

**SCHEME OF EXAMINATION
&
SYLLABUS
of
UG Programme (Interdisciplinary)**

**B.A. Journalism & Mass Communication (Honours)
&
(Honours with Research)**

Scheme: D

As per National Education Policy 2020

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

w.e.f. Academic Session: 2025-2026(In Phased Manner)



**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 UG Programme (Interdisciplinary)
B.A. Journalism & Mass Communication (Honours) Scheme: D in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based Credit System) w.e.f. Academic Session 2025-26.

Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks				Duration of Exam	
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)		Total
B23-JMC-701	Print and Broadcast Journalism	CC-H1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-702	Media Writing Skills	CC-H2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-703	Advertising & Public Relations	CC-H3	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-704 OR B23-JMC-705	Radio and TV Anchoring OR Videography	DSE-H1	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-JMC-706	Newsletter Designing	PC-H1	-	-	8	8	-	-	4	4	-	-	70	30	100	3 Hours
B23-JMC-707	Media Laws & Ethics	CC-HM1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
Total Credits :24											Total Marks				600	

Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks				Duration of Exam	
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)		Total
B23-JMC-801	Communication Research	CC-H4	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-802	Print Media Production	CC-H5	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-803	Electronic Media Production	CC-H6	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-JMC-804 OR B23-JMC-805	Sound Editing OR Video Editing	DSE-H2	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-JMC-806	TV News Bulletin	PC-H2	-	-	8	8	-	-	4	4	-	-	70	30	100	3 Hours
B23-JMC-807	Documentary Making	CC-HM2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
Total Credits :24											Total Marks				600	

Scheme of Examination of UG Programme (Interdisciplinary)
B.A. Journalism & Mass Communication (Honours with Research) Scheme: D in
accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based Credit
System) w.e.f. Academic Session 2025-26.

Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks				Duration of Exam	
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)		Total
B23-JMC-701	Print and Broadcast Journalism	CC-H1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-702	Media Writing Skills	CC-H2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-703	Advertising & Public Relations	CC-H3	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-704 OR B23-JMC-705	Radio and TV Anchoring OR Videography	DSE-H1	3	-	2	5	3	-	1	4	50	20	20	10	100	3 Hours
B23-JMC-706	Newsletter Designing	PC-H1	-	-	8	8	-	-	4	4	-	-	70	30	100	3 Hours
B23-JMC-707	Media Laws & Ethics	CC-HM1	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
Total Credits :24											Total Marks			600		

Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits				Marks				Duration of Exam	
			L	T	P	Total	L	T	P	Total	T	IA (T)	P	IA (P)		Total
B23-JMC-801	Communication Research	CC-H4	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-802	Print Media Production	CC-H5	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-807	Documentary Making	CC-HM2	3	1	-	4	3	1	-	4	70	30	-	-	100	3 Hours
B23-JMC-808	Project/ Dissertation	Evaluation Report=8 Credits Viva-Voce Examination=4 Credits					12				Evaluation Report= 200 Marks Viva-Voce Examination=100 Marks				300	-
Total Credits :24											Total Marks			600		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Print and Broadcast Journalism		
Course Code	B23-JMC-701		
Course Type	CC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the development and significance of Print Journalism. • CLO Understand different print formats and reporting. • 203. Understand the development and significance of Broadcast Journalism and expansion of radio. • CLO: Understand growth of television and innovative possibilities in broadcast journalism. 		
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	Definition and concept of print journalism, Evolution and growth of print journalism, Characteristics of print journalism, Importance of print media Differences between newspapers and magazines Organizational structure of newspaper- role and responsibilities Ethics in print journalism, Print journalism in the digital age		15
II	Print formats -news, column, editorials, features, articles, middles etc. Correlation of print with digital media Understanding audience and readership patterns Creating engaging headlines, subheads, leads, summaries and photo captions Integrating multimedia elements; images, videos, info-graphics Reporting for different print and digital formats		15
III	Introduction to Broadcast Journalism Overview of Broadcast Journalism globally and in India Comparison with print and digital journalism Journalistic ethics and responsibilities in broadcast media. Understanding audience needs and preferences, Broadcast Journalism Skills, Role of Broadcast Journalism in Society, Impact of broadcast media on public		15

	opinion and policy, Growth and development of radio in India AIR-Organizational structure, Different wings, External Broadcast Service Three tiers of Radio Broadcast—Local, Regional and National, AIR FM News and private FM stations, community radio Internet Radio & Private FM Channels broadcast on Internet	
IV	Growth and development of television in India Major international TV news channels Major Indian Public and Private news channels Regional language Indian news channels: their role, importance and impact Local TV news operations; management of news channels Prasar Bharati - Code of ethics for Public Service Broadcast Organizational structure of the news channel Current & Emerging Trends in Broadcast Journalism, Convergence: Need, nature and future of convergence. 24/7 news broadcast ,Mobile Technology, Social Media & Web Podcast News , New Trends in Television news	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"> ● Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication ● Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press ● Natarajan, J. (2000) History of Indian Journalism. Publication Divisions ● Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications. ● Dr. Madhu Deep Singh , Media Plurality and Diversity ,2018 ● Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 ● Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985 ● Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi. ● Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. ● The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 ● Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020. ● Drone Journalism: Bird's eye view of storytelling, Dr.Bharat,Dr.Abid, Sankalp Publications, 2021 ● कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 ● डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 		
Journals and Web Sources		
<ul style="list-style-type: none"> ● Broadcast and Cable Sat ● www.allindiaradio.org ● www.mib.gov.in ● TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.) ● www.indiatelevision.com ● www.ddindia.com ● www.ddnews.com 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Media Writing Skills		
Course Code	B23-JMC-702		
Course Type	CC-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the fundamentals of writing. • Understand differences between various kinds of writing. • Understand different formats of media writing. • Understand the current trends in media writing. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Fundamentals of Writing, Introduction to writing for media Understanding audience and purpose of writing, Research and interviewing techniques Writing styles and tone, Difference between journalistic writing and creative writing and other forms of writing like professional writing, content writing etc.		15
II	Writing for Print Media: concept and characteristics, News Story structure, News writing style Writing features, profiles, articles, editorials, columns, middle letter to editor, news analysis and backgrounds. Headline and sub headline writing. Writing intros/leads. Writing features and articles for magazines, freelancing. Photo caption writing. Writing book and film reviews.		15
III	Writing for Broadcast Media: concept and characteristics Principles of broadcast media writing Difference between writing for print and broadcast Writing for Radio: radio news, radio talks Writing for TV: news script for television		15
IV	Writing for Digital Media Essentials of digital writing, Writing for Online News Portals		15

