MAA PATESHWARI UNIVERSITY, BALRAMPUR

School of Journalism and Mass Communication

Bachelor of Journalism and Mass Communication (BJMC)

Four-Year Undergraduate Programme
under the National Education Policy (NEP) 2020
with Multiple Entry and Exit Options
Total Credits: 160 (as per UGC Curriculum and Credit Framework)

Proposed CBCS Syllabus

Session: 2026-27

Programme Structure (NEP 2020)

The Bachelor of Journalism and Mass Communication (BJMC) is a four-year undergraduate programme of 160 credits, offered by the School of Journalism and Mass Communication, Maa Pateshwari University, Balrampur. It follows the National Education Policy (NEP) 2020 and the UGC Curriculum and Credit Framework for Undergraduate Programmes (CCFUGP), with a semester system, multiple entry and exit options, and a mix of Major, Minor, Multidisciplinary, Ability Enhancement, Skill Enhancement and Value Added courses, an internship and a research option.

Credit Distribution by Category

Category	Credits	Remarks
Major (Core) courses	100	Core JMC courses, including practicals and the Fourth-Year courses
Minor courses	24	Social-science stream (Sociology, Political Science, Psychology, Economics) plus allied media-management minors; see Minor options
Multidisciplinary Courses (MDC)	9	3 courses x 3 credits, offered by the School itself (Semesters I-III)
Ability Enhancement Courses (AEC)	8	4 courses x 2 credits
Skill Enhancement Courses (SEC)	9	3 courses x 3 credits
Value Added Courses (VAC)	6	3 courses x 2 credits (IKS, Entrepreneurial Mindset, Digital Safety and AI)
Internship / Field Work	4	Semester IV
Total	160	40 credits per year; 20 credits per semester

Year-wise Credits and Exit Options

Year	Semesters	Credits	Award on Exit / Completion
Year 1	Semesters I - II	40	Exit Option-1: Undergraduate Certificate in Journalism and Mass Communication (40 credits + 4 additional credits of summer internship / vocational course)
Year 2	Semesters III - IV	80 (cumulative)	Exit Option-2: Undergraduate Diploma in Journalism and Mass Communication (80 credits + 4 additional credits of summer internship / vocational course)
Year 3	Semesters V - VI	120 (cumulative)	Exit Option-3: Bachelor of Journalism and Mass Communication (BJMC) - 3-year degree
Year 4	Semesters VII - VIII	160 (cumulative)	Bachelor of Journalism and Mass Communication (BJMC) - 4-year degree (Honours); Honours with Research for students of the Research Track

Credit norm: 1 theory credit = 15 hours of teaching per semester; 1 practical / field-work credit = 30 hours. The 4 additional credits for Exit Options 1 and 2 are earned in a summer internship or work-based vocational course and are not counted in the 160 credits. Award titles follow the general NEP 2020 / UGC framework and are subject to the University's ordinances.

Course Structure: Four-Year Programme (BJMC)

First Year

Semester-I 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC101	Introduction to Communication and Journalism	Major	4	Theory	100 (25+75)
2	MPUBJMC102	Language Proficiency for Media	Major	4	Theory	100 (25+75)
3	MPUBJMC103	Media and Sociology	Minor	4	Theory	100 (25+75)
4	MPUMDC101	Media Literacy and Fact-Checking	MDC	3	Theory +Practical	100 (25+75)
5	MPUBJMC105	Communication Skills and Personality Development	AEC	2	Theory	100 (25+75)
6	MPUBJMC104	Media Writing Skills	SEC	3	Practical	100 (25+20+55)
			Total Credits	**20**		

Semester-II 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC106	History of Journalism in India	Major	4	Theory	100 (25+75)
2	MPUBJMC107	Basic Computer Knowledge	Major	4	Theory	100 (25+75)
3	MPUBJMC108	Media and Political Science	Minor	4	Theory	100 (25+75)
4	MPUMDC102	Social Media and Digital Content Creation	MDC	3	Theory +Practical	100 (25+75)
5	MPUBJMC110	English for Media Communication	AEC	2	Theory	100 (25+75)
6	MPUBJMC109	Computer Skills for Media	SEC	3	Practical	100 (25+20+55)
			Total Credits	**20**		

Exit Option-1: On successful completion of Year 1 (Semesters I and II, 40 credits) and 4 additional credits of summer internship / vocational course, the student may exit with the Undergraduate Certificate in Journalism and Mass Communication.

Second Year

Semester-III 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC201	Mass Communication Theories and Models	Major	4	Theory	100 (25+75)
2	MPUBJMC202	Traditional Folk Media and Theatre	Major	4	Theory	100 (25+75)
3	MPUBJMC203	Media and Psychology	Minor	4	Theory	100 (25+75)
4	MPUMDC103	Event Management and Public Speaking	MDC	3	Theory +Practical	100 (25+75)
5	MPUBJMC204	Print Media Production	SEC	3	Practical	100 (25+20+55)
6	MPUVAC101	Indian Knowledge System and Communication Traditions	VAC	2	Theory	100 (25+75)
			Total Credits	**20**		

Semester-IV 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC206	Media Law, Ethics and Human Values	Major	4	Theory	100 (25+75)
2	MPUBJMC207	Culture, Literature and Media	Major	4	Theory	100 (25+75)
3	MPUBJMC208	Media and Economics	Minor	4	Theory	100 (25+75)
4	MPUBJMC205	Media and Marginalised Society	AEC	2	Theory	100 (25+75)
5	MPUVAC102	Entrepreneurial Mindset for Media	VAC	2	Theory	100 (25+75)
6	MPUBJMC210	Internship / Field Work	Internship	4	Practical	100 (70+30)
			Total Credits	**20**		

Exit Option-2: On successful completion of Year 2 (Semesters III and IV, 80 credits cumulative, including the Internship / Field Work) and 4 additional credits of summer internship / vocational course, the student may exit with the Undergraduate Diploma in Journalism and Mass Communication.

Third Year

Semester-V 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC301	Public Relations and Corporate Communication	Major	4	Theory	100 (25+75)
2	MPUBJMC304	Intercultural Communication	Major	4	Theory	100 (25+75)
3	MPUBJMC305	Radio Journalism and Podcasting	Major	4	Theory	100 (25+75)
4	MPUBJMC306	Radio Programming and Production (Practical)	Major	2	Practical	100 (25+20+55)
5	MPUBJMC302	Media Management and Marketing Skills	Minor	4	Theory	100 (25+75)
6	MPUBJMC209	Science Communication	AEC	2	Theory	100 (25+75)
			Total Credits	**20**		

Semester-VI 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC307	Development Communication	Major	4	Theory	100 (25+75)
2	MPUBJMC310	Principles of Reporting and Editing	Major	4	Theory	100 (25+75)
3	MPUBJMC311	Television Journalism	Major	4	Theory	100 (25+75)
4	MPUBJMC312	TV Programming and Production (Practical)	Major	2	Practical	100 (25+20+55)
5	MPUBJMC308	Advertising Management	Minor	4	Theory	100 (25+75)
6	MPUVAC103	Digital Safety and AI Literacy	VAC	2	Theory	100 (25+75)
			Total Credits	**20**		

Exit Option-3: On successful completion of Year 3 (Semesters V and VI, 120 credits cumulative), the student may exit with the Bachelor of Journalism and Mass Communication (BJMC) 3-year degree, or continue to the fourth year.

Fourth Year

Semester-VII 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC401	New Media	Major	4	Theory	100 (25+75)
2	MPUBJMC402	Rural Communication	Major	4	Theory	100 (25+75)
3	MPUBJMC403	Beat Journalism	Major	4	Theory	100 (25+75)
4	MPUBJMC404	Photojournalism	Major	4	Theory	100 (25+75)
5	MPUBJMC405	Photography (Practical)	Major	4	Practical	100 (25+20+55)
			Total Credits	**20**		

Semester-VIII 20 Credits

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC406	Global Media Scenario	Major	4	Theory	100 (25+75)
2	MPUBJMC407	Film Studies and Digital Filmmaking	Major	4	Theory	100 (25+75)
3	MPUBJMC408	Environmental Communication	Major	4	Theory	100 (25+75)
4	MPUBJMC409	Data Journalism	Major	4	Theory	100 (25+75)
5	MPUBJMC410	Screenplay Writing and Documentary Production (Practical)	Major	4	Practical	100 (25+20+55)
			Total Credits	**20**		

Programme Completion: On successful completion of Year 4 (160 credits cumulative), the student is awarded the Bachelor of Journalism and Mass Communication (BJMC) 4-year degree (Honours). Students of the Research Track are awarded the degree with Honours with Research.

Course types: Major (core subject courses), Minor, MDC (Multidisciplinary Course), AEC (Ability Enhancement Course), SEC (Skill Enhancement Course), VAC (Value Added Course). Marks are shown as Internal + External for Theory papers (25+75) and Internal + Viva + Practical Examination for Practical papers (25+20+55).

Minor and MDC Options

Minor (24 credits, six courses of 4 credits). The School offers the following Minor stream: Media and Sociology, Media and Political Science, Media and Psychology and Media and Economics (Semesters I-IV), followed by Media Management and Marketing Skills (Semester V) and Advertising Management (Semester VI). If other departments of the University offer a full single-discipline minor, a student may choose that instead.

Multidisciplinary Courses (MDC), 3 credits each

Since the University does not run a common MDC basket, the three MDCs are offered by the School of Journalism and Mass Communication itself. They are designed to be useful to students from any discipline and are open to students of other programmes where the University permits.

