

Bachelor of Arts Mass Communication & Journalism**Semester – 1**

Paper No	Subject Name	Contents of Syllabi
Paper-I	ENGLISH -I	<ul style="list-style-type: none">-Truth and non-violence-The soul of all religions is one-Daridranarayan-What India stands for-Democracy-To students-For the good of the individual-Assignments-Essay writing-Comprehension
Paper-II	INTRODUCTION OF MASS COMMUNICATION-I	<ul style="list-style-type: none">-Principles of Journalism-Principles of Editing-Types of Editing-English Press in India-Press Freedom-Press Legislation
Paper-III	NEWS AGENCY JOURNALISM –I	<ul style="list-style-type: none">-A view of the news-News gathering tactics-Source of news-The presenter and the Newscaster-News on the Air-News skills for the reporter
Paper-IV	COMMUNICATION SKILLS –I	<ul style="list-style-type: none">-What is communication-Communication skills-Business communication-Other types of communication-What is science communication-Strategic Communication-Technical Communication

Bachelor of Arts Mass Communication & Journalism**Semester – 2**

Paper No	Subject Name	Contents of Syllabi
Paper-I	ENGLISH-II	<ul style="list-style-type: none">-Precis writing-Letter writing-Prepositions-Fixed preposition with verbs-Idioms-Substitution of words-One word substitution-Common errors-History of English-Language-Foreign Language Education
Paper-II	INTRODUCTION OF MASS COMMUNICATION–II	<ul style="list-style-type: none">-Press Council of India-Contempt of Courts-Press Commission
Paper-III	NEWS AGENCY JOURNALISM–II	<ul style="list-style-type: none">-The new newspapers-Broadcast writing style-The electronic Newsroom-Writing for Television News-Reporting Techniques
Paper-IV	COMMUNICATION SKILLS–II	<ul style="list-style-type: none">-Some realms of communication and their theories-Development communication-Information-Branches and fields of communication-Theories, schools and approaches related to communication

Bachelor of Arts Mass Communication & Journalism**Semester – 3**

Paper No	Subject Name	Contents of Syllabi
Paper-I	PRESS RELATED LAWS -I	-Indian Press: Its Origin -Press and constitution of India -Press council -Press Commission
Paper-II	ELECTRONIC MEDIA –I	-Radio and Television -Radio and communication media -Electronic Newsroom -The sound track -Recording
Paper-III	INFORMATION RESOURCE MANAGEMENT–I	-Information Resource Management -Information Resources for Professional Knowledge -Management and Information -Impact of Information Systems on Management
Paper-IV	SATELLITE COMMUNICATION–I	-Satellite -Communication Satellite -Geostationary Orbit -Low Earth Orbit -Molniya Orbit -Satellite Television -Fixed Service Satellite -Direct Broadcast Satellite -Satellite Radio -Satellite Internet Access -Commercialization of Space -Weather Satellite -Global Navigation Satellite System -GNSS Application -Automotive Navigation System

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Paper-V	NEWS PRODUCTION –I	-News Reporting -Source of News -Role of Reporter
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Bachelor of Arts Mass Communication & Journalism**Semester – 4**

Paper No	Subject Name	Contents of Syllabi
Paper-I	PRESS RELATED LAWS –II	-Press Legislation -The press (Objectionable matter) Act -Law of contempt of Courts
Paper-II	ELECTRONIC MEDIA –II	-Reporting -Satellite News -Television News -The broadcast Reporter
Paper-III	INFORMATION RESOURCE MANAGEMENT –II	-Information System Cycle -Information System Design and Management -Management of Information System Resources -Structure of Organizational Information Systems
Paper-IV	SATELLITE COMMUNICATION –II	-Communication satellite first -Communication satellite companies -Comsat -Fleet satellite -communication system -Milstar -SPY Satellite -Satellite Dish -Satellite Modem -Satellite Space Segment -Spacebus -Intelsat -Symphonie -Very small aperture terminal -Telstar -Submarine communications cable

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Paper-V	NEWS PRODUCTION -II	<ul style="list-style-type: none">-Editing-Types of Editing-Principles of editing-Journalistic writings-Types of Journalistic Writings
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Bachelor of Arts Mass Communication & Journalism**Semester – 5**

