



Maa Vindhyavasini University, Mirzapur

**SYLLABUS
OF**

JOURNALISM AND MASS COMMUNICATION

**B.A. (Hons.) Mass Communication
(3+1=4 years Course)**

Programme Code: BAMC 2026-2027

Shiveli
Dean
Faculty of Humanities
Maa Vindhyavasini University, Mirzapur

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Faculty of Humanities
Maa Vindhyavasini University, Mirzapur

Ordinance & Syllabus
of
Maa Vindhyavasini University, Mirzapur
w.e.f. Session 2026-27



Syllabus of
Journalism and Mass Communication
Maa Vindhyavasini University, Mirzapur


Dean
Faculty of Humanities
Maa Vindhyavasini University, Mirzapur



Title: Title of the programme shall be “B.A. (Hons.) Mass Communication (3+1=4 years) course.”

Provisional of multiple exit/entry: In case students leave the course without completion four semester, after successfully earning of 40 credits in first two semester a certificate in Journalism and Mass Communication, and after securing 80 credits in first four semester a Diploma in Journalism and Mass Communication may be awarded to them. Lateral entry (Based upon the approval from standing bodies) may allowed to certificate holders in third semester and Diploma holders in Fifth Semester if students fulfil criterion approved by the University. In such case students have to pay Admission and other fees as a fresh candidate.

Affiliation: Proposed programme shall be governed by Department of Journalism and Mass Communication, Maa Vindhyavasini University, Mirzapur, Uttar Pradesh.

Objectives of the Curriculum:

- * Equipping students with considerable knowledge, technical skills, professional values and attitude appropriate to Journalism and Mass Communication practice.
- * Prepare students to probe and understand deeply the nature of Journalism and Mass Communication, potentialities of Journalism and provide correct information to the society effectively.
- * Impart knowledge and skills to prepare the students as trained professionals to confront complex, changing and challenging media field and national problems effectively.
- * Facilitating student's skills of problem solving, resource utilization and services linking to help Government and society.

Programme Outcomes:

PO-1: To inculcate in communication skills, its role and importance in society. To impart the knowledge of Mass Communication and Journalism covering a wide area of studies.

PO-2: Critical Thinking and Professional Judgment: Apply theoretical knowledge to make a critical analysis, intervene using innovative frameworks and evaluate and follow up.

PO-3. To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies. To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.

PO-4: Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.

PO-5: Scientific Temper: Gaining aptitude for research for contribution to knowledge enterprise and documentation of Mass Communication theories and practices.

PO-6: To develop research knowledge in Mass Communication area.

Programme Specific Outcomes:

PSO-1: Understanding the fundamental relations between society, culture and communication.

PSO-2: Provide advanced knowledge of Communication Theories & Models, History of Journalism, Public Relations and Advertisement.

PSO-3: Introduce students to the practical arena of exploring the potential of media tools to become an able media professional.

PSO-4: To develop the learner into competent and efficient Media & Entertainment Industry professionals.

PSO-5: To inculcate professional ethics, values of Indian and global media culture.

PSO-6: To prepare socially responsible professionals with global vision.

PSO-7: Assist students in preparing for competitive exams.

PSO-8: Students will be propicient in research methods.

Duration:

- Total duration of the programme shall be of three years + one years, spread over eight semesters (six+two).

Seats:

* Total number of students to be admitted to the programme shall be 120 (90 Regular including + 30 Paid seat). Reservation shall be permitted as per the Uttar Pradesh State Government rules and regulations.

Eligibility Criteria:

The eligibility criteria for admission in "B.A. (Hons.) Mass Communication (with Research)" is as follows-

* Candidates should have an Intermediate certificate or its equivalent in any discipline from a recognized collage/Institution. Minimum marks for this course will be applicable as per Maa Vindhyavasini University, Mirzapur admission guidelines.

* Reservation of seats for various categories shall be as per the Uttar Pradesh State Government rules and regulations.

Admission Procedure:

* Admission procedure will take place as per the Maa Vindhyavasini University, Mirzapur admission guidelines in this regard.

Medium of Instruction:

* The Medium of Instruction will be Hindi/English.

Attendance:

* As per as the Maa Vindhyavasini University, Mirzapur guidelines in this regard.

Assessment of Papers:

Assessment of all papers will be done in two parts. 75% marks will be awarded externally and 25% marks will be awarded internally through Mid Term Examination.


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Semester-wise Titles of the Papers in B.A. (Hons.) Mass Communication

Year	Semester	Course Code	Major/Minor/Skill	Paper Title	Theory/Practical	Credits
B.A. (Hons.) 1st Year	First Semester	BAMC-25101T	Major	Introduction to Communication Theory	Theory	04
		BAMC-25102T	Major	News Reporting & Writing	Theory	04
		BAMC-25103P	Major	Practical	Practical	04
		BAMC-25104S	Skill Elective	Communication Skills	Theory	03
		Co-curricular	As per university rules	Co-curricular	As per university rules	02
B.A. (Hons.) 1st Year	Second Semester	BAMC-25201T	Major	Journalism : An Introduction	Theory	04
		BAMC-25202T	Major	News Editing	Theory	04
		BAMC-25203P	Major	Practical	Practical	04
		BAMC-25204M	Minor Elective	Language Proficiency	Theory	06
		BAMC-25205S	Skill Elective	Computer and Information-Communication Technology	Theory	03
		Co-curricular	As per university rules	Co-curricular	As per university rules	02
B.A. (Hons.) 2nd Year	Third Semester	BAMC-25301T	Major	History of Indian Journalism	Theory	04
		BAMC-25302T	Major	Electronic Media	Theory	04
		BAMC-25303P	Major	Practical	Practical	04
		BAMC-25304S	Skill Elective	Personality Development	Theory	03
		Co-curricular	As per university rules	Co-curricular	As per university rules	02
B.A. (Hons.) 2nd Year	Fourth Semester	BAMC-25401T	Major	Public Relations And Corporate Communication	Theory	04
		BAMC-25402T	Major	Development Communication	Theory	04
		BAMC-25403P	Major	Practical	Practical	04
		BAMC-25404M	Minor Elective	Design and Graphics	Theory	06
		BAMC-25405R	Project	Research Project (In Summer Vacation- 90 Hours)	Project	03
		Co-curricular	As per university rules	Co-curricular	As per university rules	02


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B.A. (Hons.) 3rd Year	Fifth Semester	BAMC- 25501T	Major	Press Law and Ethics	Theory	04
"	"	BAMC- 25502T	Major	Advertising	Theory	04
"	"	BAMC- 25503T	Major	Sports Journalism	Theory	04
"	"	BAMC- 25504T	Major	Photo Journalism	Theory	04
"	"	BAMC- 25505P	Major	Practical	Practical	04
B.A. (Hons.) 3rd Year	Sixth Semester	BAMC- 25601T	Major	Indian Knowledge System and Tradinational Folk Media	Theory	04
"	"	BAMC- 25602T	Major	Nation and International Current Affairs	Theory	04
"	"	BAMC- 25603T	Major	Writing for Mass Media	Theory	04
"	"	BAMC- 25604T	Major	Cinema Studies	Theory	04
"	"	BAMC- 25605P	Major	Practical	Practical	04
B.A. (Hons.) 4th Year	Seventh Semester	BAMC- 25701T	Major	New Media Technology	Theory	04
"	"	BAMC- 25702T	Major	Visual Communication	Theory	04
"	"	BAMC- 25703T	Major	Global Media Scenario	Theory	04
"	"	BAMC- 25704T	Major	E-Content Writing and Development	Theory	04
"	"	BAMC- 25705P	Major	Practical (Documentory/ Short Film)	Practical	04
"	"	BAMC- 25706R	Major	Research Project	Research Project	05
B.A. (Hons.) 4th Year	Eightth Semester	BAMC- 25801T	Major	Communication Research	Theory	04
"	"	BAMC- 25802T	Major	AI Journalism	Theory	04
"	"	BAMC- 25803T	Major	Indian Government Polity and International Relations	Theory	04
"	"	BAMC- 25804T	Major	Data Journalism	Theory	04
"	"	BAMC- 25805P	Major	Practical (Citation and Refersing, Research Report formate, Praposal Writing, Working Bibliography)	Practical	04
"	"	BAMC- 25806D	Major	Dissertation	Dissertatio n	05
Total						170

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Faculty of Humanities
Maa Vaidyanandini University, Mysore

बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION

प्रथम सेमेस्टर
FIRST SEMESTER

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25101T	प्रथम First	संचार सिद्धान्त परिचय Introduction to Communication Theories	100 (25+75)	04
BAMC-25102T	द्वितीय Second	समाचार संकलन एवं लेखन News Reporting & Writing	100 (25+75)	04
BAMC-25103P	तृतीय Third	प्रायोगिक Practical	100	04
BAMC-25104S	Skill Elective	संचार कौशल Communication Skills	100	03
As per university rules	Co-Curricular	Co-Curricular	As per university rules	02
कुल योग Sub Total			400	17




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Faculty of Humanities
Maa Vishwambharan University, Mirzapur

बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
प्रथम सेमेस्टर (First Semester)
प्रश्नपत्र-प्रथम (Paper-First)

Course Code	Course Title
BAMC-25101T	संचार सिद्धान्त परिचय Introduction to Communication Theories

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75EA	Min. Passing Mark: as per as university rule
Total No. of Lecture : 60	

Objective of the course:

- To acquaint students with knowledge of the fundamentals of Communication.
- To make students familiar with concept of Human Communication.
- To understand the concept of various types of Communication and be acquainted with their various components.
- To develop and nurture Communication skills.
- To make them understand in detail the Communication Models.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	संचार: अर्थ, अवधारणा, परिभाषा, उद्देश्य, प्रकार, द्विपक्षीय संचार, संचारक के रूप में नारद। Communication: Meaning, Concept, Definitions, Objective, Types, Two-way Communication. Narad as a Communicator.	15
2	जनसंचार: अर्थ, अवधारणा, परिभाषा, प्रक्रिया, चरण एवं प्रतिपुष्टि, जनसंचार माध्यम एवं प्रकार। Mass Communication: Meaning, Concept, Definition, Process Steps, and feedback. Mass Media and it's Types.	15
3	संचार के मॉडल: एस०एम०सी०आर० मॉडल, आसगुड मॉडल, लासवेल मॉडल, शैनन एण्ड वीवर मॉडल, श्रैम मॉडल। Models of Communication: SMCR Model, Osgood Model, Lasswell Model, Shannon & Weaver Model, Schramm Model.	15
4	संचार के सिद्धान्त: नियामक मीडिया सिद्धान्त, बुलेट सिद्धान्त, एजेंडा सेटिंग सिद्धान्त, मीडिया एवं संचार पर मार्शल मैकलुहान का विचार। साधारणीकरण का मॉडल। Theory of Communication: Normative Media Theories, Bullet Theory, Agenda Setting Theory, Marshall McLuhan's views on Media and Communication. Theory of Sadharanikaran.	15
Outcomes of the course:		
After the completion of the course the students will be able to understand-		

- Communication- meaning, definition, concept, process, concept, and types. Medium of mass communication.
- Mass Communication: Meaning, Concept, Definition, Process Steps, and feedback.
- Models and Theories of Communication.

सहायक ग्रंथों की सूची (List of Reference Books):

1. Denis McQuail. Communication Models, Sage Publications Ltd, 2005.
2. Arvind Singhal and Everett M. Rogers. India's Information Revolution: From Bullock Carts to Cyber Marts, Sage, New Delhi, 2001.
3. Keval J. Kumar. Mass Communication in India, Jaico, New Delhi, 2000.
4. Colin Sparks. Globalization, Development and the Mass Media, Sage Publications, London, 2007.
5. Graeme Burton. Media & Society Critical Perspectives, Tata McGraw-Hill, New Delhi, 2010.
6. डेनिस मैक्विल, इंटरडिक्शन ऑफ मास कम्युनिकेशन, सेज पब्लिकेशन।
7. डेनिस मैक्विल, टुवर्ड्स ए सोशियोलॉजी ऑफ मास कम्युनिकेशन
8. केवल जे0 कुमार, मास कम्युनिकेशन इन इण्डिया, जाइको पब्लिकेशन, पुणे।
9. जॉन फिस्क, इंटरडिक्शन टू कम्युनिकेशन स्टडीज
10. मार्शल मैकलुहान, मीडियम इज द मैसेज
11. प्रो0 बी0 आर0 गुप्ता, मास कम्युनिकेशन एण्ड डेवलपमेंट, विश्वविद्यालय प्रकाशन वाराणसी।
12. विष्णु राजगढ़िया, जनसंचार सिद्धान्त और अनुप्रयोग, राधाकृष्ण प्रकाशन, नई दिल्ली।

Dean
 Faculty of Humanities
 M. J. Somaiya Institute of Management Studies and Research, Mira-Pur

बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
प्रथम सेमेस्टर (First Semester)
प्रश्नपत्र—द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25102T	समाचार संकलन एवं लेखन News: Reporting & Writing

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60	

Objective of the course:
- To describe the news and importance of Reporting in Journalism. - To describe the Specialized Reporting and Beats. - To enumerate various types of Reporting. - To describe the Qualities of Reporter & their reports. - To enumerate News Writing: Soft News, Hard News, Feature, Infograph and News Packaging.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	समाचार: अर्थ, परिभाषा, तत्व, प्रकार, स्रोत। समाचार संरचना के तत्व, इंट्रो के प्रकार। News: Meaning, Definition, Elements, Types, Sources. Elements of News Structure, Types of Intro.	15
2	समाचार संकलन: अर्थ, प्रकार, प्रमुख तत्व एवं सावधानियां। एक अच्छे संवाददाता के गुण। संवाददाता के प्रकार: स्ट्रिंगर, नगर संवाददाता, विशेष संवाददाता। Reporting: Meaning, types, Elements & Precautions. Qualities of a good reporter. Types of Reporter: Stringer, City Reporter, Special Correspondent.	15
3	विशेषीकृत रिपोर्टिंग एवं बीट: अपराध, खेल, विज्ञान, आर्थिक, ग्रामीण एवं कृषि, स्वास्थ्य, सिनेमा, राजनीतिक, सभा एवं संगोष्ठी, उत्सव, जनसभा। Specialized Reporting and Beats: Crime, Sports, Science, Economic, Rural & Agriculture, Health, Cinema, Political, Meeting & Seminar, Festival, Public Gathering.	15
4	साक्षात्कार: उद्देश्य, प्रकार एवं तैयारी, संवाददाता सम्मेलन का कवरेज। समाचार लेखन: साफ्ट न्यूज, हार्ड न्यूज, फीचर, इन्फोग्राफ, न्यूज पैकेजिंग। समाचार में आंकड़ा, तथ्य एवं रेखाचित्र का प्रयोग। Interview: Purpose, Types & Preparation, Coverage of Press Conference. News Writing: Soft News, Hard News, Feature, Infograph, News Packaging. Use of Statistical data, figures and diagrams in News.	15

Outcomes of the course:

After completion of the course the students will be able to learn-

- News, elements, changing concepts, writing news, elements of news writing, function and structure of news paper organizations.
- Reporting, types, role, importance of sources, changing role of reporters in convergence media.
- Editing, managing news flow, copy editing, news value, objectives of copy editing, graphics and cartoon, editing software's.
- Journalistic writing and types, feature, editorial, column writing, writing for magazines.

सहायक ग्रंथों की सूची (List of Reference Books):

1. Tony Harcup. Journalism Principles and Practice, Vistaar, New Delhi, 2005.
2. I. Arul Aram and Nirmaldasan. Understanding News Media, McGraw-Hill, Chennai, 2009.
3. M.V. Kamath. The Journalists Handbook, Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
4. Bill Kovach and Tom Rosenstiel. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, Crown Publishers, New York, 2001.
5. Paul Manning. News and News Sources, Sage Publications, 2004.
6. Robert L. Hilliard. Writing for TV, Radio, and News Media, Thomson Learning, 2005.
7. Antony Friedman. Writing for Visual Media, Focal Press, April 2001.
8. Jan Johnson Yopp and Kathrine C. McAdams. Reaching Audiences: A Guide to Media Writing (3rd Edition), Allyn & Bacon, 2002.
9. Murthy, D.V.R. Developmental Journalism, Dominant Publishers, New Delhi, 2012.
10. Anna McKane. News Writing, Sage, New Delhi, 2006.
11. Tim Harrower. Inside Reporting: A Practical Guide to the Craft of Journalism, Tata McGraw Hill, New Delhi, 2010.
12. Wynford Hicks, Sally Adams, Harriett Gilbert and Tim Holmes. Writing for Journalists, Routledge, 2008
13. मेलविन मेंचर, बेसिक न्यूज राइटिंग एण्ड रिपोर्टिंग
14. आर० के० रविन्द्र, हैण्डबुक ऑफ रिपोर्टिंग एण्ड एडिटिंग
15. नन्द किशोर त्रिखा, समाचार संकलन और लेखन
16. होहेन्स वर्ग, प्रोफेशनल जर्नलिज्म
17. डॉ० संजीव भनावत, समाचार लेखन के सिद्धान्त एवं तकनीक
18. डॉ० अरुण कुमार शर्मा, समाचार संकलन एवं सम्पादन



बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
प्रथम सेमेस्टर (First Semester)
प्रश्न पत्र-तृतीय (Paper Third)
प्रायोगिक (Practical)

Course Code:	Course Title
BAMC-25103P	प्रायोगिक Practical

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60 Hours	

Objective of the course:
To make the students practically knowledgeable about- • Reporting, Planning of Reporting • Crime, Sports, Science, Rural and Agriculture, Health, Education, Environmental, Political News Reporting and writing. • Coverage and News Writing of Meeting and Seminar. • News Packaging.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topic	लेब/लेक्चर की संख्या No. of lab/ Lecture
1	रिपोर्टिंग की योजना। Planning of Reporting	04
2	अपराध, खेल, विज्ञान, ग्रामीण एवं कृषि, स्वास्थ्य, शिक्षा, पर्यावरण, राजनीतिक समाचार संकलन एवं लेखन। Crime, Sports, Science, Rural and Agriculture, Health, Education, Environmental, Political News Reporting and writing.	24
3	सभा एवं संगोष्ठी का कवरेज एवं समाचार लेखन। Coverage and News Writing of Meeting and Seminar.	12
4	संवाददाता सम्मेलन का कवरेज, समाचार पैकेजिंग। Coverage of Press conference, News Packaging.	20

Outcomes of the course:
After completion of the course the students will be able to know- • Planning of Reporting. • News Reporting and writing related to crime, sports, science, rural and agriculture, health, education, environmental and political. • Coverage and News Writing of Meeting and Seminar. • Coverage of Press conference, News Packaging.



