

**Annexure I**  
**Tentative Course Division**  
**B.A. (JMC)**

Core Courses	Core Courses (4 Credits)	Ability Enhancement Course (AEC) (2 credits)	Skill Enhancement Courses (2 credits)	DSE (Any two)	Credit (4 credits)	GE (Any Two)	Credit (4 credits)
<b>Semester 1</b>							
1. Introduction to Communication &Media	6	1					
2. Introduction to Journalism	6						
3. Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6						
<b>Semester 2</b>							
1. Print Media Production	6	1				Social Media	6
2. Media Ethics & Law	6						
3. Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6						
<b>Semester 3</b>							
1. Radio Production	6		1			Basics of Radio Documentary Production	6
2. Digital Media	6						
3. Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6						
<b>Semester 4</b>							
1. Advertisement & Public Relation	6		1			Introduction to Film Making	6

2. Television Journalism	6						
3. Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)	6						
<i>Internship of one month after fourth Semester examination i.e. during summer vacations (4 credits)</i>							
<b>Semester 5</b>							
1. Development Communication	6		1	Photography	6	Visual Culture	6
2. Communication Research	6			Introduction to Cinema Studies	6		
				Translation Technique for Urdu Media	6		
				Basics of Video Documentary	6		
<b>Semester 6</b>							
1. Media Research Project	4		1	Graphic and Design	6		
				Human rights and Media	6		
				Mediated Identities	6		
				Health Journalism	6		
Total Credits	92	4	8		24		12
<b>Grand Total</b>	<b>140 Credits</b>						

## Semester 1

**Course Title: Introduction to Communication & Media (CORE)**

**Course Code: BJMC101**

**Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** Main objective of paper is to enhance the English journalistic skills and creative writing among students. Paper will focus on grammar, translation, reading skills, different types of writing and rules of formal and informal writing.

**Course Outcomes:** Students will gain the hold on language and writing, they will be able to write news stories in English. They will get the basic idea of translation and will be develop creative writing skills which will prepare them for future media presentations.

Unit	Course Content	Instructi on Hours
I	Nature and Processes of human communication; functions of communication; types of communication: verbal and non-verbal communication, intra-personal, inter-personal, group, public and mass communication	15
II	Nature and Process of Mass Communication; Media of Mass Communication; Characteristics and Typology of audiences; Definition, scope and nature of Journalism; Duties and Responsibilities of journalists	15
III	Models of Communication: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Wilbur Schramm, Dance, Gerbener, Newcomb. Convergence and gate-keeping, communication and socialization	15
IV	Media Systems: Authoritarian, Libertarian, Socialistic, Social Responsibility; Indian Communication Theory, cultural integration and cultural pollution	15
V	Folk Media as a medium of mass communication; Origin and characteristics of folk media; Relevance of Folk Media in modern society, Well-known folk media forms of India; Use of folk media for development by government in India; Role of Govt agencies such as Information and Publicity Dept, Song and Drama Division	15
VI	Introduction to key thinkers and their ideas in the field of Mass Communication, milestones in media research.	15

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Mcquail, Denis, 1995, Mass Communication Theory, Sage, London
2. Defleur, Melvin L and Dennis Everette E, 1993, Understanding Mass-Communication, Houghton Mifflin
3. Watson, Jim, Anne Hill and James Watson, 1984, A Dictionary of Communication and Media Studies, Edward Arnold Publications, London
4. Bittner, John R, 1986, Mass Communication: An Introduction,.
5. Dr. N. Usha Rani, 1996, Folk Media for Development, Karnataka Book Publishers, First Edition,

6. H. K. Ranganath, (1980), Folk Media & Communication, Chinthana Prakashana
7. Agee, W.K., P.H. Ault and E. Emery, 1990, An Introduction to Mass Communication, Harper and Row, New York,

Books in Urdu

8. Urdu Sahafat Uneesvi Sadi Me (Educational Publishing House)
9. Maulana Azad baHaisyat e Sahafi by Dr. M. Fariyad
10. Farhanag e Sahafat (Mass Communication) NCPUL
11. Ablaghiyat by Shahid Hussain (Available in Library)
12. Urdu aur Awami Zaraye Ablagh by Shahid Hussain and Izhar Usmani (Available in Library)
13. Mass Communication and Mass Media, NCPUL
14. Istalahat-e-Zara-e-Ablagh by Dr. Jameel Akhtar (Available in Library)
15. Jadeed Ablagh Aain by Dr. Mehdi Hasan (Available in Library)
16. Ablagh Aam ke Nazaryat by Dr. Shamsuddin (Available in Library)
17. Urdu Mass Media by Prof. Fazalul Haq
18. Tareekh-e-Sahafat by Muhammed Iftiqar Kokhar, EPH

**Course Title: Introduction to Journalism (CORE)****Course Code: BJMC102****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** The Objective of this Paper is to understand the Basic, Knowledge of Journalism including history of Print Media, Principles of News Organisational Structure and Function of Print and Electronic Media, Reporting Skills and Introduction of Journalistic skills and its Technology.

**Course Outcomes:** The outcome of this Paper are to make Capable to Students to get entry into Media Industry as a Fresher as trainee Journalist after completing this Paper Students will be able to Understand about Basic of Print and Electronic Media and its Different responsibilities. Students will understand the basic of Journalistic Skills.

Unit	Course Content	Instructi on Hours
I	History of Journalism in world and India, Journalism- Needs, Importance and responsibilities, Media work Nature, Various forms of Mass Media- T.V., Radio, Newspapers, Web-Portal, Magazine, Social Media etc.	15
II	Basic News, Scope, Definition, Concept and Principles of News, News Value, News Source, Basic elements of News, Structure of News, Soft and Hard News, writing of News, News formula	15
III	Introduction of Print Media Organisation- Editorial, Advertisement and Circulation, Work nature of Editorial Desk, City Desk, Sports Desk, Responsibilities of Reporter, Sub Editor, News Editor, Editor and Photographer	15
IV	Introduction of Electronic and New Media Journalism-News Room, Reporter, Anchor, News Reader, Input Desk, Output Desk, Assignment Desk, Social Media handling, Different Sections of Electronic Media etc.	15
V	Reporting of News, Technique of Reporting, Types of Reporting, Reporting in Digital Age, Social Media as a tool of Reporting, Function and Responsibility of Good Reporter, Nose for News, Ethics in Reporting	15
VI	Basic Principles of Editing in Print Media, Language Importance, Proof Reading, Translation, Subbing, Selection of photos, Photo Caption, Headline, intro, Layout, Design of page	15

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Agarwal, Vir Bala. (2006). Essentials of Practical Journalism. New Delhi: Concept Publishing Company
2. Srivasthava, K.M. (2003). Reporting and Editing. New Delhi: Sterling Publishers Pvt. Ltd
3. Maloney, Martin Joseph & Rubenstein, Paul. (1987). Writing for Media. Prentice-Hall Publisher
5. Burack, Sylvia K.(1999). The Writer's Handbook. The Writer, Inc.; Book Club
6. Campbell, Walter S. (1940). Professional Writing. The Macmillan Company
7. Hohenberg, John. (1983). Professional Journalists. Holt Rinehart & Winston Publisher
8. Teel, Leonard Ray Intro. (1983). Into The Newsroom: An Introduction to Journalism. Prentice-Hall Publisher
9. Kamath, M.V. (2009). Professional Journalism. New Delhi: Vikas Publishing House

10. Charnley, M.V. (1975). Reporting. New York: Holt, Rinehart & Winston of Canada Ltd
11. Robinson, Sol. (1971). Guidelines for news reporters. T A B Books Publishers
12. Kundra, S. (2007). Reporting Methods. Delhi: R.K. Books
13. Joseph, M.K. (2007). Outline of Reporting. New Delhi: Anmol Publications Pvt. Ltd.
14. Ravindran, R.K. (1999). Handbook of Reporting and Editing. New Delhi: Anmol Publications Pvt. Ltd
15. Parthasarathi, Rangaswamy. (2004). Basic Journalism. Laxmi Publications (P) Ltd .

#### Books in Urdu

Urdu ke Chhote Akhbarat by A. Kumar

Urdu Sahafataur Jung-e- Azadi by A. Kumar

Urdu Media aur Jadeed Rujhanaat (Educational Publishing House)

Urdu SahafatZabaan, TareekhaurTanazur(Educational Publishing House)

Hyderabad ke Urdu RoznamonkiAdabiKhidmaat by Syed Mumtaz Mehdi

Urdu Sahafatke Do SauSaal Part I & II by Prof.Irteza Karim

Urdu Sahafat ka Safar by Gurubcha Chandra (Available in Library)

Awami Tarseel (Available in Library)

Qaumi Mahaz Azadi aur UP ke Musalman Sahafi by Abida Samiuddin (Available in Library)

Urdu Sahafat aur Jung-e-Azadi 1857 by Masoom moradabadi (Available in Library)

Khabarnama by Azam Azmi (Available in Library)

Islami Sahafat by Sayyed Obaidusalam (Available in Library)

Urdu Sahafat aur Tareekh-e-Azadi by Dr. Sami Ahamed

Urdu Sahafat aur Hasrath Mohani by Dr. Sharefuddin,EPH, New Delhi

Khabar Nawisi aur Ibtidai Idarat by Imdad Ahmad Miyan

Urdu Sahafat unniswi Sadi Mein by Dr. Tahir Masood Arshad (Available in Library)

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**Course Title: Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)**

**Course Code: BJMC103**

**Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course will be offered by respective department selected by candidate**

## SEMESTER 2

**Course Title: Print Media & Production (CORE)****Course Code: BJMC201****Scheme of Instruction****Scheme of examination**

Total Duration	:	60 Hrs	Maximum Score	:	100
Periods/Week	:	4	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture & Practical	Exam Duration	:	3 Hrs

**Course Objectives:** The Paper seeks to introduce the students to introductory writing skills in English and inform them about the common writing errors, usage of punctuation marks and balanced and objective writing. One of the objectives of this Paper is to understand the basic practical knowledge of Print Media including creative writing skills.

