

Sardar Patel University, Mandi (H.P.)-175001
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Department of
JOURNALISM AND MASS COMMUNICATION



Syllabus and Scheme
of
Bachelor of Arts (Honours with Research)
in
Journalism and Mass Communication
[Four Years Multidisciplinary Programme]
Based on NEP 2020
Effective from 2026-27 onwards

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Programme: B.A (Hons. with Research) Journalism and Mass Communication

[PEOs, PSOs and POs]

Program Educational Objectives (PEOs)

The PEOs will enable students to

PEO1. To provide students in-depth knowledge through an analytical approach for making them industry ready media professionals.

PEO2. Proficient Content Creation: To develop experts capable of gathering, researching, editing, and producing impactful content for various media platforms, including advertising, public relations, and web journalism

PEO3. Ethical and Social Responsibility: To in still an understanding of media laws, ethical practices, and the role of journalism in driving positive societal change and development.

PEO4. Entrepreneurial and Interpersonal Skills: To foster leadership, teamwork, and an entrepreneurial spirit that empowers graduates to work collaboratively, freelance, or start independent media ventures

PEO5. To develop critical and analytical thinking among students on contemporary global issues, understanding about Sustainable Development Goals as well as ethical orientation in the present media ecosystem.

PEO6. To enhance research aptitude and skills among students for creating effective content as well as analyzing social trends to provide sustainable solutions for global communication challenges.

Program Specific Outcomes (PSOs)

The B.A Journalism and Mass Communication programme is designed to

PSO-1 The Department's goal is to develop societally responsible journalists who are well-versed in human psychology and possess a passion for cutting-edge research in order to assess society and human behaviour. The course also aims to help them develop into media professionals who can foster an environment that fosters innovation, creativity, and research, helping them become thought leaders and trailblazers in their field.

PSO-2 The course is the ideal synthesis of theoretical and practical knowledge. Students receive general knowledge assistance via practical projects and the frequent industries connect meetings, which helps them carve out a niche for themselves in the field.

PSO-3 Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, print and video editing and designing newsletter etc.

PSO-4 Narrative and reporting style- students would be able to understand the narrative & reporting style of different media and content management to address the socio-political issues.

PSO-5 Students would be able to handle media and communication related task professionally which will lead them to become a professional media practitioner in their own field of specialization and interest

PSO-6 Develop contemporary skills including digital skills for creating compelling content and develop a strong foundation of accurate storytelling through multiple media formats.

PSO-7 Understand contemporary issues, latest trends in journalism and mass communication and gain technological competency to disseminate news and synthesize information to respond immediately to real world information challenges including industrial, environmental and societal problems

Bachelor of Journalism and Mass Communication
Program Outcomes POs:

PO.1 Fundamental knowledge: learner shall explore and gain fundamental knowledge of the discipline Journalism and Mass communication to meet professional demands.

PO.2 Critical Thinking: Take informed actions after identifying the assumptions that frame thinking and actions, checking out the degree to which these assumptions are accurate and valid, and look at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO.3 Effective Communication: Shall develop useful communication Skills-Speak, read, write and listen clearly in person and through print, electronic & other media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO.4 Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. Increase confidence in speaking publicly, articulate clear questions and ideas in discussion sessions; listen thoughtfully and respectfully to others' ideas and prepare, organize and deliver engaging presentations. Shall acquire the knowledge related to media and its impact.

PO.5 Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes

PO-6 Effective Communication Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO-7 Environment and Sustainability understand the issues of environmental contexts and sustainable development

PO8 -Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

PO9 -Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

Break-Down of Credits-Semester wise

Course Type/ Semester	DSC	DSE	MDC	SEC	AEC	VAC	INP/APT/PRT/COM or Vocation Course	DIS	Total
I	12	-	3	3	2	-	-	-	20
II	12	-	3	3	-	2	4	-	24
Exit option with UG Certificate after securing 44 credits along with entry option to second year or third semester									
III	8 (MJ)+4 (MN)	-	3	3	2	2	-	-	22
IV	8 (MJ)+4 (MN)	4	-	-	2	2	-	-	20
Exit option with UG Diploma after securing 86 credits along with entry option to third year or fifth semester									
V	8 (MJ)+4 (MN)	8	-	-	2	-	-	-	22
VI	8 (MJ)+4 (MN)	8	-	-	-	-	-	-	20
Award of 3Year Bachelor's Degree after completion of 128 credits									
VII	12(MJ)	4	-	-	-	-	-	4	20
VIII	8(MJ)	4	-	-	-	-	-	8	20

