

**JMCB 101**  
**Growth and Development of Media**

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 101	JMC	Growth and Development of Media	60	20	20	0	0	4	1	0	5

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**.Course Educational Objectives (CEOs):**

The student will be able:

- To understand the concept of Media
- To understand how the different media developed
- To understand the evolution of Radio, Television, Print, Film and Digital media.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes:


- The student will be able to differentiate different medium their evolution, nature and characteristics
- The student should be able to lay the foundation required for professional journalism.

**JMCB101**  
**Growth and Development of Media**

**UNIT-I**

**Brief history of newspaper**

Indian press before and after freedom movement; Indian press and Indian freedom movement; print media in nineteenth century; Types of newspapers; contents; characteristics; Magazines; Characteristics and types; Books as a medium of communication ;Types of books; Types of newspapers; contents; characteristics; Magazines; Characteristics and types; Print media in India: an overview; Books as a medium of communication ; Types of books; book publishing in India.

  
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## UNIT-II

### Brief history of Radio

Radio as medium of Mass Communication; All India Radio; Prasar Bharti; Development of Private Radio Channels; Change in programming trends in India; Community Radio.

## UNIT-III

### Brief history of Cinema

Early efforts- Film as a Mass Medium; Historical Development of Indian films- silent era, talkies - parallel Cinema- commercial cinema; Documentaries; Issues and problems of Indian cinema;

## UNIT-IV

### Brief history of T.V. Broadcasting

Evolution and growth of Electronic media:- a brief history of telecasting in India; Nature and characteristics of the medium; Growth and development of private channels in India, Introduction to major news channels

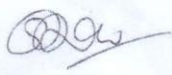
## UNIT-V

### Emergence of Digital Media

Emergence of Digital Media; Need and importance of Digital media; Nature and scope of digital Media

### Suggested Readings

1. Julie Hedgepeth Williams, James D. Startt, William. (Latest Edition). *The History of American Journalism*, New Delhi: Sage Publication
2. HR Luthra. (Latest Edition). *Indian Broadcasting*, New Delhi: Sage Publication
3. Kumar, Kewal J. (Latest Edition). *Mass Communication in India*, New Delhi: Sage Publication
4. Bhatt, SC. (Latest Edition). *Satellite Invasion*. Delhi: Gyan Publication.



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**JMCB102**  
**Reporting and Anchoring**

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
JMCB 102	JMC	Reporting and Anchoring	60	20	20	0	0	4	1	0	5

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

**\*Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**.Course Educational Objectives (CEOs):**

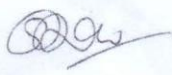
The student will be able :

- To know the origin and growth of Journalism in India
- To provide the students in depth knowledge of press and other Media.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to apply the knowledge in different theories and characteristics of journalism.
- The student should be able to develop critical and analytical abilities.

  
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**PAPER - II**  
**JMCB102**  
**Reporting and Anchoring**

**Syllabus**

**Unit I**

News: meaning, definition, nature; The news process: from the event to the reader; Hard news vs. Soft news; Basic components of a News story; Journalistic jargon- including dateline, credit line, byline, print line.

**Unit II**

Organizing a news story: 5W's and 1H; Inverted pyramid; Criteria for newsworthiness, Principles of news selection; Use of archives; Sources of news; Use of internet. Language and principles of writing; Basic differences between the Print, Electronic and Online journalism; Yellow Journalism; Citizen Journalism.

**Unit III**

Specialization in Reporting: Political Reporting; Crime and Legal affairs Reporting; Public affairs Reporting; Human Interest Stories; Business Reporting; Science Reporting, Sports Reporting; Film Reporting; Environment and Human Rights; Page-3 Reporting; Interpretative and Investigative Reporting; Online Reporting; Interviewing; Column writing; Writing a report on any given topic.