**Course Outcomes:** The learning outcomes of the paper are to make students understand the basic structures of simple but effective writing techniques in the English language. Students will be able to demonstrate their creative writing skills.

Unit	Course Content	Instructi on Hours
I	Working with Words: Basic Sentence Parts –Essentials of Grammar – Basic Structure of Writing - Redundant Words – Clichés – Sentence Structure – Understanding Common Writing Errors –Misplaced Modifiers	15
II	Constructing Sentences in Subject-Verb-Object Agreement – Using Quotes – Short & Plain Words – Choosing the Right / Precise Word from Words Having Similar Meanings – Revising the Use of Punctuations – Correct Sentence Structure – Homophones –Sexism –Balanced&Objective Sentences	15
III	Gathering the News: Reporting & Reporters , Reporting for Newspapers expected & unexpected ,Reporting skills- Nose for News, Observation (listening & seeing) , Taking notes, finding, checking, verifying, analyzing & interpreting information , Interviewing , Asking questions , Interviewing techniques, Skills for Writing News: Writing the Lead , Organizing the facts, Time elements , Datelines, Credit Lines, Bylines , Checklist for the standard of the news story	15
IV	Types of Reporting, Interpretative, Investigative, Legal, Developmental, Life Style, Political. Sports, Crime, Economic & Commercial, Human Interest Stories, Technical & Science Reporting. Time and Timeliness • The Stylebook, Extracting Stories from outside sources , Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc.	15
V	Introduction to Computers - Types of Computers Hardware and Software; Digital Technology. Basics of MS Office and its Applications; MS-Word with Features; MS Excel, Basics of Urdu Software, In-page, Typing of Urdu on Computer, Basics of QuarkXPress	15
VI	Basics of Photoshop, Image Editing, Photoshop Tools, Filters, Layers, Hue, Saturation, Brightness, Contrast Sharpness, Colour Balance, Photo Filters	15

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

- Agarwal, Vir Bala. (2006). Essentials of Practical Journalism. New Delhi: Concept Publishing Company  
2. Srivasthava, K.M. (2003). Reporting and Editing. New Delhi: Sterling Publishers Pvt. Ltd



3. Maloney, Martin Joseph & Rubenstein, Paul. (1987). Writing for Media. Prentice-Hall Publisher
5. Burack, Sylvia K.(1999). The Writer's Handbook. The Writer, Inc.; Book Club
6. Campbell, Walter S. (1940). Professional Writing. The Macmillan Company
7. Hohenberg, John. (1983). Professional Journalists. Holt Rinehart & Winston Publisher
8. Teel, Leonard Ray Intro. (1983). Into The Newsroom: An Introduction to Journalism. Prentice-Hall Publisher
9. Kamath, M.V. (2009). Professional Journalism. New Delhi: Vikas Publishing House
10. Charnley, M.V. (1975). Reporting. New York: Holt, Rinehart & Winston of Canada Ltd
11. Robinson, Sol. (1971). Guidelines for news reporters. T A B Books Publishers
12. Kundra, S. (2007). Reporting Methods. Delhi: R.K. Books
13. Joseph, M.K. (2007). Outline of Reporting. New Delhi: Anmol Publications Pvt. Ltd.
- 14 . Ravindran, R.K. (1999). Handbook of Reporting and Editing. New Delhi: Anmol Publications Pvt. Ltd
15. Parthasarathi, Rangaswamy. (2004). Basic Journalism. Laxmi Publications (P) Ltd .
- 16.Fedler (Eds), F. (2004). Reporting for the Media. Oxford University Press.Rich, C. (2014). Writing and 17.Reporting News: A Coaching Method. London: Cengage Learning.

#### Books in Urdu

1. Jadeed Sahafat by Prof.Ehtesham Ahmad Khan
2. Delhi me Urdu SahafatkeIbtidai Naqoosh
3. Media RoopBehroop
4. Urdu Media by Dr. Khawaja Mohd. Ekramuddin
5. Urdu Journalism by Hasan Abidi
6. Urdu ki Majullati Sahafat aur Ghair Mulki Idare by Dr. Shagufta Yasmeen (Available in Library)
7. Hindustan me Chapakhana by A.K. Purotkar (Available in Library)
8. Computer Inpage Guide by Nazeer Dahalvi
9. Computer Inpage Urdu Guide by EPH Delhi
10. Fun-e-Sahafat by Prof. Zuhooruddin, International Publication,Delhi
11. Rahbar-e-Akhbar Naveesi-Syed Iqbal Qadrii -Tarqi Urdu Beauru Delhi
12. Hindustani Akhbar Navesi ; Tarqi Urdu Beauru Delhi

Akhbar nawaisi ke ibthidai usool. Baljith Sing mutheer, Anjuman Tharqi UrduHind, Aligarh. by Shakkeel Hasan Shamsi

**Course Title: Media Ethics & Laws (CORE)****Course Code: BJMC202****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** The learning objectives of this paper are to understand the basics of Indian constitution and its silent feature. Another object is to understand the basic structure of Legislature, Executive and Judiciary system of Indian laws related to mass media.

**Course Outcomes** The learning outcomes of the paper are to make students capable to understand the basics of Indian constitution and its important features. After completion of this paper students will be able to understand about Executive, Legislature and Judiciary system and its feature. Students will also able to know about laws and ethics related to mass media. Acts deals with mass media.

Unit	Course Content	Instructi on Hours
I	The Legislature - The Executive - The Judiciary and Its Structure - The President-The Cabinet - Emergency Declaration - Separation of Powers.	15
II	Media Freedom: Right to Information - Freedom of Speech and Expression - Media Economics & Advertisers and Pressure Groups - Trade Unionism & Political Parties	15
III	Concept of Censorship - Audit Bureau of Circulation (ABC) – Editors Guild of India – National Broadcasters Association – Registrar of News Paper of India.	15
IV	Indian Constitution and Freedom of Mass Media: Reasonable Restrictions - Parliamentary Privileges - Fair Comment - Laws of Defamation - Contempt of Legislature and Court - Censorship	15
V	Press and Registration of Books Act 1867 - Official Secret Act 1923 - IPC1860 (Section 124A, 153AB, 292, 293), Intellectual Property Rights - Copy Right Act 1957 - Prasar Bharti Act 1990 - Information Technology Act 2000, Cyber Laws.	15
VI	Press Council of India – Structure & Functions - Press and Ethics – Journalistic Code of Ethics	15

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

- Basu, D. D. (2012). Introduction to the Constitution of India . New Delhi: Prentice Hall of India (PHI).
- Habeebuddin, K. (1995). Siyasaat: Hukumat Aur Siyasat. New Delhi: Maktaba Islamia .
- Jaffrelot, C. (2012). India since 1950: Society, Politics, Economy and Culture. New Delhi: Cambridge University Press India Private Limited .
- Kumar, K. J. (2012). Mass Communication in India . New Delhi: JAICO.
- Manzar, M. (1999). Bainul Aqwami Siyasat. New Delhi: Saud Printing Agency.
- Naqvi, S. H. (1976). Ibtadai Ilm Shahriyat. New Delhi: Taraqqui Urdu Board .
- Neelamalar, M. (2009). Media Law and Ethics. New Delhi: Prentice Hall of India (PHI).
- Parvez, S. (2002). Awami Zarai Ablagh : Tarseel Aur Tameer Wa Taraqqui. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).

Qayoom, A. (2003). Hindustan Ki Hukumat Aur Siyasat. Hyderabad: Nisaab Publishers.

Sharma, B. K. (2017). Introduction to the Constitution of India Paperback. New Delhi: Prentice Hall of India (PHI).

Books in Urdu

1. Fun-e-Sahafat by Raham Ali al Hashmi
2. Hindostani press by Nadir Ali Khan
3. Ekiswisadi me Urdu Sahafat by Imam Azam

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**Course Title: Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)**

**Course Code: BJMC203**

**Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:**

**Course Outcomes:**

**Course will be offered by respective department selected by candidate**

**Course Title: Social Media (GE)**

**Course Code: BJMC204**

**Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** The Objectives of this Paper are to understand the Basic Concepts of Social Media and its History .To understand the Types of Social Media its Characteristics and Social Media Impact on Indian Society, Socio-Political and Economic Development.

**Course Outcomes:** The Learning Outcome of this Paper will be to make students capable of using different social media such as Face book, Twitter, YouTube, blog, etc. after completing this paper students will be able to know interactive features of digital and social media, downloading, uploading, sharing, its impact on society and negative effect of social media on society.

Unit	Course Content	Instructi on Hours
<b>I</b>	Introduction to Social Media: Concept, History, Definition, Theory of New Media, History of Internet, Indian History of Social Media.	<b>15</b>
<b>II</b>	Types of Social Media: Orkut, Facebook, YouTube, Twitter, Instagram, Yahoo, Blog, Introduction to Elements of Social Media, News Feeds, Comments, Follow, Uploading, sharing.	<b>15</b>
<b>III</b>	Interactive Features of Social Media. Convergent of Technology, Reporting Through Social Media. Social Media Blogger, Websites, Online Web Pages and Newspaper Limitation of Social Media, Negative Effect on society.	<b>15</b>
<b>IV</b>	Impact of Social Media an Indian Society, Social, Political and Economic Development Through Social Media, Social Media: Voice to Once Less, Legal Perspective of Social Media, People Related to Social Media.	<b>15</b>
<b>V</b>	Characteristics of Social Media: Proximity Inter personal, Maximum Reach Instant Feedback, Voice calling, Video Chat, New Trends in Social Media, Famous Personalities of Social Media like Markzuckerberg etc.	<b>15</b>
<b>VI</b>	Social Media as a tool of Journalism, Social Media-Use, Misuse and Abuse, How to deal with Social Media. Limitation of Social Media, Armchair Activism etc.	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication,
2. Thulow, Crispin, Laura Lengel and Alice Tomic. (2004 ). Computer Mediate Communication, London, Sage Publications.
3. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press,
4. Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi,
5. Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications
6. 8. S. Jaiswal. (1999 ). Fundamentals of Information Technology, New Delhi Galgotia Publications,
7. Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD,

U.S.A Focal Press

8. Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman & Littlefield Publishers

9. August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.

10. Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd

Books in Urdu

1. Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar (Maktaba-e-Daneyal: Pakistan)
2. SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU
3. Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani (Available in Library)
4. Internet Guide by Nayeem Ahsan (Available in Library)
5. Computer Application Multi Lingual DTP by Dr. Muhammed Jahangeer Varsi
6. Ibtidae Computer Training Course by EBH

**SEMESTER -3****Course Title: Radio Production (CORE)****Course Code: BJMC301****Scheme of Instruction****Scheme of examination**

Total Duration	:	60 Hrs	Maximum Score	:	100
Periods/Week	:	4	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture & Practical	Exam Duration	:	3 Hrs

**Course Objectives:** The main aim of the course is to gain understanding about basics of sound and a functional knowledge of audio production equipment and software. By the end of the course the students shall acquire a basic understanding of audio procedures and practices.