MDC	Code	Course	Mode
MDC-1 (Sem I)	MPUMDC101	Media Literacy and Fact-Checking	Theory
MDC-2 (Sem II)	MPUMDC102	Social Media and Digital Content Creation	Practical
MDC-3 (Sem III)	MPUMDC103	Event Management and Public Speaking	Theory

Students may also earn a part of their credits through approved SWAYAM / online courses and may use the Academic Bank of Credits (ABC) for credit storage and transfer, as per UGC norms.

Research Track: Fourth Year

For students who obtain 75% marks in the first six semesters, the following courses are offered in the Fourth Year. This track leads to the award of the Bachelor of Journalism and Mass Communication (BJMC) Honours with Research.

Semester-VII **20 Credits**

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC401	New Media	Major	4	Theory	100 (25+75)
2	MPUBJMC402	Media Research Methodology (in place of Rural Communication)	Major	4	Theory	100 (25+75)
3	MPUBJMC403	Beat Journalism	Major	4	Theory	100 (25+75)
4	MPUBJMC404	Photojournalism	Major	4	Theory	100 (25+75)
5	MPUBJMC405	Photography (Practical)	Major	4	Practical	100 (25+20+55)
			Total Credits	**20**		

Semester-VIII **20 Credits**

No.	Course Code	Course Title	Category	Credits	Mode	Marks (Int+Ext)
1	MPUBJMC406	Global Media Scenario	Major	4	Theory	100 (25+75)
2	MPUBJMC407	Film Studies and Digital Filmmaking	Major	4	Theory	100 (25+75)
3	MPUBJMC411	Research Project	Research	12	Practical	100 (70+30)
			Total Credits	**20**		

Evaluation Scheme

Every course carries 100 marks irrespective of its credits. The minimum passing marks in every paper are 40 out of 100.

Type of paper	Internal	External	Total marks	Minimum passing
Theory paper	25	75 (written exam)	100	40
Practical paper	25	75 = Viva 20 + Practical exam 55	100	40
Internship / Field Work	(supervisor)	100 = Viva 30 + Report 70	100	40
Research Project	(guide)	100 = Viva 30 + Dissertation 70	100	40

Internal Assessment (25 marks)

Theory papers	Practical papers
Mid-semester test: 10 marks	Continuous lab / field assessment: 10 marks
Assignment / seminar / presentation: 10 marks	Practical record / portfolio / project file: 10 marks
Attendance and class participation: 5 marks	Attendance and participation: 5 marks

External Theory Examination (75 marks, 3 hours) - suggested pattern

Section	Questions	Marks
Section A	5 compulsory short-answer questions (at least one from each unit group)	5 x 3 = 15
Section B	Attempt any 5 out of 8 short-essay questions	5 x 6 = 30
Section C	Attempt any 2 out of 4 long-answer questions	2 x 15 = 30
Total		75

Programme Outcomes

PO1: Knowledge of the concepts, theories, history and systems of communication, journalism and mass media.
PO2: Ability to report, write and edit for print, radio, television and digital media.
PO3: Technical skills in photography, audio-video production, design and editing.
PO4: Understanding of media law, ethics and social responsibility.
PO5: Critical thinking, verification and fact-checking, and data and AI literacy.
PO6: Research aptitude, entrepreneurship and readiness for careers in media and communication.

Each course lists its own Course Outcomes, which are mapped to these Programme Outcomes by the Board of Studies.

First Year - Semester I

Semester I | Major

Introduction to Communication and Journalism

Course Code	Category	Credits / Mode	Marks
MPUBJMC101	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the meaning, nature, process and types of communication, and will gain knowledge of the nature and impact of traditional and modern mass communication media.

Course Content

Unit	Topics
Unit 1	Introduction to Communication: meaning, nature, importance, functions and scope; verbal and non-verbal communication.
Unit 2	Process and Types of Communication: source, message, encoding and decoding, channel, receiver, feedback, noise, barriers, 7 Cs; intrapersonal, interpersonal, group and mass communication. (Models are studied in Mass Communication Theories and Models.)
Unit 3	Introduction to Journalism: meaning, nature, objectives, functions and responsibilities; the press as the Fourth Estate; journalism and society; print, broadcast and digital journalism.
Unit 4	Mass Media in the Digital Age: print, radio, television, film, digital and social media; characteristics and convergence; misinformation, AI-generated content and the need for media literacy.

Reference Books

1. Dr. Shrikant Singh, Sampreshan: Pratiroop evam Siddhant (Communication: Models and Principles), Bharti Publishers and Distributors, Ayodhya.
2. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan (Seven Steps of Communication), University Publication, New Delhi.
3. Armand Mattelart, Sanchar ke Siddhant (Theories of Communication), Granth Shilpi, New Delhi, 2010.
4. Parakh Jawarimal, Janasanchar Madhyamon ka Vaicharik Pariprekshya (Ideological Perspective of Mass Media), Granth Shilpi, New Delhi, 2000.
5. Omprakash Singh, Sanchar ke Mool Siddhant (Basic Principles of Communication), Classical Publishing Company, New Delhi, 2002.
6. Vishnu Rajgadhia, Janasanchar: Siddhant aur Anuprayog (Mass Communication: Theory and Application), Radhakrishna Prakashan, New Delhi.
7. Jagdishwar Chaturvedi, Janamadhyam aur Mass Culture (Mass Media and Mass Culture), Saransh Prakashan, New Delhi, 1996.

Semester I | Major

Language Proficiency for Media

Course Code	Category	Credits / Mode	Marks
MPUBJMC102	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the various aspects of the Hindi language as well as the appropriate language style for different mass media. In addition, they will gain proficiency in the use of Hindi as the language of communication.

Course Content

Unit	Topics
Unit 1	Basics of the Hindi Language: dialect and language, varna, words, sentences, proverbs, idioms, punctuation; parts of speech, gender, number, karak, sandhi and samas.
Unit 2	Correct Usage: spelling and sentence construction; identifying and correcting errors; standard language and factors influencing language.
Unit 3	Language of Print and Radio: language of newspapers, magazines, news, editorials and features; language of radio news, talks and live broadcasts; pronunciation.
Unit 4	Language of Television, Advertising and Digital Media: headlines, anchor and reporter language; advertising language; social media, blogs, podcasts and short videos; hashtags and abbreviations; web headlines.

Reference Books

1. Bholanath Tiwari, Hindi Bhasha ka Itihas (History of the Hindi Language), Vani Prakashan, Delhi.
2. Bholanath Tiwari, Hindi Bhasha ka Saral Vyakaran (Simple Grammar of the Hindi Language), Rajkamal Prakashan.
3. Harish Chandra Barnwal, Television ki Bhasha (Language of Television), Radhakrishna Prakashan, Delhi.
4. Chakradhar Kandwal, Radio Patrakarita: Siddhant evam Karyaprani (Radio Journalism: Theory and Working), Greenfields Publishers, Dehradun.
5. Dr. Seva Singh Bajwa, Social Media ke Vividh Aayam (Various Dimensions of Social Media).
6. Dr. Rekha Sethi, Vigyapan dot com (Advertising.com), Vani Prakashan, Delhi.
7. Dr. Ramdarash Rai , bhashavigan or hindibhasha, bhavdeea Prakashan, Ayodhya
8. Dr. Satyanarayan Tripathi, Hindibhasha aur lipi ka etihasik vikas, vishvavidalaya Prakashan, Varanasi.

Semester I | Minor

Media and Sociology

Course Code	Category	Credits / Mode	Marks
MPUBJMC103	Minor	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will understand the Indian social system better and learn about the social functioning of various institutions. In addition, they will become capable of writing about social issues and discussing social issues and their solutions.

Course Content

Unit	Topics
Unit 1	Introduction to Sociology: meaning, nature, scope and importance; contributions of Auguste Comte, MacIver and Page, and Irawati Karve; relation with other social sciences.
Unit 2	Basic Concepts: individual, group, institution, community, class, caste, tribe, family, kinship, culture, norms and values; socialisation and social stratification.
Unit 3	Social Change and Movements: social reform; concept, process and factors of social change; social movements, activism and the role of media; contemporary social change in India.
Unit 4	Indian Society and Media: Varna and Ashram systems, religion and social institutions in India; media and society; social media and identity; digital divide; sociological perspective in reporting.

Reference Books

1. Carah and Louw, Media aur Samaj (Media and Society).
2. C. N. Shankar Rao, Bharatiya Samaj ka Samajshastra (Sociology of Indian Society).
3. H. R. Mukhi, Bharatiya Samajshastra (Indian Sociology).
4. S. L. Doshi and P. C. Jain, Mukhya Samajshastriya Vichaarak: Paschatya aur Bharatiya Chintak (Major Sociological Thinkers: Western and Indian).
5. Vidya Bhushan and D. R. Sachdeva, Samajshastra ke Buniyadi Siddhant (Basic Principles of Sociology).

Semester I | MDC

Media Literacy and Fact-Checking

Course Code	Category	Credits / Mode	Marks
MPUMDC101	MDC	3 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will understand how media content is produced, will be able to evaluate news and information critically, and will learn basic methods of identifying misinformation and verifying content.

Course Content

Unit	Topics
Unit 1	Understanding Media: how media messages are constructed; news values; ownership and influence on content; media in everyday life; meaning and importance of media literacy.
Unit 2	Evaluating News and Information: fact and opinion; credible sources; bias, framing, sensationalism and clickbait; reading headlines, images and statistics critically.

Unit	Topics
Unit 3	Misinformation and Disinformation: types (misinformation, disinformation, malinformation); how rumours spread on social media and messaging apps; deepfakes and AI-generated content; impact on society and elections.
Unit 4	Fact-Checking in Practice: basic verification steps (source, date, context); reverse image search; checking videos and screenshots; using fact-check websites; responsible sharing; reporting false content.

