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

	S	Session: 2024-25		
	Par	t A - Introducti	on	
Name of	Programme		n & Mass Communicatio	n
Semester		5 th		
	f the Course	New Media		
Course (Code	1		
Course 7	Гуре	CC-A5		
	the course	300-399		
	isite for the course (if any)			
	Learning Outcomes (CLO)		ow about new media and	
	mpleting this course, the learner will be		rn the applications of new	
able to:			w about social media and	
			lerstand ethics and challe	nges related to new
		media	0 111 1.4	
Cur 1:4			of email, blog and interne	
Credits		Theory	Practical	Total
		3	1	4
	g Hours per week	3	2	5
	Assessment Marks	20	10	30
	m Exam Marks	50	20	70
Max. Ma		70	30	100
Examina	ation Time	3 hours Contents of the	3 hours	
one comp question	ons for Paper- Setter: The examiner pulsory question by taking course leas (Question No. 1) will consist at least 4 t 5 questions, selecting one question fr al marks	rning outcomes parts covering en	(CLOs) into consideration tire syllabus. The exami	on. The compulsory nee will be required
Unit		opics		Contact Hours
I	New Media: Definition, Concept and S	•		11
1	Characteristics of New Media	scope		11
	Functions of New Media			
	New Media Tools			
II	New Media applications for Print, Rad	dio. Television ar	nd Web	11
	New Media: Cyber Space and Cyber C			
	Concept of Convergence			
	Digital Divide			
III	Social Media: Definition and Characte	ristics		11
	Usage and impact of social media,			
	Participatory journalism; portals			
	Blogging, micro blogging, wikis, Chat	boats, Podcastin	g	
IV	Web as a Source of Information			12
	New News Sources: X, Facebook, Blo	gs, YouTube, Go	vernment Websites and	
	NGO's etc. Challenges of Mining Online Informat	ion		
	Challenges of Mining Online Informat Cyber laws. Ethics of New Media	.1011		
	Information, Misinformation and Disi	nformation		
	Fake News and fact check applications			
	i and i tows and fast check applications	,		

V	Practicals:				30
	• Searching and downloading of information;				
	• Establishing e-mail address;				
	• Accessing, (receiving) sending and replying	g e-ma	ail;		
	• Sending and forwarding e-mail to multiple	recipi	ents;		
	• Chatting over Internet;	_			
	• Networking with special interest groups				
	Making blogs				
	Using fact checking tools				
			Tota	Contact Hours	s 75
	Suggested Evaluation	on M	ethods		
	Internal Assessment: 30			End Term Ex	xamination: 70
> Theo	ory	20	\triangleright	Theory:	50
• Class P	Class Participation: 5 Written Exa			amination	
Semina	r/presentation/assignment/quiz/class test etc.:	5			
• Mid-Te	erm Exam:	10			
> Prac	ticum	10	\triangleright	Practicum	20
Class P	articipation:	5	La		Voce, write-up and
Semina	r/Demonstration/Viva-voce/Lab records etc.:	5		execution of	the practical
• Mid-Te	erm Exam:	-			
	Part C-Learning	Reso	urces		
	ended Books/e-resources/LMS:				
	line Journalism: A Basic Text, Tapas Ray, Cambri	•		ity Press	
• The New Media Handbook — Andrew Dewdney and Peter Ride					
• The Cyberspace Handbook — Jason Whittaker					
• Breaking News, Sunil Saxena, Tata McGraw-Hill					
	edia and Power — James Curran Media, Technolog		C-	th Ciddings Isr	Creat Viener Valler
	w Media: A critical Introduction, Martin Lister, Jo	n Dov	vey, se	in Gladings, lan	Grant, Kieran Kelly,
	utledge, Taylor & Francis Group, 2007	Dul	lientie	n 2017	
 Mapping New Media in India, Sunita Narayanan, Sage Publication, 2017 					

