

School of Journalism & Mass Communication

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

**PROGRAM STRUCTURE
ACADEMIC YEAR: 2025-2026**



JIGYASA UNIVERSITY

**Formerly Himgiri Zee University, Dehradun
(Estd. Under Uttaranchal State Act.No.17, 2003.Approved by UGC Under Sec.2(f))
Post Office Selaqui, Chakrata Road, Dehradun, Uttarakhand, 248011**

**Program Structure & Assessment
Scheme
of
B.A. Journalism & Mass Communication
B.A. (Hons. with Research) in Journalism & Mass
Communication

(BA-JMC)
(Program Code: BJM)
[Applicable w.e.f. Academic Year 2025-26]**



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Vision of University

We provide the environment to ignite, nurture, and unleash your potential and talent

Mission Statement

1. Progressive educational proficiencies that stimulate holistic development.
2. Enhancing experiential learning through endorsing an inclusive mindset.
3. Advancing research, nurturing innovations, and catalyzing entrepreneurship.
4. Cultivation of leadership qualities with a strong sense of values and ethics.

Vision of School of Journalism & Mass Communication (SJMC)

Nurturing industry ready media professionals

Our School of Journalism and Mass Communication envisions a vibrant and transformative learning environment that nurtures innovation, ethical reporting, and a global outlook. We are dedicated to developing a community of forward-thinking journalists and communicators who excel in critical thinking, collaboration, and adaptability. Through cutting-edge education, industry engagement, and a relentless pursuit of excellence, we aim to shape individuals who not only thrive in the dynamic media landscape but also contribute positively to society, promoting informed discourse and fostering a more just and equitable world.

Mission Statements of SJMC

M1. Fostering Excellence:

To provide a world-class education that equips students with the knowledge, skills, and mindset needed to excel in the dynamic field of journalism and mass communication.

M2. Cultivating Innovation:

To empower students to embrace change, leverage emerging technologies, and contribute meaningfully to the media and communication industries by providing a vibrant and industry-collaborative learning environment.

M3. Building a Community of Leaders:

To build a diverse and inclusive community of future leaders who are not only well-versed in journalism and mass communication but also committed to making a positive impact on society.

About the Program

A. Introduction:

The **National Education Policy (NEP) 2020** aims to transform India's higher education ecosystem by aligning it with the goals of **21st-century learning** and the **Sustainable Development Goal 4 (SDG-4) – Quality Education**, while drawing strength from India's rich cultural and intellectual heritage. The Policy promotes multidisciplinary, flexible, and inclusive learning systems that foster creativity, critical thinking, and ethical values among learners.

At the undergraduate level, NEP 2020 emphasizes a **credit-based, multidisciplinary approach** that allows students to explore subjects across disciplines and progress at their own pace. It encourages a **holistic educational framework** by integrating Humanities, Social Sciences, Communication, Management, and emerging digital technologies. The policy also promotes **vocational and ability enhancement courses**, ensuring that learners acquire both academic knowledge and practical, employable skills. This flexible and learner-centric design enables students to move beyond traditional boundaries and engage in dynamic, lifelong learning experiences.

The **Bachelor of Arts in Journalism and Mass Communication (BA JMC)** program at the **School of Media and Communication Studies, Jigyasa University**, has been developed in full alignment with NEP 2020. It offers a comprehensive **three and four-year undergraduate degree** that blends theory with professional practice in journalism, broadcasting, advertising, public relations, film, and digital media. The curriculum is structured to cultivate **media literacy, research aptitude, digital fluency, and ethical communication**, equipping students for diverse roles across traditional and emerging media landscapes.

In summary, the **BA JMC program** at Jigyasa University is designed in accordance with NEP 2020 and UGC recommendations to develop **competent, creative, and socially responsible media professionals**. The program aims to equip learners with the knowledge, skills, and adaptability required to navigate and lead within the rapidly evolving communication ecosystem of the 21st century, contributing meaningfully to society through credible, inclusive, and innovative storytelling.

B. Curriculum Framework

The **BA JMC curriculum framework** emphasizes the implementation of the **National Education Policy (NEP) 2020**, focusing on multidisciplinary, skill-oriented, and experiential learning in the field of media and communication. The courses are broadly classified as follows:

Major Core Courses (MCC), Major Discipline Courses (MDC), Discipline Specific Elective Courses – Major & Minor (DSE), Multidisciplinary Courses (MLC), Skill Enhancement Courses (SEC), Ability Enhancement Courses (AEC), Value-Added Courses (VAC), Capstone Projects (CAP), and Research Projects (REP).

Major Core Courses (MCC)

The Major Core Courses form the foundation of the BA JMC program, providing students with comprehensive knowledge of media theories, journalistic practices, and the fundamentals of mass communication. These courses introduce learners to the evolution of media, news reporting and editing, media laws, ethics, and the socio-political context of communication.

The MCC courses are designed to strengthen analytical thinking, communication abilities, media research orientation, and creative expression. Students gain both theoretical insights and practical exposure through modules such as *Introduction to Mass Communication, Reporting and Editing, Media Laws and Ethics, Radio and Television Production, Public Relations and Corporate Communication, and Digital Media and Convergence*.

Further, courses like *Communication Theories, Development Communication, and Global Media Studies* encourage students to understand how media shapes society and public discourse. The inclusion of *Research Methodology* and *Media Management* ensures that learners are prepared for higher academic pursuits and professional leadership roles in the media industry.

Major Discipline Courses (MDC)

The Major Discipline Courses are designed in accordance with NEP 2020's emphasis on a multidisciplinary and holistic approach. These courses expand students' knowledge base by integrating diverse fields relevant to the contemporary media environment, including digital technologies, marketing communication, sociology, and visual culture.

Courses such as *Introduction to Advertising, Photography and Visual Communication, Film Appreciation, Introduction to New Media Technologies, Communication Research, and Media Entrepreneurship* build practical and analytical competencies. Students also explore the relationship between media, society, and governance through courses like *Political Communication* and *Media and Public Opinion*.

Collectively, the MDCs enhance employability, creative problem-solving, and interdisciplinary thinking. They prepare students for professional adaptability in journalism, advertising, film production, and digital communication industries.

Discipline Specific Elective Courses – Major & Minor (DSE)

In line with NEP 2020's flexible learning approach, the BA JMC program offers a wide range of **specialization electives** to help students align their academic focus with individual career aspirations. These elective clusters enable learners to gain in-depth expertise and industry-relevant competencies in specialized areas such as:

- **Print & Broadcast Journalism**
- **Digital Media & Content Creation**
- **Advertising & Public Relations**

- **Film Studies & Production**
- **Corporate Communication**
- **Media Research & Analytics**

Each specialization combines classroom instruction with practical exposure, workshops, and industry internships. These electives are introduced in later semesters to build upon foundational knowledge and provide advanced professional training in chosen media domains.

Multidisciplinary Courses (MLC)

Multidisciplinary courses in the BA JMC program are designed to connect media studies with other academic disciplines, enriching students' understanding of the world and enabling them to think critically across contexts.

Students can choose from a set of disciplines beyond their core area, such as:

- **Humanities, Literature, and Cultural Studies (HLC)**
- **Civic, Political, and Legal Foundations (CPL)**
- **Digital Applications and Computing (DAC)**
- **Environment and Sustainability (ENS)**
- **Visual Arts and Design (VAD)**

Each group consists of courses that promote broader perspectives, cultural awareness, and analytical reasoning, preparing students for media practice that is socially conscious and globally informed.

Skill Enhancement Courses (SEC)

Skill Enhancement Courses (SECs) are integral to the professional training aspect of the BA JMC curriculum. They focus on developing technical, creative, and digital competencies essential for success in today's multimedia environment.

The SECs include practical modules such as:

- **News Writing and Editing for Print and Digital Platforms**

- **Photography and Photojournalism**
- **Video Production and Editing**
- **Podcasting and Audio Production**
- **Social Media Strategy and Analytics**
- **Graphic Design and Layout for Media**

Each course emphasizes hands-on learning, use of digital tools, and exposure to industry-standard software and production environments. By combining theory with field practice, these courses enhance employability, adaptability, and creative innovation.

Ability Enhancement Courses (AEC)

Ability Enhancement Courses are aimed at refining the linguistic, cognitive, and interpersonal abilities of media students. These courses build strong communication, reasoning, and analytical skills essential for media writing, research, and presentation.

The AECs include:

5. **English for Media and Communication**
6. **Creative and Feature Writing**
7. **Critical Thinking and Public Speaking**
8. **Media Literacy and Ethics**
9. **Quantitative and Analytical Reasoning for Research**

These courses encourage clarity in expression, ethical awareness, and confidence in professional discourse, ensuring that graduates are well-prepared for roles demanding accuracy, persuasion, and leadership in communication.

Value-Added Courses (VAC)

Value-Added Courses complement the BA JMC curriculum by focusing on personal growth, civic awareness, and global responsibility. They align with **SDG 4 – Quality Education**, promoting well-being, ethical conduct, and sustainability.

Key offerings include:

- **Environmental Communication and Sustainability**
- **Media, Society, and Gender Sensitivity**
- **Artificial Intelligence in Media and Communication**
- **Cyber Ethics and Digital Citizenship**
- **Yoga, Mindfulness, and Work-Life Balance**

These courses develop students into ethically responsible, socially aware, and mentally balanced professionals capable of addressing the challenges of an interconnected world.

Capstone Project (CAP)

The **Capstone Project** serves as an experiential learning component that bridges academic theory with professional practice. Students undertake real-world projects such as documentary production, community outreach campaigns, investigative reporting, or multimedia storytelling assignments.

This component develops practical expertise, teamwork, creativity, and problem-solving abilities. It also encourages students to apply classroom learning in fieldwork, industry collaborations, or social communication contexts. The project is typically undertaken after Semester V, with evaluation in Semester VI.

Research Project (REP)

In alignment with NEP 2020's focus on research and innovation at the undergraduate level, the **Research Project (REP)** is introduced in the 8th semester for students pursuing the **Honours with Research** pathway.

Students conduct original research on topics such as media representation, digital communication trends, journalism ethics, or audience studies. Each student prepares a dissertation or research report under faculty supervision, with opportunities to present papers or publish in academic journals.

This research experience builds critical thinking, academic writing, and methodological skills, preparing students for postgraduate education, research-based careers, and informed media practice.

PEO's - Program Educational Objectives (BA-JMC)

PEO-1 To impart essential skills & knowledge required for making a good career in Mass Communication & various media domains.

PEO-2 Students will be ready to work in media and other related industries to get merged into today's contemporary industrial demands of Modern Media.

PEO-3 To make them competent for a global platform to pursue their professional career in Communication & Media Industry like Advertising & Public Relations, Print and Electronic media, TV & radio Production, Film industry, etc.

PEO-4 Students are provided the education which encourage them to do research, critical thinking, understand social responsibility & ethics related to media industry

PEO-5 Pursue higher education and/or engage in industrial growth and development of their practical skills.

PEO-6 To equip students with digital media, new media, and emerging technology skills including social media management, digital journalism, content creation, and data-driven media practices.

PEO-7 To develop leadership, teamwork, and effective communication skills that enable graduates to take up managerial, creative, and decision-making roles in media organizations.

PEO-8 To encourage entrepreneurial thinking and innovation, enabling students to create independent media ventures, startups, freelance careers, and community-based media initiatives.

PO's - Program Outcomes (BA-JMC)

PO	Outcome	BT Level
PO1	To Understand the theoretical approaches of using modern media technologies for reaching out to diverse Audiences in every possible way.	BL-1
PO2	Demonstrate critical thinking, journalism ethics, and moral responsibility towards society to identify complicated societal problems and solutions.	BL-2
PO3	Work with a sense and feeling of team spirit while working in different media domains. Demonstrating developmental concerns in a well-managed team structure.	BL-2
PO4	Develop Entrepreneurship skills and overall personality along with expanding the creative approach which are essential for the media and communication industry.	BL-3
PO5	Develop understanding of the issues related to environment, women empowerment, poverty, human rights and gender equality and enable to apply and express them in day to day life.	BL-3
PO6	Apply professional communication skills, writing abilities, and storytelling techniques across print, electronic, digital, and social media platforms.	BL-3
PO7	Use modern digital tools, media software, and emerging technologies effectively for content creation, production, editing, and media management.	BL-1
PO8	Demonstrate research aptitude, analytical skills, and lifelong learning abilities to adapt to the evolving media landscape and pursue higher education or professional development.	BL-2

**Mapping of PEOs & POs in BA-JMC
Matrix**

PO → PEO ↓	PO1	PO2	PO3	P04	PO5	PO6	PO7	PO8
PEO 1	3		3		3		3	1
PEO 2	2	1	2	3	2	1	2	2
PEO 3	2	2	3		2	2	3	
PEO 4	3	3		3	3	3		2
PEO 5	3				3			3
PEO 6	2	2	3	2	2	2	3	
PEO 7	3	3		3	3	3		2
PEO 8	3		3		3		3	3

Program Structure

BA-Journalism & Mass Communication (BA-JMC)