**Unit IV**

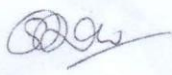
Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos, Body language, Studio autocue reading & Recording the voice, Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)

**Unit V**

Anchoring; Target audience and Research in Public Speaking; The Voice and the Microphone; Breathing and articulation; Voice and its function; Pitch/tone/intonation/inflection/ fluency

References:-

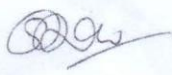
1. Flemming, Carole. (Latest Edition). *Introduction to Journalism*. New Delhi: Vistaar Publications.
2. Hilliard, Robert L. (2011). *Writing for Television, Radio and New Media*. Belmont, California: Wadsworth.
3. Hohenberg, J. (Latest Edition). *The Professional Journalist*. California: Holt Rinehart & Winston.

  
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4. Itule, Bruce D.Anderson, Douglasand Simon, James. (2006.) *News Writing and Reporting for Today's Media*. Mc Graw Hill Publication.
5. Keeble, Richard and Reeves Ian.( Latest Edition). *The Newspaper's Handbook*: New York: Routledge Publication.
6. Rodmann, George.(Latest Edition). *Mass Media in a Changing World*. McGraw Hill
7. Shrivastava, K.M. (2012). *News Reporting and Editing*. Sterling publisher.
8. Stein, M.L. et al. (2006). *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing.



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## JM CB103

### Introduction to Communication and Mass Communication

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 103	JMC	Introduction to Communication and Mass Communication	60	20	20	0	0	4	1	0	5

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### **.Course Educational Objectives (CEOs):**

The student will be able:

- To make students aware about the need, importance and scope of communication.
- To make the students understand about the models of communication.
- To enable the students to understand the concept, scope and significance of mass communication and its techniques

#### **Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes


- The students should be able to apply the principles of communication in their practical life.
- The students should be able to apply principles of communication in persuasive forms of communication like advertising, public Relations, publicity, and propaganda.
- The students become good communicators and apply communication in the field of media

## JM CB103

### Introduction to Communication and Mass Communication

#### **Unit I**

#### **Introduction to Communication**

  
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Communication: Definition, Meaning, Nature, characteristics, Elements, Need and scope; Types of Communication-Intrapersonal, Interpersonal, Group and Mass Communication; Verbal and Non Verbal communication;

## **Unit II**

### **Tools of Mass Communication-**

Newspapers, magazines, Radio, Films, Advertising, Public Relations, Traditional and Folk Media; Seven C's of communication, Barriers to Communication; Noise in communication

## **Unit III**

### **Models of Communication**

Berlo's Model; Lasswell's Five Questions; Osgood and Schramm model;  
ii) Gerbner's model; Newcomb's model

## **Unit IV**

### **Basics of Mass Communication**

Meaning & Definition; Functions of Mass Communication; Characteristics, Need, Importance, & features, Mass communication; Audience and its nature.

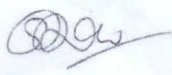
## **Unit V**

### **Models of Mass Communication**

Lazarfield two step flow; Dependency model; Agenda setting model; Hypodermic Needle Theory; Uses and Gratification Theory; model of gate keeping.

## **Suggested Readings**

1. Michael, Ruffner and Michael Burgoon. (Latest edition). *Interpersonal Communication*: University of Illinois Press.
2. Wilbur, Schramm and Donald F. Roberts.( 1971). *The process and Effects of Comuunication*: University of Illinois Press.
3. Fiske , John(1982), *Introduction to Communication Studies*, Routledge.
4. McQuail Dennis, 2000, (fourth Edition). *Mass Communication Theory*. London: Sage Publication
5. Harold Lasswell, 1995, *The Structure and Function of Communication in Society*.
6. Narula,Uma.(2006). *Handbook of Communication: Models, Perspectives and Strategies*: Atlantic Publications.
7. Kumar, Kewal J. (Latest Edition). *Mass Communication in India*, New Delhi: Sage Publication



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## HU101 Foundation English I

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
HU101	1	Foundation English I	60	20	20	0	0	3	0	2	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

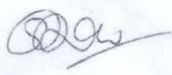
### **.Course Educational Objectives (CEOs): The students will be able to:**

- Develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- Enable students to acquire English Language Skills to further their studies at advanced levels.
- prepare students to become more confident and active participants in all aspects of their undergraduate programs

### **Course Outcomes (COs): The students should be able to:**

- Enhance confidence in their ability to read, comprehend, organize, and retain written information.
- Write grammatically correct sentences for various forms of written communication to express oneself.