**Course Outcomes:** Through this course the students would be able to have a basic understanding of Sound, the sound wave, the basics of Radio technology, basic experience of operating audio equipment etc.

Unit	Course Content	Instructi on Hours
<b>I</b>	Nature and scope of Audio, What is "Audio"?, The Field of Audio Work, Inside an Audio studio, Concepts of sound-scape, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms	<b>15</b>
<b>II</b>	What is Sound Wave?, How Sound Waves Works?, Sound Wave Properties, How Sound Waves Interact.	<b>15</b>
<b>III</b>	Characteristics of Radio as a medium, Sound Systems, what is a simple sound system?, Transducer, Amplifier, signal processor, record and playback section	<b>15</b>
<b>IV</b>	Introduction to softwares, its operation, Sound Effects, Distort Filters, Artificial echo	<b>15</b>
<b>V</b>	Writing for Radio, Introduction to different genres.	<b>15</b>
<b>VI</b>	Recording, Editing and Mixing of Sound, Audio Tape: Audio Console: Tape Recorder, Introduction to Editing Softwares: Soundforge, Protools, Cooledit, Sonifex machine	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

<ol style="list-style-type: none"> <li>1. Dwight V. Swain, Joye R. Swain (1988), Scriptwriting: A Practical Manual, Focal Press Publications USA</li> <li>2. Mehra Masani, 1976, Broadcasting and the People, National Book Trust, India</li> <li>3. G C Awasthy, 1965 Broadcasting in India, Allied Publishers</li> <li>4. U L Baruah, This is all India Radio, Publication Division of India,</li> <li>5. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge</li> <li>6. P.C Chatterjee, 1987, Broadcasting in India, New Delhi, Sage</li> <li>7. Carrol Fleming, 2002, The Radio Handbook, Routledge London &amp; New York</li> </ol> <p>Books in Urdu</p> <ol style="list-style-type: none"> <li>1. Urdu Radio aur Television Me Tarseel-o-IblaaghkiZubaan by Kamal Ahmed Siddiqi</li> <li>2. Radio Journalism keJadidRushanaat by Mohd. ZubairSajidBadar (Maktaba-e-Daneyal:Pakistan)</li> <li>3. Radio ke Din by Raza Ali Abedi (Sang-e-Mil Publication: Pakistan)</li> </ol>
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4. Radio Zahan-e-Awaz by Aftab Iqbal (Aftab Iqbal Publisher: Pakistan)
5. Radio Nasaryat by Dr. Hasan Mosanna (Available in Library)
6. Radio Nasaryat, Tareekh, Asnaf aur Peshkash by Zubair Shadab (Available in Library)
7. Radio aur Nashriyat by Dr. Akhlaq Asar
8. Radiyayi Sahafat by Sajjad Haider (Muqtadira Qaumi zaban, Islamabad)
9. Jarnaili Sadak (BBC) by Raza Ali Abedi (Sa'd Publications, Karachi, 1989)



**Course Title: Digital Media (CORE)****Course Code:****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture & Practical

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** The Objectives of this Paper are to Understand the Basic Concepts of Digital and Social Media and its History .to Understand the Types of Social Media its Charctestics and Social Media Impact on Indian Society, Socio-Political and Economic Development.

**Course Outcomes:** The Learning Outcome of this Paper will be to make students capable of using different social media such as Face book, Twitter, YouTube, blog, etc. after completing this paper students will be able to know interactive features of digital and social media, downloading, uploading, sharing, its impact on society and negative effect of social media on society.

Unit	Course Content	Instructi on Hours
<b>I</b>	Introduction to Social Media: Concept, History, Definition, Theory of New Media, History of Internet, Indian History of Social Media.	<b>15</b>
<b>II</b>	Types of Social Media: Orkut, Face book, YouTube, Twitter, Instagram, Yahoo, Blog, Introduction to Elements of Social Media, News Feeds, Comments, Follow, Uploading, sharing.	<b>15</b>
<b>III</b>	Interactive Features of Social Media. Convergent of Technology, Reporting Through Social Media. Social Media Blogger, Websites, Online Web Pages and Newspaper Limitation of Social Media, Negative Effect on society.	<b>15</b>
<b>IV</b>	Impact of Social Media an Indian Society, Social, Political and Economic Development Through Social Media, Social Media: Voice to Once Less, Legal Perspective of Social Media, People Related to Social Media.	<b>15</b>
<b>V</b>	Characteristics of Social Media: Proximity Inter personal, Maximum Reach Instant Feedback, Voice calling, Video Chat, New Trends in Social Media, Famous Personalities of Social Media like Markzuckerberg etc.	<b>15</b>
<b>VI</b>	Social, Ethical, Political and Legal issues related to New Media, Intellectual Property Rights (IPR) and New Media, Security Issues	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Howard, Philip and Steve Jones. (2003). Society Online: The internet in Context, London Sage Publication,
2. Thulow, Crispin, Laura Lengel and Alice Tomic. (2004 ). Computer Mediate Communication, London, Sage Publications.
3. Mirabito , Michael M. A. (1994). The New Communication Technologies, Frederick, MD, U.S.A.Focal Press,
4. Minasi. (1999). Expert guide to Windows 98. BPB Publications, New Delhi,
5. Stultz A Russel. (2000). Office 2000, BPB Publications. New Delhi, Vistas Publications
6. 8. S. Jaiswal. (1999 ). Fundamentals of Information Technology, New Delhi Galgotia Publications,
7. Stephen Quinn and Vincent Falk. Convergent Journalism: An Introduction, Frederick, MD, U.S.A

## Focal Press

8. Janet Kolodzy. (2006). Convergence Journalism: Writing and Reporting across the News Media, Maryland Rowman & Littlefield Publishers

9. August E Grant. (2009). Understanding Media Convergence, Oxford Oxford University Press.

10. Mohanraj, Jayashree & Mohanraj. (2002). S. English online, Communication information Technology, Hyderabad Orient Longman Pvt. Ltd

## Books in Urdu

1. Television Internet aur Iblag-e-Amma by Mohd. Zubair Sajid Badar (Maktaba-e-Daneyal: Pakistan)
2. SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU
3. Urdu mein Malumati aur Tarseeli Technology by Zahoor Ahmad Geelani (Available in Library)
4. Internet Guide by Nayeem Ahsan (Available in Library)
5. Computer Application Multi Lingual DTP by Dr. Muhammed Jahangeer Varsi
6. Ibtidae Computer Training Course by EBH

**Course Title: Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)**

**Course Code: BJMC103**

**Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:**

**Course Outcomes:**

**Course will be offered by respective department selected by candidate**

**Course Title: Basics of Radio Documentary Production (GE)****Course Code: BJMC304****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** On completion of the course students should be able to understand working of a Radio organisation and Radio Programs.

**Course Outcomes:** After completing a student may be to produce Radio programme and able to utilize equipment and conversion of Idea to sound and to produce short Radio documentaries.

Unit	Course Content	Instructi on Hours
<b>I</b>	The Grammar & Aesthetics of Radio, What is a Documentary? Definition, nature and scope. What is a Radio Documentary, Characteristics of a Radio Documentary, Other broadcast formats: Feature, Interview, Talk Show, Discussion	<b>15</b>
<b>II</b>	Stages of Documentary production: Basic idea, thinking aurally, research, proposal writing, script writing, budget, floor plan, pilot, recording, editing, music/sound selection, SFX, post production	<b>15</b>
<b>III</b>	Writing for Radio: what are the characteristics for writing for the ear? Writing for radio documentary, language, words, usage, pronunciation, things to avoid, Idiom of the spoken word	<b>15</b>
<b>IV</b>	Broadcast Production Techniques: Working of a Radio Studio, Personnel in Production process – Role and Responsibilities, Production equipment,	<b>15</b>
<b>V</b>	Editing, Creative use of Sound Editing, packaging.	<b>15</b>
<b>VI</b>	Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), VO.	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.
2. Luthra ,H.R. Indian Broadcasting, Publication Division.
3. Mc Liesh, Robert, Radio Production, Focal Press.
4. Saxena ,Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.

**Books in Urdu**

1. Urdu Radio aur Television Me Tarseel-o-IblaaghkiZubaan by Kamal Ahmed Siddiqi
2. Radio Journalism keJadidRushanaat by Mohd. ZubairSajidBadar (Maktaba-e-Daneyal:Pakistan)
3. Radio Zahan-e-Awaz by Aftab Iqbal (Aftab Iqbal Publisher: Pakistan)
4. Radio Nasaryat by Dr. Hasan Mosanna (Available in Library)
5. Radio Nasaryat, Tareekh, Asnaf aur Peshkash by Zubair Shadab (Available in Library)
6. Radio aur Nashriyat by Dr. Akhlaq Asar

**SEMESTER-4****Course Title: Advertising & Public Relations (CORE)****Course Code: BJMC401****Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:** To introduce students to the idea of advertising, and its impact on business, the economy and the society at large. Students will understand the circumstances that led to the emergence of advertising, and its influence in consumer decision making.

