



Dated: 13.05.2026

**Proceedings of the meeting (Journalism & Mass Communication)**

A meeting of Under Graduate Board of Studies (UGBOS Journalism & Mass Communication) was held on 13.05.2026 at 11:00 AM onwards in the office of Dean, Faculties of Humanities, UIET Building to deliberate upon the scheme & syllabus of UG programme (Journalism & Mass Communication) as per NEP-2020 . The following were present:

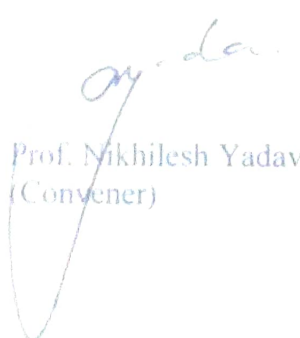
|                           |                |
|---------------------------|----------------|
| 01. Prof. Nikhilesh Yadav | Convener       |
| 02. Prof. Harish Kumar    | Outside Expert |
| 03. Prof. Ashok Kumar     | Outside Expert |

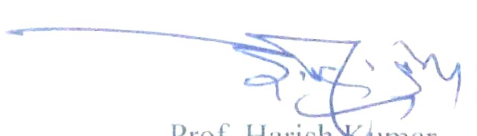
The Board deliberated upon the agenda and approved the following:

The Syllabus of 5<sup>th</sup> & 6<sup>th</sup> Semester was finalized for the scheme 2024-25.

Further the committee authorized Dean of Humanities to incorporate orthographic or structural changes, if any.

The meeting ended with a vote of thanks to the chair.

  
Prof. Nikhilesh Yadav  
(Convener)

  
Prof. Harish Kumar  
(Outside Expert)

  
Prof. Ashok Kumar  
(Outside Expert)

**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: 2024-2025 in phased manner**

**Department  
of  
Journalism & Mass Communication**  
**Under  
Faculty of Humanities**

**INDIRA GANDHI UNIVERSITY  
MEERPUR, REWARI,  
HARYANA**

**Scheme of Examination of U.G. Programme (Interdisciplinary)**  
**B.A. Journalism & Mass Communication, Scheme-D**  
**in accordance with NEP 2020**  
**(Multiple Entry-Exit, Internships and Choice Based Credit System)**  
**w.e.f. Academic Session 2024-25.**

**Semester-V**

| Course Code       | Course Title                                     | Course Type | Contact Hours per Week |   |   |       | Credits | Marks       |        |    |        | Total | Duration of Exam |
|-------------------|--------------------------------------------------|-------------|------------------------|---|---|-------|---------|-------------|--------|----|--------|-------|------------------|
|                   |                                                  |             | L                      | T | P | Total |         | T           | IA (T) | P  | IA (P) |       |                  |
| 24-L5.5-JMC-501   | New Media                                        | CC-A5       | 3                      | - | 2 | 5     | 4       | 50          | 20     | 20 | 10     | 100   | 3 Hours          |
| 24-L5.5-JMC-502   | Indian Constitution, Media Laws and Ethics       | CC-B5       | 3                      | 1 | - | 4     | 4       | 70          | 30     | -  | -      | 100   | 3 Hours          |
| 24-L5.5-JMC-503   | Development Communication                        | CC-C5       | 3                      | 1 | - | 4     | 4       | 70          | 30     | -  | -      | 100   | 3 Hours          |
|                   | As available in pool of subjects approved by IGU | CC-M5(V)    | 3                      | - | 2 | 5     | 4       | 50          | 20     | 20 | 10     | 100   | 3 Hours          |
|                   | Internship                                       |             | -                      | - | - | -     | 4       | -           | -      | -  | -      | 100   | -                |
| Total Credits :20 |                                                  |             |                        |   |   |       |         | Total Marks |        |    |        | 500   |                  |

