

**Learning Outcomes-based Curriculum Framework (LOCF)**

for

**B.A. (Mass Communication)**

A Three Year Bachelor Degree Programme

under

**Choice Based Credit System (CBCS)/Learning Outcomes-based Curriculum Framework (LOCF)**

w.e.f. Academic Session 2020-21.

Eligibility : 10+2 in any discipline



**Institute of Mass Communication & Media Technology  
Kurukshetra University, Kurukshetra**

## LOCF/CBCS/B.A (Mass Communication)/KUK

### PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN B.A. MASS COMMUNICATION PROGRAMME

Semester	CORE COURSE (CC) @ 6 Credits	Ability Enhancement Compulsory Course (AECC) @ 2 Credits	Skill Enhancement Course (SEC) @ 2 Credits	Discipline Specific Elective DSE @ 6 Credits Generic Elective GE @ 6 Credits
I	CC- 1 CC- 2 CC- 3 CC- 4	(English/MIL Communication)/Environmental Studies (AECC-1)		
II	CC- 5 CC- 6 CC- 7 CC- 8	(English/MIL Communication) / Environmental Studies,(AECC-2) Hindi (AECC-3)		
III	CC- 9 CC- 10 CC- 11 CC- 12		SEC-1	
IV	CC- 13 CC- 14 CC- 15 CC- 16		SEC -2	
V			SEC -3/MOOC*	DSE-1 (Elective Subject)
				DSE-2 (Elective Subject)
				GE-1
	<b>Internship/Industry Training **</b>			
VI			SEC-4	DSE-3 (Elective Subject)
				DSE-4 (Elective Subject)
				GE-2

**AECC will be offered according to the time table adjustments in the Institute/Department.**

\*MOOC Course from Swayam Portal.

\*\* SEC can be offered in 3rd/4th/5th semester according to the time table adjustments in the institute.

**\*\*Internship/Industry Training** A candidate must complete industry training of 4 to 6 weeks after completion of theory examination of 4th semester. The internship report will be submitted in 5th semester.

#### **General instructions:**

- One credit equivalent to 1 hour of teaching/2 hours of Practical work

## LOCF/CBCS/B.A (Mass Communication)/KUK

- Teaching workload will be calculated on the basis of teaching contact hours of the course
- One credit (theory /Practical) equivalent to 25 marks

### Total No. of Courses, Credit and Marks

Course	No. of Courses	Credits Teaching/Week	Credits Practical/Week	Credits Tutorials/Week	Total Credits	Marks
Core Courses	16	6x5=30 10x4=40 Total=70	10x2=20	6x1=6	70+20+6= 96	16x150 =2400
AECC	3	3x2=6	--	--	6	3x50 =150
SEC	4	4x2=8	--	--	8	4x50 =200
DSE	4	4x4=16	4x2=08	2x1=2	24	4x150 =600
GE	2	2x5=10			12	2x150=300
Industrial Training	--	--	--	--	2	50
<b>Total</b>	<b>29</b>	<b>110</b>	<b>28</b>	<b>8</b>	<b>148</b>	<b>3700</b>

## LOCF/CBCS/B.A (Mass Communication)/KUK

**Scheme of Examination of B.A. Mass Communication under CBCS/LOCF for Institute of Mass Communication & Media Technology (IMC&MT, KUK) w.e.f. Academic Session 2020-21**

### Semester-I

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
AECC-100	Communicative English	AECC-1	2	-	-	2	2	2	40	-	10	50	2 Hours	
BAMC 101	Introduction to Journalism	CC-1	5	1	-	6	6	6	120	-	30	150	3 Hours	
BAMC 102	History of Media	CC-2	5	1	-	6	6	6	120	-	30	150	3 Hours	
BAMC 103	Introduction to Communication	CC-3	5	1	-	6	6	6	120	-	30	150	3 Hours	
BAMC 104	Fundamentals of Computer (Theory)	CC-4	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 105	Fundamentals of Computer (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
<b>Total Credits</b>								<b>26</b>	<b>Total Marks</b>				<b>650</b>	

### Semester-II

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
B-EVS 100	Environmental Studies	AECC-2	2	-	-	2	2	2	40	-	10	50	3 Hours	
B-HIN 100	Communicative Hindi	AECC-3	2	-	-	2	2	2	40	-	10	50	2 Hours	
BAMC 201	News Writing (Theory)	CC-5	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 202	News Writing (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC 203	Basics of Reporting (Theory)	CC-6	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 204	Basics of Reporting (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC 205	Basics of Editing (Theory)	CC-7	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 206	Basics of Editing (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC 207	Indian Constitution and Media Laws	CC-8	5	1	-	6	6	6	120	-	30	150	3 Hours	
<b>Total Credits</b>								<b>28</b>	<b>Total Marks</b>				<b>700</b>	

## LOCF/CBCS/B.A (Mass Communication)/KUK

### List of Total Subjects in B.A. Mass Communication :

Sr. No.	Course Type	Number of Subjects
1	CC	16
2	AECC	03
3	SEC	04
4	DSE	04
5	GE	02
	<b>Total</b>	<b>29</b>

Semester	Course Type	Number of Subjects
Semester I	CC	4
	AECC	1
Semester II	CC	4
	AECC	2
Semester III	CC	4
	SEC	1
Semester IV	CC	4
	SEC	1
Semester V	SEC	1
	DSE	2
	GE	1
Semester VI	SEC	1
	DSE	2
	GE	1
<b>Total</b>		<b>29</b>

### List of Abbreviations

**L** - Lecture

**T**- Tutorial

**P**- Practical

**IA** – Internal Assessment

**CC**- Core Course

**AECC**- Ability Enhancement Compulsory Course

**SEC**- Skill Enhancement Course

**DSE**- Discipline Specific Elective

**GE-** Generic Elective

**PROGRAMME OUTCOMES**

On successful completion of the programme, the student will be able to:-

- PO1** Acquire knowledge related to the discipline under study.
- PO2** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7** Exhibit scientific & research capabilities in academic, professional and general life pursuits.
- PO8** Recognize, appreciate and follow ethical issues relating to the discipline and society.