Reference Books

1. Wilson, C. et al., Media and Information Literacy Curriculum for Teachers, UNESCO, 2011.

Semester I | AEC

Communication Skills and Personality Development

Course Code	Category	Credits / Mode	Marks
MPUBJMC105	AEC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will receive guidance on essential subjects such as effective speaking, active listening, interpersonal skills and self-awareness, which will promote their overall personality and development.

Course Content

Unit	Topics
Unit 1	Introduction, importance and process of communication. Non-verbal communication (body language, gestures, expressions). The art of oratory and the qualities of a good speaker.
Unit 2	Body language and personality development: facial expressions and eye contact; decision making and problem solving; critical thinking; barriers to communication.
Unit 3	Self-Understanding and Life Skills: understanding the self; communicative persona; life skills (time management, stress management, teamwork, leadership); social behaviour and attitudes; professional etiquette and workplace conduct.

Reference Books

1. Barker, A. (1956). Improve Your Communication Skill. 2nd ed. Kogan Page Publishers, UK.
2. Castells, M. (2009). Communication Power. Oxford University Press, New Delhi.
3. Gandhi, Mohandas Karamchand (1943). To the Students. Anant T. Hingorani, Karachi.
4. Ray, G. L. (1991). Extension, Communication and Management. Naya Prokash, Calcutta.

Semester I | SEC

Media Writing Skills

Course Code	Category	Credits / Mode	Marks
MPUBJMC104	SEC	3 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with news and its various dimensions, and will become proficient in writing for the different formats of media as well as for different media.

Course Content

Unit	Topics
Unit 1	Basic Elements of News Writing; Introduction: meaning and concept, fundamental principles of writing, development of writing skills.
Unit 2	Field of Media Writing: feature, interview, profile, opinion writing and editorial, business writing, freelance writing, blogging and writing for social media.
Unit 3	Writing for Different Media: writing for print, radio, television and digital media (web, social media and podcast scripts).
Unit 4	Online Writing and Translation: writing for the web (headlines, hyperlinks, SEO-friendly copy, microblogging); writing process (planning, drafting, revising); translation for media (Hindi-English), common problems and use of translation tools.

Reference Books

1. Arjun Tiwari, Sampoorna Patrakarita (Complete Journalism), Vishwavidyalaya Prakashan, Varanasi, 2005.
2. Kamal Dixit, Mahesh Darpan (ed. Ramsharan Joshi), Samachar Sampadan (News Editing), Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, 2003.
3. Kaushal Kumar Pandey, Media Shabdarth (Media Glossary), Vikalp Prakashan, Delhi, 2019.
4. Ramesh Jain (ed.), Prishth Sajja aur Mudran (Page Layout and Printing), Mangaldeep Publications, Jaipur, 2005.
5. Madhu Dhawan, Lekhan Kala: Ek Parichay (The Art of Writing: An Introduction), Vani Prakashan, Delhi, 2015.
6. Syed Salman Haider, Vyavaharik Patrakarita: Adhunik Sandarbh mein (Practical Journalism in the Modern Context), Samantar Prakashan, Gorakhpur, 2004.
7. Subhash Dhuliya and Anand Pradhan (eds.), Samachar Avdharna aur Lekhan Prakriya (The Concept of News and the Writing Process), Indian Institute of Mass Communication, New Delhi, 2004.

First Year - Semester II

Semester II | Major

History of Journalism in India

Course Code	Category	Credits / Mode	Marks
MPUBJMC106	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will gain basic knowledge of the various dimensions of Hindi journalism in India, such as the origin of language, the printing press, the invention of paper and the early communication systems in India, along with the beginning of newspapers and magazines in India, the contribution of newspapers to the freedom movement, and the history and distinctive features of Hindi journalism. They will thus be able to appreciate the importance of their own role in society as journalists.

Course Content

Unit	Topics
Unit 1	Beginnings: history of printing; early communication systems in India; beginning of Hindi journalism; language as a carrier of development.
Unit 2	Hindi Journalism and the Freedom Struggle: phases of Hindi journalism; role in the freedom struggle; banned newspapers and magazines; news agencies.
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; Hindi journalism in non-Hindi regions.
Unit 4	Hindi Journalism Today: classification of newspapers and magazines; standardisation of language; Hindi journalism in Uttar Pradesh (Eastern UP); challenges, digital shift and future.

Reference Books

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

Semester II | Major

Basic Computer Knowledge

Course Code	Category	Credits / Mode	Marks
MPUBJMC107	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

This course will develop computer skills in students, which have become an indispensable medium for contemporary journalism and mass communication.

Course Content

Unit	Topics
Unit 1	Computer Fundamentals: introduction, history and generations; types and characteristics; input/output devices; hardware and software.
Unit 2	Operating Systems and Safety: need, functions and types of operating systems; files and folders; computer languages (basic idea); viruses and safety (see Digital Safety and AI Literacy).
Unit 3	Internet and Cloud: brief history and services; websites and search engines; effective searching and verification of information; cloud storage and collaboration tools.
Unit 4	Office Tools and Indian Languages: word processing, spreadsheets and presentations (MS Office / Google Workspace); Unicode fonts, typing, voice typing and translation tools; responsible use of AI assistants.

Reference Books

1. Meera Goyal and Milli Chaurasia, Computer ke Anuprayog (Applications of Computers), SBD Prakashan, 2021.
2. Niti Mehta and Komal Bhatia, Computer Vigyan (Computer Science), KK Prakashan, 2021.
3. Don Rauf, Using Computer Science in Media Careers, Rosen Publication, 2019.
4. Sinha, Pradeep K. and Sinha, Priti. Computer Fundamentals. Sixth Edn. New Delhi: BPB Publications.
5. Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition.
6. Weverka, Peter. "Office 2019 All-in-One For Dummies". 1st Edition.

Semester II | Minor

Media and Political Science

Course Code	Category	Credits / Mode	Marks
MPUBJMC108	Minor	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will, besides understanding the Indian Constitution, learn about the political functioning of different countries of the world, which will broaden their national and global understanding. Their knowledge of government, democracy and bureaucracy will also increase, and they will be able to discuss and write on issues related to the polity.

Course Content

Unit	Topics
Unit 1	Introduction to Political Science: meaning, nature and scope; state, sovereignty, democracy, liberty, equality, justice; Kautilya, Plato and Aristotle (brief).

Unit	Topics
Unit 2	The Indian Constitution: making and Drafting Committee; Preamble; Kesavananda Bharati case; Fundamental Rights, Duties and DPSP; citizenship; federalism and Centre-State relations; amendments (including the 42nd).
Unit 3	Democratic Institutions: Parliament and State Legislatures and their privileges; executive and judiciary; bureaucracy; Panchayati Raj; reporting on governance.
Unit 4	Parties, Elections and Media: party system and coalition politics; Election Commission and electoral process; opinion and exit polls; media in elections; social media campaigns; current political scenario.

Reference Books

1. Basu Durga Das, Introduction to the Constitution of India, Lexis Nexis, 2019.
2. Bakshi P. M., Constitution of India Pocket Edition, Universal Law Publishing, 2019.
3. Singh M. P. and Roy Himanshu, Indian Political System, Fourth Edition, Pearson Education, 2018.
4. Johari J. C., Indian Political System, Anmol Publication Pvt. Ltd., 2002.
5. Ghai K. K., Indian Government and Politics, Kalyani Publishers, 2012.

E-Resources

1. https://Indian-Political-System-J-Johari/dp/817488162
2. https://www.Indian-Political-System-Singh-Himanshu-ebook/dp/B07F63QBMF
3. https://www.sagepub.in/indian-government-and-politics-bidvut-chakrabarty9788178298818.html
4. www.epathshala.nic.in
5. https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199793471.001.0001/oxfordhb9780199793471

Semester II | MDC

Social Media and Digital Content Creation

Course Code	Category	Credits / Mode	Marks
MPUMDC102	MDC	3 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will understand the social media landscape and will be able to plan, create and publish basic digital content (text, image, audio and short video) responsibly.

Course Content

Unit	Topics
Unit 1	The Social Media Landscape: major platforms (YouTube, Instagram, Facebook, X, WhatsApp, Telegram, LinkedIn), their features and audiences; digital identity and personal branding; platform community guidelines.
Unit 2	Content Planning and Writing: generating ideas, content calendar; scripting short videos and reels; captions, headlines and hashtags; writing for different platforms.
Unit 3	Creating Content: basics of mobile photography and videography; simple editing apps; recording audio for podcasts; making thumbnails and graphics with free tools.
Unit 4	Publishing, Analytics and Ethics: posting strategy and engagement; basic analytics; monetisation overview; copyright, sponsored-content disclosure and privacy. Practical: a small content portfolio.

Reference Books

1. Government of India, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

Semester II | AEC

English for Media Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC110	AEC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will develop basic proficiency in English grammar, vocabulary, reading and writing so that they can understand and write simple news and media content in English.

Course Content

Unit	Topics
Unit 1	English for Communication and Grammar: importance of English in media; formal and informal communication; parts of speech, sentence structure, subject-verb agreement, tenses and articles; common errors.
Unit 2	Vocabulary: word formation; synonyms, antonyms, idioms and phrasal verbs; contextual vocabulary; jargon versus plain English.
Unit 3	English in Practice: paragraph and essay writing; letter writing; reading comprehension; tone, bias and point of view in news and opinion pieces.

Reference Books

1. P. C. Wren and H. Martin, High School English Grammar and Composition, S. Chand Publishing.
2. Norman Lewis, Word Power Made Easy, Pocket Books.