**Semester-VI**

| Course Code      | Course Title                                     | Course Type | Contact Hours per Week |   |   |       | Credits | Marks       |        |    |        | Total | Duration of Exam |
|------------------|--------------------------------------------------|-------------|------------------------|---|---|-------|---------|-------------|--------|----|--------|-------|------------------|
|                  |                                                  |             | L                      | T | P | Total |         | T           | IA (T) | P  | IA (P) |       |                  |
| 24-L5.5-JMC-601  | Communication Skills and personality Development | CC-A6       | 3                      | 1 | - | 4     | 4       | 70          | 30     | -  | -      | 100   | 3 Hours          |
| 24-L5.5-JMC-602  | Online Journalism                                | CC-B6       | 3                      | - | 2 | 5     | 4       | 50          | 20     | 20 | 10     | 100   | 3 Hours          |
| 24-L5.5-JMC-603  | Media Management & Entrepreneurship              | CC-C6       | 3                      | 1 | - | 4     | 4       | 70          | 30     | -  | -      | 100   | 3 Hours          |
| 24-L5.5-JMC-604  | Artificial Intelligence and Cyber security       | CC-M6       | 3                      | - | 2 | 5     | 4       | 50          | 20     | 20 | 10     | 100   | 3 Hours          |
|                  | As available in pool of subjects approved by IGU | CC-M7 (V)   | 3                      | - | 2 | 5     | 4       | 50          | 20     | 20 | 10     | 100   | 3 Hours          |
| Total Credits 20 |                                                  |             |                        |   |   |       |         | Total Marks |        |    |        | 500   |                  |

**Exit Option: Bachelor in (Journalism & Mass Communication) with 132 Credits**

# **SEMESTER V**

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                              |               |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------|
| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                              |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                           |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5 <sup>th</sup>                                                                                                                                                                                                                                                                              |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | New Media                                                                                                                                                                                                                                                                                    |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 24-L5.5-JMC-501                                                                                                                                                                                                                                                                              |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-A5                                                                                                                                                                                                                                                                                        |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                      |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                           |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To know about new media and its functions.<br>CLO 2: To learn the applications of new media<br>CLO 3: To know about social media and its various platforms<br>CLO 4: To understand ethics and challenges related to new media<br>CLO 5: To use of email, blog and internet            |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                       | Practical     | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                            | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                            | 2             | 5     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 20                                                                                                                                                                                                                                                                                           | 10            | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 50                                                                                                                                                                                                                                                                                           | 20            | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 70                                                                                                                                                                                                                                                                                           | 30            | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                      | 3 hours       |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                              |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                              |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                       | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | New Media: Definition, Concept and Scope<br>Characteristics of New Media<br>Functions of New Media<br>New Media Tools                                                                                                                                                                        | 11            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | New Media applications for Print , Radio, Television and Web<br>New Media: Cyber Space and Cyber Culture<br>Concept of Convergence<br>Digital Divide                                                                                                                                         | 11            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Social Media: Definition and Characteristics<br>Usage and impact of social media,<br>Participatory journalism; portals<br>Blogging, micro blogging, wikis, Chat boats, Podcasting                                                                                                            | 11            |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Web as a Source of Information<br>New News Sources: X, Facebook, Blogs, YouTube, Government Websites and NGO's etc.<br>Challenges of Mining Online Information<br>Cyber laws. Ethics of New Media<br>Information, Misinformation and Disinformation<br>Fake News and fact check applications | 12            |       |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Practicals:</b> <ul style="list-style-type: none"><li>• Searching and downloading of information;</li><li>• Establishing e-mail address;</li><li>• Accessing, (receiving) sending and replying e-mail;</li><li>• Sending and forwarding e-mail to multiple recipients;</li><li>• Chatting over Internet;</li><li>• Networking with special interest groups</li><li>• Making blogs</li><li>• Using fact checking tools</li></ul> | 30                                                             |
| <b>Total Contact Hour:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                    | 75                                                             |
| <b>Suggested Evaluation Methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                |
| <b>Internal Assessment: 30</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>End Term Examination: 70</b>                                |
| ➤ <b>Theory</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>20</b>                                                                                                                                                                                                                                                                                                                                                                                                                          | ➤ <b>Theory:</b> <b>50</b>                                     |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5                                                                                                                                                                                                                                                                                                                                                                                                                                  | Written Examination                                            |
| • Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                |
| ➤ <b>Practicum</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>10</b>                                                                                                                                                                                                                                                                                                                                                                                                                          | ➤ <b>Practicum</b> <b>20</b>                                   |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5                                                                                                                                                                                                                                                                                                                                                                                                                                  | Lab record, Viva-Voce, write-up and execution of the practical |
| • Seminar/Demonstration/Viva-voce/Lab records etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                |
| <b>Part C-Learning Resources</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                |
| <b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"><li>○ Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press</li><li>○ The New Media Handbook — Andrew Dewdney and Peter Ride</li><li>○ The Cyberspace Handbook — Jason Whittaker</li><li>○ Breaking News, Sunil Saxena, Tata McGraw-Hill</li><li>○ Media and Power — James Curran Media, Technology</li><li>○ New Media: A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor &amp; Francis Group, 2007</li><li>○ Mapping New Media in India, Sunita Narayanan, Sage Publication, 2017</li></ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                |