**Programme Specific Outcomes (PSOs)**

After completing the undergraduate programme, a learner will be able to:

- PSO1** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2** Learn communication and professional skills related to various fields of mass communication.
- PSO3** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4** Become ethically committed media professional adhering to the human values and the values of the Indian culture.

## LOCF/CBCS/B.A (Mass Communication)/KUK

**PSO5** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

### AECC-100: Communicative English

Time: 2 Hrs.  
Credits: 2

Total Marks: 50  
Practical: 40  
Internal Assessment: 10

**Course objectives:** The paper is designed to enhance proficiency in English Language. It seeks to develop the basics of English Language through different modules. Each unit will enable and capacitate the learner to have communication competence which is required in the present-day world. The basic knowledge of communication will enable the learners to share and enliven ideas, experience and know-how ubiquitous in the world.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>AECC 100.1:</b> Learn the rhetoric of presentation
<b>AECC 100.2:</b> Learn, comment and respond to correspondence.
<b>AECC 100.3:</b> Learn the basics of grammar and composition.
<b>AECC 100.4:</b> Acquaint with verbal and non-verbal communication.

**Note :** All questions are compulsory.

- Q.1.** The paper setter will set two questions from unit-II. The student shall attempt one out of the given two. (10)
- Q.2.** This question shall be based on unit-III. The student shall attempt one out of the given two. (10)
- Q.3.** There will be 25 grammatical items based on unit-IV. The student shall attempt any 20 items. (10)
- Internal Assessment:** The students shall be required to make presentation /PPT based on unit-I.

#### Unit-I

##### Listening and speaking skills

Listening skills (Active-passive, Accent)

Speaking Skills (Accent, Stress, Intonation, Assertion, Rhetorical questions, Pause, Pitch)

Oral presentation, Debates, Elocution and Extempore

#### Unit-II

##### Writing skills

Report writing

Paragraph writing

Letter writing

#### Unit-III

##### Technical and Modern communication

Resume writing

E-mail

Blogs and comments on social media

**Unit-IV**

**Grammar**

Noun, Pronoun, Verb, Adverb, Adjective, Preposition, Conjunction and their uses

Common errors in the use of English (Noun ,Pronoun, Adjective, Adverb, Conjunctions)

Correct use of verbs and Articles

Vocabulary: Homonyms, Homophones, Pair of words

**References:**

- Communicative English, Dr. Jimmy Sharma, Arihant Parkashan Pvt. Ltd.
- Strengthen Your English, Bhaskaran and Horsburgh, Oxford University Press
- Basic Communication Skills for Technology, and area J Rutherford, Pearson Education Asia.
- Murphy's English Grammar with CD, Murphy, Cambridge University Press
- English Skills for Technical Students by Orient Longman
- Everyday Dialogues in English by Robert J. Dixson, Prentice-Hall of India Ltd., 2006.



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## AECC-100: Communicative English

### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
AECC 100.1	2	2	2	2	2	2	2	2
AECC100.2	2	2	2	2	2	2	2	2
AECC 100.3	2	2	2	2	2	2	2	2
AECC 100.4	2	2	2	2	2	2	2	2
Average	2	2	2	2	2	2	2	2

### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
AECC 100.1	2	2	2	2	2
AECC100.2	2	2	2	2	2
AECC 100.3	2	2	2	2	2
AECC 100.4	2	2	2	2	2
Average	2	2	2	2	2

### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
AECC 100.1	2	2	2	2	2	2	2	2	2	2	2	2	2
AECC100.2	2	2	2	2	2	2	2	2	2	2	2	2	2
AECC 100.3	2	2	2	2	2	2	2	2	2	2	2	2	2
AECC 100.4	2	2	2	2	2	2	2	2	2	2	2	2	2
Average	2	2	2	2	2	2	2	2	2	2	2	2	2

**BAMC 101: Introduction to Journalism**

Time:3 Hrs.  
Credits: 6

Total Marks: 150  
Theory: 120  
Internal Assessment: 30

**Course Objectives:** The course is designed to introduce students to the basics of journalism, to acquaint them with elements, types and important aspects of process of Journalism and to enhance understanding of the technical terms and jargon of Journalism.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 101.1:</b> Understand the basic concept of journalism including Indian perspective
<b>BAMC 101.2:</b> Inculcate the knowledge of elements and types of journalism.
<b>BAMC 101.3:</b> Understand the contemporary issues and important aspects of the process of journalism.
<b>BAMC 101.4:</b> Enhance understanding of the technical terms and jargon of journalism.

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit-I**

Journalism: Concept, definition, nature and scope  
Indian concept of Journalism: Ancient Perspective  
Functions of Journalism  
Elements of Journalism  
Role of Journalism in Democracy

**Unit-II**

Contemporary Issues in Journalism Debates in Journalism  
Alternative Journalism  
Media Literacy: concept and definition  
Relevance of media literacy in society

**Unit-III**

Process of Journalism  
Citizen Journalism  
Yellow Journalism  
Investigative Journalism  
Advocacy Journalism.