Semester II | SEC

Computer Skills for Media

Course Code	Category	Credits / Mode	Marks
MPUBJMC109	SEC	3 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will be able to work with various computer software and graphic designing, and will be capable of producing different kinds of material using the computer.

Course Content

Unit	Topics
Unit 1	Basics of Graphic Design: elements and principles of design, colour psychology, typography, paper sizes and layouts.
Unit 2	Image and Visual Tools: Adobe Photoshop and Canva (or similar tools); creating social media posters, infographics, logos and thumbnails.
Unit 3	Basic Audio and Video Editing: mobile and desktop editing apps; short videos, reels and audio clips; sound mixing; cutting, transitions and pacing; file formats and exporting.
Unit 4	Layouts, DTP and Printing: page layout and grids; desktop publishing; printing processes (offset, digital); colour models; print-ready files.

Reference Books

1. Bauer, Peter (2013). Photoshop CC for Dummies. New Jersey: John Wiley & Sons Inc.
2. Dewis, Glyn (2015). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
3. Faulkner, Andrew and Chavez, Conrad (2017). Adobe Photoshop Classroom in a Book. Adobe.
4. Ralf, Steinmetz and Nahrstedt, Klara (2004). "Multimedia Systems". Illinois: Springer.

Second Year - Semester III

Semester III | Major

Mass Communication Theories and Models

Course Code	Category	Credits / Mode	Marks
MPUBJMC201	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will gain comprehensive knowledge of the various theoretical approaches and models of mass communication, which will enable them to analyse these concepts, apply them to communication scenarios in the real world and enhance their communication skills.

Course Content

Unit	Topics
Unit 1	Theories and Models: meaning, classification and need of communication theory; models of Aristotle, Lasswell, Shannon-Weaver, Osgood-Schramm, Gerbner, Berlo, Dance, Westley-MacLean.
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.
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. (Indian ideas of communication are in the IKS paper.)
Unit 4	Media, Society and Research: effects of media on children, women and youth; media accountability; introduction to communication research (types, steps, sampling, survey, content analysis, report writing).

Reference Books

1. Dr. Shrikant Singh, Sampreshan: Pratiroop evam Siddhant (Communication: Models and Principles), Bharti Publishers and Distributors, Ayodhya.
2. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan (Seven Steps of Communication), University Publication, New Delhi.
3. Armand Mattelart, Sanchar ke Siddhant (Theories of Communication), Granth Shilpi, New Delhi, 2010.
4. Jawarimal Parakh, Janasanchar Madhyamon ka Vaicharik Pariprekshya (Ideological Perspective of Mass Media), Granth Shilpi, New Delhi, 2000.
5. Omprakash Singh, Sanchar ke Mool Siddhant (Basic Principles of Communication), Classical Publishing Company, New Delhi, 2002.
6. Jagdishwar Chaturvedi, Janamadhyam aur Mass Culture (Mass Media and Mass Culture), Saransh Prakashan, New Delhi, 1996.
7. Vishnu Rajgadhia, Janasanchar: Siddhant aur Anuprayog (Mass Communication: Theory and Application), Radhakrishna Prakashan, New Delhi.

Semester III | Major

Traditional Folk Media and Theatre

Course Code	Category	Credits / Mode	Marks
MPUBJMC202	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with traditional folk media as a medium of communication, and with the concepts, characteristics and limitations of the various folk media and their utility in society.

Course Content

Unit	Topics
Unit 1	Culture and Folk Media: culture and tradition; Indian cultural background; oral tradition and storytelling; meaning, characteristics and limitations of traditional folk media.
Unit 2	Forms of Folk Media: street theatre, puppetry, folk music and dance, storytelling, fairs and festivals; major folk media of Uttar Pradesh.
Unit 3	Folk Media for Awareness: development, health, environment, religious and political communication; folk media as protectors of Indian culture; folk media and mass media; folk media in the digital age.
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; review of a performance.

Reference Books

1. Dr. Jaynarayan Kaushik, Lok Sahitya aur Sanskriti Digdarshan (Folk Literature and Culture: An Overview), Aviram Prakashan, Delhi, 2008.
2. Dr. Mahendra Bhanawat and Dr. Shrikrishna 'Jugnu', Bharatiya Lok Madhyam (Indian Folk Media), Rajasthan Hindi Granth Akademi, Jaipur, 2003.
3. Jawarimal Parakh, Janasanchar Madhyamon ka Vaicharik Pariprekshya (Ideological Perspective of Mass Media), Granth Shilpi, Delhi, 2000.
4. Dr. Om Prakash Singh, Sanchar ke Mool Siddhant (Basic Principles of Communication), Classic Publication, Delhi, 2000.

Semester III | Minor

Media and Psychology

Course Code	Category	Credits / Mode	Marks
MPUBJMC203	Minor	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will understand psychology as well as the behavioural anomalies prevalent in society, enabling them to develop an effective and cognitive understanding of the complex relationships between media use and psychological processes. Students will be able to enhance their understanding of social groups and to discuss and write on issues related to human behaviour.

Course Content

Unit	Topics
Unit 1	Introduction to Psychology: meaning, nature, scope and importance; major schools (brief overview); ABC of psychology (affective, behavioural, cognitive).
Unit 2	Human Behaviour: sensation, attention, perception, learning and memory (basic concepts); personality, motivation, emotion, stress and coping.
Unit 3	Social Psychology: attitudes and persuasion; stereotypes and prejudice; group behaviour and conformity; Bandura's social learning theory.
Unit 4	Media Psychology: audience behaviour and selective exposure; media violence; social media addiction, cyberbullying and digital well-being; positive media (Seligman); stress and trauma among media professionals; ethical reporting on suicide and violence.

Reference Books

1. Baron and Byrne: Social Psychology.
2. Morgan, King, Weisz and Schopler: Introduction to Psychology.
3. Neale and Davidson: Abnormal Psychology.
4. Rashmi Gahlowt: Introduction to Media Psychology.

E-Resources

1. https://brittlebooks.library.illinois.edu/brittlebooks_open/Books2010/woodro0001psystu/woodro0001psystu.pdf
2. https://www.researchgate.net/publication/302281835_Defining_Psychology
3. Documentary: "No Logo: Brands, Globalization and Resistance" by Naomi Klein
4. Documentary: "Killing Us Softly 4" by Jean Kilbourne
5. Documentary: "Century of Self - Part 1: Happiness Machines" by Adam Curtis

Semester III | MDC

Event Management and Public Speaking

Course Code	Category	Credits / Mode	Marks
MPUMDC103	MDC	3 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will develop confidence in public speaking and anchoring and will learn how to plan, organise and evaluate small and medium-sized events.

Course Content

Unit	Topics
Unit 1	Public Speaking: building confidence; voice and delivery; preparing and structuring a speech; types of speeches (informative, persuasive, ceremonial).
Unit 2	Anchoring and Presentation: role of an anchor/compere; script preparation; handling live situations; presentation skills with slides; basics of debate and group discussion.
Unit 3	Event Management: types and concept of events; planning, budgeting, venue and logistics; permissions; team and timeline; promotion of events.
Unit 4	Execution and Evaluation: running an event; handling crises; media coverage and press invitations; feedback and report writing; case studies of college and community events.

Reference Books

1. Dale Carnegie, The Art of Public Speaking.
2. Anton Shone and Bryn Parry, Successful Event Management, Cengage Learning.

Semester III | SEC

Print Media Production

Course Code	Category	Credits / Mode	Marks
MPUBJMC204	SEC	3 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Outcome

In this course, students will be given practical knowledge about the production of print material using various software, so that they become competent in this field.

Course Content

Unit	Topics
Unit 1	Print production workflow from reporting to press; need for desktop publishing software; layout principles of newspapers and magazines.
Unit 2	Software for print production: Adobe InDesign, QuarkXPress and CorelDRAW (overview); Adobe Photoshop for image preparation; page make-up, templates, colour modes and print-ready PDF files.
Unit 3	Layout, graphic design and preparation of a dummy of a journal/tabloid/broadsheet while working within a budget.

Semester III | VAC

Indian Knowledge System and Communication Traditions

Course Code	Category	Credits / Mode	Marks
MPUVAC101	VAC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the Indian knowledge tradition and Indian ideas of communication, and will be able to relate them to contemporary media practice.

Course Content

Unit	Topics
Unit 1	Introduction to the Indian Knowledge System (IKS): meaning, scope and sources (Vedas, Upanishads, epics, Puranas, Jain and Buddhist traditions); oral and written transmission of knowledge; the Gurukula tradition.
Unit 2	Indian Ideas of Communication: Vedic communication, Bharata's Natyashastra, Abhinavagupta's Sadharanikaran, Narada Bhakti Sutra; Mahatma Gandhi, Rabindranath Tagore and Dr. B. R. Ambedkar as communicators.
Unit 3	IKS and Media Today: Indian languages and scripts; documenting traditional knowledge (heritage, crafts, health and ecological traditions); digital archives and TKDL; responsible use of tradition in media.

Reference Books

1. B. Mahadevan, V. R. Bhat and Nagendra Pavana R. N., Introduction to Indian Knowledge System: Concepts and Applications, PHI Learning, 2022.
2. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan (Seven Steps of Communication), University Publication, New Delhi.

E-Resources

1. https://iksindia.org

Second Year - Semester IV

Semester IV | Major

Media Law, Ethics and Human Values

Course Code	Category	Credits / Mode	Marks
MPUBJMC206	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will gain an introduction to law in the media perspective and become aware of the importance of law. In addition, they will acquire knowledge of the codes of ethics prevalent in the field of media, so that they can avoid legal difficulties while working in journalism.

Course Content

Unit	Topics
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.
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.
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.
Unit 4	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.