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                          |               |       |
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| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                          |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                                                                                       |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5 <sup>th</sup>                                                                                                                                                                                                                                                                                                                                          |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Indian Constitution, Media Laws and Ethics</b>                                                                                                                                                                                                                                                                                                        |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>24-L5.5-JMC-502</b>                                                                                                                                                                                                                                                                                                                                   |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-B5                                                                                                                                                                                                                                                                                                                                                    |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                                                                                  |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                                                                                       |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To provide understanding of the salient features of Indian constitution.<br>CLO 2: To familiarize students with the fundamental rights and duties.<br>CLO 3: To study the concept media laws and understand their importance.<br>CLO 4: To study new criminal laws and the codes of ethics of news papers, television and Press Council of India. |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                                                                                   | Tutorial      | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                                                                        | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                                                                        | 1             | 4     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30                                                                                                                                                                                                                                                                                                                                                       | 0             | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 70                                                                                                                                                                                                                                                                                                                                                       | 0             | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 100                                                                                                                                                                                                                                                                                                                                                      | 0             | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                                                                                  |               |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                          |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                                                                                          |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                                                                                   | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Introduction of the Constitution<br>Preamble of the constitution<br>Salient features of Constitution<br>Amendments in Constitution<br>Special provisions                                                                                                                                                                                                 | 15            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Fundamental rights<br>Directive principles of state policies<br>Fundamental duties<br>Emergency powers                                                                                                                                                                                                                                                   | 15            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Role of media in Indian democracy<br>Freedom of speech and expression in context of media<br>Media laws: Introduction and significance<br>Working Journalist Act<br>Copyright Act.<br>Contempt of court                                                                                                                                                  | 15            |       |

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| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Official Secrets Act, IT Act<br>Right to Information Act<br>Main Provisions of IPC and CRPC<br>Introduction to New Criminal Laws in India: Bharatiya<br>Nagarik Suraksha Sanhita 2023, Bharatiya Nyaya Sanhita 2023, Bharatiya<br>Sakshya Adhiniyam 2023<br>Code of Ethics by Press Council of India, AIR and DD code<br>Case studies of any five recent cases related to various media laws. | 15                       |
| Total Contact Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                               | 60                       |
| Suggested Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                               |                          |
| Internal Assessment: 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                               | End Term Examination: 70 |
| ➤ Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 30                                                                                                                                                                                                                                                                                                                                                                                            | ➤ Theory: 70             |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 5                                                                                                                                                                                                                                                                                                                                                                                             | Written Examination      |
| • Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 10                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 15                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| Part C-Learning Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                               |                          |
| Recommended Books/e-resources/LMS:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                               |                          |
| <ul style="list-style-type: none"><li>○ Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.</li><li>○ Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004</li><li>○ Mass media Law and Regulation in India AMIC publication.</li><li>○ Bharat mein Pravesh vidhi by Surendra Kumar &amp; Manas Prabhakar.</li><li>○ Mass media law and regulation in India, Venkat Aiyer, AMIC publication.</li><li>○ K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.</li></ul> |                                                                                                                                                                                                                                                                                                                                                                                               |                          |

