. Letter to the Editor
8. Multi-media presentation

Course Outcomes (COs)

By the end of this course, students will be able to:

- CO1:** Display improved spoken communication through presentations, extempore speaking, and recorded dialogues.
CO2: Participate actively and effectively in group discussions, expressing ideas with clarity and coherence.
CO3: Analyze and critique audio-visual content with a focus on listening skills and interpretation.
CO4: Apply communication theories and models to evaluate newspaper and magazine content.
CO5: Demonstrate proficiency in formal writing through letters to editors and written media analysis.
CO6: Plan, design, and deliver an effective multi-media presentation combining verbal, textual, and visual elements.

BA(JMC)-FIRST SEMESTER
CONTEMPORARY INDIA: ISSUES AND DEBATES
(SEMINARS/ PRESENTATIONS)

COURSE CODE: BA (JMC) 153	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course is designed to enhance students' critical thinking, research, and public speaking skills by engaging them in debates, discussions, and presentations on key contemporary issues in India. Upon successful completion, students will be able to:

1. Engage critically with topics related to Indian history, culture, socio-economic conditions, and political developments.
2. Develop and present informed arguments through structured debates and presentations.
3. Demonstrate analytical skills by examining current national issues and proposing thoughtful alternatives.
4. Strengthen public communication and collaborative discussion skills through group activities and seminar participation.
5. Cultivate a deeper appreciation for diversity and pluralism in Indian society through creative and research-based projects.

Exercises/Assignments

1. Prepare a multi-media and oral presentation for seminars on:
 - a) Public Health, Hygiene & Sanitation: *Swachh Bharat Abhiyaan*
 - b) Marginalization, Socio-economic Equality & Reservation
 - c) National Freedom Movement (1857-1947)
2. Organize a seminar on Current Five-Year Plan/ New Economic Initiatives. Write a report in 250-300 words.
3. Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.
4. Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality.
5. Prepare a Poster presentation on Indian Art and Culture.

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Prepare and deliver well-researched multimedia presentations on significant national themes such as health, sanitation, and the freedom movement.

CO2: Critically analyze and present on complex social issues like marginalization, reservation, and economic policies.

CO3: Participate confidently in debates and group discussions on judicial activism, gender equality, and other contemporary issues.

CO4: Demonstrate the ability to synthesize diverse perspectives into coherent reports and seminar content.

CO5: Create visually engaging poster presentations that reflect India's rich artistic and cultural heritage.

CO6: Exhibit enhanced collaboration, public speaking, and critical thinking abilities through interactive seminar-based learning.

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BA(JMC)-FIRST SEMESTER
DESIGN AND GRAPHICS LAB - I

COURSE CODE: BA (JMC) 155	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This practical lab course aims to equip students with hands-on skills in graphic design and layout using industry-standard software. Upon successful completion of this course, students will be able to:

1. Apply knowledge of photo editing tools for designing professional visual content.
2. Develop proficiency in using page layout software for creating print-ready media formats.
3. Design effective and aesthetically engaging print and digital communication materials.
4. Understand the fundamentals of visual storytelling through practical design assignments.

Exercises/Assignments

A. Photoshop

1. Design a Poster
2. Design a set of Flash Cards (8)
3. Design a Web Banner
4. Add Effects to Photographs (Minimum-5)

B. QuarkXPress

1. Design a Brochure
2. Design a Tabloid/Broadsheet (4 Pages)

Visit a printing press and write a report on the visit.

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Design visually compelling posters, flashcards, and web banners using Adobe Photoshop or equivalent software.

CO2: Apply effects and enhancements to photographs to improve their visual appeal and communicative impact.

CO3: Create professional layouts such as brochures and newspapers (tabloid/broadsheet) using QuarkXPress or similar layout software.

CO4: Demonstrate a working knowledge of digital design workflows and file preparation for print media.

CO5: Exhibit creativity and technical proficiency in developing designs aligned with communication objectives.

CO6: Combine elements of design, typography, and layout to create cohesive and impactful visual content for both print and digital platforms.

ELECTIVE COURSE
BA(JMC)-FIRST SEMESTER
PERSONALITY DEVELOPMENT

COURSE CODE: BA (JMC) 107	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course is designed to enhance students' self-awareness, interpersonal skills, and professional behaviour through a structured understanding of personality development. Upon successful completion of this course, students will be able to:

1. Understand the fundamental concepts and types of personality.
2. Reflect on their strengths and weaknesses using self-assessment tools such as SWOT analysis and the Johari Window.
3. Apply appropriate communication and writing etiquette in both personal and professional settings.
4. Cultivate a positive attitude and develop essential life skills including time management, decision-making, and conflict resolution.
5. Strengthen social behaviour through improved emotional intelligence, negotiation techniques, and interpersonal relationships.

Syllabus

Unit I- [Personality Development and Understanding the Self]

L: 12

1. Meaning, Definition, and Basics of Personality
2. Types of Personality
3. Models of Self Introspection: Johari Window, SWOT Analysis
4. Development of Positive Personal Attitude

Unit II: [Communicative Persona & Communication]

L: 12

1. Communicative Persona: Semantics, Syntax, Phonetics, Para-Language and Body Language
2. Inter-personal and Inter-Cultural Communication
3. Professional Communication: Resume Writing Skills, Offline and online Writing Etiquettes
4. Personality and Professional Skill Development for Media Entrepreneurs

Unit III: [Life Skills]

L: 12

1. Importance of Time Management for Media
2. Significance of Team Work and Leadership
3. Decision-Making, Problem-Solving Techniques and Supportive Supervision
4. Managing Peer Relationships and Non-Violent Conflict Resolution

Unit IV: [Social Behavior and Attitude]

L: 12

1. Role of Different Institutions in Personality Development: Home, School, Society and Media
2. Art of Negotiation
3. Working on Attitudes: Aggressive, Assertive and Submissive, Coping with Emotions
4. Coping Skills: Coping with Emotions and Coping with Stress

Course Outcomes (Cos)

By the end of this course, students will be able to:

CO1: Define and explain the basic concepts and types of personality, and understand the factors that influence personality development.

CO2: Conduct self-assessments using introspective models to identify areas of improvement in personal and professional behavior.

CO3: Demonstrate effective communication skills, including verbal, non-verbal, and written etiquette in various professional contexts.

CO4: Apply life skills such as time management, leadership, and team coordination, particularly relevant to the media and communication fields.

CO5: Analyze and adopt effective strategies for managing interpersonal relationships, resolving conflicts, and handling stress.

CO6: Recognize the role of family, education, society, and media in shaping personal and social behavior, and act with empathy, assertiveness, and emotional resilience.

Suggested Readings

1. Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur.
2. Hurlock, E. B. (1973). Personality Development. New York: McGraw-Hill.
3. Singh, Abha (2012). Behavioral Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
4. Sharma, S. (2013). Body language and Self-Confidence. Jaipur: Sublime Publications.
5. Training manual. (2005). Self-Development and Interpersonal Skills: ILO, New Delhi.

ELECTIVE COURSE
BA(JMC)-FIRST SEMESTER
WRITING SKILLS

COURSE CODE: BA (JMC) 109	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course is designed to develop the writing and translation skills essential for effective mass communication. Upon successful completion of this course, students will be able to:

1. Understand and apply the fundamentals of media writing, including descriptive, narrative, and objective writing styles.
2. Describe the process of translation and its relevance in Indian media.
3. Gain practical skills in writing for various media platforms, both print and electronic.
4. Develop the ability to write creatively and accurately, following ethical standards and style guides.
5. Enhance their online writing capabilities, focusing on social media, official correspondence, and maintaining digital content.

Syllabus

Unit I- [Understanding Writing]

L: 12

1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media)
3. Writing for News and Non-news Mediums (print and electronic media)
4. Ethics in Media Writing

Unit II: [Understanding Writing Process]

L: 12

1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
2. Writing Mechanism: Opening, Developing, and Winding up the Argument/ Narrative
3. Editing and Formatting: APA Style Sheet Basics
3. Abstract, Summary, Paragraph, Essay and Column Writing

Unit III: [Online Writing Skills]

L: 12

1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
2. Online Official Correspondence
3. Social media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
4. Maintaining Digital Databases

Unit IV: [Translation]

L: 12

1. Translation Practices: Translation, Transliteration, and Trans-Creation; Concept, Forms and Manifestations
2. The Location, Scope, and Significance of Translation in Indian Media
3. Process of Translation from English to Hindi and vice-versa.

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Understand and explain the different writing styles used in media, including descriptive, narrative, objective, and reflective writing.

CO2: Demonstrate proficiency in grammar, vocabulary, and effective writing techniques for print and electronic media.

CO3: Write effectively for news and non-news mediums, adhering to ethical standards in media writing.

CO4: Apply the writing process, including brainstorming, organizing ideas, audience analysis, and structuring content for clarity and engagement.

CO5: Edit and format written content according to style sheets such as APA, and develop skills in abstract, summary, essay, and column writing.

CO6: Acquire skills in online writing, including social media writing etiquette, official correspondence, and managing digital communication.

CO7: Understand and practice translation techniques, including translation, transliteration, and trans-creation, and perform translation tasks between English and Hindi.

Suggested Readings & E-resources

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. Vander Mey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News...
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge

ELECTIVE COURSE
BA(JMC)-FIRST SEMESTER
INDIAN CULTURE

COURSE CODE: BA (JMC) 111	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course is designed to provide students with a thorough understanding of the vast and diverse cultural heritage of India. Upon successful completion of this course, students will be able to:

1. Understand and describe the key features of Indian culture, including its historical, religious, philosophical, and social aspects.
2. Analyze the concept of diversity and unity within Indian culture.
3. Recognize the influence and integration of external cultures in shaping Indian culture over time.
4. Appreciate the significance of Indian literature, art, architecture, and performing arts.
5. Examine the contemporary issues of Indian society, including social, educational, and technological developments.

Syllabus

Unit I- [Indian Culture: An Introduction]

L: 12

1. Characteristics of Indian Culture, Significance of Geography on Indian Culture
2. Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India, Position of Women in Ancient India, Contemporary Period
2. Religion and Philosophy in India: Ancient Period, Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimamsa School of Philosophy
4. Religious Reform Movements in India

Unit II: [Indian Language and Literature]

L: 12

1. Evolution of Script and Languages in India: Harappan Script and Brahmi Script
2. Short History of the Sanskrit Literature: The Vedas, The Brahmanas and Upanishads & Sutras, Epics: Ramayana and Mahabharata & Puranas
3. History of Buddhist and Jain Literature in Pali, Prakrit and Sanskrit, Sangam Literature
4. Contemporary Indian Literature

Unit III: [Indian Arts and Architecture]

L: 12

1. Indian Art & Architecture: Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture
2. Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition
3. Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of

India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema

4. Contemporary Indian Art and Artists.

Unit IV: [Contemporary Indian Society]

L: 12

1. Spread of Indian Culture Abroad-Causes, Significance and Modes of Cultural Exchange – Through Traders, Teachers, Emissaries, Missionaries, Sports, Films, Artists and Gypsies
2. Indian Social Structure-Socio-Cultural Issues
3. Education in India
4. Science and Technology in Contemporary India

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Identify and explain the core characteristics and historical evolution of Indian culture, considering the influence of geography and society.

CO2: Analyze the religious and philosophical diversity of India, including ancient traditions such as Vedic religion, Buddhism, Jainism, and Indian schools of philosophy.

CO3: Understand and appreciate the evolution of Indian languages and literature, from ancient scripts to contemporary literary works.

CO4: Discuss the major schools of Indian art and architecture, including Buddhist, Hindu, medieval, and colonial styles, and examine their cultural significance.

CO5: Evaluate the diversity and richness of Indian performing arts, including classical music, dance forms, theatre, and cinema, and understand their cultural impact.

CO6: Assess the spread of Indian culture abroad and explore how global exchanges have shaped cultural understanding through trade, films, and artistic expressions.

CO7: Critically examine the current socio-cultural structure of India, focusing on key issues such as social reform, education, and the role of science and technology in shaping modern India.

Suggested Readings

1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press.
2. Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information & Broadcasting, Govt. of India.
3. Guha, R. (2007). India after Gandhi: The History of the World's Largest Democracy. Perennial.
4. Kothari, R. (1970). Caste in Indian Politics. New Delhi: Orient Longman.
5. Nehru, J. (1946). The Discovery of India. New York: The John Day Company.
6. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin.
7. Vohra, D. B. (1987). History of the Freedom Movement. Delhi: Delhi Administration.

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**ELECTIVE COURSE
BA(JMC)-FIRST SEMESTER
PERSONALITY DEVELOPMENT LAB**

COURSE CODE: BA (JMC) 157	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course aims to enhance students' personal and professional development, focusing on their conduct, communication, and problem-solving skills. Upon successful completion of this course, students will be able to:

1. Demonstrate professional conduct and develop a positive attitude in personal and professional interactions.
2. Apply knowledge of professional ethics and behaviours relevant to the media industry.
3. Improve essential communication and interpersonal skills, such as presenting, discussing, and interacting in both formal and informal settings.
4. Develop skills in team building, crisis management, and effective decision-making in professional scenarios.
5. Create professional documents, including resumes and portfolios, to enhance employability.

Exercises/Assignments

1. Role plays
2. Presentation and group discussion Etiquettes
3. Thematic Appreciation Tests (TAT)
4. Team building exercises and crisis management
5. Situation based Behavior & its analysis
6. Writing letters and e-mails - official and non-official
7. Mock interviews
8. Professional Resume Writing
9. Portfolio Development

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Display professional conduct through role-playing and real-world media scenarios, emphasizing ethics and personal responsibility.

CO2: Demonstrate proficiency in communication skills, including presentation techniques, group discussion etiquettes, and effective written communication (letters, emails, official and non-official).

CO3: Apply critical thinking skills through exercises such as Thematic Appreciation Tests (TAT) and situation-based behaviour analysis.

CO4: Exhibit team-building abilities and employ crisis management strategies in simulated media industry

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environments.

CO5: Prepare and present mock interviews, showcasing professional interviewing skills and the ability to handle pressure.

CO6: Develop a professional resume and portfolio, ensuring they meet industry standards for job applications and career growth.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

ELECTIVE COURSE
BA(JMC)-FIRST SEMESTER
WRITING SKILLS LAB

COURSE CODE: BA (JMC) 159	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course aims to enhance students' writing and translation skills across various media platforms. Upon successful completion of this course, students will be able to:

1. Demonstrate proficiency in translating content accurately between Hindi and English for media applications.
2. Develop effective writing skills for diverse media, including online platforms, print, and broadcast.
3. Understand and apply the principles of transliteration and trans-creation for various content formats.
4. Master the art of writing for various purposes, such as news stories, blogs, e-mails, and social media posts.

Exercises/Assignments

Organize/attend a Media Writing Workshop to:

1. Translation Exercises:
 - a) Translate a Hindi news story to English (approx. 200 words) from a daily newspaper
 - b) Translate an English news story to Hindi (approx. 200 words) from a daily newspaper
2. Transliteration and trans-creation exercise:
 - a) Adaptation from one medium to another
3. Translation for academic purposes: formal and informal letter writing in Hindi and English language
4. Writing for various online platforms: e-mails, blogs, social networking sites

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Translate news stories and other content accurately between Hindi and English, ensuring clarity, accuracy, and context preservation.

CO2: Perform transliteration and trans-creation tasks, adapting content effectively across different media and languages.

CO3: Write formal and informal letters in both Hindi and English, catering to different contexts and purposes.

CO4: Create engaging written content for various online platforms, including e-mails, blogs, and social media, with a focus on clarity, tone, and audience engagement.

CO5: Organize and participate in media writing workshops, enhancing their writing and translation skills in a practical, hands-on environment.

BA(JMC)-SECOND SEMESTER
PRINT JOURNALISM

COURSE CODE: BA (JMC) 102	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, the students should be able to:

1. Define journalism and understand the role and responsibilities of a journalist in a modern media landscape.
2. Describe techniques for writing and reporting on various beats, and differentiate between different types of news reports.
3. Explain the structure and functions of a newsroom, including the roles of news editors, sub-editors, and reporters.
4. Apply knowledge of editing principles to edit and design print layouts for newspapers, magazines, and journals.

Syllabus

Unit I: [Introduction to Journalism and News]

L: 12

1. Evolution and Growth of Print Journalism in India
2. Journalism: Definition, Roles, and Responsibilities of a Journalist/ Reporter
 - a. Journalism as a Fourth Estate
 - b. Citizen Journalism, Penny Press, and Yellow Journalism
3. News: Meaning, Definition, and Nature
4. Elements of News and News Values
 - a. Types of News: Hard and Soft
 - b. Difference between News, Features, Articles, and Backgrounders
5. News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo

Unit II: [News Reporting and Writing]

L: 12

1. News Reporting: Reporting for Various Beats
2. Types of News Reports: Objective, Investigative, and Interpretative
3. Reporting for Newspapers, Magazines and News Agencies
4. Structure and Style of News Writing
 - a. Types of Headlines, Leads and Body
 - b. Guidelines for Headline Writing

Unit III: [Structure of a News Room]

L: 12

1. Set up and functions of a City Reporting Room in a Daily and a Bureau

2. Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor
3. Editorial Writing and its Importance
 - a. Letter to the Editor
 - b. Book Review and Film Review
4. Stylesheet: Definition, Purpose and Relevance

Unit IV: [Editing and Layout Design]

L: 12

1. Editing: Definition, Objectives and Principles
 - a. Editing Symbols and Proofreading Symbols
 - b. Advent of Electronic Editing
2. Copy Editing for Newspapers, Magazines and Journals
3. Use of Graphics, Cartoons and Infographics in Print
 - a. Photo Caption and Cutline: Definition, Relevance and Guidelines
4. Design and Layout for Newspaper, Magazine and Journal

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Understand the evolution and growth of print journalism, and identify its role in shaping public opinion and serving as the fourth estate in India.

CO2: Differentiate between news, features, articles, and backgrounders, and apply the knowledge of news values to determine what makes a story newsworthy.

CO3: Report on various beats, using techniques appropriate for different types of reports, including objective, investigative, and interpretative reporting.

CO4: Master the structure and style of news writing, including headlines, leads, and bodies of stories, and develop skills for writing compelling news reports.

CO5: Understand the operations and responsibilities within a newsroom, including the functions of different editorial roles, and appreciate the importance of editorial writing, such as letters to the editor and reviews.

CO6: Demonstrate proficiency in editing practices, including proofreading, copy editing, and the use of graphic elements (e.g., photos, cartoons, infographics) in print journalism.

CO7: Design and layout newspaper, magazine, and journal pages with a strong understanding of visual communication, focusing on effective and reader-friendly presentation.

Suggested Readings & E-resources

1. Ahuja, B. N. (1996). History of Indian Press: Growth of Newspapers in India. Delhi: S.S. Chhabra for Surjeet Publications.
2. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publications.
3. Lorenz, A. L., & Vivian, J. (1995). News: Reporting and Writing. Boston, MA: Allyn & Bacon.

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4. Natarajan, J. (1955). History of Indian Journalism. Delhi: Publications Division, Ministry of Information and Broadcasting.
5. Raman, U. (2010). Writing for the Media. New Delhi, India: Oxford University Press.
6. Handbook of Print Media - Technologies and Production Methods /Helmut Kipphan/Springer. Retrieved February 01, 2016, from <http://www.springer.com/in/book/9783540673262>

BA(JMC)-SECOND SEMESTER
MEDIA LAWS AND ETHICS

COURSE CODE: BA (JMC) 104	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, the students should be able to:

1. Define Freedom of Press as per Article 19(1)(a) of the Indian Constitution.
2. Understand and explain the reasonable restrictions on freedom of the press as defined under Article 19(2) of the Constitution.
3. Describe the significance and the role of the Press Council of India in maintaining media ethics and standards.
4. Apply knowledge gained in the coverage of judicial proceedings, Parliament, and State Legislature while adhering to legal guidelines.

Syllabus

Unit I: [Freedom of Press & Indian Constitution]

L: 12

1. Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice
2. Press Laws Before and After Independence
3. Bill to Act: Case Study of Lokpal
4. Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit II: [Press Commissions and Committees]

L: 12

1. Press Commissions and Press Council of India
2. Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee
3. The State: Sedition-incitement to violence (section 124A IPC) Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971

Unit III: [Media Acts and Laws]

L: 12

1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957
2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956
3. Prasar Bharati Act 1990 and Cinematograph Act 1952
4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)

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5. Defamation, Libel & Slander (Case studies)

Unit IV: [Regulatory Bodies]

L: 12

1. Defining Media Ethics: Social Responsibility of Press
2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code
4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Understand the core legal terminology related to media law, including various terms like Bills, Acts, Ordinances, and regulations, and apply them to the practice of journalism.

CO2: Explain the historical development of press laws, both before and after independence, and analyse key case studies such as the Lokpal Bill and its transformation from a Bill to an Act.

CO3: Define and interpret Freedom of the Press and Freedom of Speech and Expression as guaranteed by the Indian Constitution, including reasonable restrictions, and assess how these principles impact journalistic practices.

CO4: Recognize the role and importance of key Press Commissions and Committees such as the Chanda Committee, P.C. Joshi Committee, Sengupta Committee, and Verghese Committee, and understand their impact on media policy in India.

CO5: Familiarize with significant media-related laws including the Press & Registration of Books Act 1867, Copyright Act 1957, Working Journalists Act 1955, and the Right to Information Act 2005, and explore related case studies on defamation, libel, and slander.

CO6: Gain an understanding of media ethics and the social responsibility of the press, learning how journalists' legal rights and responsibilities shape media practice and ethical standards.

CO7: Analyze and apply media regulatory frameworks and ethical guidelines provided by bodies like TRAI, BCCC, the Editors' Guild, and the Press Council of India, and understand the functioning of regulatory bodies in shaping modern media ethics.

Suggested Readings

1. Aggarwal, S. K. (1989). Media Credibility. New Delhi, India: Mittal Publications.
2. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
3. Ghosh, K. (1973). Freedom or Fraud of the Press. Calcutta: Rupa & Co.
4. Mankekar, D. R. (1973). The Press under Pressure. New Delhi: Indian Book.
5. Mass Media Laws and Regulations in India. (2000). Singapore: Asian Media Information and Comm. Centre.
6. Rayudu, C. S., & B., N. R. (1995). Mass Media Laws and Regulations. Bombay: Himalaya Publication House.
7. Shrivastava, K. M. (2005). Media Ethics: Veda to Gandhi & beyond. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press.
9. Venkateswaran, K. S. (1993). Mass Media Laws and Regulations in India. Singapore: Asian Mass Communication Research and Information Centre.

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BA(JMC)-SECOND SEMESTER
STILL PHOTOGRAPHY

COURSE CODE: BA (JMC) 106	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, the students should be able to:

1. Define Photography and understand its significance in visual storytelling.
2. Identify and describe the parts of a digital camera and their specific functions.
3. Recognize various lighting techniques and understand their applications in photography.
4. Demonstrate proficiency in Photo Journalism, utilizing skills in storytelling and visual communication.

Syllabus

Unit I: [Basics of Photography]

L: 12

1. Photography: Definition, Meaning & Concept
2. Brief History of Photography
3. Types of Cameras: Digital vs Film
4. Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography

Unit II: [Camera Basics]

L: 12

1. Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder
2. Camera Control and Adjustment:
 - a. Exposure- Aperture, Shutter, ISO
 - b. Depth of Focus and Depth of Field
 - c. Measurement of light -Exposure Metering System
 - d. Composition and Perspective
3. Type of Lenses and Special Purpose Lenses
4. Camera Accessories

Unit III: [Lighting]

L: 12

1. Sources of Light: Natural and Artificial
2. Nature and Physical Properties of Light
3. Three Point Lighting: Key, Fill and Back
4. Lighting Aesthetics: Controlling Contrast through Lighting

Unit IV: [Photo Journalism]

L: 12

1. Photo Journalism: Definition and Concept, Role and Importance
2. Photo Stories, Photo Features and Photo Essays
3. Photo Appreciation
4. Photo Editing Tools, Morphing
5. Legal and Ethical Issues

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Understand the fundamentals of photography, including its history, concepts, and different types, such as portrait, wildlife, and fashion photography.

CO2: Identify and explain the parts and functions of a Digital Single Lens Reflex (DSLR) camera, and master its basic controls (exposure, aperture, shutter speed, ISO) to capture high-quality images in various conditions.

CO3: Gain practical knowledge of lighting techniques, including the use of natural and artificial light sources, and implement three-point lighting systems (key, fill, back) to enhance the aesthetic quality of images.

CO4: Develop an understanding of photo journalism, including its role in news and media, and apply techniques to create photo stories, photo features, and photo essays that convey compelling narratives.

CO5: Learn the basics of photo editing tools, including techniques such as morphing, to enhance and manipulate images for various purposes in media.

CO6: Understand the legal and ethical considerations in photo journalism, ensuring that images are captured and used with respect for privacy, copyright, and journalistic standards.

Suggested Readings & E-resources

1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
2. Aiyer, B. (2005). Digital Photo Journalism. Delhi: Authors Press.
3. Langford, M. Starting Photography. Oxford: Focal Press.
4. Langford, M. Basic Photography. Oxford: Focal Press.
5. Langford, M. Advanced Photography. Oxford: Focal Press.
6. www.betterphotography.com/the international landscape photographer of the year
7. www.karltaylorphotography.com/photography-tips-training-structure

BAJMC- SECOND SEMESTER
EFFECTIVE COMMUNICATION & PRESENTATION SKILLS

COURSE CODE: ELSS 102	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 50 Marks	Internal Evaluation: 50 Marks		Total Marks: 100

Course Objectives

This course is designed to:

1. Develop students' effective communication skills—both verbal and non-verbal—for academic, personal, and professional contexts.
2. Enhance presentation skills through structured content delivery and engaging techniques.
3. Build awareness and strategies to overcome communication barriers in diverse environments.
4. Enrich vocabulary for confident and articulate expression.
5. Guide students in goal setting using the SMART framework to improve productivity and personal growth.

Syllabus

UNIT 1: Effective Communication:

- Characteristics of Effective Communication
- The role & importance of Non-Verbal Communication in Effective Communication.

UNIT 2: Barriers to Effective Communication:

- Identifying and overcoming communication barriers.
- Semantic, Psychological, Physiological, Organizational & Cultural Barriers.
- Methods to overcome the Communication Barriers.

UNIT 3: Vocabulary Enrichment:

- Root Words – Definition, Prefixes & Suffixes.
- Antonyms & Synonyms.

UNIT 4: Setting SMART Goals:

- Specific, Measurable, Achievable, Relevant, Time-bound goals for productivity.
- Short, Mid & Long-Term Goals.
- Goal Tracker.

UNIT 5: Presentation Skills - Structure of a Good Presentation:

- Planning, organizing, and delivering content.
- Effective Use of Visual Aids: PowerPoint slides, posters, and handouts.

- Engaging the Audience: Making presentations interactive and engaging.

Course Outcomes (COs)

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

CO1: Demonstrate an understanding of effective communication principles, including verbal and non-verbal aspects, and apply them in various real-life and professional scenarios.

CO2: Identify common communication barriers (semantic, psychological, physiological, organizational, and cultural) and employ strategies to effectively overcome them.

CO3: Use enriched vocabulary through the understanding of root words, prefixes, suffixes, antonyms, and synonyms to improve clarity and impact in written and spoken communication.

CO4: Set and monitor SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) for short, medium, and long-term personal and academic development.

CO5: Plan, structure, and deliver engaging presentations, using appropriate visual aids and interactive techniques to connect with diverse audiences confidently.

BAJMC-SECOND SEMESTER
PRINT JOURNALISM LAB

COURSE CODE: BA (JMC) 152	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, students should be able to:

1. Write effective leads and headlines for various types of news stories.
2. Identify and rewrite news stories for clarity, accuracy, and conciseness.
3. Edit news stories using standard editing symbols and ensure they meet journalistic standards.
4. Write appropriate photo captions and cutlines to complement visual content.

Exercises/Assignments

1. Identify any five headlines and rewrite them
2. Write various types of leads
3. Report and file a story for each of the beats: Political, Entertainment, Business, Education and Crime
4. Convert any news story into a feature
5. Prepare a copy by using editing and proofreading symbols
6. Translate a news story from English to Hindi and vice-versa
7. Write an Editorial
8. Rewrite any five photo captions and cutlines

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Demonstrate the ability to rewrite headlines to capture the essence of a story while adhering to journalistic standards.

CO2: Report and file news stories across different beats—political, entertainment, business, education, and crime—ensuring they are accurate, well-structured, and timely.

CO3: Convert a news story into a feature, enhancing it with human interest angles, background context, and narrative style.

CO4: Edit news stories using editing symbols and proofreading symbols for clarity, grammar, punctuation, and style, while ensuring accuracy and consistency.

CO5: Write effective editorials that express informed opinions on current issues in a clear, persuasive, and balanced manner.

CO6: Write and revise photo captions and cutlines, ensuring they are informative, concise, and aligned with the accompanying photographs.

CO7: Gain practical experience in translation of news stories from English to Hindi and vice versa, reinforcing bilingual skills and understanding of journalistic standards across languages.

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**BAJMC-SECOND SEMESTER
STILL PHOTOGRAPHY LAB**

COURSE CODE: BA (JMC) 154	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This lab course aims to:

1. Provide hands-on experience in using digital cameras for capturing aesthetically composed photographs.
2. Develop technical knowledge related to camera settings such as aperture, shutter speed, and focal length.
3. Enhance creative and critical thinking in planning and executing photo features, photo stories, and visual storytelling for journalistic purposes.
4. Equip students with the ability to work with indoor and outdoor lighting setups to produce professional-quality photographs.

Exercises/Assignments

A. OUTDOOR

1. Capture Photographs with different compositions
2. Capture photographs at different f-stops (aperture)
3. Capture photographs at different shutter speeds
4. Capture photographs with different focal lengths

B. INDOOR

5. Capture portraits using Single Point Lighting
6. Capture portraits using Three Point Lighting
7. Product Photography: photograph a product for commercial purpose

C. FINAL PRODUCT

8. Create a Photo feature on a specific topic
9. Create a photo story for a newspaper/ magazine
10. Create a Still Audio-Visual Production

Course Outcomes (COs)

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

CO1: Apply principles of **composition, exposure, and focal variation** to capture compelling outdoor photographs.

CO2: Demonstrate proficiency in **lighting techniques**—such as single-point and three-point lighting—for portrait and product photography in indoor studio settings.

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CO3: Execute **product photography** assignments that meet industry and commercial standards.

CO4: Conceptualize, shoot, and edit **photo features** and **photo stories** that effectively convey journalistic narratives.

CO5: Integrate visuals and audio elements to create an engaging **still audio-visual production**, showcasing the fundamentals of visual communication.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

BAJMC-SECOND SEMESTER
DESIGN AND GRAPHICS LAB - II

COURSE CODE: BA (JMC) 156	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This lab course is designed to:

1. Strengthen students' technical and creative skills using industry-standard design software such as CorelDraw, Illustrator, and InDesign.
2. Enable students to develop aesthetically sound and professionally aligned print media layouts.
3. Provide practical exposure to branding, promotional material design, and multi-page publication layout.
4. Enhance their ability to work independently and collaboratively on design assignments with a focus on real-world media and publishing applications.

Exercises/Assignments

A. CorelDraw /Illustrator (Anyone)

1. Design an Invitation Card
2. Design a Logo
3. Design a Calendar
4. Design the Cover Page of a Book

B. InDesign

1. Design a Magazine (16 Pages)

Course Outcomes (COs)

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

CO1: Design invitation cards, logos, calendars, and book covers using vector-based software (CorelDraw or Illustrator), applying principles of graphic design.

CO2: Demonstrate creative proficiency in brand identity design through logo and visual collateral creation.

CO3: Create aesthetically structured and content-driven multi-page publications such as a 16-page magazine using Adobe InDesign.

CO4: Integrate typography, images, color schemes, and layout techniques to produce print-ready designs aligned with industry standards.

CO5: Exhibit workflow management and software navigation proficiency while preparing professional-grade print layouts.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**ELECTIVE COURSE
BAJMC-SECOND SEMESTER
HEALTH COMMUNICATION**

COURSE CODE: BA (JMC) 108	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course aims to:

1. Introduce students to the fundamentals of public health and health communication.
2. Enhance awareness of major public health and lifestyle challenges in India.
3. Equip students with skills to report and write on health-related issues for print, digital, and broadcast platforms.
4. Provide insights into health journalism ethics, reliable sources, and storytelling techniques.
5. Enable students to design and analyze health communication campaigns with a focus on Information Education Communication (IEC) and Behavior Change Communication (BCC).

Syllabus

Unit I: [Introduction to Public Health]

L: 12

1. Public Health: Definition & Concept
2. Health Awareness and Role and Importance of Yoga
3. Major Public Health and Lifestyle Issues in India
4. Public Health Care System in India: Issues & Problems in Rural and Urban India
5. India as a Medical Tourism Destination

Unit II: [Introduction to Health Journalism]

L: 12

1. Health Journalism: Concept, Need and Importance
2. Roles & Responsibilities of a Health Journalist
3. Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census
4. Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health

Unit III: [Health Reporting and Writing]

L: 12

1. Ethics in Health Reporting
2. Structure and Guidelines for Health Reporting
3. Health Reporting for Various Media: Traditional and Digital Media
4. Writing for Public Health Care: Think Globally and Write Locally

Unit IV: [Health Communication]

L: 12

1. Define Information Education Communication (IEC): Concept and Functions
2. Define Behavior Change Communication (BCC): Concept and Functions
3. Design Communication Campaign: Pre-test and Evaluation
4. Future of Health Communication and Career Prospects

Course Outcomes (COs)

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

CO1: Define and explain key concepts in public health, healthcare systems, and the role of yoga and lifestyle awareness in India.

CO2: Identify and evaluate the challenges faced by India's health infrastructure, especially in rural and urban areas, and understand the rise of medical tourism.

CO3: Demonstrate an understanding of the scope and significance of health journalism, including the use of credible data sources like NFHS, WHO, and UNICEF.

CO4: Apply journalistic skills to report ethically and effectively on health and lifestyle issues, using appropriate formats for various media.

CO5: Understand and differentiate between IEC and BCC, and design effective health communication campaigns with evaluation strategies.

CO6: Explore career opportunities in health communication, both in traditional media and in the development sector.

Suggested Readings & E-resources

1. Jethwa Ney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
2. Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change. Contributors, Lawrence Erlbaum Associates
3. Schwitzer, G. (2009). The State of Health Journalism in the U.S. Menlo Park, CA: Henry J. Kaiser Family Foundation.
4. S. Renata (2013). Health Communication: From Theory to Practice, John Wiley & Sons
5. www.nathealthindia.org: Healthcare Federation of India
6. www.healthjournalism.org, Association of Health Care Journalists
7. www.reportingonhealth.org, Reporting on the Health, The Health Journalism Fellowship
8. www.jomc.unc.edu, Science and Medical Journalism
9. www.nrhm.gov.in
10. www.unicef.org/publications
11. www.mohfw.nic.in

**ELECTIVE COURSE
BAJMC-SECOND SEMESTER
SPORTS JOURNALISM**

COURSE CODE: BA (JMC) 110	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course aims to:

1. Introduce students to the fundamentals and evolution of Sports Journalism.
2. Develop reporting and writing techniques specific to sports stories and features.
3. Provide insights into sports management and organizational structures, both national and international.
4. Emphasize the role of sports media in health promotion, social influence, and cultural engagement.
5. Foster awareness of emerging trends and technologies shaping modern sports journalism.

Syllabus

Unit I: [Sports Journalism]

L: 12

1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

Unit II: [Sports Reporting and Writing]

L: 12

1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story, and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

Unit III: [Sports Management and Organizations]

L: 12

1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post-Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)

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4. The role, significance, functions, and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

Unit IV: [Emerging Trends and Opportunities in Sports]

L: 12

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Define and describe the field of sports journalism, its historical development, and the role of key national and international sports bodies such as FIFA, ICC, IOC, and SAI.

CO2: Demonstrate an understanding of sports reporting ethics, and apply various techniques to write game stories, features, interviews, columns, and more for multiple media platforms.

CO3: Analyze the core functions of sports management, including planning, organizing, and promoting sporting events and leagues such as the IPL, ISL, IHL, and Pro Kabaddi.

CO4: Identify and describe the importance of anti-doping agencies (WADA and NADA) and the regulatory framework within the world of professional sports.

CO5: Utilize editing and layout tools to produce sports news with visuals, infographics, and multimedia formats, suitable for both traditional and digital platforms.

CO6: Critically evaluate the new trends in sports journalism (e.g., web commentaries, e-magazines, blogs), and explore career opportunities in the ever-evolving domain of sports media.

CO7: Advocate for the promotion of physical and mental well-being through sports, highlighting the journalist's role in shaping public perception and awareness.

Suggested Readings

1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
6. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
7. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

ELECTIVE COURSE
BAJMC-SECOND SEMESTER
HEALTH COMMUNICATION LAB

COURSE CODE: BA (JMC) 158	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This lab course is designed to:

1. Provide hands-on experience in applying health communication theories and strategies.
2. Enable students to create media content that spreads awareness of public health and lifestyle issues.
3. Cultivate proficiency in health journalism through practical writing, photography, and campaign design.

Exercises/Assignments

1. Create a blog post on ill effects of smoking and drug addiction/malnutrition/any other health issue.
(Based on an actual Case Study)
2. Write a feature for a health magazine in 300-400 words. Support your article with photographs.
3. Create a photo feature on lifestyle health issues.
4. Plan & design IEC message and media materials for behavior change communication.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Apply the principles of health communication to create impactful awareness content on public health issues such as smoking, malnutrition, drug abuse, and more.

CO2: Demonstrate the ability to write effectively for health publications, including blogs, features, and case study-based narratives.

CO3: Create and curate visual content such as photo features that highlight key lifestyle and health-related challenges faced by communities.

CO4: Design and plan Information, Education, and Communication (IEC) materials and messages, integrating the basics of Behaviour Change Communication (BCC) to support public health campaigns.

CO5: Utilize multimedia formats and journalistic practices to inform, educate, and influence target audiences on preventive healthcare and wellness strategies.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

ELECTIVE COURSE
BAJMC-SECOND SEMESTER
SPORTS JOURNALISM LAB

COURSE CODE: BA (JMC) 160	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This lab course is designed to:

1. Provide students with practical exposure to the world of sports journalism.
2. Enable students to apply reporting, writing, and multimedia production techniques for covering sports.
3. Guide students in developing a professional sports blog and an online sports magazine.

Exercises/Assignments

1. From a daily newspaper or sports magazine, collect 5 examples of good sports story leads. Rewrite the headlines.
2. Create and maintain a Sports Blog. Include the following:
 - a. Watch one of the sports tournaments on Television/ YouTube. Report the event in 500 words including photographs and infographics etc. Publish the report on the blog.
 - b. Record an interview of any sports person using mobile phone (3-5 minutes duration).
3. Create an online sports magazine. Include the following:
 - a. Feature article
 - b. Interview
 - c. Photo feature
 - d. Trend story

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Identify strong leads in sports reporting and demonstrate the ability to craft engaging headlines and story structures.

CO2: Create and manage a sports blog, including event reports, photos, videos, and infographics, showcasing real-time journalism skills.

CO3: Conduct and produce video interviews of sports personalities using basic mobile journalism techniques.

CO4: Conceptualize and develop an online sports magazine, integrating various journalistic formats such as feature stories, interviews, trend stories, and photo features.

CO5: Apply ethical practices and storytelling techniques in the digital sports media landscape while enhancing technical and editorial skills.

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**BAJMC-THIRD SEMESTER
DEVELOPMENT COMMUNICATION**

COURSE CODE: BA (JMC) 201	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course is designed to:

1. Provide an in-depth understanding of the meaning, significance, and approaches of Development Communication.
2. Familiarize students with classical and contemporary models and paradigms of development.
3. Enable students to critically analyze the role of mass media and digital platforms in facilitating social change.
4. Equip students with the skills required to design and implement social marketing campaigns using both traditional and digital media.

Syllabus

Unit I: [Introduction to Development Communication]

L: 18

1. Development Communication: Definition, Meaning and Process
2. Economic and social indicators of development:
 - a. GDP/GNP
 - b. Human Development Index
 - c. Happiness Index
 - d. Communication as an indicator: Role of ICT
 - e. Human Rights as an Indicator
3. Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy
4. Communication and Social Change:
 - a. Gandhian Perspective; Panchayati Raj
 - b. Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM
 - c. Sustainable Development Goals

Unit II: [Models and Paradigms of Development Communication]

L: 10

1. Linear Models: Rostow's Demographic (Stages of Growth), Transmission
2. Non-Linear: World System Theory, Neo-Marxist Theory
3. Changing Paradigms of Development
4. Alternative Paradigms: Participatory, think local/Act global - Think global/Act local

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Unit III: [Development Journalism]

L: 10

1. Role and performance of Mass Media in Development
2. Development Support Communications: Social Audit, Grass-root Activism, Whistle blowers
3. Role of NGOs in Development
4. Cyber media and Development: e-governance, digital democracy & E-Chaupal

Unit IV: [Social Marketing]

L: 10

1. Social Marketing and Development: An Overview
2. Corporate Social Responsibility: case studies in India
3. Social change Campaign in India (Case studies)
4. Development of social media marketing campaign

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Define the concept of **Development Communication** and explain its relevance in social and economic progress.

CO2: Analyse various **economic and social indicators** (GDP, HDI, Happiness Index, etc.) and their relation to media and communication.

CO3: Interpret and compare **linear and non-linear models of development** communication and apply alternative participatory paradigms.

CO4: Evaluate the role of **mass media, NGOs, and cyber platforms** in promoting grassroots activism, e-governance, and development initiatives.

CO5: Conceptualize and develop a **social media marketing campaign** or **CSR-based initiative** focused on a relevant development issue in India.

CO6: Apply case study-based knowledge (like SITE, MNREGA, NHRM) to critically assess real-world development communication efforts.

Suggested Readings

1. Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
2. Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
3. Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
5. Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.
6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.
7. Sood, R. (2014) Message Design for Development Communication. New Delhi: S. Kapoor & Sons.
8. Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton &.

**BAJMC-THIRD SEMESTER
BASICS OF RADIO PROGRAMMING AND PRODUCTION**

COURSE CODE: BA (JMC) 203	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course aims to:

1. Introduce students to the fundamentals of radio as a powerful mass communication medium.
2. Familiarize learners with different radio program formats and their specific characteristics.
3. Provide a thorough understanding of radio production, including technical equipment and processes.
4. Enable students to understand the process of post-production and evaluation of radio content.

Syllabus

Unit I: [Understanding the Medium]

L: 14

1. Radio as a Medium of Mass Communication
2. Radio Broadcasting in India (Pre- and post-independence)
3. Different Types of Radio Stations and Transmissions:
 - a) On the Basis of Reach: National, Regional, Local, and Community
 - b) On the Basis of Transmission Technology: AM, SW, FM, Web
4. Organizational Structure and Functionaries of a Radio Station: Govt. and Private

Unit II: [Programme Formats]

L: 12

1. Radio Announcement and Links
2. Radio Talk
3. Radio Interview and Discussion
4. Radio News
5. Radio Feature and Documentary
6. Radio Commentary
7. Radio Play/Drama
8. Radio Ads (Social and Commercial)
9. Phone-in and Radio Bridge

Unit III: [Radio Production and Transmission Process]

L: 12

1. Elements of Radio Programme
2. Radio Production Process

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3. Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters
4. Recording, Broadcasting and Troubleshooting
 - a. Indoor: Studio, Acoustics and Perspective
 - b. Outdoor: Ambience and Noise

Unit IV: [Post Production and Evaluation]

L: 10

1. Editing and Mixing
2. Adding Sound Effects and Music
3. Audio Filters: Types, Need and Importance
4. Evaluation: Process and Measurement Techniques

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Define radio as a medium of mass communication and describe its historical evolution and relevance in India.

CO2: Differentiate between various types of radio stations (e.g., AM, FM, Community, Online) and understand their organizational and functional frameworks.

CO3: Identify and explain different formats of radio programmes, including interviews, features, talk shows, ads, and news bulletins.

CO4: Demonstrate a clear understanding of the radio production process, including equipment operation, studio setup, and broadcasting techniques.

CO5: Apply post-production techniques such as editing, mixing, adding sound effects and filters to enhance audio content.

CO6: Evaluate radio programs using standard measurement and feedback techniques, considering both qualitative and technical parameters.

Suggested Readings & E-resources

1. Chantler, P., & Stewart, P. (2003). Basic Radio Journalism. Amsterdam: Focal Press.
2. Chatterji, P. C. (1987). Broadcasting in India. New Delhi: Sage Publications.
3. Luthra, H. R. (1986). Indian Broadcasting. New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
4. McLeish, R. (1999). Radio Production: A manual for broadcasters. Oxford: Focal Press.
5. Shrivastava, K. M. (1990). Radio & TV journalism. Sterling.
6. Sharma, R. (2012). Breakout nations: In pursuit of the next economic miracles. New York: W.W. Norton &.
7. Pavarala, V., & Malik, K. K. (2007). Other voices: The Struggle for Community Radio in India. Thousand Oaks, CA: Sage Publications.

**BAJMC-THIRD SEMESTER
BASICS OF VIDEO CAMERA, LIGHTS AND SOUND**

COURSE CODE: BA (JMC) 205	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

This course is designed to:

1. Introduce students to the fundamentals of video camera operation, including its parts, accessories, and controls.
2. Familiarize students with camera shots, movements, angles, and composition rules in video production.
3. Provide practical knowledge about different types of lighting equipment and techniques used in video shoots.
4. Explain the sound recording process and the role of audio in video production, including in-camera editing.

Syllabus

Unit I: [Introduction to Video Camera]

L: 12

1. Introduction to Video Camera, Parts and their Functions
2. Types of Video Camera, Equipment and Accessories
3. Broadcast Standards
4. Lenses & Filters: Types and Functions
5. Camera Control and Adjustment:
 - a. Aperture Control
 - b. Depth of Field
 - c. Depth of Focus
 - d. Focal Length
 - e. Aspect Ratio

Unit II: [Composition and types of Shots]

L: 12

1. Types of Shots
2. Camera Angles
3. Camera Movements
4. Rules of Composition

Unit III: [Lighting]

L: 12

1. Light and its Properties
2. Different types of Lights
3. Other tools used in Lighting: Diffusers, Reflectors, Cutters and Gels

4. Basic Lighting Techniques

Unit IV: [Sound]

L: 12

1. Audio Elements in Video Programmes: Lip Synchronized Sound, Voice Over, Music, Ambience And sound Effects
2. Use of Microphones, Audio Mixers for Recording
3. Audio Control and Adjustment in Video Camera: Audio Level & Audio Channel
4. In-camera Editing and File Formats

Course Outcomes (COs)

By the end of the course, students will be able to:

CO1: Identify and explain the parts, types, and functions of video cameras and related accessories.

CO2: Apply concepts of camera control and adjustment, including aperture, depth of field, focal length, and aspect ratio.

CO3: Demonstrate understanding of various camera shots, angles, movements, and apply composition rules in visual storytelling.

CO4: Explain and apply lighting techniques, including the use of tools like diffusers, reflectors, and gels, to create effective visuals.

CO5: Describe and differentiate between types of audio elements in video production (e.g., voiceover, synced sound, SFX) and utilize microphones and audio mixers for capturing sound.

CO6: Perform audio control adjustments, and understand the basics of in-camera editing and relevant file formats used in video production.

Suggested Readings & E-resources

1. Belavadi, V. (2013). Video Production. New Delhi: Oxford University Press.
2. Donald, R., & Spann, T. (2000). Fundamentals of Television Production. Wiley.
3. Millerson, G. (1999). The Technique of Television Production. London: Focal Press.
4. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
5. <http://www.videomaker.com>
6. www.mediacollege.com/video/camera/tutorials

**BAJMC-THIRD SEMESTER
RADIO PRODUCTION LAB**

COURSE CODE: BA (JMC) 251	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, students should be able to:

1. Distinguish between various radio Programme formats and their applications.
2. Develop and demonstrate proficiency in the production of radio programmes, from recording to editing.

Exercises/Assignments

1. Listen, identify and discuss various radio Programme formats
2. Hands-On: Work on studio recording and edit using digital audio equipment
3. Hands-On: Work on Outdoor recordings: Vox-Pop/Interview
4. Prepare a production book including:
 - a. Audio brief
 - b. Program objective (s)
 - c. Synopsis
 - d. Treatment
 - e. Script
 - f. Crew list
 - g. Technical requirements
 - h. Budget
5. Produce a 30 sec. public service announcement/radio commercial (individual activity)
6. Produce a five-minute radio news/documentary/feature/drama/interview/discussion (small group activity)

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Identify and differentiate various radio Programme formats including radio news, drama, commercials, interviews, features, etc.

CO2: Demonstrate hands-on proficiency in using digital audio equipment for studio recording and editing.

CO3: Record and produce outdoor content, including vox pops and interviews, ensuring high-quality audio capture.

CO4: Create a comprehensive production book for a radio Programme, including: Audio brief, Program objectives, Synopsis, Treatment, Script, Crew list, technical requirements, Budget

CO5: Produce a 30-second public service announcement or radio commercial, applying industry-standard audio production techniques.

CO6: Collaborate in small groups to produce a five-minute radio Programme, which may include news, documentary, feature, drama, interview, or discussion.

BAJMC-THIRD SEMESTER
VIDEO PRODUCTION LAB

COURSE CODE: BA (JMC) 253	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, students should be able to:

1. Use video camera, lights, and sound effectively for both studio and location shooting.
2. Demonstrate proficiency in handling and operating video production systems to create quality content.

Exercises/Assignments

Camera: 1. Operate and handle video camera:

- a. White Balancing
 - b. Exposure
 - c. Depth of Field
 - d. Filters (External and Internal)
2. Camera mounts, composition, continuity of shots and camera movements

Lighting: 1. Use different types of lights (Indoor and Outdoor) for videography

2. Use of filters, reflectors and gels

Sound: 1. Audio Control and audio adjustment in video camera: audio levels and audio channels

2. Use of different types of microphones for indoor and location video recordings

Final Product: Produce a Public Service Message (up to 1 minute) using an in-cam editing technique

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Operate and handle a video camera, understanding settings such as white balancing, exposure, depth of field, and filters (internal and external).

CO2: Use camera mounts, and ensure proper composition, continuity of shots, and camera movements for professional video production.

CO3: Utilize lighting techniques effectively, using indoor and outdoor lights, filters, reflectors, and gels for optimal shooting conditions.

CO4: Control and adjust audio settings on a video camera, including audio levels and audio channels to ensure clear and crisp sound in recordings.

CO5: Understand the use of various types of microphones for different recording environments (indoor vs. location shoots).

CO6: Create a Public Service Message (PSM) of up to 1 minute using in-camera editing techniques

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**BAJMC-THIRD SEMESTER
SUMMER TRAINING REPORT**

COURSE CODE: BA (JMC) 255	L: 0	T/P: 0	CREDITS: 4
External Evaluation: 50 Marks	Internal Evaluation: 50 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Apply classroom-based education for practical work experience in the industry
2. Utilize current standards and recent advances in media and entertainment organization
3. Network with industry professionals

Soon after the Second Semester End-Term Examination, students will undergo summer training/ internship in Media and Entertainment Organization for a period of four weeks and will submit a Summer Training Report (STR) along with a multi-media Presentation incorporating the work done during the training/ internship.

The hard and soft copies of the STR (in duplicate) are to be submitted along with a soft copy of the multi-media Presentation at least 4 weeks before the commencement of the term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of Internal Examiner and External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Competent Authority.

ELECTIVE COURSE
BAJMC-THIRD SEMESTER
RADIO JOCKEYING AND NEWS READING

COURSE CODE: BA (JMC) 207	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, students should be able to:

1. Understand and describe the structure and functioning of radio FM channels.
2. Learn presentation techniques for Radio Jockeying and News Reading.
3. Apply the knowledge gained in presenting radio programs, both live and pre-recorded, for transmission.

Unit I: [Radio News and Structure of Radio Station]

L: 12

1. Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness
2. News Sources: News agencies, Reporters, Correspondents and Monitoring Services
3. Structure and Functioning of News Services Division and News Room
4. Structure and functioning of FM Radio Stations (Govt. & Private)

Unit II: [Writing Skills for Radio]

L: 12

1. Writing for Radio
2. News Bulletin: Types and Elements
3. News writing: Opening, Headlines, Body and Closing/Conclusion
4. Writing and Packaging for Radio Infotainment Programs

Unit III: [Voice Personality and Presentation Techniques]

L: 12

1. Voice Qualifiers & Speech Personality
2. Radio Jockey: Techniques and Style
3. News Reader: Presentation Techniques
4. Guidelines, Code & Ethics for Presentation

Unit IV: [Production and On-Air Programming]

L: 12

1. Techniques of Radio Production: Studio and Location, Hardware and Software Requirements
2. Use of Music and Generating Sound Effects
3. Use of Pre-recorded Features
4. Emerging trends in the Radio Industry

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Understand the basics of radio news, including news values such as objectivity, balance, and fairness.

CO2: Identify different news sources such as agencies, reporters, and correspondents and comprehend the newsroom structure and functioning.

CO3: Learn effective news writing skills for radio, including creating news bulletins, writing opening, headlines, body, and closing.

CO4: Develop skills in voice modulation, presenting a program with the appropriate style and technique as a Radio Jockey (RJ) or News Reader.

CO5: Gain practical knowledge of radio production techniques, both in the studio and on location, and explore emerging trends in the radio industry.

Suggested Readings & E-resources

1. A. S. Utterback, Broadcast (2005) Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
2. Adams, M. H., & Massey, K. K. (1995). Introduction to Radio: Production and Programming. Madison, WI: Brown & Benchmark.
3. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
5. www.learningsolutionsmag.com/learning technology, strategy and news
6. www.voiceartistes.com/articles

**ELECTIVE COURSE
BAJMC-THIRD SEMESTER
VIDEO EDITING**

COURSE CODE: BA (JMC) 209	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Describe the concept and process of video editing including the background, importance, and stages involved in editing.
2. Identify and explain various types of video editing, including both traditional and digital methods.
3. Understand the process of packaging and archiving video content, focusing on editing styles and file formats.
4. Demonstrate the use of non-linear and multi-camera editing techniques, and apply appropriate styles and techniques in different types of video production.

Syllabus

Unit I: [Introduction to Video Editing]

L: 12

1. Video editing: Background, Concept, Objectives and Importance
2. Types of Editing
3. Rules of Video Editing
4. Role of Video Editor

Unit II: [Process of Video Editing]

L: 12

1. Video Formats: Analogue and Digital
2. Linear and Non-linear Video Editing: Equipment and its functions
3. Steps for Linear and Non-linear Video Editing
4. Editing Techniques: Types of Cuts and Transitions

Unit III: [Mixing and Exporting]

L: 12

1. Sound Design and Editing: Concept and Troubleshooting
2. Effects and Transitions
3. Styles of Packaging: News and Non-news
4. Archiving and File Formats

Unit IV: [Multi Camera Editing]

L: 12

1. Control Room and Panel: Use of Switcher, Chroma, Super - Impositions
2. Multi-camera Online Editing: Concept and Process

3. Live Events: Recording, Editing and Telecasting
4. Emerging Trends in Multi-camera Video Editing

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1: Understand the concept, objectives, and importance of video editing, and the role of a video editor in the production process.

CO2: Identify and apply various types of video editing, including linear and non-linear editing, and use appropriate editing equipment and software.

CO3: Develop proficiency in editing sound, incorporating effects, and managing the mixing process for high-quality audio-visual content.

CO4: Gain hands-on experience in multi-camera editing, including using switchers, chroma keying, and super-impositions, and effectively applying these in live events.

CO5: Demonstrate skills in video packaging, understanding news and non-news styles, and efficiently archive content using appropriate file formats.

Suggested Readings & E-resources

1. Belavadi, V. (2013). Video Production. New Delhi: Oxford University Press.
2. Dancyger, K. (1993). The Technique of Film and Video Editing. Boston: Focal Press.
3. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press, 13 edition.
4. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
5. www.mediacollege.com/video/editing/tutorials
6. www.toasterdog.com/files/basics_of_video_editing

ELECTIVE COURSE
BAJMC-THIRD SEMESTER
RADIO JOCKEYING AND NEWS READING LAB

COURSE CODE: BA (JMC) 257	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Write and present a script for radio news, ensuring clarity, conciseness, and engagement for the radio audience.
2. Prepare a news package with well-researched content and integrate live reporting and phone-in sequences effectively.
3. Demonstrate proficiency in managing radio program transmission and delivering radio shows as a radio jockey (RJ), including editing and presenting entertaining content.

Exercises/Assignments

A. News Reading

Write, present, and edit 5–10-minute radio news bulletin package with Live Reporting and phone-in sequences

B. Radio Jockeying

Write, present, and edit a 10-15-minute radio entertainment show

Course Outcomes

CO1: Write and present radio news scripts effectively, tailoring content to different formats while ensuring strong storytelling and audience engagement.

CO2: Prepare, edit, and produce radio news packages, integrating live reports and phone-in sequences for enhanced content and listener engagement.

CO3: Manage the transmission of radio programs, ensuring smooth operations during live broadcasting, including real-time content editing and equipment handling.

CO4: Demonstrate proficiency in radio jockeying by writing, presenting, and editing radio entertainment shows with creativity, energy, and audience engagement.

CO5: Collaborate with peers to create, produce, and manage radio shows, gaining hands-on experience in team-based media production.

CO6: Develop professional radio presentation skills, including voice modulation, pacing, and articulation, to ensure clear and engaging radio broadcasts.

ELECTIVE COURSE
BAJMC-THIRD SEMESTER
VIDEO EDITING LAB

COURSE CODE: BA (JMC) 259	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Understand and apply the foundational concepts of offline and online video editing.
2. Demonstrate technical proficiency in capturing, importing, and organizing video footage.
3. Perform editing tasks including rough cuts, colour correction, transitions, and montage creation.
4. Develop the ability to create a professional-quality edited video package for news or non-news content.

Exercises/Assignments

1. Prepare a log sheet
2. Capture/import video clips (Dumping of Media)
3. Create a rough cut
4. Undertake Filtering and keying, Color Correction, Use of Effects and transitions
5. Fine Cut

Create a package with Montage for news/non-news story (2-5 minutes)

Course Outcomes (COs)

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

CO1: Prepare and maintain log sheets for organizing editing workflows and planning timelines.

CO2: Capture/import raw media content and organize it for seamless editing processes.

CO3: Create rough cuts by assembling and trimming video clips in a sequence.

CO4: Apply professional editing techniques including filtering, keying, color correction, effects, and transitions.

CO5: Finalize a polished fine cut suitable for broadcast or digital platforms.

CO6: Create a complete video package with montage (2–5 minutes) demonstrating creativity and technical editing skills.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

BAJMC-FOURTH SEMESTER
BASICS OF ADVERTISING

COURSE CODE: BA (JMC) 202	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Define key concepts of advertising and branding.
2. Explain various types and models of advertising.
3. Identify and describe the elements and creative strategies used in advertisements.
4. Understand the structure and functioning of advertising agencies.
5. Apply media planning and budgeting concepts to design an effective advertising campaign.

Syllabus

Unit I: [Concept of Advertising]

L: 12

1. Advertising: Definition, Types and Functions
2. Models of Advertising Communication
 - a. AIDA model
 - b. DAGMAR model
 - c. Maslow's Hierarchy Model
3. Classification of Advertising based on Target Audience, Geographical Area, Medium and Purpose
4. Ethical and Regulatory Aspects of Advertising: ASCI & AAAI Code

Unit II: [Creativity in Advertising]

L: 12

1. Creativity in Advertising: Concept and Importance
2. Elements of Advertisement: Copy, Slogan and Audio-Visual Elements
3. Concept of Brand; Segmentation, Targeting, and Positioning
4. Advertising Appeals

Unit III: [Ad Agency - Structure and Functions]

L: 12

1. Advertising Agency: Concept, Types, Functions and Various Departments
2. Structure and Hierarchy of an Advertising Agency
3. Planning and Pitching in Advertising
4. Role and Functions of DAVP

Unit IV: [Advertising Campaign]

L: 12

1. Media Planning and Scheduling
2. Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM
3. Budgeting Process and Factors Affecting Advertising Budget
4. Advertising Campaign: Definition, Concept, and stages of product Life Cycle

Course Outcomes (COs)

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

CO1: Define advertising, its types, and explain various communication models used in the advertising process (AIDA, DAGMAR, Maslow).

CO2: Identify and evaluate different classifications of advertisements and their ethical/regulatory frameworks (ASCI, AAI).

CO3: Analyze the creative elements of advertising including slogans, copywriting, visuals, and appeals.

CO4: Demonstrate understanding of brand concepts and strategic approaches like segmentation, targeting, and positioning.

CO5: Explain the roles, departments, and hierarchical structure of advertising agencies and describe the functions of DAVP.

CO6: Develop a basic advertising campaign using principles of media planning, budgeting, and audience measurement tools (IRS, RAM, BARC, WAM).

Suggested Readings & E-resources

1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice- Hall.
2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.
3. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House.
4. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.
5. Mankad, N. (2006). Reinventing Advertising: The New Reality. Hyderabad, India: ICFAI University Press.

**BAJMC-FOURTH SEMESTER
BASICS OF PUBLIC RELATIONS**

COURSE CODE: BA (JMC) 204	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Define Public Relations and explain its evolution and ethical framework.
2. Describe the tools, techniques, and functions of PR agencies.
3. Analyze the role of PR across sectors like corporate, education, health, and politics.
4. Apply knowledge to plan and design a strategic PR campaign.

Syllabus

Unit I: [Concept and Evolution of Public Relations]

L: 14

1. Defining Public Relations: Functions and Types of Publics
2. Evolution of Public Relations
3. Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity, and PR as a marketing tool
4. Ethics in PR, PRSI Code, IPRA

Unit II: [PR Agency- Tools and Techniques]

L: 12

1. PR agency: Concept, Structure and Functions
2. Media Relations: Multi-Media Release (press, audio, video, and social media), Press Conference, Press Kit, Press Briefings, and Familiarizing Tours
3. Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
4. Use of Digital Media and Emerging trends in PR

Unit III: [PR in Different Sectors]

L: 10

1. Role and Responsibility of PRO
2. PR in Public and Private sector (CSR)
3. Role of PR in Education and Health sector
4. Role of PR in Political Parties and Election Campaigns

Unit IV: [Corporate Communications and PR]

L: 12

1. Evolution of Corporate Communications

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2. Corporate Communications and Public Relations
3. Defining PR Pitch and Campaign
4. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation

Course Outcomes (COs)

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

CO1: Define the concepts of Public Relations and explain its historical evolution, scope, and ethical practices (PRSI, IPRA codes).

CO2: Identify and explain the structure, roles, and techniques used by PR agencies in both traditional and digital media environments.

CO3: Analyze the function and impact of PR in various sectors including government, private, education, health, and politics.

CO4: Explain the role and responsibilities of a Public Relations Officer (PRO) and the concept of corporate communication.

CO5: Plan, pitch, and develop a Public Relations campaign using research, strategic planning, budgeting, implementation, and evaluation techniques.

Suggested Readings & E-resources

1. Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
3. Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
4. Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
5. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.
6. Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.
7. Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.
8. Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com
9. www.tv-handbook.com/index.html
10. www.cengagebrain.co.nz/content/zettl

**BAJMC-FOURTH SEMESTER
TELEVISION PROGRAMMING AND PRODUCTION**

COURSE CODE: BA (JMC) 206	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Define television as a medium of mass communication and understand its evolution and importance.
2. Distinguish among different television Programme formats and their characteristics.
3. Describe and demonstrate knowledge of pre-production, production, and post-production stages of TV Programme creation.
4. Identify the roles and responsibilities of personnel involved in studio and location-based productions.
- 5.

Syllabus

Unit I: [Understanding the Medium]

L: 12

1. Brief Historical Background of Television in India
2. Characteristics and Importance of Television
3. Various Formats of TV programmes
4. Stages of Programme Production

Unit-II [Pre-Production]

L: 12

1. Ideation, Programme Brief, Objectives, Synopsis, Research - Recce and Treatment
2. Scripting a Programme: Story Boarding and Script Breakdown
3. Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan
4. Budgeting

Unit-III: [Production]

L: 12

1. Steps involved in the production and utilization of a TV program
2. Production Personnel: Role and Responsibilities in Studio & Location Shoot
3. Single Camera Shoot
4. Multi Camera Shoot

Unit IV: [Post Production]

L: 12

1. Video Editing: Concept and Process
2. Basics of Continuity Editing
3. Idea to Screen

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4. Pretesting and Evaluation: Tools and Techniques

Course Outcomes (COs)

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

- CO1:** Define the characteristics and historical evolution of television as a mass communication medium in India.
- CO2:** Differentiate between various formats of TV programs and explain the stages of television programme production.
- CO3:** Apply pre-production planning skills such as ideation, scripting, budgeting, and set designing for a TV show.
- CO4:** Demonstrate understanding of production techniques including single and multi-camera setups, and explain the roles of production personnel.
- CO5:** Explain the process of post-production including video editing, continuity, and evaluation techniques used in finalizing a TV programme.

Suggested Readings & E-resources

1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
4. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press, 13 edition.
5. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.
6. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland.
7. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
8. www.tv-handbook.com/index.html

BAJMC-FOURTH SEMESTER
COMMUNICATION, LEADERSHIP & TEAMWORK

COURSE CODE: ELSS 202	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 50 Marks	Internal Evaluation: 50 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Enhance oral and written communication skills required in academic and professional settings.
2. Understand the role of emotional intelligence in communication and relationships.
3. Identify and adopt different leadership styles and ethical practices.
4. Develop effective teamwork, collaboration, and time management abilities.
5. Cultivate a mindset of resilience, self-awareness, and personal growth.

Syllabus

UNIT 1: Oral Communication

1. Definition & Importance.
2. Types of Oral Communication.
3. One-to One, Meetings & Group Discussions.

UNIT 2: Written Communication

1. Definition & Importance.
2. Elements of Written Communication: Structure, Style & Content.
3. Email Writing: Tips & Format of Professional Emails

UNIT 3: Reading Skills

1. Definition & Importance.
2. Types of Reading Skills: Skimming, Scanning, Intensive & Extensive.
3. Reading Techniques: SARRR (Survey, Ask, Read Actively, Respond & Record)

UNIT 4: Leadership Styles

1. Definition of a Leader.
2. Types of Leadership: Autocratic, democratic, transformational, and servant leadership.
3. Leadership Styles.
4. Building Leadership Qualities & Ethical Leadership.

UNIT 5: Teamwork

1. Definition & Objectives.

2. Building Effective Teams for collaborative success.
3. Types of Teams Players.
4. Understanding different roles and working with diverse personalities.

Course Outcomes (COs)

After successfully completing this course, students will be able to:

CO1: Demonstrate effective verbal and non-verbal communication in both individual and group settings.

CO2: Write professional emails and documents with proper structure, tone, and clarity.

CO3: Apply reading techniques like skimming, scanning, and SARRR to comprehend and analyze texts efficiently.

CO4: Identify and practice various leadership styles and demonstrate ethical leadership qualities.

CO5: Work efficiently in diverse teams by understanding group dynamics and individual roles.

CO6: Apply strategies for emotional intelligence, time management, and decision-making in academic and workplace scenarios.

**BAJMC-FOURTH SEMESTER
ADVERTISING LAB**

COURSE CODE: BA (JMC) 252	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Understand and analyze the components of effective advertisements.
2. Develop advertising campaigns based on strategic objectives and audience targeting.
3. Demonstrate proficiency in designing advertising content for multiple media platforms.
4. Apply evaluation techniques to measure the effectiveness of advertisements.

Exercises/Assignments

1. Analyze three different types of advertisements based on idea/concept, copy, design, and layout
2. Plan Ad Campaign for a product/service/ idea as per the following steps:

A. Setting objectives

- a. Objective of the Advertising Campaign: Overall and Specific
- b. Market Analysis: SWOT Analysis and Competitor Analysis

B. Strategy Ad Campaign

- a. Creative Strategy
- b. Advertising Budget Appropriation
- c. Media Strategy and Plan

C. Implementation

- a. Advertising message design and production: Display ads, hoarding, internet ads, TVC
- b. Media scheduling

D. Evaluation Plan

- a. Pre-Testing of the Media Material
- b. Audience Feedback and Analysis

E. Production and presentation of Ad Campaign

Course Outcomes (COs)

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

- CO1:** Analyze and critique advertisements based on concept, copy, design, and layout.
- CO2:** Develop a comprehensive advertising campaign including objective setting and market analysis.
- CO3:** Apply creative strategies and budgeting techniques for campaign planning.
- CO4:** Design advertising materials suitable for print, digital, and outdoor media.
- CO5:** Execute and present a full advertising campaign including media planning and scheduling.
- CO6:** Evaluate the effectiveness of advertising materials using pre-testing and audience feedback tools.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

**BAJMC-FOURTH SEMESTER
PUBLIC RELATIONS LAB**

COURSE CODE: BA (JMC) 254	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Plan, design, and implement various types of media releases for a product, service, or idea.
2. Demonstrate practical skills in drafting formal PR communications such as memos, notices, and minutes.
3. Apply theoretical knowledge to conduct a mock press conference.
4. Design and execute a complete PR pitch and campaign, including all logistical, creative, and follow-up components.

Exercises/Assignments

1. Plan, design, and implement the following for the launch of a product/service /idea
 - a. Press release
 - b. Audio release
 - c. Video released
 - d. Social media news release
2. Write Minutes of the Meeting, Memo, and Notice (one each)
3. Organize a Mock Press Conference
4. PR Pitch and Campaign: Plan, Design, and Implement
 - a. Plan: objectives, date, venue, time, invite, refreshments, equipment, infrastructure, checklist, guests, budget
 - b. PR Personnel/staff
 - c. Liaisoning, Licensing & permissions
 - d. Designing a Press Kit: Press Release, backgrounder, fact sheet, audio-visual material, stationery, gift
 - e. Scheduling: Opening Speech, presentation, Q&A Session, vote of thanks
 - f. Post-Conference PR: compilation of media coverage

Course Outcomes (COs)

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

CO1: Create professional media releases including press, audio, video, and social media formats.

CO2: Draft formal communication materials such as minutes of the meeting, memos, and notices.

CO3: Organize and participate in a mock press conference simulating real-world PR scenario.

CO4: Develop and implement a comprehensive PR campaign with event planning, staff coordination, and media kit design.

CO5: Execute essential PR event logistics, including venue setup, scheduling, guest management, and permissions.

CO6: Evaluate PR effectiveness through media coverage compilation and post-event communication.

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BAJMC-FOURTH SEMESTER
TV PRODUCTION LAB

COURSE CODE: BA (JMC) 256	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Develop skills to ideate, plan, and execute short fiction or non-fiction video programmes.
2. Demonstrate understanding of various stages of TV production including scripting, planning, shooting, and post-production.
3. Apply production planning techniques including budgeting, crew selection, and scheduling.

Exercises/Assignments

Plan, design, produce a 5 minutes fiction/ non-fiction video programme of social relevance.

Production Booklet will include the following:

1. Prepare a video brief: idea, target audience, synopsis, treatment, duration and format
2. Write a video script (2-5 minutes)
3. Prepare shooting script
4. Prepare story board
5. Prepare a production schedule
6. Prepare a floor, light and audio plan
7. Finalize production crew
8. Budgeting

Course Outcomes (COs)

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

CO1: Identify and develop an idea for a video programme with a clear social message and target audience.

CO2: Write a concise and engaging video script along with a detailed shooting script.

CO3: Design a storyboard that visualizes the script and communicates the director's vision.

CO4: Plan and organize the logistics of TV production including floor plans, lighting, and audio setup.

CO5: Prepare a comprehensive production schedule and allocate resources effectively.

CO6: Formulate a detailed budget and select a suitable production crew for efficient execution.

CO7: Produce a 5-minute fiction/non-fiction video programme demonstrating both technical and creative proficiency.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**ELECTIVE COURSE
BAJMC-FOURTH SEMESTER
TELEVISION NEWS: REPORTING AND ANCHORING**

COURSE CODE: BA (JMC) 208	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Describe the structure, workflow, and personnel responsibilities within a TV news channel.
2. Explain the fundamental principles of TV news writing and presentation.
3. Analyze the roles and techniques of television news reporters and anchors.
4. Apply knowledge to write, report, and anchor TV news content for studio and field settings.

Syllabus

Unit I: [Structure of TV News Channel]

L: 12

1. Basics of Television News: Concept of News and News Value
2. Structure of TV News Channel
3. Qualities and Responsibilities of News Personnel
4. News Sources and Monitoring Services

Unit II: [TV News Writing]

L: 12

1. Characteristics and Essentials of TV Language
2. News Writing: Concepts and Elements
3. Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding
4. News Writing for TV versus other Media

Unit III: [TV News Reporting]

L: 12

1. Television News Reporter: Techniques and Styles
2. Different Types of Reporting: Objective, Investigative, Interpretative, Reporting Beats
3. Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through
4. Guidelines and Challenges for a TV Reporter

Unit IV: [TV News Anchoring]

L: 12

1. News Anchor: Qualities, Responsibilities and Professional Ethics
2. Voice Personality & Presentation
3. Anchoring News & Non-News Programs

4. Anchoring with/without Tele-prompter, Studio and Outdoor

Course Outcomes (COs)

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

- CO1:** Identify the organizational structure and functional roles of a TV news channel and its newsroom.
- CO2:** Demonstrate understanding of news values and the language specific to television journalism.
- CO3:** Write accurate and engaging TV news scripts including intros, headlines, and conclusions.
- CO4:** Apply various reporting styles such as objective, investigative, and interpretative in different beats.
- CO5:** Perform on-field reporting tasks like live phone-ins, pieces to camera, and walkthroughs.
- CO6:** Exhibit professional skills in anchoring live and recorded TV news programs with or without a teleprompter.
- CO7:** Uphold ethical and professional standards while performing as a TV reporter or anchor.

Suggested Readings

1. Baker, J. (2005). Secrets of Voice-Over Success: Top Voice-Over Artists Reveal how they did it. Boulder, Sentient Publications.
2. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
3. Kalra, R. J. (2012). The ABC of News Anchoring: A guide for Aspiring Anchors, Pearson.
4. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
5. www.icfj.org/sites/default/files/Broadcast_English
6. www.asaha.com/ebooks/news-writing-and-reporting

**ELECTIVE COURSE
BAJMC-FOURTH SEMESTER
CORPORATE COMMUNICATION**

COURSE CODE: BA (JMC) 210	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Define corporate communication and distinguish it from traditional public relations.
2. Understand the shift from PR to corporate communication in the context of modern business environments.
3. Apply knowledge gained to effectively manage corporate branding and communication strategies.
4. Design and implement corporate communication strategies for internal and external stakeholders.

Syllabus

Unit I: [Understanding Corporate Environment]

L: 12

1. Contemporary Corporate Environment: an overview
2. Forms of Corporate Constituencies
3. Brand Identity, Brand Image and Brand Reputation
4. Corporate Philanthropy and Social Responsibility

Unit II: [Introduction to Corporate Communication]

L: 12

1. Corporate Communication: Definition, Concept and Scope
2. Shift from PR to Corporate Communication
3. Structure and forms of Corporate Communication: Management, Marketing, Organizational
4. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

Unit III: [Corporate Communication in Practice]

L: 12

1. Developing a Communication Strategy
2. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
3. Corporate Identity Audit: Concept and Steps
4. Corporate Advertising: Concept and Functions

Unit IV: [Application of Corporate Communication]

L: 12

1. Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis)

2. Internal & External Communication: Concept and Tools
3. Guidelines and Ethics for Corporate Communication
4. Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)

Course Outcomes (COs)

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

CO1: Define the key concepts of corporate communication and identify its role in modern business organizations.

CO2: Describe the shift from public relations to corporate communication and its implications on branding and organizational identity.

CO3: Explain the concepts of brand identity, brand image, and reputation in the corporate context.

CO4: Develop corporate communication strategies that align with organizational goals and branding objectives.

CO5: Perform a corporate identity audit and design strategies for improving corporate reputation and image.

CO6: Demonstrate an understanding of the tools and techniques used in media relations, including media monitoring and research.

CO7: Analyze crisis management scenarios and apply communication strategies to handle corporate crises (e.g., case studies like Infosys Crisis and Nestle Maggi).

CO8: Demonstrate an understanding of ethical guidelines and standards in corporate communication practice.

Suggested Readings

1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
2. Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.
3. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
4. Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.

ELECTIVE COURSE
BAJMC-FOURTH SEMESTER
TELEVISION NEWS: REPORTING AND ANCHORING LAB

COURSE CODE: BA (JMC) 258	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Demonstrate proficiency in news reporting, anchoring, and packaging for television.
2. Apply skills in field reporting, live reporting, and studio presentation.
3. Produce and package news bulletins with appropriate news content and presentation techniques.
4. Hone anchoring skills for both scripted and unscripted TV programs (such as talk shows, debates, and interviews).

Exercises/Assignments

1. Reading and recording a news piece of 5 mins with or without a Teleprompter
2. Field Reporting
3. Host a Talk Show /Interview
4. Moderate a Debate/Discussion
5. Package a News Bulletin of 5-10 minutes

Course Outcomes (COs)

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

- CO1:** Demonstrate proficiency in reading and recording news pieces, both with and without the use of a teleprompter.
- CO2:** Conduct field reporting with appropriate techniques for live or recorded coverage.
- CO3:** Host a talk show or interview by applying professional presentation techniques.
- CO4:** Moderate debates or discussions with effective communication and leadership skills.
- CO5:** Package and present a comprehensive 5–10-minute news bulletin by selecting appropriate stories, writing scripts, and editing content.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

ELECTIVE COURSE
BAJMC-FOURTH SEMESTER
CORPORATE COMMUNICATION LAB

COURSE CODE: BA (JMC) 260	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Demonstrate proficiency in conducting a corporate identity audit for an organization.
2. Manage and implement internal and external communication strategies for media/entertainment organizations.
3. Develop skills in crisis communication by simulating real-world disaster management scenarios.
4. Create various communication materials, including press notes, email invites, and social media strategies, for a media organization.

Exercises/Assignments

1. Select an existing organization:
 - a. Analyze its vision, mission, values and objectives
 - b. Conduct an identity audit
 - c. Compile and present the analysis using a multi-media presentation
2. As a Corporate Communication Executive of a media organization:
 - a. Create an e-mail invite for launch of any product/ service/ idea
 - b. Create a Press Note to inform a recent development in the organization
 - c. Create a social media strategy for internal and external communication
3. Simulation: Disaster Management and Crisis Communication Steps:
 - a. Defining the problem/crisis
 - b. Pre – crisis to Post – crisis
 - c. Stakeholder definition
 - d. Message action plan
 - e. Media mapping
 - f. Media planning and management

Course Outcomes (COs)

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

CO1: Conduct a comprehensive corporate identity audit and present findings using multimedia tools.

CO2: Create and manage internal and external communication strategies for media organizations, including drafting email invitations, press notes, and social media strategies.

CO3: Simulate crisis communication strategies by identifying issues, defining stakeholders, and creating a detailed message action plan.

CO4: Develop and implement media management plans for handling communication during a crisis or disaster situation.

BAJMC-FIFTH SEMESTER
BASICS OF NEW MEDIA

COURSE CODE: BA (JMC) 301	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Describe the evolution and technology of new media in the context of mass communication.
2. Understand and explain the use of online communication tools, including video conferencing, webcasting, and podcasting.
3. Analyse and apply cyber laws and ethical practices in online journalism and digital media.
4. Identify the applications of new media in society, including digital divide, ICT, e-governance, and social media platforms.
5. Design and manage a website, ensuring it is optimized for its target audience and meets content strategy needs.

Syllabus

Unit I: [Online Communication]

L: 12

1. Online Communication: Meaning, Definition, and Evolution from Web 1.0 to Web 3.0
2. Communication Technology and Society
3. Attributes of Online Communication
4. Video Conferencing, Webcasting and Podcasting

Unit II: [Online Journalism, Cyber Law and Ethics]

L: 12

1. Traditional vs Pen-less/ Paperless Journalism, News and Content Presentation
2. Dos and Don'ts for reporting and editing for e-papers, websites and news portals
3. Cyber Crimes and Cyber Security: An Overview
4. IT Act (2000); Ethics and Limitations: Piracy, Copyright, Copyleft, Open Source, Digital Archives

Unit III: [New Media: Issues & Applications]

L: 12

1. Digital Divide and Information Society
2. ICT and its applications and E-governance
3. Convergence and its Types: Synergy between Electronic and Mobile Commerce
4. Social Media Platforms: Importance and Usage

Unit IV: [Web Content Design & Evaluation]

L: 12

1. Website Planning and Visual Design
2. Audience Analysis and Content Strategy
3. Blogs: Creating and Promoting a Blog (SEO)
4. Website Audience Measurement (WAM): Process and Techniques

Course Outcomes (COs)

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

CO1: Describe and analyze the evolution of online communication, including the transition from Web 1.0 to Web 3.0.

CO2: Apply principles of online journalism, including content creation for digital platforms, and understand the implications of cyber law and ethics in online reporting.

CO3: Recognize the importance of social media platforms and their application in modern communication and journalism.

CO4: Develop practical skills for designing websites, conducting audience analysis, and creating content strategies for digital platforms.

CO5: Understand and apply the concepts of e-governance, ICT applications, and the digital divide in the context of modern media communication.

Suggested Readings & E-resources

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
2. Satish & Rajesh Prabhakar Kaila ((2006): Blogs: Emerging Communication Media, The ICFAI University Press
3. Mishra, R.C, (2008) Cyber Crime: Impacts in the New Millennium, Author Press
4. Martin, P., & Erickson, T. (2011). Social media marketing. New Delhi: Global Vision Publishing house. Prasad, Kiran, New Media & Pathways to Social Change (Ed), B.R. Publishing Corporation
5. Rajgopalan, S., (2006) The Digital Divide, ICFAI Books
6. Sekhar, Pulugurta Chandra, (2014) New Media: The Virtual Media, Vol 1, B.R. Publishing Corporations
7. Schiller, J. (2005). Mobile Communication. Amsterdam: Pearson Education
8. <http://www.digit.in>
9. <http://pitchonnet.com>
10. www.sagepub.in/Media Management in Theory and Practice

**BAJMC-FIFTH SEMESTER
MEDIA RESEARCH**

COURSE CODE: BA (JMC) 303	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Define the concept and scope of media research, recognizing its importance in media studies.
2. Understand and explain various research methodologies used in media research, both qualitative and quantitative.
3. Describe the process of conducting media surveys, including public opinion, readership, and election-related surveys.
4. Gain practical knowledge of research design, including the creation of hypotheses, sampling methods, and data collection tools.
5. Learn how to analyze research data and present findings in the form of clear and effective reports.

Syllabus

Unit I: [Introduction to Research]

L: 12

1. Research: Meaning, Definition and Objectives
2. Types of Research
3. Approaches to Research: Qualitative and Quantitative
4. Media Research: Meaning and Scope

Unit II: [Survey in Media Research]

L: 12

1. Survey, Public Opinion Surveys, TRPs, Tele Web Survey
2. Readership Survey & IRS
3. Election-Related Survey: Opinion Poll and Exit Poll
4. Media Research Agencies: BARC, ABC, MAP, RAM

Unit III: [Research Design]

L: 12

1. Research Design: Meaning and different Types, Hypotheses /Research Questions
2. Research Methods: Survey, Content Analysis and Case Study
3. Sampling & selecting a sample, Types of sampling: Probability and Non- Probability
4. Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD

Unit IV: [Data Analysis and Report Writing]

L: 12

1. Processing of Data: Editing, Coding, Classification, Tabulation
2. Measures of Central Tendency: Mean, Median and Mode
3. Analysis and Interpretation of Data
4. Report Writing/ Abstract/ Proposal/ Synopsis

Course Outcomes (COs)

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

- CO1:** Demonstrate a clear understanding of the definition, types, and objectives of research in media studies.
- CO2:** Explain and differentiate between qualitative and quantitative approaches to media research and apply them to real-world media problems.
- CO3:** Conduct surveys in media research, including opinion polls, TRP surveys, readership surveys, and election-related surveys, using industry-standard methodologies.
- CO4:** Design and execute various media research methods such as content analysis, case studies, and sampling, and choose appropriate tools for data collection.
- CO5:** Analyze and interpret data, applying statistical measures such as mean, median, and mode, and compile research findings into comprehensive reports, abstracts, proposals, or synopses.

Suggested Readings & E-resources

1. Bertrand, I., & Hughes, P. (2005). Media Research Methods: Audiences, Institutions, Texts. New York: Palgrave Macmillan.
2. Guthrie, G. (2012). Basic Research Methods: An entry to Social Science Research. Los Angeles: Sage Publications
3. Kothari, C. R. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International (P).
4. Wimmer, R. D., & Dominick, J. R. (2014). Mass Media Research an Introduction. Andover: Wadsworth, Cengage Learning.
5. www.cles.org.uk/Research Methods Handbook
6. www.isites.harvard.edu/ Research Methods

**BAJMC-FIFTH SEMESTER
EVENT MANAGEMENT**

COURSE CODE: BA (JMC) 305	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Define and explain the concept of events and event management in the context of media and communication.
2. Understand and describe the structure, roles, and functions within an event management company.
3. Demonstrate knowledge of the step-by-step process involved in planning, organizing, and executing events.
4. Assess and evaluate events using relevant tools and methodologies, and understand current trends in the event management industry.

Syllabus

Unit I: [Event and Event Management]

L: 12

1. Event: Definition and Types
2. Event as a Communication and Marketing tool
3. Event Management: Definition and Elements
4. 5C's of Event Management

Unit II: [Event Management Organization]

L: 12

1. Organizational Structure of an Event Management company
2. Event Management Personnel: Role and Responsibility
3. Account Planners and Liasoning
4. Business Operations and Accounting

Unit III: [Event Management Process]

L: 12

1. Event Proposal Planning: Licenses, Permissions and Legalities
2. Event Budget, Covering Cost and Methods of Revenue Generation
3. Event Promotion: Tools and Media Coordination
4. Risk Management and Insurance

Unit IV: [Evaluation, Assessment & Trends]

L: 12

1. Evaluation and Impact Assessment: Concept, Techniques and Application
2. Monitoring and Controlling the Event
3. Emerging Trends in Event Management
4. Careers in Event Management

Course Outcomes (COs)

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

CO1: Define different types of events and understand their role as tools for communication and marketing in various contexts.

CO2: Explain the organizational structure and the roles of key personnel in an event management company.

CO3: Plan and manage an event by considering essential elements such as event proposals, legalities, budgeting, promotion, and risk management.

CO4: Utilize various techniques for event evaluation and impact assessment, ensuring effective monitoring and controlling during event execution.

CO5: Identify emerging trends in event management and understand career opportunities in the field.

Suggested Readings & E-resources

1. Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.
2. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
3. Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
4. K. Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
5. K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
6. Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.
7. www.wodonga.vic.gov.au/IEvent_management_planning_guide
8. www.eventmanagement.com/planning

BAJMC-FIFTH SEMESTER
NEW MEDIA LAB

COURSE CODE: BA (JMC) 351	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Use search engines effectively to find and utilize online information.
2. Develop proficiency in creating and maintaining blogs and vlogs.
3. Understand the distinction between different types of content (news, opinions, and advertisements) on the web.
4. Develop skills in designing and creating web pages using HTML and dynamic websites using tools like Adobe Dreamweaver.

Exercises/Assignments

1. To create and maintain blogs and vlogs
2. Distinguish between news, opinions and advertisements on the web
3. Analyse various elements and content of a news website
4. Create a simple web page with links to text, graphics and audio and video documents using HTML
5. Students in groups should create a dynamic website using Adobe Dreamweaver

Course Outcomes (COs)

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

CO1: Demonstrate effective use of search engines to gather relevant online information.

CO2: Create and maintain blogs and vlogs, showcasing their ability to engage with content creation and management.

CO3: Distinguish between different types of content on the web, including news, opinions, and advertisements.

CO4: Analyze and critique the structure and content of a news website, understanding the key elements that make it effective.

CO5: Create a simple web page integrating text, graphics, audio, and video documents using HTML.

CO6: Work in groups to design and develop a dynamic website using Adobe Dreamweaver, applying their technical skills and creativity.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

BAJMC-FIFTH SEMESTER
MEDIA RESEARCH LAB

COURSE CODE: BA (JMC) 353	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Apply research techniques to pre-test and evaluate various media materials, including print, audio, video, and online advertisements.
2. Conduct media research effectively, following appropriate research methodology and data analysis techniques.
3. Write comprehensive media research reports, from the formulation of the research topic to the final conclusion, adhering to academic writing standards.

Exercises/Assignments

1. Pre-test/Evaluate a print, audio, video and online ad programme
2. Using any of the research technique the student will conduct media research culminating into hard and soft copies of the report. Media research will have to be conducted by the student who will prepare the report based on the following steps:
 - a. Selection of a research topic
 - b. Write Research Proposal/ Abstract/ Synopsis
 - c. Introduction to the topic
 - d. Formulate the research problem
 - e. Significance of the study
 - f. Set the objectives and hypothesis of the research
 - g. Review of literature
 - h. Application of methods and tools for data collection
 - i. Data tabulation and analysis
 - j. Write a research report and draw a conclusion on the research conducted
 - k. Write bibliography and references according to APA style format

Course Outcomes (COs)

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

CO1: Pre-test and evaluate print, audio, video, and online advertising programs, assessing their effectiveness based on research techniques.

CO2: Conduct a full media research project, selecting a research topic, developing a research proposal, and following

structured research processes.

CO3: Formulate clear research problems, set objectives, and develop hypotheses that guide the research process.

CO4: Conduct literature reviews, apply methods and tools for data collection, and perform data analysis for media research.

CO5: Prepare detailed media research reports that include data tabulation, analysis, conclusions, and citations in APA style format.

CO6: Write a clear, well-organized research report, drawing insightful conclusions based on the research conducted.

Internal Assessment: Student should be evaluated on the basis of media research report prepared by him/her after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director/ principal of the institute/college for each student. The marks prescribed for internal evaluation are 40.

BAJMC-FIFTH SEMESTER
EVENT MANAGEMENT LAB

COURSE CODE: BA (JMC) 355	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Prepare a Gantt chart for organizing an event and demonstrate a clear understanding of event management processes.
2. Conceptualize, organize, and evaluate an event using a systematic approach, including all stages of event planning.
3. Develop essential skills for designing event plans, including budgeting, crisis management, and post-event evaluation.

Exercises/Assignments

1. Conceptualize, Organize and Evaluate an event as per the following steps:
 - a. Conduct and analyze pre-event survey
 - b. Prepare event brief
 - c. Prepare a Gantt chart to organizing event.
 - d. Prepare checklist for the event
 - e. Prepare a budget estimate for the event
 - f. Write a proposal for potential sponsors for the event
 - g. Design creatives and collaterals
 - h. Prepare an event floor plan/ event design and layout
 - i. Develop event crisis/ risk management plan
 - j. Prepare a monitoring plan and questionnaire for final evaluation
 - k. File final report about the event along with multi-media Presentation

Course Outcomes (COs)

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

CO1: Conceptualize and organize an event, demonstrating the ability to handle pre-event surveys, planning, and coordination.

CO2: Prepare detailed event planning documents, including event briefs, checklists, budgets, and proposals for sponsors.

CO3: Use project management tools, such as Gantt charts, to organize the logistics and timeline of an event effectively.

CO4: Design creative materials, including event collaterals and visuals, to enhance the event experience.

Lingaya's Vidyapeeth

(Approved by MHRD/AICTE/PCI/BCI/COA/NCTE, Govt. of India, U/s 3 of UGC Act 1956)

Nachauli, Jasana Road, Faridabad, Haryana

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CO5: Develop an event floor plan and layout, ensuring smooth flow and coordination on the day of the event.

CO6: Identify potential risks and create a crisis/risk management plan for the event.

CO7: Develop a monitoring plan to evaluate the event's success, including feedback mechanisms and questionnaires.

CO8: Prepare a comprehensive final report, summarizing the event process, outcomes, and evaluation results, supported by a multimedia presentation.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

BAJMC-FIFTH SEMESTER
FUNCTIONAL EXPOSURE REPORT

COURSE CODE: BA (JMC) 357	L: 0	T/P: 0	CREDITS: 4
External Evaluation: 50 Marks	Internal Evaluation: 50 Marks	Total Marks: 100	

Course Objectives

On completion of this course, the student should be able to:

1. Apply classroom learning for practical work experience in the industry
2. Develop professional skills, explore career options and network with potential employers
3. Demonstrate proficiency of skills in their field of interest in Media and Entertainment industry

Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for a period of four weeks in Radio/ Television/Advertising /Public Relations/New Media/NGO and submit a Functional Exposure Report [FER] along with the multi-media presentation on actual experiential learning. The hard and soft copy of the FER (in duplicate) along with a copy of the multi-media presentation is to be submitted at least four weeks before the commencement of End Term Examination of the Fifth Semester.

The Functional Exposure Report [FER] carries 100 marks. These reports will be evaluated out of 50 marks each by a Board of Examiners comprising Director/Principal or his/her nominee and one External Examiner to be appointed by the Competent Authority.

ELECTIVE COURSE
BAJMC-FIFTH SEMESTER
DIGITAL MEDIA MARKETING

COURSE CODE: BA (JMC) 307	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Describe the concept of social media marketing and its importance in online communication.
2. Explain the concept of social business and how businesses can leverage social media to engage with customers.
3. Utilize the knowledge gained to create, manage, and optimize social networking platforms for business growth and success.

Syllabus

Unit I: [social media]

L: 12

1. Social media & Social Network: Brief history, Meaning and definition
2. Features of social media and Social Network
3. Types of Social Networking Sites
4. Social Media & Issues
5. Social Consumers and Social Influencers

Unit II: [Branding on Digital Media]

L: 12

1. Audience Research and Engagement in Global environment
2. Building Brand on Digital Media
3. Storytelling and User Generated Content on Digital Media Network
4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

Unit III: [Online Entrepreneurship]

L: 12

1. E-Commerce & Start-ups: Ideation, Plan and Management
2. Lead Generation and Personal Branding
3. Building a Multi-platform Social Media Marketing Strategy
4. Mobile Apps: M-Commerce and App Monetization

Unit IV: [Social Media Measurement and Metrics]

L: 12

1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM)
2. Monetizing social media: ROI
3. Role of social media in Marketing Research

4. Case Studies on Digital Media Marketing: Digital India, make in India, Skill India, Start-up India, Stand up India

Course Outcomes (COs)

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

CO1: Define social media, its features, types of platforms, and its role in online communication.

CO2: Understand and apply social media marketing strategies to build a business brand and engage with consumers effectively.

CO3: Utilize content creation strategies, including storytelling and user-generated content, to increase brand visibility on digital media.

CO4: Implement and optimize digital marketing techniques, including SEO, SEM, email marketing, viral marketing, and ZMOT.

CO5: Develop skills to create and manage a social media marketing strategy, including platform selection and content planning.

CO6: Understand the importance of mobile apps and e-commerce in online entrepreneurship and business growth.

CO7: Conduct audience research and measure the success of digital campaigns using tools like Google Analytics and website audience measurement.

CO8: Analyze the effectiveness of social media marketing campaigns and calculate ROI for digital marketing efforts.

CO9: Apply knowledge of social media marketing to real-life case studies like Digital India, Make in India, and other government-driven initiatives.

Suggested Readings & E-resources

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
2. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
3. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.
4. Qualman, E. (2009). Socialnomics: How social media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley.
5. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

**ELECTIVE COURSE
BAJMC-FIFTH SEMESTER
FILM APPRECIATION**

COURSE CODE: BA (JMC) 309	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Describe film as a powerful medium of communication, understanding its strengths and limitations.
2. Explore the evolution of World Cinema and its major movements.
3. Identify emerging trends in contemporary Indian cinema and how they reflect cultural and technological shifts.
4. Utilize knowledge gained to critically appreciate, analyse, and review a film, focusing on various cinematic elements.

Syllabus

Unit I: [Film as a Language]

L: 12

1. Film as a Medium of Communication: Concept, Strengths & Limitations
2. Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing
3. Visual Language: Shot, Scene, Sequence, Montage, Mise-En-Scene and Continuity

Unit II: [Landmarks in Cinema]

L: 12

1. Various Movements in Cinema: Expressionism, Italian Neo Realism and French New Wave
2. Milestones and landmarks in World Cinema: Alfred Hitchcock, Dziga Vertov, Vittorio De Sica, Akira Kurosawa and Satyajit Ray
3. Landmarks of Indian Cinema: Silent Era (*Raja Harishchandra*), Socials (*Mother India*), Parallel Cinema (*Ankur*), Diaspora (*Namesake*)

Unit III: [Trends and Debates in Indian Cinema]

L: 12

1. Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema
2. Censorship: Need and CBFC standards
3. An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics

Unit IV: [Film Appreciation]

L: 12

1. Film Appreciation: concept, need, elements and Cinematic Language
2. Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative
3. Job Profile and Responsibilities of a Film Reviewer

Course Outcomes (COs)

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

- CO1:** Understand film as a unique form of communication and discuss its components such as script, light, sound, acting, music, and editing.
- CO2:** Appreciate the visual language of films, including concepts such as shot, scene, sequence, montage, mise-en-scene, and continuity.
- CO3:** Recognize and evaluate key movements in world cinema (Expressionism, Italian Neo-realism, French New Wave) and their impact on modern filmmaking.
- CO4:** Identify the contributions of major filmmakers like Alfred Hitchcock, Dziga Vertov, Vittorio De Sica, Akira Kurosawa, and Satyajit Ray in shaping the global cinematic landscape.
- CO5:** Appreciate the historical landmarks in Indian cinema, from the Silent Era to contemporary genres such as Parallel Cinema and Diaspora Cinema.
- CO6:** Examine the emerging trends in contemporary Indian cinema, including CGI, crossover films, and experimental cinema, and their influence on the film industry.
- CO7:** Understand the role of censorship, CBFC standards, and how they shape content in Indian cinema.
- CO8:** Explore the modern film industry's challenges such as piracy, multiplex culture, and the evolving distribution channels.
- CO9:** Develop the skills necessary for film appreciation, including the ability to critically review films based on their narrative structure, discourse, and cinematic techniques.
- CO10:** Understand the job profiles and responsibilities of a film reviewer and apply critical thinking to evaluate films in a professional manner.

Suggested Readings

1. J., Saldi, R., & Manjula, S. (New Delhi). Indian Cinema through the Century.
2. Gazetas, A. (2000). An Introduction to World Cinema. Jefferson, NC: McFarland
3. Garga, B.D. (2008). So Many Cinemas: The Motion Picture in India, Eminence Designs.
4. Nowell-Smith, G. (1995). The Oxford History of World Cinema. Oxford: Clarendon Press
5. Phillips, L. R., & Phillips, J. M. (1979). Film Appreciation. New York: Gordon Press.

ELECTIVE COURSE
BAJMC-FIFTH SEMESTER
DIGITAL MEDIA MARKETING LAB

COURSE CODE: BA (JMC) 359	L: 0	T/P: 4	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, the student should be able to:

1. Design and develop a blog with a focus on digital media marketing.
2. Demonstrate proficiency in utilizing digital media tools effectively for online promotion.
3. Create and maintain a promotional or corporate blog that can be used for an organization or product.
4. Understand the integration of social media platforms in the promotion of blogs or vlogs.
5. Design a social media marketing strategy to promote digital content effectively.

Exercises/Assignments

1. Create and maintain promotional or corporate blog for an organization/product
2. Create an account on at least 5 social media platforms and promote your blog/vlog on any social media platforms
3. Create a multi-media presentation on Social Media Marketing Strategy for promotion of corporate blog for an organization/product

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Create and maintain a blog for an organization/product with a focus on digital marketing strategies.

CO2: Gain hands-on experience in promoting content through various social media platforms like Facebook, Twitter, Instagram, LinkedIn, etc.

CO3: Develop a multi-media presentation that highlights the use of social media marketing for promoting blogs or corporate products.

CO4: Understand and apply various digital marketing tools and techniques, including SEO, SEM, and content marketing to promote online content.

CO5: Analyze the effectiveness of different social media platforms and their role in driving traffic to blogs/vlogs.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

**ELECTIVE COURSE
BAJMC-FIFTH SEMESTER
FILM APPRECIATION LAB**

COURSE CODE: BA (JMC) 361	L: 0	T/P: 2	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, students should be able to:

1. Demonstrate proficiency in reviewing films for different media platforms.
2. Critically analyze films from various cinematic traditions and historical contexts.
3. Apply the principles of film appreciation to evaluate different styles, genres, and narrative structures.
4. Create and present written and audiovisual film critiques for public consumption.

Exercises/Assignments

1. Film Screening and critical analysis of the following films: *
 - a. *Pather Panchali*: Realism in Bengali Cinema
 - b. *Bicycle Thieves/ Rashomon*: Italian Neo-Realism and Post War Japan
 - c. *Harishchandra chi Factory/ Maqbool*: evolution of Indian Cinema and cinematic adaptation
 - d. *Vertigo/ Gone with the Wind*: Understanding the Classical Narrative structure
 - e. *Pyaasa/ Kaagaz Ke Phool*: A study in Social/ progressive realism
 - f. *Jaane Bhi Do Yaaron / Garam Hawa*: Parallel Cinema
 - g. *Man with the Movie Camera*: Dziga Vertov

*The list is only indicative; the teacher can add to the list for the purpose of assignments.

2. Written assignments: film reviews, script writing, screenplay etc.
3. Write/ record/ shoot review any recently released film and upload it on an online platform

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Develop the ability to critically analyze films from different genres, movements, and historical periods.

CO2: Understand key concepts such as realism, narrative structures, and cinematic adaptations, and apply these to film reviews.

CO3: Gain practical experience in reviewing and writing about films, including scriptwriting, screenplays, and creative critiques.

CO4: Create and share personal film reviews or critiques through written, recorded, or filmed formats on digital platforms.

BAJMC-SIXTH SEMESTER
MEDIA MANAGEMENT AND ENTREPRENEURSHIP

COURSE CODE: BA (JMC) 302	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

On completion of this course, students should be able to:

1. Describe the principles and functions of management, particularly within the media industry.
2. Explain leadership styles and their impact on media organizations and management practices.
3. Understand the structure, ownership, and functioning of media organizations.
4. Assess the importance of revenue generation for media organizations in various sectors including print, radio, television, and online platforms.

Syllabus

Unit I: [Media Organization - Structure and Functions]

L: 12

1. Media Organization: Meaning, Structure and Importance
2. Ownership Patterns of Media Organizations
3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication
4. FDI in Indian Media and Entertainment Industry

Unit II: [Management - Functions and Principles]

L: 12

1. Management: Definition, Need and Principles
2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
3. Management: Responsibility, Authority and Accountability
4. Leadership: Importance, Needs and Types

Unit III: [Managing Media Organizations and Start Ups]

L: 12

1. Establishing a Media Organization or Start Up: Steps Involved
2. Human Resource Management: Roles and Responsibilities
3. Methods of Revenue Generation by Media Organizations and Start Ups
4. Managing Cost and Revenue Relationship

Unit IV: [Media Marketing and Entrepreneurship]

L: 12

1. Marketing Media Products
2. Media Business: Innovation and Entrepreneurship
3. Media Entrepreneurship and its Challenges

4. Emerging Trends in Entertainment and Media Industry

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Identify and analyze the key principles of management applied to media organizations.

CO2: Understand different leadership styles and behavioural patterns within media organizations.

CO3: Explore the structure and function of media organizations, including the challenges and opportunities in media ownership and cross-media conglomerates.

CO4: Gain practical knowledge of managing media organizations and start-ups, including human resource management, revenue generation, and financial aspects.

CO5: Investigate the dynamics of media marketing, entrepreneurship, and emerging trends in the entertainment and media industries.

Suggested Readings & E-resources

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of Media Management and Economics. Mahwah, NJ: L. Erlbaum Associates.
2. Alexander, A. (2004). Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. (2011). Understanding Media Economics. London: Sage Publication
4. Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
6. Mass Media in India 1994-95. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India
7. www.media-studies.ca/articles/resonance and the global village
8. www.studentpulse.com/articles/61/understanding-the-implications-of-a-global-village
9. www.un-documents.net/macbride-report
10. www.media-alliance.org/article/many voices, one world

BAJMC-SIXTH SEMESTER
GLOBAL MEDIA: AN OVERVIEW

COURSE CODE: BA (JMC) 304	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, students should be able to:

1. Describe the global communication system post-World War II, with a focus on the evolution of information flow.
2. Explain the changing trends in global information flow, particularly in the context of technological advancements.
3. Analyze the major media concerns for India, especially in relation to its place in global media dynamics.

Syllabus

Unit I: [Global Communication: Struggle for Balance of Information Flow] L: 12

1. Global Communication: North-South Divide
2. Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI
3. Barriers to the flow of News and Information
4. MacBride Commission: Recommendations for NWICO

Unit II: [Global Communication Giants] L: 12

1. Media Imperialism & Localization of Global Media
2. International Multimedia Giants: NEWS CORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network
3. Global Television and Cultural Imperialism: CNN and MTV
4. International Practices on Visual Coverage and Regulations in Media Exchange

Unit III: [Indian Media] L: 12

1. News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar
2. Government & Private Sector Media Conglomerates
3. Entertainment: Local, Global and Hybrid
4. Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS

Unit IV: [Global Media & Market Forces] L: 12

1. Reporting International Issues and Conflicts

2. Media Conglomerates and Monopolies
3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
4. Global Challenges in the New Information Age

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand and critically assess the global communication system, especially in terms of the North-South divide and information flow.

CO2: Identify and analyze the role of transnational media giants and their influence on global media dynamics.

CO3: Gain insights into Indian media's participation in global communication, both from a local and hybrid perspective.

CO4: Understand the economic forces driving the media market, and evaluate the role of conglomerates, monopolies, and new media practices.

Suggested Readings

1. Artz, L., & Kamalipour, Y. R. (2003). The Globalization of Corporate Media Hegemony. Albany: State University of New York Press.
2. Herman, E. S., & McChesney, R. W. (1997). The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell.
3. Merrill, J. C., & S., D. B. (2003). Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
4. P. Ghosh (2013). International Relation, PHI Learning Pvt Limited

**BAJMC-SIXTH SEMESTER
ENVIRONMENTAL STUDIES**

COURSE CODE: BA (JMC) 306	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon completion of this course, students should be able to:

1. Understand the relationship between human development and the natural environment, recognizing the struggle between man and nature, and man as a part of nature.
2. Describe the concept, scope, and importance of the environment and the role of communication in environmental awareness.
3. Understand the structure, functions, and significance of ecosystems.
4. Examine the causes, effects, and control measures for environmental disasters and their management.
5. Use the knowledge gained to contribute to the conservation of natural resources for human welfare.

Syllabus

Unit I: [Environment and Media]

L: 12

1. Environment: Definition, Scope and Importance
2. Environment Communication: Definition, Concept and Need for Public Awareness
3. Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)
4. Role of Individual and Media in Conservation of Natural Resources

Unit II: [Ecosystem and Media]

L: 12

1. Ecosystem: Concept, Structure and Functions
2. Ecological Succession: Types and Stages
3. Biodiversity: Definition and Concept
 - a. Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts
 - b. Endangered and Endemic Species of India
4. Role of Multi- Media in Sensitizing Masses towards Ecosystem

Unit III: [Environmental Disaster and Media]

L: 12

1. Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards
2. Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment

3. Disaster Management: Concept, Need and Importance; Role of NDMA
4. Media Intervention in Disaster Management

Unit IV: [Environment and Human Welfare]

L: 12

1. Industrialization, Consumerism and Development
2. Global Warming and Climate Change: Shift to Alternate Sources of Energy
3. Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan*
4. Media, Environment and Human Welfare

Field Work/Assignment (As part of internal evaluation):

Visit to local areas to document environmental assets, study and value simple and indigenous ecosystems, initiatives to contribute for the preservation of environment.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Define the environment and articulate its importance in human development and well-being.

CO2: Explain the structure and functions of ecosystems and recognize the threats to biodiversity and the role of media in conservation.

CO3: Identify and analyze various types of environmental pollution, and understand the role of government, NGOs, and media in mitigating environmental disasters.

CO4: Connect the relationship between industrialization, consumerism, and environmental degradation, while exploring movements like Chipko and Narmada Bachao Andolan.

CO5: Participate in environmental conservation efforts and apply knowledge to real-world environmental challenges.

Suggested Readings

1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3. Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4. Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.

**BAJMC-SIXTH SEMESTER
ENTREPRENEURIAL MINDSET**

COURSE CODE: BA (JMC) 308	L: 2	T/P: 0	CREDITS: 2
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100

Course Objectives

Upon successful completion of this course, students will be able to:

1. Understand key concepts and theories of entrepreneurship.
2. Develop creative and innovative thinking for entrepreneurial pursuits.
3. Plan and pitch a business idea effectively.
4. Explore support systems and real-world opportunities in entrepreneurship, particularly within the media industry.

Syllabus

Unit I: [Understanding Entrepreneurship]

L - 6

1. Entrepreneurship: Meaning & Definition
2. Theories of Entrepreneurship
3. Entrepreneurial mindset: Creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation)
4. Characteristics of a successful entrepreneurs

Unit II: [Planning, Proposing and Pitching of Business Plan]

L - 6

1. Planning: Business idea generation, SWOT (Strength, Weakness, Opportunity and Threat) analysis, PEST (Political, Economic, Social, technological, legal and environmental) analysis
2. Business Plan: What is business plan & Parts of a business plan,
3. Proposing & drafting a business plan
4. Pitching of a business plan: Approaching investors, Angel investors, Venture capitalist firms, Crowd funding, incubators and accelerators

Unit III: [Entrepreneurship supports]

L - 6

1. Entrepreneurship Development Programmes (EDP)
2. Role of Government in organizing EDPs
3. Institutions supporting small business enterprises: central & state level
4. Entrepreneurial opportunities in media, Importance of networking

Unit IV: [Practical Application]

L - 6

1. Presenting a media business plan

2. Presentation on 'Startup India' or any other government policy on entrepreneurship
3. Case study discussion and presentation on Indian media entrepreneurs
4. Role of entrepreneurs in economic growth

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Define entrepreneurship and explain various entrepreneurial theories and mindsets.

CO2: Generate business ideas, conduct analyses (SWOT/PEST), and formulate structured business plans.

CO3: Identify support systems for entrepreneurs, including government programs and institutional aids.

CO4: Apply entrepreneurial thinking through practical activities, presentations, and business pitching.

Suggested Readings

1. Charantimath (8th Ed. 2014). Entrepreneurship Development and Small Business Enterprise, Pearson Education
2. Bamford C. Bruton (1st Ed. 2010) Entrepreneurship Development and Small Business Approach, McGraw Hill Education
3. Makol R (January, 2022) Entrepreneurial Mindset, Perfect Publications
4. Johnson Kevin D. The Entrepreneur Mind, Jaico Publishing House

BAJMC-SIXTH SEMESTER
FINAL PROJECT AND COMPREHENSIVE VIVA

COURSE CODE: BA (JMC) 352	L: 0	T/P: 0	CREDITS: 10
External Evaluation: 50 Marks	Internal Evaluation: 50 Marks		Total Marks: 100

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the Director/ Principal of the Institute/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organization operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

The Project Report, final product and comprehensive viva carries 100 marks, which will be evaluated by External and Internal Examiners separately for 50 marks each. The External Examiner will be appointed by the Competent Authority.

BAJMC-SIXTH SEMESTER
NCC/NSS/ COMMUNITY ENGAGEMENT AND SOCIO-CULTURAL OUTREACH (NUES)

COURSE CODE: BA (JMC) 354	L: 0	T/P: 2	CREDITS: 2
External Evaluation: NUES	Internal Evaluation: 100 Marks (File/Report: 50 marks Presentation & Viva: 50 marks)		Total Marks: 100

Each student should work as part of NCC/NSS/Extension Activities/Social Outreach/Cultural Activities during Semester 1 – Semester 4. The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of NUES by internal faculty/supervisor in semester VI.