

COURSES

Courses offered by the Department
B.A.(Pass programme with Journalism and Mass communication)
List of Courses

B.A. 1st Year

Course Type	Course No.	Course Title	Credits
Core	1	Principles of Communication	6
Core	2	Introduction to Radio and T.V.	6

B.A. 2nd Year

Course Type	Course No.	Course Title	Credits
Core	1	Advertising and Public Relations	6
Core	2	New Media Communication	6

Course Type	Course No.	Course Title	Credits
Discipline Specific Electives	1	Community and Traditional Media	6
Discipline Specific Electives	2	Introduction to Photojournalism	6

B.A. 3rd Year

B.A. 2nd-3rd Year

Course Type	Course No.	Course Title	Credits
Skill Enhancement	3	Reporting, Editing and Feature Writing	4
Skill Enhancement	4	Skills for New Media	4
Skill Enhancement	3	Communication Skills	4
Skill Enhancement	4	Film Appreciation Skills	4

Generic Elective Course
B.A. 3rd Year

Course Type	Course No.	Course Title	Credit
Generic Elective	1	Media and Culture	6
Generic Elective	2	Introduction to Visual Communication	6

SYLLABUS

B.A. 1st Year

Course No.:01

Course Title: Principles of Communication

Course Code: BJMCPAC101

Course Objective: This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.

Course Contents:

UNIT	TOPIC
1	COMMUNICATION BASICS: Concept and definitions of communication; Functions of communication; Elements and process of communication; Types of communication: intrapersonal, interpersonal, group and mass communication; Verbal and Non-verbal communication.
2	COMMUNICATION AND SOCIETY: 7 Cs of communication; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers to communication; Socialization and role of communication in socialization. Meaning in communication; Basics of signs, symbols and codes.
3	COMMUNICATION MODELS: One-way and two-way models of communication; SMCR model; Lasswell formula; Osgood and Schramm model.
4	COMMUNICATION THEORIES: Bullet theory; Personal influence theory; Normative theories: Authoritarian, libertarian, social responsibility and democratic participant media theories.

Course No.:02**Course Title:** Introduction to Radio and T.V.**Course Code:** BJMCPAC102**Course Objective:** This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitize them towards television and radio media.**Course Contents:**

UNIT	TOPIC
1	<u>RADIO vs. TELEVISION:</u> Characteristics of radio and television; Development of radio and television in India; Strengths and weaknesses of radio and television; Role and functions of radio and television in society.
2	<u>TV PROGRAMMING GENRES:</u> Types of programming: Fiction, Non-fiction and Mixed; Live, Packaged and Mixed; Programme format for television: News, current affairs, interviews, documentary, discussions, talk shows, reality TV, soap operas, game shows, educational programmes, lifestyle, travel and food, music shows, religious discourse, events – live and recorded, sports, etc.
3	<u>RADIO PROGRAMMING:</u> Talks and discussions, news and current affairs, commentary on public events, radio drama, comedy and light entertainment, music, programmes for family welfare, education, rural audience, youth and armed forces, phone-in programmes.
4	<u>BROADCAST INDUSTRY:</u> Doordarshan: Organisation structure; Doordarshan Kendras; Private Television Ownership and control in India; Analog Transmission: AM and FM; Growth of private FM channels in India; Community Radio; Campus Radio; Digital radio: Internet radio, satellite radio, visual radio.

B.A. 2nd Year**Course No.:01****Course Title:** Introduction to Advertising and Public Relations**Course Code:** BJMCPAC201**Course Objective:** This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.**Course Contents:**

UNIT	TOPIC
1	MARKETING MIX: Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as tools of Marketing; PR as a tool of Marketing; Evolution of Public Relations; Evolution of Advertising.
2	ADVERTISING – BASIC CONCEPTS: Definition, origin & development; Scope, need and functions of advertising; Process of advertising; Advertising and Sales Promotion; Advertising and Publicity; Advertising and Personal Selling; Advertising and Public Relations.

3	PR – BASIC CONCEPTS: Public Relations: meaning, definition and objectives; Importance and functions of Public Relations; Types of public; Process of Public Relations; Principles of Public Relations.
4	ESSENTIALS OF AD AND PR: Types of advertising; Campaign approach to advertising; ASCII's code of Advertising Practice; Ethical issues in Public Relations; PRSI code of ethics for PR.

