SCHEME OF EXAMINATION
&
SYLLABUS
of
UG Programme (Interdisciplinary)
B.A. (Journalism & Mass Communication)
(Scheme: D)

As per National Education Policy 2020

(Multiple Entry-Exit, Internships and Choice Based Credit System)

w.e.f. Academic Session: 2024-2025

INSTITUTE OF MASS COMMUNICATION & MEDIA TECHNOLOGY
Kurukshetra University, Kurukshetra
(A++ Grade, NAAC Accredited)
under
Faculty of Commerce and Management
Kurukshetra University, Kurukshetra

Scheme of Examination of U.G. Programme (Interdisciplinary) B.A. Journalism & Mass Communication Scheme-D in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based Credit System) w.e.f. Academic Session 2024-25.
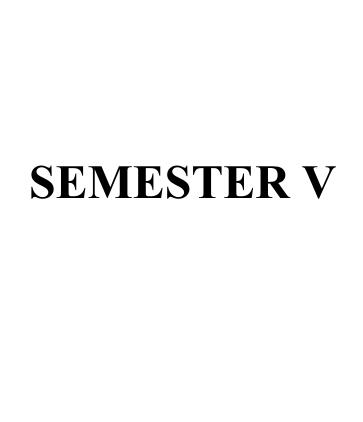
Semester-V

Course Code	Course Title	Course Type	L	T	P	Total	Credits	T	IA (T)	P	IA (P)	Total	Duration of Exam
B23-JMC-501	New Media	CC-A5	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-502	Indian Constitution, Media Laws and Ethics	CC-B5	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-503	Development Communication	CC-C5	3	1	-	4	4	70	30	-	-	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M5(V)	3	-	2	5	4	50	20	20	10	100	3 Hours
	Internship		-	-	-	-	4	-	-	-	-	100	-
						Total Credits :20		**Total Marks**					**500**	

Semester-VI

Course Code	Course Title	Course Type	L	T	P	Total	Credits	T	IA (T)	P	IA (P)	Total	Duration of Exam
B23-JMC-601	Communication Skills and personality Development	CC-A6	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-602	Online Journalism	CC-B6	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-JMC-603	Media Management & Entrepreneurship	CC-C6	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-JMC-604	Artificial Intelligence and Cyber security	CC-M6	3	-	2	5	4	50	20	20	10	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M7 (V)	3	-	2	5	4	50	20	20	10	100	3 Hours
						Total Credits 20		**Total Marks**					**500**	

Exit Option: Bachelor in (Journalism & Mass Communication) with 132 Credits

SEMESTER V

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	5th		
Name of the Course	New Media		
Course Code	B23-JMC-501		
Course Type	CC-A5		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To know about new media and its functions. CLO 2: To learn the applications of new media CLO 3: To know about social media and its various platforms CLO 4: To understand ethics and challenges related to new media CLO 5: To use of email, blog and internet		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	
Part B- Contents of the Course			

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	New Media: Definition, Concept and Scope Characteristics of New Media Functions of New Media New Media Tools	11
II	New Media applications for Print , Radio, Television and Web New Media: Cyber Space and Cyber Culture Concept of Convergence Digital Divide	11
III	Social Media: Definition and Characteristics Usage and impact of social media, Participatory journalism; portals Blogging, micro blogging, wikis, Chat boats, Podcasting	11
IV	Web as a Source of Information New News Sources: X, Facebook, Blogs, YouTube, Government Websites and NGO's etc. Challenges of Mining Online Information Cyber laws. Ethics of New Media Information, Misinformation and Disinformation Fake News and fact check applications	12

V	**Practicals:**	30
	• Searching and downloading of information;	
	• Establishing e-mail address;	
	• Accessing, (receiving) sending and replying e-mail;	
	• Sending and forwarding e-mail to multiple recipients;	
	• Chatting over Internet;	
	• Networking with special interest groups	
	• Making blogs	
	• Using fact checking tools	

	Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➢ **Theory**	20	➢ **Theory:**	50
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	10	➢ **Practicum**	20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:
- o Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- o The New Media Handbook — Andrew Dewdney and Peter Ride
- o The Cyberspace Handbook — Jason Whittaker
- o Breaking News, Sunil Saxena, Tata McGraw-Hill
- o Media and Power — James Curran Media, Technology
- o New Media: A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor & Francis Group, 2007
- o Mapping New Media in India, Sunita Narayanan, Sage Publication, 2017

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	**5ᵗʰ**		
Name of the Course	Indian Constitution, Media Laws and Ethics		
Course Code	**B23-JMC-502**		
Course Type	CC-B5		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To provide understanding of the salient features of Indian constitution. CLO 2: To familiarize students with the fundamental rights and duties. CLO 3: To study the concept media laws and understand their importance. CLO 4: To study new criminal laws and the codes of ethics of news papers, television and Press Council of India.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction of the Constitution Preamble of the constitution Salient features of Constitution Amendments in Constitution Special provisions	**15**
II	Fundamental rights Directive principles of state policies Fundamental duties Emergency powers	**15**
III	Role of media in Indian democracy Freedom of speech and expression in context of media Media laws: Introduction and significance Working Journalist Act Copyright Act. Contempt of court	**15**

IV	Official Secrets Act, IT Act Right to Information Act Main Provisions of IPC and CRPC Introduction to New Criminal Laws in India: Bharatiya Nagarik Suraksha Sanhita 2023, Bharatiya Nyaya Sanhita 2023, Bharatiya Sakshya Adhiniyam 2023 Code of Ethics by Press Council of India, AIR and DD code Case studies of any five recent cases related to various media laws.	15
	Total Contact Hours	60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➢ **Theory**	**30**	➢ **Theory:**	**70**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:
- o Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
- o Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi,2004
- o Mass media Law and Regulation in India AMIC publication.
- o Bharat mein Pravesh vidhi by Surendra Kumar &Manas Prabhakar.
- o Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
- o K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	**5th**		
Name of the Course	Development Communication		
Course Code	**B23-JMC-503**		
Course Type	CC-C5		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To understand basic concepts of development and development communication. CLO 2: To understand the role of different agencies in development. CLO 3: To understand the role of media in development. CLO 4: To understand the concepts and skills related to rural communication.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Development : concept and significance, difference between growth and development Indicators of development Characteristics of developed and developing nations Development communication : concept, meaning and significance Concept of Participatory Development Communication	**15**
II	Sustainable Goals of Development given by UNESCO Role of Government, public and private agencies in development NGO s and their contribution in development	**15**
III	Role of Media in national development Uses of media in development communication: Print, Electronic and New Media Experiences from developing countries with special emphasis on India	**15**
IV	Rural Communication, concept and meaning Panchayati Raj in India Media and rural communication Writing for rural issues	**15**

	Women, child, health & family structure and problems in India Use of Traditional media in rural development Writing at least five reports on development issues Analyzing coverage of Newspapers about the coverage of development issues		
		Total Contact Hours	60

Suggested Evaluation Methods			
Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**30**	➢ **Theory:**	**70**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:
- o Sanchar evam Vikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
- o Mass Communication in India, Kewal J. Kumar. Jaico Publications, New Delhi.
- o Learner D, Passing Of Traditional Society, Sage Publications.
- o Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.

Semester-VI

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	**6th**		
Name of the Course	Communication Skills and Personality Development		
Course Code	**B23-JMC-601**		
Course Type	CC-A6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To impart knowledge about the elements of effective communication skills and impactful writing. CLO 2: To understand the significance of listening and reading skills. CLO 3: To understand the techniques of public speaking and power point presentation. CLO 4: To be able to write resume and prepare for interview for employment.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Effective communication, Language & Communication, Communication barriers Verbal communication & Non-verbal communication Essentials of good writing	**15**
II	Listening & Types of listening Listening skills Barriers of effective listening Reading Skills: Purpose & Types, Techniques for Effective reading	**15**
III	Debate, Discussion, Extempore Presentation Public speaking Role of Research and planning in presentation Power Point Presentation	**15**
IV	Resume' writing Cover letters – Formats of Cover letter	**15**