Reference Books

1. Ganga Prasad Thakur and Shiv Anurag Pateria, Bharat mein Press Kanoon (Press Law in India), Madhya Pradesh Hindi Granth Akademi, Bhopal, 2005.
2. Basantilal Babel, Patrakarita evam Press Vidhi: Siddhant evam Vyavahar (Journalism and Press Law: Theory and Practice), Suvidha Law House, Bhopal, 2000.
3. Nandkishore Trikha, Press Vidhi (Press Law), Vishwavidyalaya Prakashan, Varanasi, 2007.
4. Vishnu Rajgadhia and Arvind Kejriwal (eds.), Harivansh, Suchna ka Adhikar (Right to Information), Rajkamal Prakashan, Delhi, 2010.
5. Suchna Praudyogiki Adhiniyam 2000 (Information Technology Act 2000), Pustak Sadan Prakashan, Allahabad.

E-Resources

1. https://www.indiacode.nic.in
2. https://presscouncil.nic.in

Semester IV | Major

Culture, Literature and Media

Course Code	Category	Credits / Mode	Marks
MPUBJMC207	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will gain knowledge of the Indian and global nature of culture and literature. In addition, students will be prepared to contribute in a practical manner to literary and cultural journalism.

Course Content

Unit	Topics
Unit 1	Culture: meaning, definition and characteristics; characteristics of Indian culture; plural and composite culture; culture and civilisation; cultural imperialism.
Unit 2	Culture and Communication: Frankfurt School, critical theory and cultural hegemony; commodification of culture; folk and popular culture; culture, power and politics; marginalised society.
Unit 3	Media and Literature: literature and journalism; journalism of major Hindi litterateurs; literary periodicals; Indian languages, literature and arts in media.
Unit 4	Digital Culture: media, market and culture; advertising and consumer culture; memes, influencers and online fandom.

Reference Books

1. K. Damodaran, Bharatiya Chintan Parampara (The Indian Tradition of Thought), PPH Prakashan, New Delhi, 2011.
2. Shyamacharan Dubey, Manav aur Sanskriti (Man and Culture), Rajkamal Prakashan, New Delhi, 2016.
3. Ramdhari Singh 'Dinkar', Sanskriti ke Char Adhyay (Four Chapters of Culture), Lokbharti Prakashan, Allahabad, 2016.
4. Rahi Masoom Raza, Cinema aur Sanskriti (Cinema and Culture), Vani Prakashan, New Delhi, 2020.
5. Purnchandra Joshi, Sanskriti, Vikas aur Sanchar Kranti (Culture, Development and the Communication Revolution), Granthshilpi Prakashan, 2014.
6. Vivek Dubey, Hindi Sahitya aur Cinema (Hindi Literature and Cinema), Sanjay Prakashan, 2019.

Semester IV | Minor

Media and Economics

Course Code	Category	Credits / Mode	Marks
MPUBJMC208	Minor	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will be able to understand economics and their understanding of its various aspects will broaden. Students will be able to discuss and write on economic issues and their solutions.

Course Content

Unit	Topics
Unit 1	Introduction and Principles: meaning, nature and scope of economics; demand and supply; inflation; monetary and fiscal policy (basic idea); GDP and indicators; taxation and GST.
Unit 2	Indian Economy: basic structure; agriculture, industry and services; banking and RBI; trade; digital payments and the digital economy; Union Budget.
Unit 3	Contemporary Economic Issues: globalisation, liberalisation and privatisation; unemployment, poverty and inequality; recession; the stock market (basic working).
Unit 4	Business Journalism and Media Economics: sources of economic data; Economic Survey and budget reporting; explaining jargon; media ownership and revenue models (advertising, subscription); OTT and the creator economy.

Reference Books

1. Myneni Dr. S. R., Principles of Economics, Allahabad Law Agency, 2017.
2. Otnes Cele C. and Zayer Linda Tuncay, Gender, Culture and Consumer Behaviour, Routledge, 2017.
3. Puri V. K. and Mishra S. K., Indian Economics, Himalaya Publishing House, 2020.
4. Verma Sanjiv, The Indian Economy, Unique Publisher, New Delhi, 2018.
5. Dr. B. C. Sinha, Bharatiya Arthshastra (Indian Economics), CBPD Publishing House, Agra, 2021.

E-Resources

1. https://www.indiabudget.gov.in/economicsurvey/doc/echapter.pdf
2. https://www.rbi.org.in

Semester IV | AEC

Media and Marginalised Society

Course Code	Category	Credits / Mode	Marks
MPUBJMC205	AEC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

Under this course, students will become familiar with the social, cultural, economic and constitutional position of marginalised sections of society such as Dalits, women, Adivasis, minorities and the third gender, and will gain the skill to analyse activities in this field.

Course Content

Unit	Topics
Unit 1	Marginalised Society and Identity: social and cultural background; caste and social structure; social justice and reservation.

Unit	Topics
Unit 2	Gender and Media: women's issues and media; issues of the third gender and LGBTQ+ communities; persons with disabilities and media representation.
Unit 3	Dalit, Adivasi and Minority Society: their problems and media representation; mass media market and marginalised society; religious and social programmes; inclusive reporting.

Reference Books

1. Mohandas Naimishrai, Bharatiya Dalit Andolan ka Itihas (History of the Indian Dalit Movement).
2. Abhay Kumar Dubey (ed.), Adhunikta ke Aaine mein Dalit (Dalits in the Mirror of Modernity).
3. Ramnika Gupta (ed.), Adivasi Swar aur Nayi Shatabdi (Adivasi Voices and the New Century).
4. Sadhna Arya and Nivedita Menon, Nariwadi Rajniti: Sangharsh evam Mudde (Feminist Politics: Struggles and Issues).
5. Anamika, Striitva ka Manchitra (A Map of Womanhood).

Semester IV | VAC

Entrepreneurial Mindset for Media

Course Code	Category	Credits / Mode	Marks
MPUVAC102	VAC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will understand the basics of entrepreneurship, learn to plan and pitch a simple media business idea, and become aware of institutional support and opportunities for media start-ups.

Course Content

Unit	Topics
Unit 1	Understanding Entrepreneurship: meaning; theories; entrepreneurial mindset, creativity and innovation; characteristics of a successful entrepreneur.
Unit 2	Planning and Pitching: opportunity analysis; parts of a business plan; drafting and pitching a plan; media business ideas (digital channel, podcast, production house, PR agency).
Unit 3	Support and Case Studies: Entrepreneurial Development Programmes; role of government; institutions supporting small enterprises; Startup India and schemes; case studies of Indian media entrepreneurs.

Reference Books

1. Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd, Entrepreneurship, McGraw Hill.

E-Resources

2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.

Semester IV | Internship

Internship / Field Work

(Mini Research Project / Research Project / Internship / Field Work / Survey)

Course Code	Category	Credits / Mode	Marks
MPUBJMC210	Internship	4 (Practical)	Internal 25 + Viva 20 + Report 55 = 100 (Min. pass 40)

Course Description

Students will undertake an internship of one month in a media house of their choice. They will apply to each industry on the basis of their eligibility and will be selected accordingly. They will submit an internship report and an evaluation sheet from their supervisor for evaluation.

The Internship / Field Work may also be completed through NCC / NSS / community engagement or socio-cultural outreach work, and a multimedia presentation of the report (with a short print/audio/video portfolio) is to be made at the time of viva. Students are encouraged to undertake a further summer internship in print, radio, TV, advertising, PR or digital media as per the exit-option norms.

Third Year - Semester V

Semester V | Major

Public Relations and Corporate Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC301	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

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

Course Content

Unit	Topics
Unit 1	Public Relations: Introduction. Brief history, meaning, concept and definition of public relations. Principles of public relations, objectives of public relations, various dimensions of public relations.
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.
Unit 3	Corporate Communication: meaning and definition. Corporate image and identity. Crisis management. Crisis communication: internal and external.
Unit 4	Corporate Communication in the Digital Era: social media PR, online reputation management, CSR and stakeholder communication; case studies. Practical assignment: planning and evaluating a PR campaign/event on a social issue.

Reference Books

1. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan (Seven Steps of Communication), University Publication, New Delhi, 2006.
2. Kumud Sharma, Vigyapan ki Duniya (The World of Advertising), Prabha Pratishthan, New Delhi, 2004.
3. Pavitra Shrivastava and C. K. Sardana, Jansampark ke Vividh Aayam (Various Dimensions of Public Relations), Lokbharti Prakashan, Prayagraj, 2019.
4. Public Relation Management by Jayshree Jethwany and Sarkar.
5. Public Relation by Averill Elizabeth Gordon.

Semester V | Major

Intercultural Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC304	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with culture and its Indian and Western concepts. In addition, they will become aware of the various dimensions of intercultural communication and the utility of mass media in this perspective.

Course Content

Unit	Topics
Unit 1	Culture and Communication: concept of culture; Indian and Western perspectives; culture and language; cultural symbols in verbal and non-verbal communication.
Unit 2	Intercultural Communication: definition, concept and process; high-context and low-context cultures; cultural dimensions (Hofstede, Hall) - basic idea; barriers, stereotyping and ethnocentrism.
Unit 3	Intercultural Communication in the Digital Age: globalisation, diaspora media, social media and cross-cultural exchange; cultural impact of new technologies; cultural sensitivity in media content.
Unit 4	Institutions and Practice: mass media as a cultural institution; efforts of UNESCO for intercultural dialogue; intercultural communication in tourism, business and diplomacy.