Art of Writing Headlines and Captions, creating Hash-tags Writing for social media: blogs, creating compelling & scannable Online Content SEO (<i>Search Engine Optimization</i>) best practices: Use relevant key words and optimize meta tags.			
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"> ● Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publications 2000. ● M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006. ● Mencher, Melvin, News Reporting and Writing. MC Graw Hill, NY. 2003 ● Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008. ● Raman, U. Writing for the Media, Oxford University Press, 2009. ● Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016. ● अली, आबिद व कुमार, संदीप, लेखन कला: सृजनात्मक एवं जनसंचार लेखन विधि, निर्मल प्रकाशन कुरुक्षेत्र, 2019 ● मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013 			

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Advertising & Public Relations		
Course Code	B23-JMC-703		
Course Type	CC-H3		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the advertising process • To understand various advertising formats for print and electronic • To understand the principles of public relations • To gain knowledge about various PR tools • To know about PR publics 		
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			
<p><u>Instructions for Paper- Setter:</u> 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.</p>			
Unit	Topics		Contact Hours
I	Process of preparing print advertisements Process of preparing radio jingles Process of preparing television commercials Introduction to outdoor advertising		15
II	Concept, definitions and process of public relations Need and scope of public relations Tools of public relations Growth and development of PR with special reference to India Careers in PR		15
III	Public relations- advertising-propaganda-publicity-corporate communication: similarities and differences PR set-up in private and public sectors PR agency- structure and functions		15

IV	Concept, definitions and process of advertising Need and scope of advertising Growth and development of advertising with special reference to India Careers in advertising	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"> ● <i>The Bare Bones Camera Course for Film and Video</i> by Tom Schroepel ● <i>Digital Video Editing</i> by Ken Dancyger ● Online tutorials on video shooting and editing software ● Sample documentaries and news video reports for analysis 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Radio and TV Anchoring		
Course Code	B23-JMC-704		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the anchoring techniques • To gain knowledge of television anchoring • To know about Radio anchoring process • To understand the preparation process of anchoring • To understand the required skills for tv and radio anchor 		
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	<i>Introduction to Anchoring</i> <ul style="list-style-type: none"> • Role and responsibilities of radio and TV anchors • Differences between radio and TV anchoring • Qualities of a successful anchor • Basics of voice culture: pronunciation, tone, pitch, pace • Overcoming stage fright and building confidence 		11
II	Script Reading and Presentation Skills <ul style="list-style-type: none"> • Understanding and interpreting scripts for anchoring • Techniques for natural and conversational reading • Use of teleprompters and cue cards • Non-verbal communication: gestures, facial expressions, posture • Time management and pacing during broadcasts 		11
III	Live Anchoring and Interviewing <ul style="list-style-type: none"> • Handling live broadcasts and breaking news 		11

	<ul style="list-style-type: none"> Techniques for engaging with the audience Conducting live interviews: preparation, questioning, listening Managing unexpected situations on air Coordination with production teams and co-anchors 			
IV	<p><i>Ethics, Challenges, and Career Development</i></p> <ul style="list-style-type: none"> Ethical considerations and professionalism in anchoring Dealing with sensitive topics and maintaining impartiality Challenges in radio vs. TV anchoring Building a personal brand and career opportunities Case studies of renowned anchors and best practices 	12		
V	<p>Practicals:</p> <ol style="list-style-type: none"> Create a personal video portfolio with varied anchoring samples. Practice reading from a teleprompter or simulated scrolling text and record Record a 2-minute news script focusing on voice modulation and clarity. Prepare detailed profiles of renowned TV anchors, highlighting their career journey and anchoring style. Prepare and record a short segment on a social issue, using anchoring techniques to engage the viewer. Rewrite a newspaper article into an anchor-style bulletin script for television. Research and prepare detailed profiles of renowned radio anchors, highlighting their career journey and anchoring style. Record a 10-minute radio show intro with your own RJ name, tagline, and show theme. Prepare and narrate a short story or real-life incident using voice modulation, emotion, and pauses. Conduct a vox-pop radio segment on a current topic with recorded sound bites. 	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"> <i>Voice and Speech Training for Broadcast Journalists</i> by James A. Winslow <i>Broadcast Announcing Worktext</i> by Robert McLeish Video examples of anchoring styles from leading broadcasters Access to teleprompter and recording studio for practice 				

- Online tutorials on voice modulation and body language.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Videography		
Course Code	B23-JMC-705		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the camera types and techniques • To understand the lighting process for videos • To gain knowledge of production techniques • To know about camera angles movements and transitions 		
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	<i>Fundamentals of Videography</i> <ul style="list-style-type: none"> • Introduction to videography and its role in journalism • Types of cameras and their functions (DSLR, camcorders, smartphones) • Understanding camera settings: aperture, shutter speed, ISO, white balance • Basic shot types: wide, medium, close-up, establishing shots • Principles of framing and composition 		11
II	<i>Lighting and Sound for Video</i> <ul style="list-style-type: none"> • Basics of lighting: natural and artificial light sources • Three-point lighting technique and lighting setups for interviews • Sound recording essentials: microphones, audio levels, ambient sound • Syncing audio and video • Troubleshooting common lighting and sound problems 		11

III	<i>Shooting Techniques and Storytelling</i> <ul style="list-style-type: none"> • Planning and scripting video shoots • Camera movement: pans, tilts, zooms, tracking shots • Capturing B-roll and cutaways • Visual storytelling and narrative structure in video journalism • Ethics and legal considerations in videography 	11
IV	<i>Video Editing and Post-Production</i> <ul style="list-style-type: none"> • Introduction to video editing software (Adobe Premiere Pro, Final Cut Pro, or equivalent) • Importing and organizing footage • Basic editing techniques: cuts, transitions, color correction • Adding graphics, titles, and captions • Exporting videos for various platforms: TV, web, social media 	12
V	Practicals: Practical assignments 1. Develop a pre-production plan for a short film or video project. 2. Create a visual story without dialogue, using only images and sound. 3. Experiment with different lighting techniques and styles in a controlled environment. Experiment with different color grading techniques in a short video project. 4. Create a music video via using various camera shots, angles and movements. 5. Create a 5-minute short film showcasing a personal story or theme. Produce a documentary on a local issue or topic of interest. 6. Conduct and record an interview with a professional in the film industry. 7. Create a short video showcasing effective sound design techniques. 8. Write a script for a short film. Write a script for a video project. 9. Create and incorporate visual effects into a short video project. 10. Record and edit a video of a live event, such as Ratnawali and Gita Jyanti	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"> • <i>The Bare Bones Camera Course for Film and Video</i> by Tom Schroepel • <i>Digital Video Editing</i> by Ken Dancyger • Online tutorials on video shooting and editing software 		