S	ession: 2024-25				
Part	A - Introducti	on			
Name of Programme	BA Journalism & Mass Communication				
Semester	5 th				
Name of the Course	Indian Constit	ution, Media Laws and	Ethics		
Course Code	B23-JMC-502	2			
Course Type	CC-B5				
Level of the course	300-399				
Pre-requisite for the course (if any)					
Course Learning Outcomes (CLO)	CLO 1: To prov	vide understanding of the	salient features of		
After completing this course, the learner will be	Indian constitut	ion.			
able to:	CLO 2: To fam	niliarize students with the	e fundamental rights		
	and duties.				
	CLO 3: To stud	y the concept media law	s and understand their		
	importance.				
	CLO 4: To str	udy new criminal laws a	nd the codes of ethics		
	of news paper	s, television and Press Co	uncil 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

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

IVOfficial Secrets Act, IT Act Right to Information Act Main Provisions of IPC and CRPC Introduction to New Criminal Laws in India: E Nagarik Suraksha Sanhita 2023, Bharatiya Ny Sakshya Adhiniyam 2023 Code of Ethics by Press Council of India, AIR	15			
Case studies of any five recent cases related to				
· · ·		Tota	l Contact Hours	60
Suggested Evaluati	on Me	ethods		
Internal Assessment: 30				amination: 70
> Theory	30	\triangleright	Theory:	70
Class Participation:	5		Written Ex	amination
• Seminar/presentation/assignment/quiz/class test etc.:	10	$\overline{\mathbf{D}}$		
• Mid-Term Exam:	15			
Part C-Learning	Reso	urces		
Recommended Books/e-resources/LMS:				
 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. 				

S	Session: 2024-25						
Par	t A - Introducti	on					
Name of Programme	BA Journalism	BA Journalism & Mass Communication					
Semester	5 th						
Name of the Course	Development	Communication					
Course Code	B23-JMC-503	3					
Course Type	CC-C5						
Level of the course	300-399	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 						
<u>a</u> 11	communica		T 1				
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	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
Ι	Development : concept and significance, difference between growth and	15
	development	
	Indicators of development	
	Characteristics of developed and developing nations	
	Development communication : concept, meaning and significance	
	Concept of Participatory Development Communication	
II	Sustainable Goals of Development given by UNESCO	15
	Role of Government, public and private agencies in development	
	NGO s and their contribution in development	
III	Role of Media in national development	15
	Uses of media in development communication: Print, Electronic and New	
	Media	
	Experiences from developing countries with special emphasis on India	
IV	Rural Communication, concept and meaning Panchayati Raj in India	15
	Media and rural communication	
	Writing for rural issues	

Women, child, health & family structure and Use of Traditional media in rural developmen Writing at least five reports on development Analyzing coverage of Newspapers about the issues	nt issues		
1		Total Contact Hou	rs 60
Suggested Evalua	tion Me	thods	·
Internal Assessment: 30	Examination: 70		
> Theory	30	Theory:	70
Class Participation:	5	Written E	Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning	g Resou	irces	
Recommended Books/e-resources/LMS:			
• Sanchar evam Vikas, Dr. B.R. Gupta. Vishvavidyala	aya Prak	ashan Varanasi	
• Mass Communication in India, Kewal J. Kumar. Jai	co Publi	ications, New Delhi.	
o Learner D, Passing Of Traditional Society, Sage Pul	blicatior	18.	

o Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.