Bachelor's Degree(Honours with Research)after completion of 168 credits									
Total Credits	92 (76MJ+16MN)	28	9	9	8	6	4	12	168

Abbreviations: DSC-Discipline Specific Core, DSE- Discipline Specific Elective, MDC-Multidisciplinary Course, SEC-Skill Enhancement Course, AEC-Ability Enhancement Course, VAC-Value Added Course, MJ-Major, MN-Minor, INP/APT/PRT/COM-Internship / Apprenticeship/ Project/ Community Outreach, DIS-Dissertation

Important Notes

1. The prescribed credit weight-age includes Lecture (L), Tutorial (T), and Practical (P) components. Each credit assigned to Lecture/Tutorial is equivalent to one hour per week of engagement with the student in the particular mode, whereas each credit assigned to Practical is equivalent to two hours of practical work.
2. In the first semester, students will be offered three different subjects of the same stream: A, B, and C.
3. At the end of the second semester, each student may choose any one of the two programs: Multidisciplinary/Interdisciplinary or Single Major.
4. The student choosing the Single Major program will be required to register his/her Major and Minor option at the end of the second semester. Such choices made at the end of the second semester shall continue until the VI semester.
5. Another discipline's DSC of the first two semesters of those students who opt for a Major program will be treated as Minor.
6. A DSC offered in one discipline will be treated as a Minor by another. The students can choose Minor Courses from two different subjects but will have to earn a minimum of 12 credits in each.

7. MDCs must be selected from a broad discipline/pool of MDCs other than Major and Minor subjects and must not have studied that course at the 12th level.
8. AEC/VAC/SEC-3 should be chosen from a pool of courses. Every discipline shall provide these courses, some of which will be offered discipline-specific while the rest can be open to students of all other disciplines. However, the two SECs (SEC-1 & SEC-2) must be chosen from the discipline specific (Core and Minor).
9. The maximum two language courses can be opted as Core and Minor. AECs should be of a language other than studied in DSCs/Minors.
10. I/A/P/C will be determined at the end of the first semester to enable students to carry out some I/A/P/C activities during winter vacation.
11. To pursue a 4-year Honours degree in Journalism and Mass Communication, a student shall at least 11 courses (6 DSC+5 DSE) in Journalism and Mass Communication in the first three years.
12. A student who secures 75% or more marks in aggregate till semester 6 (up a to 3-year degree) shall be eligible for a 4-year degree Honours with research, provided HPU has approved the college to offer it.
13. One course per semester (DSC/Minor/MDC/SEC/etc.) from a subject offered in two (or more) different programs (e.g. BCA and BSc/BPA and BA/ BFA and BA/ Shastri and BA/etc.) must be the same.
14. The students of the BA program can opt for only one DSC each from the Bachelor of Performing Arts (Dance//Music, Vocal & Instrument/Tabla/etc.) and Bachelor of Fine Arts (Painting/Applied Arts/Sculpture/etc.).
15. To pursue an Honours degree in 4th year, students will have to choose only one discipline in both of the semesters, in which he/she has studied Five DSEs in the first three years.
16. Major and Minor shall be awarded on fulfillment of the following conditions: Major 64/84 credits (3/4 yrs) and Minor 28 credits (4 years) in one subject/discipline.
17. Evaluation Scheme:
 - i. The Class Test in all types of courses must be scheduled once 50 % of the syllabus is covered.

- ii. To pass a course, a candidate will have to secure at least 35% marks separately, in internal assessment, end-semester theory and practical examinations, along with 40% marks in aggregate (internal assessment, end-semester theory and practical examinations combined) to pass a course.
 - iii. University guidelines for internship, apprenticeship/minor project/community outreach, dissertation, research project etc. as issued from time-to-time shall be applicable.
18. In addition to the above, the students shall be governed by the general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, attendance, etc. as decided by the Sardar Patel University, Mandi from time to time.

* All norms are subject to general rules and regulations for admission, selection of courses, scheme of examinations, programme requirements, etc. as amended by the Sardar Patel University, Mandi from time to time. Also, as this scheme is being introduced for the first time, it is subject to modifications. Any changes applied in subsequent years after admission to the 1st year will be retrospectively applicable.

