

**SCHEME OF EXAMINATION
&
SYLLABUS
of
UG Programme (Interdisciplinary)
B.A. (Journalism & Mass Communication)
(Scheme: D)**

As per National Education Policy 2020

(Multiple Entry-Exit, Internships and Choice Based Credit System)

w.e.f. Academic Session: 2025-2026 in phased manner



**Department of Media and Communication
Studies
Faculty of Humanities**

Chaudhary Bansi Lal University, Bhiwani

The syllabus of B.A. Journalism and Mass Communication has been approved in UGBOS meeting held on 8/07/2026

**GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS /
SUBJECT TEACHERS**

EVALUATION AND EXAMINATION

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

Theory Internal Assessment shall broadly base on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks	Class Participation	Seminar/Demonstration/Presentation n/ Assignment/Quiz/Class Test, etc.	Mid-Term Exam
10	04	-	06
15	04	04	07
20	05	05	10
30	05	10	15

Practical Internal Assessment shall broadly be based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Viva-voce/Lab Records, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

MODE OF PAPER SETTING FOR END-TERM EXAMINATION:

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 containing short notes will be compulsory. The students will have to attempt five questions in all selecting at least 1 question from each unit. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of the students. Case studies may also be given as questions.

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Abbreviations used

Abbreviation	Description
AEC	Ability Enhancement Course
C	Credit
CC	Core Course
CC-H	Core Course in Honours Programme (Subject/Discipline)
CC-HM	Core Course in Minor Subject of Honours Programme
CC-M	Core Course in Minor Subject
DSE	Discipline Specific Elective Course
DSE-H	Discipline Specific Elective Course in Honours Programme (Subject/Discipline)
DSEC	Discipline Specific Skill Enhancement Course
MCC	Core Course in Major Subject
MDC	Multidisciplinary Course
PC	Practicum Course
PC-H	Practicum Course in Honours Programme
SEC	Skill Enhancement Course
UG	Under Graduate
V/VOC	Vocational Course
VAC	Value Added Course

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Semester-III

Course Type	Course Code	Nomenclature of the Course	Credits	Contact Hours per Week				Marks					Duration of Exam
				L	T	P	Total	T	IA (T)	P	IA (P)	Total	
CC-A3	25UN-JMC - 301	Radio Production	4	3	-	2	5	50	20	20	10	100	3 Hours
CC-B3	25UN-JMC - 302	Digital Media	4	3	-	2	5	50	20	20	10	100	3 Hours
CC-C3	25UN-JMC 303	Introduction to Advertising	4	3	-	2	5	50	20	20	10	100	3 Hours
CC-M3	25UN-JMC 304	Audio Visual Production	4	3	-	2	5	50	20	20	10	100	3 Hours
MDC-3	25UN-JMC 305	Photography	3	2	-	2	4	35	15	15	5	70	3 Hours
AEC-3		As available in pool of subjects approved by CBLU	2	2	-	-	2	35	15	-	-	50	3 Hours
SEC-3		As available in pool of subjects approved by CBLU	3	2	-	2	4	35	15	15	5	70	3 Hours
			Total Credits :24									Total Marks	590

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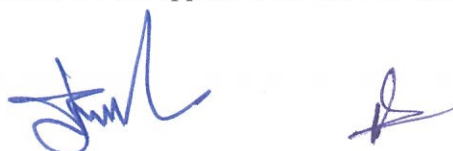



Semester-IV

Course Type	Course Code	Nomenclature of the Course	Credits	Contact Hours per Week				Marks				Duration of Exam	
				L	T	P	Total	T	IA (T)	P	IA (P)		Total
CC-A4	25UN-JMC-401	TV Production	4	3	-	2	5	50	20	20	10	100	3 Hours
CC-B4	25UN-JMC-402	Introduction to Public Relations	4	3	-	2	5	50	20	20	10	100	3 Hours
CC-C4	25UN-JMC-403	Current Affairs	4	3	-	2	5	50	20	20	10	100	3 Hours
CC-M4 (V)		As available in pool of subjects approved by CBLU	4	-	-	-	-	-	-	-	-	100	3 Hours
AEC-4		As available in pool of subjects approved by CBLU	2	2	-	-	2	35	15	-	-	50	3 Hours
VAC-3		As available in pool of subjects approved by CBLU	2	2	-	-	2	35	15	-	-	50	3 Hours
			Total Credits				20					Total Marks	500
			Internship of 4 credits of 4-6 weeks duration after 4 th semester										