Paper No	Subject Name	Contents of Syllabi
Paper-I	BROADCAST JOURNALISM –I	<ul style="list-style-type: none">-Television Journalism-Radio Journalism-Recording-Writing for Radio and TV Journalism-Sources and scripting
Paper-II	MEDIA MANAGEMENT –I	<ul style="list-style-type: none">-Mass Media Development-The world of Mass Media-Recent trends on Mass Communication-Mass Media as social systems
Paper-III	DEVELOPMENT COMMUNICATION –I	<ul style="list-style-type: none">-What is Development Communication?-Information and communication Technologies for Development-New World Information and Communication Order-Freedom of Speech-Global Digital Divide-Freedom of Information-E-Readiness-Information and Communication -Technologies in Education
Paper-IV	PUBLIC RELATIONS -I	<ul style="list-style-type: none">-Public Relations: An Introduction-Principles of Public Relations-Ethics of Public Relations-Origin of Public Relations-Growth of Public Relations

Bachelor of Arts Mass Communication & Journalism**Semester – 6**

Paper No	Subject Name	Contents of Syllabi
Paper-I	BROADCAST JOURNALISM –II	<ul style="list-style-type: none">-Component and editing-Scripts component-The sound track-Print and broadcast media-Broadcast journalist-Reporting
Paper-II	MEDIA MANAGEMENT –II	<ul style="list-style-type: none">-Development –Support Communication-The Print Media-Media and Human Rights-Role of Radio, Television and Film
Paper-III	DEVELOPMENT COMMUNICATION –II	<ul style="list-style-type: none">-mHealth-mLearning-Telehealth-Telemedicine-Rural Internet-Dial-up Internet Access-Broadband Internet Access-Asymmetric Digital Subscriber Line-Satellite internet Access-Mobile Broadband-Power Line Communication-Wireless Internet Service Provider
Paper-IV	PUBLIC RELATIONS -II	<ul style="list-style-type: none">-Trends in Public Relations-Recent Trends in Public Relations-Integrational Approaches of Public Relations-Specialised Communication
Paper-V	Dissertation	

Bachelor of Arts Mass Communication & Journalism**Semester - 1**

Paper	Paper Name	Project Work	External Max Marks	Total
Paper - I	ENGLISH -I	30	70	100
Paper - II	INTRODUCTION OF MASS COMMUNICATION-I	30	70	100
Paper - III	NEWS AGENCY JOURNALISM –I	30	70	100
Paper - IV	COMMUNICATION SKILLS –I	30	70	100

Semester - 2

Paper	Paper Name	Project Work	External Max Marks	Total
Paper - I	ENGLISH-II	30	70	100
Paper - II	INTRODUCTION OF MASS COMMUNICATION–II	30	70	100
Paper - III	NEWS AGENCY JOURNALISM–II	30	70	100
Paper - IV	COMMUNICATION SKILLS–II	30	70	100

Semester - 3

Paper	Paper Name	Project Work	External Max Marks	Total
Paper - I	PRESS RELATED LAWS -I	30	70	100
Paper - II	ELECTRONIC MEDIA –I	30	70	100
Paper - III	INFORMATION RESOURCE MANAGEMENT–I	30	70	100
Paper - IV	SATELLITE COMMUNICATION–I	30	70	100
Paper – V	NEWS PRODUCTION –I	30	70	100

Semester - 4

Paper	Paper Name	Project Work	External Max Marks	Total
Paper - I	PRESS RELATED LAWS –II	30	70	100
Paper - II	ELECTRONIC MEDIA –II	30	70	100
Paper - III	INFORMATION RESOURCE MANAGEMENT –II	30	70	100
Paper - IV	SATELLITE COMMUNICATION –II	30	70	100
Paper – V	NEWS PRODUCTION -II	30	70	100

Semester - 5

Paper	Paper Name	Project Work	External Max Marks	Total
Paper - I	BROADCAST JOURNALISM –I	30	70	100
Paper - II	MEDIA MANAGEMENT –I	30	70	100
Paper - III	DEVELOPMENT COMMUNICATION –I	30	70	100

Paper - IV	PUBLIC RELATIONS -I	30	70	100
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Semester - 6

Paper	Paper Name	Project Work	External Max Marks	Total
Paper - I	BROADCAST JOURNALISM -II	30	70	100
Paper - II	MEDIA MANAGEMENT -II	30	70	100
Paper - III	DEVELOPMENT COMMUNICATION -II	30	70	100
Paper - IV	PUBLIC RELATIONS -II	30	70	100