Semester wise Scheme

Semester-I

S. No	Course Code	Course Title	Category	L	T	P	C	CH	Theory Assessments		Practical Assessments		Total
									CCE	ESE	IA	ESE	
1	BJMC-DSC-101	Mass Communication Fundamentals	DSC	3	1	0	4	4	30	70	-	-	100
2	BXXX-		DSC	3	1	0	4	4	30	70	-	-	100
3	BXXX-		MC	3	1	0	4	4	30	70	-	-	100
4	BJMC-MDC-101	Media Literacy	MDC	2	1	0	3	3	25	50	-	-	75
5.	BJMC*SEC-101	Photojournalism	SEC	2	1	0	3	3	25	50	-	-	75
6.	BXXX-AEC-101		AEC	2	0	0	2	2	15	35	-	-	50

Total	20	20	
Cumulative Credits	20		

L: Lecture ,**T:** Tutorial, **P:** Practical , **CCE:** Continuous Comprehensive Evaluation

ESE: End-semester Examination, **Prac:** End-semester Practical Examination, **Tot:** Total Mark's

Semester wise Scheme

Semester-II

S. No	Course Code	Course Title	Category	L	T	P	C	CH	Theory Assessments		Practical Assessments		Total
									CCE	ESE	IA	ESE	
1	BJMC-DSC-201	Fundamentals of Journalism	DSC	3	1	0	4	4	30	70	-	-	100
2	BXXX-		DSC	3	1	0	4	4	30	70	-	-	100

3	BXXX-		MC	3	1	0	4	4	30	70	-	-	100
4	BJMC-MDC-201	Digital Literacy	MDC	2	1	0	3	3	25	50	-	-	75
5.	BJMC-SEC-201	Anchoring and Voiceover	SEC	2	1	0	3	3	25	50	-	-	75
6.	BJMC-IAP-101	Industry Internship	I/A/P/C	4	0	0	4	4			50	50	100
7.	BXXXX-VAC-201		VAC	2			2	2	15	35	-	-	50
Total							24	24					
Cumulative Credits							44						

Note:

☐ Exit option with UG Certificate after securing 44 credits (*with 4 credits of I/A/P/C/ or work-based vocational course offered during winter/summer term), along with entry option to second year or third semester.

Course Type/ Semester	DSC	DSE	MDC	SEC	AFC	VAC	DIS/ INP/APT/PRT	Total
I	Mass Communication Fundamentals		Media Literacy	Photo Journalism	AEC-1			20
	Subject –B							
	Subject- C							
II	Fundamentals of Journalism		Digital Literacy	Anchoring and Voiceover		VAC 1 EVS from pool	Industry Internship	24
	Subject –B							
	Subject- C							
Exit option with UG Certificate after securing 44 credits along with entry option to second year or third semester								

Abbreviations:

DSC-Discipline Specific Core, **DSE**- Discipline Specific Elective, **MDC**-Multidisciplinary Course, **SEC**-Skill Enhancement Course, **AEC**-Ability Enhancement Course, **VAC**-Value Added Course **INP/APT/PRT/COM**-Internship / Apprenticeship/ Project/ Community Outreach, **DIS**-Dissertation

Semester-I (DSC)
Mass Communication Fundamentals
(BJMC-DSC-101)

Course Objectives

The course aims to:

1. Introduce students to the fundamental concepts and evolution of mass communication.
2. Familiarize students with various forms, models, and functions of communication.
3. Develop understanding of mass media systems and their role in society.
4. Provide basic knowledge about traditional and modern communication platforms.

Course Outcomes

After completion of this course, students will be able to:

1. Understand the meaning, nature, process, and scope of communication.
2. Explain communication models and theories in mass communication.
3. Identify different forms and functions of mass media.
4. Analyze the impact of traditional and digital media in contemporary society.

Evaluation Scheme

Credit distribution	Lecture	Tutorial		Practical		Total
	3	1		0		4
Continuous Comprehensive Evaluation	Components	Internal Assessment		ESE		Total
		30		70		
		Attendance	Class Test/ Assignment/ Presentations	Practical	Theory	

	Maximum Marks	5	25	0	70	100
	Pass Marks	35%		35%		40%

Internal Assessment/ End-semester Examination

Attendance (05 marks) + Class Test (15 marks) + Assignment and Presentations (10 marks) = 30 marks

End-semester Examination (Theory)

Instructions for Paper Setters:

Maximum time: 3 hours

Maximum marks: 70

- i. The question paper will have 5 Units (A, B, C, D, and E) and the examiner shall set 9 questions in total from all four units (I, II, III, and IV) of the syllabus. Each question shall carry 14 marks.
- ii. Units A, B, C and D will have 2 questions each from units I, II, III and IV of the syllabus respectively. Each section will have 2 questions from the respective unit of the syllabus. A student will have to answer any 1.
- iii. Section E will have 10 short answer questions from all the units. A student will have to answer any 7 questions for 2 marks each.