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1. Tony Harcup. Journalism Principles and Practice, Vistaar, New Delhi, 2005.
2. I. Arul Aram and Nirmaldasan. Understanding News Media, McGraw-Hill, Chennai, 2009.
3. M.V. Kamath. The Journalists Handbook, Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
4. Bill Kovach and Tom Rosenstiel. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, Crown Publishers, New York, 2001.
5. Paul Manning. News and News Sources, Sage Publications, 2004.
6. Robert L. Hilliard. Writing for TV, Radio, and News Media, Thomson Learning, 2005.
7. Antony Friedman. Writing for Visual Media, Focal Press, April 2001.
8. Jan Johnson Yopp and Kathrine C. McAdams. Reaching Audiences: A Guide to Media Writing (3rd Edition), Allyn & Bacon, 2002.
9. Murthy, D.V.R. Developmental Journalism, Dominant Publishers, New Delhi, 2012.
10. Anna McKane. News Writing, Sage, New Delhi, 2006.
11. Tim Harrower. Inside Reporting: A Practical Guide to the Craft of Journalism, Tata McGraw Hill, New Delhi, 2010.
12. Wynford Hicks, Sally Adams, Harriett Gilbert and Tim Holmes. Writing for Journalists, Routledge, 2008
13. मेलविन मेंचर, बेसिक न्यूज राइटिंग एण्ड रिपोर्टिंग
14. आर० के० रविन्द्र, हैण्डबुक ऑफ रिपोर्टिंग एण्ड एडिटिंग
15. नन्द किशोर त्रिखा, समाचार संकलन और लेखन
16. होहेन्स वर्ग, प्रोफेशनल जर्नलिज्म
17. डॉ० संजीव भनावत, समाचार लेखन के सिद्धान्त एवं तकनीक
18. डॉ० अरुण कुमार शर्मा, समाचार संकलन एवं सम्पादन



बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
प्रथम सेमेस्टर (First Semester)

Skill Elective

Course Code:	Course Title
BAMC-25104S	संचार कौशल Communication Skills

Credits: 03	Elective
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab/Lecture: 45 Hours	

Objective of the course:
To make the students practically knowledgeable -
- To give students knowledge of Interpersonal Communication: Body Language, Pitch, Tone and Volume. - To train for Personality Development. - To train for Letter Writing and e-Mail Etiquette.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topic	लेक्चर की संख्या (No. of lecture)
1	अन्तर्वैयक्तिक संचार: दैहिक भाषा, पिच, टोन, वाल्यूम, मुखाकृति, हाव-भाव, मुद्रा, आई कॉन्टेक्ट, स्थानिक संचार, हैप्टिक्स (स्पर्शनीयता), उपस्थिति। श्रवण कौशल: सक्रिय बनाम निष्क्रिय श्रवण, श्रवण के बाधाओं को दूर करना। टेलिफोनिक शिष्टाचार। Interpersonal Communication: Body Language, Pitch, Tone, Volume, Facial expression, Gestures, Posture, Eye contact, Proxemics, haptics, appearance. Listening Skills: Active vs passive listening, Removing listening barriers. Etiquette of Telephonic Communication.	13
2	समूह संचार: वाद-विवाद, औपचारिक वाद-विवाद की संरचना, तर्क-वितर्क संरचना। तथ्यपरक वार्ता। मॉडरेशन कौशल। परिचर्चा: समूह चर्चा शिष्टाचार, नेतृत्व भूमिका एवं प्रतिभाग रणनीति। सामूहिक समस्या समाधान, विचार मंथन, निर्णय क्षमता। Group Communication: Debate, Structure of a formal debate. Argument construction. Evidence based speaking. Moderation skills. Discussion: GD etiquette, Leadership role and participation strategies. Problem Solving in Groups, Brainstorming, Decision making.	12
3	व्यक्तित्व विकास: व्यक्तित्व समझ, व्यक्तित्व निर्माण में संचार की भूमिका। स्व-जागरूकता एवं स्व-मूल्यांकन, क्षमता एवं कमजोरी की पहचान। व्यक्तित्व परिक्षण (जोहरी विण्डो)। अध्ययन कक्ष शिष्टाचार, सामाजिक शिष्टाचार एवं व्यवसायिक शिष्टाचार। Personality Development: Understanding Personality, Role of communication in personality shaping. Self-Awareness & Self-	12

	Assessment, Identifying strengths and weakness. Personality test (Johari Window). Classroom etiquette, Social Etiquette and Professional Etiquette.	
4	पत्र लेखन एवं ईमेल शिष्टाचार, औपचारिक पत्र, डिजिटल शिष्टाचार, ऑनलाइन व्यवसायिक व्यवहार। Letter Writing and E-Mail Etiquette, Formal Letters, Digital Etiquette, Online Professional behavior.	08

Outcomes of the course:

After completion of the course the students will be able to know-

- Knowledge of Interpersonal Communication: Body Language, Pitch, Tone and Volume.
- Personality Development, Self-Awareness and Self-Assessment.
- Letter Writing and e-Mail Etiquette.

सहायक ग्रंथों की सूची (List of Reference Books):

सहायक ग्रंथों की सूची (List of Reference Books):

बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION

द्वितीय सेमेस्टर
SECOND SEMESTER

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25201T	प्रथम First	पत्रकारिता: एक परिचय Journalism: An Introduction	100 (25+75)	04
BAMC-25202T	द्वितीय Second	समाचार संपादन News Editing	100 (25+75)	04
BAMC-25203M	तृतीय Third	प्रायोगिक Practical	100	04
BAMC-25204M	Minor Elective	भाषा दक्षता Language Proficiency	100	06
BAMC-25204S	Skill Elective	कम्प्यूटर एवं सूचना-संचार प्रौद्योगिकी Computer and Information- Communication Technology	100	03
As per university rules	Co- Curricular	Co-Curricular	As per university rules	02
कुल योग Sub Total			500	23




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B.A. (HONS.) MASS COMMUNICATION
द्वितीय सेमेस्टर (Second Semester)
प्रश्नपत्र— प्रथम (Paper- First)

Course Code:	Course Title
BAMC-25201T	पत्रकारिता: एक परिचय Journalism: An Introduction

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60	

Objective of the course:

- To describe the Functions of Journalism and Social Responsibility of Journalism.
- To educate about Specialized Journalism
- To give students knowledge about Duties and Responsibilities, Values and Ethical Standard of Journalism.
- To describe the Emerging Trends in Journalism.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	पत्रकारिता: अर्थ, परिभाषा, अवधारणा, उद्देश्य, कार्य। पत्रकारिता एवं सामाजिक उत्तरदायित्व। पेशे के रूप में पत्रकारिता। Journalism: Meaning, Definition, Concept, Objective, Functions. Journalism & Social Responsibility. Journalism as a Profession.	15
2	विशेषीकृत पत्रकारिता: खोजी पत्रकारिता एवं स्टिंग ऑपरेशन, विश्लेषणात्मक पत्रकारिता, मोबाइल पत्रकारिता, पीत पत्रकारिता, जड़ित पत्रकारिता, वैकल्पिक पत्रकारिता, वेब पत्रकारिता, नागरिक पत्रकारिता। Specialized Journalism: Investigative Journalism and Sting Operation, Analytical Journalism, Mobile Journalism, Yellow Journalism, Embedded Journalism, Alternative Journalism, Web Journalism, Citizen Journalism.	15
3	पत्रकारों के कार्य एवं उत्तरदायित्व। पत्रकारिता के मूल्य एवं नैतिक मापदण्ड। पत्रकारिता और सरकार, पत्रकारिता एवं जनमत, पत्रकारिता एवं समाज। Duties and Responsibilities of Journalist. Values and Ethical Standard of Journalism. Journalism and Government, Journalism and Public Opinion, Journalism and Society.	15
4	पत्रकारिता की उभरती प्रवृत्तियाँ, पत्रकारिता का विभिन्न विषयों से अन्तर्सम्बन्ध: साहित्य, राजनीतिशास्त्र, अर्थशास्त्र, मनोविज्ञान, समाजशास्त्र एवं तकनीक और विज्ञान। Emerging Trends in Journalism, Interdisciplinary Relationship with Journalism: Political Science, Economics, Psychology, Sociology and Science & Technology.	15

Outcomes of the course:

After completion of the course the students will be able to learn-

- Journalism, concept, types, history and development journalism.
- Specialized Journalism: Investigative Journalism and Sting Operation.
- Duties and Responsibilities of Journalist.
- Values and Ethical Standard of Journalism.
- Emerging Trends in Journalism.

सहायक ग्रन्थों की सूची (List of Reference Books):

- धीरेंद्र पाठक—विशेषीकृत पत्रकारिता—यूनिवर्सल पब्लिकेशन, नई दिल्ली
- केवल जे. कुमार—मास कम्युनिकेशन इन इंडिया—जयको पब्लिशिंग हाउस, नई दिल्ली
- डा. वेद प्रकाश वैदिक—हिंदी पत्रकारिता: विविध आयाम, हिंदी बुक सेंटर, नई दिल्ली
- डा. अर्जुन तिवारी—आधुनिक पत्रकारिता—विश्वविद्यालय प्रकाशन, वाराणसी
- एम.वी. कामथ—प्रोफेशनल जर्नलिज्म—विकास पब्लिशिंग, नई दिल्ली
- रमेश जैन—जनसंचार एवं पत्रकारिता—मंगलदीप पब्लिकेशन, जयपुर


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B.A. (HONS.) MASS COMMUNICATION
द्वितीय सेमेस्टर (Second Semester)
प्रश्नपत्र-द्वितीय (Paper- Second)

Course Code:	Course Title
BAMC-25202T	समाचार संपादन News Editing

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60	

Objective of the course:
- To Describe Process, Tools, technology and Editorial Symbols. - To Describe the importance of editing in a news paper - To Define the the News Editing, Principiles of editing etc. - To enlist the contribution of the Electronic revolution in editing. - To Discribe the Photo Editing. - To define and describe the Translation for Press. Sentence Construction, Paragraph Construction, Adjective and Adverbs, Precis and Punctuation.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	संपादन: अर्थ, परिभाषा, उद्देश्य और आवश्यकता। समाचार पत्र के संपादकीय विभाग की संरचना। सम्पादक, समाचार संपादक, मुख्य उप-संपादक एवं उपसंपादक के कार्य एवं योग्यताएं। Editing: Meaning, Definition, Objective and Needs. Structure of Editorial Department of a Newspaper. Functions & Qualifications of Editor, News Editor, Chief Sub Editor and Sub Editor.	15
2	प्रूफ रीडिंग, डेस्क कापी संपादन, एजेंसी कॉपी संपादन, प्रेस विज्ञप्ति का संपादन, डमी, लेआउट, फोटो संपादन। Proof Reading, Desk Copy Editing, Agency Copy Editing, Editing of Press Release, Dummy, Layout, Photo Editing.	15
3	शीर्षक: तकनीकी और प्रकार, संपादकीय लेखन, स्तंभ लेखन, संपादक के नाम पत्र। Headlines: Technique and Types, Editorial Writing, Column Writing, Letter to Editor.	15
4	पुस्तकें व पत्रिका समीक्षा, कला व संस्कृति संबंधी समीक्षा, फिल्म समीक्षा एवं संगीत, नृत्य, नाटक समीक्षा। Books & Magazine Review, Review of Art & Culture, Film Review and Music, Dance & Drama Programme Review.	15

Outcomes of the course:

At the completion of the course, students will be able to:

- Understand Meaning, Definition, Objective and Needs. Structure of Editorial.
- Understand the role of editors.
- Spot holes in stories and remedy them.
- Edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste.
- Write clear and accurate headlines, decks and captions.
- Design basic news pages.
- Understand the basic ethical issues confronting editors.
- Books & magazine, art, culture, films review.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. W L Rivers. (1984). News in Print, New York: George Allen & Unwin Ltd.
2. Curtis Macdougall (1953). Interpretative Reporting, New York: George Allen & Unwin Ltd.
3. Rangaswami Parthasarathy (1984). Basic Journalism, New Delhi:
4. Macmillan Bruce Westley. (1985). News Editing, New Delhi: IBH Publishers.
5. Frank Barton. (1989). The Newsroom: A Manual of Journalism, New Delhi: Sterling Publishers.
6. R. Parthasarathy. (1984). Basic Journalism, New Delhi: Macmillan.
7. Lynette S. Burns (2002). Understanding Journalism. London: Sage Publications.
8. Susan Pape & Sue Featherstone. (2005). Newspaper Journalism: A practical Introduction. London: Sage Publications.
9. Davis Merritt, Maxwell McCombs. (2004). The Two W's of Journalism: London,
10. Mahwah: Lawrence Erlbaum Associates, Publishers.
11. एम०के० जोसेफ, आउटलाइन ऑफ एडिटिंग
12. आर०के० रविन्द्र, हैण्डबुक ऑफ रिपोर्टिंग एण्ड एडिटिंग
13. के०पी० नारायण, संपादन कला
14. रामचन्द्र तिवारी, संपादन के सिद्धान्त
15. डॉ० रमेश जैन, समाचार संपादन
16. प्रेम नाथ चौबे, सम्पादन
17. के०एम० श्रीवास्तव, न्यूज रिपोर्टिंग एण्ड एडिटिंग




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द्वितीय सेमेस्टर (Second Semester)
प्रश्नपत्र-तृतीय (Paper-Third)
प्रायोगिक (Practical)

Course Code:	Course Title
BAMC-25203P	प्रायोगिक Practical

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60 Hours	

Objective of the course:

To make the students practically knowledgeable -

- About News Paper and Magazine Layout and Dummy Design.
- About News Paper and Magazine Layout and Dummy Design in PageMaker.
- About News Paper and Magazine Layout and Dummy Design in QuarkXpress and InDesign.

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लैब/लक्चर की संख्या (No. of lab/lacture)
1	समाचार पत्र: ले-आउट एवं डमी डिजाइन News Paper: Layout and Dummy Design	10
2	पत्रिका: ले-आउट डिजाइन Magazine : Layout Design	10
3	पेज मेकर: ले-आउट एवं डमी डिजाइन PageMaker: Layout and Dummy Design	20
4	क्वार्क एक्सप्रेस एवं इनडिजाइन: ले-आउट एवं डमी डिजाइन QuarkXpress and InDesign: Layout and Dummy Design	20

Outcomes of the course:

On completion of the course students should be able to:

- Understand the basic rule of news paper and magazine design.
- Work on PageMaker and In Design.
- Be able to design basic news pages.
- Be able to work in QuarkXPress and In Design.

सहायक ग्रन्थों की सूची (List of Reference Books):

- User Guide for varies Software

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Minor Elective

Course Code:	Course Title
BAMC-25204M	भाषा दक्षता Language Proficiency

Credits: 06	Elective
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 90 Hours	

Objective of the course:

- To develop clear, effective, and accurate expression in both Hindi and English.
- To acquire an expert understanding of sentence structure, grammar, style, and punctuation.
- To develop translation skills for journalism, reporting, social media, and academic writing.
- To understand the theories, methods, and skills of translation.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topic	लैब/लेक्चर की संख्या (No. of lab/lecture)
1	भाषा: अर्थ, परिभाषा, प्रकृति, आधारभूत तत्व। भाषा का संरचनात्मक विशेषताएं (हिन्दी एवं अंग्रेजी)। अवधारणा आधारित (पारिभाषिक) शब्द चयन। Language: Meaning, Definition, Nature, Fundamental Elements. Structural features of language (Hindi and English). Concept-based (terminological) word selection.	15
2	हिन्दी-अंग्रेजी वाक्य संरचना और विराम चिह्न प्रयोग— सरल, मिश्रित एवं संयुक्त वाक्य। पदक्रम, सक्रिय एवं निष्क्रिय ध्वनि। हिन्दी-अंग्रेजी विराम चिह्न प्रयोग। सामाजिक, साहित्यिक एवं पत्रकारीय लेखन में वाक्य संरचना और विराम चिह्न प्रयोग। Hindi-English Sentence Structure and Use of Punctuation- Simple, compound, and complex sentences, Word order, Active and passive voice. Use of punctuation marks in Hindi and English. Application of sentence structure and punctuation in social, literary and journalistic writing.	25
3	अनुवाद अध्ययन का आधार: अवधारणा, स्वरूप, प्रकार एवं सिद्धांत। शब्दानुवाद बनाम भावानुवाद: कैटफोर्ड, यूजीन नाइडा, न्यमार्क, बाथगेट। अनुवादक के गुण। अनुवाद की आवश्यकता: भाषा, प्रसंग, संस्कृति और अर्थ का संबंध। सामाजिक, साहित्यिक एवं मीडिया अनुवाद की चुनौतियां। Foundation of Translation Studies: Concepts, Nature, Types, and Theories. Word-for-word vs. sense-for-sense translation: Catford, Eugene Nida, Newmark, Bathgate. Qualities of a translator. Need for translation: relationship between language, context, culture and meaning. Challenges of social, literary and media translation.	25

4	निबन्ध लेखन: सामाजिक, सांस्कृतिक, धार्मिक, राजनीतिक एवं अन्य समसामायिक विषय। लेख लेखन: शैक्षणिक, साहित्यिक, कृषि, पर्यावरण, स्वास्थ्य एवं अन्य समसामायिक मुद्दें। Essay Writing: Social, Cultural, Religious, Political and other contemporary subjects. Article writing: Educational, Literary, Agrgiculture, Environment, Health and other contemporary issues.	25
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Outcomes of the course:

At the end of the course, the students would be able to-

- Write clear, effective, and accurate sentences in both Hindi and English.
- Use punctuation correctly and appropriately.
- Carry out high-level translations for media, journalism, advertising, and academic writing.
- Achieve bilingual proficiency with advanced skills in both Hindi–English and English–Hindi translation.