**Unit-IV**

Skills of journalism  
Convergence - meaning and concept  
Online Journalism  
New trends in journalism  
Technical terms and jargon in  
journalism

**Assignments**

- Students will prepare a profile of news paper writings (types and style).
- Visit to important media centres observing their functioning and writing reports thereof.

**References :**

1. Kumar, KevalJ, Mass Communication inIndia. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication &Journalism Bhopal
3. Bhargav G.S., The PressinIndia: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.
6. Aggarwal, Virbala, Patrakarita evam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

**BAMC101: Introduction to Journalism**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>BAMC 101.1</b>	3	3	3	2	2	2	3	3
<b>BAMC 101.2</b>	3	3	3	2	2	2	3	3
<b>BAMC 101.3</b>	3	3	3	2	2	2	3	3
<b>BAMC 101.4</b>	3	3	3	2	2	2	3	3
<b>Average</b>	3	3	3	2	2	2	3	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>BAMC 101.1</b>	3	2	3	3	3
<b>BAMC 101.2</b>	3	2	3	3	3
<b>BAMC 101.3</b>	3	3	2	3	3
<b>BAMC 101.4</b>	3	3	3	3	3
<b>Average</b>	3	2.5	2.75	3	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>BAMC 101.1</b>	3	3	3	3	3	3	3	3	3	2	3	3	3
<b>BAMC 101.2</b>	3	3	3	3	3	3	3	3	3	2	3	3	3
<b>BAMC 101.3</b>	3	3	3	3	3	2	3	3	3	3	2	3	3
<b>BAMC 101.4</b>	3	3	3	3	3	3	3	3	3	3	3	3	3
<b>Average</b>	3	3	3	3	3	2.75	3	3	3	2.75	2.75	3	3

**BAMC 102: History of Media**

Time:3 Hrs.  
Credits: 6

Total Marks: 150  
Theory: 120  
Internal Assessment: 30

**Course Objectives:** This course will provide an overview of the glorious journey of journalism in India and will also enhance the understanding of the history and development of traditional media and electronic media and films in India.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 102.1:</b> Learn about the history and development of print media in India.
<b>BAMC 102.2:</b> Understand the origin and development of Indian electronic media.
<b>BAMC 102.3:</b> Know about the history and development of Indian Cinema
<b>BAMC 102.4:</b> Learn about various types of popular traditional media

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit-I**

Invention of press  
History and growth of Print Media in India  
Role of Press in freedom movement.  
Growth and Development of print media in Haryana

**Unit-II**

Invention of Radio  
History and Development of Radio in India  
Growth of FM Radio in India  
History of Community Radio in India

**Unit-III**

Invention of Television  
History and Development of TV in India  
Emergence and development of Private Channels in India  
Invention of Cinema  
History and Development of Indian Cinema  
Development of Haryanavi Cinema

**Unit-IV**

History of Traditional media  
Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music  
Popular folk media of Haryana

**Assignments**

- **Prepare a series of Essay (10), choosing two from each units. (Wordlimit-500)**

**References :**

- Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Nadig Krishnamurthu, India Journalism (From Asokato Nehru),University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
- Jeffrey, Robin,India's Newspaper REvolution, Oxford University Press, Delhi.
- Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmilan India Ltd. Delhi
- Singh, Devvrat, Indian Television: Content, Issues and Challenges, Har Anand Publications Delhi,
- Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.

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## BAMC 102: History of Media

### ProcessCO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 102.1	3	3	3	3	3	3	2	3
BAMC 102.2	3	3	3	3	3	3	3	3
BAMC 102.3	3	3	3	3	3	3	3	3
BAMC 102.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3

### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 102.1	3	2	3	3	3
BAMC 102.2	3	2	3	3	3
BAMC 102.3	3	3	3	3	3
BAMC 102.4	3	3	3	3	3
Average	3	2.5	3	3	3

### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 102.1	3	3	3	3	3	3	2	3	3	2	3	3	3
BAMC 102.2	3	3	3	3	3	3	3	3	3	2	3	3	3
BAMC 102.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 102.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3	3	2.5	3	3	3

**BAMC 103: Introduction to Communication**

Time:3 Hrs.  
Credits: 6

Total Marks: 150  
Theory: 120  
Internal Assessment: 30

**Course Objectives:** This course is designed to develop understanding of the basic concept and process of communication. Besides elaborating upon basic models the paper highlights the Indian concept of communication. The prime objective is to enhance communication skills by learning and practice.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 103.1:</b> Understand basic concept of communication including Indian (Bharatiya) concept
<b>BAMC 103.2:</b> Know about the different levels and types of communication
<b>BAMC 103.3:</b> Develop understanding of basic models of communication
<b>BAMC 104.4:</b> Enhance communication skills by practice

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**UNIT-I**

Communication: definition and concept  
Evolution of Communication  
Process of Communication  
Bhartiya Concept and principles of Communication  
Need of Communication

**UNIT-II**

Levels of communication  
Principles of communication  
Functions of communication  
Barriers of communication  
Traditional Communication

**UNIT-III**

Verbal communication  
Non verbal communication  
Communication Skills: Speaking, Etiquettes, Listening  
Presentation Skills  
Interview and Group discussion



**UNIT-IV**

Models of communication:

