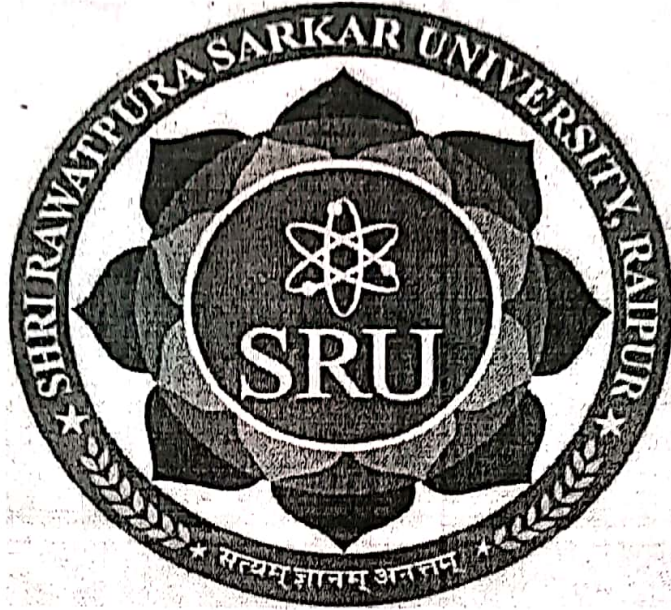


Shri Rawatpura Sarkar University,
Raipur



Examination Scheme & Syllabus

For

Bachelor of Journalism (BJ)

One Year (Two Semester Course)

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(Effective from the session: 2022-23)

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Shri Rawatpura Sarkar University, Raipur

Bachelor of Journalism & mass Communication

Exam Scheme One year (Two Semester Course)

(Effective from the session: 2022-23)

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

(Effective from the Academic year 2022-2023)

First Semester



| S.N | Paper Code | Th/Pr | Name of Paper | Type Of Paper | Teaching Hours Per Week | | | | Examination Scheme | | | | Total Marks |
|---------------------------------|------------|-------|------------------------------------|---------------|-------------------------|---|---|----|------------------------|-----|-----------|-----|-------------|
| | | | | | L | T | P | TC | Theory | | Practical | | |
| | | | | | | | | | Ex. | In. | Ex. | In. | |
| 1 | ABJ06-101 | Th | Fundamentals of Computer | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 2 | ABJ06-102 | Th | Contemporary Issues | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 3 | ABJ06-103 | Th | Media Laws & Ethics | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 4 | ABJ06-104 | Th | Introduction to Mass Communication | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 5 | ABJ06-105 | Pr | Report Writing | Pr | | | 8 | 4 | | | 70 | 30 | 100 |
| 6 | ABJ06-106 | Pr | Video Camera | Pr | | | 8 | 4 | | | 70 | 30 | 100 |
| Total Contact Hrs. Per Week: 32 | | | | | Total Credit: 24 | | | | Grand Total Marks: 600 | | | | |

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|--------------------------|--|----------|----------|-----------|--|
| Course Title | Fundamentals of Computer | | | | |
| Course Code | ABJ06-101 | | | | |
| Course Credits | L | T | P | TC | |
| | 3 | 1 | | 4 | |
| Prerequisites | Define and explain the meaning, importance and concept of information communication technology (ICT) | | | | |
| Course objectives | Describe applications of ICT in media. Get acquainted with computer and its operations. Understand the application of DTP software's in print media industry. | | | | |
| Course Contents | <p>Unit-1 [Introduction to Computer] Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application</p> <p>Unit-2 [Components of Computer System] Central Processing Unit (CPU), VDU (Visual Display Unit) Keyboard and Mouse, Other input/output Devices, Computer Memory, Storage device.</p> <p>Unit-3 [MS Office, Use of Printer & Scanner] Microsoft Office: Word, Power Point, excel, Using printers & scanners</p> <p>Unit-4 [DTP Software] Features and their basic application: a. Corel draw b. PageMaker c. Photoshop</p> <p>Unit-5 [Internet] History and development, Web Search Engine, E-mail & its applications, Outlook Express.</p> | | | | |
| Course outcomes | Explain the working of important application software and their use to perform any Media activity | | | | |
| Text Books | <ol style="list-style-type: none"> 1. Computer 2003 edition : Sanjay Sexena 2. Rapidex Computer Course : Singhal | | | | |
| Reference Books | <ol style="list-style-type: none"> 1. Microsoft office : Kettell 2. Quark Express for windows : Elaine Weirmann | | | | |