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                    |               |       |
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| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                    |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                                 |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5 <sup>th</sup>                                                                                                                                                                                                                                                                                    |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Development Communication                                                                                                                                                                                                                                                                          |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 24-L5.5-JMC-503                                                                                                                                                                                                                                                                                    |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-C5                                                                                                                                                                                                                                                                                              |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                            |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                                 |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To understand basic concepts of development and development communication.<br>CLO 2: To understand the role of different agencies in development.<br>CLO 3: To understand the role of media in development.<br>CLO 4: To understand the concepts and skills related to rural communication. |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                             | Tutorial      | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                  | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                  | 1             | 4     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30                                                                                                                                                                                                                                                                                                 | 0             | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 70                                                                                                                                                                                                                                                                                                 | 0             | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 100                                                                                                                                                                                                                                                                                                | 0             | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                            |               |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                    |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                                    |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                             | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Development : concept and significance, difference between growth and development<br>Indicators of development<br>Characteristics of developed and developing nations<br>Development communication : concept, meaning and significance<br>Concept of Participatory Development Communication       | 15            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sustainable Goals of Development given by UNESCO<br>Role of Government, public and private agencies in development<br>NGO s and their contribution in development                                                                                                                                  | 15            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Role of Media in national development<br>Uses of media in development communication: Print, Electronic and New Media<br>Experiences from developing countries with special emphasis on India                                                                                                       | 15            |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Rural Communication, concept and meaning Panchayati Raj in India<br>Media and rural communication<br>Writing for rural issues                                                                                                                                                                      | 15            |       |

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|                                                                                                                                                                                                                                                                                                                                                                  | Women, child, health & family structure and problems in India<br>Use of Traditional media in rural development<br>Writing at least five reports on development issues<br>Analyzing coverage of Newspapers about the coverage of development issues |                          |
| Total Contact Hours                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                    | 60                       |
| Suggested Evaluation Methods                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                    |                          |
| Internal Assessment: 30                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                    | End Term Examination: 70 |
| ➤ Theory                                                                                                                                                                                                                                                                                                                                                         | 30                                                                                                                                                                                                                                                 | ➤ Theory: 70             |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                           | 5                                                                                                                                                                                                                                                  | Written Examination      |
| • Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                          | 10                                                                                                                                                                                                                                                 |                          |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                 | 15                                                                                                                                                                                                                                                 |                          |
| Part C-Learning Resources                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                    |                          |
| Recommended Books/e-resources/LMS:                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                    |                          |
| <ul style="list-style-type: none"><li>○ Sanchar evam Vikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi</li><li>○ Mass Communication in India, Kewal J. Kumar. Jaico Publications, New Delhi.</li><li>○ Learner D, Passing Of Traditional Society, Sage Publications.</li><li>○ Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.</li></ul> |                                                                                                                                                                                                                                                    |                          |