Exit Option: Undergraduate Diploma in (Journalism & Mass Communication) with 96 Credits

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SEMESTER III

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25UN--JMC-
301 CC-A-3
RADIO PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand script writing for various radio programmes

CLO 2: To understand the set up and working of a radio studio.

CLO 3: To know about stages of radio programme production.

CLO 4: To undertake radio programme production in different formats

UNIT	Topic		Contact Hours
UNIT- I	Characteristics of Radio as a medium of Mass Communication Basic principles of script writing for radio Script writing for radio Talk, Discussion, Drama, Interview and Radio feature Presentation of script-voice quality, modulation ,pronunciation Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin.	CLO 1	12
UNIT- II	Setup of Radio Studio , Types of Microphone, Console, Mixer Sound System: Mono, Stereo and Surround Sound Introduction to Radio Software	CLO 2	12
UNIT- III	Radio production formats Equipment for radio production Stages of radio programme production Personnel in the production process – Role and Responsibilities	CLO 3	12
UNIT- IV	Editing principles Creating sound effects Editing of Various Radio Programmes	CLO 4	12

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	Practical
1	Writing the script for radio talk and its recording
2	Radio news - Reporting of events and recordings
3	Production of radio news reel
4	Production of field based Radio features

Suggested Readings

1. Broadcast Journalism: Techniques of Radio and Television News Andrew Boyd, Peter Stewart, Ray Alexander Routledge 2022 (8th Edition)
2. Writing for Television, Radio, and New Media Robert L. Hilliard Cengage Learning 2020 (11th Edition)
3. Radio Production Robert McLeish, Jeff Link Routledge 2019 (6th Edition)
4. Sound Reporting: The NPR Guide to Audio Journalism and Production Jonathan Kern University of Chicago Press 2022
5. Basic Radio Journalism Paul Chantler & Peter Stewart Routledge 2020 (2nd Edition)
6. The Radio Station: Broadcast, Satellite & Internet Michael C. Keith Routledge 2020 (9th Edition)
7. Audio Production Worktext: Concepts, Techniques, and Equipment Samuel J. Sauls & Craig A. Stark Routledge 2021 (10th Edition)
8. रेडियो पत्रकारिता डॉ. वीरेंद्र सिंह यादव Rajasthan Hindi Granth Academy 2021
9. रेडियो प्रोडक्शन और स्क्रिप्ट लेखन डॉ. आर. एस. लखनपाल Rajasthan Granth Akademi 2020
10. इलेक्ट्रॉनिक मीडिया लेखन डॉ. संजय द्विवेदी Vani Prakashan 2022

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25UN--JMC-
302 CC-B3
DIGITAL MEDIA

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures.

CLO 2: Be aware of the current research in the area of digital media, culture and society.

CLO 3: Adopt an independent and critical approach to information and research in the field of digital media and society

CLO 4: Demonstrate the writing skills required in the field of digital communication.

UNIT	Topic		Contact Hours
1	Digital Media: Definitions and Concept; Characteristics of Digital media History and growth of digital media, Old Media V/S New Media Popular digital media platform in India. Skills required for digital journalism	CLO 1	12
2	Internet and knowledge society Technological determinism; New Media Economy; Hyper-textuality; Digital Divide, Pros and Cons Convergence advantages and disadvantages New trends in Media technologies Digital Media Marketing Tools and Techniques	CLO 2	12
3	Structure and setup of digital Newsroom Duties and responsibilities of digital Journalists New Trends in Digital Journalism Understanding the user and UGC	CLO 3	12