Sadharanikaran,

Aristotle

SMCR

Osgood,

Dance

Lasswell

New Comb

**Assignments**

Practice of speech

Practice of pronunciation

Practice of listening

Practice of Interview

Practice of Group Discussion

**References :**

- 1.Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- 2.Schramm, W. &Roberts,D. F.,The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- 3.Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- 4.Joshi,P.C., Communication &Nation–Building – Perspective and Policy, Publication Division, New Delhi.
- 5.Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- 6.Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford &IBH Publishing Company, New Delhi

**BAMC 103: Introduction to Communication**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 103.1	3	3	3	2	3	3	3	3
BAMC 103.2	3	3	3	3	3	3	3	3
BAMC 103.3	3	3	3	3	3	3	3	3
BAMC 103.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 103.1	3	2	2	2	3
BAMC 103.2	3	3	3	3	3
BAMC 103.3	3	3	3	3	3
BAMC 103.4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 103.1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC 103.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 103.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 103.4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

**BAMC 104: Fundamentals of Computer (Theory)**

Time: 3 Hrs.

Credits: 4

Total Marks: 100

Theory: 80

Internal Assessment: 20

**Course Objectives:** This course is designed for theoretical understanding of computer system and its components, functioning and its application software.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 104.1:</b> Develop the basic knowledge of computer system.
<b>BAMC 104.2:</b> Know about the functioning of different parts of computer.
<b>BAMC 104.3</b> Understand the basic concept of Internet and computer networks .
<b>BAMC 104.4:</b> Understand the basics of Application Software.

**Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.**

**Unit-I**

Computer- Origin, Evolution and Generation of Computer  
Types of Computer  
Basic Components of a Computer- Input Devices, Output Devices, Storage Devices  
Introduction to Software  
Types of Software - System software, Application software  
Introduction of Windows and its various versions

**Unit-II**

Introduction to Internet and Its applications  
Browser, Search Engine, FTP, URL  
Email and Blog  
Introduction to Network- LAN,WAN,MAN,  
Network Topologies-Ring, Bus, Star, Mesh and Tree topologies  
Hardware requirements for Network

**Unit-III**

Introduction to MS Word and its uses  
Various Menus, Toolbars & Buttons  
Paragraph and Page Formatting  
Creation &Working with Tables, Mail Merge

**Unit-IV**

Introduction to MS Excel and its uses

## LOCF/CBCS/B.A. (Mass Communication)/KUK

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Creating Spreadsheet  
Creating Tables and Charts  
Use of basic arithmetic formulas  
Introduction to MS PowerPoint and its uses  
Creating a New Presentation  
Slide transition and Custom Animation

### **References:**

- Ram, B. 4th ed New Age; *Computer Fundamentals: Architecture & Organization*
- Sinha, P. K. BPB; *Computer Fundamentals: Concepts, Systems & Applications*
- Sinha, P. K/ Sinha, P. 3rd ed BPB; *Computer Fundamentals: Concepts, Systems & Applications*  
*Data Communications and Networking* by Behrouz A. Forouzan, Sophia Chung Fegan; Published by Huga Media.2011
- **Goel, Anita Pearson;** *Computer Fundamentals*

**BAMC 104: Fundamentals of Computer (Theory)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC104.1	3	3	3	3	3	3	3	3
BAMC104.2	3	3	3	3	3	3	3	3
BAMC104.3	3	3	3	3	3	3	3	3
BAMC104.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC104.1	3	3	3	3	3
BAMC104.2	3	3	3	3	3
BAMC104.3	3	3	3	3	3
BAMC104.4	3	3	3	3	3
Average	3	3	3	3	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 104.1	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 104.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 104.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 104.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	3	3	3	3

**BAMC 105: Fundamentals of Computer (Practical)**

Time: 3 Hrs.

Credits: 2

Total Marks: 50

Practical: 40

Internal Assessment: 10

**Course Objective:** This course is designed for practical understanding of commonly used application software and its functioning.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 105.1:</b> Use MS-Word
<b>BAMC 105.2:</b> Use MS-Excel
<b>BAMC 105.3:</b> Use PowerPoint
<b>BAMC 105.4:</b> Create Email account, compose & send emails for personal and professional communication.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises:</b>
To create a new document, save, open an existing document
Typing and editing texts in a document (*.doc) file.
Apply formats on Texts like Bold, Italics, Underline, font type, colour and size etc.
Apply features like bullet, numbering, breaks, hyphenation
Indentation, leading and kerning using space bar and TAB
Insert images, symbols and mathematical equations
Create and manipulate tables.
Page layout, Page Setup, Paragraph setting
Page Break, Page Numbering, Find & Replace Text, Header & Footer
Designing Resume, timetable of a class, mail merge
Print a document
Create a Spread Sheet, Cell formatting, Basic arithmetic formulas, Freeze Pane and Sort & Filter, Inserting the chart
Basic operations of Power point, Create PPT and inset and delete slides.
Use of Mater Slide in Presentation.
Apply basic formatting features in presentation like font, font size, font colour, text fill, spacing and line spacing Formatting text boxes, word arts, styles bullet and numbering.
Working with drawing tools, Applying shape or picture styles, Applying object borders, object fill, object effects
Adding slide transition, animation effect, adding custom animation
Working with video, Link to video and sound files.