सहायक ग्रंथों की सूची (List of Reference Books):




बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
द्वितीय सेमेस्टर (Second Semester)

Skill Elective

Course Code:	Course Title
BAMC-25205S	कम्प्यूटर एवं सूचना-संचार प्रौद्योगिकी (Computer and Information-Communication Technology)

Credits: 03	Elective
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lecture: 45	

Objective of the course:

- Impart knowledge of computer with Hardware and software.
- To do familiarize with Application Software and internet.
- Introduce students about significance and usage of New Media and Tools of web Journalism.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	कम्प्यूटर: परिचय, जनरेशन, प्रकार, हार्डवेयर एवं सॉफ्टवेयर। की-बोर्ड: प्रकार एवं कार्य। Computer: Introduction, Generation, Types, Hardware and Software. Key-Board: Types and Function.	05
2	अप्लीकेशन साफ्टवेयर: एम0एस0 आफिस, पेज मेकर, फोटो शॉप, कोरल-ड्रॉ, क्वार्क एक्सप्रेस का परिचय। Application Software: Introduction of M.S. Office, Page Maker, Photo Shop, CorelDRAW, QuarkXpress.	10
3	इंटरनेट: परिचय, वर्ल्ड वाइड वेब, यूआरएल, सर्च इंजन, वेब ब्राउजर। वेब का परिचय। भाषा प्रौद्योगिकी: यूनिकोड एवं हिन्दी। Internet: Introduction, World Wide Web, URL, Search Engine, Web Browser. Introduction of Web. Language Technology: Unicode and Hindi.	15
4	वेबसाइट के प्रकार एवं तत्व। वेब पत्रकारिता के आयाम: ई-समाचार पत्र, समाचार पोर्टल, पॉडकास्टिंग एवं वेबकास्टिंग। वेब बनाम प्रिंट पत्रकारिता। Types and elements of Website. Dimension of Web Journalism: e-News paper, News portal, Podcasting and Webcasting. Web Vs Print Journalism.	15

Outcomes of the course:

On completion of the course students should be able to:

- Understand the basic concepts of Computer fundamentals.
- Work on Ms Office tools, Photoshop and Internet.
- Understanding the notion of online communication and Internet.
- Concept about Internet architecture such as networking, types of web sites, video conferencing, web casting Knowledge about digital media and communication
- Notion of Web Journalism.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Creating Research and Scientific Documents Using Microsoft Word by Alexander Mamishev, PhD Murray Sargent, PhD.
2. Computer Fundamentals by Anita Goel. 3. How to use MS Excel by Joseph Manzo publisher Saylor Foundation.
3. Bonime, Andrew and Pohlmann, Ken C. (1997). Writing for New Media: The Essential Guide to Publisher Wiley.
4. Writing for Interactive Media. United States: Wiley. Prasad, S. (1993). Editors on Editing/HY. National Book Trust.
5. Sunder, R., 2000. Computers Today Ed.2, John Wiley
6. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
7. Chapman and Chapman, Digital Multimedia, Wiley Publication.
8. James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
9. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
10. Macintosh, Advanced Adobe Photoshop, Adobe publishers.
11. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
12. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.
13. Ashwani Saith, M. Vijaya Baskar and V. Gayathri. ICTs and Indian Social Change, Sage
14. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
15. Eugenia Siapera, Understanding New Media, Sage, 2011
16. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011 28
17. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 2006.
18. Kasturi, Suman and Bobby Vardhan; Social Media, Connecting the World 24X7, Dominant Publishers, 2017
19. Lev Manovich. The Language of New Media. Cambridge: MIT Press. 2001
20. Narayan and Narayanan (Ed); Indian Connected: Mapping the Impact of New Media; Sage,
21. Simon Lindgren, Digital Media and Society, Sage, 2017
22. Tapas Ray, Online Journalism: A Basic Text, 2006
23. Vijay Vinit (2025) : Journalism AI, Sarva Bhasha Prakashan, New Delhi
24. Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.
25. प्रदीप के. सिन्हा व प्रीति सिन्हा, "कंप्यूटर फंडामेंटल", बीपीबी पब्लिकेशन, नई दिल्ली
26. प्रदीप कुमार, मीडिया डॉट नेट, एबीएस पब्लिकेशन, वाराणसी।
27. आर०एस० सलाराई, 'कंप्यूटर फंडामेंटल', खन्ना बुक्स, नई दिल्ली
28. अभय चावला, न्यू मीडिया एण्ड ऑनलाइन जर्नलिज्म, पीयर्सन पब्लिकेशन,

Web resources:

- 1- <https://icons8.com/articles/what-is-an-infographic/>
- 2- <https://designshack.net/articles/graphics/5-key-infographic-elements/>

**बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION**

**तृतीय सेमेस्टर
THIRD SEMESTER**

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25301T	प्रथम First	भारतीय पत्रकारिता का इतिहास History of Indian Journalism	100 (25+75)	04
BAMC-25302T	द्वितीय Second	इलेक्ट्रॉनिक मीडिया Electronic Media	100 (25+75)	04
BAMC-25303P	तृतीय Third	प्रायोगिक Practical	100	04
BAMC-25304S	Skill Elective	व्यक्तित्व विकास Personality Development	100	03
As Per University Rules	Co- curricular	Co-curricular	As Per Universit y Rules	02
कुल योग Sub Total			400	17




बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
तृतीय सेमेस्टर (Third Semester)
प्रश्नपत्र—प्रथम (Paper-First)

Course Code:	Course Title
BAMC-25201T	भारतीय पत्रकारिता का इतिहास History of Indian Journalism

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60	

Objective of the course:

- To make students aware with history of Indian Press.
- To highlight the role of Government in the Press.
- To educate students about the role of Print Media in Indian Freedom Struggle.
- To make students aware about the growth of Hindi newspapers.
- To give an introduction of Famous News Papers and Journalist.
- To make students aware Growth of Indian news agencies.

कोर्स सामग्री
Course Content

इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	मुद्रण का इतिहास, भारत में पत्रकारिता का उद्भव एवं विकास, भारतीय प्रेस एवं स्वतंत्रता आंदोलन, हिंदी एवं भाषा के प्रमुख पत्र-पत्रिकाओं का इतिहास। History of Printing, Rise and growth of Journalism in India, Indian Press and Freedom Movement, History of Prominent Hindi and other Language Papers and Magazines.	15
2	हिंदी पत्रकारिता का उद्भव एवं विकास, 19वीं सदी में हिंदी पत्रकारिता, हिंदी पत्रकारिता एवं पुनर्जागरण, स्वतंत्रता आंदोलन एवं हिंदी पत्रकारिता, उत्तर प्रदेश की हिंदी पत्रकारिता, काशी की हिंदी पत्रकारिता। Origin and Growth of Hindi Journalism, Hindi Journalism in 19 th Century, Hindi Journalism and Renaissance, Freedom Movement and Hindi Journalism, Hindi Journalism of Uttar Pradesh, Hindi Journalism of Kashi.	15
3	स्वातंत्र्योत्तर भारत में पत्रकारिता: स्वतंत्रता पश्चात हिंदी पत्रकारिता का विकास, भारतीय पत्रकारिता की प्रमुख प्रवृत्तियाँ, 21वीं सदी में भारतीय पत्रकारिता, समाचार समितियों का उद्भव एवं विकास। Journalism after Freedom of India: Development of Hindi Journalism after Independence, Prominent Trends of Indian Journalism, Indian Journalism in 21 st Century, Origin and Development of News Agencies.	15
4	प्रसिद्ध पत्र एवं पत्रकार: उदंत मार्तंड, हिंदुस्थान, सरस्वती, प्रताप, आज, हंस। प्रमुख पत्रकार: भारतेन्दु हरिश्चंद्र, महामना मदन मोहन मालवीय, महात्मा गांधी, माखनलाल चतुर्वेदी, बाबूराव विष्णु पराडकर, गणेश शंकर विद्यार्थी। Famous Newspapers and Journalists: Udant Martanda, Hindusthan, Sarswati, Pratap, Aj, Hans. Famous Journalists: Bhartendu Harishchandra, Mahamana Madan Mohan Malaviya, Mahatma Gandhi, Makhanlal Chaturvedi, Baburao Vishnu Paradkar, Ganesh Shankar Vidyarthi.	15

Outcomes of the course:

After successful completion of this course, the student will be able to:

- Identify and define various kinds of newspapers and understand how newspapers are shaped.
- Compare and contrast of various stages of print media progress.
- Analyze the origin and growth of Hindi journalism and contribution of eminent journalists to Indian Journalism.

सहायक ग्रंथों की सूची (List of Reference Books):

1. Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press
2. Chopra, Kusum Lata. Gandhi: The Master Communicator. New Delhi: Kanishka Publishers.
3. Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman. Allahabad: Sahitya Sangam
4. Chaupra, Dhananjay, Patrakarita Tab Se Ab Tak, Lucknow: Uttar Pradesh Hindi Sansthan.
5. Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.
6. Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press
7. Natarajan, J. (2000) History of Indian Journalism. Publication Division
8. Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications.
9. Natrajan, J. History of the Press in India. Delhi: Asia Publishing House.
10. Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan.
11. Sahu, RN and Pandey, K.S. The Press in India: Perspective in Development and Relevance. New Delhi: Kanishka Publishers.
12. Sarkar, NN. Art and Print Production. Oxford University Press.
13. Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan
14. अम्बिका प्रसाद वाजपेयी, समाचार पत्रों का इतिहास।
15. पं० कमलापति त्रिपाठी, पत्र एवं पत्रकार
16. जे० नटराजन (अनुवादक— आर० चेतन), भारतीय पत्रकारिता का इतिहास।
17. कृष्ण बिहारी मिश्र, हिन्दी पत्रकारिता
18. वेद प्रकाश वैदिक, हिन्दी पत्रकारिता: विविध आयाम।
19. डॉ० अर्जुन तिवारी, हिन्दी पत्रकारिता का वृहद इतिहास
20. डॉ० वशिष्ठ नारायण सिंह, काशी की हिन्दी पत्रकारिता का इतिहास

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बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
तृतीय सेमेस्टर (Third Semester)
प्रश्नपत्र—द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25302T	इलेक्ट्रॉनिक मीडिया (Electronic Media)

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:

To make the students knowledgeable about-

- Fundamentals of radio and television as a mass media.
- Cable and Satellite TV in India, Web TV, Modern Trends in TV broadcasting. Various aspects of TV news, Structure of TV Newsroom, TV interview, TV news writing.
- Types of Cinema, SITE & Kheda Project, Social change and Cinema, TV and Market.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	रेडियो: जनसंचार के रूप में रेडियो, रेडियो की विशेषताएं, भारतीय संदर्भ में रेडियो का ऐतिहासिक परिप्रेक्ष्य। Radio: Radio as a Medium of Mass Communication, Characteristics of Radio, Historical Perspective of Radio in India.	15
2	टेलीविजन: जनसंचार माध्यम के रूप में टेलीविजन, टेलीविजन की विशेषताएं, दूरदर्शन का इतिहास दूरदर्शन का सांगठनिक ढांचा। Television: Television as a medium Of mass communication, Characteristics of Television, History of Doordarshan, Organizational structure of Doordarshan.	15
3	फिल्म: क्षेत्रीय सिनेमा, फिल्म की भाषा और व्याकरण, भारत में फिल्म उद्योग, एफटीआईआई। Film: Regional cinema, Film language and grammar, Film industries of India, FTII.	15
4	रेडियो साक्षात्कार, टेलीविजन साक्षात्कार, वृत्तचित्र, लघुवार्ता, वार्ता। नई तकनीकी का मीडिया की भाषा पर प्रभाव। Radio interviews, Television interviews, Documentaries, Short talk Talk. Impact of new technology on media Language.	15

Outcomes of the course:

After completion of the course the students will be able to understand-

- Radio: historical perspectives, characteristics, programming and radio interviews.
- Television: history, characteristics, various television channels, satellite TV, television interviews, documentaries, short talks.
- Film language and grammar.
- Impact of new technology on media language.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Robert McLeish. Radio Production, Focal Press, 2005.
2. Carole Fleming. The Radio Handbook, Routledge, 2002.
3. Jan Maes and March Vereammen. Digital Audio Technology, Focal Press, 2001.
4. Tim K. Wulfemeyer. Beginning Radio: TV News Writing, Surjeet Publications, Delhi, 2005.
5. Carole Fleming. The Radio Handbook, Routledge, 2002.
6. Esta De Fossard. Writing and Producing Radio Dramas, Sage Publications, New Delhi, 2005.
7. Paul Chantler and Peta Stewart. Basic Radio Journalism, Focal Press, 2003.
8. Carl Hausman, Philip Benefit and Thewis B. O'Donnell. Modern Radio Production: Programming and Performance, Cengage Learning, 2009.
9. Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi
10. R. Alten. Understanding Audio in Media, Wadsworth, Cengage Learning, 2011.
11. Louie Tabing. How to Do Community Radio: A Primer for Community Radio Operators, UNESCO, 2002
12. प्रो० सुरेन्द्र तिवारी, भारतीय नया सिनेमा
13. देवब्रत सिंह, भारतीय इलेक्ट्रानिक मीडिया।
14. रश्मि श्रीवास्तव एवं प्रदीप कुमार, इलेक्ट्रानिक मीडिया: भाषा, तकनीकी एवं विधि, वैभव लक्ष्मी प्रकाशन, वाराणसी



बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
तृतीय सेमेस्टर (Third Semester)
प्रश्नपत्र— तृतीय (Paper-Third)

Course Code:	Course Title
BAMC-25303P	प्रायोगिक Practical

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60 Hours	

Objective of the course:
To provide practically knowledge of - • Radio Device Handling • Operation of Audio Visual software: Sound forge, Adobe Pro. • Radio Program writing. • Radio Programme Production

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लेब/लेक्चर की संख्या (No. of lab/lecture)
1	रेडियो उपकरण संचालन। आडियो-विजुअल साफ्टवेयर: साउण्ड फोर्ज, एडोब प्रो, अन्य। Radio Device Handling Audio Visual software: Sound forge, Adobe Pro and others.	20
2	रेडियो प्रोग्राम: आकाशवाणी एवं एफएम कार्यक्रम को सुनना, उनकी समीक्षा। Radio Program: Listening and review of Akashwani and F.M. program.	12
3	रेडियो प्रोग्राम: आकाशवाणी एवं एफएम कार्यक्रम को सुनकर पुनर्लेखन Radio Program: To Listen and Rewrite of Akashwani and F.M. program.	14
4	रेडियो प्रोग्राम प्रोडक्शन: समाचार बुलेटिन, फीचर, रेडियो रिपोर्ट। एंकरिंग Radio Programme Production: News bulletin, Feature, Radio Reports. Anchoring.	14



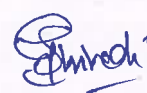

Outcomes of the course:

On successful completion of the course, the student will be able to:

- Radio Device Handling.
- Audio Visual software: Sound forge, Adobe Pro and others.
- Radio Program: Listening.
- Radio Programme Production: News bulletin, Feature, Radio Reports.
- Anchoring.

सहायक ग्रन्थों की सूची (List of Reference Books):

- User Guide for various Software
- Robert McLeish. Radio Production, Focal Press, 2005.
- Carole Fleming. The Radio Handbook, Routledge, 2002.
- Jan Maes and March Vereammen. Digital Audio Technology, Focal Press, 2001.
- Tim K. Wulfemeyer. Beginning Radio: TV News Writing, Surjeet Publications, Delhi, 2005.
- Carole Fleming. The Radio Handbook, Routledge, 2002.
- Esta De Fossard. Writing and Producing Radio Dramas, Sage Publications, New Delhi, 2005.
- Paul Chantler and Peta Stewart. Basic Radio Journalism, Focal Press, 2003.
- Carl Hausman, Philip Benefit and Thewis B. O'Donnell. Modern Radio Production: Programming and Performance, Cengage Learning, 2009.
- Standing R. Alten. Audio in Media, Wadsworth, Cengage Learning, 2011.
- Louie Tabing. How to Do Community Radio: A Primer for Community Radio Operators, UNESCO, 2002
- Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi
- प्रो० सुरेन्द्र तिवारी, भारतीय नया सिनेमा
- देवव्रत सिंह, भारतीय इलेक्ट्रानिक मीडिया।
- रश्मि श्रीवास्तव एवं प्रदीप कुमार, इलेक्ट्रानिक मीडिया: भाषा, तकनीकी एवं विधि, वैभव लक्ष्मी प्राकशन, वाराणसी



बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
तृतीय सेमेस्टर (Third Semester)
Skill Elective

Course Code:	Course Title
BAMC-25304S	व्यक्तित्व विकास (Personality Development)
Credits: 03	Elective
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lecture: 45	

Objective of the course:

To provide the students skills and knowledge about-

- Different dimensions of personality.
- Skills of SWOT analysis.
- To buildup the Leadership Capacity and Team Building,
- Behaviour Skills and Professional Presentations.
- Interview Preparation, Anchoring, Group and Panel Discussion.
- Enhancing skills of Resume Writing and Professional Portfolio's.

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लेक्चर की संख्या (No. of lecture)
1	व्यक्तित्व: परिभाषा एवं प्रकृति। व्यक्तित्व के घटक: शारीरिक, मानसिक एवं सामाजिक। भावनात्मक बुद्धिमत्ता: अर्थ, महत्व एवं विकास। Personality: Definition and Nature, Components of Personality: Physical, Mental and Social. Emotional Intelligence: Meaning, Importance and Growth.	10
2	प्रमुख व्यक्तित्व सिद्धांत: ट्रेट सिद्धांत, मानववादी सिद्धांत, मनोविश्लेषणात्मक सिद्धांत। आत्म जागरूकता, आत्म अवधारणा, स्वाट विश्लेषण (स्ट्रेंथ्स, वीकनेस, ऑपॉर्च्युनिटीज एंड थ्रेट्स)। Major Personality Theory: Trait Theory, Humanitarian Theory, Psychoanalytic Theory. Self Awareness, Self Concept, SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats).	10
3	नेतृत्व क्षमता, टीम निर्माण एवं द्वंद प्रबंधन। समय प्रबंधन एवं लक्ष्य निर्धारण। आलोचनात्मक चिंतन एवं समस्या समाधान। रचनात्मकता एवं नवाचार, व्यवहार कुशलता एवं पेशेवर प्रस्तुति। Leadership Capacity, Team Building and Conflict Management. Time Management and Goal Setting. Critical Thinking and Problem Solving. Creativity and Innovation, Behaviour Skill and Professional Presentation.	12
4	साक्षात्कार तैयारी एवं प्रस्तुति, एंकरिंग, समूह चर्चा एवं पैनल संवाद, रिज्यूमे लेखन एवं प्रोफेशनल पोर्टफोलियो, डिजिटल प्लेटफॉर्म पर आत्म प्रस्तुति, प्रमुख व्यक्तित्वों की केस स्टडी। Interview Preparation and Presentation, Anchoring, Group Discussion, Debate and Panel Conversation, Resume Writing and Professional Portfolio, Self Presentation on Digital Platform, Case Study of Prominent Personalities.	13

Outcomes of the course:

On successful completion of this skills course, the student will be able to:

- Understand dimensions of personality.
- Skills of SWOT analysis.
- Buildup the Leadership Capacity and Team Building,
- Behaviour Skills and Professional Presentations.
- Interview, Anchoring, Group and Panel Discussion.
- Write Resume and Professional Portfolio's.