	Importance of job Interview, Preparing for job interview, Mock interview Power dressing: Formal & Informal		
	Total Contact Hours		60

Suggested Evaluation Methods			
Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**30**	➢ **Theory:**	**70**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			

Recommended Books/e-resources/LMS:
- o Rayudu C.S., Communication, Himalaya Publishing House.
- o Effective communication skills by John Neilson.
- o Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.
- o Improve your communication skills by Alan Barker, Kogan Page Publisher.
- o Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism , Conceptpublishing company.

Session: 2024-25	
Part A - Introduction	
Name of Programme	BA Journalism & Mass Communication
Semester	**6th**
Name of the Course	**Online Journalism**
Course Code	**B23-JMC-602**
Course Type	CC-B6
Level of the course	300-399
Pre-requisite for the course (if any)	
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To develop understanding of the concept of online journalism and its significance. CLO 2: To know various online platforms. CLO 3: To learn skills related to online journalism. CLO 4: To understand ethical issues related to online journalism. CLO 5: To use the fact checking tools

Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Growth and development of Internet Digital Media: characteristics and significance Online journalism: characteristics and significance Differences between online and traditional journalism	11
II	Introduction to online platforms : Facebook, Instagram, Linkedin, X and others News Portals: characteristics, structure and functioning, important news portals	11
III	Writing skills for online platforms News Writing for web, E-paper Blogging: Introduction, Blog writing Writing for social media platform Writing photo captions Difference between online writing and other forms of writing Fact checking Tools	11
IV	Risks and Challenges of online journalism Ethical issues related to online journalism New Digital India guidelines	12

	Career opportunities in online journalism		
V	**Practicals:** ○ Creating Blogs and writing ○ News writing for Web (5 reports) ○ Using Twitter for social messages ○ Analysis of Professional Facebook pages ○ Comparative analysis of online and offline news stories ○ Using fact checking tools		30
		Total Contact Hours	75

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➢ **Theory**	**20**	➢ **Theory:**	**50**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➢ **Practicum**	**10**	➢ **Practicum**	**20**
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:
- ○ Online Journalism: A Basic Text, Tapas Ray, Carmbridge University Press
- ○ The New Media Handbook — Andrew Dewdney and Peter Ride
- ○ The Cyberspace Handbook — Jason Whittaker
- ○ Breaking News, Sunil Saxena, Tata McGraw-Hill
- ○ Media and Power — James Curran Media, Technology
- ○ New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings,Ian Grant, Kieran Kelly, Routledge, Tayolor & Francis Group, 2007
- ○ Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017

	Session: 2024-25		
	Part A - Introduction		
Name of Programme	BA Journalism & Mass Communication		
Semester	**6**th		
Name of the Course	**Media Management & Entrepreneurship**		
Course Code	**B23-JMC-603**		
Course Type	CC-C6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To develop understanding of the concept of Entrepreneurship, its risks and challenges. CLO 2: To study famous media Entrepreneurs. CLO 3: To know about Entrepreneurship opportunities in different fields of mass communication. CLO 4: To develop freelancing skills.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
	Part B- Contents of the Course		

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Meaning, definition and concept of Entrepreneurship Nature and scope of media entrepreneurship Responsibilities of the entrepreneurs Challenges and risks in media Entrepreneurship	**15**
II	Famous Media entrepreneur in World Famous Media entrepreneur in India Entrepreneurship in print media Entrepreneurship in Television and radio	**15**
III	Entrepreneurship in advertising and Public Relations-Press Entrepreneurship in entertainment Industry Entrepreneurship in new media	**15**
IV	Freelancing and self-employment- skills Understand the professional, financial, legal and regulatory framework of self-employment. Develop and polish a freelance pitch. Strengthen your personal brand through social media and your online portfolio. Attitudes, behavior, knowledge, and skills required for entrepreneurship Submit case study assignment related to famous Media entrepreneur of India.	**15**
	Total Contact Hours	60