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Creating Email- composing and sending a mail, attachment a file, forwarding the email, changing and setting the password

### BAMC 105: Fundamentals of Computer (Practical)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 105.1	3	3	3	3	3	3	3	3
BAMC 105.2	3	3	3	3	3	3	3	3
BAMC105.3	3	3	3	3	3	3	3	3
BAMC105.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC105.1	3	3	3	3	3
BAMC 105.2	3	3	3	3	3
BAMC 105.3	3	3	3	3	3
BAMC 105.4	3	3	3	3	3
Average	3	3	3	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 105.1	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 105.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC105.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC105.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	3	3	3	3

**B-EVS100 : Environment Studies**

Time: 3 Hrs.  
Credits: 2

Total Marks: 50  
Theory: 40  
Internal Assessment: 10

**Scheme of paper:** Total number of questions will be nine. Students have to attempt five questions in all. Questions no. 1 is compulsory. All questions carry equal marks. Each question is of 8 marks.

**Course objectives:** The aim of this course is to aware the students about the environmental problems and current global issues related to environment. It provides knowledge about the topics like ecosystem and biodiversity and develops interest in the students about their role in conservation of environment and reducing pollution and waste generation in their surroundings. By understanding the environmental problems, their causes and solutions, the students can apply it to their daily lives also.

**Course Outcomes:**

COs	On successful completion of the course, the students will be able to:
1	Understand the definition of environmental studies, its scope and importance in the conservation of environment.
2	Understand the concept of ecosystem and different types of natural and artificial ecosystems in the world, the biogeochemical cycling and energy flow in an ecosystem.
3	Describe the various renewable and non-renewable natural resources and their over-exploitation due to increasing demands of rising population.
4	Become aware about our biodiversity, its importance and the various threats that are a problem for the biodiversity. They will understand the endangered species and their conservation measures that are needed to be adopted at different levels.
5	Have understanding about the types of pollution and how to reduce those pollution levels in air, soil, water, land and from marine bodies as well. They



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	will develop interest in reducing the solid waste generation as well as its management at household level.
6	Gain knowledge of various global environmental issues like climate change, global warming and ozone depletion and also about different environmental laws implemented to conserve the environment.
7	Explain the concept of population growth and drug abuse.

### Unit 1: Introduction to environmental studies

Multidisciplinary nature of environmental studies;

Scope and importance; Concept of sustainability and sustainable development. (2 lectures)

### Unit 2: Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems :

- a) Forestecosystem
- b) Grasslandecosystem
- c) Desertecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 lectures)

### Unit 3: Natural Resources: Renewable and Non-renewable Resources

Land resources and landuse change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. (8 lectures)

### Unit 4: Biodiversity and Conservation

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots

India as a mega-biodiversity nation; Endangered and endemic species of India

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

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Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

(8 lectures)

### **Unit 5 : Environmental Pollution**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution

Nuclear hazards and human health risks

Solid waste management: Control measures of urban and industrial waste.

Pollution case studies.

(8 lectures)

### **Unit 6 : Environmental Policies & Practices**

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

(7 lectures)

### **Unit 7: Human Communities and the Environment**

Human population growth: Impacts on environment, human health and welfare.

Resettlement and rehabilitation of project affected persons; case studies.

Disaster management: floods, earthquake, cyclones and landslides.

Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

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Drugs and their effects; Useful and harmful drugs; Use and abuse of drugs; Stimulant and depressant drugs. Concept of drug de-addiction. Legal position on drugs and laws related to drugs.

(6 lectures)

### Unit 8: Field work

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

(Equal to 5 lectures)

### Suggested Readings:

- 1) Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- 2) Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- 3) Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- 4) Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- 5) Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
- 6) Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalayas. Science, 339:36-37.
- 7) Mc Cully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
- 8) McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
- 9) Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
- 10) Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
- 11) Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
- 12) Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
- 13) Rosencranz, A., Divan, S., & Noble, M.L. 2001. Environmental law and policy in India. Tripat hi 1992.
- 14) Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
- 15) Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
- 16) Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
- 17) Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
- 18) Warren, C. E. 1971. Biology and Water Pollution Control. WBSaunders.
- 19) Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
- 20) World Commission on Environment and Development. 1987. Our Common Future. Oxford University

**B-HIN 100 : Communicative Hindi**

Time: 2 Hrs.

Credits: 2

Total Marks: 50

Theory: 40

Internal assessment: 10

**Course Objectives:** The Paper is designed to enhance proficiency in Hindi Language. It seeks to develop the basic of Hindi Language through different modules. Each unit will enable the learner to have the communication in Hindi and to share and express ideas and experiences.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-HIN 100.1:</b> Develop the knowledge of basics of Hindi language.
<b>B-HIN 100.2:</b> Improve vocabulary in Hindi language.
<b>B-HIN 100.3:</b> : Inculcate the knowledge of grammar in Hindi language
<b>B-HIN 100.4:</b> Learn correct uses of Hindi language in media writing

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

ईकाई (1)

भाषा की परिभाषा, अवधारणा एवं महत्त्व  
भाषाई भेद—मौखिक एवं लिखित ।  
भाषा का मानकीकरण—स्थिति एवं चुनौतियाँ  
भाषा तथा समाज का पारस्परिक अन्तर—संबंध  
हिन्दी भाषा का इतिहास एवं आधुनिक प्रवृत्तियाँ ।

ईकाई (2)

प्रयोजन मूलक हिन्दी : विशेषताएं एवं आवश्यकता  
हिन्दी भाषा की प्रमुख बोली एवं महत्त्व  
जनसंचार माध्यम और हिन्दी भाषा ।  
हिन्दी भाषा एवं क्षेत्रीय प्रभाव  
हिन्दी साहित्य लेखन के प्रकार एवं उपयोगिता ।