S. No.	Course Code	Course Name	Category	Numbers of Hours/Week			C
			Core / Elective / Others	L	T	P	
SEMESTER I							
1	BJM C101	Theories and Models of Communication	Core	4	0	0	4
2	BJM C102	Introduction to Journalism & Mass Communication	Core	4	0	0	4
3	BJM C103	News Reporting	Core	2	0	4	4
4	BJM C104	Designing for Digital Media	Core	2	0	4	4
5	BJM S105	Computer Application in Media	SEC	2	0	4	4
6	JIU A101	Social Engineering-I	AC	0	0	0	0
7	JIU S101	Soft Skills Enhancement- I	AEC	0	0	0	0
Total				14	0	12/2	20
SEMESTER II							
1	BJM C106	Development Communication	Core	4	0	0	4
2	BJM C107	Media Laws and Ethics	Core	4	0	0	4
3	BJM C108	Environmental Science	Core	4	0	0	4
4		Elective-I	ELE	2	0	2	3
5		Elective-II	ELE	2	0	2	3
6	BJM P001	Experiential Learning-I	Project	0	0	0	2
7	JIU A102	Social Engineering-II	AC	0	0	0	0
8	JIU S102	Soft Skills Enhancement- II	AEC	0	0	0	0
Total				16	0	04/02	20
Cumulative Total				30	0	16/02	40
SEMESTER III							
1	BJM C201	Advertising	Core	3	0	2	4
2	BJM C202	Photography	Core	2	0	4	4
3	BJM C203	AI Tools in Media	Core	2	0	4	4
4		Elective-III	ELE	2	0	2	3
5		Elective-IV	ELE	2	0	2	3
6	BJM P002	Experiential Learning-II	Project	0	0	0	
7	JIU A201	Social Engineering-III	AC	0	0	0	0
8	JIU S201	Soft Skills Enhancement- III	AEC	0	0	0	0
9	SJM V001	Immersive Journalism	VAC	2	0	0	2
Total				13	0	14/02	22
Cumulative Total				43	0	30/02	62
SEMESTER IV							
1	BJM C204	Media Management	Core	4	0	0	4
2	BJM C205	Video Production: Pre to Post	Core	2	0	4	4
3	BJM C206	Radio Production: Pre to Post	Core	2	0	4	4
4		Elective V	ELE	2	0	2	3
5		Elective VI	ELE	2	0	2	3

6	JIU A202	Social Engineering-IV	AC	0	0	0	0
7	JIU S202	Soft Skills Enhancement- IV	AEC	0	0	0	0
8	SJM V002	Fact-Checking and Media Literacy	VAC	2	0	0	2
Total				14	0	12/02	20
Cumulative Total				57	0	42/02	82
SEMESTER V							
1	BJM C301	Communication Research	Core	4	0	0	4
2	BJM C302	Public Relations	Core	4	0	0	4
3	BJM C303	Global Media & Politics	Core	4	0	0	4
4		Elective VII	ELE	2	0	2	3
5		Elective VIII	ELE	2	0	2	3
6	JIU S301	Soft Skills Enhancement-V	AEC	0	0	0	0
7	SJM V003	New Media Production	VAC	2	0	0	2
8		Massive Open Online Course	MOOC	0	0	0	0
Total				18	0	04/02	20
Cumulative Total				75	0	46/02	102
SEMESTER VI							
1	BJM C304	Media & Society	Core	4	0	0	4
2	BJM C305	Data Journalism & Analytics	Core	3	0	2	4
3		Elective IX	ELE	3	0	0	3
4		Elective X	ELE	3	0	0	3
5	JIU I001	Internship / Industrial Practice	IAPC	0	0	12	6
Total				13	0	14/02	20
Cumulative Total				88	0	60/02	122
SEMESTER VII							
1	BJM C401	Research Methodology	Core	4	0	0	4
2	BJM C402	Research & Publication Ethics	Core	4	0	0	4
3	BJM C403	Intercultural Communication	Core	4	0	0	4
4		Elective XI	ELE	2	0	2	3
5		Elective XII	ELE	2	0	2	3
6	JIU S401	Soft Skills Enhancement-V	AC	0	0	0	0
7	SJM V004	Health Journalism	VAC	2	0	0	2
Total				18	0	4/2	20
Cumulative Total				106	0	64/2	142
SEMESTER VIII							
1	BJM C404	Media Entrepreneurship & Startups	Core	4	0	0	4
2	BJM C405	Media Psychology	Core	4	0	0	4
3	BJM S406	Panel Discussion & Debate	SEC	0	0	8	4
4	JIU P001	Research Project	Major Project	0	0	24	12
Total				8	0	32/02	24
Cumulative Total				114	0	96/02	166

Constitution of Courses in BA-JMC Program

Matrix

Course Category Name	Course Category Code	Number of Courses	Total Course Credits	% of Total Credits (166)
Core Course	CORE	23	92	55.4%
Elective Courses	ELE	12	36	21.7%
Skill Enhancement Courses	SEC	2	8	4.8%
Capstone Project	CAP	4	22	13.3%
Massive Open Online Course	MOOC	-	0(Q/NQ)	-
Value Added Courses	VAC	4	8	4.8%
Audit Courses*	AC	9	0(Q/NQ)	-
TOTAL		54	166	100 %

**Value Added Courses (VAC) are offered in addition to the mentioned courses in the BA JMC Program structure and students are encouraged to opt for a 30 -30-hour certification course. All the VACs are ACs. Two VACs are recommended during the program.*

Elective Specialization Courses (ELE): List

SJM E001	OTT Business Models & Content Strategy	SJM E006	Digital Marketing
SJM E002	Multimedia Production	SJM E007	Digital Media Ethics and Law
SJM E003	News Writing for Web	SJM E008	Mobile Journalism
SJM E004	Crisis Communication	SJM E009	Digital Content Creation & Uploading
SJM E005	New Communication Technology	SJM E010	Podcast & Storytelling
SJM E011	Television Journalism	SJM E016	Documentary Film Production
SJM E012	Scripting for TV News Media	SJM E017	Data Visualization & Infographics
SJM E013	News Reading and Anchoring	SJM E018	AI in Journalism
SJM E014	Camera Techniques	SJM E019	Film Appreciation
SJM E015	Audio-Visual Post Production	SJM E020	Creative Writing

Skill Enhancement Courses (SEC): List

BJM S105	Computer Application in Media
BJM S406	Panel Discussion & Debate

Capstone Project (CAP): List

JIU I001	Internship/ Project
BJM P001	Experiential Learning-I
BJM P002	Experiential Learning-II
JIU P001	Research Project (Major)

Value Added Courses (VAC) / Audit Course (AUD): List

SJM V001	Immersive Journalism	SJM V002	Fact-Checking and Media Literacy
SJM V003	New Media Production	SJM V004	Health Journalism

PROGRAM ARTICULATION MATRIX

(PEO – All Courses)

Program Educational Objectives →	P E O 1	P E O 2	P E O 3	P E O 4	P E O 5	P E O 6	P E O 7	P E O 8
Course Name ↓								
Theories and Models of Communication	1		2	2		2	2	
Introduction to Journalism & Mass Communication	3	3		2	3		2	3
News Reporting	1	1	2		1	2		2
Designing for Digital Media	1	2			3		2	1
Computer Application in Media		2			1	2		2
Social Engineering-I	2		1	1	2			
Soft Skills Enhancement- I	1		2	2	3		2	
Development Communication	3	3		2	3		2	3
Media Laws and Ethics	1	1	2		1	2		2
Environmental Science	1	2			2			1
Elective-I		2			3		2	2
Elective-II	2		1	1	1	2		
Experiential Learning-I	1		2	2	2			
Social Engineering-II	3	3		2	3		2	3
Soft Skills Enhancement- II	1	1	2		1	2		2
Advertising	3	3		2	2			3
Photography	1	1	2		3		2	2
AI Tools in Media	1	2			1	2		1
Elective-III	3	3		2	3		2	3
Elective-IV	3	3		2	1	2		3
Experiential Learning-II	1	1	2		2			2
Social Engineering-III	1	2			3		2	1

Soft Skills Enhancement- III	3	3		2	1	2		3
Immersive Journalism	1	1	2		2			2
Media Management	1	2				2	2	1
Video Production: Pre to Post	3	3		2	3		2	3
Radio Production: Pre to Post	1	1	2		1	2		2
Elective V	1	2			3		2	1
Elective VI	3	3		2	1	2		3
Social Engineering-IV	1	1	2		2			2
Soft Skills Enhancement- IV	3	3		2	3		2	3
Fact-Checking and Media Literacy	1	1	2		3		2	2
Communication Research	1	2			1	2		1
Public Relations	3	3		2	2			3
Global Media & Politics	1	1	2		3		2	2
Elective VII	1	2			1	2		1
Elective VIII	3	3		2	2			3
Soft Skills Enhancement-V	1	1	2		3		2	2
New Media Production	1	2			1	2		1
Internship/ Industrial Practice	3	3		2	2			3
Research Methodology	1	1	2		3		2	2
Research & Publication Ethics	1	2			1	2		1
Intercultural Communication	3	3		2	3		2	3
Elective XI	1	1	2		1	2		2
Elective XII	1	2				2	2	1
Soft Skills Enhancement-V	3	3		2	3		2	3
Health Journalism	1	1	2		1	2		2
Media Entrepreneurship & Startups	1	2			3		2	1
Media Psychology	3	3		2	1	2		3
Panel Discussion & Debate	1	1	2		2			2
Research Project	1	2			3		2	1

(PO – All Courses)

Program Outcomes →	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Course Name ↓								
Theories and Models of Communication	1	2			1	2		3
Introduction to Journalism & Mass Communication	2	2			2	2		
News Reporting			3				3	
Designing for Digital Media	2		1	3	2		1	
Computer Application in Media	3	1		2	3	1		1
Social Engineering-I		1				1		
Soft Skills Enhancement- I	1			1	1			
Development Communication	3		2	1	3		2	1
Media Laws and Ethics	1	2			1	2		3

Environmental Science	2	2			2	2		
Elective-I			3				3	
Elective-II	2		1	3	2		1	
Experiential Learning-I	3	1		2	3	1		1
Social Engineering-II		1				1		
Soft Skills Enhancement- II	1			1	1			
Advertising	3		2	1	3		2	1
Photography	1	2			1	2		3
AI Tools in Media	2	2			2	2		
Elective-III			3				3	
Elective-IV	2		1	3	2		1	
Experiential Learning-II	3	1		2	3	1		1
Social Engineering-III	3	3		2	3	3		3
Soft Skills Enhancement- III	1	1	2		1	1	2	2
Immersive Journalism	1	2			1	2		1
Media Management	3	3		2	3	3		3
Video Production: Pre to Post	1	1	2		1	1	2	2
Radio Production: Pre to Post	1	2			1	2		1
Elective V	3	3		2	3	3		3
Elective VI	1	1	2		1	1	2	2
Social Engineering-IV	1	2			1	2		1
Soft Skills Enhancement- IV	3	3		2	3	3		3
Fact-Checking and Media Literacy	1	1	2		1	2		2
Communication Research	1	2			2	2		1
Public Relations	3	3		2			3	3
Global Media & Politics	1	1	2		2		1	2
Elective VII	1	2			3	1		1
Elective VIII	3	3		2		1		3
Soft Skills Enhancement-V	1	1	2		1			2
New Media Production	1	2			3		2	1
Internship/ Industrial Practice	3	3		2	1	2		3
Research Methodology	1	1	2		2	2		2
Research & Publication Ethics	3	3		2			3	3
Intercultural Communication	1	1	2		2		1	2
Elective XI	1	2			3	1		1
Elective XII	3	3		2		1		3
Soft Skills Enhancement-V	1	1	2		1			2
Health Journalism	1	2			3		2	1
Media Entrepreneurship & Startups	3	3		2	1	2		3
Media Psychology	1	1	2		2	2		2
Panel Discussion & Debate	1	2					3	1
Research Project	3	3		2	2		1	3

***Note:** The Board of Studies, in its meeting held during the Academic Year 2025–26, reviewed and approved the removal of the Foreign Language Audit Course from the B.A. Journalism and Mass Communication Vth Semester curriculum. The course was initially approved in the Academic Year 2023–24.

National Higher Education Qualifications Framework (NHEQF) levels:

NHEQF Level	NHEQF Level	NHEQF Level	NHEQF Level	NHEQF Level
Level 5	Undergraduate Certificate	Completion of 1st year of UG program	~40 credits	Foundational knowledge and skills; eligible for vertical mobility
Level 6	Undergraduate Diploma	Completion of 2 years of UG program	~80 credits	Broader subject understanding; vocational and academic skills
Level 7	Bachelor's Degree (3 years)	10+2 (Senior Secondary)	~120 credits	Core disciplinary knowledge and cognitive skills
Level 7.5	Bachelor's Degree with Honours (4 years)	Based on strong academic performance	~160 credits	Advanced disciplinary depth; research exposure (Capstone)
Level 8	Bachelor's Degree with Research (4 years)	75%+ in previous semesters; research orientation	~160 credits + Research Project	Research, innovation, and preparedness for PG or direct PhD

Credit Framework of 3/ 4 Year Bachelor's Degree in Journalism & Mass Communication

Semesters		Core Courses	Discipline Specific Elective Courses	Multidisciplinary Courses	Ability Enhancement Courses	Skill Enhancement Courses	Value Added Courses	Capstone Project & Research Project	Total Credits	No. of Courses/ Year
(2 Semesters = 1Year)		Major Core Courses (MCC) (4c)	DSE (Major) (3c)	MLC (3c)	AEC (3c)	SEC (3c)	VAC (2c)	CAP (4c) & REP (12c)		Total Credits/ Year
I	No. of Courses	4			1	1			6	20
	Course Credits	16			0	4			20	
II	No. of Courses	3	2		1			1	7	20
	Course Credits	12	6		0			2	20	
III	No. of Courses	3	2				1	1	7	22
	Course Credits	12	6				2	2	22	
IV	No. of Courses	3	2		1		1		7	20
	Course Credits	12	6		0		2		20	
V	No. of Courses	3	2		1		1		7	20

	Course Credits	12	6		0		2		20	
VI	No. of Courses	2	2					1	5	20
	Course Credits	8	6					6	20	
No. of Courses & Credits										40
										122

VII	No. of Courses	3	2		1		1		7	20
	Course Credits	12	6		0		2		20	
VIII	No. of Courses	2	2					1	5	20
	Course Credits	8	6					6	20	
No. of Courses & Credits										40
										162

Students shall be awarded the degree of Bachelor of Journalism and Mass Communication with Honours/ Honours in Research in the chosen field(s) of study, upon successful completion of 162 credits.