**Course Outcomes:** In view of the expanding horizons of the field of advertising and this course should enable students to understand the working of advertising, its role in the process of marketing, communication, public relations and the government.

<b>Unit</b>	<b>Course Content</b>	<b>Instruction Hours</b>
<b>I</b>	Definition of Advertising – Principles & Objectives– Classification of Advertising –Principles of Persuasions – Social and Economic Aspects of Advertising	<b>15</b>
<b>II</b>	Characteristics of Different Mediums: Print Media - Concept of Out-of-Home Media (OOH) and Indoor Media – New Media - Role of an Ad Agency –Various Departments of an Ad Agency – Campaign Planning	<b>15</b>
<b>III</b>	Advertising and Creativity Copy Writing: Headline, Sub-headline, Slogan, Photo, Body Copy, Illustration -Layout Considerations – Layout Patterns – Typography –Advertisements for Different Media	<b>15</b>
<b>IV</b>	Public Relations - definition - PR as a communication function - history of PR - growth of PR in India, Public Relation and kinds of Public Relations, Publicity, Propaganda and Lobbying, Public Affairs, Formation of Public Opinion, Brand Image and Brand Promotion. Stages of PR - planning - implementation - research - evaluation - PR practitioners and Media relations - press conference - press releases - other PR tools. Crisis Management.	<b>15</b>
<b>V</b>	Communication with publics - internal and external public relations - community relations – employee relations, PR in private sectors, PR counselling, PR agencies, PR and advertising - PR for media institutions. Shareholder Relations - Dealer relations, PR for Hospitals, PR for Charitable Institutions, PR in Defence, PR for NGOs, PR for Political Parties, PR for Universities.	<b>15</b>
<b>VI</b>	PR for Multinational Companies.PR research - techniques - PR and law - PR and new technology - Code of ethics for PR-international PR - professional organizations of PR - emerging trends in Public Relations, Public Relation in Government Sector, DAVP,PIB,RNI,DFP,IIMC,PCI, DD,AIR etc.	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

Ahtaramullah, M. (n.d.). Saneeti Tanzeem aur Intazaam. New Delhi.

Azeem, M. A., & Sahaab, Z. H. (2009). Marketing Management. New Delhi: Himalaya Publishing.

Qayoom, A. (n.d.). Tanzeemi Rawayya. Nisaab Publishers.

Broom, Glen M & Sha, Bey-Ling. (2012). Cutlip and Centre's Effective Public Relations. USA:

## Pearson Higher Education

Sachdeva, Iqbal. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press

Ravindran, R.K. (1999). Handbook of Public Relations. New Delhi: Anmol Publications Pvt. Ltd

Reddi, C.V. Narasimha. (2014). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Pvt. Ltd

Ahuja, BN & Chhabra, SS. Advertising & Public Relations. New Delhi: Surjeet Publications

Sardana, C.K. (2016). The Challenge of Public Relations. New Delhi: Har Anand Publications

Black, Sam. (1976). Practical Public Relations. New York: Beekman Publications

Mehta D. S. Handbook of Public Relations in India. New Delhi: Allied Publishers Pvt. Ltd

Cole, Robert S. (1981). The practical handbook of Public Relations. Prentice Hall

## Books in Urdu

1. Taluqaat-e-Amma by Dr. Md. Fariyad
2. Marketing Management by Dr Abdul Qayoom & Zia Ul Haque Sahaab, Himalaya Publishing.
3. Tanzeemi Rawaaya by Dr Abdul Qayoom
4. Saneeti Tanzeem Aur Intazaam by Md. Ahtaramullah

**Course Title: Television Journalism (CORE)****Course Code: BJMC402****Scheme of Instruction**

Total Duration	: 60 Hrs	Scheme of examination	
Periods/Week	: 4	Maximum Score	: 100
Credits	: 6	Internal Evaluations	: 30
Instruction Mode	: Lecture & Practical	End Semesters	: 70
		Exam Duration	: 3 Hrs

**Course Objectives:** : Aim of this paper is to understand the development of Broad cast journalism in context of India and to learn the skills and techniques required for the broadcast field. This paper provides students a platform to train in the art and craft of TV journalism and equip them with skills and practices to readily take up journalistic and production jobs in different TV channels. Student will also be taught how to write news pieces and then present them on TV and how to operate as a video journalist. In a nutshell the paper will provide an in depth understanding of Television Journalism.

**Course Outcomes:** : Students will produce basic news stories (news packages) and how to edit news stories on computers. They will produce news shows that feature their news stories and projects related to news (commercial spots, music videos, PSAs, promotional pieces, and graphical introductions and transitions, etc.)Through the practical based learning students will become acquaint with the best traditions and practices of Television Journalism. The Student will learn how to self-shoot and edit a TV package, how to present on television; how to report, how to interview, how to use a TV camera and how to produce and direct it.

Unit	Course Content	Instructi on Hours
I	<b>Introduction to Television News</b> Television in India, News Sources, News Studio, Elements of TV News Story, Planning of a TV News Story, Writing TV News Story, Writing Commentary, Writing for Visuals, Editing News, Layout of the TV News Story: Split Screen Format, Visualization of News, and Sub-Titling.	15
II	<b>Reporting and Writing for Television</b> Television reporting: Visualising news, Research, investigation, Electronic News Gathering (ENG), Electronic Field Production (EFP). Piece to Camera (PTC), voice over (VO), News Stories- What is news story, different formats of news stories, VOSOT, RDR, Package)-elements of the news package, shooting the news package-assembling the news package-editing the news package.	15
III	<b>Introduction to camera and Sound</b> Types of Camera, Video Camera Format, Different parts of camera and its functions (Shutter, Iris, Lenses, Focal Length, Filters, Viewfinder, White Balance, Exposure etc.) Tripod, Lightings, Grammar of Shots and angles, Scene & Sequence, Single camera and Multi Camera Production Procedure, Introduction and Familiarization with studio equipments and production personnel.  Microphones: Capturing natural Sound, Capturing Primary Audio Track Sound, Video and Audio Tracks, Dubbing	15
IV	<b>Television Program and Presentation</b> The News Programme: News Bulletin, News Programmes, Item Selection and	15

	News order, 24 Hour News, Organizing A News Bulletin, Different Formats of TV News Packaging, Interview techniques , Panel Discussion, Special News Stories, News Anchors and Presenters, Qualities of a Newsreader/Presenter (Language, Pronunciation, Vocabulary, Diction, Speed, Breathing, Emphasis, Pitch and Body Language) Using the teleprompter, Breaking News/Flash New	
V	<p><b>Television Production and Video Editing Techniques</b></p> <p>Editing Procedure - Linear, Non-linear, types of editing modes: assemble mode, insert mode, on line mode, computer editing - time code, roll editing, etc. assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration &amp; Dubbing, Television graphics &amp; titling and specials effects, Background Music, synchronizing of video and audio, Presentation skills: Telling a cohesive story</p>	
VI	<p><b>Suggested Practical</b></p> <p>1- VOX-POP: (10 marks) - In the VOX-POP project a group of four student will record interviews on any topic. Student will choose a topic, shoots the video, and edits a 20-30 second segment.</p> <p>2- VO: (10 marks) -In the VO project a group of four student, use video and natural sound to help tell a story. Each student chooses a topic, shoots video, writes copy, narrates and edits a 30 second segment.</p> <p>3- VOSOT: (10 marks) -The VOSOT is comprised of video, the natural sound associated with that video and a short sound bite to tell a story. The video rolls over the anchorman or reporter speaking and then opens up full for the sound on tape (SOT). A group of four student will shoots footage, conduct interviews, write, narrate and edit the VOSOTS. Completed projects run approximately 45-60 seconds.</p> <p>4- VOSOT WITH STAND-UP (ptc): (20 marks) - Students learn introductory techniques of “stand-ups/PTC”. The stand-up, the on-location appearance of the reporter on camera, will be written, taped and added to the VOSOT. a group of four student will shoot their own footage, conduct interviews, write, narrate and edit the VOSOTS with. Completed projects run approximately 45-60 seconds “stand-ups/PTC”.</p> <p>News Bulletins): (50 marks) Students learn introductory techniques of producing “News Bulletins” of a duration of 5 minutes. Each student will anchor the news bulletin show. The final programme will be judged by External Examiner and Internal Examiner.</p>	
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
Text Books and References:		
<p>Andrew Boyd. (2000). Broadcast Journalism: Techniques of Radio and TV News. Focal Press</p> <p>Herbert Zettl. (2007). Television Production Handbook. Thomson Wadsworth., USA</p> <p>Phillip L. Harris, Goodheart Wilcox. (2012). Television Production &amp; Broadcast Journalism. Goodheart Wilcox, 2nd Edition.</p>		



Nancy Reardon. (2013). On Camera, how to Report, Anchor and Interview. Focal Press; 2nd edition

P. Kriwaczek. (1997). Documentary for the Small Screen. Focal Press

David Keith Cohler. (1985) Broadcast Journalism: A guide for the presentation of Radio and Television News. Prentice-Hall, USA.

I.E. Fang. (1982). Television News. ABC News Communication Arts Books NY.

S.C. Bhatt. (1991). Broadcast Journalism: Basic Principles. Sage Publication, New Delhi.

George A. Hough. (2004). News Writing. Kanishka Publisher, rakashna, Delhi.

Ted White. (2010). Broadcast News Writing, Reporting and Production. Focal Press.

J. Hartley. (1982). Understanding News. Methuen Pub. London.

Chatterji. P.C. (1991). Broadcasting in India. Sage Publication, New Delhi.

Ted White. (2013). Broadcast News Writing, Reporting and Production. Focal Press, 6th edition.

J. Hartley. (1982). Understanding News. Methuen Publisher, London.

#### Books in Urdu

1. Barqi Sahafat by G. Rizvi
2. Barqi Sahafat by Mustafa Ali Sarwari
3. TV News wa Production: Fun aur Tariqa-e-Kaar by Dr.Samiurrahman
4. Television ki Sahafat by Shakkeel Hasan Shamsi
5. Television Nashriyat: Tareekh tahreek taknik, Anjum Osmani, 557 Laksmi Publications.