ईकाई (3)

हिन्दी व्याकरण : शब्द के रूप, भेद और वाक्य रचना  
स्वर, व्यंजन और अक्षर का अभ्यास एवं महत्त्व ।  
भाषा उच्चारण एवं वर्तनी का अभ्यास

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पर्यायवाची, विलोम, समानार्थी, अनेकार्थी शब्द  
हिन्दी की प्रयोगात्मक त्रुटियाँ

ईकाई (4)

मुद्रित माध्यम और हिन्दी भाषा, समाचार लेखन  
रेडियो की भाषा एवं लेखन।  
टेलीविजन की भाषा और लेखन  
विज्ञापन की भाषा और लेखन  
सोशल मीडिया की भाषा और लेखन।

### अभ्यास

समाचार लेखन, रूपक लेखन, कौषान लेखन  
जिंंगल लेखन, समाचार वाचन एवं एंकरिंग  
स्लोगन लेखन, ब्लॉग राइटिंग

### संदर्भ :

- भाटिया, डॉ. कैलाशचन्द्र, अनुवादकला, सिद्धांत और प्रयोग, तक्षशिला प्रकाशन, नई दिल्ली
- शर्मा, रघुनन्दन प्रसाद, प्रयोजन मूलक हिन्दी, सिद्धांत और व्यवहार, विश्वविद्यालय प्रकाशन, वाराणसी।
- अय्यर, विश्वनाथ, अनुवाद कला, प्रभात प्रकाशन, दिल्ली
- तिवारी, भोलानाथ, हिन्दी भाषा की सामाजिक भूमिका, दक्षिण भारत हिन्दी प्रचार समिति, मद्रास
- झाल्टे, डॉ. दंगल, प्रयोजनमूलक हिन्दी सिद्धांत और प्रयोग, वाणी प्रकाशन, नई दिल्ली
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## B-HIN100 : Communicative Hindi

### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-HIN100.1	3	3	3	3	2	2	2	3
B-HIN100.2	3	3	3	3	2	2	2	3
B-HIN100.3	3	3	3	3	2	2	2	3
B-HIN100.4	3	3	3	3	2	2	2	3
Average	3	3	3	3	2	2	2	3

### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-HIN100.1	2	2	2	2	2
B-HIN100.2	2	2	2	2	2
B-HIN100.3	2	2	2	2	2
B-HIN100.4	2	2	2	2	2
Average	2	2	2	2	2

### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-HIN100.1	3	3	3	3	2	2	2	3	2	2	2	2	2
B-HIN100.2	3	3	3	3	2	2	2	3	2	2	2	2	2
B-HIN100.3	3	3	3	3	2	2	2	3	2	2	2	2	2
B-HIN100.4	3	3	3	3	2	2	2	3	2	2	2	2	2
Average	3	3	3	3	2	2	2	3	2	2	2	2	2

**BAMC 201: News writing (Theory)**

Time:3 Hrs.  
Credits: 4

Total Marks:100  
Theory: 80  
Internal Assessment:20

**Course Objectives:** This paper will help the learners to understand the concept of news and basics of news writing. It will also help to understand different writing including web writing.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 201.1:</b> Understand the concept of news
<b>BAMC 201.2 :</b> Know about the basics of news writing.
<b>BAMC 201.3:</b> Understand different writing techniques.
<b>BAMC 201.4:</b> Develop the skills for online writing.

**Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.**

**UNIT-I**

Concept, Definitions and Elements of News  
Functions of News  
News values  
Qualities of News:Truth, Objectivity, Diversity, Plurality, Credibility

**UNIT-II**

Principles of news writing  
News : structure and content  
Difference between news writing and other forms of media writing  
Various types of news writing styles  
Headlines: Types and Importance  
Types of Intro, Writing intro

**UNIT-III**

Types of News stories: Hard News, Soft News  
Article writing, Feature writing  
Writing Backgrounder, News Analysis  
News Writing based on Interviews

**UNIT-IV**

Skills for Online Writing

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News Writing for:  
Facebook, Twitter, Instagram  
Blog writing

### **References:**

- George, A. H. (1990). News Writing, Kanishka Publications.
- Stein, P. & Burnett (2000), Newswriter's Handbook: An Introduction to Journalism, Blackwell Publishing.
- Itule & Anderson (2002). News Writing and Reporting for Today's Media, McGraw Hill Publication
- Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
- M.L. Stein and Susan F. Paterno, 'The News Writer's Handbook', Surjeet Publications, New Delhi, 2003.
- George A. Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
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- धूलिया, सुभाष, प्रधान आनंद, समाचार लेखन एवं अवधारणा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली
- Dr Madhu Deep Singh, Media Plurality and Diversity, ISBN-978-81-931528-1-2
- कुमार, अशोक, समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन, नई दिल्ली ।



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## BAMC 201: News Writing (Theory)

### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 201.1	3	3	3	3	3	3	3	3
BAMC 201.2	3	3	3	3	3	3	3	3
BAMC 201.3	3	3	3	3	3	3	3	3
BAMC 201.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 201.1	3	2	3	3	3
BAMC 201.2	3	3	3	3	3
BAMC 201.3	3	3	3	3	3
BAMC 201.4	3	3	3	3	3
Average	3	2.75	3	3	3

### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 201.1	3	3	3	3	3	3	3	3	3	2	3	3	3
BAMC 201.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 201.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 201.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	2.75	3	3	3