Note: The 4-Year Honours/Honours with Research Program is available only to students who have secured 75% or above aggregate marks in the preceding semesters and maintain this academic standard during the third year as well. The above structure represents the Honours with Research pathway. For students opting for the Honours (Non-Research) program, the Research Project (REP) component (12 credits) may be replaced with a combination of two Discipline Specific Electives (DSE – Major) and two DSE (Minor)/ two MLC courses, thereby compensating for the required 12 credits.

Course: : Introduction to Journalism and Communication

Program	Bachelors of Journalism & Mass Communication (BA-JMC)	Semester				I
Course Name	Introduction to Journalism and Communication	L	T	P	C	Course Type
Course Code	BJM C102	4	0	0	4	CORE

Course Objectives:**This course ensures that the students understand how:**

COb1	To comprehend the historical evolution of media in India, including the roles of newspapers, radio, television, and cinema in shaping society and politics
COb2	To analyze the impact of media regulations and policies on the Indian media landscape, with a focus on issues such as press freedom, censorship, and market liberalization.
COb3	To evaluate the socio-political implications of media content, including its role in promoting national unity, social change, and empowerment.
COb4	To critically examine the challenges and opportunities faced by various media platforms, such as adapting to technological advancements, navigating regulatory frameworks, and maintaining journalistic ethics.
COb5	To synthesize interdisciplinary knowledge of media history, regulations, economics, and socio-cultural impacts to propose strategies for fostering a diverse, inclusive, and ethical media ecosystem in India.

Course Outcomes:**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Recall key milestones in the development of media in India.	L1
CO2	Assess the contributions of significant figures in Indian journalism and media.	L1
CO3	Understand the role of media, including newspapers, radio, television, and cinema, in shaping Indian society and politics.	L2
CO4	Apply knowledge of media history to analyze its impact on societal transformations, including the Indian freedom struggle.	L3
CO5	Critically analyze the influence of market liberalization on the Indian media industry, discerning its effects on content quality, diversity, and societal values.	L4

Syllabus:

Unit-1	Basics of Journalism	Contact Hours: 12
Definition, nature, and scope of journalism, Principles of Journalism, , Role of journalism in a democracy, qualities and skills of a good journalist, News and news values, criteria for judging news value, Basic structure of news report: 5WIH, Inverted pyramid Structure of news story: Need and usefulness; News sources.		
Unit-2	Understanding Communication and its Types	Contact Hours: 10
The concept and definition of communication, characteristics, Functions of communication, Importance of communication, Process, Elements, Relevance of feedback in communication process Noise in communication. Some basic models of communication - Shannon-Weaver model of communication, Berlo's S-M-C-R model of communication, Osgood-Schramm model, Lasswell's model of communication, Types of communication, Media of Communication		
Unit-3	Introduction to Mass Communication	Contact Hours: 10
Concept and definition of Mass Communication - characteristics of mass communication, process and element, of Mass communication, Functions of Mass Communication, Media of Mass communication and their relative advantages and disadvantages; Mass communication and its effects on society.		
Unit-4	Effective Communication	Contact Hours: 8
Effective Communication, 7C's of effective communication, Essentials of effective communication, Factors affecting effective communication, Barriers of communication. Strategies to overcome communication barriers.		
Unit-5	Emerging Trends in Communication	Contact Hours: 8
Communication in social media, LinkedIn for Professional communication and Networking, Podcast and Digital storytelling, Use of Artificial intelligence for content creation.		

Suggestive Readings:

Text Books:

1. Mass Communication & Journalism, Arihant Publications
2. Divakar Sharma, Mass Communication: Theories & Practices in 21st Century, Deep & Deep Publications, Delhi 2004
3. J.David, Radio Broadcasting Journalism, Cyber Tech Publications, 2017

Reference Books:

1. R 1: Communication for Development: Reinventing Theory and Action (In 2 volumes), Volume-1: Understanding Development Communication & Volume- 2: Advanced Development Communication, By Kiran Prasad (2009)

2. Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Theories and Models of Communication

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				I
Course Name	Theories and Models of Communication	L	T	P	C	Course Type
Course Code	BJM C 101	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Define communication and develop conceptual understanding of the process of communication through various models.
COb2	Explain the significance of different communication models and their importance in understanding communication processes.
COb3	Examine and discuss the application of communication models to real-world scenarios to analyze the effectiveness of communication strategies.
COb4	Analyze the merits and demerits of different theories of mass communication and their impact on media research and theory development.
COb5	Critically evaluate the effects of communication theories on media practices and public perception.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Remember the various definitions and meaning of communication.	L1
CO2	Understand the foundational concepts of communication, communication process, and elements of communication.	L2
CO3	Explain the concept and significance of feedback and noise in the communication process.	L2
CO4	Apply the concept of selective exposure, personal influence, stimulus response, uses and gratification to understand media preferences.	L3
CO5	Apply knowledge of communication theories to design an effective communication system tailored to specific target audiences.	L3

Syllabus:

Unit-1	Communication Theory: An Introduction	Contact Hours: 8
Defining Communication – Concept, Definition and Meaning, Nature of Communication, Types and Forms of Communication, Need and Importance of Communication, Communication & Language, Communication & Information, Communication Patterns – One to One, One to Many, Many to Many, One way and Two Way, Barriers To Communication, Effective Communication Process.		

Unit-2	Models of Communication	Contact Hours: 10
Models of Communication: Aristotle’s Model, David Berlo’s Model, Lasswell’s Model, Shannon-Weaver Model, Osgood and Schramm Model, Newcomb’s Model, Gerbner’s Model, Westley-Maclean’s Gatekeeping Model, De-Fleur’s Model, Dean Barnlund’s models and The Propaganda Model.		
Unit-3	Essential Theories of Communication	Contact Hours: 10
Normative Theories or Theories of the Press - Authoritarian, Libertarian or Free Press Theory, Social Responsibility Theory, Communist Theory, Agenda Setting Theory (McCombs & Shaw), Spiral of Silence (Noelle-Neumann), Gerbner’s Cultivation Theory, Direct Effects Paradigm- Hypodermic or Magic Bullet Theory, Stimulus Response Theory, Development Theory, Concepts of New Media.		
Unit-4	Limited Effects Paradigm	Contact Hours: 10
Limited Effect Paradigm – Two Step Flow- Katz & Lazarsfeld, Opinion Leader, Individual Differences Theory, Personal Influence Theory – Selective Exposure, Selective Perception and Selective Retention. Encoding and Decoding Model by Stuart Hall, Diffusion of Innovation (E Rogers).		
Unit-5	Cultural Effects Paradigm and Emerging Public Sphere	Contact Hours: 10
Theories of Cultural Effects, Critical Theory (Frankfurt School), Cultural Studies (Stuart Hall, Birmingham School), Framing Theory, Priming Theory, Political Economy of Media, Uses and Gratification Theory, Digital Public Sphere, Information Age, Social Learning Theory (Bandura), Postmodern & Media Ecology (Marshall McLuhan), Media Dependency Theory.		

Suggestive Readings:

Text books:

1. Vir Bala Aggarwal and V. S. Gupta, “Handbook of Journalism and Mass Communication”, Concept Publishing, 2001.
2. Keval J Kumar, “Mass Communication in India”, Fifth Edition; Jaico Publishing House, 2020
3. Ashish Sharma, “Introduction to Mass Communication: Model and Theories”, Evincepub Publishing, 2018.
4. Dennis McQuail, “McQuail’s Mass Communication Theory”, 6th Edition, Sage Publications, 2010.
5. Stanley J. Baran and Dennis K. Davis, “Mass Communication Theory: Foundations, Ferment, and Future”, Sixth Edition, Wadsworth Cengage Learning, 2012.

Reference Books:

1. John Fiske, “Introduction to Communication Studies” Routledge, 2010.
2. Paul Coblely and Peter J. Schulz, “Theories and Models of Communication” De Gruyter, 2013.

Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Computer Application in Media

Program	Bachelor's of Journalism & Mass communication(BAJMC)	Semester				I
Course Name	Computer Applications in Media	L	T	P	C	Course Type
Course Code	BJM C 105	2	0	4	4	SEC

Course Objectives:

This course ensures that the students understand how:

COb1	Familiarize with various types of media software, including audio, video, and graphic design tools.
COb2	Learn techniques for recording, editing, mixing, and mastering audio tracks.
COb3	Develop skills in using video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
COb4	Achieve proficiency in graphic design software such as Adobe Photoshop, Illustrator, or Canva.
COb5	Create animations and motion graphics for various media projects.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Understand basic editing techniques and softwares	L2
CO2	Interpret editing techniques used in different media contexts and analyze their impact on the audience.	L2
CO3	Utilize editing software to perform basic editing tasks such as trimming, cutting, and arranging media clips.	L2 & L3
CO4	Choose Method of editing with different softwares	L1 & L3
CO5	Evaluate the effectiveness of editing choices in existing media productions, considering factors such as pacing, continuity, and emotional impact.	L4

Syllabus:

Unit-1	Basics of Computers and Operating Systems	Contact Hours: 16
Introduction to Computers: Hardware & Software, Input & Output devices Operating Systems (Windows/Linux/Mac) – basic operations File organization, data storage, security, and backup Introduction to networking and internet basics		
Unit-2	Word Processing and Document Design	Contact Hours: 16
Using MS Word/Google Docs for media documents Page formatting, templates, styles, and references Creating newsletters, press releases, and reports Collaboration and version control in documents		
Unit-3	Spreadsheets and Data Handling for Media	Contact Hours: 16
Basics of MS Excel/Google Sheets Data entry, sorting, filtering, and basic analysis Charts, graphs, and visual data presentation		

Budgeting and scheduling media project		
Unit-4	Presentations and Multimedia Content	Contact Hours: 16
Creating effective presentations (PowerPoint/Google Slides) Embedding images, videos, and sound Storyboarding and scripting for media presentations Online presentation tools		
Unit-5	Presentations and Multimedia Content	Contact Hours: 16
Basics of photo editing software (Photoshop/Canva/GIMP) Introduction to content management systems (WordPress, Blogger) Social media management dashboards (Meta Business Suite, Buffer) Ethical and legal aspects of digital publishing		

Suggestive Readings:

Text Books:

1. "The Complete Guide to Video Editing: A Practical Guide to Digital Video Editing" by Paul Martingell
2. "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
3. "Audio Postproduction for Film and Video: After-the-Shoot Solutions" by Jay Rose

Reference Books:

1. "Adobe Premiere Pro Classroom in a Book" by Adobe Creative Team Vijay Kumar Kaul,
2. "The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby

Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1

C02	2	2	2	1	1	2	2	3	1
C03	2	1	1	3	1	1	1	2	2
C04	2	2	3	1	1	2	1	3	1
C05	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Designing for Digital Media

Program	Bachelor of Journalism & Mass Communication (BAJMC)	Semester				I
Course Name	Designing for Digital Media	L	T	P	C	Course Type
Course Code	BJM C104	2	0	4	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Summarize the fundamental principles and concepts of digital journalism.
COb2	Understand the significance of digital media in modern journalism .
COb3	Apply Digital tools and platforms effectively for news gathering, editing, and distribution.
COb4	Analyze digital media trends and their impact on journalism.
COb5	Apply audience engagement strategies and their impact on news consumption.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Understand key terminology, tools, and platforms used in digital journalism.	L2
CO2	Explain ethical and legal considerations specific to digital journalism.	L2
CO3	Apply digital tools and platforms effectively for news gathering, editing, and distribution.	L2 & L3
CO4	Create original digital media content across various formats, such as text, audio, video, and graphics.	L1 & L3
CO5	Analyze the impact of digital media on culture, politics, and economics.	L4

Syllabus:

Unit-1	Introduction to Designing for Digital Media	
Understanding the principles of design in digital media Overview of user-centered design process Design thinking and problem-solving approaches Introduction to design software and tools		
Unit-2	Visual Design for Digital Media	
Visual design principles and elements Layout and composition techniques for digital media Typography in digital media design Visual hierarchy and balance in digital design.		
Unit-3	Color Theory and Application	
Understanding color theory and psychology Choosing color palettes for digital media projects Color contrast and accessibility considerations Color usage in branding and visual identity		
Unit-4	Industry Tools and Software	

Overview of industry-standard design software (e.g., Adobe Creative Suite)	
Utilizing design tools for digital media projects	
File formats and exporting for digital platforms	
Version control and collaboration tools for design teams	
Unit-5	Digital Publishing
Introduction to Digital Publishing – Meaning, scope, and importance of digital publishing; difference between print and digital media; overview of e-books, e-newspapers, blogs, and websites.	
Tools and Platforms of Digital Publishing – Basic tools used in digital publishing such as CMS, blogs, websites, PDF and e-book formats; simple content creation and publishing workflow.	