Course No.:02Course Title: New Media CommunicationCourse Code: BJMCPAC202Course Objective: The course acquaints a student with conventional and the new media technologies, with a special focus on networking-central to the new media technologies. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.Course Contents:

UNIT	TOPIC
1	NEW MEDIA AND NEW TECHNOLOGIES: New media: what they are; Characteristics of new media: Integrated, digital, interactive, hypertextual, virtual, networked, and simulated; Old media versus new: comparison and similarities; Convergence: Blurring of boundaries between IT, telecommunications and media;
2	INTERNET: History and development; Forces that shape internet; Web 2.0 technologies: Meaning and applications; Social networking and mobile media; Web 3.0: Concept.
3	SOCIETY IN THE INFORMATION AGE: Concepts of information society, network society and mass society. Networks: Evolution of human networks. Levels of social networks: individual relations, group and organizational relations, societal relations, global relations; Historical and social causes for rise of networks; Comparison of mass society with network society.
4	NEW MEDIA IN EVERYDAY LIFE: WWW, search engines, Email, bulletin boards, MUD, chat, email, blogs, social networking sites, wikis, games, communities, digital TV, digital music, digital cinema. Issues in new media: Information overload; Digital divide; Internet addiction; Intrusion of family life; Pornography; Invasion of privacy and surveillance; Copyright and piracy.

Course No.:03Course Title: Reporting, Editing and Feature WritingCourse Code: BJMCPAS203P(SEC)Course Objective: The students will learn the basic arts of journalism, reporting, editing and feature writing. Basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend to prepare a student for entry level positions in a newspaper organisation.Course Contents:

UNIT	TOPIC
1	NEWS BASICS: News: Concept and definition News Values (traditional): Impact, proximity, timeliness, prominence, topicality, novelty, conflict, disasters, human interest; Sources of news; Structure of a news story; Five 'W's and one 'H'.
2	BASIC REPORTING-I: City Beats: Concept of beat reporter; Key city beats:Local government, subordinate administrators, educational and health institutions, law and order; Speeches, news conferences, meetings and interviews: Preparing for speech, news conference and meeting, getting the correct content, describing the participants, covering the event, structuring the story.
3	BASIC REPORTING-II: Accident, disasters and crime stories: The scene of incident; Sources of information: police reports, victims, witnesses, hospitals and other emergency services, other possible sources.
4	EDITING: Process and functions of editing; Selection of news items; Principles of editing Features: Definition and characteristics; Steps in writing features: Getting ideas, getting information, getting anecdotes, getting good quotes, structure of a feature.

Course No.:04

Course Title: Skills for New Media

Course Code: BJMCPAS204P(SEC)

Course Objective: This course aims build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.

Course Contents:

UNIT	TOPIC
1	STARTING BLOCKS: Digital information: Megabytes, gigabytes and terabytes; Internet: Web browsers, search engines, websites, FTP; RSS readers and feeds; Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon; Tags and tag clouds; Mobile internet connectivity.
2	ONLINE NEWS GATHERING: What is online journalism News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Virtual newsroom; Information graphics: How to use them and why.
3	ONLINE NEWS WRITING: Storytelling: Non-linear storytelling, using chunks in a story, using multiple media; Integrating online features for storytelling: Immediacy, global reach, multiple media, archives, hyper-linking – internal and external, interactivity.

4	<p>BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Think e-mail, Link, summarize and analyze, specific headlines; authority and personality; short posts; frequency; handling comments; Using photos and screenshots; Essentials of blog writing: Timely and relevant; lively and tight writing; time stamps, headlines, Contextual hyper linking; Audio-visual elements; Interactivity, context.</p>
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B.A. 3rd Year

Course No.:01

Course Title: Community and Traditional Media

Course Code: BJMCPAD301(DSE)

Course Objective: In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of 'community' in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.

Course Contents:

UNIT	TOPIC
1	<p>BASIC CONCEPTS: Community: its concept and importance; Community as Place; Community as Identity/Belonging; Community as Ideology; Locality, place and neighbourhood; Virtual Communities; Imagined Communities.</p>
2	<p>COMMUNITY MEDIA AS ALTERNATIVE MEDIA: Concept, need and origin; Types of Alternative Media: Alternative media as serving a community; alternative media as an alternative to mainstream media; linking alternative media to civil society; and alternative media as collaborative media.</p>
3	<p>COMMUNITY MEDIA SPACE: Alternative Print media: strengths and weakness with examples; Alternative Television with special focus on Public Access Television; Alternative Radio with special focus on Community Radio; Internet Virtual Communities with special focus on blogging and micro- blogging.</p>
4	<p>TRADITIONAL MEDIA: Meaning; Importance of traditional media in communication; Different forms of traditional media; Types of traditional media in Himachal Pradesh;</p>

Course No.:02

Course Title: Introduction to Photojournalism

Course Code: BJMCPAD302(DSE)

Course Objective: This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. Although the focus of this course is to develop a student's skills as a photojournalist, it is useful in other areas of print communication as well. It even builds a foundation for a future career in photography.