Course Components (60 Hours - 45L + 15T)

Unit	Topic	L	T	P
I	Communication Basic: • Concept, Meaning and Definition of Communication • Process and Elements of Communication • Types of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication and Mass Communication • Verbal and Non-verbal communication.	12	3	0

II	Communication and Society • Functions of Communication. • Barriers to communication. • 7Cs of Communication • Importance of Communication in Society.	12	3	0
III	Communication Models • Concept and Importance of Communication Models. • Aristotle Model of Communication. • Harold D. Lasswell Model. • Claude Shannon and Warren Weaver Model.	12	3	0
IV	Communication Theories • Bullet theory. • Personal influence theory. • Multi-step Flow theory. • Normative theories.	9	6	0

Essential Readings:

- Baran, S. J., & Davis, D. K. (2021). Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
- Kumar, K. J. (2020). Mass communication in India (6th ed.). Jaico Publishing House.
- Rosengren, K. E. (2017). Communication: An introduction (2nd ed.). SAGE Publications.
- Aggarwal, V. B., & Gupta, V. S. (2017). Handbook of journalism and mass communication (2nd ed.). Concept Publishing.
- Fiske, J. (2016). Introduction to communication studies (4th ed.). Routledge.
- हींगड, आशा, जैन, मधु, पारीक, सुशीला(2009), संचारकेसिद्धांत, राजस्थानहिंदीग्रंथअकादमी, जयपुर

Semester-I (MDC)
Media Literacy
(BJMC-MDC-101)

Course Objectives

The course aims to:

- 1 Define media literacy concepts and develop understanding of media messages and communication processes.
- 2 Explain media language, audience effects, representation techniques, and media influence in society.
- 3 Develop critical thinking skills to analyse, interpret, and evaluate media content effectively.
- 4 Enable students to identify misinformation, media bias, and practice responsible media consumption.

Course Outcomes

Upon successful completion of the course, students will be able to:

1. Understand the meaning, scope, and importance of media literacy in contemporary society.
2. Analyse media messages, media representations, and audience influence using critical frameworks.
3. Evaluate media content, misinformation, propaganda, and bias through informed perspectives.
4. Demonstrate responsible and ethical media consumption habits in digital environments.

Evaluation Scheme

Credit distribution	Lecture	Tutorial	Practical	Total
	2	1	0	3
Continuous Comprehensive	Components	Internal Assessment	ESE	Total
		25	50	

Evaluation		Attendance	Class Test/ Assignment/ Presentations	Practical	Theory	
	Maximum Marks	5	20	0	50	75
	Pass Marks	35%		35%		40%

Internal Assessment/End-semester Examination

Attendance (05 Marks) + Class Test (10 marks) + Assignments/Presentations (10 marks) = 25 Marks

End-semester Examination (Theory)

Instructions for Paper Setters:

Maximum time: 2 hours

Maximum marks: 50

- The question paper will have four Units (A, B, C, and D) and the examiner shall set seven questions in total from all three units (I, II, and III) of the syllabus.
- Units A, B, and C will have two questions each from units I, II and III of the syllabus respectively. A student will have to answer any one of the two questions in each of the three units for 12 marks each.
- Section D will have 10 short-answer questions from all three units of the syllabus. A student will have to answer seven questions for 2 marks each.