Suggestive Readings:

Text Books:

1. "Digital Media Design: Creating Engaging Experiences for the Digital World"

Reference Books:

1. [Design of Everyday Things](#) by Don Norman
2. [Information Architecture for the Web and Beyond](#) by Louis Rosenfeld

Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2

CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: News reporting

Program	Bachelor of Journalism & Mass Communication (BAJMC)	Semester				I
Course Name	News reporting	L	T	P	C	Course Type
Course Code	BJM C103	2	0	4	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Understand the core principles of journalism and news reporting.
COb2	Develop skills in researching and gathering information for news stories.
COb3	Conduct effective interviews.
COb4	Apply ethical standards in journalism.
COb5	Create News stories, packages and feature reports.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Develop the ability to write clear, concise, and engaging news stories.	L2
CO2	Learn about the role of journalism in society and its importance in a democratic context.	L2
CO3	Record, edit, and produce high-quality audio content for different media platforms.	L2 & L3
CO4	Understand the principles of cinematography, including composition, lighting, and editing.	L1 & L3
CO5	Design and develop interactive media projects, such as websites and mobile applications, that engage users.	L4
CO6	Create responsive web designs that are accessible and user-friendly.	L4
CO7	Develop and implement strategies for creating and distributing content on various social media platforms.	L5
CO8	Produce media content specifically tailored for mobile devices, considering platform constraints and user behavior.	L5
CO9	Explore the principles and applications of virtual and augmented reality in media production.	L6

Syllabus:

Unit-1	News Writing Basics	
News values and what makes a story newsworthy, ABC of news writing, inverted pyramid structure, 5w 1h, News article writing, feature writing.		
Unit-2	Multimedia Journalism	

Introduction to multimedia storytelling, News production: News bulletin, feature shows, news packages, panel programs, debates production.		
Unit-3	Beat Reporting	
Reporting & PTC for the various beats: Political, Social, Crime, Sports, Development, Health, Education, Entertainment. Live PTC, Pre-recorded shows.		
Unit-4	Audience Engagement and Analytics	
Understanding audience metrics, Techniques for engaging and retaining viewers, finding right target audience, increment of reach on TV and Web platforms.		
Unit-5	TV News Reprting	
TV News Gathering and Visual Reporting – Use of visuals, camera work, sound bites, live reporting, and coordination between reporter, cameraperson, and editor.		
TV News Writing and Presentation – Writing for visuals, script structure (anchor intro, VO, SOT, PTC), basics of news bulletin production, and on-camera presentation skills.		

Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2

CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Social Engineering

Program	Bachelors of Journalism& Mass communication(BAJMC) ALL SEMESTERS	Semester				I/II/III/IV
Course Name	Social Engineering	L	T	P	C	Course Type
Course Code	JIU A101/A102/A103/A104	0	0	2	1	AC

CONCEPT OF THE COURSE

The purpose of this course is to prepare students to give back to society by helping, informing, and mentoring others through various platforms. This course will simultaneously equip them with skills for earning a degree in social life alongside their educational degree.

Following are the platforms through which students will connect with society:

Paryavarana

Tree Plantation Drives
Awareness Campaigns on environmental issues
Clean-up Drives
Sustainable Energy Practices
Organic Gardening

Parivartan

Educational Support
Donation Drives
Computer Literacy
Career Guidance
Fundraising Events
Collaboration with NGOs

Poshan

Health Screening Camps
Health Awareness Campaigns
Blood Donation Camps
Health Promotion Events
One-on-One Consultations
First Aid Training

Prab

Nukkad natak
Community talks over social issues Employment skills
Awareness on Govt. schemes founder privileged community and youth Camps on girl child education

Course Objectives:

The objective of this course is to prepare students to contribute meaningfully to society by helping, informing, and mentoring others through various platforms. Students will develop practical skills that enable them to earn a degree in social life while pursuing their educational degree, fostering a sense of community responsibility and personal growth.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate the ability to use various platforms to help, inform, and mentor others in the community.	L2
CO2	Develop and implement projects that contribute to societal well-being.	L2
CO3	Exhibit a strong sense of social responsibility and community engagement.	L2 & L3
CO4	Apply practical skills learned to earn a social life degree alongside their educational degree.	L1 & L3
CO5	Reflect on personal growth and the impact of their contributions to society.	L4

Soft Skills Enhancement I

Code : JIU S101

Program	Common to All programs	Semester				I
Course Name	Soft Skills Enhancement	L	T	P	C	Course Type
Course Code	JIU S102	1	0	0	0	NC

Semester I

Course Objectives:

This course ensures that the students understand how:

CO1	To differentiate between soft skills and hard skills, emphasizing their importance in personal and professional development.
CO2	To enhance personality development by exploring various personality types and implementing effective development strategies.
CO3	To develop self-management skills through self-learning, self-assessment, and SWOT analysis.
CO4	To understand and apply the KASH model (Knowledge, Attitude, Skills, and Habits) for continuous personal improvement.
CO5	To master both verbal and non-verbal communication skills, ensuring effective interpersonal interactions and professional presentations.
CO6	To improve pronunciation and accent through an understanding of basic phonetics and speech sounds.

Course Outcomes:

Towards the end of the course, the students will be able to:

COs	Outcome	BT Level
CO1	Remember: Identify and recall the differences between soft skills and hard skills.	L1
CO2	Understand: Explain the concept of personality development and distinguish between different personality types.	L2
CO3	Understand: Interpret the nuances of non-verbal communication, including kinesics, proxemics, chronemics, haptics, vocalics, and olfactics.	L2
CO4	Apply: Use self-management techniques and conduct a personal SWOT analysis.	L3
CO5	Apply: Implement fluency exercises in English through role plays, extempore, debates, and small talk activities.	L3
CO6	Analyze: Break down the components of the KASH model and evaluate their impact on personal growth.	L4
CO7	Analyze: Examine phonetic elements of speech to improve pronunciation and accent.	L4
CO8	Evaluate: Assess various strategies for improving verbal and non-verbal communication skills.	L5
CO9	Create: Develop a personal plan for personality enhancement and self-management.	L6

Syllabus:

Unit-1	Introduction to soft skills and personality development	Contact Hours: 3
Introduction to soft skills, difference between soft skills and hard skills. Personality Development – definition, types of personality, personality development strategies Self-Management – self learning and management, SWOT Analysis		
Unit-2	Learning Basic personality traits	Contact Hours: 3
Learning through KASH Model – Knowledge, Attitude, Skill development and Habit formation Motivation and image building.		
Unit-3	Understanding verbal Vs. non-verbal communication	Contact Hours: 3
Understanding nuances for verbal communication. Understanding non-verbal communication- Kinesics, proxemics, chronemics, haptics, vocalics, olfactics. Personal Grooming & Hygiene, presentation of self, formal and informal dressing		
Unit-4	Developing proficiency in Spoken English	Contact Hours: 3
Developing fluency in English – Role plays, extempore, debates, small talk activities. Listening to famous speeches, Reading novels and short stories and deliver five minutes speech		
Unit-5	Basics of Phonetics	Contact Hours: 3
Basics of Phonetics-introduction to speech sounds, weak forms and accentual patterns		
<u>Assignments –</u> Delivering power point presentation of any given topic. Writing speech on a contemporary topic. Writing review of a novel and a short story.		

Reference books –

Soft Skills by K. Alex. S Chand Publications
English Language Communication Skills by Rajesh Kumar. Cengage Learning.
English for Engineers by Aeda Abidi & Ritu Chaudhary. Cengage Learning.
Remedial English by Rajhans Gupta. Pragati Publications.
Body Language by Allen Pease. Manjul Publishing House.

Course: Development Communication

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				II
Course Name	Development Communication	L	T	P	C	Course Type
Course Code	BJM C106	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	To provide students with an understanding of the principles and concepts of development communication.
COb2	To enhance students' knowledge of the role of communication in social change and development.
COb3	To develop students' ability to design and implement communication strategies for development projects.
COb4	To equip students with skills to critically analyze development communication campaigns and initiatives.
COb5	To prepare students to apply development communication theories and practices in real-world scenarios.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate understanding of the fundamental principles and concepts of development communication.	L1
CO2	Explain the role of communication in facilitating social change and development.	L2
CO3	Analyze various development communication strategies and their effectiveness in different contexts.	L3
CO4	Design effective communication strategies for development projects.	L4
CO5	Evaluate development communication campaigns using appropriate theoretical frameworks.	L5

Syllabus:

Unit-1	Historical context of International Communication	Contact Hours: 12
World systems analysis, Normative theories, Political, economic and cultural dimensions of international communication. Imperialism, Global communication politics today, International communication – Propaganda and Embedded Journalism, Free flow of trade, Protecting intellectual property. Global digital divide, Electronic imperialism & Electronic colonialism theory, Hegemony, Discourses of globalization. Communication debates: NWICO, McBride Commission and UNESCO; Unequal development and Third World concerns		
Unit-2	Development Communication: Basics	Contact Hours: 12
Concepts and theories, Development in Indian perspective:(a) Rural (b) Urban, Major Development Issues : Agricultural Extension, Health and Family Planning, Women Empowerment, Poverty and Unemployment, Energy and Environment, Education, Safe Drinking Water, Slum Development, Gender Equality, Development Models in India: Gandhian Model, Nehruvian Model and Models of states – Kerela, Tamil Nadu and Gujarat, The Three Paradigms of development: The dominant Paradigm, Dependency Paradigm and Participatory Paradigm. Theories of Development Communication		
Unit-3	Communication strategies for Marginalized Development	Contact Hours: 12
Communication strategies for Rural Development in India, Rural Development Origin and Growth, Print Media in Rural Development, Radio in Rural Development, Communication strategies in Social movements. Social Movements, Right To Information Movement, Women’s Movement, Tribal society- communication projects especially with respect to Uttarakhand, Case Studies: SITE, Kheda, and Jhabua etc.		
Unit-4	Challenges for the future	Contact Hours: 12
Towards a new world system. Communication for peace and conflict transformation. Privacy and information warfare. Governmental intrusion , Effects of globalization on media systems and their functions- transnational media ownership and issues of sovereignty and security- information – prompted cultural imperialism- international, media institutions and professional organizations, Free access to new media, Democratization of information flow and media systems, Sustenance of cultural diversity, Global public sphere and creating a global civil society.		

Suggestive Readings:

Text Books:

Textbooks

T 1:International Communication: A Reader, Special Indian Edition, Edited by DayaKishanThussu, Routledge, Taylor & Francis Group (2010)

T2: Development Communication Sourcebook:Broadening the Boundaries of Communication

T3. Communication for Development: Reinventing Theory and Action (In 2 volumes), Volume–1: Understanding Development Communication & Volume– 2: Advanced Development Communication, By Kiran Prasad (2009)

Reference books:

R 1: Mass Communication Theory: Foundations, Ferment, and Future, Sixth Edition Stanley J. Baran and Dennis K. Davis (Wadsworth Cengage Learning: 2012)

R 2: Handbook of Communication for Development and Social Change, Edited by Jan Servaes, Springer Singapore (2020)

1. Assessment Scheme:

2.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Environmental Science

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				II
Course Name	Environmental Science	L	T	P	C	Course Type
Course Code	BJM C 108	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Define and explain important terms related to environment and ecosystem.
COb2	Identify and differentiate various types of natural resources.
COb3	Examine and discuss the environmental concerns, issues, and their impacts on climate change and related mitigation strategies.
COb4	Analyze the environmental problems at local, regional, and global scale and potential solutions to minimize their impact.
COb5	Evaluate the role of efficient environmental decision-making, management, sustainable development, and government regulations on environment protection.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Remember fundamental concepts in environmental science, including ecosystem, biodiversity, and natural resources.	L1
CO2	Identify key environmental challenges facing local and global communities, including issues related to air and water quality, deforestation, loss of biodiversity, and climate change.	L2
CO3	Understand ecological processes and human-environment interactions.	L2
CO4	Explain the environmental impacts of human activities on ecosystems.	L3
CO5	Apply the concept of sustainable development and its three pillars: environmental, economic, and social for environmental issues.	L3

Syllabus:

Unit-1	Ecosystems and Biodiversity	Contact Hours: 14
History and development of environmental science, Scientific method and its application in environmental research, Understanding ecosystems and their components, Biodiversity and its importance, Threats to biodiversity and conservation efforts.		
Unit-2	Water, Energy and Land Resources	Contact Hours: 14
Energy sources: fossil fuels, renewable energy, and alternatives Resource extraction, depletion, and sustainable resource management, Environmental impacts of resource consumption, Water cycle and water resources, Water conservation and sustainable water management, Land degradation and soil erosion and Land-use planning and preservation of natural areas.		
Unit-3	Environmental Science and Contemporary Scenario	Contact Hours: 8
Climate change: causes, consequences, and mitigation strategies, Environmental policies and regulations, Urbanization and its environmental challenges, Sustainable cities and urban planning.		
Unit-4	Natural Resources & Sustainable Development	Contact Hours: 8
Natural resources: Forest resources, Water resources, Mineral resources, Food resources, Energy resources Renewable and non-renewable resources, Resource depletion and conservation, Sustainable development: concept and goals, Role of individual and community in conservation, Case studies on resource management in India		

Suggestive Readings:

Textbooks:

1. MP Poonia, and SC Sharma (2017). Environmental Studies, Khanna Books.
2. Erach Bharucha (2005). Textbook of Environmental Studies for Undergraduate Courses, Universities Press.
3. Y.K. Singh (2009). Environmental Science, New Age International.