- Sample documentaries and news video reports for analysis

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Newsletter Designing		
Course Code	B23-JMC-706		
Course Type	PC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the principles of newsletter design and layout. • Apply typography, color theory, and visual elements to create engaging newsletter designs. • Design and create visually appealing newsletter pages using industry-standard software. • Develop skills in photo editing and manipulation for newsletter design. • Create effective headlines, captions, and body text for newsletter articles. 		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	3 hours	
Part B- Contents of the Course			
Practicals			Contact Hours
	<ol style="list-style-type: none"> 1. Study of Characteristics of Newspapers 2. Writing types of Newspaper 3. Prepare Dummy (5) 4. Prepare Style sheet (5) 5. Prepare Column (5) 6. Prepare Front Page (5) 7. Prepare Editorial Page (5) 8. Prepare Print Line (5) 9. Writing Fonts Name (15) 10. Prepare Page Format (5) 11. Making page make up (5) 12. Writing Designing tools (5) 13. Organizational Structure of Editorial Division (1) 14. Writing types of Headlines (15) 15. Preparation of Captions writing (10) 16. Understanding newspaper Edition (5) 		120

	17. Design newsletter 18. Design a Magazine 19. Design Institute Brochure 20. Design Pamphlet	
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum 70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publications 2000. • M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006. • Mencher, Melvin, News Reporting and Writing. MC Graw Hill, NY. 2003 • Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008. • Raman, U. Writing for the Media, Oxford University Press, 2009. • Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016. • कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 • डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Media Laws & Ethics		
Course Code	B23-JMC-707		
Course Type	CC-HM1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the meaning of law and ethics and media laws. • Study laws pertaining to print, electronic and digital media. • Study different types of organizations and their codes of ethics. • Understand ethical issues related to media. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Introduction to Ethics and Law Principles of Ethical Journalism Freedom of speech and expression Libel and Law of Defamation (with amendment in context of Bhartiya Nayaya Sanhita) Contempt of court and legislature		14
II	Press and books registration act 1867 (Press and registration of periodicals - 2024), Official secrets act 1923 Cinematograph act 1952 Copy right act 1957 Cable TV networks regulation act 1995 Prasar Bharti Act 1997 Information technology Act 2000 Right to information Act 2005 Digital India Act-2023		16
III	First and Second Press Commission Report and recommendations Code of conduct for Journalists by Press Council of India and media houses		15

	Code of ethics by Editor's Guild of India SPJ (Society of Professional Journalists) Code of Ethics Working Journalist Act AIR and DD code	
IV	Wages Board Regulation of media content Plurality, diversity and objectivity in media Accountability and credibility of media Batling fake news and media manipulation	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"> ● M. Neelamalar, Media Law and Ethics, PHI Learning Pvt. Ltd., 3 Nov 2009 ● Nanda, Vartika, Media Law and Ethics , 2018 ● Basu, Durgadas: Law of the Press in India, Prentice Hall, London, 1980. ● Nayar, B. S: Law of Contempt of Court in India, , Atlantic New Delhi, 2004 ● Iyer, Venkat, Mass media Law and Regulation in India AMIC publication, 2000 ● Venkateswaran, K.S: Mass Media law and Regulations in India, AMIC Publication, 1993 ● Myneni, S.R; Media Law, Aisa Law House, 2017 ● Chaturvedi, B.K: Media Management, Global Vision Publishing House, 2009 ● Phadke, S.P, Media and Journalism Ethics, ABD Publication, 2008 ● Thakurta Pranajoy Guha, Media Ethics, Oxford University Press, 2011 ● Frankena, William K. Ethics (Prentice Hall India, 2002). ● Singh, P.P. et. al. Media, Ethics and Laws (Anmol, 1998). ● Lillie, William. Introduction to Ethics (Allied Publishers, 2003). ● Prabhakar, M. et. al. A Compendium of Codes of Conduct for Media Professional (University Book House, 1999) ● Dr. Madhu Deep Singh , Media Plurality and Diversity ,2018 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Communication Research		
Course Code	B23-JMC-801		
Course Type	CC-H4		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> ● To understand research methodologies used in electronic media studies. ● To develop skills in data collection, analysis, and interpretation for electronic media. ● To explore audience measurement techniques and media ratings. ● To conduct practical research projects related to broadcast and digital media. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Research: Concept, Definition, Nature and scope Type of Research and importance of research Elements of research Areas of media research Development and growth of communication research		15
II	Research Designs: Experimental design and semi experimental design, exploratory, descriptive design Longitudinal research: Trend analysis, cohort analysis, panel studies Research Methods: Qualitative and quantitative Observation, case study, interview		15

	Content Analysis, Survey method	
III	Feed forward and feedback, NRS, TRP, opinion polls Sampling methods: probability and non-probability Hypotheses: Meaning, Characteristics Data Collection tools Sources of data: Data coding, tabulation	15
IV	Introduction to Statistics Introduction to Statistical software Research report writing Research synopsis Research ethics	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"> ● <i>Media Research Methods</i> by Anders Hansen and David Machin ● <i>Audience Economics</i> by Philip M. Napoli ● Nielsen and BARB reports and methodologies ● SPSS tutorials and media analytics tools ● Selected journal articles and case studies 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Print Media Production		
Course Code	B23-JMC-802		
Course Type	CC-H5		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the evolution and role of communication technologies in journalism. • To explore various media platforms and the technology behind them. • To develop technical literacy in digital communication tools. • To analyze the impact of technological innovations on media content and audience engagement. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Identification and cultivation of sources of news News gathering process and maintaining source Identifying, introducing and correcting the following in news: Objectivity, truth, diversity, plurality, balance and bias		15
II	Visit a village and prepare a development report Attend a public meeting and prepare a political report Attend a press conference and prepare a political report Attend any cultural event and write a feature Prepare an investigative report Writing feature, editorial, comment & article for newspaper		15
III	Copy testing, sub-editing & rewriting of reporters copy Copy testing, sub-editing & rewriting of news agency copy		15