### **COURSE CONTENTS:**

  
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## UNIT I

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication Verbal and Non Verbal Communication Barriers to Communication.

## UNIT II

Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener

## UNIT III

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, S-V Agreement, Preposition, Article, Types of Sentence, Direct - Indirect, Active - Passive voice, Phrases & Clauses.

## UNIT IV

Business Correspondence : Business Letters, Parts & Layouts of Business Letter, Resume and Job application , Application Calling/ Sending Quotations/ Orders/ Complaints. E-mail writing

## UNIT V

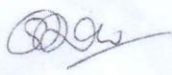
Précis Writing, Noting: The Purpose of Notes, Methods of Note-Taking, General Principles of Good Notes. Drafting: Notice, Agenda and Minutes. Advertisement: Importance, Types, Various Media of Advertising. Slogan Writing.

### Practical:

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role play
- Oral Presentation – Preparation & Delivery using Audio – Visual Aids with stress on body language and voice modulations.

### Suggested Readings

- Adair, John (2003). *Effective Communication*. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet(1991).A *Practical English Grammar*( 4<sup>th</sup> ed). Newyork: Ox- ford IBH Pub
- Ashraf Rizvi.(2005).*Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Kratz, Abby Robinson (1995). *Effective Listening Skills*. Toronto: ON: Irwin Professional Publishing



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**JMCB 105**  
**Basics of Computer Applications**

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 105	JMC	Basics of Computer Applications	60	20	20	0	50	4	0	2	5

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

**\*Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**.Course Educational Objectives (CEOs):**

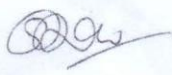
The student will be able:

- To excel in problem solving and programming skills in the various computing fields.
- To impart knowledge about the various components of a computer and its internals
- To understand the importance of the hardware-software interface.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to understand the organization and working principle of computer hardware components.
- The student will be able to trace the execution sequence of an instruction through the processor.
- The students should be able to apply their knowledge in solving number system.

  
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## JMCB105

### Basics of Computer Applications

#### Unit I

**Introduction to Computers** – Block diagram of a computer, History and generation of computers, types of computer – analog, digital, hybrid, parts of computer – hardware & software, input and output devices, storage devices, memory, characteristics of computer, Types of software; operating system – Introduction, functions, types.

#### Unit II

**Introduction to Windows** – features of Windows 95, 98, XP. Internet – Introduction to Internet, Usefulness of Internet, Advantages and Disadvantages.

#### Unit III

**MS – Word** – word processor, various editing features, various menus – File, Edit, View, Insert, Format, Tools, Table, Window, Help and options available, Hyperlink, Header Footer, Mail Merge, Table feature, Inserting Objects, advantages of word processor.

#### Unit IV

**MS – Excel** – Spread Sheet, various packages – Lotus 1-2-3, Excel.

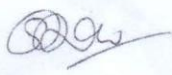
Features of spread sheet, Inserting chart, Hyperlink, Header and Footer, Data Functions, Goal seek, Pivot Table & Report, Auditing features.

#### Unit V

**MS – PowerPoint** – Introduction to PowerPoint, Various types of slides, various animation features, effects, Inserting objects in a slide, various slide show reviewing options, slide design, slide design, slide show, slide Transition.

#### Suggested References:

1. Sanjay, Saxena.(Latest Edition). *A first course in computers*. New Delhi: Sage Publications.
2. P. K. Sinha (Latest Edition). *Computer Fundamentals*. New Delhi: Sage Publications.
3. Ron, Nasfield (Latest Edition). *Ms – Office*:New Delhi: BPB Publications



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