

KASHI NARESH UNIVERSITY, BHADOHI

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

(National Education Policy-2020)

Syllabus

of

Bachelor of Journalism and Mass Communication

(Effective from Academic Session 2026-2027)

For

BJMC

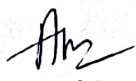
Approved by

Board of Studies

**(Department of
Journalism and Mass
Communication)**

Faculty of Arts

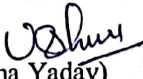
**Kashi Naresh University
Bhadohi**

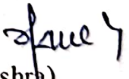

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BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

B.A. (Journalism and Mass Communication) – BJMC

Duration: Three Years / Six Semesters

Eligibility: 10+2 or equivalent examination in any stream

Mode: Semester System

Programme Type: Undergraduate Degree Programme

1. PROGRAMME OBJECTIVES

The Bachelor of Arts in Journalism and Mass Communication programme is designed to provide students with fundamental knowledge, practical skills and professional understanding of journalism, mass communication and contemporary media.

The programme aims:

1. To introduce students to the basic concepts, processes and theories of communication and mass communication.
2. To develop an understanding of journalism, news, reporting, editing and media writing.
3. To provide practical exposure to print, radio, television, photography and digital media.
4. To develop basic skills in news gathering, writing, editing and media production.
5. To familiarize students with advertising, public relations and corporate communication.
6. To develop awareness of media laws, journalistic ethics and professional responsibilities.
7. To introduce students to digital journalism, social media, mobile journalism and multimedia storytelling.
8. To develop basic research and analytical skills relevant to media studies.
9. To familiarize students with emerging media technologies, artificial intelligence and changing media practices.
10. To encourage creativity, critical thinking, social responsibility and professional ethics among students.
11. To prepare students for employment, entrepreneurship, freelancing and higher education in media and communication.

The programme is designed as a career-oriented six-semester course with comprehensive exposure to print, radio, television, photojournalism, new media, advertising, public relations, corporate communication, media management, development communication and research. This broad coverage is consistent with the objectives of the attached CCSU BAJMC framework.

2. PROGRAMME OUTCOMES

After successful completion of the programme, students will be able to:

PO1: Explain the fundamental concepts and processes of communication and mass communication.

PO2: Understand the role, functions and responsibilities of journalism and mass media in society.

PO3: Gather, verify, write and present news for different media platforms.

PO4: Demonstrate basic skills in reporting, editing, photography and media production.

PO5: Produce basic content for print, radio, television, web and social media platforms.

PO6: Apply basic knowledge of advertising, public relations and corporate communication.

PO7: Understand the legal, ethical and professional responsibilities of media practitioners.

PO8: Use basic digital tools and emerging technologies for media content creation.

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PO9: Demonstrate basic research, information-gathering and analytical skills.
PO10: Develop professional portfolios and practical competencies required for careers in journalism and mass communication.

3. PROGRAMME STRUCTURE

The programme shall be completed in **six semesters over three academic years.**

Semester Major Academic Focus

Semester I Communication, Journalism and Media Fundamentals

Semester II Reporting, Editing, Photography and Digital Media

Semester III Radio, Television and Audio-Visual Production

Semester IV Advertising, Public Relations, Media Law and Management

Semester V Digital Journalism, Social Media, Development Communication and Research

Semester VI Contemporary Media, Film, Project, Internship and Portfolio

Proposed Course Pattern

Each semester shall have:

- **Four Core Theory Courses**
- **One Practical/Skill-Based Course**
- **20 Credits per Semester**
- **120 Credits for the complete programme**

The proposed pattern retains the simplicity of the CCSU model, which provides four theory papers and a course-related practical/viva component in the earlier semesters, while giving greater integration to practical skills within individual courses.

SEMESTER I

FOUNDATION OF JOURNALISM AND COMMUNICATION

Course Code	Course Title	Credits
BJMC 101	Introduction to Communication and Mass Communication	4
BJMC 102	Introduction to Journalism	4
BJMC 103	News: Concepts, Values and Sources	4
BJMC 104	Communication Skills and Media Writing	4
BJMC 105	Computer and Digital Skills for Media – Practical	4
Total		20

BJMC 101: INTRODUCTION TO COMMUNICATION AND MASS COMMUNICATION

Credits: 4

Level: Undergraduate

Semester: I

Course Objectives

The course aims to:

1. Introduce students to the meaning and process of communication.
2. Explain different types and levels of communication.
3. Familiarize students with basic communication models.
4. Introduce the concept, nature and functions of mass communication.
5. Develop an understanding of various mass media.