Reference Books

1. Prof. Shrikant Singh, Antar-Sanskritik Sanchar (Intercultural Communication), Koshal Prakashan, Faizabad.
2. Kumud Sharma, Bhumandalikaran aur Media (Globalisation and Media), Granth Akademi, New Delhi.
3. Harikrishna Rawat, Uchchtar Samajshastra Vishwakosh (Encyclopaedia of Advanced Sociology), Rawat Publications, Jaipur.
4. Dr. Rakesh Sharma, Sanchar evam Samajik Parivartan (Communication and Social Change), Aditya Publishers, Bina (M.P.).
5. Lakshmendra Chopra, Janasanchar evam Samajshastra (Mass Communication and Sociology), Aadhar Prakashan Pvt. Ltd., Panchkula.

Semester V | Major

Radio Journalism and Podcasting

Course Code	Category	Credits / Mode	Marks
MPUBJMC305	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

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

Course Content

Unit	Topics
Unit 1	Radio as a Medium: beginning and development; Indian context; characteristics; AM/FM, short wave, community radio, internet radio; Prasar Bharati and policy of public service, commercial and community radio.
Unit 2	Radio Programmes and Writing: news bulletin, interview, talk, discussion, drama, feature, report, magazine and advertisements for special audiences.
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.
Unit 4	Podcast Production: introduction to podcasting; pre-production and content development; recording, editing and post-production; promotion, distribution and monetisation.

Reference Books

1. P. K. Arya, Electronic Media, Prabhat Prakashan, 2009.
2. Dr. Devvrat Singh, Bharatiya Electronic Media (Indian Electronic Media), Prabhat Prakashan, 2009.
3. Dr. Neeraja Madhav, Radio ka Kala Paksh (The Artistic Aspect of Radio), Vishwavidyalaya Prakashan, Varanasi, 2005.
4. Kaushal Sharma, Radio Prasaran (Radio Broadcasting), Pratibha Pratishthan, New Delhi, 2004.
5. Chakradhar Kandwal, Radio Patrakarita: Siddhant evam Karyaprani (Radio Journalism: Theory and Working), Greenfields Publishers, Dehradun, 2010.
6. Madhukar Gangadhar, Radio Lekhan (Radio Writing).
7. David Hendy, Radio in the Global Age.
8. Dr. Siddhnath Kumar, Radio Vartashilp (The Craft of Radio Talk).

Semester V | Major

Radio Programming and Production (Practical)

Course Code	Category	Credits / Mode	Marks
MPUBJMC306	Major	2 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Description

Under this course, students will edit and produce a radio programme with sound recording, sound mixing and special sound effects.

Additional practical components: radio news writing and reading, Radio Jockeying (RJ) practice, voice modulation and presentation, use of music and sound effects, and production of a short podcast episode.

Semester V | Minor

Media Management and Marketing Skills

Course Code	Category	Credits / Mode	Marks
MPUBJMC302	Minor	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the basic principles of management and will understand the nuances of the various aspects of media management and marketing, enabling them to contribute in this field.

Course Content

Unit	Topics
Unit 1	Concept of Management: meaning, principles (Henri Fayol, Luther Gulick), planning, organisation, leadership and control.
Unit 2	Marketing and Consumer Behaviour: concept, marketing mix and 7 Ps; marketing of media products; audience measurement (circulation, TRP/BARC, digital analytics); consumers in India and the digital consumer.
Unit 3	Editorial Management: structure of editorial departments in print and electronic media; media organisations in India: ABC, RNI, INS, UWJ, DAVP, BARC, Films Division, CBFC.
Unit 4	Media Organisation and Start-ups: structure and functions; managing media organisations and start-ups; revenue models. (Entrepreneurship is studied in Entrepreneurial Mindset for Media.)

Reference Books

1. Ankur Chaddha, Samachar Patra Prabandhan (Newspaper Management), Pustak Path, Varanasi, 2014.
2. Anil K. Rai, Sanchar ke Saat Sopan (Seven Steps of Communication), University Publication, New Delhi, 2006.
3. Gulab Kothari, Samachar Patra Prabandhan (Newspaper Management), Rajasthan Hindi Granth Akademi, Jaipur, 1997.
4. K. P. Yadav, Media Prabandhan (Media Management).
5. B. K. Chaturvedi, Media Prabandhan (Media Management).
6. Rajendra Rahi, Samachar Prabandhan (News Management).
7. Management Principles and Practices, Dr. Shaktivel Muruglan M.

Semester V | AEC

Science Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC209	AEC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with science journalism as a distinct genre of journalism, and, by acquiring proficiency in the various genres of science-related writing, will be able to play a role in promoting scientific awareness.

Course Content

Unit	Topics
Unit 1	Science Communication: meaning, nature and importance of science journalism; fields and sources; origin and development; the science communicator.

Unit	Topics
Unit 2	Science Writing: print, audio and audio-visual science talk; science feature writing; editing a science magazine.
Unit 3	Health, Environment and Technology Communication: health, environment and climate communication; combating science misinformation; space and emerging technologies (ISRO, AI) in public communication.

Reference Books

1. Dr. Manoj Pateria, Vigyan Sanchar (Science Communication), Takshashila Prakashan, Delhi, 2007.
2. Abhay S. D. Rajput, Handbook of Science Journalism, Vigyan Prasar, Noida.
3. Dr. Rakesh Kumar Dubey, Vigyan evam Navjagran Kaleen Patrakarita (Science and Journalism of the Renaissance Period), Pustak Bharti, Toronto, Canada.
4. Dr. Shiv Gopal Mishra, Vigyan Patrakarita ke Mool Siddhant (Basic Principles of Science Journalism), Takshashila Prakashan, Delhi, 2001.
5. Kuldeep Sharma, Vigyan Patrakarita: Kal, Aaj aur Kal (Science Journalism: Yesterday, Today and Tomorrow), Commission for Scientific and Technical Terminology, Delhi.

MAA PATESHWARI UNIVERSITY, BALRAMPUR

Third Year - Semester VI

Semester VI | Major

Development Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC307	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

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

Course Content

Unit	Topics
Unit 1	Introduction to Development: meaning, concept and indicators (HDI, SDGs); approaches to development; developed and developing societies.
Unit 2	Development Communication: meaning, concept and history; development journalism in India; agents of change: NGOs, community radio; participatory communication.
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.
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.

Reference Books

1. Shyamacharan Dubey, Vikas ka Samajshastra (Sociology of Development), Vani Prakashan, New Delhi.
2. Chandrashekhar Yadav, Vikas Sanchar, Vividh Parichay (Development Communication: Various Perspectives), Hemadri Prakashan, Delhi.
3. Jagdishwar Chaturvedi, Doordarshan aur Samajik Vikas (Doordarshan and Social Development).
4. Urmilesh (ed.), Udarikaran aur Vikas ka Sach (The Truth of Liberalisation and Development).
5. Srinivas R. Melkote and H. Leslie Steeves, Communication for Development in the Third World: Theory and Practice, Sage Publications, New Delhi.
6. J. V. Vilanilam, Development Communication in Practice: India and the Millennium Development Goals, Sage, New Delhi, 2009.

Semester VI | Major

Principles of Reporting and Editing

Course Code	Category	Credits / Mode	Marks
MPUBJMC310	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

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

Course Content

Unit	Topics
Unit 1	News: meaning, elements of news, sources and collection, news agencies and their roles.
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.
Unit 3	Editing: concept, need and importance of editing. Different levels of editors and their requirements and qualities. Process and nature of editing.
Unit 4	Functions and responsibilities of the sub-editor; responsibilities of the copy editor; selection of news for publication. Writing headlines. Essential elements of page make-up, proof reading. Editing of magazines.

Reference Books

1. K. P. Narayan, Sampadan Kala (The Art of Editing).
2. M. V. Kamath, Professional Journalism.
3. Shyam Sunder Sharma, Samachar Patra, Mudran aur Saj-Sajja (Newspaper, Printing and Layout).
4. Dr. Harimohan, Samachar Feature Lekhan evam Sampadan Kala (News Feature Writing and the Art of Editing).
5. Prof. Ramesh Jain, Sampadan, Prishth Sajja aur Mudran (Editing, Page Layout and Printing), Mangaldeep Prakashan, Jaipur, 2005.

Semester VI | Major

Television Journalism

Course Code	Category	Credits / Mode	Marks
MPUBJMC311	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students of journalism 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
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.
Unit 2	Television Working System: Doordarshan and private channels; television studio structure; newsroom organisation and functions; selection of news, breaking news and headlines.
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).
Unit 4	Structure of TV news: anchor read, voice-over, piece to camera, phone-in, sound on tape; basic techniques of TV editing.

Reference Books

1. Dr. Devvrat Singh and Dr. Kirti Singh, Television Patrakarita (Television Journalism), 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 (Television Writing).
4. Manohar Shyam Joshi, Patkatha Lekhan: Ek Parichay (Screenplay Writing: An Introduction).

Semester VI | Major

TV Programming and Production (Practical)

Course Code	Category	Credits / Mode	Marks
MPUBJMC312	Major	2 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Description

Under this course, students will produce a programme for television, with audio-video recording and editing.

Additional practical components: video camera, lenses and accessories; types of shots, camera angles, movements and composition; basic lighting (diffusers, reflectors, gels); audio recording with microphones and mixers; video editing and sound mixing; TV news reporting and anchoring exercises.

Semester VI | Minor

Advertising Management

Course Code	Category	Credits / Mode	Marks
MPUBJMC308	Minor	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become aware of the theoretical and practical aspects of advertising and become proficient in advertisement production, and will also understand the strategies of advertising and market research.