# Semester-VI

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                         |               |       |
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| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                         |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                                                                                      |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6 <sup>th</sup>                                                                                                                                                                                                                                                                                                                                         |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Communication Skills and Personality Development</b>                                                                                                                                                                                                                                                                                                 |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>24-L5.5-JMC-601</b>                                                                                                                                                                                                                                                                                                                                  |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-A6                                                                                                                                                                                                                                                                                                                                                   |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                                                                                 |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                                                                                      |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To impart knowledge about the elements of effective communication skills and impactful writing.<br>CLO 2: To understand the significance of listening and reading skills.<br>CLO 3: To understand the techniques of public speaking and power point presentation.<br>CLO 4: To be able to write resume and prepare for interview for employment. |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                                                                                  | Tutorial      | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                                                                       | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                                                                       | 1             | 4     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30                                                                                                                                                                                                                                                                                                                                                      | 0             | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 70                                                                                                                                                                                                                                                                                                                                                      | 0             | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 100                                                                                                                                                                                                                                                                                                                                                     | 0             | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                                                                                 |               |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                         |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                                                                                         |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                                                                                  | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Effective communication, Language & Communication, Communication barriers<br>Verbal communication & Non-verbal communication<br>Essentials of good writing                                                                                                                                                                                              | 15            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Listening & Types of listening<br>Listening skills<br>Barriers of effective listening<br>Reading Skills: Purpose & Types, Techniques for Effective reading                                                                                                                                                                                              | 15            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Debate, Discussion, Extempore Presentation<br>Public speaking<br>Role of Research and planning in presentation<br>Power Point Presentation                                                                                                                                                                                                              | 15            |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Resume' writing<br>Cover letters – Formats of Cover letter                                                                                                                                                                                                                                                                                              | 15            |       |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                               |    |                          |    |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Importance of job Interview, Preparing for job interview, Mock interview<br>Power dressing: Formal & Informal |    |                          |    |
| Total Contact Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                               |    | 60                       |    |
| Suggested Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                               |    |                          |    |
| Internal Assessment: 30                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                               |    | End Term Examination: 70 |    |
| ➤ Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                               | 30 | ➤ Theory:                | 70 |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                               | 5  | Written Examination      |    |
| • Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                               | 10 |                          |    |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                               | 15 |                          |    |
| Part C-Learning Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               |    |                          |    |
| Recommended Books/e-resources/LMS:                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                               |    |                          |    |
| <ul style="list-style-type: none"><li>○ Rayudu C.S., Communication, Himalaya Publishing House.</li><li>○ Effective communication skills by John Neilson.</li><li>○ Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.</li><li>○ Improve your communication skills by Alan Barker, Kogan Page Publisher.</li><li>○ Aggarwal Virbala, Gupta V.S., Handbook of Mass communication &amp; Journalism , Conceptpublishing company.</li></ul> |                                                                                                               |    |                          |    |