Suggested Evaluation Methods			
Internal Assessment: 30		**End Term Examination: 70**	
➢ **Theory**	**30**	➢ **Theory:**	**70**
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			

Recommended Books/e-resources/LMS:

- o Fundamentals of Entrepreneurship by H. Nandan (2013), Prentice Hall India Learning Private Limited.
- o Entrepreneurship: New Venture Creation (Paperback) by David H. Holt (2016) Pearson Education India.
- o Media Corporate Entrepreneurship (Paperback) by Hang Min (2010) Springer Verlag, Singapore.

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	**6**th		
Name of the Course	**Artificial Intelligence and Cyber Security**		
Course Code	**B23-JMC-604**		
Course Type	CC-M6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To help learners to understand the world of AI and its applications CLO 2 :To understand the basics of intelligent agents and learning types CLO 3 :To under the concept of Information Security and CIA traid. CLO 4 : To about network security and various security techniques. CLO 5: To learn about various application of AI in Mass Communication.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	
Part B- Contents of the Course			

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Artificial Intelligence :Evolution, Brief history & Definition Fundamental, Process, Features, Components & Interaction Types of AI: Capabilities and Limitation Machine Learning: Introduction & Classification Knowledge representation techniques Neural Networks: ANN, RNN and CN	11
II	Introduction to NLP Introduction to robotics; Applications of AI in robotics Prompts: Phrasing and Structure AI Applications in Design Industry: Pre-Production , Production and Post-production	11
III	Information Security : Concept, Need, Types Security Principles, Security Attacks model for network security Basic cryptography: Encryption and Decryption, Symmetric and	11

	Asymmetric	
IV	Identification and Authentication: Goals, Requirements Machine Authentication and Mechanism Two Stage Authentication Network Security: Threats, Eavesdropping, Spoofing, Security Techniques: Firewalls, Intrusion detection, VPN Legal Aspects of Security, Privacy and Ethics	12
V	**Practicals:** o Generate Article on particular topic by using AI tool o Generate image via AI Prompt o Remove Background with Help of AI o Image Enhancement by using AI tools o Create a story with Help of Prompts o Create a Script with Help of Prompts o Create a storyboard using AI Image o Colour Pairing and Font Pairing Tools of AI o Use AI to Prompt to Convert Image to Poster o Create Sound for Production by using AI tools o Checklist for Reporting Cyber Crime at Cyber Cell o Demonstration of Email Fishing Attack o Use of VPN	30
	Total Contact Hours	75

Suggested Evaluation Methods				
Internal Assessment: 30		**End Term Examination: 70**		
➢ **Theory**	**20**	➢ **Theory:**	**50**	
• Class Participation:	5	Written Examination		
• Seminar/presentation/assignment/quiz/class test etc.:	5			
• Mid-Term Exam:	10			
➢ **Practicum**	**10**	➢ **Practicum**	**20**	
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical		
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5			
• Mid-Term Exam:	-			

Part C-Learning Resources
Recommended Books/e-resources/LMS: o "Artificial Intelligence: A Modern Approach" by Stuart Russell and Peter Norvig o "Deep Learning" by Ian Goodfellow, Yoshua Bengio, and Aaron Courville o "Natural Language Processing with Python" by Steven Bird, Ewan Klein, and Edward Loper o "Robotics: Modelling, Planning and Control" by Bruno Siciliano and Lorenzo Sciavicco o "AI Superpowers: China, Silicon Valley, and the New World Order" by Kai-Fu Lee o "Ethics of Artificial Intelligence and Robotics" edited by Vincent C. Müller and Nick Bostrom New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings,Ian Grant, Kieran Kelly, Routledge, Tayolor & Francis Group, 2007 o Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017