सहायक ग्रन्थों की सूची (List of Reference Books):

- User Guide for various Software



**बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION**

**चतुर्थ सेमेस्टर
FOURTH SEMESTER**

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25401T	प्रथम First	जनसम्पर्क एवं निगमीय संचार (Public Relations and Corporate Communication)	100 (25+75)	04
BAMC-25402T	द्वितीय Second	विकास संचार (Development Communication)	100 (25+75)	04
BAMC-25403P	तृतीय Third	प्रायोगिक (Practical)	100	04
BAMC-25404M	Minor Elective	डिजाइन एवं ग्राफिक्स (Design and Graphics)	100	06
BAMC-25405R	Project	शोध परियोजना (ग्रीष्मावकाश में 90 घण्टें) Research Project (In Summer Vacation-90 Hours)	100	03
As Per University Rules	Co-curricular	Co-curricular	As Per University Rules	02
कुल योग Sub Total			500	23

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
चतुर्थ सेमेस्टर (Fourth Semester)
प्रश्नपत्र-प्रथम (Paper-First)

Course Code:	Course Title
BAMC-25401T	जनसम्पर्क एवं निगमिय संचार (Public Relations and Corporate Communication)

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:

To make the students knowledgeable about-

- Meaning, Concepts, Process and elements of Public Relations.
- PR as a Management discipline. PR in Public sector, Private Sector and in Industries.
- Tools of PR, PR campaign, Crisis Management and PR, PR and Human resource development.
- Corporate Communication and Management, Corporate Communication and Media.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	जनसंपर्क: अर्थ, परिभाषा, अवधारणा, जनसंपर्क का इतिहास, भारत में जनसंपर्क का विकास, जनसंपर्क एवं प्रचार, प्रबंधन कार्य के रूप में जनसंपर्क, जनसंपर्ककर्ता एवं मीडिया संबंध, प्रेस कान्फ्रेंस, प्रेस विज्ञप्ति तथा जनसंपर्क के अन्य उपकरण। Public Relations: Meaning, Definitions, Concept, History of PR, Growth of PR in India, PR and Publicity, PR as a Management Function, PR Practitioners and Media Relations. Press Conference, Press Release, Other PR Tools.	15
2	संचार और जनता: आंतरिक और बाह्य, सामुदायिक संबंध, कर्मचारी संबंध, भारत में जनसंपर्क, लोक एवं निजी क्षेत्र, जनसंपर्क समितियां, जनसंपर्क एवं विज्ञापन, मीडिया संस्था के लिए जनसंपर्क। Communication and Publics: Internal and External, Community Relations, Employee Relations, PR in India, Public and Private Sector, PR Agencies, PR and Advertising, PR for Media Institutions.	15
3	अंशधारक संबंध, डीलर संबंध, चिकित्सा केंद्रों के लिए जनसंपर्क, धर्मार्थ संस्थाओं के लिए जनसंपर्क, रक्षा और जनसंपर्क, स्वयंसेवी संगठन एवं जनसंपर्क, राजनीतिक दलों के लिए जनसंपर्क, अभाव (क्राइसिस) प्रबंधन। पी०आर०एस०आई०। Share Holder Relations, Dealer Relations, PR for Hospitals, PR for Religious Institutions, Defense and PR, PR for NGOs, PR for Political Parties, Crisis Management. PRSI.	15
4	जनसंपर्क शोध, जनसंपर्क एवं कानून, जनसंपर्क एवं नई प्रौद्योगिकी, जनसंपर्क के लिए आचार संहिता, पी०आर०एस०आई की आचार संहिता। व्यावसायिक संगठन एवं जनसंपर्क, जनसंपर्क के क्षेत्र में उभरती प्रवृत्तियां।	15

	PR Research, PR and law, PR and new Technology, code of Ethics for PR, Code of Conduct of PRSI. Professional Organizations of PR, Emerging Trends in PR.	
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Outcomes of the course:

At the end of the course students will be able to-

- Understanding Public Relations concepts, importance, functions and elements.
- Gain knowledge of corporate identity and image, corporate social responsibility and crisis management with the help of case studies.
- Learn about the various tools of public relations and writing press release and designing house journal.
- Learn PR for Hospitals, Religious NGOs, and PR for Political Parties.
- Crisis Management. Research PR and related laws.

सहायक ग्रंथों की सूची (List of Reference Books):

- Judith Ridgway. Handling Media and Public Relations, Infinity Books, New Delhi, 2005.
- Allen H. Center and Patrick Jackson. Public Relations Practices, Prentice Hall of India Pvt. Limited, New Delhi, 1995.
- Danny Moss. Public Relations in Practice: A Casebook, Routledge, Chapman and Hall Inc., New York, 2000.
- Philip Lesly. The Handbook of Public Relations and Communications, McGraw-Hill Book Company (3 volumes), 1999.
- D.S. Mehta. Handbook of Public Relations in India, Allied Publishers Limited, 2001.
- Sailesh Sengupta. Management of Public Relations and Communication, Vikas Publishing House Pvt. Ltd., 2000.
- Bernays, Edward; Public Relations, 2013
- Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
- Black, Sam; Practice of Public Relations, 4th Edition, 2013
- Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
- Duhe, Sandra C; New Media and Public Relations, 2007
- Jefkins, Frank: Public Relations Techniques, 1994
- Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
- Kaul J M: Public Relations in India, 1976
- Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
- Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
- Oliver, Sandra; Public Relations Strategy, 2009
- Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
- Theaker Alison; The Public Relations Handbook, 2016

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- D.S. Mehata-Handbook Of Public Relations-Allied Publishers, Delhi
- V.N. Ahuja-Public Relations-Surjit Pub., New Delhi
- Sam Black- Practical Public Relations- Routledge
- J. M. Kaul- Public Relations in India- Naya Prokash, Calcutta
- R. K. Ravindran- Handbook Of Public Relations-Anmol Publications Pvt. Ltd. New Delhi
- Jayshree Jethwani & N N Sarkar-Public Relations Management-Sterling Publishers Pvt. Ltd.
- आर०के० रविन्द्रन, हैण्डबुक ऑफ पब्लिक रिलेशन्स
- डॉ० बलदेव राज गुप्ता, भारत में जनसम्पर्क
- राजेंद्र प्रसाद—जनसंपर्क: स्वरूप और सिद्धांत—संदेश प्रकाशन
- निशांत सिंह—जनसंपर्क और विज्ञापन—भारती प्रकाशन
- डॉ. बलदेवराज गुप्त—भारत में जनसंपर्क—विश्वविद्यालय प्रकाशन, वाराणसी

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
चतुर्थ सेमेस्टर (Fourth Semester)
प्रश्नपत्र-द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25402T	विकास संचार (Development Communication)

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:

- To develop understanding of the concept of Development.
- To understand the concept of Development Communication.
- To understand the role and use of Media in Development Communication
- To understand different projects regarding Development in India

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	विकास: अर्थ, अवधारणा, प्रक्रिया, विकास के सूचक, विकास के आधार पर विश्व का वर्गीकरण, विकसित एवं विकासशील विश्व की विशेषताएं। Development: Meaning, Concept, Process, Indicators of Development, Classification of World on the Basis of Development, Characteristics of Developed and Developing Countries.	15
2	विकास संचार: अर्थ, अवधारणा, परिभाषा, विकास संचार की आवश्यकता, विकास संचार के उद्देश्य, विकास संचार के सिद्धांत: पाश्चात्य एवं भारतीय Development Communication: Meaning, Concept, Definition, Need of Development Communication, Objective of Development Communication, Theories of Development Communication: Western and Indian.	15
3	पंचायती राज। कृषि संचार, नवाचारों का प्रसरण, सामाजिक विकास और सिनेमा, विकास संचार एवं स्वास्थ्य, स्वयंसेवी संगठन एवं विकास, विकास एवं संयुक्त राष्ट्र। Panchayati Raj. Agricultural Communication, Diffusion of Innovation, Social Development and Cinema, Development Communication and Health, NGO's and Development, Development and United Nations.	15
4	विकास एवं पर्यावरण, ग्रामीण विकास एवं मीडिया, विकास एवं परंपरागत माध्यम, विकास एवं पर्यटन। महिला सशक्तिकरण एवं मीडिया, बाल विकास एवं मीडिया, थर्ड जेंडर के मुद्दे एवं मीडिया कवरेज। Development & Environment, Rural Development and Media, Development and Traditional Media, Development and Tourism. Women Empowerment and Media, Child Development and Media, Issues of Third Gender and Media Coverage.	15

Outcomes of the course:

At the end of the course students will be able to-

- Identify and discuss various indicators of development.
- Be able to analyse the dominant paradigm of development models and theories.
- Be able to analyse the role of media in development communication.
- Analyse the role of alternative media on development communication.
- Identify and discuss various cases of developmental issues in India and the world.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Srinivas Melkote. Communication for Development in the Third World: Theory and Practice, Sage, 1991.
2. Jacob Srampickal and I. Arul Aram (Ed.). Understanding Development Communication, Media House, New Delhi, 2007.
3. S.R. Mehta. Communication and Development, Rawat Publications, 1992.
4. J.V. Vilanilam. Development Communication in Practice: Indian and the Millennium Development Goals (MDGs), Sage, 2009.
5. Linje Manyozo. Media, Communication and Development: Three Approaches, Sage, New Delhi, 2012.
6. Gopal Bhargava. Mass Media and Public Issues, Isha, 2011.
7. K.P. Yadav. Encyclopedia of Mass Media and Development, Sarup & Sons, 2007
8. Amartya Sen, Development as freedom, Alfred A Knopf, New York, 2011.
9. D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
10. Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
11. Mefalopulos, Paulo; Development Communication Sourcebook, 2008
12. Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
13. Jan Servaes, Thomas Jacobson and Shirley White (eds), Participatory Communication for Social Change, Sage, 1996.
14. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
15. Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
16. Nair and Shirley White (eds), Perspectives on Development Communication, Sage, 1993
17. Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
18. Srinivas Melkote and H. Leslie Steeves, Communication for Development: Theory and Practice for Empowerment and Social Justice, 3rd edition, Sage, 2015.
19. Uma Narula, Anand Har, Development Communication –Theory and Practice, 2004
20. शर्मा सीमा, विकास पत्रकारिता, अनमोल पब्लिकेशन प्राइवेट लिमिटेड, नई दिल्ली
21. बी० आर० गुप्ता, मास कम्युनिकेशन एण्ड डेवलपमेंट, विश्वविद्यालय प्रकाशन, वाराणसी।
22. अनिल कुमार उपाध्याय, पत्रकारिता और विकास संचार, भारती प्रकाशन, वाराणसी।



बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
चतुर्थ सेमेस्टर (Fourth Semester)
प्रश्नपत्र-तृतीय (Paper-Third)
प्रायोगिक (Practical)

Course Code:	Course Title
BAMC-25403P	प्रायोगिक (Practical)

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60	

Objective of the course:

To provide practical knowledge of -

- News and Feature Writing Related to Environmental Issues.
- Writing News and Feature Related to Women Issues
- News and Feature Writing Related to Child Issues.
- Writing News and Feature Related to Agricultural Issues.

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लैब/लेक्चर की संख्या (No. of lab/lecture)
1	पर्यावरण सम्बंधी मुद्दों पर समाचार एवं फीचर लेखन पर्यावरण सम्बंधी मुद्दों पर फोटोग्राफी Writing News and Feature Related to Environmental Issues. Photography Related to Environmental Issues.	14
2	महिला सम्बंधी मुद्दों पर समाचार एवं फीचर लेखन। महिला सम्बंधी मुद्दों पर फोटोग्राफी Writing News and Feature Related to Women Issues. Photography Related to Women Issues	14
3	बच्चों से सम्बंधी मुद्दों पर समाचार एवं फीचर लेखन। बच्चों से सम्बंधी मुद्दों पर फोटोग्राफी Writing News and Feature Related to Child Issues. Photography Related to Child Issues.	14
4	कृषि से सम्बंधी मुद्दों पर समाचार एवं फीचर लेखन। कृषि से सम्बंधी मुद्दों पर फोटोग्राफी। आधारभूत ढांचे से सम्बंधी मुद्दों पर समाचार एवं फीचर लेखन एवं फोटोग्राफी Writing News and Feature Related to Agricultural Issues. Photography Related to Agricultural Issues. Writing News and Feature Related to Infrastructural Issues. Photography Related to Infrastructural Issues.	18

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Outcomes of the course:

At the end of the course students will be able to-

- Write news related to environment, women, child issues, agriculture and infrastructural issues.
- Write feature related to environment, women, child issues, agriculture and infrastructural issues.
- Photography related to environment, women, child issues, agriculture and infrastructural issues

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Jay Withgott and Scott Brennan. Environment: The Science Behind the Stories, Prentice-Hall, Upper Saddle River, 2003.
2. Chris Park. The Environment: Principles and Applications, Routledge, U.K. 2001.
3. Norman Lee (Ed.). Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. John Wiley and Sons, U.K., 2000.
4. N. Luhmann. Ecological Communication. Chicago University Press, Chicago, 1989.
5. F.I. Woodward (Ed.). Ecological Consequences of Global Climate Change, Vol.22, Academic Press, London, 1992.
6. Bruce Mamer. Film Production Techniques: Creating Accomplished Images, Wadsworth Cengage Learning, Belmont, USA, 2009.
7. Gaston Roberge. Film Appreciation, Chitrabani, Calcutta, 1974.
8. Hertbert Zettle. Sight, Sound and Motion, Wadsworth Cengage Learning, Belmont, USA, 2011.
9. Margaret Mehring. The Screen Play: A Blend of Film Form and Content. Focal Press, Boston, 1990.
10. David Bordwell and Kristin Thompson. Film Art: An Introduction, McGraw-Hill, New York, 2010.
11. William. H. Philips. Film: An Introduction, Bedford/St.Martin's, Boston, 2009
12. Depoe Stephen, Voice and Environment Communication, Palgrave, 2014
13. H Bodker and I Neverla (Eds) Environment Journalism, Routledge, 2013
14. Hansen A, Communication, Media and Environment, Routledge, 2011
15. Milstein, Pileggi, Morgan; Environment Communication Pedagogy and Practice, Routledge, 2017
16. Robert Cox; Enviromental Communication and the Public Sphere, 2nd Edition, Sage, 2009
17. The Routledge Handbook of Environment and Communication, Routledge, 2015
18. Weiss Robert, Covering the Environment, Routledge 2008



बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
चतुर्थ सेमेस्टर (Fourth Semester)
Minor Elective

Course Code:	Course Title
BAMC-25504M	डिजाइन एवं ग्राफिक्स (Design and Graphics)

Credits: 06	Elective
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lecture: 90 Hours	

Objective of the course:

- To develop an understanding of the principles of Visual Communication.
- To provide practical knowledge of fundamental graphic design elements such as color, form, balance, and typography.
- To train students in creating posters, logos, brochures, web banners, and social media graphics using digital tools.
- To enhance creativity, originality, and problem-solving skills.
- To offer foundational knowledge of professional graphic design and branding.

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लेक्चर की संख्या (No. of lecture)
1	डिजाइन: परिभाषा, क्षेत्र एवं उपयोगिता। ग्राफिक डिजाइन का विकास एवं इतिहास। दृश्य संचार की अवधारणा। डिजाइन के मूलभूत सिद्धांत: सामंजस्य, विरोधाभास, संतुलन, प्रारूप, अनुपात, निकटता एवं संरेखन। Design: Definition, scope and utility. Evolution and history of graphic design. Concept of Visual Communication, Fundamental design principles: Harmony, Contrast, Balance, Pattern, Proportion, Proximity and Alignment.	15
2	रंग सिद्धांत एवं रूप-रचना: रंगचक्र, प्राथमिक, द्वितीयक एवं तृतीयक रंग, तीव्र एवं शांत रंग। संयोजन: रूल ऑफ थर्ड, दृश्य पदानुक्रम, हवाइट स्पेस, पॉजिटिव एंड निगेटिव स्पेस। Colour Theory and Composition: Colour Wheel, Primary, Secondary and Tertiary Colours, Warm and Cool Colours. Composition: Rule of Thirds, Visual Hierarchy, White Space, Positive & Negative Space.	20
3	फॉन्ट्स के प्रकार: सेरिफ, सेंस-सेरिफ, डिस्प्ले, स्क्रिप्ट। टाइपोग्राफिक संरचना: लीडिंग, कर्निंग एवं ट्रैकिंग। शीर्षक, उपशीर्षक एवं बॉडी टेक्स्ट का उपयोग। ब्रांडिंग में टाइपोग्राफी का महत्व। Types of fonts: Serif, Sans-serif, Display, Script. Typographic structure: Leading, Kerning and Tracking. Use of Headline, Subheadline and Body Text. Importance of typography in branding.	25





4	ग्राफीक सॉफ्टवेयर एवं डिजिटल टूल्स: एडोबी फोटोशॉप, एडोबी इलुस्ट्रेटर, कैनवा, कोरलड्रॉ। दृश्य सामग्री संरचना: लोगो डिजाइन, पोस्टर, फ्लायर्स एवं ब्रॉशर्स। पत्रिका एवं पुस्तक मुखपृष्ठ डिजाइन। रील्स, थम्बनेल्स। Graphic Software and Digital Tools: Adobe Photoshop, Adobe Illustrator, Canva, CorelDRAW. Visual Content Creation: Logo Design, Posters, Flyers and Brochures. Magazine and Book Cover Design. Reels, Thumbnails.	30
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Outcomes of the course:

At the end of the course students will be able to-

- Gain practical understanding of various design principles.
- Professionally use tools such as Photoshop, Illustrator, etc.
- Create effective graphics for branding, advertising, and digital media.
- Develop creative and analytical problem-solving abilities.
- Build a professional-quality digital portfolio.

सहायक ग्रन्थों की सूची (List of Reference Books):

- User guideline of CorelDraw.
- User guideline of Photoshop.