Course Content

Unit	Topics
Unit 1	Introduction to Advertising: origin and development; concept and role in marketing; classification; socio-economic impact; digital and social media advertising.
Unit 2	Campaign Planning and IMC: media strategy and budget; stages of a campaign; types of advertisements; agency structure and functions; Integrated Marketing Communication (promotion mix, STP, AIDA and DAGMAR models).
Unit 3	Advertisement Copy: concept and importance; copywriting for print, radio, TV and digital media; elements of good copy; USP and visualisation. Practical: produce an advertisement for a target audience after basic market research.
Unit 4	Research, Digital Marketing and Ethics: pre-test and post-test research; measuring effectiveness (KPIs, ROI); digital marketing (SEO, influencer marketing, analytics); AI in marketing; ethical and legal aspects.

Reference Books

1. Kusum Sharma, Vigyapan ki Duniya (The World of Advertising), Prabha Pratishthan, New Delhi, 2004.
2. Vijay Kulshreshtha, Jansampark, Prachar evam Vigyapan (Public Relations, Publicity and Advertising), Rajasthan Prakashan, Jaipur, 2000.
3. Rekha Sethi, Vigyapan dot com (Advertising.com), Vani Prakashan, 2012.
4. Jayshree Jethwani, Vigyapan Prabandhan (Advertising Management).
5. M. K. Padhy, Advertising Management: Theories and Practice.

Semester VI | VAC

Digital Safety and AI Literacy

Course Code	Category	Credits / Mode	Marks
MPUVAC103	VAC	2 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will be able to use digital technology safely and responsibly and will have a basic, critical understanding of artificial intelligence tools.

Course Content

Unit	Topics
Unit 1	Cyber Safety: common cyber threats (malware, phishing, online fraud); strong passwords and two-factor authentication; privacy settings; safe use of public networks; reporting cyber crime (National Cyber Crime Reporting Portal, helpline 1930).

Unit	Topics
Unit 2	Digital Rights and Responsibilities: digital footprint, data privacy and consent, digital etiquette, copyright basics, cyberbullying and online harassment.
Unit 3	AI Literacy: what AI and generative AI are; use of AI in daily life and media; bias, errors ("hallucinations") and deepfakes; responsible and transparent use; limits of AI.

E-Resources

1. https://www.cert-in.org.in
2. https://cybercrime.gov.in
3. https://www.meity.gov.in

Fourth Year - Semester VII

Semester VII | Major

New Media

Course Code	Category	Credits / Mode	Marks
MPUBJMC401	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with new media and will be aware of its various dimensions and uses. In addition, they will be able to acquire knowledge of the techniques and importance of digital journalism.

Course Content

Unit	Topics
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.
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.
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.
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.

Reference Books

1. Mukul Shrivastava, Digital Media ka Samajik Paksh (The Social Aspect of Digital Media), S. Publishers and Distributors, New Delhi, 2018.
2. A. K. Singh, Web Patrakarita (Web Journalism), Aadi Prakashan, Delhi, 2017.
3. Yogesh Patel, Social Media, Pustak Mahal, Delhi, 2012.
4. Arvind Kumar Singh, Web Madhyam Lekhan evam Patrakarita (Web Media Writing and Journalism), Shri Publishers and Distributors, New Delhi, 2017.
5. Dilip Mandal and Geeta Yadav, Un-Social Media, Rajkamal Prakashan, Delhi, 2021.
6. Arvind Kumar Singh, Internet evam New Media Technology (Internet and New Media Technology), Aadi Books, New Delhi.
7. Dr. Kumar Kaustubh, Mobile Patrakarita (Mobile Journalism), K. K. Publication, Delhi.
8. Prof. Mukul Shrivastava, Digital Media ka Samajik Paksh (The Social Aspect of Digital Media).

Semester VII | Major

Rural Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC402	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become aware of the various aspects of rural journalism and communication.

Course Content

Unit	Topics
Unit 1	Concept of the Village: rural life, difference between rural and urban society, rural social structure, rural economy and livelihood.
Unit 2	Basic Elements of Rural Communication: rural communication: origin and development; responsibilities of rural journalists; dimensions of rural journalism; constraints of rural journalism; rural newspapers and magazines.
Unit 3	Role of mass media in rural areas; local communication systems in rural areas; haat bazaars; social ceremonies; barter (exchange of goods) and reciprocity.
Unit 4	Rural Media Today: folk forms in rural communication; community radio; mobile phones and the Internet in villages; ICT-based agricultural information; problems and prospects; media of Uttar Pradesh.

Reference Books

1. Dr. Nirmala Singh and Rishi Gautam, Gramin Samaj aur Sanchar: Badalte Aayam (Rural Society and Communication: Changing Dimensions), Rigi Prakashan, 2003, Khanna (Punjab).
2. Rashmi Jain, Sanchari Roop se Gramin Vikas: Ranniitiyan aur Vikalp (Rural Development through Communication: Strategies and Alternatives), Rawat Publications.
3. Katar Singh, Gramin Vikas (Rural Development), Sage Prakashan.
4. D. D. Mukhopadhyay, Lokkala evam Samajik Sanchar (Folk Art and Social Communication), Publications Division.
5. G. C. Rath, Bharat mein Janjatiya Vikas (Tribal Development in India), Sage Prakashan.

Semester VII | Major
Semester VII | Major (Research Track)

Media Research Methodology

Course Code	Category	Credits / Mode	Marks
MPUBJMC402	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will understand the nature and process of communication research, choose suitable research designs and methods, collect and analyse data, and write a research proposal and report following ethical norms.

Course Content

Unit	Topics
Unit 1	Introduction to Communication Research: definition, nature and scope; role of research in media (audience research, media effects, market research); types of research; ethics in research (plagiarism, informed consent, confidentiality, data integrity).
Unit 2	Research Process and Design: steps from problem formulation to report writing; qualitative, quantitative and mixed methods; exploratory, descriptive and experimental designs; probability and non-probability sampling.
Unit 3	Methods and Tools of Data Collection: primary and secondary data; surveys, content analysis and experiments; interviews, focus groups, observation and ethnography; designing questionnaires and interview schedules.
Unit 4	Data Analysis and Report Writing: editing, coding, classification and tabulation; mean, median and mode; analysis and interpretation; report, abstract, proposal and synopsis writing.

Reference Books

1. Allen, M. (2017). The SAGE Encyclopedia of Communication Research Methods. SAGE Publications.
2. Bertrand, I., & Hughes, P. (2005). Media Research Methods: Audiences, Institutions, Texts. Palgrave Macmillan.
3. C. R. Kothari, Research Methodology: Methods and Techniques, New Age International.

Semester VII | Major

Beat Journalism

Course Code	Category	Credits / Mode	Marks
MPUBJMC403	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the reporting done for different fields of journalism and with other aspects, which will help them acquire specialisation in a particular field of journalism.

Course Content

Unit	Topics
Unit 1	Beat Reporting: meaning, types and importance; working of the beat system; requirements of beats; crime and court, political and legislature, and civic administration reporting.
Unit 2	Specialised Beats: education, health and business reporting; lifestyle, travel and entertainment; features, interviews and columns; use of pictures and graphics.
Unit 3	Investigative Journalism: role, qualities and ethics; data sources; RTI as a tool; planning and producing an investigative story; sting operation versus investigative journalism; safety of journalists; case studies.
Unit 4	Sports Journalism: news sources; sports bodies (IOC, FIFA, ICC, SAI); news values and ethics; match reports, features and interviews; sports writing for print, broadcast and online (live blogs); sports marketing; anti-doping (WADA, NADA).

Reference Books

1. Dr. Sanjeev Bhanawat, Samachar Lekhan ke Siddhant evam Takniki (Principles and Techniques of News Writing).
2. Arjun Tiwari, Sampoorna Patrakarita (Complete Journalism), Vishwavidyalaya Prakashan, Varanasi, 2005.
3. Kamal Dixit and Mahesh Darpan (ed. Ramsharan Joshi), Samachar Sampadan (News Editing), Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, 2003.
4. Madhu Dhawan, Lekhan Kala: Ek Parichay (The Art of Writing: An Introduction), Vani Prakashan, Delhi, 2015.
5. Subhash Dhuliya and Anand Pradhan (eds.), Samachar Avdharna aur Lekhan Prakriya (The Concept of News and the Writing Process), Indian Institute of Mass Communication, New Delhi, 2004.

Semester VII | Major

Photojournalism

Course Code	Category	Credits / Mode	Marks
MPUBJMC404	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will acquire skills in the art of photography and editing, so that they can work proficiently in the field of photography and later start their own photo studio and editing centre.

Course Content

Unit	Topics
Unit 1	Photojournalism: introduction, meaning, nature and types; fundamental principles of photography; qualities of a photojournalist; importance of photography in media.
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.
Unit 3	Digital Photojournalism: digital and mobile photography; photo editing and its limits; ethics of manipulation; copyright; verification and credibility of images.
Unit 4	Fields of Photojournalism: news, sports, documentary and conflict, wildlife and environment, travel and event photography.

Reference Books

1. B. Sharan, Colour Photography.
2. Om Gupta, Prasaran aur Photo Patrakarita (Broadcasting and Photojournalism).
3. Naval Jaiswal, Photo Patrakarita (Photojournalism).
4. Subhash Sapru, Photo Patrakarita (Photojournalism).
5. Ramesh Mehra, Sanchar aur Photo Patrakarita (Communication and Photojournalism).

Semester VII | Major

Photography (Practical)

Course Code	Category	Credits / Mode	Marks
MPUBJMC405	Major	4 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Outcome

Under this course, students will become familiar with the fundamental principles of photography and, by gaining proficiency in the technical and creative aspects of photography, will be able to apply them in the field of media.