	Copy testing, sub- editing & rewriting of press release Writing headlines, sub-headings, boxes, windows Headline significance and functions Editing & cropping of picture, writing cut line, style book	
IV	Quark Express & In Design Principles of page-layout and designing: based on balance, symmetrical, asymmetrical and dissymmetrical layout, vertical, horizontal, diagonal and quadrant, frame, brace, circus, jazzy Newspaper production: principle of design, newspaper makeup, dummy, effect of television and new media of newspaper makeup, newspaper form, design elements, front page, editorial, color page, graphic & illustration production, special pullout and supplements Magazine production: layout and design E-newspaper, E-magazine, E-book publishing	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.:	1 0	
● Mid-Term Exam:	1 5	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> ● Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication ● Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press ● Natarajan, J. (2000) History of Indian Journalism. Publication Divisions ● Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications. ● Dr. Madhu Deep Singh , Media Plurality and Diversity ,2018 ● Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 ● Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985 ● Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi. ● Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. ● The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 ● Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008. ● Drone Journalism: Bird's eye view of storytelling, Dr.Bharat,Dr.Abid, Sankalp Publications, 2021 ● कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 ● डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 		
Journals and Web Sources		
<ul style="list-style-type: none"> ● Broadcast and Cable Sat ● www.allindiaradio.org ● www.mib.gov.in ● TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.) ● www.indiatelevision.com ● www.ddindia.com ● www.ddnews.com 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Electronic Media Production		
Course Code	B23-JMC-803		
Course Type	CC-H6		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> ● To understand the evolution and role of communication technologies in journalism. ● To explore various media platforms and the technology behind them. ● To develop technical literacy in digital communication tools. ● To analyze the impact of technological innovations on media content and audience engagement. 		
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	3 hours	
Part B- Contents of the Course			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Production skills TV reporting ,Reporting skills, Planning and scheduling of a story Presentation skills for television Interview Skills Writing skills		15
II	Working of a news room Various functionaries in a news room: reporters Copy editor, Input editor, Output editor News producers, Cameramen, Video editor: research team, Reference library or archives people, Graphic artists. Instructing cameraman Significance of sound -bytes		15
III	Writing and Editing TV news TV script writing style: word vs. visuals, Writing in 'aural' style		15

	Content and format of news Anchor script Voice over script writing headlines Drafting of news scrolls News presentation Skills required of a news anchor: screen presence, Presence of mind, Interview and discussion skills.	
IV	TV news reporting Latest trends in TV news bulletin production Non linear editing software final cut pro, adobe premier Editing of different bulletins Special Programme production for television Production: Documentary films, short films, Current Affairs, Discussion & other programe	15
Total Contact Hours		60
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:		
<ol style="list-style-type: none"> 1. Herbert Zettl – Television Production Handbook 2. Gerald Millerson & Jim Owens – Television Production 3. Robert Musburger – Single-Camera Video Production 4. Steve Wetzel – Video Production Techniques 5. Andrew Utterback – Studio Television Production and Directing 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Sound Editing		
Course Code	B23-JMC-804		
Course Type	DSE-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> ● To understand the fundamentals of sound and audio recording. ● To develop skills in using sound editing software and tools. ● To learn techniques for cleaning, mixing, and enhancing audio. ● To apply sound editing in various media contexts including radio, TV, and online content. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	<i>Fundamentals of Sound and Audio Recording</i> Basics of sound: frequency, amplitude, waveform Types of microphones and recording equipment Techniques for capturing clean audio in studio and field Common audio problems and solutions Introduction to digital audio formats and file types		11
II	<i>Introduction to Sound Editing Software</i> Overview of popular sound editing software (Audacity, Adobe Audition, Pro Tools) Interface and basic functions: importing, cutting, trimming Timeline editing and arranging clips Using effects: fade-in/out, noise reduction, equalization Working with multi-track sessions		11
III	<i>Advanced Sound Editing Techniques</i> Audio restoration and noise removal Mixing dialogue, music, and sound effects Synchronizing audio with video Creating Foley and ambient sounds		11

	Using automation and dynamic processing (compression, reverb)	
IV	<p><i>Finalizing and Exporting Audio Projects</i></p> <p>Mastering audio for different platforms (radio, TV, podcasts, web)</p> <p>Audio quality standards and loudness normalization</p> <p>Exporting and file management</p> <p>Ethical considerations in sound editing (e.g., manipulation, authenticity)</p> <p>Portfolio project: producing a polished audio piece</p>	12
V	<p style="text-align: center;">Practicals:</p> <ol style="list-style-type: none"> 1. Record and compare audio samples using different microphone types (dynamic, condenser, lapel). 2. Record a scripted dialogue between two voices, capturing clean and balanced audio. 3. Edit a podcast intro by trimming, adding background music, and applying voice effects. 4. Record ambient sounds in different locations and edit them to create a consistent atmosphere. 5. Produce a 10-minute polished audio portfolio piece (radio drama , podcast, or mini-story). 6. Mix dialogue/Narration, ambient sound, and music in a 1-minute radio feature. 7. Synchronize a voice track with a short video clip using timeline alignment. 8. Create and record simple Foley sounds using everyday objects. 9. Create a glossary chart of various digital audio file formats (MP3, WAV, AAC) and their uses. 10. Create a Glossary Chart of Audio Equipment and Their Uses 	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		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> ● <i>Sound for Film and Television</i> by Tomlinson Holman ● <i>The Sound Effects Bible</i> by Ric Viers ● Online tutorials and software manuals ● Sample audio clips for practice ● Access to audio labs and editing suites 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Video Editing		
Course Code	B23-JMC-805		
Course Type	DSE-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> ● To understand the principles and workflow of video editing. ● To gain proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, ● To learn techniques of cutting, transitions, effects, and sound synchronization. ● To produce polished video content suitable for news and multimedia platforms. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	<i>Fundamentals of Video Editing</i> Introduction to video editing and its role in journalism Basic editing terminology: timeline, cuts, transitions, frames Types of cuts and transitions and their effects on storytelling Understanding video formats, resolutions, and codecs Importing and organizing footage		11
II	<i>Editing Software and Tools</i> Overview of popular video editing software (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve) Interface navigation and workspace setup Basic editing tools: trimming, cutting, ripple and roll edits Working with multiple video and audio tracks Adding titles, captions, and graphics		11
III	<i>Advanced Editing Techniques</i> Color correction and grading basics Audio synchronization and mixing Using effects and filters for storytelling enhancement		11