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
चतुर्थ सेमेस्टर (Fourth Semester)
Research Project

Course Code:	Course Title
BAMC-25405R	शोध परियोजना (Research Project)

Credits: 03	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lecture: 90 Hours	

कोर्स सामग्री Course Content
जनसम्पर्क एवं निगमीय संचार (Public Relations and Corporate Communication) अथवा विकास संचार (Development Communication) से सम्बन्धित किसी एक विषय पर कोर्स सामग्री के अनुसार शोध समस्या/विषय का चयन कर शोध परियोजना। Note: Every student will have to do a research project which will be allotted by department. The student will be allotted a supervisor (teacher of the department) to complete the research project.




बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION

पंचम सेमेस्टर
FIFTH SEMESTER

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25501T	प्रथम First	प्रेस विधि एवं आचार संहिता Press Law and Ethics	100 (25+75)	04
BAMC-25502T	द्वितीय Second	विज्ञापन Advertising	100 (25+75)	04
BAMC-25503T	तृतीय Third	खेल पत्रकारिता Sports Journalism	100 (25+75)	04
BAMC-25504T	चतुर्थ Fourth	फोटो पत्रकारिता Photo Journalism	100 (25+75)	04
BAMC-25505P	पंचम Fifth	प्रायोगिक Practical	100	04
कुल योग Sub Total			500	20

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बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
पंचम सेमेस्टर (Fifth Semester)
प्रश्नपत्र—प्रथम (Paper-First)

Course Code:	Course Title
BAMC-25501T	प्रेस विधि एवं आचार संहिता Press Law and Ethics

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:

- To ensure media practicing under the Constitution with Social Responsibility.
- To aware students about Legal and Ethical aspects of the Media and its Values.
- To give an overview of recent amendments, future challenges and media regulations.
- To know what is media ethics and how it leads media persons and media establishments to the path of Professional Rectitude.
- To comprehend how Media Laws and Ethics empower Media Practitioners to perform their public duties with greater sense of Confidence and Commitment.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	भारतीय संविधान: सामान्य परिचय, विशेषताएं, प्रस्तावना, राज्य के नीति निर्देशक तत्व, मूलाधिकार, मूल कर्तव्य, नागरिकता। Indian Constitution: General Introduction, Characteristics, Preamble, Directive Principles of State policies, Fundamental Rights, Fundamental Duties, Citizenship.	15
2	व्यवस्थापिका, न्यायपालिका, कार्यपालिका एवं मंत्रिपरिषद की शक्तियां एवं कार्य, राष्ट्रपति, संघ सूची, राज्य सूची, समवर्ती सूची, आपातकालीन घोषणा, शक्ति पृथक्करण। Powers and Functions of Legislature, Judiciary, Executive and Council of Ministers, President, Union List, State List, Concurrent List, Emergency Declaration, Separation of Power	15
3	भारत में प्रेस कानूनों का संक्षिप्त इतिहास, भारतीय संविधान एवं जनमाध्यमों की स्वतंत्रता, युक्तियुक्त निर्बंधन, संसदीय विशेषाधिकार, न्यायालय अवमानना, मानहानि, प्रेस एवं पुस्तक पंजीकरण अधिनियम-1867। A Brief History of Press laws in India, Indian Constitution and Freedom of Mass Media, Reasonable Restrictions, Parliamentary Privileges, Contempt of Court, Defamation, Press and Registration of Books Act-1867	15
4	शासकीय गोपनीयता, राजद्रोह, औषधि एवं चमत्कारिक उपचार (आक्षेपणीय) विज्ञापन अधिनियम-1954, अश्लीलता, प्रतिलिप्याधिकार, प्रेस परिषद, सूचना का अधिकार, प्रेस आयोग, आचार संहिता, सूचना के स्रोत की गोपनीयता, श्रमजीवी पत्रकार एवं अन्य समाचार पत्र कर्मचारी अधिनियम-1955।	15

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	Official Secrets, Sedition, Drug and Magic Remedies (Objectionable) Advertisement Act-1954, Obscenity, Copyright, Press Council, Right to Information Act, Press Commission, Code of Ethics, Confidentiality of Source of Information, Working Journalist and Newspapers Employees Act-1955.	
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Outcomes of the course:

At the end of the course students will be able to understand-

- Characteristics, preamble, directive principles of State policies, fundamental rights and I duties of Indian constitution.
- Powers and Functions of legislature.
- Indian constitution and freedom of mass media.
- Press Council, right to information act, press commission.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Aiyer, V. Mass media law and Regulation in India. AMIC publication.
2. Bandopadhyay, P.K. & Arora, K. Journalistic Ethics.
3. Basu, D.D. Press law. New Delhi: Prentice hall publication.
4. K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, New Delhi: Publication Division, MIB.
5. Trikha, N.K. Press Vidhi, Varanasi.: Vishwavidyalaya Prakashan.
6. Marilyn, J.M. TV news ethics. New Delhi: Focal press.
7. Singh, S.. Janmadhyam Kanoon Evam Uttardayitva
8. Venkateswaran, K.S. Mass Media law and Regulations in India, Published by AMIC
9. Mass media Law and Regulation in India AMIC publication
10. Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, Media Ethics: Cases and Moral Reasoning, 2015
11. Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
12. Ess Charles; Digital Media Ethics, 2013
13. Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011
14. Media, Press and Telecommunications Laws, Eastern Book Company
15. Paranjy Guha Thakurta, Media Ethics: Truth Fairness and Objectivity, 2011
16. Plaisance, P.L; Media Ethics: Key principles for Responsible Practice, 2013
17. Report of the Press Commissions, First and Second
18. जे०आर० मधोलकर, लॉ ऑफ दी प्रेस इन इण्डिया
19. संजीव भनावत, प्रेस, कानून और पत्रकारिता
20. जे०एन० पाण्डेय, भारतीय संविधान

बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
पंचम सेमेस्टर (Fifth Semester)
प्रश्नपत्र-द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25502T	विज्ञापन Advertising

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:

- Develop an understanding of the concept of Advertising and its importance as a tool of Communication.
- Explain the working of an Ad Agency and the functions and responsibilities of those employed in Advertising Agencies.
- Explain the importance of Media in Advertising and the process of Media Planning.
- Acquaint the students with role of Creativity in Advertising and the creative elements of Ad making.
- Explain the process of developing an Ad campaign.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	विज्ञापन: अर्थ, परिभाषा, उद्देश्य, उद्भव एवं विकास। विज्ञापन के प्रकार। विज्ञापन के सामाजिक एवं आर्थिक लाभ। Advertisement: Meaning, Definitions, Objective, Evolution and Growth. Types of Advertisement. Social and Economical Benefits of Advertisement.	15
2	विज्ञापन के प्रमुख मॉडल: एआईडीए मॉडल, डगमार मॉडल। कॉर्पोरेट विज्ञापन: बाजार, लक्षित वर्ग, ब्रांडिंग, बाजार विभाजन एवं सेल्स प्रमोशन। Prominent Models of Advertisement: AIDA Model, DAGMAR Model. Corporate Advertisement: Market, Target Group, Branding, Market Segmentation and Sales promotion.	15
3	विज्ञापन एजेंसी: अर्थ, परिभाषा, कार्य, महत्व, संरचना, प्रबंधन एवं प्रमुख विज्ञापन एजेंसी। Advertisement Agency: Meaning, Definitions, Function, Importance, Structure, Management and Prominent Advertisement Agencies.	15
4	विज्ञापन: कॉपी लेखन, डिजाइनिंग एवं प्रस्तुतीकरण। उपभोक्ता सम्बन्धी मुद्दे, विज्ञापन के क्षेत्र में प्रतिष्ठित संगठन: डीएवीपी, ए.ए.ए.आई., ए.एस.सी.आई.। Advertising: Copy Writing, Designing and Presentation. Consumer Related Issues, Apex Bodies in Advertising Area: DAVP, AAAI, ASCI.	15

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Outcomes of the course:

At the end of the course students will be able to understand-

- Meaning, definitions, objective, evolution and growth, types of advertisement.
- Prominent models of advertisement.
- Meaning, definitions, function, importance, structure, management of Advertisement agency.
- Copy writing, designing and presentation, consumer related issues of advertising.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. George E. Belch and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective (6th Edition), Tata McGraw-Hill, New Delhi, 2003.
2. S.N. Murthy and U. Bhojanna. Advertising: An IMC Perspective, Excel Books, New Delhi, 2007.
3. Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik. Advertising and Integrated Brand Promotion (4th Edition), Thomson, Ohio, 2007.
4. Baack Clow, Integrated Advertising. Promotion, and Marketing Communications (3rd Edition), Pearson Education, New Jersey, 2007.
5. William D. Wells. Sandra Moriarty and John Burnett, Advertising Principles and Practice (7th Edition), Pearson Prentice Hall, Upper Saddle River, NJ, 2006.
6. Philip Ward Burton. Advertising Copywriting (7 th Edition), NTC Business Books, Lincolnwood, 1999.
7. W.F. Arens. Contemporary Advertising (International Edition), McGraw-Hill, U.S., 1999.
8. David Ogilvy. Ogilvy on Advertising, Random House Inc, New York, 1985.
9. David A. Aaker, Rajeev Batra and John G. Myers. Advertising Management (4th Edition), Prentice Hall, Englewood Cliffs, New Jersey, 1992.
10. Warren Berger. Advertising Today, Phaidon Press, USA, 2004
11. Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi
12. ओम गुप्ता, एडवरटाइजिंग इन इण्डिया, कल्पज पब्लिकेशन, दिल्ली।
13. संतोष गोयल, जनसंपर्क और विज्ञापन, श्री नटराज प्रकाशन, दिल्ली।
14. कुमुद शर्मा, विज्ञापन की दुनिया, प्रतिभा प्रतिष्ठान, दिल्ली।
15. डॉ० संजीव भनावत, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी।
16. डॉ० सुजाता वर्मा, जनसंचार, जनसंपर्क एवं विज्ञापन, हिन्दी बुक सेंटर
17. नरेन्द्र सिंह यादव, विज्ञापन, तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रंथ अकादमी।

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
पंचम सेमेस्टर (Fifth Semester)
प्रश्नपत्र—तृतीय (Paper-Third)

Course Code:	Course Title
BAMC-25503T	खेल पत्रकारिता Sports Journalism

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. Of Lecture: 60 Hours	

Objective of the course:

To make the students knowledgeable about-

- History of sports.
- Reporting, Edition and Sports page make-up of Sport news for news paper.
- Origin and Development of Sports Journalism in India
- Role of media in the Development of Sports.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	खेल— उद्भव एवं विकास, प्राचीन भारत में खेल, ग्रामीण खेल, क्षेत्रीय खेल, राष्ट्रीय-अन्तर्राष्ट्रीय खेल, खेल प्रतियोगिता, राष्ट्रीय एवं अन्तर्राष्ट्रीय खेल आयोजन, खेलों में प्रयुक्त होने वाले प्रमुख शब्द। Sports: Origin and Growth, Sports in Ancient India, Rural Sports, Regional Sports, National-International Sports, Sports Competition, National and International Sports Event, Technical/Jorgen Words of Sports.	15
2	भारत में खेल पत्रकारिता: उद्भव एवं विकास, प्रिण्ट मीडिया में खेल, खेल पृष्ठ सज्जा, खेल समाचारों का लेखन एवं सम्पादन, खेल समीक्षा, खेल फीचर, खेल सम्पादकीय लेखन, खेल पत्रिकाएं, खेल पत्रिकाओं का सम्पादन, खेल समाचार एवं चित्र संयोजन। Sports Journalism in India : Origin and Growth, Sports in Print Media, Sports Page make-up, Writing and Editing of Sports News, Sports Reviews, Sports Feature, Sports Editorial Writing, Sports Magazines, Editing of Sports Magazines, Sports News and Photograph Composition.	15
3	रेडियो एवं खेल कार्यक्रम, खेल की रेडियो कमेंट्री, रेडियो के लिए खेल समाचार लेखन, रेडियो के प्रमुख खेल कमेंटेटर, टेलीविजन और खेल, टेलीविजन के लिए खेल समाचार लेखन, टेलीविजन खेल कार्यक्रम, प्रमुख खेल चैनल, टेलीविजन कमेंट्री, टेलीविजन एवं रेडियो कमेंट्री का खिलाड़ियों पर प्रभाव। Radio and Sports Programmes, Sport Commentary for Radio, Sports News Writing for Radio, Leading Sports Radio Commentator, Television and Sports, Sports News Writing for Television, Sports Programmes of Television, Prominant Sports Channels, Television Commentary, Impact of Television and Radio Commentary on Players.	15

4	खेल एवं इन्टरनेट, खेल एवं इण्टरेक्टिव मीडिया, खेल रिपोर्टिंग के तकनीकी पक्ष, खेलों के विकास में खेल पत्रकारिता की भूमिका, राष्ट्रीय विकास में खेलों का योगदान, खेल जगत की प्रमुख विभूतियाँ, प्रमुख खेल कीर्तिमान, प्रमुख खेल संगठन, खेल और विज्ञापन। Sports and Internet, Sports and Interactive Media, Technical Aspects of Sports Reporting, Role of Sports Journalism in the Development of Sports, Role of Sports in National Development, Leading Personality in Sports World, Prominent Sports Records, Prominent Sports Organization, Sports and Advertisement.	15
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Outcomes of the course:

At the end of the course students will be able to understand-

- Origin and growth of sports.
- Sports journalism in India.
- Sports news writing for radio.
- Sports news writing for television.
- Role of sports journalism in the development of sports.

सहायक ग्रन्थों की सूची (List of Reference Books)

1. Dr. Hoshiyar Singh, Sports Journalism A Practical Introduction, Khel Shahitya Kendra.
2. Stofer, K.T., Schaffer, J.R., & Rosenthal, B.A. (2017). Sports Journalist: An Introduction to Reporting and Writing. New York, N.Y.: Rowman & Littlefield Publishers.
3. सुशील दोषी व सुरेश कौशिक, खेल पत्रकारिता, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल
4. पद्मपति शर्मा, खेल पत्रकारिता, प्रभात पब्लिकेशन, दिल्ली
5. आशीष द्विवेदी, खेल पत्रकारिता के आयाम, हिन्दी बुक सेंटर नई दिल्ली
6. हरवंश सिंह, खेल पत्रकारिता, हरियाणा साहित्य अकादमी।
7. राजशेखर मिश्र, खेल पत्रकारिता, डायमण्ड प्रकाशन, दिल्ली।
8. अनिल कु0 उपाध्याय एवं प्रभाशंकर मिश्र, खेल पत्रकारिता, भारती प्रकाशन वाराणसी।

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बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
पंचम सेमेस्टर (Fifth Semester)
प्रश्नपत्र-चतुर्थ (Paper-Fourth)

Course Code:	Course Title
BAMC-25504T	फोटो पत्रकारिता (Photo Journalism)

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:

- To acquire a basic working understanding of photo camera and its parts.
- To learn about various types of lighting and use of filters.
- To know basic terminology and concepts of composition.
- To know different types of lenses and their use.
- Understand the techniques of aesthetics for good photo.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	फोटो पत्रकारिता: अर्थ, परिभाषा, महत्व एवं ऐतिहासिक विकास। प्रकाश व्यवस्था: प्रकाश स्रोत, प्रकाश का कोण, प्रकाश नियंत्रण। Photo Journalism: Meaning, Definitions, Importance and Historical development. Lighting Arrangement: Source of Light, Angle of light, Light Controlling.	15
2	डिजिटल कैमरा एवं इसके प्रकार। लेंस: नार्मल, वाइड, टेलीफोटो, जूम। फोटोग्राफी उपकरण: कैमरा सेंसर। Digital Camera and its Types. Lens: Normal, Wide, Telephoto, Zoom. Photography Equipment: Camera Sensor.	15
3	फोटोग्राफी: फोकल लेंथ, अपरचर, शटर स्पीड, डैप्थ ऑफ फिल्ड, फोकसिंग, एक्सपोजर, आईएसओ, फिल्टर। कम्पोजिशन: तत्व एवं रूल ऑफ थर्ड। कैमरा शॉट। Photography: Focal Length, Aperture, Shutter Speed, Depth of Field, Focusing, Exposure, ISO, Filter. Composition: Elements and Rule of Third. Camera Shots.	15
4	फोटो समाचार, फोटो फीचर, फोटो सम्पादन: प्रक्रिया एवं सावधानियां, फोटो कैप्शन, फोटो पत्रकार के गुण। फोटो पत्रकारिता पर तकनीकी का प्रभाव। भारत के प्रमुख फोटो पत्रकार। Photo News, Photo Features, Photo Editing: Process and Precautions. Photo Caption, Qualities of a Photo Journalist. Impact of Technology on Photo Journalism. Prominent Photo Journalist of India.	15

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Outcomes of the course:

On successful completion of the course, the student will be able to:

- Understand the need and necessity of handling the different types of cameras.
- Photo Journalism Historical development.
- Lighting Arrangement: Source of Light, Angle of light, Light Controlling.
- Apply the skills needed to use the different types of lens.
- Analyze the principles of composition and framing in contemporary Photo Journalism.
- Evaluate the use of digital photography and the various software's used in photo editing as a profession.