Course Contents

UNIT I: Introduction to Communication

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- Meaning and definition of communication
- Nature and characteristics of communication
- Elements of communication
- Process of communication
- Functions of communication
- Importance of communication in society

UNIT II: Types and Levels of Communication

- Intrapersonal communication
- Interpersonal communication
- Group communication
- Organizational communication
- Public communication
- Verbal and non-verbal communication
- Formal and informal communication

UNIT III: Models of Communication

- Meaning and significance of communication models
- Basic elements of communication models
- Aristotle's Model
- Lasswell's Model
- Shannon and Weaver Model
- Osgood-Schramm Model
- Importance of communication models

UNIT IV: Mass Communication

- Meaning and definition of mass communication
- Nature and characteristics
- Functions of mass communication
- Mass audience
- Mass media and society
- Role of mass media in democracy and development

UNIT V: Introduction to Mass Media

- Print media
- Radio
- Television
- Film
- Advertising
- Public Relations
- Internet and digital media
- Social media
- Media convergence

Course Learning Outcomes

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

- Explain the basic concepts and processes of communication.
- Identify different types and levels of communication.
- Describe major communication models.
- Explain the meaning and functions of mass communication.
- Identify the characteristics and functions of major mass media.

Suggested Practical Activities

- Identification of communication situations
- Analysis of a communication model
- Presentation on different mass media

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- Group discussion on media and society

Suggested Readings

1. McQuail, Denis – *McQuail's Mass Communication Theory*
2. Kumar, Keval J. – *Mass Communication in India*
3. Baran, Stanley J. – *Introduction to Mass Communication*
4. Fiske, John – *Introduction to Communication Studies*

BJMC 102: INTRODUCTION TO JOURNALISM

Credits: 4

Semester: I

Course Objectives

The course aims to introduce students to the basic concepts, history, functions and principles of journalism and to develop an understanding of the role and responsibilities of journalists.

UNIT I: Introduction to Journalism

- Meaning and definition of journalism
- Nature and characteristics of journalism
- Scope of journalism
- Functions of journalism
- Journalism and mass communication
- Journalism as a profession

UNIT II: Development of Journalism

- Origin and development of journalism
- Growth of journalism in India
- Development of Indian language journalism
- Growth of newspapers and magazines
- Journalism in the digital age

UNIT III: Types of Journalism

- Print journalism
- Broadcast journalism
- Digital journalism
- Development journalism
- Investigative journalism
- Citizen journalism
- Mobile journalism

UNIT IV: Journalist and News Organization

- Role and qualities of a journalist
- Duties and responsibilities
- Reporter, sub-editor and editor
- Newsroom organization
- News desk and reporting desk

UNIT V: Journalism and Society

- Journalism and democracy
- Journalism and public opinion
- Journalism and social change
- Journalism and national development
- Social responsibility of journalists
- Challenges before contemporary journalism

Practical

- Visit to a local newspaper/newsroom
- Prepare a profile of a journalist

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- Analyze a newspaper front page
- Identify different types of journalism

BJMC 103: NEWS – CONCEPTS, VALUES AND SOURCES

Credits: 4

Semester: I

UNIT I: Understanding News

- Meaning and definition of news
- News versus information
- News judgment
- News sense
- Elements of news
- News values

UNIT II: Sources of News

- Meaning and importance of news sources
- Primary and secondary sources
- Official and unofficial sources
- Government sources
- Press releases
- Interviews as sources
- Social media as a source
- Verification of sources

UNIT III: Classification of News

- Hard news and soft news
- Local, regional, national and international news
- Political news
- Social news
- Economic news
- Sports news
- Cultural news
- Development news

UNIT IV: Structure and Language of News

- Basic structure of news
- 5Ws and 1H
- Inverted pyramid
- Headline
- Intro/lead
- Body of news
- Attribution
- Simple and clear language

UNIT V: News for Different Media

- News for newspapers
- News for radio
- News for television
- News for websites
- News for social media
- Introduction to multimedia news

Practical

- Identify news values from daily newspapers
- Write five news headlines

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- Prepare a 150-word news story
- Conduct a simple interview
- Identify and verify news sources

The unit structure follows the attached Media Studies model, which similarly covers news concepts, news judgment, elements and values, sources, interviews, classification and news construction for print, radio, television and web.