	Keyframing and motion graphics basics Editing for pace, rhythm, and narrative flow	
IV	<i>Finalizing and Exporting Videos</i> Export settings and formats for broadcast, web, and mobile platforms Quality control and review process Ethical considerations in video editing (truthfulness, manipulation) Portfolio project: producing a news story or documentary segment Trends in video editing: mobile editing, VR, and AI tools	12
V	Practicals: 1. Produce different sequences using jump cuts to understand pacing and timing and 2. Edit two scenes with similar visual elements to create a seamless transition. 3. Experiment with various transitions and special effects like fades, wipes, and dissolves between clips etc. 4. Balance dialogue, music, and sound effects to achieve a cohesive audio mix. 5. prepare a PPT on export setting, Interface navigation and works space and formats for broadcast, web and mobile platforms. 6. Select a scene from a film and replicate it shot-for-shot to understand editing choices. 7. Edit a music video by synchronizing visuals with the rhythm and mood of the song. 8. Edit a photo album/ video footage to create an impressive reel which is used for any promotional activities. 9. Compile interviews and footage to tell a compelling documentary story. 10. Every student produce atleast 05 different video productions based various editing techniques using Final Cut Pro or any market demand based editing software.	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"> ● <i>In the Blink of an Eye</i> by Walter Murch ● <i>Adobe Premiere Pro Classroom in a Book</i> by Adobe Creative Team ● Online tutorials on video editing platforms ● Sample raw footage for practice ● Access to video editing labs and software licenses 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	TV News Bulletin		
Course Code	B23-JMC-806		
Course Type	PC-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand growth of television and innovative possibilities in broadcast journalism. • To understand the lighting process for videos • To gain knowledge of production techniques • To know about camera angles movements and transitions 		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	3 hours	
Part B- Contents of the Course			
Practicals			Contact Hours
<ol style="list-style-type: none"> 1. Prepare a PPT on the process of news gathering, reporting. 2. Prepare a PPT on selection, scheduling and editing of rough copy of the news bulletin. 3. Prepare PPT on Checking facts, language, style, clarity & simplicity, Newsroom terminology, News flow on the desk from different sources, 4. Prepare a PPT on working style of newsroom and different television news formats. 5. Different types of PTC, Interactive OB van exercises 6. Produce at least 05 run down of prime time news 7. Produce a 02 news bulletin of Factual and Routine news 8. Produce a 02 news bulletin of Analytical News 9. Produce a 02 news bulletin of Interpretative News & Descriptive News 10. Produce 02 Investigative News and research based or in-depth news with a team of students 11. Produce 02 news bulletin of Sequential News 12. Prepare atleast different 05 run down of breakfast news 13. Prepare 01 news bulletin comprised of trending/ viral reels. 14. Prepare 01 news bullet on viral web series/ tv serials. 			120

	<p>15. Produce atleast 03 prime time news bulletins.</p> <p>16. Produce atleast 03 superfast news bulletins. Each student has to contribute in atleast 05 news bulletins as per their area of interest like anchoring, editing reporting, voice over etc.</p> <p>17. Prepare a complete news package of 10 minutes.</p> <p>18. Write five political news stories for news bulletin</p> <p>19. Write five human interest stories for news bulletin.</p> <p>20. Record news anchoring on teleprompter for news bulletin</p>	
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Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Practicum	30	➤ Practicum	70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- *In the Blink of an Eye* by Walter Murch
- *Adobe Premiere Pro Classroom in a Book* by Adobe Creative Team
- Online tutorials on video editing platforms
- Sample raw footage for practice
- Access to video editing labs and software licenses
- Sample documentaries and filmmaker interviews
- Access to cameras, editing suites, and sound equipment
- Online resources and tutorials on documentary filmmaking

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Documentary Making		
Course Code	B23-JMC-807		
Course Type	CC-HM2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the history, types, and functions of documentaries. • To develop skills in researching, scripting, shooting, and editing documentaries. • To explore ethical considerations in documentary filmmaking. • To produce a short documentary film as a practical project. 		
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	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	<i>Introduction to Documentary Film</i> History and evolution of documentary filmmaking Types and genres of documentaries (expository, observational, participatory, etc.) Key elements of documentary storytelling: theme, narrative, characters Research methods and sourcing information Legal and ethical issues in documentary making		15
II	<i>Pre-Production Planning</i> Developing the documentary concept and proposal Writing treatment and scripting Planning shots: storyboarding and shot lists Budgeting and scheduling Equipment and crew roles		15

III	<i>Production Techniques</i> Camera work and sound recording for documentaries Interview techniques and on-location shooting Managing lighting and environment challenges Observational vs. staged shots Field production workflow	15
IV	<i>Post-Production and Distribution</i> Editing for documentary: structure, pacing, and tone Incorporating narration, music, and sound effects Finalizing and mastering the documentary Distribution channels: film festivals, TV, online platforms Promotion and audience engagement	15
Total Contact Hours		60
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"> ● <i>Documentary Storytelling</i> by Sheila Curran Bernard ● <i>Directing the Documentary</i> by Michael Rabiger ● Sample documentaries and filmmaker interviews ● Access to cameras, editing suites, and sound equipment ● Online resources and tutorials on documentary filmmaking ● Access to video editing labs and software licenses 		

**B.A. Journalism & Mass Communication (Honours with
Research)**

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Print and Broadcast Journalism		
Course Code	B23-JMC-701		
Course Type	CC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the development and significance of Print Journalism. • CLO Understand different print formats and reporting. • 203. Understand the development and significance of Broadcast Journalism and expansion of radio. • CLO: Understand growth of television and innovative possibilities in broadcast journalism. 		
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	Definition and concept of print journalism, Evolution and growth of print journalism, Characteristics of print journalism, Importance of print media Differences between newspapers and magazines Organizational structure of newspaper- role and responsibilities Ethics in print journalism, Print journalism in the digital age		15
II	Print formats -news, column, editorials, features, articles, middles etc. Correlation of print with digital media Understanding audience and readership patterns Creating engaging headlines, subheads, leads, summaries and photo captions Integrating multimedia elements; images, videos, info-graphics Reporting for different print and digital formats		15
III	Introduction to Broadcast Journalism Overview of Broadcast Journalism globally and in India Comparison with print and digital journalism Journalistic ethics and responsibilities in broadcast media. Understanding audience needs and preferences, Broadcast Journalism Skills, Role of Broadcast Journalism in Society, Impact of broadcast media on public		15