**BAMC 202: News Writing (Practical)**

Time:3 Hrs.  
Credits: 2

Total Marks: 50  
Practical: 40  
Internal Assessment: 10

**Course Objectives:** This paper will help the learners to practise news writing and develop skills required to be used in professional field.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 202.1:</b> Write news in different styles
<b>BAMC 202.2 :</b> Write headlines and intros
<b>BAMC 202.3:</b> Features, articles, news analysis and backgrounders
<b>BAMC 202.4:</b> Write for online platforms

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises:</b>
Write any five news (hard)stories for print.
Write any five news (soft)stories for print.
Write headline for 10 stories
Write intro of 5 stories
Write 2 features and 2 articles on any topic
Write news analysis and backgrounder
Create your own blog on any topic of your interest

**BAMC 202: News Writing (Practical)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 202.1	3	3	3	3	3	3	2	3
BAMC 202.2	3	3	3	3	3	3	3	3
BAMC 202.3	3	3	3	3	3	3	3	3
BAMC 202.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 202.1	3	3	3	3	3
BAMC 202.2	3	2	3	3	3
BAMC 202.3	3	3	3	3	3
BAMC 202.4	3	3	3	3	3
Average	3	2.75	3	3	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 202.1	3	3	3	3	3	3	2	3	3	3	3	3	3
BAMC 202.2	3	3	3	3	3	3	3	3	3	2	3	3	3
BAMC 202.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 202.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3	3	2.75	3	3	3

**BAMC 203: Basics of Reporting (Theory)**

Time:3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal Assessment: 20

**Course Objectives:** The course is designed to impart knowledge about the basics of reporting And to familiarize the students with different types of reporting with a focus to create understanding of specialized reporting.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 203.1:</b> Understand the basics of reporting
<b>BAMC 203.2</b> Familiarize with different types of reporting.
<b>BAMC 203.3:</b> Develop understanding of specialized reporting.
<b>BAMC 203.4:</b> Learn ethics and skills of reporting

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**UNIT-I**

Concept, definitions and elements of Reporting  
Sources of News, News gathering, Verification and Validation of facts  
Cultivation of sources  
Reporting hierarchy in a Newspaper  
Ethics of reporting

**UNIT-II**

Reporting Techniques and skills  
Types of Reporting  
Press conference, Press briefing and Meet the press  
Conducting interviews

**Unit-III**

Political reporting  
Crime reporting  
Life style and entertainment reporting  
Sports reporting

**UNIT-IV**

Health reporting  
Education reporting  
Agriculture reporting  
Science and Technology reporting

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10. Trikha,N.K,Reporting,MakhanlalChaturvediRashtriyaPatrakaritaAvamSanchar Vishwavidyalaya.
11. Drone Journalism- Dr Abid Ali, Sankalp Publication
12. Dr. Ashok Kumar Samachar Lekhan avem Reporting, Shivalik Prakashan New Delhi,

**BAMC 203: Basics of Reporting (Theory)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 203.1	3	3	3	3	3	3	2	2
BAMC 203.2	3	3	3	3	3	3	3	3
BAMC 203.3	3	3	3	3	3	3	3	3
BAMC 203.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	2.75

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 203.1	3	3	2	3	3
BAMC 203.2	3	3	3	2	3
BAMC 203.3	3	3	3	2	3
BAMC 203.4	3	3	3	3	3
Average	3	3	2.75	2.5	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 203.1	3	3	3	3	3	3	2	2	3	3	2	3	3
BAMC 203.2	3	3	3	3	3	3	3	3	3	3	3	2	3
BAMC 203.3	3	3	3	3	3	3	3	3	3	3	3	2	3
BAMC 203.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	2.75	3	3	2.75	2.5	3

**BAMC 204: Basics of Reporting (Practical)**

Time:3 Hrs.  
Credits: 2

Total Marks: 50  
Practical: 40  
Internal Assessment: 10

**Course Objectives:** This paper is designed to impart the practical knowledge about reporting and its various types.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 204.1:</b> Report political and crime stories
<b>BAMC 204.2:</b> Report life style and entertainment stories
<b>BAMC 204.3:</b> Report health and education related issues
<b>BAMC 204.4:</b> Report agriculture and science related issues

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises:</b>
Write 5 political and 5 crime stories.
Write 5sports and 5 education related stories.
Write 5health and 5 science and technology related stories.
Write 5life style reports.
Write 5agriculture related stories .
Conduct and write 2 interviews
Report a press conference

**BAMC 204: Basics of Reporting (Practical)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 204.1	3	3	3	3	3	3	3	3
BAMC 204.2	3	3	3	3	3	3	3	3
BAMC 204.3	3	3	3	3	3	3	2	3
BAMC 204.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	3	2.5	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 204.1	3	3	2	2	3
BAMC 204.2	3	3	3	3	3
BAMC 204.3	3	3	3	3	3
BAMC 204.4	3	3	3	3	3
Average	3	3	2.75	2.75	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 204.1	3	3	3	3	3	3	3	3	3	3	2	2	3
BAMC 204.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 204.3	3	3	3	3	3	3	2	3	3	3	3	3	3
BAMC 204.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.5	3	3	3	2.75	2.75	3



**BAMC 205: Basics of Editing (Theory)**

Time:3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal Assessment: 20

**Course Objectives:** The purpose of this paper is to familiarize the students with the basics of editing, to understand the concept of design and develop basic understanding of newspaper designing software.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 205.1:</b> Understand the basics of editing.
<b>BAMC 205.2 :</b> Understand the process of editing
<b>BAMC 205.3:</b> Understand about dummy, design and layout
<b>BAMC 205.4:</b> Understand usage of newspaper designing software.