BJMC 104: COMMUNICATION SKILLS AND MEDIA WRITING

Credits: 4

Semester: I

UNIT I: Fundamentals of Language and Communication

- Importance of language in communication
- Basic grammar for media
- Sentence construction
- Vocabulary development
- Clarity and brevity

UNIT II: Writing for Media

- Principles of media writing
- Simple and effective writing
- Accuracy and objectivity
- Fact and opinion
- Writing for different audiences

UNIT III: News Writing

- News intro
- Headline writing
- Inverted pyramid
- News writing exercises
- Translation and rewriting

UNIT IV: Feature and Article Writing

- Meaning and types of features
- Article writing
- Human-interest stories
- Profiles
- Reviews

UNIT V: Professional Communication

- Email writing
- Press communication
- Presentation skills
- Group discussion
- Interview skills
- Public speaking

Practical

- News writing
- Headline writing
- Feature writing
- Email drafting
- Presentation
- Group discussion

BJMC 105: COMPUTER AND DIGITAL SKILLS FOR MEDIA – PRACTICAL

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Credits: 4

Semester: I

Practical Components

1. Introduction to computer hardware and software
2. Operating system basics
3. MS Word/word processing
4. Document formatting
5. Tables and basic page design
6. PowerPoint presentation
7. Internet browsing and information search
8. Email communication
9. Cloud storage basics
10. Basic image handling
11. Introduction to Canva or similar design tools
12. Digital safety and responsible internet use

Practical Examination

Students shall prepare:

- One formatted document
- One PowerPoint presentation
- One basic digital poster
- One email communication exercise

SEMESTER II

PRINT, PHOTOGRAPHY AND DIGITAL MEDIA

Code	Course	Credits
BJMC 201	Reporting and News Writing	4
BJMC 202	Editing and Newspaper Production	4
BJMC 203	Photojournalism and Digital Photography	4
BJMC 204	Introduction to New Media and Social Media	4
BJMC 205	Print and Digital Media Production – Practical	4

BJMC 201: REPORTING AND NEWS WRITING

UNIT I: Fundamentals of Reporting

- Meaning and definition of reporting
- Functions of reporting
- Qualities of a good reporter
- Reporter and news sources
- News gathering

UNIT II: Reporting Techniques

- Observation
- Interview
- Press conference
- Press release
- Telephone and digital reporting
- On-the-spot reporting

UNIT III: Specialized Reporting

- Political reporting
- Crime reporting
- Court reporting

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- Sports reporting
- Development reporting
- Education reporting
- Cultural reporting

UNIT IV: Feature and Interpretative Writing

- Feature writing
- Human-interest story
- Profile writing
- Article writing
- Interpretative reporting

UNIT V: Contemporary Reporting

- Investigative reporting
- Citizen journalism
- Mobile journalism
- Social media reporting
- Fact-checking and verification

Practical

- Two news reports
- One interview
- One feature
- One specialized report

BJMC 202: EDITING AND NEWSPAPER PRODUCTION

UNIT I: Fundamentals of Editing

- Meaning and importance of editing
- Role of sub-editor
- Qualities of an editor
- Editing principles
- Accuracy and objectivity

UNIT II: News Editing

- Editing news copy
- Intro and body
- Rewriting
- News selection
- Attribution
- Fact checking

UNIT III: Headlines and Display

- Types of headlines
- Headline writing
- Sub-headings
- Captions
- News briefs
- Pull quotes

UNIT IV: Newspaper Design

- Page planning
- Layout
- Typography
- Columns
- Photographs and illustrations
- Front page design

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UNIT V: Newspaper Production

- Newsroom organization
- Editorial page
- Editorial and article
- Newspaper production process
- Introduction to e-paper

Practical

- Editing news copy
- Writing headlines
- Designing one newspaper page
- Preparing an editorial page

