

**Shri Rawatpura Sarkar University,
Raipur**



**Examination Scheme & Syllabus
For
Bachelor of Journalism & Mass
Communication (BAJMC)
Three Year (Six Semester Course)
SEMESTER-I**

(Effective from the session: 2022-23)

Shri Rawatpura Sarkar University, Raipur

Bachelor of Journalism & mass Communication

Exam Scheme Three year (Six Semester Course)

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Outcome Based Education (OBE) and Choice Based Credit System (CBCS)

(Effective from the Academic year 2022-2023)

SEMESTER-I

S. No.	Course Code	Course Title	Hours / Week			Credits	Maximum Marks			Sem. End Exam Duration (Hrs)
			L	T	P		Continuous Evaluation	Sem. End Exam	Total	
1	ABA06-101	CC1 Introduction to Journalism	5	1	-	6	30	70	100	3
2	ABA06-102	CC2 Introduction to Mass Communication	5	1		6	30	70	100	3
3	ABA-111	(AECC)-1 Communication Skill	2			2	15	35	50	1.30
4	ABA06-103	GE 1: Basics of Photography	3	1		4	30	70	100	3
	ABA06-103P	Practical			4	2	15	35	50	
Total Contact Hr. Per Week: 20 + Prac. Hours						20	Grand Total Marks 400+Practical Marks			

Course Title	Introduction to Mass Communication				
Course Code	ABA06-101				
Course Credits	L	T	P	TC	
	3	1	2	6	
Prerequisites	To define the nature, role, and function of New information Technology.				
Course objectives	<ol style="list-style-type: none"> 1. To understand the concept of communication practice and relevance. 2. To develop critical understanding about Mass communication process. 3. To introduce students to theories of Mass Communication. 4. To develop an insight on press theories and media scenarios 				
Course Contents	<p>Unit-1 Communication</p> <ul style="list-style-type: none"> • Concept, Definition and Significance of Communication • Types-Intra-Personal, Inter-Personal, Group, Mass Communication • The medium of Communication- Oral, Written, Verbal, Non-Verbal. • The Process and Elements of Communication, Attributes of Effective Communication <p>Unit-2 Mass Communication</p> <ul style="list-style-type: none"> • Mass Media- Newspaper, Magazine & Television, Radio: Characteristics, Advantages and Limitations • Roles and Functions of Mass Communication • Public Opinion and Public Sphere <p>Unit-3 Models of Communication-</p> <ul style="list-style-type: none"> • Lasswell formula, Shannon and Weaver, Osgood, Wilbur Schramm, Westley and MacLean <p>Unit-4 Theories Of Mass Communication</p> <ul style="list-style-type: none"> • Marshal McLuhan, Approach: "Medium is the Message", Raymond William's Approach <p>Unit-5 New Information Technology and Communication</p> <ul style="list-style-type: none"> • Meaning and Role of Information Technology in Communication • Latest Trends in Information Technology, Role of ICT in Rural Development • Internet, Video Conferencing, E-Mail, Convergence Technology 				
Course outcomes	<ol style="list-style-type: none"> 1. Student will be capable to analyze and evaluate the process of communication and Mass Communication. 2. The student will become able to comprehend press theories in context of various countries. 3. Able to develop and demonstrate critical thinking in New information technology and communication 				
Text Books	<ul style="list-style-type: none"> • Keval J. Kumar Mass Communication In India. Mumbai, India: Jaico Publishing House (NewEd.) • Communication--Larry L. Barker & Deborah Gaut. • Media, Communication, Culture --James Gull. • Communication & Society -- Kamlesh Mahajan. • Macquill, Denis (2010). Macquail's Mass Communication Theory. 				
Reference Books	<ul style="list-style-type: none"> • Werner, Severin J.And Tankard W. James. Communication Theories. Origin, Methods, Uses. London: Longman • Wilbur Schramm (1973). Men, Message, and Media. New York, U.S.A: Harper & Row 				

Course Title	Introduction to Journalism				
Course Code	ABA06-102				
Course Credits	L	T	P	TC	
	3	1	2	6	
Prerequisites	To introduce different types of media their characteristics, merits and demerits				
Course objectives	To introduce the students to basics of journalism and its role in society				
Course Contents	<p>UNIT-I Understanding News</p> <ul style="list-style-type: none"> • Ingredients of news, News: meaning, definition, nature • The news process: from the event to the reader (how news is carried from event to reader) • Hard news vs. Soft news, basic components of a news story • Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line by line. <p>UNIT-II Different forms of print-</p> <ul style="list-style-type: none"> • A historical Perspective Yellow journalism • Penny press, tabloid press • Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch • formula- skills to write news <p>UNIT-III Understanding the structure and construction of news</p> <ul style="list-style-type: none"> • Organizing a news story, 5W's and 1H, Inverted pyramid • Criteria for news worthiness, principles of news selection • Use of archives, sources of news, use of internet <p>UNIT-IV Different mediums-a comparison</p> <ul style="list-style-type: none"> • Language and principles of writing: Basic differences between the print, electronic • Online journalism • Citizen Journalism <p>UNIT-V Role of Media in a Democracy</p> <ul style="list-style-type: none"> • Responsibility to Society • Press and Democracy • Contemporary debates and issues relating to media Ethics in journalism 				
Course outcomes	Understand the basics of journalism and recognize the contributions of the renowned journalists to the field of print media.				
Text Books	<ul style="list-style-type: none"> • Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000. • M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006. 				
Reference Books	<ul style="list-style-type: none"> • George Rodman. Mass Media in a Changing World; Mcgraw Hill Publication, 2007. • Carole Fleming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006 				