References:

1. Shashi Chawla (2012). A Textbook of Environmental Studies, TMH

1. Assessment Scheme:

2.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3

Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2
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Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Media Laws and Ethics

Program	Bachelors of Journalism & Mass Communication (BA-JMC)	Semester				II
Course Name	Media Laws and Ethics	L	T	P	C	Course Type
Course Code	BJM C107	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	To provide students with a comprehensive understanding of the fundamental principles and legal frameworks governing media operations.
COb2	To develop critical thinking skills by analyzing case studies and legal precedents in media law.
COb3	To educate students on ethical considerations and the importance of maintaining integrity in media practices.
COb4	To enhance students' ability to apply ethical principles and legal knowledge to real-world media situations.
COb5	To prepare students for professional roles in media by equipping them with the knowledge of laws, regulations, and ethical standards.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate knowledge of key media laws and regulations affecting journalism and media operations.	L1
CO2	Analyze the impact of historical and contemporary legal cases on media practices.	L1
CO3	Apply ethical principles to evaluate media content and practices.	L2
CO4	Critically assess the role of ethics in media and its influence on public trust and credibility.	L3
CO5	Understand the legal rights and responsibilities of media professionals.	L4

Syllabus:

Unit-1	Laws and Society	Contact Hours: 12
<ul style="list-style-type: none"> • Press Laws, Society & Democracy • India's legal system <ul style="list-style-type: none"> Structure and hierarchy of Indian judiciary The various levels of courts • Brief history of Indian journalism in context of press laws in India • Salient features of the Constitution of India <ul style="list-style-type: none"> Fundamental rights <ul style="list-style-type: none"> Freedom of speech & expression and Press Defamation –sections 499,500 Contempt of Courts Act 1971 <p>The law and professional standards relating to privacy</p>		
Unit-2	Laws related to media	Contact Hours: 12
<ul style="list-style-type: none"> • Government and independent news media • Major press laws before independence <ul style="list-style-type: none"> Gagging Act Indian Press Act Vernacular Act • Major press laws after independence <ul style="list-style-type: none"> Right to information Self-Regulation Laws related to Censorship Whistle Blowers Protection Act Information Technology Act <p>Some other laws related to media</p>		
Unit-3	Ethics, Responsibility and Laws	Contact Hours: 12
<ul style="list-style-type: none"> • Social responsibility of media in presenting a representative picture of all constituent groups in society <ul style="list-style-type: none"> Obscenity and pornography Violence and brutality • New roles for journalism and public opinion • Codes of conduct for media practitioners <ul style="list-style-type: none"> Qualities Qualifications • The notion of professional standards, <p>Ethics in the digital age</p>		
Unit-4	Apex Bodies	Contact Hours: 12
<ul style="list-style-type: none"> • News Broadcasting Standards Authority • Press Council of India <ul style="list-style-type: none"> - Its organisational structure, functions, history and rationale behind its establishment. - Powers–the debate over punitive powers - PCI's intervention in cases of communal rioting and protection of Press freedom. • Press Committees • Press Commissions <p>News Broadcasters Association</p>		

Suggestive Readings:

Text Books:

1. ThakurtaParanjyGuha, 2009, Media Ethics, Oxford University Press.
2. Thomson, 2006, Ethics in Media Communication, Wadsworth.
3. NandKishorTrikha, Media Laws in India, New Delhi

Reference Books:

1. Indian Constitution, DD Basu
2. Assessment Scheme:
- 3.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Experiential Learning-1

Program	Bachelors of Journalism& Mass communication(BAJMC)	Semester				II
Course Name	Experiential Learning	L	T	P	C	Course Type
Course Code	BJM P001	0	0	0	2	PROJECT/SKILL

Course Objectives:

This course ensures that the students understand how:

COb1	Familiarize students with hands-on experience in the processes of print production and editing.
COb2	Students' learn technical skills in using industry-standard software and equipment for print production.
COb3	Develop understanding of the entire print production workflow, from concept to final product.
COb4	Achieve creative abilities in designing and editing printed materials.
COb5	Create with best practices and ethical considerations in print production and editing.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate proficiency in using industry-standard software and equipment for print production.	L2
CO2	Execute the entire print production workflow, from initial concept to the final printed product.	L2
CO3	Apply creative design and editing skills to produce visually appealing and effective printed materials.	L2 & L3
CO4	Implement best practices and ethical considerations in print production and editing.	L1 & L3
CO5	Collaborate effectively with team members in a simulated real-world print production environment.	L4

Syllabus:

Unit-1	Reporting & Editing	Contact Hours: 12
Print Media Practical Viva (External Only) (i) Reporting on political, developmental and social issues, crime, Cultural activities, speeches, seminars, fashion & lifestyles And sports (any five on different subjects) (ii) Editing –Political, local, foreign and moffusil copies, including Head lining (5)		
Unit-2	Production of Newspaper	Contact Hours: 12
Production of an 8-page national Newspaperand basic visual effects to enhance the storytelling.		

Suggestive Readings:

Text Books:

1. "The Complete Guide to Video Editing: A Practical Guide to Digital Video Editing" by Paul Martingell
2. "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
3. "Audio Postproduction for Film and Video: After-the-Shoot Solutions" by Jay Rose

Reference Books:

1. Adobe Premiere Pro Classroom in a Book" by Adobe Creative Team Vijay Kumar Kaul,
2. "The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Social Engineering

Program	Bachelor's of Journalism & Mass communication(BAJMC) ALL SEMESTERS	Semester				IV
Course Name	Social Engineering	L	T	P	C	Course Type
Course Code	JIU A101/A102/A103/A104	0	0	2	1	CORE

CONCEPT OF THE COURSE

The purpose of this course is to prepare students to give back to society by helping, informing, and mentoring others through various platforms. This course will simultaneously equip them with skills for earning a degree in social life alongside their educational degree.

Following are the platforms through which students will connect with society:

Paryavarana

Tree Plantation Drives

Awareness Campaigns on environmental issues

Clean-up Drives

Sustainable Energy Practices

Organic Gardening

Parivartan

Educational Support

Donation Drives

Computer Literacy

Career Guidance

Fundraising Events

Collaboration with NGOs

Poshan

Health Screening Camps

Health Awareness Campaigns

Blood Donation Camps

Health Promotion Events

One-on-One Consultations

First Aid Training

Prab

Nukkad natak

Community talks over social issues

Employment skills

Awareness on Govt. schemes for under privileged community and youth

Camps on girl child education

Course Objectives:

The objective of this course is to prepare students to contribute meaningfully to society by helping, informing, and mentoring others through various platforms. Students will develop practical skills that enable them to earn a degree in social life while pursuing their educational degree, fostering a sense of community responsibility and personal growth.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate the ability to use various platforms to help, inform, and mentor others in the community.	L2
CO2	Develop and implement projects that contribute to societal well-being.	L2
CO3	Exhibit a strong sense of social responsibility and community engagement.	L2 & L3
CO4	Apply practical skills learned to earn a social life degree alongside their educational degree.	L1 & L3
CO5	Reflect on personal growth and the impact of their contributions to society.	L4
CO6	Collaborate effectively with peers and community members to achieve common goals.	L4
CO7	Communicate effectively in diverse social settings and through different media.	L5
CO8	Integrate ethical considerations into their social initiatives.	L5
CO9	Cultivate a lifelong commitment to giving back to society and fostering positive change.	L6

Course: Advertising

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				III
Course Name	Advertising Media	L	T	P	C	Course Type
Course Code	BJM C 208	3	0	2	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Define and explain important terms related to advertising, including key concepts such as brand positioning, target audience, and integrated marketing communication.
COb2	Identify and differentiate various types of advertisements utilized by marketers across different platforms and mediums, such as print, digital, television, and outdoor.
COb3	Examine and discuss the ethical considerations, cultural sensitivities, and regulatory frameworks that impact advertising practices.
COb4	Analyze the creative aspects of advertising, including the use of visual imagery, copywriting techniques, storytelling, and branding strategies to effectively communicate messages and evoke consumer response.
COb5	Evaluate the role of media planning, advertising effectiveness metrics, and appeals in the development and execution of successful advertising campaigns.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Identify important terms used in advertising, marketing, and consumer behavior.	L1
CO2	Understand the foundational concepts of advertising, including advertising principles, consumer behavior theories, and marketing strategies.	L2
CO3	Explain the significance of advertising decisions such as media planning, budget allocation, selection of advertising appeals, and methods to measure advertising effectiveness.	L2
CO4	Apply creativity in advertising that effectively captures audience attention, evokes emotion, and communicates brand messages in memorable and impactful ways.	L3
CO5	Apply knowledge of advertising principles to design comprehensive advertising campaigns tailored to specific target audiences and market segments.	L3
CO6	Differentiate between good, effective, and ineffective advertising campaigns by assessing their creative execution, audience engagement, and impact.	L4
CO7	Analyze the effectiveness of different advertising elements, tools, and strategies in achieving marketing objectives and reaching target markets.	L4
CO8	Evaluate the ethical implications of advertising practices, considering cultural sensitivities and regulatory requirements in diverse contexts.	L5
CO9	Create compelling advertising messages and visuals that engage consumers and communicate brand values effectively.	L5

Syllabus:

Unit-1	Basics of Advertising	Contact Hours: 12
Concept and definition of advertising, Characteristics, merits and demerits of advertising, Purpose of advertising, development of advertising, types of Advertising, Different advertising media and their comparative strengths and weaknesses, difference between advertising and public relations advertising ethics and social responsibility, ASCI.		
Unit-2	Advertising as Marketing Communication	Contact Hours: 12
Definition of marketing, marketing mix, integrated marketing communication, need for integrated communications, Consumer behaviour: Consumer decision-making process, Factors affecting consumer behaviour; Market Segmentation – Concept and Importance, levels, and bases of market segmentation.		
Unit-3	Advertising Planning and Execution	Contact Hours: 12
Advertising agency, functions of advertising agency types of ad agencies- Full service, Media buying, creative boutique, specialized, social media and in-house advertising agency, Departments of advertising agency and their functions., advertising planning, Media planning, Process of media planning, media scheduling.		
Unit-4	Advertising Creativity	Contact Hours: 12
Elements of good advertising, Advertising Copy, Types of advertising copy, Advertising appeals and its types, Headline, essentials of headlines, role of headline in advertising, Types of headlines, slogans, taglines, Difference between slogan and tagline, USP, Advertising in Digital platforms, Dos and Don'ts of advertising in digital platforms, develop advertisement for social media.		

Suggestive Readings:

Textbooks:

1. S. Ramesh Kumar & Anup Krishnamurthy, “Advertising, Brands and Consumer Behaviour: The Indian Context” Sage Publication, 2020.
2. Kruti Shah, “Advertising n Promotion”, TMH, 2015.
3. S H H Kazmi & Satish K Batra, “Advertising and Sales Promotion”, Excel Books, 2009.
4. V S Ramaswamy & S Namakumari, “Marketing Management: Global Perspective, Indian Context”, 4th Eds, Mcmillam, 2009.

References:

1. Monle Lee & Carla Johnson (2006). “Principles of Advertising: A Global Perspective”, Routledge, 2006.
2. Piyush Pandey, “Pandeymonium”, Random House Publishers India Pvt. Limited, 2016.

3. Assessment Scheme:

4. Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Experiential Learning

Program	Bachelor's of Journalism & Mass communication (BAJMC)	Semester				III
Course Name	Experiential Learning	L	T	P	C	Course Type
Course Code	BJM P002	0	0	0	2	PROJECT/SKILL

Course Objectives:

This course ensures that the students understand how:

COb1	Familiarize students with hands-on experience in the processes of print production and editing.
COb2	Students' learn technical skills in using industry-standard software and equipment for print production.
COb3	Develop understanding of the entire print production workflow, from concept to final product.
COb4	Achieve creative abilities in designing and editing printed materials.
COb5	Create with best practices and ethical considerations in print production and editing.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate proficiency in using industry-standard software and equipment for print production.	L2
CO2	Execute the entire print production workflow, from initial concept to the final printed product.	L2
CO3	Apply creative design and editing skills to produce visually appealing and effective printed materials.	L2 & L3
CO4	Implement best practices and ethical considerations in print production and editing.	L1 & L3
CO5	Collaborate effectively with team members in a simulated real-world print production environment.	L4
CO6	Plan, schedule, and manage print projects, ensuring timely and high-quality deliverables.	L4
CO7	Critically evaluate and edit content for clarity, accuracy, and impact.	L5
CO8	Adapt to evolving technologies and trends in the print media industry.	L5
CO9	Exhibit a professional mindset and work ethic suitable for careers in print production and editing.	L6

Syllabus:

Unit-1	Reporting & Editing	Contact Hours: 12
Print Media Practical Viva (External Only) (i) Reporting on political, developmental and social issues, crime, Cultural activities, speeches, seminars, fashion & lifestyles And sports (any five on different subjects) (ii) Editing –Political, local, foreign and moffusil copies, including Head lining (5)		
Unit-2	Production of Newspaper	Contact Hours: 12
Production of an 8-page national Newspaper and basic visual effects to enhance the storytelling.		