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	Writing an audience profile		
4	New Media Literacy, Social Networking Sites & platforms, Netizens and Cyborgs, Internet addiction, Virtual World vs the Real-world Ethics and good practices Law and Regulation related to Digital Journalism	CLO 4	12

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	Practical
1	Write content for different social media platforms
2	Blogs, Web page, Digital poster
3	Manage social media profiles (like Facebook, LinkedIn)
4	Micro blogging

Suggested Readings:

1. Hill, S., & Lashmer, P. (2018). *Online Journalism: The essential guide*, London: Sage Publication.
2. Tutan, T. L., Solmon, M. (2022). *Social Media Marketing*, Sage Publication.
3. Blatt, R. S., & Yadav, A. (2022). *Media Literacy: Keys to Interpreting Media Massage*. Kanishka Publication.
4. Martin, L., Dovey, J., & Giddings, S. (2008). *New Media: A Critical Introduction*. Routledge.
5. Walker, R. J. (2008). *Blogging*. Cambridge, UK: Polity P.
6. David, B., & Kennedy, B. (2007). *The CyberCultures Reader*. New York: Routledge.

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25UN--JMC-
303 CC-C3
INTRODUCTION TO ADVERTISING

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO1: To nurture a deep sense and understanding about basic concepts of advertising
CLO 2: To develop understanding about structure and functioning of advertising agency.
CLO 3: To be familiarized with the concept of campaign planning
CLO 4: To understand the concept of advertising research

UNIT	Topic		Contact Hours
UNIT- I	Advertising: Meaning, Features, Functions and Types. Advertising approach: DAGMAR and AIDA Approach, Media of Advertising, Advertising aspects: Economic, Social and Cultural Aspects, Advertising Ethics. Development of advertising in India	CLO 1	12
UNIT- II	Advertising agency: Role and Function, Types, Organization structure, Selection of ad agency, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development	CLO 2	12
UNIT- III	Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation	CLO 3	12
UNIT- IV	Introduction to Advertising research, Methods of Measuring Advertising Effectiveness, Copy Testing Television Rating Point, Gross Rating Points, Trends in advertising	CLO 4	12

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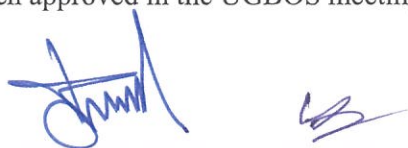



	Practical
1	Prepare an advertisement for five different products for Print Media.
2	Preparing a radio jingle for FM channel.
3	Prepare a Poster On Any Social Issue.
4	One Case Study –Advertising Campaign

Suggested Readings:

1. Advertising & Integrated Brand Promotion Thomas O'Guinn, Chris Allen, Richard Semenik Cengage Learning 2021 (8th Edition)
2. Advertising Principles and Practice William Wells, John Burnett, Sandra Moriarty Pearson 2020 (11th Edition)
3. The Advertising Handbook Helen Powell, Malcolm Goodrum, Paul Alexander Routledge 2022 (6th Edition)
4. Advertising Campaign Strategy: A Guide to Marketing Communication Plans Donald Parente Routledge 2019
5. Advertising Research: Theory and Practice Joel Davis Pearson 2019
6. Media Planning & Buying in the 21st Century Ronald D. Geskey Sr. Routledge 2020
7. विज्ञापन परिचय डॉ. रवि कुमार Vani Prakashan 2021
8. विज्ञापन एजेंसी और अभियान डॉ. अजय सिंह Hindi Granth Karyalay 2020
9. विज्ञापन अनुसंधान डॉ. संजय द्विवेदी Rajpal & Sons 2022

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25UN--JMC-304
CC-M-3
AUDIO VISUAL PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: Students would understand the basics of electronic media productions.

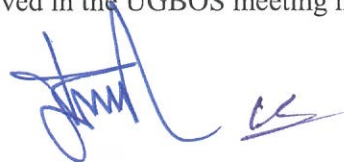
CLO 2: To Students would inculcate the skills required for AV (Audio-visual productions) industry.

CLO 3: To study the relation of necessary elements i.e. audio and video and audio-visual media.

CLO 4: To understand the animation concepts and the importance of animation in multimedia industry.

