



माँ विन्ध्यवासिनी विश्वविद्यालय, मीरजापुर

Maa Vindhyavasini University, Mirzapur

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U.G Proramme (Journalism)

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.
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Prof. Ajay Pratap Singh	Dean, Faculty of Arts	Ram Manohar Lohiya University, Ayodhya
Dr. Nitu Singh	Associate Professor	HNB Govt P.G College Prayagaraj
Dr. Kishor Kumar	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.
Dr. Shweta Pandey	Assistant Professor	Bundelkhand University, Jhansi

Syllabus Developed by:

S.No.	Name	Designation	Department	College/ University
1	Dr. Umesh Kumar	Assistant Professor	Bhaskar Institute of Mass Communication and Journalism	Bundelkhand University Jhansi (UP)
2	Dr. C. P. Painuli	Associate Professor	Bhaskar Institute of Mass Communication and Journalism	Bundelkhand University Jhansi (UP)
3	Dr. Manohar Lal	Assistant Professor	Department of Mass Communication and Journalism	MGKV, Varanasi UP
4	Dr. Rajesh Singh Kushwaha	Assistant Professor	Department of Mass Communication and Journalism	Dr. RML, University Faizabad, UP

Year	Semester	Course Code	Paper Title	Theory/Practical	Credits
I	I	A270101T	Basics of Mass Communication and Journalism	THEORY	4
	I	A270102P	Computer for Mass Media	PRACTICAL	2
	II	A270201T	Reporting and Editing	THEORY	4
	II	A270202P	Media Related Software	PRACTICAL	2
II	III	A270301T	Advertising and Public Relations	THEORY	4
	III	A270302P	Graphics and Design for Advertising	PRACTICAL	2
	IV	A270401T	Media Law and Ethics	THEORY	4
	IV	A270402P	Print Media Production	PRACTICAL	2
III	V	A270501T	Communication Research	THEORY	4
	V	A270502T	New Media Technology	THEORY	4
	V	A270503P	Content Production for New Media	PRACTICAL	2
	V	A270504R	News Paper Production	PROJECT	3
	VI	A270601T	Media Management	THEORY	4
	VI	A270602T	Development Communication	THEORY	4
	VI	A270603P	Audio-Visual Production	PRACTICAL	2
	VI	A270604R	Profile Study	PROJECT	3

Proposed Year wise Structure of UG Program in Journalism

Program Outcomes (POs)

1. The program has been framed in such a manner that students receive real feel of quality education by touching all aspects of Journalism and Mass Communication.
2. Designed to enhance the capacity of students to understand universal and domain-specific values of Journalism and Mass Communication
3. Develop the ability to address the complexities and interface among of self, societal and national priorities
4. Inculcate both generic and subject-specific skills to succeed in the employment market and standards of life
5. Promote research, innovation and design all the disciplines of Journalism and Mass Communication.
6. This programme develops scientific and practical approaches among the students which helps in their day to day life and understand media culture.

Certificate in Fundamentals of Journalism

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B.A. First Year

Program Specific Outcomes (PSOs)

At the end of program following outcomes are expected from students:

Learn about the discipline of Journalism and Mass Communication as a holistic field of study covering multiple facets and requirements of human beings as well as media in day to day living, for example, achievement of appropriate milestones in Content Writings, Reporting, Understanding Media Niche, Enhancing Communication skills.

May have capabilities to start earning by enhancing their skills in the field of Journalism and New Media.

Semester.	Name of Paper	Credits	No of Lectures
I	Basics of Mass Communication and Journalism	4	60
I	Computer for Mass Media (Practical)	2	30
Total			90
II	Reporting and Editing	4	60
II	Media Related Software(Practical)	2	30
Total			90

B.A. Second Year :Diploma in Mass Communication and Journalism

Program Specific Outcomes (PSOs)

At the end of program following outcomes are expected from students:

1. Students will be able to create, Design advertising and also message for Public Relations
2. Able to understand media law and ethics so that they can work accordingly.
3. Students will be able to Design Newspaper and content writing.