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                             |               |       |
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| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                             |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                                          |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6 <sup>th</sup>                                                                                                                                                                                                                                                                                             |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Online Journalism                                                                                                                                                                                                                                                                                           |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 24-L5.5-JMC-602                                                                                                                                                                                                                                                                                             |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-B6                                                                                                                                                                                                                                                                                                       |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                                     |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                                          |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To develop understanding of the concept of online journalism and its significance.<br>CLO 2: To know various online platforms.<br>CLO 3: To learn skills related to online journalism.<br>CLO 4: To understand ethical issues related to online journalism.<br>CLO 5: To use the fact checking tools |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                                      | Practical     | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                           | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                           | 2             | 5     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 20                                                                                                                                                                                                                                                                                                          | 10            | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 50                                                                                                                                                                                                                                                                                                          | 20            | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 70                                                                                                                                                                                                                                                                                                          | 30            | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                                     | 3 hours       |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                             |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                                             |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                                      | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Growth and development of Internet<br>Digital Media: characteristics and significance<br>Online journalism: characteristics and significance<br>Differences between online and traditional journalism                                                                                                       | 11            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Introduction to online platforms :<br>Facebook, Instagram, LinkedIn, X and others<br>News Portals: characteristics, structure and functioning, important news portals                                                                                                                                       | 11            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Writing skills for online platforms<br>News Writing for web, E-paper<br>Blogging: Introduction, Blog writing<br>Writing for social media platform<br>Writing photo captions<br>Difference between online writing and other forms of writing<br>Fact checking Tools                                          | 11            |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Risks and Challenges of online journalism<br>Ethical issues related to online journalism<br>New Digital India guidelines                                                                                                                                                                                    | 12            |       |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                |           |                                                                |           |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Career opportunities in online journalism                                                                                                                                                                                                                                                                                                      |           |                                                                |           |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Practicals:</b> <ul style="list-style-type: none"><li>○ Creating Blogs and writing</li><li>○ News writing for Web (5 reports)</li><li>○ Using Twitter for social messages</li><li>○ Analysis of Professional Facebook pages</li><li>○ Comparative analysis of online and offline news stories</li><li>○ Using fact checking tools</li></ul> |           | 30                                                             |           |
| <b>Total Contact Hour</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                |           | 75                                                             |           |
| <b>Suggested Evaluation Methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                |           |                                                                |           |
| <b>Internal Assessment: 30</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                |           | <b>End Term Examination: 70</b>                                |           |
| ➤ <b>Theory</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                | <b>20</b> | ➤ <b>Theory:</b>                                               | <b>50</b> |
| ● Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                | 5         | Written Examination                                            |           |
| ● Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                | 5         |                                                                |           |
| ● Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                | 10        |                                                                |           |
| ➤ <b>Practicum</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                | <b>10</b> | ➤ <b>Practicum</b>                                             | <b>20</b> |
| ● Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                | 5         | Lab record, Viva-Voce, write-up and execution of the practical |           |
| ● Seminar/Demonstration/Viva-voce/Lab records etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                | 5         |                                                                |           |
| ● Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                | -         |                                                                |           |
| <b>Part C-Learning Resources</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                |           |                                                                |           |
| <b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"><li>○ Online Journalism: A Basic Text, Tapas Ray, Carmbridge University Press</li><li>○ The New Media Handbook — Andrew Dewdney and Peter Ride</li><li>○ The Cyberspace Handbook — Jason Whittaker</li><li>○ Breaking News, Sunil Saxena, Tata McGraw-Hill</li><li>○ Media and Power — James Curran Media, Technology</li><li>○ New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings,Ian Grant, Kieran Kelly, Routledge, Tayolor &amp; Francis Group, 2007</li><li>○ Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017</li></ul> |                                                                                                                                                                                                                                                                                                                                                |           |                                                                |           |

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                          |               |       |
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| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                          |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                                                                                                                                                       |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6 <sup>th</sup>                                                                                                                                                                                                                                                                                                                                                                                                          |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Media Management & Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                      |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 24-L5.5-JMC-603                                                                                                                                                                                                                                                                                                                                                                                                          |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-C6                                                                                                                                                                                                                                                                                                                                                                                                                    |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                                                                                                                                                  |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                                                                                                                                                       |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To develop understanding of the concept of Entrepreneurship, its risks and challenges. CLO 2: To study famous media Entrepreneurs.<br>CLO 3: To know about Entrepreneurship opportunities in different fields of mass communication.<br>CLO 4: To develop freelancing skills.                                                                                                                                     |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                                                                                                                                                   | Tutorial      | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                                                                                                                                        | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                                                                                                                                        | 1             | 4     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30                                                                                                                                                                                                                                                                                                                                                                                                                       | 0             | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 70                                                                                                                                                                                                                                                                                                                                                                                                                       | 0             | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 100                                                                                                                                                                                                                                                                                                                                                                                                                      | 0             | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                                                                                                                                                  |               |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                          |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                                                                                                                                                          |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                                                                                                                                                   | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Meaning, definition and concept of Entrepreneurship<br>Nature and scope of media entrepreneurship<br>Responsibilities of the entrepreneurs<br>Challenges and risks in media Entrepreneurship                                                                                                                                                                                                                             | 15            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Famous Media entrepreneur in World<br>Famous Media entrepreneur in India<br>Entrepreneurship in print media<br>Entrepreneurship in Television and radio                                                                                                                                                                                                                                                                  | 15            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Entrepreneurship in advertising and Public Relations-Press<br>Entrepreneurship in entertainment Industry<br>Entrepreneurship in new media                                                                                                                                                                                                                                                                                | 15            |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Freelancing and self-employment- skills<br>Understand the professional, financial, legal and regulatory framework of self-employment.<br>Develop and polish a freelance pitch.<br>Strengthen your personal brand through social media and your online portfolio. Attitudes, behavior, knowledge, and skills required for entrepreneurship<br>Submit case study assignment related to famous Media entrepreneur of India. | 15            |       |
| Total Contact Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                          |               | 60    |