UNIT	Topic		Contact Hours
UNIT- I	TV studio and production: structure and working, Video Camera: Parts, working, features and effects: optical zoom, digital zoom, focal length, focus, depth of field, aperture,	CLO 1	12
UNIT- II	Role and responsibilities of personnel for video production Role and responsibilities of personnel for News Production process: Pre-Production, Production, and Post-Production	CLO 2	12
UNIT-III	Scripting Fiction: Basic Concept, Developing plot, character development and dialogue. Lighting and Audio-Video Productions: Properties of Light- intensity, colour, quality, dispersion, direction factors that influence light, lighting surface, lighting objects, lighting different situations, lighting ratio	CLO 3	12

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UNIT-IV	Producing advertisements, Photo production and editing for print, Digital Media Production Do's and Don'ts of Audio-video production Basics of audio-video production for the web especially social media	CLO4	12
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	Practical
1	To prepare a file with Text and Paragraph alignment.
2	To edit an Image by Cropping, resizing the same.
3	To edit a image by using five filters and effects
4	To prepare a power point presentation by using multimedia Components

Suggested Readings

1. Zettl, H. (2003). *Television Production Handbook*. Wadsworth.
2. Underwood, R. (2007). *Shooting TV News: Views from Behind the Lens*, Focal Press, Oxford.
3. Button, B. (2002). *Nonlinear Editing: Storytelling, Aesthetics and Craft*. CMP Books.
4. Browne, S. E. (2002). *Video Editing*. Amsterdam: Focal Press.
5. Seabright, E. B., & Hagen, J. V. (2007). *The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy*. Cambridge.
6. Wadia, A. (2007). *Broadcast Management in India: Major Guidelines and Policy Frameworks*. New Delhi, Kanishka Publishers.
7. Menon, M. (2007). *Indian Television and Video Programmes: Trends and Policies*. Kanishka Publishers, New Delhi.
8. Luthra, H. R. *Indian Broadcasting, Publications Division*. New Delhi.
9. Leish, R. M. *Radio Production*. Focal Press.
10. Alburger, J. R. *The Art of Voice Acting*. Focal Press.

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25UN--JMC- 305 MDC-3 PHOTOGRAPHY		Time-3 Hours Total Credits – 03 Theory - 35 Internal assessment (T) – 15 Practical-15 Internal assessment (P) – 5 Total Marks – 70
Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.		
COURSE LEARNING OBJECTIVES: CLO 1: To learn basic concepts and importance of Photography CLO 2: To learn mobile photography CLO 3: To learn uses of lights in photography CLO 4: To learn photo editing and new trends in photography		
UNIT	Topic	Contact Hours
UNIT-I	Introduction and Development of Photography Photojournalism - Role and importance Qualities of a good photograph Tools of Photography, types of cameras Traditional and digital camera, Part of Camera, Camera control	CLO 1 12
UNIT- II	Emergence of Digital technology Digital Photography, Mobile photography Selecting Images, Size, and quality Indoor and Outdoor Photography	CLO 2 12

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UNIT- III	Lighting principles Role of lighting Different types of lighting and its uses Role of subject, quality of photograph Developing different sizes of photograph	CLO 3	12
UNIT- IV	Photograph Editing Techniques Cropping, Enlarging & reducing Clipping/Grouping Color composition Filter, length, focus, Shots Photo feature, New trends in photography	CLO 4	12

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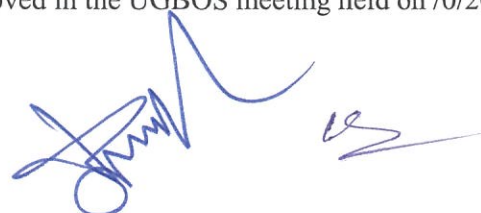


	Practical
1	The students have to prepare a Digital portfolio along with print containing at least 20 photographs clicked by them.
2	They have to develop a photo-feature on a theme selected in consultation with the concerned faculty.