सहायक ग्रन्थों की सूची (List of Reference Books):

- 1- Monita Singh, Print Media and Photo Journalism, Centrum Press New Delhi.
- 2- Nathaniel Gaskell and Diva Gujral, Photography in India, Prestel Press, New York
- 3- Rayaz Hassan, Digital Photography, Book Enclave Jaipur, Rajasthan
- 4- Belt Angela Faris, The Elements of Photography understanding and creating Sophisticated Images, focal press, 2012.
- 5- Fincher Terry, Creative Techniques in Photo Journalism, BT Batsford Ltd. London, 1980.
- 6- Kobre Kenneth, Photo Journalism The Professionals Approach, Focal Press Oxford, 2004.
- 7- Vijay Vinit (2025) : Journalism AI, Sarva Bhasha Prakashan, New Delhi
- 8- Sharma O.P., Hind Pocket Books (P) Ltd., New Delhi, 2001.
- 9- e- resources :
- 10- https://www.nationalgeographic.com/ebooklets/e_ultimate_photo_guide.pdf
- 11- <https://the-photo-ebook.com/>
- 12- <https://swayam.gov.in/courses/5181-basics-of-photography>
13. शर्मा शशीप्रभा , फोटो पत्रकारिता के मूल तत्व, कनिष्क पब्लिशर्स , डिस्ट्रीब्यूटर्स नई दिल्ली , 2007
14. सुभाष सप्रू, फोटो पत्रकारिता, हरियाणा साहित्य अकादमी, पंचकूला।
15. नरेन्द्र सिंह यादव फोटो ग्राफी: तकनीक एवं प्रयोग, राजस्थान हिंदी ग्रंथ अकादमी।
16. डॉ० सुनील कुमार मिश्रा, फोटोग्राफी: कला, तकनीक एवं पत्रकारिता, भारती प्रकाशन, वाराणसी।



बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
पंचम सेमेस्टर (Fifth Semester)
प्रश्नपत्र-षष्ठ (Paper-Sixth)
प्रायोगिक (Practical)

Course Code:	Course Title
BAMC-25506P	प्रायोगिक (Practical)

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60	

Objective of the course:

To provide practical knowledge of -

- Classified Advertisement
- Display Advertisement.
- Script Writing and Sound Production for radio.
- Television Script Writing and Sound & Video Production

कोर्स सामग्री
Course Content

इकाई (Unit)	शीर्षक (Topic)	लैब/लेक्चर की संख्या (No. of lab/lecture)
1	वर्गीकृत विज्ञापन Classified Advertisement	14
2	सजावटी विज्ञापन Display Advertisement	14
3	रेडियो के लिए विज्ञापन: स्क्रिप्ट लेखन एवं ध्वनि प्रोडक्शन Advertisement for Radio : Script Writing and Sound Production	14
4	टेलीविजन के लिए विज्ञापन: स्क्रिप्ट लेखन और ध्वनि व वीडियो प्रोडक्शन Advertisement for Television: Script Writing and Sound & Video Production	18

Outcomes of the course:

At the end of the course students will be able to understand-

- Classified and display advertisement.
- Script writing and sound production for radio advertisement.
- Script writing and sound production for TV advertisement.

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सहायक ग्रन्थों की सूची (List of Reference Books):

1. George E. Belch and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective (6th Edition), Tata McGraw-Hill, New Delhi, 2003.
2. S.N. Murthy and U. Bhojanna. Advertising: An IMC Perspective, Excel Books, New Delhi, 2007.
3. Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik. Advertising and Integrated Brand Promotion (4th Edition), Thomson, Ohio, 2007.
4. Baack Clow, Integrated Advertising. Promotion, and Marketing Communications (3rd Edition), Pearson Education, New Jersey, 2007.
5. William D. Wells. Sandra Moriarty and John Burnett, Advertising Principles and Practice (7th Edition), Pearson Prentice Hall, Upper Saddle River, NJ, 2006.
6. Philip Ward Burton. Advertising Copywriting (7 th Edition), NTC Business Books, Lincolnwood, 1999.
7. Robert McLeish. Radio Production, Focal Press, 2005.
8. Carole Fleming. The Radio Handbook, Routledge, 2002.
9. Jan Maes and March Vereammen. Digital Audio Technology, Focal Press, 2001.
10. Tim K. Wulfemeyer. Beginning Radio: TV News Writing, Surjeet Publications, Delhi, 2005.
11. Carole Fleming. The Radio Handbook, Routledge, 2002.
12. Esta De Fossard. Writing and Producing Radio Dramas, Sage Publications, New Delhi, 2005.

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बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION

षष्ठम् सेमेस्टर
SIXTH SEMESTER

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25601T	प्रथम First	भारतीय ज्ञान परम्परा एवं परम्परागत लोक माध्यम Indian Knowledge System and Tradional Folk Media	100 (25+75)	04
BAMC-25602T	द्वितीय Second	राष्ट्रीय एवं अन्तर्राष्ट्रीय समसामायिकी National and International Current Affairs	100 (25+75)	04
BAMC-25603T	तृतीय Third	जनमाध्यम लेखन Writing for Mass Media	100 (25+75)	04
BAMC-25604T	चतुर्थ Fourth	सिनेमा अध्ययन Cinema Studies	100 (25+75)	04
BAMC-25605P	पंचम Fifth	प्रायोगिक Practical	100	04
कुल योग Sub Total			500	20

Signature

Signature

बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
षष्ठम सेमेस्टर (Sixth Semester)
प्रश्नपत्र-प्रथम (Paper-First)

Course Code:	Course Title
BAMC-25601T	भारतीय ज्ञान परम्परा एवं परम्परागत लोक माध्यम Indian Knowledge System and Traditional folk Media
Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. Of Lecture: 60	

Objective of the course:

- To impart the the knowledge about Society.
- To make them understand about Impact of Mass Media on Family Structure.
- To impart the the knowledge about Indian Social Structure.
- To impart the the knowledge about Role of Mass Media in Crime Control.

कोर्स सामग्री
Course Content

इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	भारतीय ज्ञान परम्परा : अर्थ, परिभाषा, अवधारणा एवं दार्शनिक आधार। ज्ञान परम्परा का ऐतिहासिक विकास, मीडिया में भारतीय ज्ञान धरोहर, संचार में भारतीय ज्ञान परम्परा सन्दर्भ- मौखिक परम्परा एवं प्राचीन शिक्षा प्रारूप। Indian Knowledge System (IKS): Meaning, Definition, Concept and Philosophical Foundation. Historical Development of Knowledge Tradition, Indian Knowledge Heritage in Media, IKS in Communication Context - Oral Tradition and Acient Educational Model.	15
2	प्राचीन भारत में संचार, भारतीय ज्ञान परम्परा एवं भाषा परम्परा, प्राचीन भारत में वैज्ञानिक ज्ञान, भारतीय ज्ञान परम्परा एवं कला : नाट्य शास्त्र, नृत्य, संगीत, थिएटर। Communication in Ancient India, IKS and Language Traditions, Scientific knowledge in Ancient India, IKS and Art: Natya Shstra, Dance, Music, Theatre.	15
3	लोक माध्यम : अर्थ, विशेषताएं, परिभाषा, अवधारणा एवं प्रकार। ग्रामीण संचार में लोक माध्यम की भूमिका, लोक माध्यम में सांकेतिक एवं सांस्कृतिक आयाम। Folk Media: Meaning, Characteristics, Definition, Concept and Types. Role of Folk Media in Rural communication, Semiotics & Cultural Dimensions in Folk Media.	15
4	दूरदर्शन की भूमिका, लोक माध्यम के पुनर्जीवन में आकाशवाणी एवं डिजिटल प्लेटफॉर्म की भूमिका, डिजिटल युग में लोक माध्यमों के लिए चुनौतियां एवं सम्भावनाएं। संचार में नैतिकता एवं मूल्य भारतीय ज्ञान परम्परा के परिप्रेक्ष्य में। Role of Doordarshan, Role of AIR and Digital Platforms in Reviving Folk Media, Challenges and Opportunities for Folk Media in the Digital Era. Ethics and Values in Communication from IKS Perspective.	15




Outcomes of the course:

At the end of the course students will be able to understand-

- Concept of society, language and human society, socialisation, mass Media as a means.
- Vehicle of socialisation.
- Indian Social Structure.
- Indian Social Structure.
- Role of mass media on culturalisation.
- Modernization and globalization.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Martin, Judith N. and Nakayama, Thomas K. Intercultural Communications, Mc Graw Hill Education.
2. Shannon Ahrndt, Intercultural Communication, University of Missouri - St. Louis
3. डॉ० रवि प्रकाश पाण्डेय, वैश्विकरण एवं समाज, शेखर प्रकाशन, इलाहाबाद ।
4. मुक्ति नाथ झा, अन्तर्सांस्कृतिक संचार, मिश्रा ट्रेडिंग कार्पोरेशन, वाराणसी ।



बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
 षष्ठम सेमेस्टर (Sixth Semester)
 प्रश्नपत्र-द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25602T	राष्ट्रीय एवं अन्तर्राष्ट्रीय समसामायिकी National and International Current Affairs

Credits:04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lectures:60 (60 Hours)	

Objective of the course:

To make the students knowledgeable about-

- Current issues of Indian Constitution and Indian Political system.
- Current issues of Indian Economic system and Start-up India.
- National Education Policy-2020.
- Current issues related to the politics and economics of petroleum, hunger and poverty.
- Current issues related to United Nations.

Course Content		
Unit	Topics	No. of Lecture
1	भारतीय संविधान के समसामायिक मुद्दें, भारतीय राजनैतिक व्यवस्था, भारतीय राजनैतिक दल, संसद, विधानसभा एवं उनके सत्र। सामाजिक मुद्दें- जातिवाद, क्षेत्रवाद, साम्प्रदायिकता, नक्सलवाद, बाल मजदूरी। Current issues of Indian Constitution, Indian Political system, Indian Political Parties, Parliament, Legislative and its sessions. Issues of Societies- Castism, Regionalism, Communism, Naxalism, Child Labour.	15
2	भारतीय आर्थिक व्यवस्था के समसामायिक मुद्दें। महिला अधिकार, मानवाधिकार, आतंकवाद। विकास परिदृश्य- आत्मनिर्भर भारत, स्वच्छ भारत अभियान, मेक इन इंडिया, स्टार्ट-अप इंडिया, राष्ट्रीय शिक्षा नीति-2020। पर्यावरण एवं कृषि के मुद्दें। Current issues of Indian Economic system. Women Rights, Human Rights, Terrorism. Development aspects- Atmnirbhar Bharat, Swachha Bharat Abhiyan, Make in India, Start-up India, National Education Policy-2020. Issues of Environment and Agriculture.	15
3	राजनीति, पेट्रोलियम की आर्थिकी, भूख, गरीबी, जलवायु परिवर्तन एवं वैश्विक ऊष्मीकरण से सम्बन्धित समसामायिक मुद्दे, भारत एवं संयुक्त राष्ट्र में स्थायी सदस्यता का मुद्दा। भारत का अमेरिका, यूनाइटेड किंगडम, पाकिस्तान, नेपाल, श्रीलंका एवं मध्य पूर्व के साथ सम्बन्ध। Current issues related to The politics and economics of petroleum, Hunger and Poverty, Climate change and Global warming. India and issue of permanent seat in the UN. India's relations with US, UK, Pakistan, Nepal, Sri Lanka and Middle East.	15
4	संयुक्त राष्ट्र से सम्बन्धित समसामायिक मुद्दे। यूनिसेफ, यूनेस्को, विश्व बैंक, अन्तर्राष्ट्रीय मुद्रा कोष, विश्व आर्थिक संघ, यूएनडीपी, डब्ल्यूएचओ,	15

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	डब्ल्यूटीओ, सार्क, एशीएन, ब्रीक्स, ओपेक, क्वाड, रेड क्रॉस, इंटरपोल, नाटो, गुट निरपेक्ष आन्दोलन एवं राष्ट्रमण्डल देश। Current issues related to United Nations. UNICEF, UNESCO, World Bank, International Monetary Fund, World Economic Forum, UNDP, WHO, WTO, SAARC, ASEAN, BRICKS, OPEC, QUAD, Red Cross, Interpol, NATO, Non-Aligned movement & Commonwealth Countries.	
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Outcomes of the course:

The student at the completion of the course will be able to:

- Current issues of Indian Constitution and Indian Political system.
- Current issues of Indian Economic system and Start-up India.
- National Education Policy-2020.
- Current issues related to the politics and economics of petroleum, hunger and poverty.
- Current issues related to United Nations.

Suggested Readings:

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
षष्ठम सेमेस्टर (Sixth Semester)
प्रश्नपत्र-तृतीय (Paper-Third)

Course Code:	Course Title
BAMC-25603T	जनमाध्यम लेखन Writing for Mass Media

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60	

Objective of the course:
- To impart the the knowledge about, Elements of Language. - To make them understand about Coding of Contents in Writing. - To impart the the knowledge about Feature and Articles Writing. - To impart the the knowledge about Media Reviews: Arts, Performing Arts and Cinema.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	लेखन के तत्व, लेखन में अन्तर्वस्तु का संकेतीकरण। Elements of Writing, Coding of Contents in Writing.	15
2	रचनात्मक लेखन की विधि एवं सिद्धान्त, व्याकरण के नियम, वाक्य निर्माण, अनुच्छेदीकरण, नरेशन, विशेषण एवं क्रिया विशेषण, काल, सिक्वेन्स, तर्क। Principles and Method of Creative Writing, Rules of Grammar, Sentence Formation, Paragraphing, Narration, Adjective and Adverbs, Tenses, Sequence, Logic.	15
3	लेखन में रचनात्मकता : फीचर/रूपक, लेख, साक्षात्कार, व्यापारिक लेखन, तकनीकी लेखन, पत्र लेखन, मुद्रण माध्यम के लिए समाचार लेखन, धारावाहिकों के लिए स्क्रिप्ट लेखन। Creativity in Writing- Feature, Articles. Interview, Business Writing, Technical Writing, Letter Writing, News Writing for Print Media, Script Writing for Serials.	15
4	विशिष्ट रूचि के लक्षित समूह के पाठक/दर्शक/श्रोताओं के लिए लेखन, अनुवाद तकनीक, मीडिया समीक्षा: कला, परफार्मिंग आर्ट एवं सिनेमा। Writing For Special Interest Target Group Audience, Translation Techniques, Media Reviews: Arts, Performing Arts and Cinema.	15
Outcomes of the course:		
At the end of the course students will be able to understand-		

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- Historical Background of writing.
- Elements of language, coding of contents in writing, language and communication.
- Principles and method of creative writing.
- Creativity in writing, script writing for serials.
- Writing For special interest target group audience.
- Translation techniques.
- Media reviews: arts, performing arts and cinema.

सहायक ग्रंथों की सूची (List of Reference Books):

- डा. मनोहर प्रभाकर, हिंदी लेखन, स्वरूप और शिल्प, राधाकृष्ण प्रकाशन
- भंवर लाल नागदा, हिंदी भाषा में वर्तनी एवं उच्चारण संबंधी त्रुटियां एवं उपच
- प्रदीप सक्सेना, अनुवाद सैद्धांतिकी— आधार प्रकाशन प्राइवेट लिमिटेड
- जी गुप्ता व अन्य, पत्रकारिता में अनुवाद, राधाकृष्ण प्रकाशन
- निशांत सिंह, मीडिया लेखन कला, ओमेगा पब्लिकेशन
- जे. पी. अहलूवालिया, माडर्न न्यूज स्ट्रक्चर इन प्रिंट मीडिया एंड इलेक्ट्रानिक मीडिया, अध्ययन, नई दिल्ली
- सूर्यप्रकाश दीक्षित, मीडिया लेखन कला
- Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi

Simrati

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
षष्ठम सेमेस्टर (Sixth Semester)
प्रश्नपत्र— चतुर्थ (Paper-Fourth)

Course Code:	Course Title
BAMC-25604T	सिनेमा अध्ययन Cinema Studies

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture :60	

Objective of the course:

To make the students knowledgeable about-

- Origin and evolution of Cinema and Language of cinema.
- Early Indian cinema, Parallel Cinema Movement and its Prominent Personalities.
- Classical Film Theory and Contemporary Film Theory.
- Digital cinema and AI based film making.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	सिनेमा की उत्पत्ति एवं विकास : ल्यूमिएर ब्रदर्स से डिजिटल युग तक। कला—माध्यम, जनसंचार माध्यम और सामाजिक संचार के रूप में सिनेमा। सिनेमा की भाषा, शॉट, सीन, सीक्वेंस, फ्रेम, मीज ऑन सीन, फिल्म की शैलियाँ और कथन पद्धतियाँ। Origin and evolution of Cinema: Lumière Brothers to Digital Age. Cinema as an art form, mass medium and Social Communication. Language of cinema: Shot, Scene, Sequence, Frame, Mise-en-scène, Film genres and narrative styles.	15
2	प्रारम्भिक भारतीय सिनेमा : दादा साहब फाल्के और मूक फिल्म युग। स्टूडियो युग: प्रमुख फिल्म कंपनियाँ, टॉकिज एवं थिएटर्स। भारतीय सिनेमा में संगीत और नृत्य, समानान्तर सिनेमा आंदोलन और इसके प्रमुख हस्तियाँ। लोकप्रिय हिन्दी सिनेमा : 1950 से समकालीन बॉलीवुड तक। Early Indian cinema: Dadasaheb Phalke and silent era. Studio era: Major Film Companies, Talkies and Theatres. Music and Dance in Indian Cinema, Parallel Cinema Movement and its Prominent Personalities. Popular Hindi cinema: from 1950s to contemporary Bollywood.	15
3	शास्त्रीय फिल्म सिद्धांत: आन्द्रे बाजिन (यथार्थवादी), सर्गेई आइजेस्टाइन (मोंटाज), रुडोल्फ अर्नहेम (औपचारिकतावादी)। समकालीन फिल्म सिद्धांत: नारीवादी फिल्म सिद्धांत, उत्तर औपनिवेशिक फिल्म सिद्धांत, मनोविश्लेषणात्मक फिल्म सिद्धांत, ऑटर सिद्धांत और फिल्मकार का लेखकत्व, विचारधारा और सिनेमा: मार्क्सवाद, सांस्कृतिक अध्ययन दृष्टिकोण, फिल्म समालोचना की प्रक्रिया, समीक्षा और विश्लेषण का अन्तर। Classical Film Theory: André Bazin (Realism), Sergei Eisenstein (Montage), Rudolf Arnheim (Formalism). Contemporary Film Theory: Feminist Film Theory, Post-colonial Film Theory, Psychoanalytic Film Theory, Auteur	15

	Theory and Concept of Authorship, Ideology and cinema: Marxism, cultural studies approach, Basics of film criticism; reviewing Vs analysis	
4	डिजिटल सिनेमा: वीएफएक्स, वर्चुअल प्रोडक्शन, एआई फिल्म निर्माण, वैश्वीकरण और सिनेमा, हॉलीवुड और एशियाई सिनेमा, ओटीटी प्लेटफॉर्म और कंटेंट क्रांति, डॉक्यूमेंट्री सिनेमा और नई दृश्य-कथा धाराएं, प्रतिनिधित्व के प्रश्न: जेंडर, जाति, वर्ग और अल्पसंख्यक। Digital cinema: VFX, Virtual Production, AI based film making, Globalization and Cinema; Hollywood, Asian Cinema (Korean, Japanese and Chinese), OTT Platforms: Netflix, Amazon, Hotstar – content revolution, Documentary cinema and new visual narratives, Representation: Gender, Caste, Class, Minorities in Cinema.	15
Outcomes of the course:		
At the end of the course students will be able to understand-		
• Origin and evolution of Cinema and Language of cinema. • Early Indian cinema, Parallel Cinema Movement and its Prominent Personalities. • Classical Film Theory and Contemporary Film Theory. • Digital cinema and AI based film making.		