| Suggested Evaluation Methods                                                                                                                                                                                                                                                                                                                                              |    |                          |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------------|----|
| Internal Assessment: 30                                                                                                                                                                                                                                                                                                                                                   |    | End Term Examination: 70 |    |
| ➤ Theory                                                                                                                                                                                                                                                                                                                                                                  | 30 | ➤ Theory:                | 70 |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                    | 5  | Written Examination      |    |
| • Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                   | 10 |                          |    |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                          | 15 |                          |    |
| Part C-Learning Resources                                                                                                                                                                                                                                                                                                                                                 |    |                          |    |
| <b>Recommended Books/e-resources/LMS:</b>                                                                                                                                                                                                                                                                                                                                 |    |                          |    |
| <ul style="list-style-type: none"><li>○ Fundamentals of Entrepreneurship by H. Nandan (2013), Prentice Hall India Learning Private Limited.</li><li>○ Entrepreneurship: New Venture Creation (Paperback) by David H. Holt (2016) Pearson Education India.</li><li>○ Media Corporate Entrepreneurship (Paperback) by Hang Min (2010) Springer Verlag, Singapore.</li></ul> |    |                          |    |

| Session: 2024-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                              |               |       |
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| Part A - Introduction                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                              |               |       |
| Name of Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | BA Journalism & Mass Communication                                                                                                                                                                                                                                                                                                                                           |               |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6 <sup>th</sup>                                                                                                                                                                                                                                                                                                                                                              |               |       |
| Name of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Artificial Intelligence and Cyber Security                                                                                                                                                                                                                                                                                                                                   |               |       |
| Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 24-L5.5-JMC-604                                                                                                                                                                                                                                                                                                                                                              |               |       |
| Course Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CC-M6                                                                                                                                                                                                                                                                                                                                                                        |               |       |
| Level of the course                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 300-399                                                                                                                                                                                                                                                                                                                                                                      |               |       |
| Pre-requisite for the course (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | NA                                                                                                                                                                                                                                                                                                                                                                           |               |       |
| Course Learning Outcomes (CLO)<br>After completing this course, the learner will be able to:                                                                                                                                                                                                                                                                                                                                                                                                | CLO 1: To help learners to understand the world of AI and its applications<br>CLO 2 :To understand the basics of intelligent agents and learning types<br>CLO 3 :To under the concept of Information Security and CIA traid.<br>CLO 4 : To about network security and various security techniques.<br>CLO 5: To learn about various application of AI in Mass Communication. |               |       |
| Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Theory                                                                                                                                                                                                                                                                                                                                                                       | Practical     | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                                                                                            | 1             | 4     |
| Teaching Hours per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                                                                                            | 2             | 5     |