Course Contents:

UNIT	TOPIC
1	<p>ESSENTIALS: Photojournalism: Concept, difference of news photography from other photography, difference of news photographer's job from new reporter and copy editors; The newspaper photo section: Chief Photographer, photographers and freelancers; Importance of photographs in news; News values for photographs; Responsibilities of a photojournalist</p>
2	<p>TECHNOLOGY AND CREATIVE RULES: Camera: Elements of a camera – viewfinder, lens, iris, shutter, film chamber, light metre; Camera Designs: pinhole camera, view camera, compact camera, TLR , SLR, Instant/Polaroid camera, digital camera; Picture composition: Framing, rule of thirds, perspective, angle of view, backgrounds; Framing: Visual quality and photographic meaning through conscious framing.</p>
3	<p>CREATIVE OPTIONS: Light: direct and indirect light; cool and warm; Three-point lighting; Focus: Concepts of Aperture and f-stop; Lenses – Types of lenses and their functions; Depth of field; Exposure: Relationship between light, aperture and shutter speed; Time and motion.</p>
4	<p>PHOTO EDITING: Image sizes: captured image size, screen display size, printing size; concept of pixels per inch; Image formats: Digital camera formats (JPEG, TIFF, RAW), web formats (FPX, GIF, PNG), printing format (EPS, PDF), editing format (PSD, PIC, BMP); Image manipulation: Resizing, cropping, rotation.</p>

Course No.:03

Course Title: Communication Skills

Course Code: BJMCPAS303P(SEC)

Course Objective: This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.

Course Contents:

UNIT	TOPIC
1	<p>SELF-ESTEEM: Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think. Subunit I(b): Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), Listen to me listen to you: A step-by-step guide to communication skills training, (pp.19-46).</p>

2	<p>LISTENING: Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting; Subunit II(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), Listen to me listen to you: A step-by-step guide to communication skills training, (pp. 47-72).</p>
3	<p>SELF-ASSERTION: Subunit III(a): Self assertion: concept and need; Assertive Behaviour and Sell-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non- verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance; verbal Skills – 'I' messages, negotiation towards a workable compromise, free information, self-disclosure, negative assertion, setting limits, negative inquiry; Fogging; Broken record; The five-star plan. Subunit III(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), Listen to me listen to you: A step-by-step guide to communication skills training, (pp.73-99).</p>
4	<p>OFFICIAL COMMUNICATIONS: Subunit IV(a): Writing process: designing the document, writing a first draft, editing the draft. Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline; Readership analysis – Managing readership expectations; Identifying the key persuasive factors; Creating a message – A sentence, single idea, word limit, self- explanatory, action-centered; Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail; Writing first draft – summaries, introductions, headings, bullet points; Effective editing – paragraphs, sentences, words. Subunit IV(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher.</p>

Course No.:04

Course Title: Film Appreciation Skills

Course Code: BJMCPAS304(SEC)

Course Objective: An average movie-goer may be content with entertainment or catharsis, a student of communication analyses films for technique, art, style, and most importantly narrative of the film 'text'. This course is intended to lay a foundation for such critical analysis of the film.

Course Contents:

UNIT	TOPIC
1	<p>FILM CONSTRUCTS: Mise en scène: setting, performance and movement, costume and props; Cinematography: colour, lighting, camerawork; Sound: Diegetic and non-diegetic sound.</p>
2	<p>FILM EDITING: Concept; Styles – continuity editing, movement and speed, shot size, cross-cutting; Editing decisions – Long take or montage.</p>
3	<p>INTERPRETING FILMS: 'Reading' films: Audience as reader; Film form: Formalism and realism; Genre: Concept; Genre through image and sound.</p>

4	NARRATIVE: Concept; Plot structure – Character, stories, storytelling expectations; Narrative structure and the viewer – position of the viewer, Hollywood narratives, audience as a reader, narrative pleasure, narrative dependence on opposition.
5	PRACTICE SESSIONS: WATCHING AND ‘READING’ FILMS Watch the following films and analyse them using concepts learnt in Units 1 to 4: Pather Panchali, Kaagaz Ke Phool, Do Begghe Zameen, Jaane Bhi Do Yaaron, Vertigo, 81/2, Life is Beautiful, Seven Samurai, The Artist.