BJMC 203: PHOTOJOURNALISM AND DIGITAL PHOTOGRAPHY

UNIT I: Fundamentals of Photography

- Meaning and history of photography
- Camera types
- Camera parts
- Lens
- Exposure
- Aperture
- Shutter speed
- ISO

UNIT II: Composition

- Rule of thirds
- Framing
- Perspective
- Balance
- Depth
- Light and shadow

UNIT III: Photojournalism

- Meaning and importance
- News photographs
- Documentary photography
- Feature photography
- Ethics of photojournalism

UNIT IV: Digital and Mobile Photography

- Digital cameras
- Smartphone photography
- Mobile photojournalism
- Basic image editing

UNIT V: Photography for Media

- Photo captions
- Photo selection
- Photo story
- Photo essay
- Digital photo publishing

Practical

- Ten photographs
- One photo story
- One photo essay

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- Mobile photojournalism assignment

BJMC 204: INTRODUCTION TO NEW MEDIA AND SOCIAL MEDIA

UNIT I: New Media

- Meaning and characteristics
- Traditional media and new media
- Digital communication
- Media convergence

UNIT II: Web Media

- Websites
- Blogs
- Online news portals
- Web writing
- Hyperlinks and multimedia

UNIT III: Social Media

- Facebook
- Instagram
- YouTube
- X
- WhatsApp
- Emerging platforms

UNIT IV: Digital Content

- Text
- Image
- Audio
- Video
- Infographics
- Multimedia storytelling

UNIT V: Digital Citizenship

- Digital identity
- Privacy
- Cyber safety
- Misinformation
- Fake news
- Fact-checking

BJMC 205: PRINT AND DIGITAL MEDIA PRODUCTION – PRACTICAL

Students shall produce:

1. A four-page class newspaper/e-newspaper
2. News reports
3. Feature story
4. Photo story
5. Editorial
6. Digital news story
7. Social media post series

SEMESTER III

RADIO, TELEVISION AND VIDEO PRODUCTION

Code Course

Credits

BJMC 301 Radio Journalism and Programme Production 4

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Code	Course	Credits
BJMC 302	Television Journalism	4
BJMC 303	Basics of Camera, Lighting and Sound	4
BJMC 304	Video Production and Editing	4
BJMC 305	Audio-Visual Production – Practical	4

The radio paper is structured around radio news, programme formats, audio production, scripting and editing, reflecting the attached syllabus's practical orientation toward radio production.

BJMC 301: RADIO JOURNALISM AND PROGRAMME PRODUCTION

UNIT I: Introduction to Radio

- History and development of radio
- Radio in India
- AM and FM
- Community radio
- Internet radio

UNIT II: Radio News

- Characteristics of radio news
- Radio news values
- Radio news bulletin
- Radio reporting
- Radio interview

UNIT III: Writing for Radio

- Principles of radio writing
- Radio script
- News writing
- Feature
- Documentary
- Radio advertisement

UNIT IV: Radio Programme Formats

- Talk show
- Interview
- Discussion
- Phone-in programme
- Radio drama
- Magazine programme

UNIT V: Audio Production

- Microphone
- Sound recording
- Voice recording
- Basic audio editing
- Podcasting

Practical

- Radio news bulletin
- Radio interview
- Short radio programme
- Podcast

BJMC 302: TELEVISION JOURNALISM

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UNIT I: Introduction to Television

- History of television
- Development of television in India
- Television as a mass medium
- Public and private television

UNIT II: Television News

- Characteristics of TV news
- TV news values
- News bulletin
- News package
- Breaking news

UNIT III: TV Reporting

- TV reporter
- PTC
- Interview
- Live reporting
- Field reporting

UNIT IV: TV Programme Formats

- Discussion
- Talk show
- Interview
- Documentary
- Magazine programme

UNIT V: Television Newsroom

- Assignment desk
- News desk
- Production control room
- Script and rundown
- News bulletin production

BJMC 303: BASICS OF CAMERA, LIGHTING AND SOUND

UNIT I: Camera

- Camera types
- Camera parts
- Lenses
- Focus
- Exposure
- White balance

UNIT II: Shots and Composition

- Long shot
- Medium shot
- Close-up
- Extreme close-up
- Camera angles
- Camera movements

UNIT III: Lighting

- Basic principles
- Three-point lighting
- Natural and artificial light
- Indoor and outdoor lighting