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Film Art: An Introduction – David Bordwell & Kristin Thompson
2. What is Cinema? – André Bazin
3. Satyajit Ray: Our Films, Their Films
4. Encyclopaedia of Indian Cinema – Ashish Rajadhyaksha & Paul Willemen
5. Indian Film Theory: Perspectives – Various authors

Signature

Signature

बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
षष्ठम् सेमेस्टर (Sixth Semester)
प्रश्नपत्र— पंचम (Paper-Fifth)
प्रायोगिक (Practical)

Course Code:	Course Title
BAMC-25605P	प्रायोगिक Practical

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60	

Objective of the course:
To provide practical knowledge of - • Film review and writing. • Script Writing for Film. • Script Writing for Short Film and Documentry. • Writing for Current Affairs and others.

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लैब/लेक्चर की संख्या (No. of lecture)
1	फिल्म समीक्षा एवं लेखन Film review and writing	15
2	फिल्म के लिए स्क्रिप्ट लेखन Script Writing for Film	15
3	शार्ट फिल्मों एवं वृत्तचित्र के लिए स्क्रिप्ट लेखन Script Writing for Short Film and Documentry	15
4	समसामायिक मुद्दे, भारतीय ज्ञान परम्परा, सामाजिक, आर्थिक, राजनीतिक आदि के लिए लेखन Writing for Current Affairs, Indian Knowledge System, Social, Economical, Political etc.	15

Outcomes of the course:
At the end of the course students will be able to understand- • Film review and writing. • Script Writing for Film. • Script Writing for Short Film and Documentry. • Writing for Current Affairs and others.

सहायक ग्रंथों की सूची (List of Reference Books):

1. Robert McLeish. Radio Production, Focal Press, 2005.
2. Carole Fleming. The Radio Handbook, Routledge, 2002.
3. Jan Maes and March Vereammen. Digital Audio Technology, Focal Press, 2001.
4. Tim K. Wulfemeyer. Beginning Radio: TV News Writing, Surjeet Publications, Delhi, 2005.

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5. Carole Fleming. The Radio Handbook, Routledge, 2002.
6. Esta De Fossard. Writing and Producing Radio Dramas, Sage Publications, New Delhi, 2005.
7. Paul Chantler and Peta Stewart. Basic Radio Journalism, Focal Press, 2003.
8. Carl Hausman, Philip Benefit and Thewis B. O'Donnell. Modern Radio Production: Programming and Performance, Cengage Learning, 2009.
9. Standing R. Alten. Audio in Media, Wadsworth, Cengage Learning, 2011.
10. Louie Tabing. How to Do Community Radio: A Primer for Community Radio Operators, UNESCO, 2002
11. Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi
12. प्रो० सुरेन्द्र तिवारी, भारतीय नया सिनेमा
13. देवब्रत सिंह, भारतीय इलेक्ट्रानिक मीडिया।
14. रश्मि श्रीवास्तव एवं प्रदीप कुमार, इलेक्ट्रानिक मीडिया: भाषा, तकनीकी एवं विधि, वैभव लक्ष्मी प्राकशन, वाराणसी

Surendra

Pradi

बी0ए0 (आनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION

सप्तम सेमेस्टर
SEVENTH SEMESTER

कोर्स कोड Course Code	कोर्स नं० Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25701T	प्रथम First	न्यू मीडिया टेक्नोलॉजी New Media Technology	100 (25+75)	04
BAMC-25702T	द्वितीय Second	दृश्य संचार Visual Communication	100 (25+75)	04
BAMC-25703T	तृतीय Third	वैश्विक मीडिया परिदृश्य Global Media Scenario	100 (25+75)	04
BAMC-25704T	चतुर्थ Fourth	ई-कॉन्टेंट लेखन एवं विकास E-Content Writing and Development	100 (25+75)	04
BAMC-25705P	पंचम Fifth	प्रायोगिक Practical	100	04
BAMC-25706R	षष्ठम Sixth	शोध परियोजना Research Project	100	05
कुल योग Sub Total			600	25

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बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
सप्तम सेमेस्टर (Seventh Semester)
प्रश्नपत्र—प्रथम (Paper-First)

Course Code:	Course Title
BAMC-25701T	न्यू मीडिया टेक्नोलॉजी New Media Technology

Credits:04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lectures:60 (60 Hours)	

Objective of the course:

To provide knowledge of -

- New media and its Importance.
- Emergence and advantage of multimedia
- Online newspapers and its Limitations.
- Early Communication technologies and techniques
- Elements of Web newspapers and Report Writing, Editing for Web Journalism

Course Content		
Unit	Topics	No. of Lecture
1	सूचना संचार प्रौद्योगिकी का परिचय, नवमाध्यम तकनीक, नवमाध्यम तकनीक का उद्भव। नवमाध्यम तकनीक का भारतीय ऐतिहासिक परिप्रेक्ष्य। वाई-फाई, वायरलेस केबल, फाइबर ऑप्टिक्स। Introduction of Information Communication Technology (ICT), New Media Technology, Emergence of New Media Technology, New Media Technology historical context in India. WI-FI, Wireless cable, Fiber Optics.	15
2	इंटरनेट एवं वेब आर्किटेक्चर का मूल आधार, एचटीटीपी, एचटीटीपीएस, एफटीपी, वेब 1.0, वेब 2.0 एवं वेब 3.0. पोर्टल, यूट्यूब, ई-न्यूजपेपर। Basics of Internet and Web Architecture, HTTP, HTTPS, FTP, Web 1.0, Web 2.0 and Web 3.0., Portal, YouTube, E-Newspaper.	15
3	इंटरनेट टीवी एवं इंटरनेट रेडियो, ग्राफिक्स, सजीव प्रसारण, संवर्धित वास्तविकता, आभासी वास्तविकता, मिश्रित वास्तविकता, कृत्रिम बुद्धिमत्ता उपकरण, गूगल एनालीटिक्स। Internet TV and Internet Radio, Graphics, Live streaming, Augmented Reality, Virtual Reality, Mixed Reality, Artificial Intelligence tools. Google Analytics.	15
4	वेबसाइट्स एवं इसके प्रकार, वेब उपकरण, ब्लॉग्स, सोशल नेटवर्क साइट्स, सर्च इंजन, ईमेल, मोबाइल- 5जी तकनीक, मेटावर्स। Websites & its types, Web tools, Blogs, Social Network Sites, Search Engine, Email, Mobile 5G technology, Metaverse.	15

Outcomes of the course:

The student at the completion of the course will be able to:

- The students will know about the fundamentals of new media.
- The students will know about the basics of new media technology.
- Students will be familiarizing with the new media.
- The students will get the knowledge about the various tools of news media technology.

Suggested Readings:

1. Bonime, Andrew and Pohlmann, Ken C. (1997). Writing for New Media: The Essential Guide to Publisher Wiley.
2. Writing for Interactive Media. United States: Wiley. Prasad, S. (1993). Editors on Editing/HY. National Book Trust.
3. Sunder, R., 2000. Computers Today Ed.2, John Wiley
4. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
5. Chapman and Chapman, Digital Multimedia, Wiley Publication.
6. James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
7. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
8. Macintosh, Advanced Adobe Photoshop, Adobe publishers.
9. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
10. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.
11. Ashwani Saith, M. Vijaya Baskar and V. Gayathri. ICTs and Indian Social Change, Sage
12. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
13. Eugenia Siapera, Understanding New Media, Sage, 2011
14. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011 28
15. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 2006.
16. Kasturi, Suman and Bobby Vardhan; Social Media, Connecting the World 24X7, Dominant Publishers, 2017
17. Lev Manovich. The Language of New Media. Cambridge: MIT Press. 2001
18. Narayan and Narayanan (Ed); Indian Connected: Mapping the Impact of New Media; Sage, 2016
19. Simon Lindgren, Digital Media and Society, Sage, 2017
20. Tapas Ray, Online Journalism: A Basic Text, 2006
21. Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.
22. Vijay Vinit (2025) : Journalism AI, Sarva Bhasha Prakashan, New Delhi
23. प्रदीप के. सिन्हा व प्रीति सिन्हा, "कंप्यूटर फंडामेंटल", बीपीबी पब्लिकेशन, नई दिल्ली
24. प्रदीप कुमार, मीडिया डॉट नेट, एबीएस पब्लिकेशन, वाराणसी।
25. आर०एस० सलाराई, 'कंप्यूटर फंडामे 'टल', खन्ना बुक्स, नई दिल्ली
26. अभय चावला, न्यू मीडिया एण्ड ऑनलाइन जर्नलिज्म, पीयर्सन पब्लिकेशन,



बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
सप्तम सेमेस्टर (Seventh Semester)
प्रश्नपत्र-द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25702T	दृश्य संचार Visual Communication

Credits:04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lectures:60 (60 Hours)	

Objective of the course:

To make the students knowledgeable about-

- Scope and History of Visual Communication.
- Theories of Visual Communication.
- Fundamentals of Design and Basics of Graphic Design.
- Infographics and Data Visualisation.
- Ethical issues in Visual Communication.

Course Content		
Unit	Topics	No. of Lecture
1	दृश्य संचार का अर्थ, परिभाषा, अवधारणा, प्रकार, क्षेत्र एवं इतिहास। दृश्य संचार एक कौशल, प्रक्रिया एवं अभिव्यक्ति के रूप में। दृश्य साक्षरता: लक्षण, संकेत एवं सांकेतिकता। दृश्य की भूमिका पत्रकारिता विज्ञापन एवं मनोरंजन के क्षेत्र में। Meaning, Definition, Concept, Types, Scope and History of Visual Communication. Visual Communication as a Skill, Process and expression. Visual Literacy: signs, symbols and semiotics. Role of Visuals in journalism advertising and entertainment.	15
2	दृश्य संचार के सिद्धान्त— गेस्टाल्ट सिद्धान्त, परसेपचुल, सीमियोटिक्स एवं कॉग्निटीव। दृश्य एवं अन्य ग्रहणशील अवधारणा का सिद्धान्त, कलर साइकोलॉजी। Theories of Visual Communication- Gestalt Theory, Perceptual, Semiotics and Cognitive. Principles of Visual and other Sensory Perceptions, Colour Psychology.	15
3	डिजाइन का मूलभूत जानकारी: परिभाषा, डिजाइन का केन्द्रीयता। डिजाइन के तत्व: लाइन, शेप, स्पेश, कलर, टेक्चर, फॉर्म इत्यादि। डिजाइन के सिद्धान्त: समरूपता, लय, कांट्रस्ट, बैलेंस मास/स्केल इत्यादि। डिजाइन एवं डिजाइनर। ग्राफिक डिजाइन के आधारभूत: तकनीकी, सामग्री, उपकरण। Fundamentals of Design: Definition, Centrality of Design. Elements of Design: Line, Shape, Space, Colour, Texture, Form Etc. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale Etc. Design and Designers. Basics of Graphic Design: Techniques, Materials, Tools.	15

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4	इंफोग्राफिक्स एवं डाटा विजुअलाइजेशन, विजुअल कॉन्टेंट के लिए डिजिटल उपकरण, विज्ञापन में विजुअल परसुएशन (दृश्य मनोनयन), विजुअलाइजेशन में उभरते ट्रेंड्स, दृश्य संचार में नैतिक मुद्दे। Infographics and Data Visualisation, Digital Tools for Visual Content, Visual Persuasion in Advertising, Emerging Trends in Visualisation, Ethical issues in Visual Communication.	15
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Outcomes of the course:

The student at the completion of the course will be able to:

- Scope and History of Visual Communication.
- Theories of Visual Communication.
- Fundamentals of Design and Basics of Graphic Design.
- Infographics and Data Visualisation.
- Ethical issues in Visual Communication.

Suggested Readings:

1. Vijay Vinit (2025) : Journalism AI, Sarva Bhasha Prakashan, New Delhi

Signature

Signature

बी०ए० (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
सप्तम सेमेस्टर (Seventh Semester)
प्रश्नपत्र-तृतीय (Paper-Third)

Course Code:	Course Title
BAMC-25703T	वैश्विक मीडिया परिदृश्य Global Media Scenario

Credits:04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lectures:60 (60 Hours)	

Objective of the course:

To provide knowledge of -

The Course aims to provide an introduction about the concept and an overview about contemporary issues of Global Media. This Course would also explain the role of international communication in a global society and critically analyse ethic impact of various social and political philosophies on the media.

Course Content		
Unit	Topics	No. of Lecture
1	वैश्विक मीडिया: अवधारणा एवं महत्व। वैश्विक मीडिया परिदृश्य: अमेरिका, ब्रिटेन, फ्रांस एवं सार्क (दक्षेस)। इंटरनेट युग में अन्तर्राष्ट्रीय संचार, नई विश्व सूचना एवं संचार व्यवस्था (एन.डब्ल्यू.आई.सी.ओ.)। Global Media: Concept and importance. Global Media Scenario: America, Britain, France and SAARC. International communication in the Internet age, The New World Information and Communication Order (NWICO)	15
2	प्रमुख सिद्धांत: आधुनिकरण सिद्धांत, निर्भरता सिद्धांत, विश्व व्यवस्था, संरचनात्मक साम्राज्यवाद, नायकत्व, दुष्प्रचार, वैश्विक ग्राम, तकनीकी नियतिवाद, सांस्कृतिक साम्राज्यवाद, सूचना समाज। Major theories: Modernization Theory, Dependency Theory, World Systems, Structural Imperialism, Hegemony, Propaganda, Global Village, Technological Determinism, Globalization, Cultural Imperialism, Information Society.	15
3	अन्तर्राष्ट्रीय मीडिया संस्थाएं, विश्व के प्रसिद्ध समाचार पत्र, वैश्विक समाचार समितियां: तास, एपी, एएफपी, रॉटर्स, यूएनआई, पीटीआई। International Media Organizations, Popular Newspapers of the world, Global News Agencies: TASS, AP, AFP, REUTERS, UNI, PTI	15
4	प्रसारण नेटवर्क: सीएनएन, बीबीसी एवं अल जजीरा। विश्व के प्रसिद्ध रेडियो एवं सामुदायिक रेडियो नेटवर्क। वैश्विक समरूपीकरण, सांस्कृतिक संकरता। वैश्विक संस्थाएं: यूएन, नाटो, ब्रिक्स, एशियन एवं ओपेक। Broadcast Networks: Cable News Networks (CNN), British Broadcasting Service (BBC) and Al Jazeera. Famous Radio and Community Radio Networks of the World. Global Homogenization, Cultural Hybridity. Global Organizations: UN, NATO, BRICKS, ASEAN and OPEC	15

Signature

Signature

Suggested Readings:

1. Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martin's Press.
2. Mowlana, H. (1986) Global information and world communication: New frontiers in international relations, New York: Longman
3. M'Bayo, R.T (Undated). Genesis of the New World Information order, In Peter Nwosu, Chuka
4. Onwumechili and Ritchard M'Bayo (Eds.). Communication and the transformation of society, New York: University Press of America
5. Thusssu, D. K. (2006). International Communication: Continuity and change, New York, New York; Oxford University Press

Emre

Angela

बी0ए0 (ऑनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION
सप्तम सेमेस्टर (Seventh Semester)
प्रश्नपत्र-चतुर्थ (Paper-Fourth)

Course Code:	Course Title
BAMC-25704T	ई-कॉन्टेंट लेखन एवं विकास E-Content Writing and Development

Credits:04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lectures:60 (60 Hours)	

Objective of the course:

To make the students knowledgeable about-

- Definition, importance and types of E-content writing.
- Basics of Web writing and E-content writing Styles.
- Different Types of E-Content Writing and Developmental issues.
- Translation Techniques and Translation for E-content writing.

Course Content		
Unit	Topics	No. of Lecture
1	ई-कॉन्टेंट लेखन की परिभाषा, महत्व एवं प्रकार। पारम्परिक एवं ऑनलाइन कॉन्टेंट लेखन में अन्तर। लेखन में रचनात्मकता। Definition, importance and types of E-content writing. Difference between Traditional and Online content writing. Creativity in Writing.	15
2	वेब लेखन के मूल तत्व— संक्षिप्तीकरण, हाइपरलिंक, एसईओ फ्रेंडली कॉन्टेंट, ब्लॉग्स की संरचना, लेख, वेब कॉपी एवं सोशल मीडिया कॉन्टेंट। मेरिट्स। सोशल मीडिया कॉन्टेंट के आवश्यक नियम एवं सामान्य गलतियाँ। ई-कॉन्टेंट लेखन शैली: फॉर्मल, इनफॉर्मल एवं कॉन्वर्सेशनल टोन्स। Basics of Web writing- Conciseness, Hyperling, SEO friendly content, Stucture of Blogs, Articles, Web Copy and Social Media Content. Merits. Essential rules and common mistakes of E-content writing. E-content writing Styles: Formal, informal and conversational tones.	15
3	ई-कॉन्टेंट लेखन के विविध प्रकार एवं विकास के मुद्दे। विकास के लिए आकर्षक और जानकारीपूर्ण ब्लॉग का निर्माण। विकास के लिए सोशल मीडिया कॉन्टेंट, प्रमुख सोशल मीडिया प्लेटफॉर्म के लिए विकास से सम्बन्धि पोस्ट तैयार करना। Different Types of E-Content Writing and Developmental issues. Crafting engaging and informative blog articles for Development. Social Media Content for Development, Creating development related posts for various social media platforms.	15
4	अनुवाद तकनीकी। ई-कॉन्टेंट लेखन के लिए अनुवाद, विकास सम्बन्धित मुद्दों के लिए विश्वसनीय सूत्र की खोज एवं सूचना एकत्रीकरण। ई-कॉन्टेंट लेखक का कौशल एवं दायित्व। नैतिकता, कॉपीराइट एवं डिजिटल कॉन्टेंट रेगुलेशन।	15



	Translation Techniques. Translation for E-content writing, Finding reliable sources and gathering information of development issues. Skills and responsibilities of E-content writer. Ethics, Copyrights and Digital Content regulation.	
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Outcomes of the course:

The student at the completion of the course will be able to:

- Definition, importance and types of E-content writing.
- Basics of Web writing and E-content writing Styles.
- Different Types of E-Content Writing and Developmental issues.
- Translation Techniques and Translation for E-content writing.

Suggested Readings:

1. Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi

Sunil

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बी0ए0 (आनर्स) मास कम्युनिकेशन
B.A. (HONS.) MASS COMMUNICATION

अष्टम सेमेस्टर
EIGHTTH SEMESTER

कोर्स कोड Course Code	कोर्स नं0 Course No.	कोर्स का नाम Name of Course	पूर्णांक Max	क्रेडिट Credit
BAMC-25801T	प्रथम First	संचार शोध Communication Research	100 (25+75)	04
BAMC-25802T	द्वितीय Second	ए.आई. जर्नलिज्म AI Journalism	100 (25+75)	04
BAMC-25803T	तृतीय Third	भारतीय सरकार, राजनीति एवं अन्तर्राष्ट्रीय सम्बन्ध Indian Government, Polity and International Relations	100 (25+75)	04
BAMC-25804T	चतुर्थ Fourth	डाटा जर्नलिज्म Data Journalism	100 (25+75)	04
BAMC-25805P	पंचम Fifth	प्रायोगिक (साइटेशन एवं संन्दर्भ, शोध रिपोर्ट प्रारूप, शोध प्रस्ताव लेखन, वर्किंग बिबिलियोग्राफी) Practical (Citation and Referancing, Research Report Formate, Praposal Writing, Working Bibliography)	100	04
BAMC-25805R	षष्ठम् Sixth	लघु शोध Dissertation	100	05
कुल योग Sub Total			600	25


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B.A. (HONS.) MASS COMMUNICATION
अष्टम सेमेस्टर (Eighth Semester)
प्रश्नपत्र—प्रथम (Paper-First)

Course Code:	Course Title
BAMC-25601T	संचार शोध Communication Research

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60 Hours	

Objective of the course:
- To impart the knowledge about basic concepts of Research. - To make them understand the need and role of Research. - To enhance the ability to recognize and analyze the problems in Society. - To learn about the various types of Research and Research Designs. - To impart the knowledge of ethical practices in Research.

कोर्स सामग्री Course Content		
इकाई Unit	शीर्षक Topics	लेक्चर की सं० No. of Lecture
1	जनसंचार शोध: अर्थ, परिभाषा एवं प्रकार। वैज्ञानिक दृष्टिकोण, जनसंचार शोध प्रक्रिया: शोध समस्या का निर्धारण, साहित्य सर्वेक्षण, शोध का उद्देश्य एवं उपकल्पना, चरों का निर्धारण एवं शोध प्ररचना। Mass Communication Research: Meaning, Definition and Types. Scientific Approach of Research, Process of Mass Communication Research: Formulation of Research Problem, Survey of literature, Objective and Hypothesis of Research, Deciding of Variables. Research Design.	15
2	जनसंचार शोध की विधियां: सर्वेक्षण विधि, निदर्शन विधि, निरीक्षण विधि, वैयक्तिक अध्ययन विधि, अन्तर्वस्तु विश्लेषण विधि। आंकड़ा संचयन के उपकरण और स्रोत। प्रश्नावली एवं अनुसूची। Method of Mass Communication Research- Survey Method, Sampling, Observation Method, Case Studies, Content Analysis, Tools of Data Collection and Sources, Questionnaire and Schedule.	15
3	आंकड़ा विश्लेषण की तकनीकी: कूटनिर्माण एवं सारणीयन। सांख्यिकीय विश्लेषण, केन्द्रीय प्रवृत्ति। Data Analysis Techniques- Coding and Tabulation. Statistical Analysis, Central Tendency.	15
3	आंकड़ा विश्लेषण की तकनीकी: कूटनिर्माण एवं सारणीयन। सांख्यिकीय विश्लेषण, केन्द्रीय प्रवृत्ति। Data Analysis Techniques- Coding and Tabulation. Statistical Analysis, Central Tendency.	15
4	जनमत सर्वेक्षण, चुनाव पूर्व अध्ययन और एक्जिट पोल, शोध रिपोर्ट/ प्रोजेक्ट रिपोर्ट/लघुशोध प्रबन्ध/शोध प्रबन्ध की तैयारी, मार्स मीडिया शोध के नैतिक मानदण्ड।	15

	Public Opinion Survey, Pre-election Studies and Exit Polls, Preparation of Research Reports/ Project Reports/Dissertations/Thesis, Ethical Perspective of Mass Media Research.	
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Outcomes of the course:

At the end of the course students will be able to understand-

- Meaning, definition and types of mass communication research.
- Formulation of research problem and process of mass communication research
- Survey of literature, objective and hypothesis of mass communication research.
- Deciding of variables.
- Research design.
- Methods of mass communication research.
- Data Analysis Techniques.
- Perspective of Mass Media Research.
- Preparation of research reports/ project reports/dissertations/thesis.

सहायक ग्रंथों की सूची (List of Reference Books):

1. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction (7th Edition), Thomson Wadsworth Publications, 2003.
2. Arthur Asa Berger. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publication, New Delhi, 2000.
3. Susanna Hornig Priest. Doing Media Research: An Introduction, Sage, New Delhi, 2009.
4. Ranjit Kumar. Research Methodology, Pearson Education, Australia, 2005.
5. Kultar Singh. Quantitative Social Research Methods, Sage, New Delhi, 2007.
6. N. Narayanasamy. Participatory Rural Appraisal: Principles, Methods and Application, Sage Publications, New Delhi, 2009.
7. C.R. Kothari. Research Methodology Methods and Techniques, New Age International Publishers, New Delhi, 2004.
8. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction, Thomson Wadsworth Publications, 2003.
9. Rebecca R. Rubin, Alan M. Rubin and Paul M. Haridakis. Communication Research: Strategies and Sources, Wadsworth Publishing, 2009.
10. Sherri L. Jackson. Research Methods and Statistics, Cengage Learning, New Delhi, 2009.

११^म मनोज दयाल, मीडिया शोध, हरियाणा साहित्य अकादमी।


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अष्टम सेमेस्टर (Eighth Semester)
प्रश्नपत्र-द्वितीय (Paper-Second)

Course Code:	Course Title
BAMC-25802T	एआई पत्रकारिता AI Journalism

Credits: 04	Core Compulsory
Max. Marks: 25-IA+75-EA	Min. Passing Mark: as per as university rule
Total No. of lacture: (60 Hours)	

Objective of the course:

To make the students practically knowledgeable -

- Understanding the fundamentals of Artificial Inteligence in Journalism.
- To provide skills of AI in News collection and writing.
- To know the role of AI in News Room, Editing and Proof reading.
- Legally aware to students about uses of AI in Journalism.

कोर्स सामग्री / Course Content

इकाई (Unit)	शीर्षक (Topic)	लक्चर की संख्या (No. of lacture)
1	कृत्रिम बुद्धिमत्ता : अर्थ, परिभाषा, प्रमुख अवधारणाएं, प्रकार एवं इतिहास। एआई युग में पत्रकारों की भूमिका। एआई पत्रकारिता में उभरती प्रवृत्तियां, एआई पत्रकारिता में कैरियर। Artificial Intelligence: Meaning, Definitions, Key Concepts, Types and History. Role of Journalist in the age of AI. Emerging trends in AI Journalism, Careers in AI Journalism.	15
2	समाचार कक्ष में एआई अनुप्रयोग, समाचार रूझानों एवं जनमत पर निगरानी के एआई उपकरण, एआई संचालित तथ्य जांच और सत्यापन। AI Aplications in News Room, AI tools for tracking news trends and public opinion, AI powered fact checking and verification.	15
3	सामाग्री निर्माण के लिए एआई : समाचार, लेख, रिपोर्ट, चित्र, ऑडियो, वीडियो। सम्पादन एवं प्रूफ रीडिंग में एआई का उपयोग। AI for Content Creation: News, Articles, Reports, Images, Audio, Videos. Uses of AI in Editing and Proof reading.	15
4	दर्शकों की सहभागिता के लिए एआई, ऑनलाइन समुदाय को बेहतर बनाने के लिए एआई का उपयोग। नैतिक विचार एवं जिम्मेदार एआई : पारदर्शिता एवं डेटा गोपनियता। AI for Audiance engagement, Using AI to manage online communities. Ethical consideration and responsible AI: Transparency and Data Privacy.	15

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Outcomes of the course:

At the completion of the course, students should be able to:

- Know about fundamentals of Artificial Intelligence in Journalism.
- Skills of AI in News collection and writing.
- Understand the role of AI in News Room, Editing and Proof reading.
- Legally aware about uses of AI in Journalism.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Automatic the News - Nicholas.
2. The Future of Journalism in an Age of AI - Seth Lewis (Ed.).

Articles & Reports:

1. Reuters Institute Digital News Report (Annual).
2. JournalismAI (London School of Economics)
3. Tow Center reports (Columbia University)
4. Vijay Vinit (2025) : Journalism AI, Sarva Bhasha Prakashan, New Delhi



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 अष्टम सेमेस्टर (Eighth Semester)
 प्रश्नपत्र-तृतीय (Paper-Third)

Course Code:	Course Title
BAMC-25803T	भारतीय सरकार, राजनीति एवं अंतर्राष्ट्रीय संबंध (Indian Government, Politics and International Relations)

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lecture: 60 Hours	

Objective of the course:
To make the students knowledgeable about- - Indian Constitution and it's characteristics. - Nature of Party System. - The Electoral System, Secularism and Communalism in India. - Brief Study of International Relations

कोर्स सामग्री Course Content		
ईकाई Unit	शीर्षक Topics	लेक्चर की संख्या No. of Lecture
1	भारतीय संविधान एवं उसकी विशेषताएं, भारत में राज्य स्वायत्तता के शासन के मुद्दे पर राज्य एवं केंद्र, जिला स्तर पर राजनीति, पंचायती राज, सरकार एवं मीडिया संबंध। Indian Constitution and it's characteristics, Issues in Governance at State and Central Level of State Autonomy in India, Politics at the District Level, Panchayati Raj, Government and Media Relation.	15
2	दलीय व्यवस्था की प्रकृति, प्रमुख राष्ट्रीय दल एवं प्रमुख क्षेत्रीय दल, केंद्र एवं राज्य में सरकार निर्माण एवं कार्यप्रणाली पर दलों के प्रभाव Nature of Party System: Main National Parties and Regional Parties, Effect of Parties on the Formation and Working of Governments at the Central and the States.	15
3	चुनाव व्यवस्था, भारत में पंथ निरपेक्षता एवं सांप्रदायिकता-समस्या एवं प्रवृत्ति, केंद्र राज्य संबंधों पर विभिन्न आयोगों की रिपोर्ट (प्रतिवेदन) The Electoral System, Secularism and Communalism in India-Problems and Trends, Reports (Recommendations) of Various Commissions on Central-State Relationship.	15
4	अंतर्राष्ट्रीय संबंधों का संक्षिप्त अध्ययन, भारत की विदेश नीति, यूनाइटेड किंगडम, संयुक्त राज्य अमेरिका, रूस, संयुक्त राष्ट्र संघ और उनके प्राधिकार (एजेंसी) एवं उनके कार्य, क्षेत्रीय संगठन, आसियान, सार्क, जी-20 Brief Study of International Relations- Foreign Policies of India, UK, USA, Russia, UN and Its Agencies and Their Functions, Regional Organisations such as ASEAN, SAARC, G-20.	15

Outcomes of the course:

After completion of the course the students will be able to understand-

- Indian Constitution and its characteristics.
- Issues in Governance at State and Central Level of State Autonomy in India.
- Nature of Party System: Main National Parties and Regional Parties
- The Electoral System
- Foreign Policies of India, UK, USA, Russia, UN and Its Agencies and Their Functions, Regional Organizations such as ASEAN, SAARC,
- Organization of Islamic Corporation, G-20, Indian Relation with China, Pakistan, West Asian Countries and Africa.

सहायक ग्रन्थों की सूची (List of Reference Books):

1. Aiyer, V. Mass media law and Regulation in India. AMIC publication.
2. Bandopadhyay, P.K. & Arora, K. Journalistic Ethics.
3. Basu, D.D. Press law. New Delhi: Prentice hall publication.
4. K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, New Delhi: Publication Division, MIB.
5. Trikha, N.K. Press Vidhi, Varanasi.: Vishwavidyalaya Prakashan.
6. Marilyn, JM .TV news ethics. New Delhi: Focal press.
7. Singh, S..Janmadhyam Kanoon Evam Uttardayitva
8. Venkateswaran, K.S. Mass Media law and Regulations in India, Published by AMIC
9. Mass media Law and Regulation in India AMIC publication
10. Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, Media Ethics: Cases and Moral Reasoning, 2015
11. Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
12. Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011
13. Media, Press and Telecommunications Laws, Eastern Book Company
14. Paranjy Guha Thakurta, Media Ethics: Truth Fairness and Objectivity, 2011
15. Plaisance, P.L; Media Ethics: Key principles for Responsible Practice, 2013
16. Report of the Press Commissions, First and Second
17. Almond G. A and Powell G. B, 1996, Comparative Politics, New York City, Little Brown & Co.
18. Almond G. A. and Verba S., 1963, The Civic Culture, New Jersey, Princeton University Press.
19. Ball Alan R., 1971, Modern Politics and Government, London, Macmillan.
20. Blondel Jean, 1973, Comparing Political Systems, London, Weidenfeld & Nicolson.
21. Charlesworth James C., 1973, Contemporary Political Analysis, New York, The Free Press
22. Deutsch Karl W., 1963, The Nerves of Government, New York, The Free Press.
23. Easton David, 1971, The Political System, New York, Scientific Book Agency.
24. Lipset, Seymour M., 1960, Political Man, New York, Vakils, Feffer & Simons.
25. Pye Lucian and Verba S(ed), 2016, Political Culture & Political Development, New Jersey Princeton University.
26. Rowe Eric, 1970, Modern Politics: An Introduction to Behaviour and Institutions, London, Routledge & Kegan Paul.
27. Varma S. P., 1975, Modern Political Theory, Delhi, Vikas Publication.
28. Eric B. Shiraev and Vladislav M. Zubok : International relation

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29. जे०आर०मधोलकर, लॉ ऑफ दी प्रेस इन इण्डिया
30. संजीव भनावत, प्रेस, कानून और पत्रकारिता
31. जे०एन० पाण्डेय, भारतीय संविधान
32. पुखराज जैन, राजनीति विज्ञान
33. डॉ० एस०सी० सिंधल, विश्व के प्रमुख संविधान
34. रजनी कोठारी, भारत में राजनीति:कल और आज
35. विद्युत चक्रवर्ती व राजेन्द्र कु० पाण्डेय, इण्डियन गवर्नमेंट एण्ड पॉलिटिक्स





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B.A. (HONS.) MASS COMMUNICATION
अष्टम सेमेस्टर (Eighth Semester)
प्रश्नपत्र-चतुर्थ (Paper-Fourth)

Course Code:	Course Title
BAMC-25804T	डाटा जर्नलिज्म Data Journalism

Credits: 04	Core Compulsory
Max. Marks: 25-1A+75-EA	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60 Hours	

Objective of the course:

To provide knowledge of -

- To introduce students to the fundamentals of Data Journalism.
- To skills students for Data based storytelling.
- Understadings of Visualization of Data.

कोर्स सामग्री Course Content		
इकाई (Unit)	शीर्षक (Topic)	लक्चर की संख्या (No. of lacture)
1	डाटा पत्रकारिता: अर्थ, परिभाषा, आधारभूत जानकारी एवं इतिहास। डाटा साक्षरता, डाटा के प्रकार एवं मुख्य उपकरण। परम्परागत एवं डाटा पत्रकारिता में अंतर। Data Journalism: Meaning, Definitions, Basics and History. Data Literacy, Types of Data and Key Tools. Difference between Traditional and Data Journalism.	15
2	सार्वजनिक डाटा के स्रोत- सरकारी पोर्टल्स, आरटीआई, गैर सरकारी डाटा, जनगणना डाटा एवं अन्य। डाटा प्रारूप का परिचय: सीएसवी, एक्सएलएसएक्स, जेएसओएन। Sources of Public Data- Government Portals, RTI, Non-government Data, Census Data and others. Introduction of Data Format: CSV, XLSX, JSON.	15
3	डाटा संग्रहण, विश्लेषण एवं दृश्यांकन: ऐक्सल एवं गूगल शीट्स का प्रयोग। डाटा उपकरण का परिचय, क्रमबद्ध करना, छांटना एवं सारणीबद्ध सारांश तालिका। पत्रकारों के लिए सांख्यिकी की मूल बातें। दृश्यात्मक कथा वाचन के सिद्धान्त, दृश्यांकन के लिए उचित एवं अनुचित बातें। Data Gathering, Analysis and Visualization: Uses of Excel and Google Sheets. Introduction to Data Tools, Sorting, Filtering, Pivot Tables. Basic Statistics for Journalist. Principles of Visual Storytelling, Do's and Don'ts of Visualization.	15
4	डाटा कथा लेखन, डाटा आधारित कथानक तैयार करना, मल्टीमीडिया कथानक में डाटा को एकीकृत करना, डाटा आधारित कथा वाचन। सम्पादन एवं सत्यापन। डाटा नैतिकता एवं निजता।	15


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	Writing Data Story, Building a Narrative using Data. Integrating Data into Multimedia Storytelling, Data Driven Storytelling. Editing and Verification. Data Ethics and Privacy.	
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Outcomes of the course:
<i>On successful completion of the course, the student will be able to:</i>
• Understand fundamentals of Data Journalism. • Know about Data based storytelling. • Know of sorting, filtering, writing and Visualization of Data.

सहायक ग्रन्थों की सूची (List of Reference Books):

- User Guide for Excel and others Data Tools Software.
- Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: How journalism can use data to improve the news. "O'Reilly Media, Inc."
- Bounegru, L., & Gray, J. (2021). The data journalism handbook: Towards a Critical Data Practice (p. 415). Amsterdam University Press.
- Vijay Vinit (2025) : Journalism AI ,Sarva Bhasha Prakashan, New Delhi
- Hermida, A., & Young, M.L. (2019). Data journalism and the regeneration of news. Routledge.
- Tong, J. (2022). Data for Journalism: Between Transparency and Accountability. Taylor & Francis.

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अष्टम सेमेस्टर (Eighth Semester)
प्रश्नपत्र-पंचम (Paper-Fourth)

Course Code:	Course Title
BAMC-25805P	प्रायोगिक Practical

Credits: 04	Core Compulsory
Max. Marks: 100	Min. Passing Mark: as per as university rule
Total No. of Lab Periods: 60 Hours	

कोर्स सामग्री Course Content
साइटेशन एवं संन्दर्भ, शोध रिपोर्ट प्रारूप, शोध प्रस्ताव लेखन, वर्किंग बिबिलियोग्राफी Citation and Referancing, Research Report Formate, Praposal Writing, Working Bibliography


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