Course No.:05**Course Title:** Media and Culture**Course Code:** BJMC PAGE301(GE)**Course Objective:** The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing them towards the dynamics of this power and its impact on cultures in the globalised world.**Course Contents:**

UNIT	TOPIC
1	UNDERSTANDING CULTURE: Mass Culture; Popular Culture; Folk Culture; Sub Cultures; Media and Culture; Media and technologies: Folk Media as a form of mass culture; Live performance, Audience in live performance; Media technologies; Medium is the message; Technological Determinism; New Media and cultural forms.
2	CRITICAL THEORIES: Frankfurt School; Media as cultural industries; Political economy; Ideology and hegemony.
3	REPRESENTATION MEDIA AS TEXTS: Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in media.
4	AUDIENCES: Uses and Gratification Approach; Reception studies; Active Audiences; Women as audiences; Music and the popular; Fandom.

Course No.:06**Course Title:** Introduction to Visual Communication**Course Code:** BJMC PAGE302(GE)**Course Objective:** This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify their surroundings and adjust to the working environment.**Course Contents:**

UNIT	CONTENTS
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1	<p>BASIC CONCEPTS: The power of visual communication; Perception: Meaning and function in communication, visual perception; Four stages of visual perception: Viewing, brain processing of visual information, psychological processing, adding social-cultural dimension.</p>
2	<p>PSYCHOLOGICAL PROCESSING: perception of relationships, building of structures, predictive order, coalescing the real and the perceived, framing and contextualising, perceiving time, space and movement); Gestalt Psychology: Whole and parts; Gestalt Principles: Similarity, Proximity, Continuation, Closure, Figure/Ground.</p>
3	<p>CULTURAL CODES: Foundations for a Theory of Signs; Relations between signs and what they signify; Relation between signs and their users; Signification: from Denotation to Connotation.</p>
4	<p>VISUAL CULTURE: Three types of responses to mass media images: dominant or preferred readings, negotiated readings, oppositional readings; Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities.</p>

TEACHING PLAN

S.No.	CLASS	No. Of Classes	No. Of Tutorial /Practicals	No. Of assignments/seminar/quiz,etc	Class test/Mid-term test
1	B.A. I Year	8/week	4	1+1	1/week
2	B.A. II Year	9/week	4	2+2	1/week
3	B.A. III Year	14/week	4	2+2	1/week

We are following both online and offline courses of teaching. The above Teaching plan is designed by keeping the Covid Guidelines in consideration. The offline classes are held on specific allotted days of the week for different year students while the online classes are held regularly everyday.

Detail of E-content

“If content is king then conversation is queen.”

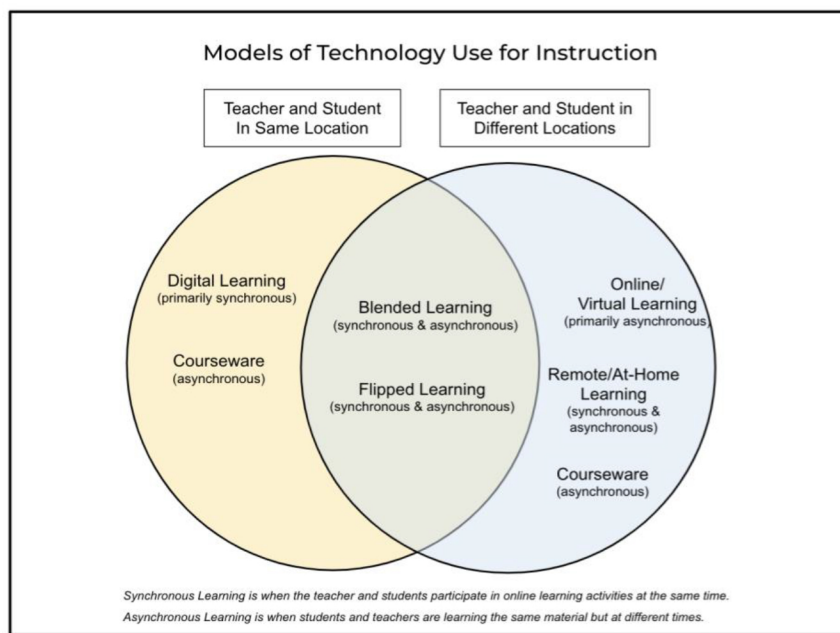
Students are provided with all major elements of E-content such as images, texts, videos and audio for better learning through platforms like Google meet, Zoom, Teachmint, google classroom etc. All of these elements are properly balanced in order to generate appealing and relevant content.