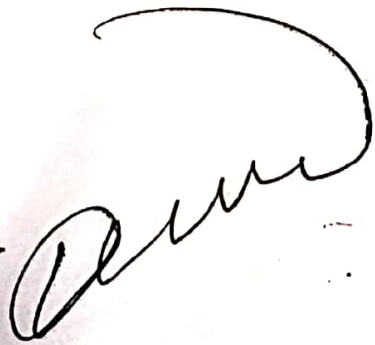
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|--------------------------|---|----------|----------|-----------|--|
| Course Title | Contemporary Issues | | | | |
| Course Code | ABJ06-102 | | | | |
| Course Credits | L | T | P | TC | |
| | 3 | 1 | | 4 | |
| Prerequisites | Contemporary Issues introduces students to various issues facing the world today. | | | | |
| Course objectives | The objective of the course is to familiarize the students with the current issues and debates concerning development. | | | | |
| Course Contents | <p>Unit – I Environmental issues: Global Warming – Economic and Environmental impact, Resource use and sustainability, Environmental degradation – Ozone depletion, Pollution Deforestation.</p> <p>Unit – II Universal Human Rights; Universal declaration (1949), Declaration of the right to development (1986), Protection of Human Rights Act (PHRA).</p> <p>Unit – III Farmer movements, Tribal movements, Marginalization, Socio-Economic Equality and Reservation.</p> <p>Unit – IV Corruption, Migration, Women Safety, Gender Equality and Activism, Public Health, Hygiene & Sanitation.</p> <p>Unit – V Politics and Media, Social issues of Chhattisgarh, Judicial Activism.</p> | | | | |
| Course outcomes | understand the purpose of different types of contemporary managerial approaches | | | | |
| Text Books | <ol style="list-style-type: none"> 1. International Theory of Human Rights, OUP 2. Social Ecology, OUP: R. Guha | | | | |
| Reference Books | <ol style="list-style-type: none"> 3. State of the world Series; World watch Intimate 4. State of India's environment, CSE (2000) | | | | |

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| Course Title | Media Laws & Ethics | | | | |
| Course Code | ABJ06-103 | | | | |
| Course Credits | L | T | P | TC | |
| | 3 | 1 | | 4 | |
| Prerequisites | Discuss media laws in India and the world | | | | |
| Course objectives | Demonstrate an understanding of the nature of ethics and morality in journalism | | | | |
| Course Contents | <p>Unit – I Introduction of Indian Constitution, Characteristics and Preamble: Directives of state policy, Fundamental Rights, Fundamental Duties, Citizenship, right to freedom of speech and expression.</p> <p>Unit – II The legislature: the executive, the cabinet, the judiciary, powers and functions; the President, The Governor.</p> <p>Unit – III Media freedom, media economics, lobbying, political parties.</p> <p>Unit – IV Indian Constitution and freedom of mass media, privileges, laws defamation, contempt of legislature and court, censorship.</p> <p>Unit – V The Indecent Representation of Women (Prohibition) Act. 1986, Official secrets, Sedition, Copyright, Press Council, IPR, Ombudsman, Right to Information.</p> | | | | |
| Course outcomes | Determine the ethical issues of media with case studies | | | | |
| Text Books | 1. Media Ethics and Law – Jan. R. Hakemulder . | | | | |
| Reference Books | 2 Indian Constitution-Kanak Tiwari | | | | |





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|--------------------------|--|----------|----------|-----------|
| Course Title | Introduction to Mass Communication | | | |
| Course Code | ABJ06-104 | | | |
| 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. • Macquail, 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 | | | |