Suggestive Readings:

Text Books:

- "The Complete Guide to Video Editing: A Practical Guide to Digital Video Editing" by Paul Martingell
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Audio Postproduction for Film and Video: After-the-Shoot Solutions" by Jay Rose

Reference Books:

- Adobe Premiere Pro Classroom in a Book" by Adobe Creative Team Vijay Kumar Kaul,
- "The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby

Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Test I	☑	1hr	15			Traditional	Levels 3 to 5
Test II	☑	1hr	15			Traditional	Levels 3 to 5
Assignment	☑		10			Group	Levels 1 to 5
Surprise Quiz	☑	30mins	10			MCQ	Level 1
Comprehensive Exam	☑	2hr	30			Traditional	Levels 1 to 3
	☑	1hr	20			Open Book	Levels 3 to 5

Course Objectives – Course Outcomes Mapping

Course Outcomes →	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9
Course Objectives ↓									
COb1	★	★							
COb2		★	★			★			★
COb3		★		★	★			★	
COb4		★	★				★		
COb5	★			★					★

Course Objectives – Program Educational Objectives Mapping

Program Educational Objectives →	PEO1	PEO2	PEO3	PEO4	PEO5
Course Objectives ↓					
COb1	★	★			
COb2		★			
COb3		★		★	
COb4		★			
COb5	★			★	★

Course Outcomes – Program Outcomes (CO – PO) Mapping

Program Outcomes →	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes ↓									
CO1	★	★			★	★		★	
CO2	★	★	★			★	★		
CO3	★	★		★					
CO4	★	★	★						
CO5	★	★							
CO6	★	★							
CO7					★				★
CO8	★	★	★	★		★			
CO9	★	★	★			★		★	

Course: Photography

Program	Bachelor's of Journalism & Mass communication (BAJMC)	Semester				III
Course Name	Photography	L	T	P	C	Course Type
Course Code	BJM C 202	2	0	6	5	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	To Develop Technical Proficiency of camera
COb2	To Enhance Creative Expression
COb3	To Understand Light and Lighting
COb4	To Learn to Communicate through Images
COb5	To Improve Post-Processing Skills

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Understand basics of photography	L2
CO2	Technically Master the camera operations and techniques	L2
CO3	Explore the Creative Skill Development	L2 & L3
CO4	Describe Composition Rules	L1 & L3
CO5	Operate Camera in Manual Mode	L4

Syllabus:

Unit-1	Introduction to Photography	Contact Hours: 15
History and evolution of photography; Types of cameras and their features; Understanding exposure, aperture, shutter speed, and ISO; Composition and framing techniques		
Unit-2	Lighting and Portrait Photography	Contact Hours: 15
Working with natural light and artificial lighting; Techniques for controlling and manipulating light; Fundamentals of portrait photography; Posing and directing subjects		
Unit-3	Landscape and Nature Photography	Contact Hours: 15
Capturing the beauty of natural landscapes Composition and lighting considerations for landscape photography; Techniques for capturing flora and fauna. Exploring different types of natural environments		

Unit-4	Editing and Post-Processing	Contact Hours: 15
Introduction to photo editing software (e.g., Adobe Lightroom, Photoshop); Basic editing techniques, including adjusting exposure, contrast, and color balance; Retouching and enhancing images; Creative editing techniques for artistic expression		

Suggestive Readings:

Text Books:

1. The Photographer's Eye ,Michael Freeman, Focal Press
2. Photography: The Definitive Visual History, Tom Ang, DK Publishers
3. Understanding Exposure, Bryan Peterson, Amphoto Books

Reference Book

1. "The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby

1. Assessment Scheme:

2.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1

CO5	3	1	2	1	2	1	2	3	2
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1 = Low, 2 = Moderate, 3 = High contribution.

Course: Social Engineering

Program	Bachelor's of Journalism & Mass communication(BAJMC) ALL SEMESTERS	Semester				III
Course Name	Social Engineering	L	T	P	C	Course Type
Course Code	JIU A201	0	0	2	1	CORE

CONCEPT OF THE COURSE

The purpose of this course is to prepare students to give back to society by helping, informing, and mentoring others through various platforms. This course will simultaneously equip them with skills for earning a degree in social life alongside their educational degree.

Following are the platforms through which students will connect with society:

Paryavarana

Tree Plantation Drives

Awareness Campaigns on
Environmental issues
Clean-up Drives
Sustainable Energy Practices
Organic Gardening

Parivartan

Educational Support
Donation Drives
Computer Literacy
Career Guidance
Fundraising Events
Collaboration with NGOs

Poshan

Health Screening Camps
Health Awareness Campaigns
Blood Donation Camps
Health Promotion Events
One-on-One Consultations
First Aid Training

Prab

Nukkad natak
Community talks over social issues
Employment skills

Awareness on Govt. schemes for under privileged community and youth Camps on girl child education

Course Objectives:

The objective of this course is to prepare students to contribute meaningfully to society by helping, informing, and mentoring others through various platforms. Students will develop practical skills that enable them to earn a degree in social life while pursuing their educational degree, fostering a sense of community responsibility and personal growth.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate the ability to use various platforms to help, inform, and mentor others in the community.	L2
CO2	Develop and implement projects that contribute to societal well-being.	L2
CO3	Exhibit a strong sense of social responsibility and community engagement.	L2 & L3
CO4	Apply practical skills learned to earn a social life degree alongside their educational degree.	L1 & L3
CO5	Reflect on personal growth and the impact of their contributions to society.	L4
CO6	Collaborate effectively with peers and community members to achieve common goals.	L4
CO7	Communicate effectively in diverse social settings and through different media.	L5
CO8	Integrate ethical considerations into their social initiatives.	L5
CO9	Cultivate a lifelong commitment to giving back to society and fostering positive change.	L6

SYLLABUS
Common to All Courses
Soft Skills Enhancement I
Code : JIU S201
Semester III

Program	Common to All programs	Semester				I
Course Name	Soft Skills Enhancement III	L	T	P	C	Course Type
Course Code	JIU S201	1	0	0	0	NC

Course Objectives:

This course ensures that the students understand how:

CO1	To develop effective communication skills, and enhance critical and creative thinking abilities.
CO2	To acquire problem-solving and decision-making skills for personal and professional contexts.
CO3	To manage time and stress efficiently, and to set and achieve goals.
CO4	To build teamwork and leadership skills for effective collaboration.
CO5	To cultivate flexibility, independence, and organizational skills.
CO6	To foster curiosity, innovation, adaptability, and social and cultural awareness to enhance employability in the 21st century.

Course Outcomes:

Towards the end of the course, the students will be able to:

COs	Outcome	BT Level
CO1	Remember : Identify key components of effective communication and critical thinking.	L1
CO2	Understand: Explain the processes involved in creative thinking and problem-solving.	L2
CO3	Apply: Implement decision-making techniques in various scenarios.	L2
CO4	Analyze: Break down time and stress management strategies to improve personal productivity.	L3
CO5	Evaluate: Assess goal-setting techniques and their impact on personal and professional growth.	L3
CO6	Create: Develop a plan for effective team building and leadership.	L4
CO7	Apply: Demonstrate the ability to work independently and collaboratively in different contexts.	L4
CO8	Understand: Describe the importance of curiosity, innovation, and adaptability in the modern workplace	L5
CO9	Analyze**: Examine the role of social and cultural awareness in enhancing employability.	L6

Syllabus:

Unit-1	Introduction to Effective Communication & personality traits	Contact Hours: 3
Effective communication, Critical Thinking, Creative Thinking, Problem Solving & Decision Making		
Unit-2	Understanding personality traits for workplace I	Contact Hours: 3
Time Management, Stress Management, Goal Setting Team building & leadership		
Unit-3	Understanding personality traits for workplace II	Contact Hours: 3
Collaboration, Flexibility, Ability to work independently Planning and organising		
Unit-4	Understanding personality traits for workplace III	Contact Hours: 3
Curiosity, Innovation, Adaptability, Social and cultural awareness, understanding 21 st century skills for enhancing employability		
Unit-5	Basics of Phonetics	Contact Hours: 3
Preparing CV with cover letter and participating in Group Discussion & Mock Interviews		
<u>Assignments –</u> Participating in Mock Interviews and GDs.		

Reference books –

Soft Skills by K. Alex. S Chand Publications.

English Language Communication Skills by Rajesh Kumar. Cengage Learning.

English for Engineers by Aeda Abidi & Ritu Chaudhary. Cengage Learning.

Remedial English by Rajhans Gupta. Pragati Publications.

Body Language by Allen Pease. Manjul Publishing House.

Course Objectives – Course Outcomes Mapping

Course Outcomes →	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9
Course Objectives ↓									
CO1	X	X							
CO2		X	X						
CO3				X	X				
CO4						X	X		
CO5							X	X	
CO6								X	X

Course: Media Management

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				IV
Course Name	Media Management	L	T	P	C	Course Type
Course Code	BJM C203	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Develop a comprehensive understanding of management concepts, including the various functions and principles involved in managing an organization effectively.
COb2	Examine the concept, principles, and importance of media management, as well as the qualities and skills required for a successful media manager.
COb3	Apply the concepts of leadership and motivation, and learn strategies for maintaining work-life balance, especially for media professionals.
COb4	Analyze the functions and organizational structures of various departments within newspaper organizations, radio stations, and TV channels.
COb5	Evaluate the different ownership structures of mass-media organizations in India, including sole proprietorship, partnership, and public limited companies.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Identify important terms used in media and management.	L1
CO2	Understand the different ownership patterns of mass-media in India	L2
CO3	Explain the importance and principles of management and media management.	L2
CO4	Apply management principles to real-world media scenarios in impactful ways	L3
CO5	Apply strategies for effective media management, motivation, and leadership in practical situations.	L3

Syllabus:

Unit-1	Principles of Media Management	Contact Hours: 14
Management – Concept and Importance, Functions of Management, Principles of Management – Planning, organizing, staffing, directing, and controlling; Media Management – Concept and definition, principles of media management, importance of media management, Quality and skills of media manager; Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains); Registration of a newspaper, Top Indian media organizations, career prospects in media.		
Unit-2	Organizational Structure & Apex Organizations	Contact Hours: 12
Functions and organizational structure of different departments of newspaper organization, Functions and organizational structure of different departments of radio station, Functions and organizational structure of different departments of TV channel, DAVP and its role, Bureau of Outreach and Communication (BOC), Indian Newspaper Society and its functions, Audit Bureau of Circulation and working of ABC. Changing role of editorial staff and other media persons.		
Unit-3	Human Aspect in Management	Contact Hours: 10
Leadership – Concept and definition, Importance of leadership, Leadership styles, Leader Vs Manager, Motivation – Concept and definition, Significance of motivation, Techniques of Motivation, Concept of Work-Life Balance, Significance of Work-life balance, Strategies for maintaining work-life-balance, Work-life-balance for media professionals.		
Unit-4	Planning and Execution	Contact Hours: 12
Administration and program management of media – scheduling, transmitting, record-keeping, quality control and cost-effective techniques, Employee-employer relations and strategies to develop good employer-employee relationship, Customer relation services, marketing survey and its techniques, Foreign Direct Investment and its benefits, FDI in media and entertainment industry, Press Commissions on Indian newspaper management structure.		

Suggestive Readings:

Textbooks:

1. Menon, “Media Planning and Buying”, TMH, 2010.
2. VirBala Aggarwal and V. S. Gupta, “Handbook of Journalism and Mass Communication”, Concept Publishing, 2001.
3. B. K. Chaturvedi, “Media Management”, Global Vision, 2009.

References:

1. C. Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, and Wilson Lowrey, “Media Management: A Casebook Approach”, Routledge, 2015.
2. James Redmond, “Media Organization Management Second Edition”, Biztantra, 2004.

1. Assessment Scheme:

2.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/	Levels 1 to 3

							Presentatio n/ Practical	
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10				MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Public Relations

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				V
Course Name	Public Relations	L	T	P	C	Course Type
Course Code	BJM C 302	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Define and explain important terms related to public and public relations.
COb2	Learn techniques for building and maintaining relationships with various publics of organizations.
COb3	Understand the various tools, techniques, and strategies employed in public relations campaigns, including their applications and implications within different contexts.
COb4	Analyze the interconnectedness of different components of public relations to comprehend how they collaborate to establish and enhance brand identity and reputation.
COb5	Develop the ability to plan, execute, and evaluate comprehensive public relations campaigns, including setting objectives, identifying target audiences, selecting appropriate tactics, and measuring outcomes.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Identify important terms used in public relations.	L1
CO2	Understand the foundational concepts of public relations, including publics, corporate communications, and public relations campaigns.	L2
CO3	Explain the various types of public relations techniques and tools, as well as the diverse strategies and tactics employed in public relations campaigns.	L2
CO4	Apply a range of public relations tools, techniques, and communication strategies to cultivate effective relationships with stakeholders within specific organizational and contextual settings	L3
CO5	Apply knowledge of PR principles to design comprehensive public relations campaigns tailored to specific target audiences and market segments.	L3

Syllabus:

Unit-1	Introduction to Public Relations	Contact Hours: 12
Public Relations Definitions, Its objectives, tools of PR – selective tools written tools, and oral tools; PR Process - Research (Fact-finding), Planning, Communication, and Evaluation; Qualities and Functions of a Public Relation Officer, Publics in PR, Difference between Advertising and Public relation. Emergence of PR in India- a brief history, In-house and Consultancy Public Relations; Ethics and the Law.		
Unit-2	Public Relations with Publics	Contact Hours: 10
Public Relations with internal and external publics - Employees, community, industry, marketing, shareholders, suppliers, government, media, publishers, designers, photographers and printers, Organization of Public Relations, Future of Public relations in India. PRSI. International PR		

Organizations – PRSA, IPRA, IABC, CPRS, PRCA.		
Unit-3	Crisis Management & Corporate Communication	Contact Hours: 14
Crisis, Types of Crisis, Crisis Communication, Crisis management, stages of crisis Management; Corporate Communications – Press Release, Press Conference, and guideline for organizing Press conference; House Journal, facilities visit; Case studies of Crisis Communication and Corporate Communication; PR Agency, functions of PR agencies, Important Indian and International PR agencies.		
Unit-4	Public Relations and Communication Media	Contact Hours: 12
Strategies to maintain Media Relations, Sponsorship and Event Management, E-PR (Digital Media and PR), PR and Lobbying, public service activities, working with causes and ideas. New PR tools – social media, Infographics, Digital Stories, Video blogging and podcasting, Celebrity Endorsement.		