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**Course Title: Any Subject of Choice (Urdu/Hindi/English/Arabic/Persian/Sociology/Political Science)**

**Course Code: BJMC403**

**Scheme of Instruction**

Total Duration	:	60 Hrs
Periods/Week	:	4
Credits	:	6
Instruction Mode	:	Lecture

**Scheme of examination**

Maximum Score	:	100
Internal Evaluations	:	30
End Semesters	:	70
Exam Duration	:	3 Hrs

**Course Objectives:**

**Course Outcomes:**

**Course Content will be developed by respective department**

**Course Title: Introduction to Film Making (GE)**

**Course Code: BJMC404**

**Scheme of Instruction**

**Total Duration** : 60 Hrs  
**Periods/Week** : 4  
**Credits** : 6  
**Instruction Mode** : Lecture

**Scheme of examination**

**Maximum Score** : 100  
**Internal Evaluations** : 30  
**End Semesters** : 70  
**Exam Duration** : 3 Hrs

**Course Objectives:** This course gives the students the understanding of the Film Making, the framework in which they operate and major thoughts/concepts related to Films as mass communication.

**Course Outcomes:** Through this course, the students get to learn about the basics of film making and the major concepts/thoughts related to Films.

Unit	Course Content	Instruction Hours
I	<b>Film History:</b> Films - nature, historical, background, technical aspects of film production, film industry in India, status issues, problems, regional cinema, future prospects, film language and grammar; impact of new technology on films.	15
II	<b>gnikaM mliF ni desu tnempiuqE</b> sti dna sthgil fo sepyt tnereffid ,sesneL,gnildnaH sti dna aremaC fo scisaB ,sdopirT ,sesu sti dna senohporciM fo dnik tnereffid ,gnithgil tniop eerhT ,sesU cte puekaM ,seitreporP ,srotcelfeR	
III	<b>gnitpircS</b> tfarD lanif fo scisaB ,tolP fo sdnik tnereffid ,gnitirw tpircS fo scisaB	
IV	<b>Direction</b> Basics of Direction, Directing a film, Characterization, Rehearsals, Coordination with other crew members, budgeting	15
VI	<b>Editing</b> An introduction to Final Cut Pro, Capturing, Rendering, EDL, Different types of Cuts, Different kinds of transitions, sequence editing	15
VI	<b>Practical's of Film Making</b> Pre and Post Production, Preparing a script, shooting with camera, Direction and Editing.	15
<b>Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.</b>		
<b>Text Books and References:</b>		
<ol style="list-style-type: none"> <li>1. Television production by AzaharNayyaz</li> <li>2. Celluloid ki Duniya by Nasar Ahmed Siddiqui</li> <li>3. Hindustani cinema Ke Pachaas Saal by Prem Pal Ishq. Modern Publishing House</li> </ol>		

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**INTERNSHIP****Course Title: INTERNSHIP****Course Code:****Scheme of Instruction****Total Duration :****Periods/Week :****Credits : 2****Instruction Mode : Internship****Scheme of examination****Maximum Score : 100****Internal Evaluations : 10 (on the basis of internship report)****End Semesters : -****Internship Duration : 6 weeks**

## SEMESTER 5

**Course Title: Development Communication (CORE)****Course Code:****Scheme of Instruction**

<b>Total Duration</b>	<b>:</b>	<b>60 Hrs</b>
<b>Periods/Week</b>	<b>:</b>	<b>4</b>
<b>Credits</b>	<b>:</b>	<b>6</b>
<b>Instruction Mode</b>	<b>:</b>	<b>Lecture</b>

**Scheme of examination**

<b>Maximum Score</b>	<b>:</b>	<b>100</b>
<b>Internal Evaluations</b>	<b>:</b>	<b>30</b>
<b>End Semesters</b>	<b>:</b>	<b>70</b>
<b>Exam Duration</b>	<b>:</b>	<b>3 Hrs</b>

**Course Objectives:** The objectives of this paper are to understand the basic concept of developments and its Indicators. To understand the several development schemes, policies and programs its implementation process into society and Students would be able to understand several thoughts of developments.

**Course Outcomes:** The outcomes of this paper are to make understanding among students of several aspects of developments. The students would be capable to understand several developmental schemes, policies and programs of government and non-government organizations.

<b>Unit</b>	<b>Course Content</b>	<b>Instruction Hours</b>
<b>I</b>	Basic Concept of development, Definition of development, approaches to development; development policy, development planning.	<b>15</b>
<b>II</b>	Development Indicators, Gross Development Products (GDP), United Nation Development Programs (UNDP), Human Development Index (HDI), Physical Quality of Life Index (PQLI) etc.	
<b>III</b>	Basics of Development Journalism, Concept - relevance; development communication - meaning - strategies in development communication - dominant paradigm - its critique.	
<b>IV</b>	Social cultural and economic barriers to development communication approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context.	<b>15</b>
<b>V</b>	Participatory Model, Mechanistic and Organic Models of Development for Communication; Diffusion of Innovation, Extension, Dependency, Gandhian model, Nehurian Model, Western Model.	<b>15</b>
<b>VI</b>	Creation of development messages - language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation - case studies in Indian context. New development Programs of Government of India (GoI) Unnat Bharat Abhiyan, Swachh Bharat Abhiyan, Skill India, Make in India, VISAKA, etc.	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Hachten, William (2002) World News Prison, Iowa: Iowa State Press
2. Rantaner, Tehri. (2006). Globalization and Media. London: Sage Publications
4. Hamlink, Cees. The Politics of World Communication. London: Sage Publication

**Books in Urdu**

1. Awami Zara-e-Ablaagh Tarseelaur Taameer –o-Taraqqi by Devender Issar/Shahid Parwez
2. Muawal Taraqqi Ablagh by Prof. Matinul (Al Waqar Publication: Pakistan)
3. Urdu literature and Journalism by Prof. Shafey Kidwai
4. Binalaqwami Taluqaat by Dr. Abdul Qayyum (Available in Library)

**Course Title: Communication Research (CORE)****Course Code: BJMC502****Scheme of Instruction**

<b>Total Duration</b>	<b>:</b>	<b>60 Hrs</b>
<b>Periods/Week</b>	<b>:</b>	<b>4</b>
<b>Credits</b>	<b>:</b>	<b>6</b>
<b>Instruction Mode</b>	<b>:</b>	<b>Lecture</b>

**Scheme of examination**

<b>Maximum Score</b>	<b>:</b>	<b>100</b>
<b>Internal Evaluations</b>	<b>:</b>	<b>30</b>
<b>End Semesters</b>	<b>:</b>	<b>70</b>
<b>Exam Duration</b>	<b>:</b>	<b>3 Hrs</b>

**Course Objectives:** The objective of the paper is to introduce the basics of research to the students, including framing the research problem, and steps of conduct research.

**Course Outcomes:** The learning outcome of this paper will be to make the students capable to undertake basics research, use tools of research, understand basics statistics and ethical perspective of research.

<b>Unit</b>	<b>Course Content</b>	<b>Instructi on Hours</b>
<b>I</b>	Theories of Knowledge - Kinds of Knowledge	<b>15</b>
<b>II</b>	Research Objectives & Motives – Types of Research - Research Method & Methodology	
<b>III</b>	Scientific Social Research: Characteristics –Steps in Scientific Research - Criteria of Good Research	
<b>IV</b>	Social Research and its Problems: Nature of Social Research – Problems of Objectivity – Problems of Social Research – Importance of Social Research - Qualities of a Researcher	<b>15</b>
<b>V</b>	Selection of Research Topic: - Formulation of Research Question – Techniques of Formulating Research Questions – Techniques of Defining a Problem – Types of Research Questions	<b>15</b>
<b>VI</b>	Research Design – Characteristics –Advantages of Phases in Research Design – Hypothesis – Types – Observation – Interview – Questionnaire –Schedule – Survey Method –Scaling Techniques – Sampling –Report Writing	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

Ahuja, R. (2001). Research Methods. New Delhi: Rawat Publishers.  
 Gupta, M., & Gupta, D. (2011). Research Methodology. New Delhi: Prentice Hall of India.  
 Kothari, C. R. (2009). Research Methodology: Methods and Techniques. New Delhi: New Age International Publishers.  
 Qayoom, A. (2009). Samaji Tahqeeq Ke Tareeqay. New Delhi: Nisaab Publishers.

**Books in Urdu**

1. Iblaagh-e-AmmaAfkaar-o-Nazariyat(Mass Communication theory)(Sang-e-Mil Publication: Pakistan)
2. AdabiSahafat: AzadikeBaad by Abdul Hai
3. Mass Communication Advance Studies by Mohd. ZubairSajidBadar (Maktaba-e-Daneyal:Pakistan)

**Course Title: Photography (DSE)****Course Code: BJMC503****Scheme of Instruction**

<b>Total Duration</b>	<b>:</b>	<b>60 Hrs</b>
<b>Periods/Week</b>	<b>:</b>	<b>4</b>
<b>Credits</b>	<b>:</b>	<b>6</b>
<b>Instruction Mode</b>	<b>:</b>	<b>Lecture &amp; Practical</b>

**Scheme of examination**

<b>Maximum Score</b>	<b>:</b>	<b>100</b>
<b>Internal Evaluations</b>	<b>:</b>	<b>30</b>
<b>End Semesters</b>	<b>:</b>	<b>70</b>
<b>Exam Duration</b>	<b>:</b>	<b>3 Hrs</b>

**Course Objectives:** This course familiarizes the students with all technical aspects of still photography equipment, materials, processes and image editing with hands-on exercises. More over course will enable students to learn photography as an expression of art. Students will assess and evaluate the creative work of their peers through both written and verbal critique. Students will research and analyze the creative work of a contemporary artist.

**Course Outcomes:** On successful completion of this course, the student should be able to understand the digital photographic processes. They will demonstrate and apply an advanced understanding of the basics of photographic techniques, students will equip with job oriented skills in still photography.