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UNIT IV: Sound

- Sound fundamentals
- Microphones
- Voice recording
- Ambient sound
- Background music

UNIT V: Production Techniques

- Camera setup
- Basic studio production
- Outdoor shooting
- Mobile video production

BJMC 304: VIDEO PRODUCTION AND EDITING

UNIT I: Video Production

- Pre-production
- Production
- Post-production

UNIT II: Script and Storyboard

- Idea development
- Concept
- Script
- Screenplay
- Storyboard

UNIT III: Video Editing

- Editing principles
- Shot selection
- Continuity
- Transitions
- Titles

UNIT IV: Digital Editing

- Introduction to editing software
- Timeline
- Audio and video synchronization
- Basic colour correction

UNIT-V: Video Content

- News package
- Interview
- Short documentary
- Social media video
- Short video story

BJMC 305: AUDIO-VISUAL PRODUCTION – PRACTICAL

Students shall produce:

- One TV news bulletin
- One television news package
- One interview
- One short documentary/video story
- One short audio programme/podcast

SEMESTER IV

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ADVERTISING, PUBLIC RELATIONS, MEDIA LAW AND MANAGEMENT

Code	Course	Credits
BJMC 401	Basics of Advertising	4
BJMC 402	Public Relations and Corporate Communication	4
BJMC 403	Media Law and Journalistic Ethics	4
BJMC 404	Media Management and Entrepreneurship	4
BJMC 405	Advertising and PR Campaign – Practical	4

BJMC 401: BASICS OF ADVERTISING

UNIT I: Introduction to Advertising

- Meaning and definition
- Nature and functions
- Importance of advertising
- Types of advertising
- Advertising and society

UNIT II: Advertising Industry

- Advertiser
- Advertising agency
- Media
- Consumer
- Advertising department

UNIT III: Creative Strategy

- Creative concept
- Copy
- Headline
- Slogan
- Visual
- Layout

UNIT IV: Advertising Media

- Print advertising
- Radio advertising
- Television advertising
- Outdoor advertising
- Digital advertising

UNIT V: Contemporary Advertising

- Social media advertising
- Influencer marketing
- Content marketing
- Ethical issues in advertising

BJMC 402: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

UNIT I: Introduction to Public Relations

- Meaning and definition
- Nature and scope
- Functions of PR
- PR and publicity
- PR and advertising

UNIT II: PR Tools

- Press release

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- Press conference
- Press briefing
- Media kit
- Newsletter
- House journal

UNIT III: Media Relations

- Media relations
- Building media contacts
- Interview management
- Event management

UNIT IV: Corporate Communication

- Corporate identity
- Corporate image
- Internal communication
- External communication
- Stakeholder communication

UNIT V: Contemporary PR

- Crisis communication
- Digital PR
- Social media PR
- Reputation management

BJMC 403: MEDIA LAW AND JOURNALISTIC ETHICS

UNIT I: Constitution and Media

- Freedom of speech and expression
- Freedom of press
- Reasonable restrictions
- Right to information

UNIT II: Important Media Laws

- Defamation
- Contempt of court
- Copyright
- Intellectual property
- Privacy

UNIT III: Journalistic Ethics

- Truthfulness
- Accuracy
- Verification
- Fairness
- Objectivity
- Accountability

UNIT IV: Media and Vulnerable Groups

- Children
- Women
- Minorities
- Victims
- Privacy and dignity

UNIT V: Digital Media Ethics

- Fake news
- Misinformation

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- Disinformation
- Deepfakes
- Social media ethics
- AI and journalism ethics

BJMC 404: MEDIA MANAGEMENT AND ENTREPRENEURSHIP

UNIT I: Media Organization

- Meaning and nature
- Types of media organizations
- Organizational structure
- Editorial and management departments

UNIT II: Media Management

- Planning
- Organizing
- Staffing
- Leadership
- Decision-making

UNIT III: Media Business

- Revenue models
- Advertising revenue
- Subscription
- Digital business models

UNIT IV: Entrepreneurship

- Media entrepreneurship
- Freelancing
- Independent journalism
- Digital start-ups

UNIT V: Career Opportunities

- Print media
- Broadcast media
- Digital media
- Advertising
- PR
- Corporate communication
- Freelancing