Suggestive Readings:

Textbooks:

1. Vir Bala Aggarwal & V. S. Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company
2. Fraser P. Seitel (2017). “The Practice of Public Relations”, Pearson.

References:

1. Alison Theaker (2002). “The Public Relations Handbook”, Routledge.

1. Assessment Scheme:
- 2.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Social Engineering

Program	Bachelors of Journalism& Mass communication(BAJMC) ALL SEMESTERS	Semester				IV
Course Name	Social Engineering	L	T	P	C	Course Type
Course Code	JIU A202	0	0	2	1	CORE

CONCEPT OF THE COURSE

The purpose of this course is to prepare students to give back to society by helping, informing, and mentoring others through various platforms. This course will simultaneously equip them with skills for earning a degree in social life alongside their educational degree.

Following are the platforms through which students will connect with society:

Paryavarana

Tree Plantation Drives
Awareness Campaigns on environmental issues
Clean-up Drives
Sustainable Energy Practices
Organic Gardening

Parivartan

Educational Support
Donation Drives
Computer Literacy
Career Guidance
Fundraising Events
Collaboration with NGOs

Poshan

Health Screening Camps
Health Awareness Campaigns
Blood Donation Camps
Health Promotion Events
One-on-One Consultations
First Aid Training

Prab

Nukkad natak
Community talks over social issues
Employment skills
Awareness on Govt. schemes for underprivileged community and youth
Camps on girl child education

Course Objectives:

The objective of this course is to prepare students to contribute meaningfully to society by helping, informing, and mentoring others through various platforms. Students will develop practical skills that enable them to earn a degree in social life while pursuing their educational degree, fostering a sense of community responsibility and personal growth.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate the ability to use various platforms to help, inform, and mentor others in the community.	L2
CO2	Develop and implement projects that contribute to societal well-being.	L2
CO3	Exhibit a strong sense of social responsibility and community engagement.	L2 & L3
CO4	Apply practical skills learned to earn a social life degree alongside their educational degree.	L1 & L3
CO5	Reflect on personal growth and the impact of their contributions to society.	L4
CO6	Collaborate effectively with peers and community members to achieve common goals.	L4
CO7	Communicate effectively in diverse social settings and through different media.	L5
CO8	Integrate ethical considerations into their social initiatives.	L5
CO9	Cultivate a lifelong commitment to giving back to society and fostering positive change.	L6

SYLLABUS
Common to All Courses
Soft Skills Enhancement I

Program	Common to All programs	Semester				IV
Course Name	Soft Skills Enhancement III	L	T	P	C	Course Type
Course Code	JIU S202	1	0	0	0	NC

Course Objectives:

This course ensures that the students understand how:

CO1	To develop effective communication skills, and enhance critical and creative thinking abilities.
CO2	To acquire problem-solving and decision-making skills for personal and professional contexts.
CO3	To manage time and stress efficiently, and to set and achieve goals.
CO4	To build teamwork and leadership skills for effective collaboration.
CO5	To cultivate flexibility, independence, and organizational skills.
CO6	To foster curiosity, innovation, adaptability, and social and cultural awareness to enhance employability in the 21st century.

Course Outcomes:

Towards the end of the course, the students will be able to:

COs	Outcome	BT Level
CO1	Remember : Identify key components of effective communication and critical thinking.	L1
CO2	Understand: Explain the processes involved in creative thinking and problem-solving.	L2
CO3	Apply: Implement decision-making techniques in various scenarios.	L2
CO4	Analyze: Break down time and stress management strategies to improve personal productivity.	L3
CO5	Evaluate: Assess goal-setting techniques and their impact on personal and professional growth.	L3
CO6	Create: Develop a plan for effective team building and leadership.	L4
CO7	Apply: Demonstrate the ability to work independently and collaboratively in different contexts.	L4
CO8	Understand: Describe the importance of curiosity, innovation, and adaptability in the modern workplace	L5
CO9	Analyze**: Examine the role of social and cultural awareness in enhancing employability.	L6

Syllabus:

Unit-1	Introduction to Effective Communication & personality traits	Contact Hours: 3
Effective communication, Critical Thinking, Creative Thinking, Problem Solving & Decision Making		
Unit-2	Understanding personality traits for workplace I	Contact Hours: 3
Time Management, Stress Management, Goal Setting Team building & leadership		
Unit-3	Understanding personality traits for workplace II	Contact Hours: 3
Collaboration, Flexibility, Ability to work independently Planning and organising		
Unit-4	Understanding personality traits for workplace III	Contact Hours: 3
Curiosity, Innovation, Adaptability, Social and cultural awareness, understanding 21 st century skills for enhancing employability		
Unit-5	Basics of Phonetics	Contact Hours: 3
Preparing CV with cover letter and participating in Group Discussion & Mock Interviews		
<u>Assignments</u> – Participating in Mock Interviews and GDs.		

Reference books –

Soft Skills by K. Alex. S Chand Publications.

English Language Communication Skills by Rajesh Kumar. Cengage Learning.

English for Engineers by Aeda Abidi & Ritu Chaudhary. Cengage Learning.

Remedial English by Rajhans Gupta. Pragati Publications.

Body Language by Allen Pease. Manjul Publishing House.

Course Objectives – Course Outcomes Mapping

Course Outcomes →	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9
Course Objectives ↓									
CO1	X	X							
CO2		X	X						
CO3				X	X				
CO4						X	X		
CO5							X	X	
CO6								X	X

Course: Video Production –Pre to post

Program	Bachelor's of Journalism & Mass communication (BAJMC)	Semester				IV
Course Name	Video Production- pre to post	L	T	P	C	Course Type
Course Code	BJM C 204	2	0	4	4	SEC

Course Objectives:

This course ensures that the students understand how:

COb1	Learn the basic principles of video production, including pre-production, production, and post-production processes.
COb2	Gain proficiency in using video production equipment such as cameras, lighting, and audio recording devices.
COb3	Master the planning stages of video production, including budgeting, scheduling, location scouting, and securing permits.
COb4	Learn how to conceptualize and develop ideas into a visual story.
COb5	Encourage creativity and innovation in video production projects.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate the ability to operate various video production equipment, including cameras, lighting, and audio recording devices.	L2
CO2	Create comprehensive pre-production plans, including storyboards, shot lists, scripts, budgets, and schedules.	L2
CO3	Exhibit advanced skills in camera operation, including shot composition, framing, and camera movement to enhance visual storytelling	L2 & L3
CO4	Apply proper lighting techniques to create desired visual effects and moods.	L1 & L3
CO5	Edit video footage using industry-standard software, incorporating techniques such as cutting, transitions, color correction, and sound design.	L4

Syllabus:

Unit-1	Introduction to Video Production	Contact Hours: 8
Overview of the video production process from pre-production to post-production, Understanding the roles and responsibilities of the production team, Exploring the different genres and formats of video production.		
Unit-2	Pre-Production	Contact Hours: 10
Developing a video Concept, Ideation, Visualization, Screen play, Scriptwriting, and storyboarding; Preparing production schedules, Budgets, Script writing, Budgeting (Above the line/Below the line/post-production, other expenses), Script- Breakdown and shot lists; Location scouting, Set Designs, Casting, Crew, PRO, Art Designers, artist etc. Story board and securing necessary permits.		
Unit-3	Production	Contact Hours: 10

Camera Operation and Visual Storytelling, Understanding camera types, camera lens, settings (Depth of field (aperture), ISO & shutter speed), and functions.

Framing- balancing, Symmetry & Pattern, Composition- 180-degree rule in shooting, rule of thirds in shooting,, and shot types, Visual storytelling techniques, including shot sequences and camera movement (shot, angles, movements)

Unit-4	Lighting Techniques	Contact Hours: 10
Lighting for Video Production: Principles of lighting, including types of light sources and lighting setups, Lighting techniques for different genres and moods, Hands-on practice in lighting setups and using lighting equipment; Three Point of Lights- Key light, Fill Light, Back Light, Natural light, Artificial Light, Soft & Hard light, low angle light, high angle light.		

Unit-5	Post Production	Contact Hours: 10
Lighting for Video Production: Principles of lighting, including types of light sources and lighting setups, Lighting techniques for different genres and moods, Hands-on practice in lighting setups and using lighting equipment; Three Point of Lights- Key light, Fill Light, Back Light, Natural light, Artificial Light, Soft & Hard light, low angle light, high angle light.		

Suggestive Readings:

Text Books:

1. Operating Cinematography for Film and Video: A Professional and Practical Guide by SOC, William E. Hines
2. Video Production Handbook, Gerald Millerson, New Delhi: Focal Press, 1992.

Reference Book

1. Writing, Directing and Producing Documentary Films, Allan Rosenthal, Southern Illinois University Press, 1990.
2. Storyboards Motion in Action, Mark Simon, Oxford, Focal Press, 2000

3. Assessment Scheme:

4.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	☑	1hr	30			Traditional	Levels 1 to 3
End Term	☑	3hr	50			Traditional	Levels 2 to 5
Assignment	☑		10			Project/ Presentation/	Levels 1 to 3

						Practical	
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Public Relations

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				V
Course Name	Public Relations	L	T	P	C	Course Type
Course Code	BJM C 302	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Define and explain important terms related to public and public relations.
COb2	Learn techniques for building and maintaining relationships with various publics of organizations.
COb3	Understand the various tools, techniques, and strategies employed in public relations campaigns, including their applications and implications within different contexts.
COb4	Analyze the interconnectedness of different components of public relations to comprehend how they collaborate to establish and enhance brand identity and reputation.
COb5	Develop the ability to plan, execute, and evaluate comprehensive public relations campaigns, including setting objectives, identifying target audiences, selecting appropriate tactics, and measuring outcomes.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Identify important terms used in public relations.	L1
CO2	Understand the foundational concepts of public relations, including publics, corporate communications, and public relations campaigns.	L2
CO3	Explain the various types of public relations techniques and tools, as well as the diverse strategies and tactics employed in public relations campaigns.	L2
CO4	Apply a range of public relations tools, techniques, and communication strategies to cultivate effective relationships with stakeholders within specific organizational and contextual settings	L3
CO5	Apply knowledge of PR principles to design comprehensive public relations campaigns tailored to specific target audiences and market segments.	L3

Syllabus:

Unit-1	Introduction to Public Relations	Contact Hours: 12
Public Relations Definitions, Its objectives, tools of PR – selective tools written tools, and oral tools; PR Process - Research (Fact-finding), Planning, Communication, and Evaluation; Qualities and Functions of a Public Relation Officer, Publics in PR, Difference between Advertising and Public relation. Emergence of PR in India- a brief history, In-house and Consultancy Public Relations; Ethics and the Law.		
Unit-2	Public Relations with Publics	Contact Hours: 10
Public Relations with internal and external publics - Employees, community, industry, marketing, shareholders, suppliers, government, media, publishers, designers, photographers and printers, Organization of Public Relations, Future of Public relations in India. PRSI. International PR		

Organizations – PRSA, IPRA, IABC, CPRS, PRCA.		
Unit-3	Crisis Management & Corporate Communication	Contact Hours: 14
Crisis, Types of Crisis, Crisis Communication, Crisis management, stages of crisis Management; Corporate Communications – Press Release, Press Conference, and guideline for organizing Press conference; House Journal, facilities visit; Case studies of Crisis Communication and Corporate Communication; PR Agency, functions of PR agencies, Important Indian and International PR agencies.		
Unit-4	Public Relations and Communication Media	Contact Hours: 12
Strategies to maintain Media Relations, Sponsorship and Event Management, E-PR (Digital Media and PR), PR and Lobbying, public service activities, working with causes and ideas. New PR tools – social media, Infographics, Digital Stories, Video blogging and podcasting, Celebrity Endorsement.		

Suggestive Readings:

Textbooks:

1. Vir Bala Aggarwal & V. S. Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company
2. Fraser P. Seitel (2017). “The Practice of Public Relations”, Pearson.

References:

1. Alison Theaker (2002). “The Public Relations Handbook”, Routledge.

Assessment Scheme:

1. Assessment Scheme:
- 2.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Communication Research

Program	Bachelor of Journalism & Mass Communication (BA-JMC)	Semester				V
Course Name	Communication Research	L	T	P	C	Course Type
Course Code	BJM C 301	4	0	0	4	CORE

Course Objectives:

This course ensures that the students understand how:

COb1	Communication works and its fundamental elements.
COb2	Different types of communication are used in various contexts.
COb3	Basic research skills can be applied to explore communication.
COb4	Effective communication builds relationships and enhances understanding.
COb5	To evaluate and improve their own communication skills through feedback and practice.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Define what communication is and identify its key elements.	Remember
CO2	Differentiate between verbal, non-verbal, and visual communication.	Understand
CO3	Explain the importance of communication in everyday life.	Understand
CO4	Formulate simple research questions about communication.	Apply
CO5	Use basic methods to gather information about communication.	Apply
CO6	Describe how communication varies in different settings (home, school, community).	Understand
CO7	Identify the audience and purpose in different communication scenarios.	Analyze
CO8	Evaluate the effectiveness of communication in given scenarios.	Evaluate
CO9	Practice and demonstrate improved communication skills through activities and feedback.	Create

Syllabus:

Unit-1	Introduction to Communication	Contact Hours: 12
<p>What is Communication? Definition and basic concepts. Elements of communication (sender, message, receiver, feedback). Types of Communication Verbal communication: speaking and listening. Non-verbal communication: body language, gestures, facial expressions. Visual communication: images, symbols, signs. Importance of Communication</p>		

<p>Communication in school. Communication with family and friends. Communication in the community.</p>		
Unit-2	Basic Research Skills	Contact Hours: 10
<p>What is Research? Definition and purpose of research. Examples of research in everyday life. Asking Questions How to formulate simple research questions. Importance of asking clear and concise questions. Gathering Information Methods of gathering information: talking to people, observing, and looking at pictures. Recording information: drawing, writing, and using charts.</p>		
Unit-3	Exploring Communication in Our Lives	Contact Hours: 14
<p>Communication at Home and School How we communicate with family members. Communication with teachers and classmates. Communication in the Community How people communicate in the neighborhood and community. Different forms of communication in public places (signs, announcements). Audience and Purpose Understanding who we communicate with and why. Tailoring communication to different audiences (friends vs. teachers).</p>		
Unit-4	Evaluating Communication	Contact Hours: 12
<p>Effective Communication Characteristics of effective communication (clarity, listening, empathy). Common communication barriers. Feedback What is feedback? Importance of giving and receiving feedback. Improving Communication Strategies to improve speaking and listening skills. Practicing empathy and active listening.</p>		

Suggestive Readings:

Textbooks:

1. Vir Bala Aggarwal & V. S. Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company
2. Fraser P. Seitel (2017). "The Practice of Public Relations", Pearson.