Course Components (45 Hours - 30L + 15T)

Unit	Topic	L	T	P
I	Foundations of Media Literacy - Concept, Meaning and Definitions of Media Literacy. - Evolution and Development of Media	10	5	0

	Literacy. • Types of Media: Print, Electronic, Digital and Social Media. • Role of Media in Society and Democracy			
II	Journalism Literacy • Concept of Journalism. • History of Journalism. • Types of Journalism: Print, Electronic and Web Journalism. • Role of Journalism in Indian Society.	10	5	0
III	Communication Literacy • Meaning and Definition of Communication • Process and Elements of Communication • Types of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication and Mass Communication	10	5	0

Essential readings:

- Potter, W. James, Media Literacy, SAGE Publications
- Silverblatt, Art – Media Literacy: Keys to Interpreting Media Messages, Praeger Publishers
- Kumar, K. J. (2020). Mass communication in India (6th ed.). Jaico Publishing House.
- Mc Quail, D. (2010). Mc Quail's mass communication theory (6th ed.). SAGE Publications.
- गुप्ता, ओम. मीडियाविवेक. हिंदीग्रंथअकादमी।
- कुमार, प्रभात. मीडियासाक्षरता. वाणीप्रकाशन।
- पांडेय, संतोषकुमार. डिजिटलमीडियाऔरसूचनासाक्षरता. राजकमलप्रकाशन।
- कुमार, डॉ. प्रदीप. मीडियालिटरसी. हरियाणाग्रंथअकादमी, पंचकूला

Semester-I (SEC)
Photo Journalism
(BJMC-SEC-101)

Course Objectives (COs)

The course aims to equip students with fundamental knowledge and practical understanding of photojournalism, visual communication, and ethical photographic practices in journalism.

1. **(Remember/Understand):** Develop a foundational understanding of photojournalism, including its ethics, techniques, professional practices, and essential photographic equipment.
2. **(Understand/Analyse):** Examine principles of visual storytelling, composition techniques, and the role of news photography in media communication.
3. **(Apply):** Apply camera operations, exposure settings, lighting techniques, and basic editing skills for producing effective journalistic photographs.
4. **(Create/Evaluate):** Create photo stories and critically evaluate the visual impact, authenticity, and publication value of journalistic images.

Course Outcomes (Upon Successful Completion, Students Will Be Able To)

1. Understand the meaning, scope, evolution, and professional dimensions of photojournalism.
2. Demonstrate knowledge of camera equipment, exposure techniques, and photographic composition.
3. Apply visual storytelling techniques to produce meaningful journalistic photographs and photo features.
4. Evaluate ethical concerns, editing standards, and emerging technological trends in photojournalism

Evaluation Scheme

Credit distribution	Lecture	Tutorial	Practical	Total
	2	1	0	3
Continuous	Components	Internal Assessment	ESE	Total

Comprehensive Evaluation		25		50		
		Attendance	Class test/ Assignments/ Presentations	Practical	Theory	
	Maximum Marks	5	20	0	50	75
	Pass Marks	35%		35%		40%

Internal Assessment/ End-semester Examination

Attendance (05 Marks) + Class Test (10 marks) + Assignments/Presentations (10 marks) = 25 Marks

End-semester Examination (Theory)

Instructions for Paper Setters:

Maximum time: 2 hours

Maximum marks: 50

- The question paper will have four Units (A, B, C, and D) and the examiner shall set seven questions in total from all three units (I, II, and III) of the syllabus.
- Units A, B, and C will have two questions each from units I, II and III of the syllabus, respectively. A student will have to answer any one of the two questions in each of the three units for 12 marks each.
- Section D will have ten short answer questions from all three units of the syllabus. A student will have to answer seven questions for 2 marks each.

Course Components (30 L + 15 T)

Unit	Topic	L	T	P
I	Fundamentals of Photo Journalism • Concept of Photo Journalism • Development of Photo Journalism • Responsibilities of a Photo Journalist. • Structure of the news Photography Section.	10	5	0
II	Camera Skills • Introduction and elements of Camera. • Types of a Camera. • Filter and their uses in photography. • Principles of Composition.	10	5	0
III	Creative Options • Light: direct and indirect light; cool and warm; Three-point lighting; • Concepts of Aperture and f-stop; • Lenses – Types of lenses and their functions; • Depth of field;	10	5	0

Essential Readings:

- Kobre, K. (2020). Photojournalism: The professionals' approach (8th ed.). Focal Press.
- Long, G. (2019). Photojournalism basics (2nd ed.). Routledge.
- NPPA. (2023). Code of ethics. National Press Photographers Association.
- Newton, J. H. (2018). The burden of visual truth. Routledge.
- सप्रू, सुभाष (2012), फोटोपत्रकारिता, हरियाणाग्रंथअकादमी, पंचकूला

Semester-II (DSC)
Fundamentals of Journalism
(BJMC-DSC-201)

Course Objectives

The course aims to:

1. Introduce students to the basic concepts, nature, and scope of journalism.
2. Familiarize learners with news, news values, and journalistic ethics.
3. Develop understanding of news gathering techniques and reporting skills.
4. Provide fundamental knowledge of news writing and journalistic practices.