Semester-VI

	Se	ession: 2024-25		
	Part	A - Introducti	on	
Name of	Programme	BA Journalism	n & Mass Communication	on
Semester	-	6 th		
Name of the Course Communication Skills and Pe			on Skills and Personality	7
		Development	·	
Course C	Code	[
Course T	уре	CC-A6		
Level of the course 300-399				
Pre-requ	site for the course (if any)			
^	earning Outcomes (CLO)	CLO 1: To imp	part knowledge about the	e elements of effective
	npleting this course, the learner will be		skills and impactful wr	
able to:			derstand the significance	
		reading skills.	-	-
		CLO 3: To und	lerstand the techniques of	of public speaking and
		power point pre		
			able to write resume and	d prepare for interview
		for employr		
Credits		Theory	Tutorial	Total
		3	1	4
	Teaching Hours per week31		4	
	Assessment Marks	30	0	30
	n Exam Marks	70	0	70
Max. Ma		100	0	100
Examina	tion Time	3 hours		
		Contents of the		
one comp question (ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 p 5 questions, selecting one question from 1 marks.	ning outcomes (parts covering en	(CLOs) into considerat tire syllabus. The exam	ion. The compulsory ninee will be required
Unit	To	opics		Contact Hours
Ι	*			15
II	Listening & Types of listening			15
	Listening skills Barriers of effective listening			
	Reading Skills: Purpose & Types, Tee	chniques for Effe	ective reading	
III	Debate, Discussion, Extempore Prese			15
Public speaking				
	Role of Research and planning in pres	sentation		
	Power Point Presentation			
IV	Resume' writing			15
	Cover letters – Formats of Cover lette			

Importance of job Interview, Preparing for job	intervie	w, Mock interview	
Power dressing: Formal & Informal			
		Total Contact Hours	60
Suggested Evalua	tion Me	ethods	
Internal Assessment: 30		End Term Ex	amination: 70
> Theory	30	> Theory:	70
Class Participation:	5	Written Ex	amination
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learnin	g Resou	urces	
Recommended Books/e-resources/LMS:			
o Rayudu C.S., Communication, Himalaya Publishing	g House.		
• Effective communication skills by John Neilson.			
• Handbook of communication and social interaction	tion ski	lls by John O. Greer	ne, Brant
Burleson.			
• Improve your communication skills by Alan Barker	, Kogan	Page Publisher.	
• Aggarwal Virbala, Gupta V.S., Handbook of Mass c			Conceptpublishing
company.			

	Se	ession: 2024-25		
		A - Introducti		
Name of 2	Programme		n & Mass Communication	1
Semester		6 th		
Name of	the Course	Online Journa	alism	
Course C	Code	B23-JMC-602		
Course T	Course Type CC-B6			
Level of the course 300-399				
Pre-requi	site for the course (if any)			
	earning Outcomes (CLO)	CLO 1: To dev	elop understanding of the	e concept of online
	pleting this course, the learner will be	journalism and		
able to:			ow various online platfor	ms.
			rn skills related to online	
			derstand ethical issues rel	
		journa		
		CLO 5: To use 1	the fact checking tools	
Credits		Theory	Practical	Total
		3	1	4
Teaching	g Hours per week	3	2	5
-	Assessment Marks	20	10	30
	n Exam Marks	50	20	70
Max. Ma		70	30	100
	tion Time	3 hours	3 hours	100
L'Adminia		Contents of the		
one comp question (ns for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide 5 questions, selecting one question from the marks	ning outcomes (parts covering en	CLOs) into consideration tire syllabus. The exami	on. The compulsory nee will be required
Unit		opics		Contact Hours
		prics		11
Ι	Growth and development of Internet Digital Media: characteristics and sig	nificance		11
	Online journalism: characteristics and sig		Differences	
	between online and traditional journa	U	Differences	
II	Introduction to online platforms :	115111		11
11	Facebook, Instagram, Linkedin, X an	d others		11
	News Portals: characteristics, structure			
	portals		ig, important news	
III	Writing skills for online platforms			11
111	News Writing for web, E-paper			11
	Blogging: Introduction, Blog writing			
	Writing for social media platform			
	Writing photo captions			
	Difference between online writing and	d other forms of	writing	
	Fact checking Tools		winning	
IV	Risks and Challenges of online journa	alism		12
1 V	Ethical issues related to online journa			12
	New Digital India guidelines			