<b>Unit</b>	<b>Course Content</b>	<b>Instruction Hours</b>
<b>I</b>	Photography: History of Photography. Movement in art and photography, Photographing people - portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising ; conflicts - war - political and social photography. News values for pictures – Photo essays, photo features; qualities essential for photo journalism; picture magazines.	<b>15</b>
<b>II</b>	Visual language  What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, color. What is a shot? Classification of shot, Effect of Focal length on Perspective and angle of view, Frame, lens angle, principles of visual grammar, headroom, nose room, Depth of field & Depth of Focus techniques. Exposure modes, light, color temperature.	
<b>III</b>	DSLR (Digital Single Lens Reflex Camera) and its functioning, various parts of camera, Types of Digital camera. Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards. How the digital camera works.	
<b>IV</b>	Basic principles of auto focus. Mechanism of Light controls- aperture, shutter, exposure, lenses - zoom, telephoto, wide angle. Using Flash Light. Using of camera accessories – Filter, reflector, lens hood, tripod	<b>15</b>
<b>V</b>	Introduction to Photoshop, Introduction to compression formats, Digitizing conventional photographs, Manipulation of Digital Images using Adobe Photoshop	<b>15</b>
<b>VI</b>	Practical and Assignment Work Shooting with Digital Cameras, Photography and Presentation, Digital	<b>15</b>

	Manipulation of Images, correction of color contrast and other characteristics Production of Photo feature.	
<b>Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.</b>		
<ol style="list-style-type: none"> <li>1. Upton and Upton. (2010). Photography. 11th Edition- Pearson Publication.</li> <li>2. M J Langford. (1965). Basic Photography: The Guide for serious Photographers. Focal Press</li> <li>3. Michael Langford. (1978). ,The step by step guide to Photography., Alfred A. Knopf Publications</li> <li>4. Herbat Keppler. (1984). The NIKON way in Focal Encyclopedia of Photography Published by Crown Publishers Inc</li> <li>5. Adrian Davies &amp; Phil Fennessy. (1998). Digital imaging for photographers, Focal Press 3rd Edition,</li> <li>6. Ben Long.( 2012). Complete Digital Photography. Delmar Cengage Learning; 7th Revised edition.</li> <li>7. Phillip Krejcarek.(1996). Digital Photography-A hands on Introduction. Delmer Publishers.</li> <li>8. Adrian Davies and PhillFennessy. (2001). Digital for photographers, Focal Press, 4th Edition.</li> <li>9. Jon Tarrant. (2012). Understanding Digital Cameras. Published by Delmar Cengage Learning; 7th Revised edition.</li> <li>10. Carla Rose.(1997). Teach Yourself Digital Photography in 14 Days. Techmedia.</li> <li>11. Agfa. (1994). An Introduction to Digital Scanning. Published by Agfa-Gevaert.</li> <li>12. Agfa. (1994). An Introduction to Digital Photo Imaging. Published by Agfa.</li> <li>13. Freeman Patterson. (1989). Photography and The Art of Seeing. Key Porter Books.</li> <li>14. Bruce Barnbaum. (2010). The Art of Photography: An Approach to Personal Expression. Rocky Nook.</li> <li>15. John B. Williams. (1990). Image Clarity: High Resolution Photography. Focal Press.</li> <li>16. Adam Jones. (2004). The Step-By-Step Photography Workshop. Writer's Digest Book.</li> <li>17. Jenni Bidner. (2004). Complete Book of Photography, Amphoto Books Waston Guptill Publications.</li> <li>18. O.P. Sharma, (2003). Practical Photography. Hind Pocket Books.</li> <li>19. James Folts, Ronald P. Lovell &amp; Jr. Fred Zwahlen. (2005). Handbook of Photography. Thompson Delmar Learning; 6th Edition.</li> <li>20. David &amp; Charles. (1995). The Question and Answer Guide To Photo Technique. Touchstone; 4th Edition.</li> </ol> <p>Books in Urdu</p> <ol style="list-style-type: none"> <li>1. Adobe Photoshop CS2 by Irfana Yasmeen Arshad (Available in Library)</li> <li>2. Tasweeri Sahafat by Sajjad haider Arshad (Available in Library)</li> <li>3. Aaye Graphic Design seekhey by <a href="http://www.itelam.com">www.itelam.com</a></li> </ol>		



**Course Title: Introduction to Cinema Studies (DSE)****Course Code: BJMC504****Scheme of Instruction**

<b>Total Duration</b>	:	<b>60 Hrs</b>
<b>Periods/Week</b>	:	<b>4</b>
<b>Credits</b>	:	<b>6</b>
<b>Instruction Mode</b>	:	<b>Lecture</b>

**Scheme of examination**

<b>Maximum Score</b>	:	<b>100</b>
<b>Internal Evaluations</b>	:	<b>30</b>
<b>End Semesters</b>	:	<b>70</b>
<b>Exam Duration</b>	:	<b>3 Hrs</b>

**Course Objectives:** This course traces the growth of cinema as an art form, an industrial commodity, and a socio-historical product. And it will introduce students to the rich cultural heritage of Indian cinema, different period styles, and artistic expressions.

**Course Outcomes:** Students will be well conversant with the rich history of the medium, recognize its struggle to come on its own as a form of entertainment.

<b>Unit</b>	<b>Course Content</b>	<b>Instruction Hours</b>
<b>I</b>	The Pre-Cinema Scene: Public Performativity in India - Sanskrit, Parsi & Urdu Theatre - Context for the Emergence of Cinema	<b>15</b>
<b>II</b>	The Technologies of Cinematic Reproduction: From Magic Lantern to The Lumiere Brothers – From the Cinema of Attractions to the Emergence of Narrative.	
<b>III</b>	Cinema in India – The Early Pioneers – The Silent Era – Studio System.	
<b>IV</b>	Film and The Freedom Movement: Colonial Censorship and the Documentary Movement	<b>15</b>
<b>V</b>	The Coming of Age of Hindi Cinema: From 1930 to the 1960s: From V. Shantaram to Guru Dutt and Beyond.	<b>15</b>
<b>VI</b>	: Consolidation of Genres – Post-Emergency Cinema – Cinema and National Integration	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Anand, U. (1969). Theatre Ki Kahani. New Delhi: National Council for Education Research and Training (NCERT).
2. Ansari, A. (2012). Hindustani Cinema Ka Aaghaz Aur Artakah. New Delhi: Arshia Publications.
3. Ashk, P. P. (2000). Hindustani Cinema Ke Pachaas Saal. New Delhi: Modern Publishing House.
4. Ashq, P. P. (2010). Hamara Cinema. New Delhi: National Council for the Promotion of Urdu (NCPUL).
5. Azmi, A. Urdu Theatre: Kal Aur Aaj. New Delhi: Urdu Academy.
6. Gulzar. (2003). Manzarnama - Khushboo. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
7. Hameed, J. (2012). Aasmaane Film Ke Darakhshandaan Sitaray. New Delhi.
8. Hayward, S. (2016). Cinema Studies: Key Concepts. London: Routledge.
9. Rajadhyaksha, A. (2016). Indian Cinema: A Very Short Introduction. New Delhi: Oxford University Press.
10. Siddiqui, N. A. (2015). Celluloid Ki Duniya. New Delhi: Educational Publishing House.

**Course Title: Translation Techniques for Urdu Media (DSE)****Course Code: BJMC505****Scheme of Instruction****Total Duration : 60 Hrs****Periods/Week : 4****Credits : 6****Instruction Mode : Lecture & Practical****Scheme of examination****Maximum Score : 100****Internal Evaluations : 30****End Semesters : 70****Exam Duration : 3 Hrs**

**Course Objectives:** This paper aims at producing not only excellent translators but also Language experts with deep Knowledge of structures of various languages of India. The students trained through this programme will have better job opportunities in various fields

**Course Outcomes:** This paper is design to help students to understand and develop the qualities of a Translator. Students will have a critical understanding of the norms and practices of Journalistic translation.

Unit	Course Content	Instructi on Hours
<b>I</b>	History and Development of Translation Foundations of Translation: Concept, Nature, Scope, Functions and Importance of Translation.	<b>15</b>
<b>II</b>	Principles of Translation: Different Principles and types of Translation, Formal and Informal Translation; Need for Translation in today's world.	
<b>III</b>	Parameters of Translation, Techniques of Translation, Recent Trends and Development in Translation Scope and opportunities in the field of Translation.	
<b>IV</b>	Qualifications and Responsibilities of Translator. Understanding Machine translation, Digital tools and challenges, latest trends in Urdu translation technique	<b>15</b>
<b>V</b>	Media and Translation: Need for Translation in Journalism Translation exercises in the Media, Role of Translation, and Avenues of challenges of Translation in The Media.	<b>15</b>
<b>VI</b>	Consolidation of Genres – Post-Emergency Cinema – Cinema and National Integration	<b>15</b>
<b>Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.</b>		
<b>Text Books and References:</b>		
1. Qamar Raees Tarjume ki riwayt aur fun		
2. Dr.Mirza Hamid Beg Tarjume ka fun		
3. Dr Khaleeq Anjum Fun-E-Tarjuma Nigari		
4. Dr.Mirza Hamed Baig Tarjumay Ka fun		
5. Mujeebul Islam Daruterjuma Osmani ki khidmat		
6. Aijaz Rahi Urdu Main tarjumay Kay masayal		
7. Dr.Syed Dawood Ashraf Mashaheer-i- Daru-UI-Tarjuma 2017		
8. Dr Junaid Zaker Istilahi Mutaley 2016		

**Course Title: Basics of Video Documentary (DSE)****Course Code: BJMC506****Scheme of Instruction****Scheme of examination**

Total Duration	:		Maximum Score	:	100
Periods/Week	:	6	Internal Evaluations	:	30
Credits	:	6	End Semesters	:	70
Instruction Mode	:	Lecture & Practical	Exam Duration	:	3 Hrs

**Course Objectives:** This course introduces key issues, debates and movements in documentary film, internationally, illustrated with screenings of selected documentary classics. It also aims to sensitize students to the formal elements and changing language of documentary film. It also explores the history of documentary film in India, locating it in the context of shifting discourses on state, nation, gender and development.