	opinion and policy, Growth and development of radio in India AIR-Organizational structure, Different wings, External Broadcast Service Three tiers of Radio Broadcast—Local, Regional and National, AIR FM News and private FM stations, community radio Internet Radio & Private FM Channels broadcast on Internet	
IV	Growth and development of television in India Major international TV news channels Major Indian Public and Private news channels Regional language Indian news channels: their role, importance and impact Local TV news operations; management of news channels Prasar Bharati - Code of ethics for Public Service Broadcast Organizational structure of the news channel Current & Emerging Trends in Broadcast Journalism, Convergence: Need, nature and future of convergence. 24/7 news broadcast ,Mobile Technology, Social Media & Web Podcast News , New Trends in Television news	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"> ● Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication ● Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press ● Natarajan, J. (2000) History of Indian Journalism. Publication Divisions ● Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications. ● Dr. Madhu Deep Singh , Media Plurality and Diversity ,2018 ● Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 ● Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985 ● Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi. ● Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. ● The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 ● Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020. ● Drone Journalism: Bird's eye view of storytelling, Dr.Bharat,Dr.Abid, Sankalp Publications, 2021 ● कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 ● डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 		
Journals and Web Sources		
<ul style="list-style-type: none"> ● Broadcast and Cable Sat ● www.allindiaradio.org ● www.mib.gov.in ● TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.) ● www.indiatelevision.com ● www.ddindia.com ● www.ddnews.com 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Media Writing Skills		
Course Code	B23-JMC-702		
Course Type	CC-H2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the fundamentals of writing. • Understand differences between various kinds of writing. • Understand different formats of media writing. • Understand the current trends in media writing. 		
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			
<p><u>Instructions for Paper- Setter:</u> 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.</p>			
Unit	Topics		Contact Hours
I	Fundamentals of Writing, Introduction to writing for media Understanding audience and purpose of writing, Research and interviewing techniques Writing styles and tone, Difference between journalistic writing and creative writing and other forms of writing like professional writing, content writing etc.		15
II	Writing for Print Media: concept and characteristics, News Story structure, News writing style Writing features, profiles, articles, editorials, columns, middle letter to editor, news analysis and backgrounds. Headline and sub headline writing. Writing intros/leads. Writing features and articles for magazines, freelancing. Photo caption writing. Writing book and film reviews.		15
III	Writing for Broadcast Media: concept and characteristics Principles of broadcast media writing Difference between writing for print and broadcast Writing for Radio: radio news, radio talks Writing for TV: news script for television		15
IV	Writing for Digital Media Essentials of digital writing, Writing for Online News Portals		15

Art of Writing Headlines and Captions, creating Hash-tags Writing for social media: blogs, creating compelling & scannable Online Content SEO (<i>Search Engine Optimization</i>) best practices: Use relevant key words and optimize meta tags.			
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"> ● Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publications 2000. ● M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006. ● Mencher, Melvin, News Reporting and Writing. MC Graw Hill, NY. 2003 ● Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008. ● Raman, U. Writing for the Media, Oxford University Press, 2009. ● Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016. ● अली, आबिद व कुमार, संदीप, लेखन कला: सृजनात्मक एवं जनसंचार लेखन विधि, निर्मल प्रकाशन कुरुक्षेत्र, 2019 ● मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013 			

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Advertising & Public Relations		
Course Code	B23-JMC-703		
Course Type	CC-H3		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the advertising process • To understand various advertising formats for print and electronic • To understand the principles of public relations • To gain knowledge about various PR tools • To know about PR publics 		
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			
<p><u>Instructions for Paper- Setter:</u> 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.</p>			
Unit	Topics		Contact Hours
I	Process of preparing print advertisements Process of preparing radio jingles Process of preparing television commercials Introduction to outdoor advertising		15
II	Concept, definitions and process of public relations Need and scope of public relations Tools of public relations Growth and development of PR with special reference to India Careers in PR		15
III	Public relations- advertising-propaganda-publicity-corporate communication: similarities and differences PR set-up in private and public sectors PR agency- structure and functions		15

IV	Concept, definitions and process of advertising Need and scope of advertising Growth and development of advertising with special reference to India Careers in advertising	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"> ● <i>The Bare Bones Camera Course for Film and Video</i> by Tom Schroepel ● <i>Digital Video Editing</i> by Ken Dancyger ● Online tutorials on video shooting and editing software ● Sample documentaries and news video reports for analysis 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Radio and TV Anchoring		
Course Code	B23-JMC-704		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the anchoring techniques • To gain knowledge of television anchoring • To know about Radio anchoring process • To understand the preparation process of anchoring • To understand the required skills for tv and radio anchor 		
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	<i>Introduction to Anchoring</i> <ul style="list-style-type: none"> • Role and responsibilities of radio and TV anchors • Differences between radio and TV anchoring • Qualities of a successful anchor • Basics of voice culture: pronunciation, tone, pitch, pace • Overcoming stage fright and building confidence 		11
II	Script Reading and Presentation Skills <ul style="list-style-type: none"> • Understanding and interpreting scripts for anchoring • Techniques for natural and conversational reading • Use of teleprompters and cue cards • Non-verbal communication: gestures, facial expressions, posture • Time management and pacing during broadcasts 		11
III	Live Anchoring and Interviewing <ul style="list-style-type: none"> • Handling live broadcasts and breaking news 		11

	<ul style="list-style-type: none"> Techniques for engaging with the audience Conducting live interviews: preparation, questioning, listening Managing unexpected situations on air Coordination with production teams and co-anchors 			
IV	<p><i>Ethics, Challenges, and Career Development</i></p> <ul style="list-style-type: none"> Ethical considerations and professionalism in anchoring Dealing with sensitive topics and maintaining impartiality Challenges in radio vs. TV anchoring Building a personal brand and career opportunities Case studies of renowned anchors and best practices 	12		
V	<p>Practicals:</p> <ol style="list-style-type: none"> Create a personal video portfolio with varied anchoring samples. Practice reading from a teleprompter or simulated scrolling text and record Record a 2-minute news script focusing on voice modulation and clarity. Prepare detailed profiles of renowned TV anchors, highlighting their career journey and anchoring style. Prepare and record a short segment on a social issue, using anchoring techniques to engage the viewer. Rewrite a newspaper article into an anchor-style bulletin script for television. Research and prepare detailed profiles of renowned radio anchors, highlighting their career journey and anchoring style. Record a 10-minute radio show intro with your own RJ name, tagline, and show theme. Prepare and narrate a short story or real-life incident using voice modulation, emotion, and pauses. Conduct a vox-pop radio segment on a current topic with recorded sound bites. 	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"> <i>Voice and Speech Training for Broadcast Journalists</i> by James A. Winslow <i>Broadcast Announcing Worktext</i> by Robert McLeish Video examples of anchoring styles from leading broadcasters Access to teleprompter and recording studio for practice 				

- Online tutorials on voice modulation and body language.