Suggested Readings:

1. Digital Photography (Hindi), Vishnu Priya Singh, Publisher-Computech Publication Limited.
2. Digital Photography (Hindi) Hardcover (2018), Riyaj Hasan, Book Enclave, Jaipur.
3. Photography Technique and Uses (Photography Taknik aur Pryog), Narendra Singh Yadav, Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture, Carlton Books Ltd.(London)

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SEMESTER IV

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25UN--JMC-
401 CC-A4
TV PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

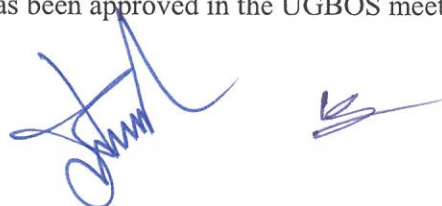
Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand television journalism and stages of TV production.
CLO 2: To study set up of television studio and uses of various types of camera and lighting
CLO 3: To learn techniques and skills for presentation, anchoring of television programme
CLO 4: To undertake television programme production of different format.

UNIT	Topic		Contact Hours
UNIT- I	Television Journalism; Characteristics of Television as a medium of Mass Communication. Significance of TV journalism. Stages of TV programme production: Pre-production, Production, Post Production. Basic principles of script writing for TV. Scripts for various Television Formats	CLO 1	12
UNIT- II	Setup of TV Studio, Types of television studios, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane Camera, Spiders Camera, Drone cameras. Green screen, Use of Tele-prompter, multi-prompter. Television Lighting techniques, Fill, Main, and back lights Television production and shooting program crew. Camera Shots, Camera Movements, Camera Angle	CLO 2	12
UNIT- II	Television newsroom, Newsroom structure, TV news bulletin: News-gathering, elements of a television news story, writing news, elements of a TV news bulletin. Television Debates, Interviews; Types of interviews. Story structures; inverted pyramid, diamond, hourglass, narrative. News anchor, presenters, reporter's roles, and responsibilities	CLO 2	12
UNIT- II	Editing; offline, online editing, linear editing, non-linear editing. Introduction to basic editing softwares.VFX, SFX . New trends in television journalism, TV Online and Online Demand TV channels on mobile phones, Alternative news media, Netflix, Apple TV etc.	CLO 2	12

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	Practical
1	Write scripts for various TV programmes
2	Learn techniques and skills for presentation, anchoring for Television programme and produce TV news bulletin
3	Able to work in a TV studio
4	Undertake TV programme production in different formats using basic editing software's
5	Write scripts for various TV programmes

Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing , William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.CChatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla,Global, Television

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25UN-JMC-
402 CC-B-4
INTRODUCTION TO PUBLIC RELATIONS

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO1: To acquire knowledge about basic concept of PR.
CLO 2: To understand basic tools of public relations..
CLO 3: To understand PR set up in various sectors.
CLO 4: To learn the ethics and laws of public relations.

UNIT	Topic		Contact Hours
UNIT- I	Public Relations- definition and concept, PR as a Communication function, History of PR, growth of PR in India. Differences between PR, Publicity, Propaganda, Advertising and public opinion and corporate communication. PR as a Management function. Image building, Concept of e-PR	CLO 1	12
UNIT- II	Strategies of PR-planning-implementation-research-evaluation. PR practitioners and media relations, press conference, press releases and other tools of Public Relations-Newspaper and magazine, Radio, television and film , New media and social media, Alternate media and traditional media	CLO 2	12
UNIT- II	Publics of PR- internal and external. PR in various sectors. PR in Central and State Government.PR in private sector. Corporate communication. Duties and responsibilities of PR professionals.PR Agencies, PR for-hospitals, NGOs, Defence, Police, Media Institutions Political parties.	CLO 2	12
UNIT- II	PR research techniques. PR and Crisis Management- Case Studies. PR Code of Ethics by professional bodies, Ethics of e- PR, Laws relating to public relations and corporate communication. Professional organizations of PR- PRSI, PRCI. Career in Public Relations	CLO 2	12