	Career opportunities in online journalism				
V	Practicals:				30
	 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	enews	stories	5	
	 Using fact checking tools 				
				l Contact Hours	5 75
	Suggested Evaluat	ion Me	ethods		
	Internal Assessment: 30				amination: 70
> The	eory	20	\succ	Theory:	50
• Class	Class Participation: 5 Written Exa			amination	
• Semir	nar/presentation/assignment/quiz/class test etc .:	5			
• Mid-7	Гегт Exam:	10			
> Pra	octicum	10	\triangleright	Practicum	20
• Class	Participation:	5	La		/oce, write-up and
• Semir	nar/Demonstration/Viva-voce/Lab records etc.:	5		execution of	the practical
• Mid-7	Гегт Exam:	-			
	Part C-Learning	Reso	urces		
	nended Books/e-resources/LMS:				
	online Journalism: A Basic Text, Tapas Ray, Carmb			sity Press	
	he New Media Handbook — Andrew Dewdney and	d Peter	Ride		
	he Cyberspace Handbook — Jason Whittaker				
	reaking News, Sunil Saxena, Tata McGraw-Hill				
	Iedia and Power — James Curran Media, Technol				~ ~ ~ ~ ~
	lew Media : A critical Introduction, Martin Lister, J	on Dov	vey, Se	eth Giddings,Ian	Grant, Kieran Kelly
	outledge, Tayolor & Francis Group, 2007			• • • -	
- 1	Jamming Nexy Madia in India Symita Namyonan Saa	- D1-12	antiam	. 0017	

o Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017

	S	ession: 2024-25			
	Part	A - Introduction			
Name of	Programme	BA Journalism & Mass Communication			
Semester		6 th			
Name of	the Course	Media Managem	ent & Entrepreneursh	ір	
Course C	Code	B23-JMC-603			
Course Type		CC-C6			
Level of the course		300-399			
	isite 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	g Hours per week	3	1	4	
	Assessment Marks	30	0	30	
	n Exam Marks	70	0	70	
Max. Ma	ırks	100	0	100	
Examination Time		3 hours			
Examina					
Instructio	Part B- (ons for Paper- Setter: The examiner w	Contents of the C vill set 9 questions	s asking two questions		
Instruction one comp question (to attempt	Part B- Cons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the provided of the set of the	Contents of the C vill set 9 questions ning outcomes (C parts covering entit	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required	
Instruction one comp question (to attempt carry equa	Part B- Constant of the examiner with the examin	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and th	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will	
Instruction one comp question (to attempt carry equa Unit	Part B- Cons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 parts 5 questions, selecting one question from the marks.	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the Copics	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will Contact Hours	
Instruction one comp question (to attempt carry equa	Part B- Cons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 p 5 questions, selecting one question from a marks.	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will	
Instruction one comp question (to attempt carry equa Unit	Part B- (ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 p 5 questions, selecting one question fro al marks. Meaning, definition and concept of E Nature and scope of media entreprene	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will Contact Hours	
Instruction one comp question (to attempt carry equa Unit	Part B- Cons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set	Contents of the C vill set 9 questions ning outcomes (C parts covering entir m each unit and the Copics ntrepreneurship eurship	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will Contact Hours	
Instruction one comp question (to attempt carry equa Unit	Part B- (ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 p 5 questions, selecting one question fro al marks. Meaning, definition and concept of E Nature and scope of media entreprene	Contents of the C vill set 9 questions ning outcomes (C parts covering entir m each unit and the copics ntrepreneurship eurship reneurship	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will Contact Hours	
Instruction one comp question (to attempt carry equa Unit I	Part B- Constant of the entrepreneurs of the entrep	Contents of the C vill set 9 questions ning outcomes (C parts covering entir m each unit and the copics ntrepreneurship eurship reneurship	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will Contact Hours 15	
Instruction one comp question (to attempt carry equa Unit I	Part B- Constant of the entrepreneurs of the entrepreneur of the entrepreneurs of the entrepreneur of the entrepreneurs o	Contents of the C vill set 9 questions ning outcomes (C parts covering entir m each unit and the copics ntrepreneurship eurship reneurship	s asking two questions LOs) into consideration re syllabus. The examin	n. The compulsory ee will be required . All questions will Contact Hours 15	
Instruction one comp question (to attempt carry equa Unit I	Part B- (ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 p 5 questions, selecting one question fro al marks. Meaning, definition and concept of E Nature and scope of media entrepreneurs Challenges and risks in media Entrep Famous Media entrepreneur in World Famous Media entrepreneur in India Entrepreneurship in print media Entrepreneurship in Television and ra	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship eurship reneurship	s asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	n. The compulsory ee will be required . All questions will Contact Hours 15	
Instruction one comp question (to attempt carry equa Unit I	Part B- Ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set o	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the Copics Intrepreneurship eurship reneurship dio Public Relations-Pr	s asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	n. The compulsory ee will be required . All questions will Contact Hours 15	
Instruction one comp question (to attempt carry equa Unit I	Part B- Ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set o	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the Copics Intrepreneurship eurship reneurship dio Public Relations-Pr	s asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	n. The compulsory ee will be required . All questions will Contact Hours 15 15	
Instruction one comp question (to attempt carry equa Unit I II	Part B- Ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 p 5 questions, selecting one question from a marks. Meaning, definition and concept of E Nature and scope of media entrepreneurs Challenges and risks in media Entrep Famous Media entrepreneur in World Famous Media entrepreneur in India Entrepreneurship in print media Entrepreneurship in Television and ra Entrepreneurship in advertising and F Entrepreneurship in entertainment Inde Entrepreneurship in new media	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the Copics Intrepreneurship eurship reneurship dio Public Relations-Pr	s asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	 h. The compulsory ee will be required All questions will Contact Hours 15 15	
Instruction one comp question (to attempt carry equa Unit I	Part B- Ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set o	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship eurship reneurship dio Public Relations-Predustry	s asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	n. The compulsory ee will be required . All questions will Contact Hours 15 15	
Instruction one comp question (to attempt carry equa Unit I II	Part B- Ons for Paper- Setter: The examiner we ulsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set o	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship eurship reneurship dio Public Relations-Predustry	s asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	 h. The compulsory ee will be required All questions will Contact Hours 15 15	
Instruction one comp question (to attempt carry equa Unit I II	Part B- Ons for Paper- Setter: The examiner we subsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship eurship reneurship dio Public Relations-Pre dustry and regulatory frame	e asking two questions LOs) into consideration re syllabus. The examin ne compulsory question	 h. The compulsory ee will be required All questions will Contact Hours 15 15	
Instruction one comp question (to attempt carry equa Unit I II	Part B- Ons for Paper- Setter: The examiner we subsory question by taking course learn Question No. 1) will consist at least 4 pt 5 questions, selecting one question from a marks. Meaning, definition and concept of E Nature and scope of media entrepreneurs Challenges and risks in media Entrep Famous Media entrepreneur in World Famous Media entrepreneur in India Entrepreneurship in print media Entrepreneurship in Television and ra Entrepreneurship in advertising and F Entrepreneurship in new media Freelancing and self-employment-skills Understand the professional, financial, legal Develop and polish a freelance pitch. Strengthen your personal brand through soci	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the Copics Intrepreneurship eurship reneurship Indio Public Relations-Predustry and regulatory frame al media and your onli	s asking two questions : LOs) into consideration re syllabus. The examin ne compulsory question	 h. The compulsory ee will be required All questions will Contact Hours 15 15	
Instruction one comp question (to attempt carry equa Unit I II	Part B- Ons for Paper- Setter: The examiner we subsory question by taking course learn Question No. 1) will consist at least 4 provide the set of the set	Contents of the C vill set 9 questions ning outcomes (C parts covering entine m each unit and the copics ntrepreneurship eurship reneurship dio Public Relations-Pr dustry and regulatory frame al media and your onli- skills required for e	exvork of self-employment.	 h. The compulsory ee will be required All questions will Contact Hours 15 15	

Suggested Evaluation Methods				
Internal Assessment: 30		End Term Examination: 70		
> Theory	30	\triangleright	Theory:	70
Class Participation:	5	Written Examination		xamination
• Seminar/presentation/assignment/quiz/class test etc.:	10			
• Mid-Term Exam:				
Part C-Learning	g Reso	urces		
Recommended Books/e-resources/LMS:				
• Fundamentals of Entrepreneurship by H. Nat	ndan (2	2013),	Prentice Hall	India Learning Private
Limited.				
• Entrepreneurship: New Venture Creation (Pape	• Entrepreneurship: New Venture Creation (Paperback) by David H. Holt (2016) Pearson Education			
India.		-		

• Media Corporate Entrepreneurship (Paperback) by Hang Min (2010) Springer Verlag, Singapore.