Course Outcomes

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

1. Understand the meaning, history, and role of journalism in society.
2. Identify the characteristics, values, and different forms of news.
3. Apply basic techniques of news gathering and interviewing.
4. Demonstrate elementary skills in writing news stories using journalistic formats.

Evaluation Scheme

Credit distribution	Lecture	Tutorial		Practical		Total
	3	1		0		4
Continuous Comprehensive Evaluation	Components	Internal Assessment		ESE		Total
		30		70		
		Attendance	Class Test/ Assignment/ Presentations	Practical	Theory	
	Maximum Marks	5	25	0	70	100

	Pass Marks	35%	35%	40%
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Internal Assessment/ End-semester Examination

Attendance (05 marks) + Class Test (15 marks) + Assignment and Presentations (10 marks) = 30 marks

End-semester Examination (Theory)

Instructions for Paper Setters:

Maximum time: 3 hours

Maximum marks: 70

1. The question paper will have 5 Units (A, B, C, D, and E) and the examiner shall set 9 questions in total from all four units (I, II, III, and IV) of the syllabus. Each question shall carry 14 marks.

2. Units A, B, C and D will have 2 questions each from units I, II, III and IV of the syllabus respectively. Each section will have 2 questions from the respective unit of the syllabus. A student will have to answer any 1.

3. Section E will have 10 short answer questions from all the units. A student will have to answer any 7 questions for 2 marks each.

Course Components (60 Hours - 45L + 15T)

Unit	TOPIC	L	T	P
I	Introduction to Journalism • Meaning and Definitions of Journalism. • Development of Journalism in India. • Types of Journalism: Print, Electronic, Online and Citizen Journalism. • Role of Journalism in Democracy and Society.	12	3	0
II	Concept of News • Meaning and Definition of News. • News Values. • Types of News.	12	3	0

	Sources of news.			
III	News Reporting - Sources of News: Primary and Secondary Sources - Interviewing Techniques and Skills. - News Beats: Political, Crime, Sports, Education, Healthand etc. - Responsibilities of News Reporter.	12	3	0
IV	News and Headlines Writing - Principles of News Writing. - Structure of News Writing. - News Structure: Intro, Body and Conclusion. - Concept and Types of Headlines.	9	6	0

Essential Readings:

- Harcup, T. (2021). Journalism: Principles and practice (4th ed.). SAGE Publications.
- Mencher, M. (2019). News reporting and writing (12th ed.). McGraw-Hill Education.
- Kovach, B., & Rosenstiel, T. (2021). The elements of journalism (Revised ed.). Crown Publishing.
- Scanlan, C. (Ed.). (2020). Reporting and writing basics (3rd ed.). Oxford University Press.
- Randall, D. (2016). The universal journalist (5th ed.). Pluto Press.

Semester-II (MDC)

Digital Literacy (BJMC-MDC-201)

Course Objectives

1. Introduce students to the concepts, scope, and importance of digital literacy in the contemporary media environment.
2. Develop basic understanding of digital tools, online communication platforms, and information management.
3. Enable students to critically evaluate digital information, online content and digital media practices.
4. Promote responsible, ethical, and secure use of digital technologies and online platforms.

Course Outcomes

Upon successful completion of the course, students will be able to:

1. Understand the meaning, significance, and applications of digital literacy in everyday and professional life.
2. Use digital tools, online platforms, and communication technologies effectively.
3. Evaluate digital information critically and identify misinformation and unreliable online content.
4. Practice safe, ethical, and responsible digital citizenship.

Evaluation Scheme

Credit distribution	Lecture	Tutorial	Practical	Total
	2	1	0	3
Continuous Comprehensive	Components	Internal Assessment	ESE	Total
		25	50	

Evaluation		Attendance	Class Test/ Assignment/ Presentations	Practical	Theory	
	Maximum Marks	5	20	0	50	75
	Pass Marks	35%		35%		40%

Internal Assessment/ End-semester Examination

Attendance (05 Marks) + Class Test (10 marks) + Assignments/Presentations (10 marks) = 25 Marks

End-semester Examination (Theory)

Instructions for Paper Setters:

Maximum time: 2 hours

Maximum marks: 50

- The question paper will have four Units (A, B, C, and D) and the examiner shall set seven questions in total from all three units (I, II, and III) of the syllabus.
- Units A, B, and C will have two questions each from units I, II and III of the syllabus respectively. A student will have to answer any one of the two questions in each of the three units for 12 marks each.
- Section D will have 10 short-answer questions from all three units of the syllabus. A student will have to answer seven questions for 2 marks each.