Course Content

Unit	Topics
Unit 1	Introduction to Photography: definition, historical background, and the photograph as a source of communication.
Unit 2	Camera Structure and Operation: elements of photography: exposure, aperture, shutter speed, ISO, lens, white balance.
Unit 3	Utility of Light in Photography: sources of light, types, natural and artificial, indoor and outdoor lighting arrangements.
Unit 4	Photo Editing Basics: editing apps and software; file formats; visual language in everyday photography.

Reference Books

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

Fourth Year - Semester VIII

Semester VIII | Major

Global Media Scenario

Course Code	Category	Credits / Mode	Marks
MPUBJMC406	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the various effects and forms of the information and communication revolution. In addition, by gaining knowledge of the interrelationships between mainstream and alternative media, they will be able to apply their practical knowledge and skills in new fields of journalism.

Course Content

Unit	Topics
Unit 1	Information Society and Global Communication: communication revolution and the information society; flow of news and information (NWICO and the MacBride Report); role of global news agencies.
Unit 2	Liberalisation, Corporate Media and Society: impact of liberalisation and privatisation on Indian media; corporate ownership of media; international movements and media.
Unit 3	Mainstream and Alternative Media: alternative and independent media; globalisation, market and media; media in the era of Big Tech platforms and algorithms; Hindi and regional-language media.
Unit 4	Contemporary Global Issues and Media: media imperialism and cultural dominance; AI, disinformation and the global information order; peace journalism and conflict reporting; media and the contemporary economic scenario.

Reference Books

1. K. K. Mishra, Antarrashtriya Rajniti ke Siddhant (Principles of International Politics).
2. Kamal Nayan Kabra, Bhumandalikaran ke Bhanwar mein Bharat (India in the Whirlpool of Globalisation).
3. Herbert I. Schiller, Sanchar Madhyam aur Sanskritik Varchasva (Mass Communications and American Empire / Communication Media and Cultural Dominance).
4. Ejaz Ahmad, Samrajyavad ka Dusvapna (The Nightmare of Imperialism).

Semester VIII | Major

Film Studies and Digital Filmmaking

Course Code	Category	Credits / Mode	Marks
MPUBJMC407	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students of journalism will become aware of the importance and effect of film as a mass medium and of the film production process. In addition, by studying it, they will become familiar with the social and technical aspects of cinema and will be able to gain skills in film journalism.

Course Content

Unit	Topics
Unit 1	Film as a Medium: history of world cinema; Indian cinema (silent, talkie, post-independence and parallel cinema); film language: shot, composition, editing, sound and music.
Unit 2	Film Production: pre-production, production and post-production; role of producer and director; direction, acting and storyboard (basic idea).
Unit 3	Film Journalism: definition and characteristics; types of films; film organisations in India including CBFC; reporting, interview, review and features; censorship versus creative freedom.
Unit 4	Digital Filmmaking and OTT: evolution to digital; short films, web series, vertical video; smartphone filmmaking; editing apps; OTT ecosystem, content development and distribution; YouTube monetisation; copyright.

Reference Books

1. Anil K. Rai 'Ankit', Sanchar ke Saat Sopan (Seven Steps of Communication), University Publication, New Delhi.
2. Ajay Brahmatmaj, Talkies-Cinema ka Safar (Journey of Talkies-Cinema), Parts 1 and 2, Rajkamal Prakashan, New Delhi, 2016.
3. Jay Singh (compiled and edited), Bharatiya Cinema ka Safarnama (Travelogue of Indian Cinema), Publications Division, Ministry of Information and Broadcasting, 2013.

Semester VIII | Major

Environmental Communication

Course Code	Category	Credits / Mode	Marks
MPUBJMC408	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the environment, its various components and environmental communication. In addition, they will gain knowledge of the role of media in the perspective of environmental issues and of its meaningful use.

Course Content

Unit	Topics
Unit 1	Environment and Communication: meaning, scope and history of environmental communication; environmental movements in India; environment and media.
Unit 2	Environmental Issues for Journalists: pollution, waste management, climate change and climate justice; major global agreements (Earth Summit, Paris Agreement, COP) and India's initiatives; Sustainable Development Goals.
Unit 3	Environmental Reporting: covering environmental issues in print, electronic and digital media; sources and experts; wildlife conservation reporting; environmental advertisements and greenwashing; campaigns and case studies.
Unit 4	Disaster and Environmental Law: types of disasters and disaster management (role of media); environmental laws and institutions (overview); role of mass media in environmental awareness.

Reference Books

1. Dr. Savindra Singh, Paryavaran Bhugol ka Swaroop (The Nature of Environmental Geography), 2019, Pravalika Publication, Allahabad.
2. Dr. Lokesh Shrivastava, Paryavaran Adhyayan evam Prabandhan (Environmental Studies and Management), 2012, Sharda Pustak Bhawan, Allahabad.
3. Dr. R. C. Chandna, Jansankhya Bhugol (Population Geography), 2017, Kalyani Publications, Ludhiana.
4. Dr. Suresh Chanda, Paryavaran, Pradushan aur Manav Swasthya (Environment, Pollution and Human Health), Arya Book Depot, New Delhi.
5. Basant Lal and Vijay Pal Singh, Paryavaraniya Shiksha evam Gramin Vikas (Environmental Education and Rural Development), Bharat Prakash Mandir, Meerut.
6. S. Prasad, Paryavaran aur Hum (Environment and Us), Prabhat Prakashan, New Delhi.
7. O. P. Mishra, Paryavaran Vidhi (Environmental Law), Central Law Publications, Allahabad.
8. Kedarnath Yadav and Ramji Yadav, Paryavaran Shiksha (Environmental Education), Arjun Publishing House, New Delhi.

Semester VIII | Major

Data Journalism

Course Code	Category	Credits / Mode	Marks
MPUBJMC409	Major	4 (Theory)	Internal 25 + External 75 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with and proficient in the use of databases in journalism, which has emerged as a new genre for making journalism factual and authentic.

Course Content

Unit	Topics
Unit 1	Data Journalism: introduction, importance, history, objectives, benefits; traditional journalism and data journalism; theoretical basis of data journalism.
Unit 2	Data Journalism and Data Science: practical use of data journalism; sources of data (government portals, open data, RTI) and data processing.
Unit 3	Data Analysis and Tools: spreadsheets, data cleaning and visualisation tools; AI and machine learning in newsrooms; generative AI: opportunities, risks and ethical use; data-driven news writing.
Unit 4	Future of data journalism in India. Challenges and limitations of data journalism; transparency and questions of ethics.

Reference Books

1. Dr. Kumar Kaustubh, Data Patrakarita (Data Journalism), Kalpana Prakashan, New Delhi.
2. Sudhish Pachauri, Patrakarita ke Naye Aayam (New Dimensions of Journalism), Rajkamal Prakashan, Delhi.
3. S. K. Dubey, Patrakarita ke Naye Aayam (New Dimensions of Journalism), Rajkamal Prakashan, Delhi.
4. Sudha Singh and Jagdishwar Chaturvedi, Vaikalpik Media: Loktantra aur Noam Chomsky (Alternative Media: Democracy and Noam Chomsky).
5. Harshdev, Online Patrakarita (Online Journalism), Samsamayik Prakashan, New Delhi.
6. Suresh Kumar, Internet Patrakarita (Internet Journalism), Takshashila Prakashan, New Delhi.

Semester VIII | Major

Screenplay Writing and Documentary Production (Practical)

Course Code	Category	Credits / Mode	Marks
MPUBJMC410	Major	4 (Practical)	Internal 25 + Viva 20 + Practical Exam 55 = 100 (Min. pass 40)

Course Outcome

The objective of this course is for journalism students to acquire theoretical and practical knowledge related to screenplay writing and documentary production, so that they can become self-reliant in the field of self-employment and, using this knowledge, contribute to enriching the quality of journalism.

Course Content

Unit	Topics
Unit 1	Screenplay: meaning and definition. Essential elements of screenplay writing. Types of screenplay: feature film, documentary, serial and promo screenplays etc. Single-column and double-column screenplays.
Unit 2	Need and importance of screenplay writing in media programmes. Importance of research in screenplay writing. Creation and development of characters. Writing a scene. Understanding the three-act and five-act structure.
Unit 3	Documentary: meaning and definition. Documentary: importance and utility. Documentary as a mass medium. Characteristics and qualities of a documentary.
Unit 4	Process of creation of a documentary. Role of the documentary in social change. Documentary: future and possibilities.

Reference Books

1. Rajneesh Ali Zakir, Hindi Patkatha Lekhan (Hindi Screenplay Writing).
2. Trisha Das, How to Write a Documentary Script.
3. Manohar Shyam Joshi, Patkatha Lekhan: Ek Parichay (Screenplay Writing: An Introduction), Rajkamal Prakashan, Delhi, 2000.
4. Asghar Wajahat, Television Lekhan (Television Writing), Rajkamal Prakashan, Delhi.
5. Vivekanand, Telefilm: Nirman Kala (Patkatha Lekhan, Filmankan evam Nirdeshan) (Telefilm: The Art of Production - Screenplay Writing, Filming and Direction), Samayik Prakashan, New Delhi, 2014.

Semester VIII | Research

Research Project

Course Code	Category	Credits / Mode	Marks
MPUBJMC411	Research	12 (Practical)	Internal 25 + Viva 20 + Dissertation 55 = 100 (Min. pass 40)

Course Outcome

On studying this course, students will become familiar with the practical aspects of media and mass communication research, and will be able to carry out data collection, surveys and fieldwork, together with their analysis.

Course Content

Presentation of a research study on various topics related to communication, mass communication, new media, public relations and advertising in the form of a short dissertation.

The dissertation shall be original and follow the UGC guidelines on academic integrity (plagiarism and copyright). A Comprehensive Viva covering the whole programme may be held along with the dissertation viva.