Year	Semester	Name of Paper	Credits	No. of Lecture
2	III	Advertising and Public Relations	4	60
	III	Graphics and Design for Advertising(Practical)	2	30
	Total		6	90
	IV	Media Law and Ethics	4	60
	IV	Print Media Production(Practical)	2	30
	Total		6	90

B.A.I Semester I Journalism Paper 1
Basics of Mass Communication and Journalism(Theory)

Programme/Class: Certificate		Year: I	Semester: 1
Subject: Journalism			
Course Code: A270101T		Course Title: Basics of Mass Communication and Journalism	
Course outcomes: The student at the completion of the course will be able to:			
<ul style="list-style-type: none">• Prepare the students to understand physiology based courses• Students will get familiar with different types of Communication and Journalism.• Acquaint students with practical knowledge of Media related Computer softwares• Explain the need and importance of studying Communication across life span• Identify the factors affecting Journalism.			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No. of Lectures-60			
Units	Topic		No of Lectures
Part- A: COMMUNICATION			
I	Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication. Communication Games for Ice Breaking		09
II	Indian concepts of communication, Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model		06
III	Communication Models: Berle's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication		07
IV	Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation and other Relevant Theories of Communication		08
Part -B :JOURNALISM			
V	Journalism : Meaning, Definition and Function of Communication Journalism Education in India Journalism as a Profession, Types of Journalism		07
VI	Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India		10
VII	Duties and responsibilities of a journalist. Values and Ethics of Journalism		04
VIII	Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism		09

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- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.-,
- Wadsworth Julia T, Wood, Communication Mosaics: An Introduction to the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989-,
- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- Uma Narula, Mass Communication Theory & Practice, Hiranand Publication, New Delhi.
- V.S. Gupta & VirBala Aggarwal, Hand Book of Journalism & Mass Communications, Concept Publishers, New Delhi.
- Marshal McLuhan, Understanding Media, Sage Publication.
- Kumar. J. Kevla, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.).
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication-, & Nation -Building -Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi
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Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material
Svayam Portal

This course can be opted as an elective by the students of following subjects: Open for all
The eligibility for this paper is 10+2 with any subject

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions

Attendance

Course pre requisites : The eligibility for this paper is 10+2 with any subject

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization upskilling the people at different levels.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software

B.A. I Semester I Journalism Paper 2
Computer for Mass Media (Practical)

Programme/Class: Certificate	Year : I	Semester: I
Subject: Journalism (Practical)		
Course Code: A270102P	Course Title: Computer for Mass Media	
Course outcomes: <ul style="list-style-type: none">Students will get familiar with computerAcquaint students with practical knowledge of basics of computer		
Credits: 2	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lab Periods-30 (60 hours)		
Unit	Topic	No. of lab.periods
I	Fundamental of Computer <ul style="list-style-type: none">History of ComputerHardware and Software	04
II	MS Word <ul style="list-style-type: none">Interface, mail merge, Basics of MS WordTyping: Hindi/English	10
III	MS Excel and PowerPoint Presentation <ul style="list-style-type: none">Interface, Operating of MS ExcelPreparing PowerPoint Presentation	10
IV	Internet <ul style="list-style-type: none">History of InternetSurfing, Content Searching, Finding Authentic Sources of Content	06
Suggested Readings :		
<ul style="list-style-type: none">S Patnaik, Fundamentals of Information Technology, Dhanpat Rai & son, New DelhiPradeep K sinha and Priti Sinha, Computer Fundamentals, BPB PublicationsAnita Goel, Computer Fundamentals, Pearson India,Basandra, S.K.Computers Today.New Delhi: Galgotia Publications.Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House.Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals .New Delhi: PHIThareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition-, Balagurusamy , E.Fundamentals of Computers. New Delhi: Mcgraw Hill-,Faithe Wampen, Computing Fundamentals : Introduction to Computers, Willey Eastern.Niranjan Shrivastava Fundamentals of Computers and Information System,Pankaj Sharma, Introduction to Web Technology , SK Kataria & sons, New DelhiA Guide to QuarkXPress : Using QuarkXPress. Quark Technology Partnership.Bauer, Peter. Photoshop CC for Dummies. New Jersey: John Wiley-, & Sons IncDewis, Glyn. The Photoshop Workbook: Professional Retouching and Compositing Tips,-, Tricks, and Techniques. Peachpit Press.Faulkner, Andrew and Chavez, Conrad. Adobe Photoshop Classroom in a Book. AdobeRalf, Steinmetz and Nahrstedt, Klara. "Multimedia Systems". Illinois : Springer.Raven, Fiona.. Book Design made simple. Canada : 12 Pines PressG S Baluja, Web Technology , Dhanpat Rai & son, New Delhi		