Course Components (45 Hours - 30L + 15T)

Unit	TOPIC	L	T	P
I	Foundations of Digital - Meaning and Importance of Digital Literacy - Development of Digital Literacy - Digital Literacy, Information Literacy, and	10	5	0

	Media Literacy: Conceptual Understanding. • Role of Digital Technologies in Education, Communication, and Society.			
II	Digital Communication • Search Engines and Effective Information Search Techniques. • Email Communication, Cloud Storage, and Online Collaboration Tools. • Social Media Platforms and Digital Communication. • Fake News, Misinformation, and Disinformation.	10	5	0
III	Digital Ethics • Digital Citizenship and Responsible Online Behaviour • Cyber Safety, Privacy and Data Protection • Ethical Use of Digital Media and Intellectual Property Rights • Challenges and Opportunities in the Digital Age	10	5	0

Essential Readings:

- Hobbs, R. (2020). Create to learn: Introduction to digital literacy (2nd ed.). Wiley-Blackwell.
- Buckingham, D. (2019). Defining digital literacy. Nordic Journal of Digital Literacy.
- Livingstone, S. (2021). Children and the internet (2nd). Polity Press.
- Wardle, C., & Derakhshan, H. (2020). Information disorder. Council of Europe.
- Potter, W. J. (2021). Media literacy (10th ed.). SAGE Publications

Semester-II (SEC)
Anchoring and Voice-over
(BJMC-SEC-201)

Course Objectives:

1. (Remember/Understand): Define anchoring principles, voice techniques, and broadcast presentation standards.
2. (Understand/Analyse): Explain script reading, vocal modulation, and audience engagement strategies.
3. (Apply): Apply voice-over recording and live anchoring techniques using studio equipment.
4. (Create/Evaluate): Produce professional anchor segments and evaluate presentation quality.

Course Outcomes (Upon successful completion, students will be able to):

1. Identify anchoring styles and voice techniques comprehensively.
2. Analyse presentation standards and audience engagement systematically.
3. Apply voice modulation and scripting skills in broadcasting effectively. CO4: Produce quality anchoring performances independently.

Evaluation Scheme

Credit distribution	Lecture	Tutorial		Practical		Total
	2	1		0		3
Continuous Comprehensive Evaluation	Components	Internal Assessment		ESE		Total
		25		50		
		Attendance	Class test/ Assignments/ Presentations	Practical	Theory	

	Maximum Marks	5	20	0	50	75
	Pass Marks	35%		35%		40%

Internal Assessment / End-semester Examination

Attendance (05 Marks) + Class Test (10 marks) + Assignments/Presentations (10 marks) = 25 Marks

End-semester Examination (Theory)

Instructions for Paper Setters:

Maximum time: 2 hours

Maximum marks: 50

- i. The question paper will have four Units (A, B, C, and D) and the examiner shall set seven questions in total from all three units (I, II, and III) of the syllabus.
- ii. Units A, B, and C will have two questions each from units I, II and III of the syllabus, respectively. A student will have to answer any one of the two questions in each of the three units for 12 marks each.
- iii. Section D will have ten short answer questions from all three units of the syllabus. A student will have to answer seven questions for 2 marks each.

Course Components (30 L + 15 T)

Unit	TOPIC	L	T	P
I	INTRODUCTION TO ANCHORING AND VOICE-OVER: • Role of anchor and voice-over artist in media; • Ethics and professionalism in anchoring and voice-over; • Types of anchoring: news, programme, event, live shows; • Types of voice-over: narration, commercials,	10	05	00

	documentaries.			
II	VOICE CULTURE AND PRESENTATION TECHNIQUES: - Basics of voice production and breathing; Handling microphone and basic studio etiquette. - Voice modulation: pitch, tone, pace, and pause; Diction, pronunciation, and articulation; - Body language, facial expression, and screen presence.	10	05	00
III	SCRIPT READING, PERFORMANCE, AND PRACTICE: - Reading and interpreting scripts for anchoring; - Voice-over performance for different formats; - Expressive reading and emotional control; Common mistakes and voice care; Basic rehearsal and practice techniques.	10	05	00

Essential Readings:

- Barrett, M. (2011). The Art of Voice Acting. Focal Press.
- Keith, M. (2021). The radio station (11th ed.). Routledge.
- BBC Academy. (2022). Anchoring masterclass. BBC Publications.
- NPPA. (2023). Broadcast presentation handbook. NPPA Resources.
- Hausman, C. (2019). On-air/off-air guide to broadcast communication (2nd ed.). McGraw-Hill.