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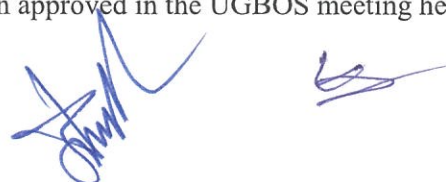



	Practical
1	Writing at least 10 press releases of the functions and events of your institution which you have recently attended.
2	Preparing at least 05 posters of the visions of the government of your State
3	. Preparing at least five pamphlets of the visions of your institute
4	Making at least five pamphlets for the missions of your institute
5	Preparing at least 5 leaflets for attracting quality students in your institute.
6	Planning a newsletter of your institute to build its image
7	Create a blog for your institution
8	Examine 2 case studies to understand the role of PR in crisis Management

Suggested Readings

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M. Kaul. Kolkotta:NayaProkash.
4. 'PR as Communication Management' By Crable E.Richard.Edina,Min: Bellwether Press
5. 'Public Relations:The Profession and the Practice' By Baskin W.Otis,AronoffE.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapan aur jansampark' By Jaishri Jethwaney,RaviShanker and NarendraNath Sarkar. New Delhi:Sagar Publications

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25UN--JMC-
403 CC-C4
CURRENT AFFAIRS

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To learn the functioning of the system of Government of India.

CLO 2: To learn the Structure of bureaucracy and judiciary.

CLO 3: To study the wide coverage of important issues in media.

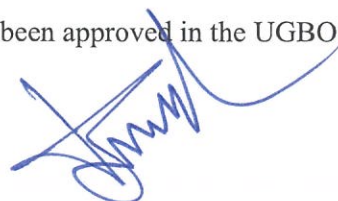
CLO 4: To learn the critical understanding of media coverage.

UNIT	Topic		Contact Hours
UNIT- I	Structure of Governance in India: Centre Government, State Government, Panchyati Raj Structure and powers of law making agencies: Parliament, State Legislative, State Council and Panchyat . Key terminologies political affairs: Political-----Diplomacy, Political equations, Party cadre, Party high command, Anti incumbency, Social engineering etc. Major Political happenings during the semester. Major happening related parliament, state legislative assemblies and Panchyati Raj during the semester.	CLO 1	12
UNIT- II	Structure of bureaucracy at centre level, Hierarchy of administrative officers in state capital, District and block level. Structure of Judiciary: Supreme court, High court, District court Powers of civil administration and Judiciary Key terminologies of civil administration and Judiciary Major stories related Judiciary and civil administration in media during semester	CLO 2	12
UNIT- II	Major current international, national & regional happening related various fields during the semester. Major issues related Indian economy and important economic happenings in the world during semester. Key terminologies of Economic affairs :	CLO 3	12

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	Central budget, GDP(Gross domestic product), Economic Crisis , Inflation, Infrastructure, Financial crisis , Bad bank . Share market, Dalal Street. Follow ups of stories during semester and special coverage of issues in print and electronic and online media. Popular interviews of various personalities in various media. Life sketch and contribution of people in news		
UNIT- II	Issues related media organization and debate over media coverage Issues related working of media organizations and their coverage. Critical analysis of coverage of important issues in media. Comparative analysis of coverage of print and electronic media on important happenings Comparative analysis of debates on social media on major happenings Discussion on the issue taken up by various television channel radio stations/news and other platforms	CLO 4	12

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	Practical
1	Practicing and making assignments of general knowledge, general awareness.
2	Practicing and making assignments Current affairs and contemporary activities of local, regional, national and international level
3	Making a review from the latest monthly competitive magazines of standard publications like Competition Success Review, Pratiyogita Darpan(English), Pratiyogita Darpan(Hindi),etc.

Suggested Readings

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By
1. V.V.K.Subburaj.Publication of Sura College Compitition.
2. Basic General Knowledge' (Latest edition).ByV.V.K.Subburaj. Publication of Sura
3. College Competition.
4. 'General Knowledge' (Latest edition): India & World. By
5. Saumya Ranjan Behera.Maxcurious Publications
6. 'General Knowledge' (Latest edition) By Manohar Pandey (Online publication).
7. 'Manorama'(Latest edition) .

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