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Videography		
Course Code	B23-JMC-705		
Course Type	DSE-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the camera types and techniques • To understand the lighting process for videos • To gain knowledge of production techniques • To know about camera angles movements and transitions 		
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	<i>Fundamentals of Videography</i> <ul style="list-style-type: none"> • Introduction to videography and its role in journalism • Types of cameras and their functions (DSLR, camcorders, smartphones) • Understanding camera settings: aperture, shutter speed, ISO, white balance • Basic shot types: wide, medium, close-up, establishing shots • Principles of framing and composition 		11
II	<i>Lighting and Sound for Video</i> <ul style="list-style-type: none"> • Basics of lighting: natural and artificial light sources • Three-point lighting technique and lighting setups for interviews • Sound recording essentials: microphones, audio levels, ambient sound • Syncing audio and video • Troubleshooting common lighting and sound problems 		11

III	<i>Shooting Techniques and Storytelling</i> <ul style="list-style-type: none"> • Planning and scripting video shoots • Camera movement: pans, tilts, zooms, tracking shots • Capturing B-roll and cutaways • Visual storytelling and narrative structure in video journalism • Ethics and legal considerations in videography 	11
IV	<i>Video Editing and Post-Production</i> <ul style="list-style-type: none"> • Introduction to video editing software (Adobe Premiere Pro, Final Cut Pro, or equivalent) • Importing and organizing footage • Basic editing techniques: cuts, transitions, color correction • Adding graphics, titles, and captions • Exporting videos for various platforms: TV, web, social media 	12
V	Practicals:	30
Practical assignments 11. Develop a pre-production plan for a short film or video project. 12. Create a visual story without dialogue, using only images and sound. 13. Experiment with different lighting techniques and styles in a controlled environment. Experiment with different color grading techniques in a short video project. 14. Create a music video via using various camera shots, angles and movements. 15. Create a 5-minute short film showcasing a personal story or theme. Produce a documentary on a local issue or topic of interest. 16. Conduct and record an interview with a professional in the film industry. 17. Create a short video showcasing effective sound design techniques. 18. Write a script for a short film. Write a script for a video project. 19. Create and incorporate visual effects into a short video project. 20. Record and edit a video of a live event, such as Ratnawali and Gita Jyanti		
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"> • <i>The Bare Bones Camera Course for Film and Video</i> by Tom Schroepel • <i>Digital Video Editing</i> by Ken Dancyger • Online tutorials on video shooting and editing software 		

- Sample documentaries and news video reports for analysis

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Newsletter Designing		
Course Code	B23-JMC-706		
Course Type	PC-H1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the principles of newsletter design and layout. • Apply typography, color theory, and visual elements to create engaging newsletter designs. • Design and create visually appealing newsletter pages using industry-standard software. • Develop skills in photo editing and manipulation for newsletter design. • Create effective headlines, captions, and body text for newsletter articles. 		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	3 hours	
Part B- Contents of the Course			
Practicals			Contact Hours
	21. Study of Characteristics of Newspapers 22. Writing types of Newspaper 23. Prepare Dummy (5) 24. Prepare Style sheet (5) 25. Prepare Column (5) 26. Prepare Front Page (5) 27. Prepare Editorial Page (5) 28. Prepare Print Line (5) 29. Writing Fonts Name (15) 30. Prepare Page Format (5) 31. Making page make up (5) 32. Writing Designing tools (5) 33. Organizational Structure of Editorial Division (1) 34. Writing types of Headlines (15) 35. Preparation of Captions writing (10) 36. Understanding newspaper Edition (5)		120

	37. Design newsletter 38. Design a Magazine 39. Design Institute Brochure 40. Design Pamphlet	
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum 70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> ● Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publications 2000. ● M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006. ● Mencher, Melvin, News Reporting and Writing. MC Graw Hill, NY. 2003 ● Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008. ● Raman, U. Writing for the Media, Oxford University Press, 2009. ● Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016. ● कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 ● डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	7 th		
Name of the Course	Media Laws & Ethics		
Course Code	B23-JMC-707		
Course Type	CC-HM1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • Understand the meaning of law and ethics and media laws. • Study laws pertaining to print, electronic and digital media. • Study different types of organizations and their codes of ethics. • Understand ethical issues related to media. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Introduction to Ethics and Law Principles of Ethical Journalism Freedom of speech and expression Libel and Law of Defamation (with amendment in context of Bhartiya Nayaya Sanhita) Contempt of court and legislature		14
II	Press and books registration act 1867 (Press and registration of periodicals - 2024), Official secrets act 1923 Cinematograph act 1952 Copy right act 1957 Cable TV networks regulation act 1995 Prasar Bharti Act 1997 Information technology Act 2000 Right to information Act 2005 Digital India Act-2023		16
III	First and Second Press Commission Report and recommendations Code of conduct for Journalists by Press Council of India and media houses Code of ethics by Editor’s Guild of India		15

	SPJ (Society of Professional Journalists) Code of Ethics Working Journalist Act AIR and DD code	
IV	Wages Board Regulation of media content Plurality, diversity and objectivity in media Accountability and credibility of media Battling fake news and media manipulation	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"> ● M. Neelamalar, Media Law and Ethics, PHI Learning Pvt. Ltd., 3 Nov 2009 ● Nanda, Vartika, Media Law and Ethics , 2018 ● Basu, Durgadas: Law of the Press in India, Prentice Hall, London, 1980. ● Nayar, B. S: Law of Contempt of Court in India, , Atlantic New Delhi, 2004 ● Iyer, Venkat, Mass media Law and Regulation in India AMIC publication, 2000 ● Venkateswaran, K.S: Mass Media law and Regulations in India, AMIC Publication, 1993 ● Myneni, S.R; Media Law, Aisa Law House, 2017 ● Chaturvedi, B.K: Media Management, Global Vision Publishing House, 2009 ● Phadke, S.P, Media and Journalism Ethics, ABD Publication, 2008 ● Thakurta Pranajoy Guha, Media Ethics, Oxford University Press, 2011 ● Frankena, William K. Ethics (Prentice Hall India, 2002). ● Singh, P.P. et. al. Media, Ethics and Laws (Anmol, 1998). ● Lillie, William. Introduction to Ethics (Allied Publishers, 2003). ● Prabhakar, M. et. al. A Compendium of Codes of Conduct for Media Professional (University Book House, 1999) ● Dr. Madhu Deep Singh , Media Plurality and Diversity ,2018 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Communication Research		
Course Code	B23-JMC-801		
Course Type	CC-H4		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> ● To understand research methodologies used in electronic media studies. ● To develop skills in data collection, analysis, and interpretation for electronic media. ● To explore audience measurement techniques and media ratings. ● To conduct practical research projects related to broadcast and digital media. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Research: Concept, Definition, Nature and scope Type of Research and importance of research Elements of research Areas of media research Development and growth of communication research		15
II	Research Designs: Experimental design and semi experimental design, exploratory, descriptive design Longitudinal research: Trend analysis, cohort analysis, panel studies Research Methods: Qualitative and quantitative Observation, case study, interview		15