Semester-II (Internship)
Industry Internship
(BJMC-IAP-201)

Course Objectives:

1. (Remember/Understand): Students will recall professional ethics and identify the organizational structure and workflow of their host external entity.
2. (Understand/Analyse): Students will analyze the relationship between academic theories and practical industry applications observed during the placement.
3. (Apply): Students will apply journalistic or media-related techniques (such as news gathering, digital storytelling, or production) in a real-world professional environment.
4. (Evaluate/Create): Students will evaluate their own professional growth and create a comprehensive internship report and portfolio.

Course Outcomes (Upon successful completion, students will be able to):

1. Describe the functioning, hierarchy, and professional standards of a media or relevant industry organization.
2. Connect theoretical classroom concepts with practical tasks performed in the field.
3. Execute professional tasks independently under the guidance of an external mentor.
4. Document and present a detailed summary of work experience and skills acquired.

Evaluation Scheme

Credit distribution		Lecture	Tutorial	Practical (Field Work)	Total
		0	0	4	4
Evaluation	Components	Internship Report		Presentation	Total

			& Viva-voce	
		50	50	100
	Pass Marks	35%	35%	40%

Course Components

Course Components (120 Hours - Field Work)

Securing a Placement:

1. Students doing a Major in Journalism and Mass Communication may do their internship/apprenticeship in roles related to journalism and mass communication.
2. Students may apply for internships on their own or through the Internship/Apprenticeship Coordinator of their parent institution.
3. Utilizing Breaks: Students are specifically expected to utilize their winter vacations to carry out these internship activities.
4. Formal Approval: Upon receiving an internship offer, the student must inform both the Internship Coordinator and their assigned Faculty Supervisor to obtain due permission from their parent institution before joining the host organization.

Execution and Workplace Expectations:

5. Workload Requirements: Students must complete a minimum of 120 hours of work to earn the required 4 credits for the course.
6. Maintaining a Logbook: A primary duty during the internship period is to maintain a logbook of daily activities and performance. This logbook is used by the parent institution to track the student's progress.
7. Professional Engagement: Students are expected to actively engage in the learning process to gain industry-standard techniques, develop workplace skills (such as leadership and problem solving) and build a professional network.

8. Digital Alternatives: If a student is unable to secure a physical internship, they are expected to participate in a digital internship provided by the host institute.

Post-Internship and Documentation Duties:

9. Report Preparation: Upon completion, the student must prepare an internship/apprenticeship report based on the format provided in the guidelines.
10. Submission Requirements: The student must submit three typed or hand-written, spiral-bound copies of the report. Each copy must bear the original signatures of the student and the internship supervisor.
11. Mandatory Certificates: The report must include a certificate from the external mentor (on the host organization's letterhead) declaring that the internship was successfully completed under their guidance.
12. Report Content: The student is responsible for ensuring the report contains an industry profile, a work profile, a summary of learning, and a description of challenges faced.
13. Presentation and Viva-voce: Students are required to undergo a final evaluation consisting of a presentation and a viva-voce to assess their performance and learning at the workplace.

Internal Supervision & Mentorship:

14. Internship Coordinator: Facilitates placement and MOUs with external firms.
15. Internship Supervisor: A faculty member nominated in the 1st semester to monitor.
16. External Mentor: An industry professional who monitors physical or digital performance and issues a completion certificate.

Essential Readings / Resources:

17. University Internship Guidelines: Latest circulars issued by Himachal Pradesh University.
18. Industry Handbooks: Specific to the chosen field (e.g., Google News Initiative Digital Journalism Handbook).
19. Professional Codes: Specific to the chosen field (e.g., Press Council of India Norms of Journalistic Conduct for Journalism; or Advertising Code of Ethics by Advertising Standards Council of India)