Course Title	COMMUNICATION SKILLS (AECC)-1				
Course Code	ABA-111				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	Basic knowledge about English language and communication skills.				
Course objectives	At the completion of the course students shall be able to: - Understand the knowledge of communication in English. Communicate effectively (Verbal and Non Verbal). Effectively manage the team as a team player. Develop interview skills.				
Course Contents	<p>UNIT – I Key Concepts: -Process and Elements of Communication: context of communication; the Speaker/writer and the listener/reader, Medium of communication; Principles of communion, communication (7 C's of communication), Barriers in communication, effective Communication; Communication in organization</p> <p>UNIT – II Writing :-Selecting material for expository, descriptive, and argumentative pieces; Resume; covering letter, Elements of letter writing and style of writing, business letters: Quotation and Tenders; Basics of Informal and Formal Reports technical report Writing, lab report; Précis writing.</p> <p>UNIT – III Reading:-Effective Reading; reading different kinds of texts for different purposes; reading, Between the lines. Comprehension of Unseen Passages, Grammar in use: Errors of Accidence and syntax with reference to Parts of Speech; Agreement of Subject and Verb; Tense and Concord; Use of connectives, Question tags. Voice and Narration. Indian's in English: Punctuation and Vocabulary, Building (Antonym, Synonym, and Verbal Analogy.</p> <p>UNIT – IV Speaking:-Achieving desired clarity and fluency; effective speaking; task oriented, inter-Personal, informal and Semiformal speaking. Meetings, Seminar, Conferences, Interviews, Presentation, Audiovisual communication.</p> <p>UNIT – V Listening:-Achieving ability to comprehend material delivered at relatively fast speed; comprehending spoken material in Standard, Indian English, British English and American English; Intelligent listening in situations. Advantages of listening. Hearing and Listening; Essentials of Good Listening. Use of Modern Communication Devices; Telephonic Conversation.</p>				
Course outcomes	This course student will be able to understand the literatures for presenting the real extract of the subject to the society.				
Text Books	<ol style="list-style-type: none"> 1.Sharma RC Mohan K – "Business Corresponding and Report Writing", Tata McGraw Hill, New Delhi, 1994. 2. Alok Jain, P S Bhatia A M Shiekh – "Professional Communication Skills; S. Chand Company Ltd. 2005. 3. Rajendra Pal and JS Korlahalli – " Essentials of Business Communication", Sultan Chand Sons, 1997. 4. A guide to Correct English – Oxford University Press, Ely House, London W.I., Latest Edition. (For UnitIII). 				
Reference Books	<ol style="list-style-type: none"> 1. Fiske, john – "Introduction to Communication Studies", Rotledge London,1990. 2. Geoffrey Leech JanSvartvik – "A Communicative Grammar of English", ELBS Longman, England. 3. Bill Scott – "The Skills of Communicating", JaicoPublishing House, Mumbai,2004. 4. Gartside L- "Model Business Letters", Pitman, London,1992. 5. Krishna Mohan N. P. Singh – "Speaking English Effectively"; MacMillan India, New Delhi; 2001. 				

Course Title	Basics of Photography				
Course Code	ABA06-103				
Course Credits	L	T	P	TC	
	3	1	0	4	
Prerequisites	To study photography, its need a camera and photo editing software.				
Course objectives	Students who complete the program will be able to generate original ideas, communicate the contexts and concepts that frame and drive their work, develop their craft, and adopt behaviors for success.				
Course Contents	<p>Unit I: History of Photography, Definition and origin of Photography, the birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography.</p> <p>Unit II: Equipments of Photography, Cameras Lenses, Tripods Monopods, Camera bags, Digital storage.</p> <p>Unit III: Lighting the different types of lighting-Natural lighting-and Artificial Lighting, The reflection of light recommended equipment for outdoor lighting, Introduction to indoor lighting and Photographing</p> <p>Unit IV: Types of Photography and Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, the basics of photojournalism and importance of context in photojournalism</p> <p>Unit V: Editing Photo editing software: Microsoft Office Picture anger, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.</p>				
Course outcomes	Comprehends how today's photographic camera works and records images. Explains the working mechanism and production of the camera at the basic level in the context of the historical process. Identifies cameras according to formats and view finder systems.				
Text Books	<p>1. The Photography Book by Editors of Phaidon Press, 30 April 2000.</p> <p>2. All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010 New Delhi.</p>				
Reference Books	<p>3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).</p> <p>4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.</p>				