| Internal Assessment Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 20                                                                                                                                                                                                                                                                                                                                                                           | 10            | 30    |
| End Term Exam Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 50                                                                                                                                                                                                                                                                                                                                                                           | 20            | 70    |
| Max. Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 70                                                                                                                                                                                                                                                                                                                                                                           | 30            | 100   |
| Examination Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 hours                                                                                                                                                                                                                                                                                                                                                                      | 3 hours       |       |
| Part B- Contents of the Course                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                              |               |       |
| <b>Note:</b> 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. The Q. No. 1 containing short answer types questions 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. |                                                                                                                                                                                                                                                                                                                                                                              |               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Topics                                                                                                                                                                                                                                                                                                                                                                       | Contact Hours |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Artificial Intelligence :Evolution, Brief history & Definition<br>Fundamental, Process, Features, Components & Interaction Types of AI:<br>Capabilities and Limitation<br>Machine Learning: Introduction & Classification<br>Knowledge representation techniques<br>Neural Networks: ANN, RNN and CN                                                                         | 11            |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Introduction to NLP<br>Introduction to robotics; Applications of AI in robotics<br>Prompts: Phrasing and Structure<br>AI Applications in Design Industry: Pre-Production , Production and Post-production                                                                                                                                                                    | 11            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Information Security : Concept, Need, Types<br>Security Principles, Security Attacks<br>model for network security<br>Basic cryptography: Encryption and Decryption, Symmetric and                                                                                                                                                                                           | 11            |       |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Asymmetric                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Identification and Authentication: Goals, Requirements<br>Machine Authentication and Mechanism<br>Two Stage Authentication<br>Network Security: Threats, Eavesdropping, Spoofing,<br>Security Techniques: Firewalls, Intrusion detection, VPN<br>Legal Aspects of Security, Privacy and Ethics                                                                                                                                                                                                                                                                                                                                                                                                             | 12                                                             |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Practicals:</b> <ul style="list-style-type: none"><li>○ Generate Article on particular topic by using AI tool</li><li>○ Generate image via AI Prompt</li><li>○ Remove Background with Help of AI</li><li>○ Image Enhancement by using AI tools</li><li>○ Create a story with Help of Prompts</li><li>○ Create a Script with Help of Prompts</li><li>○ Create a storyboard using AI Image</li><li>○ Colour Pairing and Font Pairing Tools of AI</li><li>○ Use AI to Prompt to Convert Image to Poster</li><li>○ Create Sound for Production by using AI tools</li><li>○ Checklist for Reporting Cyber Crime at Cyber Cell</li><li>○ Demonstration of Email Fishing Attack</li><li>○ Use of VPN</li></ul> | 30                                                             |
| <b>Total Contact Hours</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>75</b>                                                      |
| <b>Suggested Evaluation Methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |
| <b>Internal Assessment: 30</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>End Term Examination: 70</b>                                |
| ➤ <b>Theory</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>20</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ➤ <b>Theory:</b> <b>50</b>                                     |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Written Examination                                            |
| • Seminar/presentation/assignment/quiz/class test etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                |
| ➤ <b>Practicum</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>10</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ➤ <b>Practicum</b> <b>20</b>                                   |
| • Class Participation:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Lab record, Viva-Voce, write-up and execution of the practical |
| • Seminar/Demonstration/Viva-voce/Lab records etc.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                |
| • Mid-Term Exam:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                |
| <b>Part C-Learning Resources</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |
| <b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"><li>○ “Artificial Intelligence: A Modern Approach” by Stuart Russell and Peter Norvig</li><li>○ “Deep Learning” by Ian Goodfellow, Yoshua Bengio, and Aaron Courville</li><li>○ “Natural Language Processing with Python” by Steven Bird, Ewan Klein, and Edward Loper</li><li>○ “Robotics: Modelling, Planning and Control” by Bruno Siciliano and Lorenzo Sciavicco</li><li>○ “AI Superpowers: China, Silicon Valley, and the New World Order” by Kai-Fu Lee</li><li>○ “Ethics of Artificial Intelligence and Robotics” edited by Vincent C. Müller and Nick Bostrom New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings,Ian Grant, Kieran Kelly, Routledge, Tayolor &amp; Francis Group, 2007</li><li>○ Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017</li></ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |