MAA PATESWARI UNIVERSITY, BALRAMPUR

School of Journalism and Mass Communication

Syllabus

Bachelor of Arts (B.A.)

Journalism and Mass Communication

Three-Year Undergraduate Programme
under the National Education Policy (NEP) 2020
Choice Based Credit System (CBCS)

Session: 2026-27

Programme Structure

Journalism and Mass Communication is offered as a subject in the B.A. programme. The syllabus runs over three years divided into six semesters. Every semester has two papers of 100 marks each, i.e. 200 marks per semester. The practical work is an integral part of each paper: it is shown against every unit in a separate column and carries no separate marks.

Semester-wise Scheme of Papers

Semester	Paper Code	Paper Title	Credits	Marks
I	BAJMC101	Concept of Mass Communication and Journalism	6	100
I	BAJMC102	Traditional Folk Media	6	100
II	BAJMC201	History of Journalism in India	6	100
II	BAJMC202	Mass Communication Theories and Models	6	100
III	BAJMC301	Principles of Reporting and Editing	6	100
III	BAJMC302	Radio Journalism and Podcasting	6	100
IV	BAJMC401	Television Journalism	6	100
IV	BAJMC402	Public Relations and Corporate Communication	6	100
V	BAJMC501	New Media	6	100
V	BAJMC502	Media Law, Ethics and Human Values	6	100
VI	BAJMC601	Photojournalism	6	100
VI	BAJMC602	Development Communication	6	100

Total per semester: 2 papers, 12 credits, 200 marks. Total for the subject: 12 papers, 72 credits, 1200 marks.

Credit norm: 1 theory credit = 15 hours of teaching per semester; 1 practical credit = 30 hours. Each paper's 6 credits cover its theory (4) and practical work (2) together.

Evaluation Scheme

Component	Internal	External	Total	Min. Pass
Each paper (theory with practical work)	25	75 (written examination, 3 hours; practical work assessed as part of the paper)	100	40

Internal assessment (25 marks): mid-semester test 10; assignment / seminar / practical record or portfolio 10; attendance and participation 5.

Suggested external theory pattern (75 marks): Section A - 5 compulsory short-answer questions (5 x 3 = 15); Section B - any 5 out of 8 short-essay questions (5 x 6 = 30); Section C - any 2 out of 4 long-answer questions (2 x 15 = 30).

Semester I (2 Papers, 200 Marks)

Paper 1: Concept of Mass Communication and Journalism

Paper Code	Category	Credits	Marks
BAJMC101	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with the meaning, process and types of communication and with the nature, responsibilities and forms of journalism, and will understand the impact of traditional and modern mass media.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Communication: meaning, nature, importance, functions and scope; verbal and non-verbal communication. Process of communication: source, message, encoding and decoding, channel, receiver, feedback, noise, barriers, 7 Cs.	Drawing a chart of the communication process; classroom activity on non-verbal communication (gestures, body language).
Unit 2	Types of communication: intrapersonal, interpersonal, group and mass communication; their characteristics and levels. Mass media: print, radio, television, film, digital and social media.	Comparative analysis of the same news story across print, television and digital media.
Unit 3	Journalism: meaning, nature, objectives, functions and responsibilities; the press as the Fourth Estate; journalism and society. News: meaning, elements and news values.	Regular newspaper reading; identifying news elements; preparing a newspaper cuttings file.
Unit 4	Forms of journalism: print, broadcast and digital, with their distinctive features. Mass media in the digital age: convergence, misinformation, AI-generated content and the need for media literacy.	Fact-checking exercise on a viral claim or image (source, date, context); writing a short news item in inverted-pyramid style.

Reference Books

1. Dr. Shrikant Singh, Sampreshan: Pratiroop evam Siddhant, Bharti Publishers and Distributors, Ayodhya.
2. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan, University Publication, New Delhi.
3. Armand Mattelart, Sanchar ke Siddhant, Granth Shilpi, New Delhi, 2010.
4. Omprakash Singh, Sanchar ke Mool Siddhant, Classical Publishing Company, New Delhi, 2002.
5. Vishnu Rajgadhia, Janasanchar: Siddhant aur Anuprayog, Radhakrishna Prakashan, New Delhi.
6. Jagdishwar Chaturvedi, Janamadhyam aur Mass Culture, Saransh Prakashan, New Delhi, 1996.

Paper 2: Traditional Folk Media

Paper Code	Category	Credits	Marks
BAJMC102	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with traditional folk media as a medium of communication, and with the characteristics, limitations and social utility of the various folk media.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Culture and folk media: culture and tradition; Indian cultural background; oral tradition and storytelling; meaning, characteristics and limitations of traditional folk media.	Collection and documentation of a regional folk song or folk tale.
Unit 2	Forms of folk media: street theatre, puppetry, folk music and dance, storytelling, fairs and festivals; major folk media of Uttar Pradesh.	Interview with a local folk artist, or a report on a local fair or festival.
Unit 3	Folk media for awareness: development, health, environment, religious and political communication; folk media and mass media; folk media as protectors of Indian culture; folk media in the digital age.	Writing the script of a street play on a social issue and staging it.
Unit 4	Theatre appreciation: elements of theatre; classical (Natyashastra) and folk theatre (Nautanki, Yakshagana, Jatra, Tamasha); modern Indian theatre (IPTA, street theatre); theatre for social change.	Writing a review of a theatre performance; producing a short video/reel on a folk medium.

Reference Books

1. Dr. Jaynarayan Kaushik, Lok Sahitya aur Sanskriti Digdarshan, Aviram Prakashan, Delhi, 2008.
2. Dr. Mahendra Bhanawat and Dr. Shrikrishna 'Jugnu', Bharatiya Lok Madhyam, Rajasthan Hindi Granth Akademi, Jaipur, 2003.
3. Jawarimal Parakh, Janasanchar Madhyamon ka Vaicharik Pariprekshya, Granth Shilpi, Delhi, 2000.
4. Dr. Om Prakash Singh, Sanchar ke Mool Siddhant, Classic Publication, Delhi, 2000.

Semester II (2 Papers, 200 Marks)

Paper 1: History of Journalism in India

Paper Code	Category	Credits	Marks
BAJMC201	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will gain basic knowledge of the printing press, the beginning of newspapers in India, the role of the press in the freedom movement, and the history and distinctive features of Hindi journalism.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Beginnings: history of printing; early communication systems in India; beginning of newspapers and magazines; beginning of Hindi journalism; language as a carrier of development.	Preparing a timeline chart of Indian journalism.
Unit 2	Hindi journalism and the freedom struggle: phases of Hindi journalism; role in the freedom struggle; banned newspapers and magazines; news agencies.	Short research project on a banned or historic newspaper.
Unit 3	Pioneers of Hindi journalism: Raja Rammohan Roy, Ganesh Shankar Vidyarthi, Baburao Vishnu Paradkar, Mahavir Prasad Dwivedi, Makhanlal Chaturvedi, Mahatma Gandhi, Dr. B. R. Ambedkar.	Writing a profile of one pioneer journalist.
Unit 4	Regional Hindi journalism: Hindi journalism in non-Hindi regions and in Uttar Pradesh (Eastern UP). Hindi journalism today: classification of newspapers, standardisation of language, challenges, digital shift and future.	Visit to a local newspaper office with a report; comparative study of five newspapers.

Reference Books

1. Arjun Tiwari, Hindi Patrakarita ka Vrihad Itihas, Vani Prakashan, Delhi, 2007.
2. Abhay Pratap, Vishnu Tripathi and Ayodhya Prasad Gupta, Hindi Patrakarita ka Itihas: Uttar Pradesh, Chhattisgarh Rajya Hindi Granth Akademi, Raipur, 2016.
3. Krishnabihari Mishra, Hindi Patrakarita, Bharatiya Jnanpith, Delhi, 2004.
4. J. Natarajan, Bharat mein Patrakarita ka Itihas, Publications Division, 2002.
5. Vedpratap Vaidik, Hindi Patrakarita ke Vividh Aayam, Parts 1 and 2, Hindi Book Centre, New Delhi, 2006.

Paper 2: Mass Communication Theories and Models

Paper Code	Category	Credits	Marks
BAJMC202	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will gain knowledge of the various theoretical approaches and models of mass communication and will be able to analyse them and apply them to real-world communication scenarios.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Introduction to communication theory: meaning, classification and need. Communication models: Aristotle, Lasswell, Shannon-Weaver, Osgood-Schramm, Gerbner, Berlo, Dance, Westley-MacLean.	Drawing the major communication models and presenting them with examples.
Unit 2	Major theories and media effects: normative theories, gatekeeping, agenda setting, framing, hypodermic needle, two-step flow, uses and gratifications, cultivation, spiral of silence, McLuhan.	Analysis of gatekeeping, framing or agenda setting in the media coverage of one event.
Unit 3	Theories for the digital age: network society, public sphere (Habermas), convergence, participatory culture, algorithms and platform power; effects of social media on public opinion. Media and society: effects on children, women and youth; media accountability.	Case study on a social media trend or the influence of algorithms.
Unit 4	Introduction to communication research: types, steps, sampling, survey, content analysis, report writing.	Conducting a small survey (minimum 30 respondents) or content analysis and writing the report.

Reference Books

1. Dr. Shrikant Singh, Sampreshan: Pratiroop evam Siddhant, Bharti Publishers and Distributors, Ayodhya.
2. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan, University Publication, New Delhi.
3. Armand Mattelart, Sanchar ke Siddhant, Granth Shilpi, New Delhi, 2010.
4. Jawarimal Parakh, Janasanchar Madhyamon ka Vaicharik Paripreksh̄ya, Granth Shilpi, New Delhi, 2000.
5. Vishnu Rajgadhia, Janasanchar: Siddhant aur Anuprayog, Radhakrishna Prakashan, New Delhi.

Semester III (2 Papers, 200 Marks)

Paper 1: Principles of Reporting and Editing

Paper Code	Category	Credits	Marks
BAJMC301	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will gain knowledge of the theoretical aspects of reporting and editing and will be able to apply their knowledge and skills in the various fields of journalism.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	News: meaning, elements of news, sources and collection, news agencies and their roles.	Listing news sources; preparing a news story from news-agency copy.
Unit 2	Principles of reporting: types of reporting (events, speeches, press conferences, interviews, follow-ups); functions and qualities of a reporter; responsibilities and challenges; verification and fact-checking in reporting.	Field reporting: covering an event or press conference and writing an interview-based report.
Unit 3	Editing: concept, need and importance; different levels of editors and their requirements and qualities; process and nature of editing.	Copy-editing exercises; use of editing and proof-reading marks.
Unit 4	Functions and responsibilities of the sub-editor and copy editor; selection of news for publication; writing headlines; essential elements of page make-up; proof reading; editing of magazines.	Headline writing, dummy page make-up and proof reading; producing a campus newsletter or wall magazine.

Reference Books

1. K. P. Narayan, Sampadan Kala.
2. M. V. Kamath, Professional Journalism.
3. Shyam Sunder Sharma, Samachar Patra, Mudran aur Saj-Sajja.
4. Dr. Harimohan, Samachar Feature Lekhan evam Sampadan Kala.
5. Prof. Ramesh Jain, Sampadan, Prishth Sajja aur Mudran, Mangaldeep Prakashan, Jaipur, 2005.

Paper 2: Radio Journalism and Podcasting

Paper Code	Category	Credits	Marks
BAJMC302	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with the beginning and development of radio as a mass medium and will gain proficiency in producing various radio programmes and podcasts.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Radio as a medium: beginning and development; Indian context; characteristics; AM/FM, short wave, community radio, internet radio; Prasar Bharati and the policy of public service, commercial and community radio.	Listening and analysis of different radio programmes.
Unit 2	Radio programmes and writing: news bulletin, interview, talk, discussion, drama, feature, report, magazine, and advertisements for special audiences.	Writing the script of a radio news bulletin, talk or feature.
Unit 3	Radio studio, news and presentation: studio structure; newsroom organisation; management of AIR, FM and community radio; radio news values; voice personality; RJ and news reader techniques; code and ethics.	News reading, RJ practice, voice modulation and presentation.
Unit 4	Podcast production: introduction to podcasting; pre-production and content development; recording, editing and post-production; promotion, distribution and monetisation.	Sound recording, mixing and sound effects; producing a 5-7 minute podcast episode.

Reference Books

1. P. K. Arya, Electronic Media, Prabhat Prakashan, 2009.
2. Dr. Devvrat Singh, Bharatiya Electronic Media, Prabhat Prakashan, 2009.
3. Kaushal Sharma, Radio Prasaran, Pratibha Pratishthan, New Delhi, 2004.
4. Chakradhar Kandwal, Radio Patrakarita: Siddhant evam Karyaprani, Greenfields Publishers, Dehradun, 2010.
5. David Hendy, Radio in the Global Age.

Semester IV (2 Papers, 200 Marks)

Paper 1: Television Journalism

Paper Code	Category	Credits	Marks
BAJMC401	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with television journalism and, by gaining proficiency in producing various television programmes, will acquire the skills to contribute to news channels.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Evolution of television; television as a mass medium; news and non-news genres (talk shows, documentaries, reality shows); trends: news channels, OTT and streaming.	Comparative analysis of news bulletins of different channels.
Unit 2	Television working system: Doordarshan and private channels; television studio structure; newsroom organisation and functions; selection of news, breaking news and headlines.	Newsroom or studio visit; preparing a bulletin rundown.
Unit 3	TV news writing: types of TV news (breaking news, spot news, feature story); sources (press conferences, press releases, interviews, news agencies, government agencies, other channels).	Writing TV news scripts; basics of camera, types of shots, angles and lighting.
Unit 4	Structure of TV news: anchor read, voice-over, piece to camera, phone-in, sound on tape; basic techniques of TV editing.	Piece-to-camera and anchoring practice; video editing and sound mixing; producing a 5-minute news bulletin.

Reference Books

1. Dr. Devvrat Singh and Dr. Kirti Singh, Television Patrakarita, Shri Nataraj Prakashan, New Delhi.
2. Mira K. Desai, Television in India: Many Faces, Authors Press, Delhi.
3. Asghar Wajahat and Prabhat Ranjan, Television Lekhan.
4. Harish Chandra Barnwal, Television ki Bhasha, Radhakrishna Prakashan, Delhi.

Paper 2: Public Relations and Corporate Communication

Paper Code	Category	Credits	Marks
BAJMC402	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with the strategies and techniques of public relations and corporate communication programmes, and will develop an understanding of their major issues.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Public relations: brief history, meaning, concept and definition; principles, objectives and various dimensions of public relations.	Study visit to the PR office of an organisation or department.
Unit 2	PR media and tools: press, TV, radio, film and new media; house journal, annual report, brochure; press conference, press note, press release, backgrounder, press tour; PR in industry and government; PR campaigns.	Writing a press release and press note; making a brochure or house journal; mock press conference.
Unit 3	Corporate communication: meaning and definition; corporate image and identity; crisis management; crisis communication: internal and external.	Case study and mock exercise on crisis communication.
Unit 4	Corporate communication in the digital era: social media PR, online reputation management, CSR and stakeholder communication; case studies.	Planning and evaluating a PR campaign or event on a social issue.

Reference Books

1. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan, University Publication, New Delhi, 2006.
2. Pavitra Shrivastava and C. K. Sardana, Jansampark ke Vividh Aayam, Lokbharti Prakashan, Prayagraj, 2019.
3. Kumud Sharma, Vigyapan ki Duniya, Prabha Pratishthan, New Delhi, 2004.
4. Jayshree Jethwany and Sarkar, Public Relation Management.
5. Averill Elizabeth Gordon, Public Relation.

Semester V (2 Papers, 200 Marks)

Paper 1: New Media

Paper Code	Category	Credits	Marks
BAJMC501	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with new media and its various dimensions and uses, and will acquire knowledge of the techniques and importance of digital journalism.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Introduction to new media: history of the Internet in India; characteristics; convergence and multimedia; the Internet as a source of information; National Digital Library and e-resources.	Comparative study of different news websites and portals.
Unit 2	Digital journalism: definition, types and characteristics; e-editions; web news and feature writing; live reporting; qualities of a web reporter; blog writing; ethics in web journalism.	Writing web news with SEO-friendly headlines; creating a blog or website.
Unit 3	Citizen journalism, MoJo and verification: citizen journalism; social media for newsgathering; mobile journalism; verification workflow, geolocation, OSINT; deepfakes; fact-checking organisations; online privacy and cyber crime.	Producing a mobile-journalism report; verification exercises (reverse image search, geolocation).
Unit 4	Emerging trends and AI tools: podcasts, newsletters, webcasts; digital revenue models; SEO and analytics; generative AI in newsrooms (writing, transcription, image and video tools); bias, copyright, deepfakes and ethics.	Producing a newsletter or short video; writing a note on the ethical use of AI tools.

Reference Books

1. Mukul Shrivastava, Digital Media ka Samajik Paksh, S. Publishers and Distributors, New Delhi, 2018.
2. A. K. Singh, Web Patrakarita, Aadi Prakashan, Delhi, 2017.
3. Arvind Kumar Singh, Web Madhyam Lekhan evam Patrakarita, Shri Publishers, New Delhi, 2017.
4. Dilip Mandal and Geeta Yadav, Un-Social Media, Rajkamal Prakashan, Delhi, 2021.
5. Dr. Kumar Kaustubh, Mobile Patrakarita, K. K. Publication, Delhi.

Paper 2: Media Law, Ethics and Human Values

Paper Code	Category	Credits	Marks
BAJMC502	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will gain an introduction to law from the media perspective and knowledge of the codes of ethics prevalent in media, so that they can avoid legal difficulties while working in journalism.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Law, Constitution and press freedom: need of law; Article 19(1)(a) and 19(2); freedom of the press; Press Commissions; Press Council of India; regulatory and self-regulatory bodies.	Case study of Press Council decisions or court judgments.
Unit 2	Defamation, contempt and media laws: defamation under BNS 2023; contempt of court; parliamentary privileges; Press and Registration of Periodicals Act 2023; Official Secrets Act; Working Journalists Act; Cable TV Act; Copyright Act.	Moot court or group discussion on defamation and contempt cases.
Unit 3	Laws for the digital age: Right to Information Act 2005; IT Act 2000 and IT Rules 2021; Digital Personal Data Protection Act 2023; cyber crime; regulation of fake news and AI content.	Drafting an RTI application and practising seeking information.
Unit 4	Media ethics and human values: need of media ethics; codes of ethics; privacy, consent and sting operations; ombudsman; human values, professional ethics and moral dilemmas; confidentiality, credibility; Vasudhaiva Kutumbakam.	Case-based discussion and report on ethical dilemmas.

Reference Books

1. Ganga Prasad Thakur and Shiv Anurag Pateria, Bharat mein Press Kanoon, Madhya Pradesh Hindi Granth Akademi, Bhopal, 2005.
2. Basantilal Babel, Patrakarita evam Press Vidhi: Siddhant evam Vyavahar, Suvidha Law House, Bhopal, 2000.
3. Nandkishore Trikha, Press Vidhi, Vishwavidyalaya Prakashan, Varanasi, 2007.
4. Vishnu Rajgadhia and Arvind Kejriwal (eds.), Suchna ka Adhikar, Rajkamal Prakashan, Delhi, 2010.
5. E-Resources: https://www.indiacode.nic.in ; https://presscouncil.nic.in

Semester VI (2 Papers, 200 Marks)

Paper 1: Photojournalism

Paper Code	Category	Credits	Marks
BAJMC601	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will acquire skills in photography and photo editing so that they can work proficiently in the field of photojournalism.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Introduction to photojournalism: meaning, nature and types; fundamental principles of photography; qualities of a photojournalist; importance of photography in media. Camera structure and operation: exposure, aperture, shutter speed, ISO, lens, white balance.	Handling the camera; exercises on exposure (aperture, shutter speed, ISO).
Unit 2	Visual storytelling: photo essay, photo feature, news photograph and caption writing; composition for news; photography for different media; criticism of photography and the work of well-known photojournalists.	News photographs with captions (minimum 10) and a photo essay of 8-10 pictures.
Unit 3	Digital photojournalism: digital and mobile photography; photo editing and its limits; ethics of manipulation; copyright; verification and credibility of images. Use of light: natural and artificial, indoor and outdoor lighting arrangements.	Indoor and outdoor shoots in natural and artificial light; mobile photography and basic editing.
Unit 4	Fields of photojournalism: news, sports, documentary and conflict, wildlife and environment, travel and event photography; editing apps and software; file formats.	Preparing a photo feature or portfolio (minimum 20 pictures) and presenting it in an exhibition or presentation.

Reference Books

1. Ashok Dilwali (trans. Shamsher Singh), Photography: Sampoorna Jankari, National Book Trust, New Delhi, 2015.
2. Om Gupta, Prasaran aur Photo Patrakarita.
3. Ramesh Mehra, Sanchar aur Photo Patrakarita.
4. Naval Jaiswal, Photo Patrakarita.
5. Subhash Sapru, Photo Patrakarita.
6. Shri Sharan, Colour Photography.

Paper 2: Development Communication

Paper Code	Category	Credits	Marks
BAJMC602	Major	6 (Theory + Practical Work)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this paper, students will become familiar with the concept of development communication and the relationship between development and media, which will help them understand the use of media for development.

Course Content

Unit	Topics (Theory)	Practical Work
Unit 1	Introduction to development: meaning, concept and indicators (HDI, SDGs); approaches to development; developed and developing societies.	Collecting and studying development indicators of one's own district or region.
Unit 2	Development communication: meaning, concept and history; development journalism in India; agents of change: NGOs, community radio; participatory communication.	Writing a development-oriented news story or feature; visit to a community radio station.
Unit 3	Media and development in India: SITE, Kheda, DD Kisan, NITI Aayog; ICT for development, Digital India and e-governance; government schemes; key issues (education, poverty, agriculture, corruption); sustainable development.	Field study and report on a government scheme.
Unit 4	Health communication and Viksit Bharat: public health system; health journalism sources (NFHS, WHO, UNICEF); IEC and BCC; health campaign design; Viksit Bharat @2047, Atmanirbhar Bharat, Swachh Bharat, SHGs; ideas of Gandhi, Vivekananda and Ambedkar.	Designing an awareness campaign (poster, radio or video spot); rural or field visit report.

Reference Books

1. Shyamacharan Dubey, Vikas ka Samajshastra, Vani Prakashan, New Delhi.
2. Chandrashekhar Yadav, Vikas Sanchar, Vividh Parichay, Hemadri Prakashan, Delhi.
3. Jagdishwar Chaturvedi, Doordarshan aur Samajik Vikas.
4. Srinivas R. Melkote and H. Leslie Steeves, Communication for Development in the Third World, Sage, New Delhi.
5. J. V. Vilanilam, Development Communication in Practice, Sage, New Delhi, 2009.

Note: Credits, marks distribution and paper codes are proposed and subject to the University's ordinances and approval of the Board of Studies.