

**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

SEMESTER V

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	5 th		
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: <ul style="list-style-type: none">• 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	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: <ul style="list-style-type: none">○ Online Journalism: A Basic Text, Tapas Ray, Cambridge 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, Taylor & Francis Group, 2007○ Mapping New Media in India, Sunita Narayanan, Sage Publication, 2017		

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	5 th		
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: <ul style="list-style-type: none">○ Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.○ Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi,2004○ Mass media Law and Regulation in India AMIC publication.○ Bharat mein Pravesh vidhi by Surendra Kumar &Manas Prabhakar.○ Mass media law and regulation in India, Venkat Aiyer, AMIC publication.○ 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	5 th		
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: <ul style="list-style-type: none">○ Sanchar evam Vikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi○ Mass Communication in India, Kewal J. Kumar. Jaico Publications, New Delhi.○ Learner D, Passing Of Traditional Society, Sage Publications.○ Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.			

Semester-VI

Session: 2024-25			
Part A - Introduction			
Name of Programme	BA Journalism & Mass Communication		
Semester	6 th		
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:				
<ul style="list-style-type: none">○ Rayudu C.S., Communication, Himalaya Publishing House.○ Effective communication skills by John Neilson.○ Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.○ Improve your communication skills by Alan Barker, Kogan Page Publisher.○ 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	6 th		
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: <ul style="list-style-type: none">○ 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: <ul style="list-style-type: none">○ 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:			
<ul style="list-style-type: none">○ Fundamentals of Entrepreneurship by H. Nandan (2013), Prentice Hall India Learning Private Limited.○ Entrepreneurship: New Venture Creation (Paperback) by David H. Holt (2016) Pearson Education India.○ 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: <ul style="list-style-type: none">○ Generate Article on particular topic by using AI tool○ Generate image via AI Prompt○ Remove Background with Help of AI○ Image Enhancement by using AI tools○ Create a story with Help of Prompts○ Create a Script with Help of Prompts○ Create a storyboard using AI Image○ Colour Pairing and Font Pairing Tools of AI○ Use AI to Prompt to Convert Image to Poster○ Create Sound for Production by using AI tools○ Checklist for Reporting Cyber Crime at Cyber Cell○ Demonstration of Email Fishing Attack○ 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: <ul style="list-style-type: none">○ “Artificial Intelligence: A Modern Approach” by Stuart Russell and Peter Norvig○ “Deep Learning” by Ian Goodfellow, Yoshua Bengio, and Aaron Courville○ “Natural Language Processing with Python” by Steven Bird, Ewan Klein, and Edward Loper○ “Robotics: Modelling, Planning and Control” by Bruno Siciliano and Lorenzo Sciavicco○ “AI Superpowers: China, Silicon Valley, and the New World Order” by Kai-Fu Lee○ “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○ Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017			