BJMC 405: ADVERTISING AND PR CAMPAIGN – PRACTICAL

Students shall prepare:

- One advertising campaign
- One print advertisement
- One radio advertisement
- One digital advertisement
- One press release
- One press conference simulation
- One basic PR campaign

SEMESTER V

DIGITAL JOURNALISM AND CONTEMPORARY MEDIA

Code Course

BJMC 501 Digital Journalism and Web Media

Credits

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Code	Course	Credits
BJMC 502	Social Media and Mobile Journalism	4
BJMC 503	Development and Community Communication	4
BJMC 504	Media Research: Basics and Applications	4
BJMC 505	Digital Media Production – Practical	4

BJMC 501: DIGITAL JOURNALISM AND WEB MEDIA

UNIT I: Digital Journalism

- Meaning and characteristics
- Evolution of digital journalism
- Online news portals
- Digital newsroom

UNIT II: Web Writing

- Writing for websites
- Headlines
- SEO basics
- Hypertext
- Links
- Multimedia content

UNIT III: Multimedia Journalism

- Text
- Photography
- Audio
- Video
- Infographics
- Interactive storytelling

UNIT IV: Digital News Practices

- Verification
- Fact-checking
- User-generated content
- Citizen journalism

UNIT V: Emerging Trends

- AI and journalism
- Automated content
- Digital platforms
- News apps
- Future of digital journalism

BJMC 502: SOCIAL MEDIA AND MOBILE JOURNALISM

UNIT I: Social Media Journalism

- Social media as a news platform
- Social media news gathering
- Social media verification

UNIT II: Mobile Journalism

- Smartphone as a reporting tool
- Mobile photography
- Mobile video
- Mobile audio

UNIT III: Social Media Content

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- Short-form video
- Reels
- Posts
- Stories
- Live streaming

UNIT IV: Podcast and Video Journalism

- Podcasting
- YouTube journalism
- Video blogs
- Mobile interviews

UNIT V: Ethics and Safety

- Privacy
- Copyright
- Online harassment
- Fake news
- Verification

BJMC 503: DEVELOPMENT AND COMMUNITY COMMUNICATION

UNIT I: Development Communication

- Meaning and concept
- Development and communication
- Role of media in development

UNIT II: Development Issues

- Education
- Health
- Agriculture
- Environment
- Women empowerment

UNIT III: Community Communication

- Rural communication
- Community media
- Community radio
- Folk media

UNIT IV: Media and Social Change

- Social awareness
- Public campaigns
- Government communication

UNIT V: Contemporary Development Communication

- Digital inclusion
- Social media for development
- Participatory communication

BJMC 504: MEDIA RESEARCH – BASICS AND APPLICATIONS

UNIT I: Introduction to Research

- Meaning and importance
- Research in media studies
- Types of research

UNIT II: Research Process

- Selection of topic
- Research problem

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- Objectives
- Research questions
- Hypothesis – basic understanding

UNIT III: Methods of Data Collection

- Survey
- Interview
- Questionnaire
- Observation

UNIT IV: Media Research Methods

- Content analysis
- Case study
- Audience research
- Social media research

UNIT V: Basic Data Presentation

- Classification
- Tables
- Charts
- Interpretation
- Report writing

Practical

- Prepare a questionnaire
- Conduct a small survey
- Analyze five media reports
- Prepare a short research report

BJMC 505: DIGITAL MEDIA PRODUCTION – PRACTICAL

Students shall produce:

1. Digital news story
2. Multimedia story
3. Podcast
4. Short mobile journalism video
5. Social media campaign
6. YouTube/news video
7. Basic digital portfolio

SEMESTER VI

CONTEMPORARY MEDIA, FILM, PROJECT AND PROFESSIONAL TRAINING

Code	Course	Credits
BJMC 601	Contemporary Issues and Trends in Media	4
BJMC 602	Film and Documentary Studies	4
BJMC 603	Media Project / Production	4
BJMC 604	Internship / Field Training	4
BJMC 605	Viva-Voce and Media Portfolio	4

BJMC 601: CONTEMPORARY ISSUES AND TRENDS IN MEDIA

UNIT I: Changing Media Landscape

- Media convergence
- Digital transformation
- Global media

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- Changing audience

UNIT II: Contemporary Media Platforms

- OTT
- Streaming media
- Podcasts
- Influencer media
- Creator economy

UNIT III: Media and Society

- Media and democracy
- Media and public opinion
- Media and social change
- Media literacy