	Content Analysis, Survey method	
III	Feed forward and feedback, NRS, TRP, opinion polls Sampling methods: probability and non-probability Hypotheses: Meaning, Characteristics Data Collection tools Sources of data: Data coding, tabulation	15
IV	Introduction to Statistics Introduction to Statistical software Research report writing Research synopsis Research ethics	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"> ● <i>Media Research Methods</i> by Anders Hansen and David Machin ● <i>Audience Economics</i> by Philip M. Napoli ● Nielsen and BARB reports and methodologies ● SPSS tutorials and media analytics tools ● Selected journal articles and case studies 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Print Media Production		
Course Code	B23-JMC-802		
Course Type	CC-H5		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the evolution and role of communication technologies in journalism. • To explore various media platforms and the technology behind them. • To develop technical literacy in digital communication tools. • To analyze the impact of technological innovations on media content and audience engagement. 		
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			
<p>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.</p>			
Unit	Topics		Contact Hours
I	Identification and cultivation of sources of news News gathering process and maintaining source Identifying, introducing and correcting the following in news: Objectivity, truth, diversity, plurality, balance and bias		15
II	Visit a village and prepare a development report Attend a public meeting and prepare a political report Attend a press conference and prepare a political report Attend any cultural event and write a feature Prepare an investigative report Writing feature, editorial, comment & article for newspaper		15
III	Copy testing, sub-editing & rewriting of reporters copy Copy testing, sub-editing & rewriting of news agency copy		15

	Copy testing, sub- editing & rewriting of press release Writing headlines, sub-headings, boxes, windows Headline significance and functions Editing & cropping of picture, writing cut line, style book	
IV	Quark Express & In Design Principles of page-layout and designing: based on balance, symmetrical, asymmetrical and dissymmetrical layout, vertical, horizontal, diagonal and quadrant, frame, brace, circus, jazzy Newspaper production: principle of design, newspaper makeup, dummy, effect of television and new media of newspaper makeup, newspaper form, design elements, front page, editorial, color page, graphic & illustration production, special pullout and supplements Magazine production: layout and design E-newspaper, E-magazine, E-book publishing	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.:	1 0	
● Mid-Term Exam:	1 5	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> ● Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication ● Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press ● Natarajan, J. (2000) History of Indian Journalism. Publication Divisions ● Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications. ● Dr. Madhu Deep Singh , Media Plurality and Diversity ,2018 ● Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 ● Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985 ● Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi. ● Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. ● The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 ● Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008. ● Drone Journalism: Bird's eye view of storytelling, Dr.Bharat,Dr.Abid, Sankalp Publications, 2021 ● कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 ● डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 		
Journals and Web Sources		
<ul style="list-style-type: none"> ● Broadcast and Cable Sat ● www.allindiaradio.org ● www.mib.gov.in ● TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.) ● www.indiatelevision.com ● www.ddindia.com ● www.ddnews.com 		

Session: 2025-26			
Part A - Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Documentary Making		
Course Code	B23-JMC-807		
Course Type	CC-HM2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the history, types, and functions of documentaries. • To develop skills in researching, scripting, shooting, and editing documentaries. • To explore ethical considerations in documentary filmmaking. • To produce a short documentary film as a practical project. 		
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	3 hours	
Part B- Contents of the Course			
<p>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.</p>			
Unit	Topics		Contact Hours
I	<i>Introduction to Documentary Film</i> History and evolution of documentary filmmaking Types and genres of documentaries (expository, observational, participatory, etc.) Key elements of documentary storytelling: theme, narrative, characters Research methods and sourcing information Legal and ethical issues in documentary making		15
II	<i>Pre-Production Planning</i> Developing the documentary concept and proposal Writing treatment and scripting Planning shots: storyboarding and shot lists Budgeting and scheduling Equipment and crew roles		15

III	<i>Production Techniques</i> Camera work and sound recording for documentaries Interview techniques and on-location shooting Managing lighting and environment challenges Observational vs. staged shots Field production workflow	15
IV	<i>Post-Production and Distribution</i> Editing for documentary: structure, pacing, and tone Incorporating narration, music, and sound effects Finalizing and mastering the documentary Distribution channels: film festivals, TV, online platforms Promotion and audience engagement	15
Total Contact Hours		60
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"> ● <i>Documentary Storytelling</i> by Sheila Curran Bernard ● <i>Directing the Documentary</i> by Michael Rabiger ● Sample documentaries and filmmaker interviews ● Access to cameras, editing suites, and sound equipment ● Online resources and tutorials on documentary filmmaking ● Access to video editing labs and software licenses 		

Session: 2025-26			
Part A – Introduction			
Name of Programme	B.A. Journalism & Mass Communication		
Semester	8 th		
Name of the Course	Project/Dissertation		
Course Code	B23-JMC-808		
Course Type			
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<ul style="list-style-type: none"> • To understand the fundamental of media research • To understand the research methodology and research design • To understand data analysis and data coding • To understand the research thesis / report/ dissertation writing • To understand the use of computer software 		
Credits	Evaluation Report	Viva-Voce Examination	Total
	8	4	12
Teaching Hours per week	-	-	-
Max. Marks	200	100	300
Part B- Contents of the Course			
Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for End term exam, showcasing applications of computer in journalism.			
Practical Assignments			Contact Hours
<p>Research Project and Guidelines</p> <ul style="list-style-type: none"> • Identify Research Problem • Write a synopsis • Do review of Literature • Frame Research questions and Hypothesis • Frame objectives • Design Methodology • Prepare data collection tool • Collect Data • Draw conclusions • Write thesis / Dissertation • Every student has to publish and write a research paper alongwith dissertation. <p>Evaluation of the thesis will be on the basis of Quality of Above Research. Supervisor will be allotted to each student of research honors Viva vice will be conducted in front of a three member committee constituted by the Institute.</p> <p>Submissions related to research Prepare a Questionnaire Prepare a code book Prepare Google form Prepare charts and tables Write review of literature Data coding with SPSS software</p>			

Suggested Evaluation Methods				
Internal Assessment			End Term Examination : 300	
	➤ ` Practicum	0	➤ Practicum	300
	Evaluation Report	0	200	200
	Viva-Voce	0	100	100
	Max. Marks	0	300	300