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**UNIT-I**

Editing: concept, definition and its significance  
Principles of Editing  
Hierarchy of Editorial staff in a newspaper  
Role of News Editor, Chief Sub Editor and Copy Editor

**UNIT-II**

News Editing : Copy writing, copy selection, story structure  
Writing intro and importance of intro in a story  
Writing headlines and importance of headlines in a story  
Characteristics of a good copy

**UNIT-III**

Design: meaning and significance  
Elements of design  
Principles of design  
Concept and Utility of Dummy  
Photo selection, photo cropping and writing caption

**UNIT-IV**

Software for designing Newspaper  
Quark-tools and applications  
In design-tools and applications

**References :**

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### BAMC 205: Basics of Editing (Theory)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 205.1	3	3	3	3	3	3	3	3
BAMC 205.2	3	3	2	3	3	3	3	3
BAMC 205.3	3	3	3	3	3	3	3	3
BAMC 205.4	3	3	3	3	3	3	3	3
Average	3	3	2.75	3	3	3	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 205.1	3	3	3	3	3
BAMC 205.2	3	3	3	2	3
BAMC 205.3	3	3	3	3	3
BAMC 205.4	3	3	3	2	3
Average	3	3	3	2.5	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 205.1	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 205.2	3	3	3	3	3	3	3	3	3	3	3	2	3
BAMC 205.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 205.4	3	3	3	3	3	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	3	3	3	3	3	3	2.5	3

**BAMC 206: Basics of Editing (Practical)**

Total Marks: 50

Credits: 2

Practical: 40

Internal Assessment: 10

**Course Objectives:** The purpose of this paper is to give practical experience of editing and newspaper designing software.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 206.1:</b> Edit news stories.
<b>BAMC 206.2 :</b> Write intros and headlines
<b>BAMC 206.3:</b> Design lab newspaper
<b>BAMC 206.4:</b> Select and crop photos

**Practical Assignments**

- Copyediting assignment.
- Writing Headlines for different types of news.
- Intro/lead writing assignment.
- Creating dummy.
- Layout: Preparing layout of the front, back and other pages of a newspaper
- Photo coverage of news events in the campus or outside.
- Writing photo caption

**BAMC 206: Basics of Editing (Practical)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 206.1	3	3	3	3	3	3	3	3
BAMC 206.2	3	3	3	3	3	3	3	3
BAMC 206.3	3	3	3	3	3	3	2	3
BAMC 206.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 206.1	3	3	3	3	3
BAMC 206.2	3	3	3	3	3
BAMC 206.3	3	3	3	3	3
BAMC 206.4	3	3	3	3	3
Average	3	3	3	3	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 206.1	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 206.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 206.3	3	3	3	3	3	3	2	3	3	3	3	3	3
BAMC 206.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3	3	3	3	3	3

**BAMC 207: INDIAN CONSTITUTION AND MEDIA LAWS**

Time:3 Hrs.  
Credits: 6

Total Marks: 150  
Theory: 120  
Internal Assessment: 30

**Course Objectives:**The course is designed to impart knowledge about main features of Indian Constitution. The focus is to teach journalistic ethics, basic Media Laws that a budding professional should know before entering into the media industry.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>BAMC 207.1:</b> Understand The Indian Constitution and its features
<b>BAMC 207.2:</b> Understand journalistic ethics with reference to regulatory bodies
<b>BAMC 207.3:</b> Understand laws related to press and electronic media
<b>BAMC 207.4:</b> Understand laws useful for a journalist

**Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.**

**UNIT-I**

Introduction of the Indian Constitution, Preamble, Salient features of Constitution  
Freedom of Speech and expression in context of Indian Media  
Constitutional Amendments (Articles 368)

**UNIT –II**

Fundamental rights, Fundamental duties  
Directive principles of state policies  
Emergency powers (Articles 352,356,360)

**UNIT –III**

Journalistic Ethics with special reference PCI, Editor Guild of India  
Press and Books Registration Act  
Working Journalists Act  
Knowledge of IPC sections 300, 302, 307, 509, 354  
Right to Information Act 2005  
Official Secrets Act

**UNIT –IV**

Defamation: Libel, Slander  
Copyright Act.1957

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Contempt of Court Act

Prasar Bharati Act

### **Assignments**

- Case studies of any five recent cases related to various media laws.

### **References:**

- Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
- Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
- Mass media Law and Regulation in India AMIC publication.
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- Mass media law and regulation in India, VenkatAiyer, AMIC publication.
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

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### BAMC 207: INDIAN CONSTITUTION AND MEDIA LAWS

#### Process CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 207.1	3	3	3	3	3	3	2	3
BAMC 207.2	3	3	3	3	3	3	3	3
BAMC 207.3	3	3	3	3	3	3	3	3
BAMC 207.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 207.1	3	2	3	3	3
BAMC 207.2	3	2	3	3	3
BAMC 207.3	3	3	3	3	3
BAMC 207.4	3	3	3	3	3
Average	3	2.5	3	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 207.1	3	3	3	3	3	3	2	3	3	2	3	3	3
BAMC 207.2	3	3	3	3	3	3	3	3	3	2	3	3	3
BAMC 207.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 207.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	2.75	3	3	2.5	3	3	3