UNIT IV: Emerging Technologies

- Artificial Intelligence and media
- Generative AI
- Data-driven journalism
- Virtual and augmented reality

UNIT V: Contemporary Challenges

- Fake news
- Misinformation
- Deepfakes
- Algorithmic influence
- Digital privacy
- Future of journalism

BJMC 602: FILM AND DOCUMENTARY STUDIES

UNIT I: Introduction to Film

- Meaning and nature of cinema
- History of Indian cinema
- Elements of cinema

UNIT II: Film Language

- Shot
- Scene
- Sequence
- Editing
- Sound
- Music

UNIT III: Film Genres

- Fiction
- Documentary
- Short film
- Animation
- Experimental film

UNIT IV: Documentary

- Meaning and characteristics
- Types of documentaries
- Documentary structure
- Research and scripting

UNIT V: Film Appreciation

- Narrative

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- Character
- Cinematography
- Editing
- Sound
- Social and cultural representation

Practical

- Film review
- Documentary analysis
- Short documentary concept and treatment

BJMC 603: MEDIA PROJECT / PRODUCTION

Students shall undertake one major media project under faculty supervision.

The project may be:

- Newspaper/e-newspaper
- Documentary
- Short film
- Digital news portal
- Podcast series
- Photo essay
- Multimedia story
- Social media campaign
- Development communication project

Project Components

1. Topic selection
2. Proposal
3. Background research
4. Production plan
5. Execution
6. Final production
7. Written report
8. Presentation

BJMC 604: INTERNSHIP / FIELD TRAINING

Students shall undertake practical training in a recognized:

- Newspaper
- Television channel
- Radio station
- Digital media organization
- Advertising agency
- Public Relations agency
- Corporate communication department
- Government media organization
- Community media organization
- Digital content organization

Internship Requirements

Students shall submit:

1. Internship certificate
2. Daily/weekly work record
3. Internship report
4. Work samples/portfolio

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5. Supervisor's assessment
6. Final presentation/viva-voce

The inclusion of internship, project work and practical viva is consistent with the attached CCSU framework, which places practical training, profile/project work and internship assessment within the programme structure.

BJMC 605: VIVA-VOCE AND MEDIA PORTFOLIO

The final evaluation shall be based on:

- Media portfolio
- Practical assignments
- Project presentation
- Internship experience
- Viva-voce

Portfolio may include

- News reports
- Features
- Edited stories
- Photographs
- Newspaper pages
- Radio programme
- TV package
- Podcast
- Digital stories
- Social media content
- Advertising samples
- PR materials
- Major project

4. PROPOSED ASSESSMENT SCHEME

To make the programme easy, transparent and examination-friendly, I recommend the following pattern:

Theory Papers

Component	Marks
External University Examination	75
Internal Assessment	25
Total	100

Internal Assessment

- Class Test: 10 marks
- Assignment/Presentation: 5 marks
- Attendance/Participation: 5 marks
- Continuous Assessment/Practical Activity: 5 marks

Practical Papers

Component	Marks
Practical Production/Record	50
Practical Examination	25
Viva-Voce	25
Total	100

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5. RECOMMENDED EXAMINATION PATTERN FOR THEORY PAPERS

Time: 3 Hours

Maximum Marks: 75

Section A – Very Short Answer Questions

10 × 1 = 10 marks

Section B – Short Answer Questions

5 × 5 = 25 marks

Section C – Long Answer Questions

4 × 10 = 40 marks

Total = 75 Marks

This pattern would keep examinations manageable for students while still testing factual knowledge, conceptual understanding and basic analytical ability.

6. THREE-YEAR ACADEMIC PROGRESSION

YEAR I – FOUNDATION

Communication → Journalism → News → Writing → Reporting → Editing →
Photography → Digital Media

YEAR II – MEDIA PRODUCTION

Radio → Television → Camera → Sound → Video → Advertising → PR → Media Law
→ Media Management

YEAR III – PROFESSIONAL MEDIA

Digital Journalism → Mobile Journalism → Development Communication → Research
→ Contemporary Media → Film → Project → Internship

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