**Course Outcomes:** Students will know the basics techniques of Documentary Production, how to generate an idea, script writing and visualize it. They will be able to make a documentary proposal and will understand the ethical considerations as a documentarian. Moreover they will be able to know how to plan and research a story, identify and secure interviewees and how to shoot and edit the documentary film.

Unit	Course Content	Instruction Hours
<b>I</b>	<b>Introduction to Documentary:</b> <b>Documentary:</b> Definitions, TV Documentary Formats, types: nature, institutional, event-based, personality etc., Brief overview on the history of Fiction films and Documentary films, Difference between Documentary and Feature Film, Evolution, Growth and Present Scenario of Documentary Films. Role of Choosing of right subject, importance of research and references	
<b>II</b>	<b>Documentary and Non-Fiction Films</b>  Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, The Language of Documentary Film: Modes and Authorial Positions The aesthetics, ethics and politics of representation Changing modes of production and distribution Influence of digital technologies	
<b>III</b>	<b>Documentary Production</b>  Stages of Production- Pre-Production Production and Post Production, The Process of Production: Pre-production- concept, research; Writing a proposal and budget; Elements of scriptwriting- visualization, treatment, the Presentation Structure, producing a shooting script.	
<b>IV</b>	<b>Camera, Sound and Lighting</b> Understanding Camera movements, shots and angles, lighting techniques etc. Types of microphones used, Voice Over, Narrations and Ambience, Music in Documentary Films	
<b>V</b>	<b>Applications and uses of documentaries</b> Role of Documentaries in social awareness, Nation Building, knowledge gain, Censorship	
<b>VI</b>	<b>Documentary Production: Development of idea</b>  Documentary Practical- Development of idea, Making documentary proposal, Writing Script, Research, Handling camera, interviewing, Shooting, Voice over, Narration, Arrangement of shots, Editing. Documentary screenings:	

	Students will be assessed for their regular attendance in the documentary screening and individual presentations/ write-ups based on their interpretation and understanding of various documentaries.	
<b>Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.</b>		
<b>Text Books and References:</b>		
1. John Grierson. Grierson on Documentary by John Grierson. University of California Press		
2. NarwekarSanjit. (1992). Films Division and the Indian Documentary . Amazon		
3. K. P. Jayasankar and Anjali Monteiro. (2016). A Fly in the Curry: Independent Documentary Film in India. Sage Publication.		
4. Sharma, Aprna. (2015). Documentary Films in India. Palgrave Macmillan, a division of Macmillan Publishers Limited.		
5. Peter Sutoris. (2016). Visions of Development: Films Division of India and the imagination of Progress, 1948-1975. Oxford University Press India.		
6. Aitken, Ian (ed.). (2005). Encyclopedia of the Documentary Film. New York: Routledge.		
7. Barnouw, Erik. (1993). Documentary: A History of the Non-Fiction Film,. New York: Oxford University Press, 2 <sup>nd</sup> revised edition.		
8. Goldsmith, David A. (2003). The Documentary Makers: Interviews with 15 of the Best in the Business. Hove, East Sussex: Roto Vision.		
9. Tobias, Michael. (1997). The Search for Reality: The Art of Documentary Filmmaking. Studio City, CA: Michael Wiese Productions.		
SLM of Diploma in Journalism and Mass Communication offered by DDE, MANUU		

## SEMESTER 6

**Course Title: Graphic and Design (DSE)****Course Code: BJMC 601****Scheme of Instruction**

Total Duration : 60 Hrs

Periods/Week : 4

Credits : 6

Instruction Mode: Lecture &amp; Practical

**Scheme of examination**

Maximum Score : 100

Internal Evaluations : 30

End Semesters : 70

Exam Duration : 3 Hrs

**Learning Objective:** Students will demonstrate development in their abilities to: - develop a planned approach to the design and completion of practical assignments, as it applies to the computer graphics industry. To educate the student for developing a planned approach: to communicate their ideas and concepts visually to an audience.

**Learning Outcome:** Students will learn about the graphics and design and be made to equip various techniques related to software. At the end of this course they will acquire a broader knowledge and perspective about the global animation business

Unit	Course Content	Instruction Hours
I	Elementary Design and Graphics Elements of design and graphics, visualization, convergence and divergence -conceptualization - functions and significance - fundamentals of creativity in art - logic - style- value - tools of art - illustrations - graphs.	15
II	Basic elements and principles of graphics: Design lay-out and production; typeface families- kinds - principles of good typography; spacing - measurement - point system.	15
III	Photoshop and basic software Introduction to Photoshop, Interface, Bridge and basics, Selection Tools, Layers-Masking and Blend mode, Photo Manipulation and Adjustment- Histograms, Limiting masks, Noise, Photo Retouching- Healing, patching, clone, Painting basic, Texts: Wrapping, Special Effects, Combining Images (Panorama Photography), Actions, Batch and Image processor, Image Editing Using Motion Twin- Two times with different techniques,	15
IV	Principles of Animation: Bouncing ball, Pendulum action, Delay action, Follow thorough etc. Advanced principles - like - walk cycle, run cycle, slow in and slow out ,arcs ,timing ,solid drawing ,appeal	15
V	Animation – Introduction: Introduction to MAYA, Key frames; Squash & stretch; Graph editor; Posing a character; Keys - Extreme & in-between; Animating to Dialogue; Lip Syncing; Mechanics of Facial Animation. Dynamics: Particle; Emitters; Fields, Soft bodies; Springs; Rigid bodies; Hardware Rendering	

VI	Introduction to After Effects  Working on After Effect, Graphics, Making Intro, making of motion graphics & its manipulation. Key Frames etc	
Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.		
<b>Text Books and References:</b>		
<ol style="list-style-type: none"> <li>1. Jeffrey Scott. (2003). How to write for Animation Published by Penguin USA.</li> <li>2. Jean Ann Wright. (2005). Animation Writing and Development: From Script Development to Pitch. Published by Focal Press</li> <li>3. John Hart. (2007). The Art of Storyboard. Published by Focal Press.</li> <li>4. Mike Wellins. (2005). Storytelling through Animation. Published by Cengage Learning.</li> <li>5. Lee Lanier. (2007). Maya Professional Tips and Techniques. Published by Sybex.</li> <li>6. Autodesk Maya Press. (2007). The Art of Maya: An Introduction to 3D Computer Graphics. Published by Autodesk Maya Press.</li> <li>7. Herbert Read. (1974). The Meaning of Art. Published by Faber &amp; Faber.</li> <li>8. Bruce D Kurtz. Visual Imagination. Published by Prentice Hall College Div.</li> <li>9. Rudolph Arnheim. (2004). Art &amp; Visual Perception : A Psychology of the Creative Eye. Published by University of California Press; 2nd Revised edition.</li> <li>10. David Lauer. (2011). Design Basics. Published by Wadsworth, 8th edition.</li> <li>11. Alexander W. White. (2011). The Elements of Graphic Design. Published by Allworth Press; 2nd Revised edition.</li> <li>12. Ernest Norling. (1999). Perspective Drawing. Published by Dover Publications Inc.</li> </ol>		
Books in Urdu		
<ol style="list-style-type: none"> <li>1. Modern 3D Studio Makers by Irfana Yasmeen (Available in Library)</li> <li>2. Ibteda Computer Graphics by Mohd. Basheer (Available in Library)</li> <li>3. Coral Draw-13 by Irfana Yasmeen (Available in Library)</li> <li>4. Coral Draw-10 by Yasaf Jawed (Available in Library)</li> <li>5. Graphic Design (Edt.) Zargar Zahoor/(Tr.) Syed Marghoob Ahmed</li> <li>6. Aaye Graphic Design seekhey by <a href="http://www.itelam.com">www.itelam.com</a></li> </ol>		

**Course Title: Human Rights and the Media (DSE)****Course Code: BJMC602****Scheme of Instruction**

<b>Total Duration</b>	<b>:</b>	<b>60 Hrs</b>
<b>Periods/Week</b>	<b>:</b>	<b>4</b>
<b>Credits</b>	<b>:</b>	<b>6</b>
<b>Instruction Mode</b>	<b>:</b>	<b>Lecture</b>

**Scheme of examination**

<b>Maximum Score</b>	<b>:</b>	<b>100</b>
<b>Internal Evaluations</b>	<b>:</b>	<b>30</b>
<b>End Semesters</b>	<b>:</b>	<b>70</b>
<b>Exam Duration</b>	<b>:</b>	<b>3 Hrs</b>

**Course Objectives:** All segments of society need to understand the provisions of the UDHR and how these international standards affect governments and individuals. They also need to understand the interdependence of rights, civil and political and social, economic, and cultural.

**Course Outcomes:** Human rights as a subject is a natural complement to studies in political science, philosophy, international relations, social work, journalism, history, development studies, and sustainability. This should be helpful to students looking to work in the field of human resources development, charitable institutions, and government agencies.