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods:

- Test with multiple choice questions/short and long answer questions
- Mailing a Number of respondents in Single time using Mail Merge of MS Word
- Prepare PPT on Various current and other Important Issues

Course prerequisites: NA

Suggested equivalent online courses

- IGNOU and other centrally/state operated Universities/MOOC platforms such as "SWAYAM" in India and abroad.

Further Suggestions:

After completion of this course students are capable to work in their day to day computer works.

B.A. I Semester 2 Journalism Paper 1
Reporting and Editing (Theory)

Programme/Class: Certificate		Year: I	Semester: 2
Subject: Journalism			
Course Code: A270201T		Course Title: Reporting and Editing (Theory)	
Course outcomes: <ul style="list-style-type: none">• Learn about Various types of Reporting.• Understanding concepts of Reporting and its Importance• Learn Challenges of Reporting• Understand Editing method s, tools and symbols.			
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No. of Lectures- 60			
Unit	Topic		No. of Lectures
PART A: Reporting			
I	News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news		10
II	Intro: Definition & Types Headline: Definition & Types Beat : Meaning and Importance and types: Crime, Sports, Political, - Parliamentary, Court, Education, Art and Culture, Rural, Women		06
III	Types of reporting: crime, court, civil, soc iety, culture, politics, commerce and business, education, development, Investigative Reporting,		08
IV	Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.		07
PART B: Editing			
V	Editing: concept, process and significance, Editing : Nature and need for editing. Principles of editing, editorial desk and its function, style sheet -editing symbols , Photo editing Editorial Values: objectivity , facts, impartiality and balance		8
VI	Proof reading: Meaning, Definition and Importance , Proof reading symbols New Technique of Proof Readings		8
VII	Translation: Meaning, Definition and uses of translation in Journalism, Importance of Translation in Journalism Translation of Government Orders		7
VIII	Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader		7
Suggested Readings : <ul style="list-style-type: none">• F. W. Hodgson, Modem News paper Editing and Production, Elsevier Science & Technology Books,• KM Srivastav, News re[porting and Editing, Sterling Publishers Pvt. Ltd• Seema Sharma, Journalism Reporting, Anmol Publications Pvt. Limited,• Seema Sharma, Editing: theory and Practices, Anmol Publication s Pvt. Limited,• Ambrish Saxena, fundamental of Reporting and Editing, Kanishka Publishiners Distributors• Kobre Kenneth , Photo Journalism The Professionals Aooroach , Focal Press Oxford , .			

- Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London ,
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 - Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated
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This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions .

Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL .inclass 12m.

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Suggested equivalent online courses:

IGNOU & Other centrally/state operated Universities/ MOOC platforms such as "SWAYAM" in India and Abroad

Further Suggestions:

- Students may develop their managerial skills after completion this course and may join any filed. As Management of Resources is applicable everywhere.

At the End of the whole syllabus any remarks/ suggestions:

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B.A. I Semester 2 Journalism Paper 2
Media Related Software (Practical)

Programme/Class: CERTIFICATE		Year: 1	Semester: 2
Subject: Journalism			
Course Code: A270202P		Course Title: Media Related Software(Practical)	
Course outcomes: <ul style="list-style-type: none">• Ability to handle media related software• Able to edit audio-visual content• Able to Prepare Graphics			
Credits: 2		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40%	
Total No . of lab periods- 30 (60 hours)			
Unit	Topic		No. of lab periods
I	Software related to Print Media : Adobe Page Maker, Coral Draw, InDesign ,		10
II	InDesign, Quark Xpress, Photoshop		5
III	Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software		7
IV	VFX software (visual effect software) / motion graphic software		8
Suggested Readings: t. User Guide of Various software			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">• Preparation of samples of Layout Design.• Evaluation Sound quality edited by students. Course prerequisites: / I study this course, a student must have had the subject ALL in class 12m.			