S	ession: 2024-25			
Part	A - Introduction	on		
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)	CLO 1: To help learners to understand the world of AI and its			
After completing this course, the learner will be	applications			
able to: CLO 2 : To understand the basics of int			elligent agents and	
	learning types	earning types		
	CLO 3 : To under the concept of Information Security and			
	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
Ι	Artificial Intelligence : Evolution, Brief history & Definition	11
	Fundamental, Process, Features, Components & Interaction Types of AI:	
	Capabilities and Limitation	
	Machine Learning: Introduction & Classification	
	Knowledge representation techniques	
	Neural Networks: ANN, RNN and CN	
II	Introduction to NLP	11
	Introduction to robotics; Applications of AI in robotics	
	Prompts: Phrasing and Structure	
	AI Applications in Design Industry: Pre-Production, Production and Post-	
	production	
III	Information Security : Concept, Need, Types	11
	Security Principles, Security Attacks	
	model for network security	
	Basic cryptography: Encryption and Decryption, Symmetric and	

	Asymmetric				
IV	IV Identification and Authentication: Goals, Requirements			12	
1 V	Machine Authentication and Mechanism		1115	12	
	Two Stage Authentication				
	Network Security: Threats, Eavesdropping, S	noofin	n .		
	Security Techniques: Firewalls, Intrusion dete				
	Legal Aspects of Security, Privacy and Ethics	cuon,	VIIN		
V				30	
v	 Generate Article on particular topic by using AI tool Generate image via AI Prompt Remove Background with Help of AI 			30	
	 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 Po 				
	 Oreate Sound for Production by using AI tools 				
	 Checklist for Reporting Cyber Crime at Cyber Cell 				
	 Demonstration of Email Fishing Attack 				
	• Use of VPN				
	1		Total Contact Hours	75	
	Suggested Evaluat	ion M	ethods		
	Internal Assessment: 30		End Term Ex	amination: 70	
The	ory	20	Theory:	50	
• Class	Participation:	5	Written Ex	kamination	
• Semin	ar/presentation/assignment/quiz/class test etc.:	5			
• Mid-T	erm Exam:	10			
> Pra	> Practicum		> Practicum	30	
	Class Participation:		/ I facticum	20	
• Class	Participation:	5		-	
	*		Lab record, Viva-V execution of	oce, write-up and	
• Semin	ar/Demonstration/Viva-voce/Lab records etc.:	55	Lab record, Viva-V	oce, write-up and	
• Semin	ar/Demonstration/Viva-voce/Lab records etc.: Ferm Exam:	5	Lab record, Viva-V execution of	oce, write-up and	
• Semin • Mid-T	ar/Demonstration/Viva-voce/Lab records etc.: 'erm Exam: Part C-Learning	5	Lab record, Viva-V execution of	oce, write-up and	
• Semin • Mid-T Recomm	ar/Demonstration/Viva-voce/Lab records etc.: Ferm Exam: Part C-Learning nended Books/e-resources/LMS:	5 - g Reso	Lab record, Viva-V execution of urces	oce, write-up and	
• Semin • Mid-T • Mid-T	ar/Demonstration/Viva-voce/Lab records etc.: Term Exam: Part C-Learning nended Books/e-resources/LMS: Artificial Intelligence: A Modern Approach" by Stu	5 - g Reso nart Ru	Lab record, Viva-V execution of urces ssell and Peter Norvig	oce, write-up and	
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