<b>Unit</b>	<b>Course Content</b>	<b>Instruction Hours</b>
<b>I</b>	Meaning and Concept of Human Rights - Notion and Classification of Rights: Natural, Moral and Legal Rights - Three Generations of Human Rights: Magna Carta - The French Declaration of the Rights of Man and the Citizen; United States Bill of Rights	<b>15</b>
<b>II</b>	United Nations and Human Rights: Universal Declaration of Human Rights – Significance – Civil and Political Rights - (Art. 1-21) - Economic, Social and Cultural Rights - (Art.22-28) - Duties and Limitations - (Art. 29) - Final Provision (Art. 30).	
<b>III</b>	Human Rights & Enforcement Mechanism - Supreme Court (Art 32) and High Courts (Art 226) - Human Rights Commission - National and State - Commission of Women, Children, Minority, SC/ST .	
<b>IV</b>	The Directives Principles of State Policy - Fundamental Rights - Constitutional Vision of Role of The State - National Human Right Commission, National Commission on Women, National Commission on Minorities, and State Human Rights Commission	<b>15</b>
<b>V</b>	Role of Functions of International Non-Governmental Organizations - Amnesty International - Red Cross - Human Rights Watch and Asia Watch - Role of NGOs in protection of Human Rights.	<b>15</b>
<b>VI</b>	Press and Democracy –Media and Human Rights – Media and Accountability	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

1. Darooka, P. (2016). Road to Rights: Women, Social Security and Protection in India . New Delhi: Sage Publications.
2. Hussain, M. H. (2013). Ablaghiyaat. New Delhi: Educational Publishing House.
3. Hussain, S. A. Hindustani Mussalman Aina E Ayyam. New Delhi: Maktaba Jamia.
4. Jain, M. P. Hindustan Ki Qanooni Tareekh. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
5. Kidwai, S. U. Hindustan Men Samaji Aslahat Ki Tarrekh Aur Unke Asraat. New Delhi: Ghalib Institute.
6. Manzar, M. (1999). Bainul Aqwami Siyasat. New Delhi: Saud Printing Agency.
7. Mehdi, S. Hindustan Mein Aurat Ki Haseeyat. New Delhi: National Council for the Prmotion of Urdu Language (NCPUL).
8. Muntaqim, K. A. Insani Huqooq. New Delhi: National Council for the Prmotion of Urdu Language (NCERT).

9. Naqvi, S. H. (1976). Ibtadai Ilm Shahriyat. New Delhi: Taraqqi Urdu Board .
10. Nations, U. (1998). Aqwam Mutahida Ka Insani Huqooq ke Muhafizon Se Mutaliq Alamiya. New York: United Nations (UN).
11. Parvez, S. (2002). Awami Zarai Ablagh : Tarseel Aur Tameer Wa Taraqqi. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
12. Qayoom, A. Bainul Aqwami Tallukath. Hyderabad: Nisaab Publishers.
13. Sallahuddin, M. (2009). Bunyaadi Huqooq. New Delhi: Markazi Maktaba Islamia.
14. Srinivas, M. N. (1989). Jadeed Hindustan Mein Zaat Paat. New Delhi: National Council for the Promotion of Urdu Language (NCPUL).
15. Sultana, S. F. (1995). Ilm-E-Shahriyat. New Delhi: Tarriqui Urdu Bureau.



**Course Title: Mediated Identities (DSE)****Course Code: BJMC603****Scheme of Instruction**

<b>Total Duration</b>	:	<b>60 Hrs</b>
<b>Periods/Week</b>	:	<b>4</b>
<b>Credits</b>	:	<b>6</b>
<b>Instruction Mode</b>	:	<b>Lecture</b>

**Scheme of examination**

<b>Maximum Score</b>	:	<b>100</b>
<b>Internal Evaluations</b>	:	<b>30</b>
<b>End Semesters</b>	:	<b>70</b>
<b>Exam Duration</b>	:	<b>3 Hrs</b>

**Course Objectives:** The specific objective of this course is to make the students aware of the concept of identity created through the use of mass media.

**Course Outcomes:** Through this course the students will be able to know what identity is. How a human being is made aware of his/her identity in a social setup. The student will also be able to understand the role of media in the construction of identity.

<b>Unit</b>	<b>Course Content</b>	<b>Instruction Hours</b>
<b>I</b>	What is Mediation? How it works? Definition, Nature & Scope	<b>15</b>
<b>II</b>	What is Identity? Definition, Nature & Scope, How is it constructed? "Them" and "Us"	
<b>III</b>	Social Construction of Reality, Mediated construction of Reality, Rhetoric vs Reality, Theoretical framework for understanding the Identity Formation	
<b>IV</b>	Formation of Racial, Gender, Ethnic, Regional, National identities, Gauntlet's Gender and Identity Theory.	<b>15</b>
<b>V</b>	Religion, Minority/Majority, Caste, Urban/Rural Stuart Hall's Positioning Theory	<b>15</b>
<b>VI</b>	Introduction to key thinkers of the field and their works.	<b>15</b>
<b>Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.</b>		
<b>Text Books and References:</b>		
<ol style="list-style-type: none"> <li>1. Bignell, J. (2002). Media Semiotics: An Introduction, 2nd edn. Manchester: Manchester University Press.</li> <li>2. Hall, S. (ed.). (1997). Representation: Cultural Representations and Signifying Practices. London: Sage and The Open University.</li> <li>3. Morley, D. and Chen, K-H. (eds). (1996). Stuart Hall: Critical Dialogues in Cultural Studies. London: Routledge.</li> <li>4. Media and culture, Karen Ross/ Deniz Derman/ Nevena Dakovic, Istanbul Bilgi University Press; 1. ed edition (2001)</li> <li>5. Mediated Identities: Youth, Agency, &amp; Globalization, Divya C., McMillin</li> <li>6. Mediated Identity Formation, Current Trends in Research and Society, Johan Fornäs &amp; Charis Xinaris</li> <li>7. From Media and Identity to Mediated Identity, Helen Wood, In: The SAGE Handbook of Identities, Edited by: Margaret Wetherell &amp; Chandra Talpade Mohanty</li> <li>8. Mediated Identities and New Journalism in the Arab World Mapping the "Arab Spring", Ed, Aziz Douai and Mohamed Ben Moussa, Palgrave Macmillan, 2016</li> <li>9. Shinakht, Aqeeda aur Tasadum by Raza Rumi</li> </ol>		

**Course Title: Health Journalism (DSE)**

**Course Code: BJMC604**

**Scheme of Instruction**

**Total Duration** : 60 Hrs  
**Periods/Week** : 4  
**Credits** : 6  
**Instruction Mode** : Lecture

**Scheme of examination**

**Maximum Score** : 100  
**Internal Evaluations** : 30  
**End Semesters** : 70  
**Exam Duration** : 3 Hrs

**Course Objectives:** The objective of the paper is to help the students to understand basic knowledge of health journalism and strengthen their ability to report and write about health journalism.

**Course Outcomes:** The paper will assist the students to understand healthcare system and familiar them about basic understanding of health journalism. As well, this paper will train the students to report and write healthcare issues with the scientific manner.

Unit	Course Content	Instructi on Hours
<b>I</b>	<b>Healthcare and Fitness- An overview</b> Healthcare Awareness, Human body and Physical fitness, Healthy Diet, cleanliness and sanitation, Basic introduction of diseases, Public Healthcare Aspects, Do' and don't about healthy life	<b>15</b>
<b>II</b>	<b>Introduction to Health Journalism</b> Basic understanding of Health Journalism, Significance of Health Journalism, Technique of health journalism writing, Pitfalls in Health Journalism writing, writing for Print and Electronic media, Ethics in Health Journalism	
<b>III</b>	<b>Reporting and Editing for Health Journalism</b> Basics of Healthcare reporting, Health journalism reporter- duties and characteristics, Sources of Healthcare reporting, Types of reporting- Straight and investigating reporting, Basics of editing healthcare stories, proof reading of healthcare writing	
<b>IV</b>	<b>Healthcare issues and Indian society</b> Healthcare facilities in India, Men and women healthcare issues in India, Healthcare policy and programme in India, Public health awareness campaign	<b>15</b>
<b>V</b>	Religion, Minority/Majority, Caste, Urban/Rural Stuart Hall's Positioning Theory	<b>15</b>
<b>VI</b>	<b>Healthcare awareness and Public service provider</b> Healthcare and social media, campaign for healthcare awareness, Health journalism on print, broadcast and web, Importance of NGO's, civil society, WHO, UNDP in Healthcare awareness programme	<b>15</b>

**Examination and Evaluation Pattern:- Internal Assessment 30 marks and External Assessment 70 marks.**

**Text Books and References:**

- Hindustan me Urdu Tibbi Sahafat-Aghaz aur Inhiqqa by Asad Faisal Farooqui
- Baggott, R. (2011). Public Health:Policy & Politics. New york: Palgrave macmillan .
- Gupta, S., & Nikhat, S. (1989). Baacho Ke Sahet. New Delhi: N C P U L.
- Levi, R. (2001). Medical Journalism: Exposing Fact, Fiction, Fraud. New Jersey, USA: Wiley-Blackwell.
- Nair, P. (2005 ). Education and Health Infrastructure : An Overview. Hyderabad: ICFAI Univ. Press
- Pandya, R. (2010). Community health education. Jaipur: Rawat publications.
- Sawa, R. J. (1992). Family Health Care. New Delhi : Sage Publications.

**Course Title: Media Research Project**

**Course Code: BJMC605**

**Scheme of Instruction**

**Total Duration** : 60 Hrs  
**Periods/Week** : 4  
**Credits** : 4  
**Instruction Mode** : Practical

**Scheme of examination**

**Maximum Score** : 100  
**Internal Evaluations** : 30  
**End Semesters** : 70  
**Exam Duration** : 3 Hrs

**Learning Objective:** The Objective of the this Practical Paper is to Under Stand the Basics of Operational Media Research, and Understand Practical aspects of media Research.

### **Media Research Project:**

Every student will be assigned a Media or its related project for Research at the beginning of the 6th Semester and will be asked to work under the supervision of an internal supervisor. The Project will be on the topics relating to any media issue taught in course. Students should assign and submit their Projects within stipulated time period given by the Department. It should be research-based Projects and Presentation should be made both for Internal and External assessment.

Media Research Projects shall be evaluated by the internal and external evaluator on five parameters viz., Language, Content, Originality, Power Point Presentation and Viva Voce each carrying equal weight age. The faculty members shall also be present during the presentations. A Model for Media Research Projects consisting of 100 marks is given below:

Language	Content	Originality	Power Point Presentation	Viva Voce	Grand Total
25	25	10	10	30	100

**Learning Outcome:** The Learning Outcome of this Practical Paper is to make Students Capable to Understand and carry the Short Research related to media issues. After completion of this paper students will be able to do basic research work in any Media Organization.