References:

1. Alison Theaker (2002). "The Public Relations Handbook", Routledge.

2. Assessment Scheme:

3.

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation/ Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	1	1	2	1	1	2	1
CO2	2	2	2	1	1	2	2	3	1
CO3	2	1	1	3	1	1	1	2	2
CO4	2	2	3	1	1	2	1	3	1
CO5	3	1	2	1	2	1	2	3	2

1 = Low, 2 = Moderate, 3 = High contribution.

Course: Social Engineering

Program	Bachelors of Journalism& Mass communication(BAJMC) ALL SEMESTERS	Semester				V
Course Name	Social Engineering	L	T	P	C	Course Type
Course Code	JIU A301	0	0	2	1	CORE

CONCEPT OF THE COURSE

The purpose of this course is to prepare students to give back to society by helping, informing, and mentoring others through various platforms. This course will simultaneously equip them with skills for earning a degree in social life alongside their educational degree.

Following are the platforms through which students will connect with society:

Paryavarana

Tree Plantation Drives
Awareness Campaigns on environmental issues
Clean-up Drives
Sustainable Energy Practices
Organic Gardening

Parivartan

Educational Support
Donation Drives
Computer Literacy
Career Guidance
Fundraising Events
Collaboration with NGOs

Poshan

Health Screening Camps
Health Awareness Campaigns
Blood Donation Camps
Health Promotion Events
One-on-One Consultations
First Aid Training

Prab

Nukkad natak
Community talks over social issues
Employment skills
Awareness on Govt. schemes for under privileged community and youth
Camps on girl child education

Course Objectives:

The objective of this course is to prepare students to contribute meaningfully to society by helping, informing, and mentoring others through various platforms. Students will develop practical skills that enable them to earn a degree in social life while pursuing their educational degree, fostering a sense of community responsibility and personal growth.

Course Outcomes:

Towards the end of the course, the students will be able to:

CO	Outcome	BT Level
CO1	Demonstrate the ability to use various platforms to help, inform, and mentor others in the community.	L2
CO2	Develop and implement projects that contribute to societal well-being.	L2
CO3	Exhibit a strong sense of social responsibility and community engagement.	L2 & L3
CO4	Apply practical skills learned to earn a social life degree alongside their educational degree.	L1 & L3
CO5	Reflect on personal growth and the impact of their contributions to society.	L4
CO6	Collaborate effectively with peers and community members to achieve common goals.	L4
CO7	Communicate effectively in diverse social settings and through different media.	L5
CO8	Integrate ethical considerations into their social initiatives.	L5
CO9	Cultivate a lifelong commitment to giving back to society and fostering positive change.	L6

Soft Skills Enhancement

Program	Common to All programs	Semester				
Course Name	Soft Skills Enhancement III	L	T	P	C	Course Type
Course Code		1	0	0	0	NC

Course Objectives:

This course ensures that the students understand how:

CO1	To develop effective communication skills, and enhance critical and creative thinking abilities.
CO2	To acquire problem-solving and decision-making skills for personal and professional contexts.
CO3	To manage time and stress efficiently, and to set and achieve goals.
CO4	To build teamwork and leadership skills for effective collaboration.
CO5	To cultivate flexibility, independence, and organizational skills.
CO6	To foster curiosity, innovation, adaptability, and social and cultural awareness to enhance employability in the 21st century.

Course Outcomes:

Towards the end of the course, the students will be able to:

COs	Outcome	BT Level
CO1	Remember : Identify key components of effective communication and critical thinking.	L1
CO2	Understand: Explain the processes involved in creative thinking and problem-solving.	L2
CO3	Apply: Implement decision-making techniques in various scenarios.	L2
CO4	Analyze: Break down time and stress management strategies to improve personal productivity.	L3
CO5	Evaluate: Assess goal-setting techniques and their impact on personal and professional growth.	L3
CO6	Create: Develop a plan for effective team building and leadership.	L4
CO7	Apply: Demonstrate the ability to work independently and collaboratively in different contexts.	L4
CO8	Understand: Describe the importance of curiosity, innovation, and adaptability in the modern workplace	L5
CO9	Analyze**: Examine the role of social and cultural awareness in enhancing employability.	L6

Syllabus:

Unit-1	Introduction to Effective Communication & personality traits	Contact Hours: 3
Effective communication, Critical Thinking, Creative Thinking, Problem Solving		

& Decision Making		
Unit-2	Understanding personality traits for workplace I	Contact Hours: 3
Time Management, Stress Management, Goal Setting Team building & leadership		
Unit-3	Understanding personality traits for workplace II	Contact Hours: 3
Collaboration, Flexibility, Ability to work independently Planning and organising		
Unit-4	Understanding personality traits for workplace III	Contact Hours: 3
Curiosity, Innovation, Adaptability, Social and cultural awareness, understanding 21 st century skills for enhancing employability		
Unit-5	Basics of Phonetics	Contact Hours: 3
Preparing CV with cover letter and participating in Group Discussion & Mock Interviews		
<u>Assignments –</u> Participating in Mock Interviews and GDs.		

Reference books –

Soft Skills by K. Alex. S Chand Publications.

English Language Communication Skills by Rajesh Kumar. Cengage Learning.

English for Engineers by Aeda Abidi & Ritu Chaudhary. Cengage Learning.

Remedial English by Rajhans Gupta. Pragati Publications.

Body Language by Allen Pease. Manjul Publishing House.

Course Objectives – Course Outcomes Mapping

Course Outcomes →	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9
Course Objectives ↓									
CO1	X	X							
CO2		X	X						
CO3				X	X				
CO4						X	X		
CO5							X	X	
CO6								X	X



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SJMC

BA JMC VI Sem

Dissertation JIUD 002

Course Objectives:

COj 1: To gather primary data and firsthand information relevant to their research topic.

COj 2: To validate hypotheses and research findings through practical exposure.

COj 3: To develop research and analytical skills by applying theoretical knowledge in real-world settings.

COj 4: To gain an understanding of industry practices and trends that can inform and enhance the dissertation.

COj 5: To build connections with industry professionals who can provide guidance and support.

Course Outcomes: At the end of this course, the students would be able to:

	Course Outcomes	Bloom's Taxonomy Level	Evaluation Method
CO 1:	Demonstrate the ability to apply theoretical knowledge to practical research problems in journalism and mass communication.	Apply (3)	Dissertation Proposal and Defense
CO 2:	Develop advanced research skills including data collection, analysis, and interpretation.	Analyze (4)	Research Report and Supervisor Evaluation
CO 3:	Critically review and synthesize relevant literature to establish a theoretical framework for the dissertation.	Evaluate (5)	Literature Review Chapter Evaluation
CO 4:	Design and implement a comprehensive research methodology appropriate to the research questions or hypotheses.	Create (6)	Methodology Chapter Assessment
CO 5:	Conduct ethical and rigorous research while adhering to academic standards and guidelines.	Apply (3)	Ethics Approval and Compliance Check
CO 6:	Analyze and interpret research findings to draw	Analyze (4)	Data Analysis



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	meaningful conclusions and recommendations.		Chapter and Presentation
CO 7:	Communicate research findings effectively through written dissertation and oral defense.	Evaluate (5)	Dissertation Writing and Oral Defense
CO 8:	Demonstrate the ability to manage a substantial research project independently, including time and resource management.	Apply (3)	Project Management Evaluation
CO 9:	Contribute original knowledge or insights to the field of journalism and mass communication.	Create (6)	Final Dissertation and Peer Review

Students typically engage in a variety of activities during their Dissertation, which may include:

1. **Data Collection and Analysis:** Conducting surveys, interviews, and fieldwork to collect data relevant to their dissertation.
2. **Literature Review:** Accessing industry reports, case studies, and other resources that can contribute to the dissertation's literature review.
3. **Project Work:** Participating in projects that align with their research interests to gain practical insights.
4. **Workshops and Seminars:** Attending industry workshops, seminars, and conferences to stay updated on current trends and developments.
5. **Report Writing:** Compiling and analyzing data to write detailed reports that can be integrated into the dissertation.
6. **Mentorship and Guidance:** Receiving mentorship from industry experts and professionals who can provide feedback and suggestions for the dissertation.
7. **Case Studies:** Developing and analyzing case studies based on real-world scenarios encountered during the internship.
8. **Ethical Considerations:** Learning about ethical considerations and best practices in conducting research and handling data.



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Mapping of Course Outcomes with Program Outcomes and Course Objectives with Program Objectives

Program Outcomes	a	b	c	d	e	f	g	h	i
Course Outcomes									
1	X	X	X	X		X	X		X
2	X	X			X				
3	X	X			X				
4	X	X				X			
5		X			X	X			
6				X			X		
7		X	X	X			X		X
8	X	X							X
9	X					X	X	X	

Program Objectives	1	2	3	4	5
Course Objectives					
1	X	X			
2	X	X	X	X	
3	X	X	X	X	
4	X		X	X	X
5		X	X		

Course Outcomes	1	2	3	4	5	6	7	8	9
Course Objectives									
1	X	X		X	X		X		X
2	X	X	X	X	X	X	X		X
3	X		X	X	X				
4						X		X	
5							X		



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SJMC

BA JMC VI Sem

Internship JIU I001

Course Objectives:

COj 1: Gain practical experience in a professional media organization, including understanding the operational aspects of media production.

COj 2: Develop critical thinking and problem-solving skills by engaging in real-world media tasks and projects.

COj 3: Apply theoretical knowledge from coursework to address practical challenges faced during the internship/project.

COj 4: Create a detailed report of the internship/project experience, including a reflection on personal and professional growth.

COj 5: Establish and expand a professional network by building relationships with media professionals, mentors, and peers.

Course Outcomes: At the end of this course, the students would be able to:

	Course Outcomes	Bloom's Taxonomy Level	Evaluation Method
CO 1	Demonstrate professional competencies and practical skills gained through real-world experience in media organizations.	BL 3	Practicals (Open ended project)
CO 2	Analyze the daily operations and workflow of media outlets, including newsrooms or communication departments.	BL 4	
CO 3	Evaluate media content and production processes through observation and practical involvement in media projects.	BL 5	
CO 4	Apply theoretical knowledge from academic studies to practical situations encountered during the internship or project.	BL 3	
CO 5	Develop effective communication strategies and	BL 3	



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	solutions for real-world media challenges and tasks.		
CO 6	Reflect on personal experiences and professional growth achieved through the internship/project, identifying strengths and areas for improvement.	BL 6	
CO 7	Build and expand a professional network by interacting with media professionals, colleagues, and mentors during the internship/project.	BL 4	
CO 8	Document and present a comprehensive project report that details the experiences, learning outcomes, and reflections from the internship/project.	BL 5	
CO 9	Demonstrate a professional work ethic and understanding of industry standards and practices in journalism and mass communication.	BL 3	

Activities during the Internship

Students typically engage in a variety of activities during their internships, which may include:

1. **News Reporting and Writing:** Covering events, conducting interviews, and writing news articles or stories.
2. **Editing and Proofreading:** Assisting in the editing process to ensure content is accurate, clear, and engaging.
3. **Research:** Conducting background research for stories, articles, or broadcasts.
4. **Multimedia Production:** Participating in the production of multimedia content, including photography, videography, and audio recording.
5. **Social Media Management:** Creating and managing content for social media platforms to engage audiences and promote content.
6. **Public Relations:** Assisting in creating press releases, organizing press conferences, and maintaining media relations.
7. **Advertising:** Developing advertising campaigns, creating content, and understanding market research.
8. **Digital Journalism:** Working on online news platforms, learning about SEO, content management systems, and digital storytelling techniques.
9. **Ethics and Law:** Gaining insights into the ethical dilemmas and legal frameworks that govern the media industry.



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Mapping of Course Outcomes with Program Outcomes and Course Objectives with Program Objectives

Program Outcomes	a	b	c	d	e	f	g	h	i
Course Outcomes									
1	X	X	X	X		X	X		X
2	X	X			X				
3	X	X			X				
4	X	X				X			
5		X			X	X			
6				X			X		
7		X	X	X			X		X
8	X	X							X
9	X					X	X	X	

Program Objectives	1	2	3	4	5
Course Objectives					
1	X	X			
2	X	X	X	X	
3	X	X	X	X	
4	X		X	X	X
5		X	X		

Course Outcomes	1	2	3	4	5	6	7	8	9
Course Objectives									
1	X	X		X	X		X		X
2	X	X	X	X	X	X	X		X
3	X		X	X	X				
4						X		X	
5							X		



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