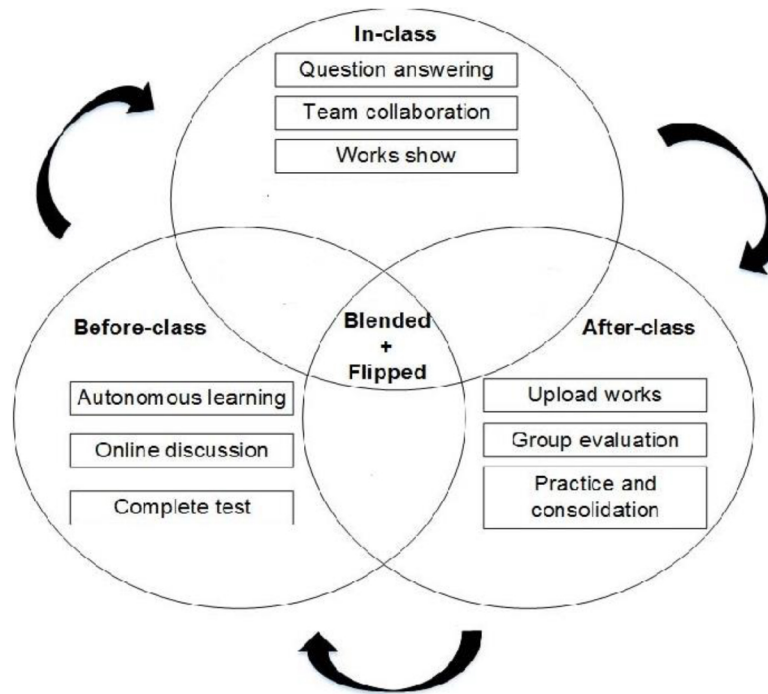
E-text is provided in the form of PDF.

Video links are shared with the student for their better understanding.

Power point presentations make the topic much easier to learn and understand.

Flipped and Blended classrooms





LEARNING MANAGEMENT METHOD

A learning management system (LMS) is an online education hub that provides a large and indispensable set of features to support educational activities such as classroom learning, distance education and continuing education. The platforms like Google meet, Zoom, Teachmint, google classroom etc. are used.

Important Factors in Choosing an LMS

- *Student and Teacher Collaboration*

Using a new model of teaching through LMS entails different styles of collaboration that are not usually seen in a typical classroom setting. It includes features that facilitate easy and seamless collaboration between teachers and students.

- *Quizzes and Tests*

Any robust LMS should have a built-in quiz or test engine.

Having these smart solutions in creating and providing evaluations allow educators to develop creative questions that will test the students' critical thinking and other skills.

- *Data and Reports*

Having classes and courses conducted using LMS provides an opportunity to collect data that are otherwise difficult to gather in a classroom. Reports can be generated from this information that help to provide insights. The following reporting features should be natively available in LMS:

- I. Test scoring and assessment throughout the course
- II. Student progress reporting through materials and course
- III. Course time tracking (for self-paced classes)
- IV. Course feedback from the students
- V. Facilitator and teacher assessment by students
- VI. Student engagement and participation

- *Mobile Access*

The rapid growth of the mobile learning market means a majority of online class participants use smartphones or tablets to complete their coursework. The mobility also allows students to access course material using cellular data. Students with hectic schedules can also access online classes at their convenience.

Number of seats available in Journalism and Mass communication:

DSC -80 seats

GE -80 seats

PROGRAMME SPECIFIC OUTCOMES

- Understanding the fundamental relations between society, culture and communication.
- Provide advanced knowledge on communication theories and models.
- Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.
- To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
- To inculcate professional ethics, values of Indian and global culture.
- Assist students in preparing for competitive all India entrance exams e.g. NET SET etc.
- To prepare socially responsible media academicians, researchers, profession with global vision.

“Be prepared, be honest, tackle the situation boldly and squarely.”