

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 1

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
24JM101	Introduction to Journalism	4	0	0	4	70	30	0	100
24JM102	History of Indian Journalism	4	0	0	4	70	30	0	100
24JM103	Advertising and Public Relations	4	0	0	4	70	30	0	100
24PS234	Contemporary India: An Overview	4	0	0	4	70	30	0	100
24CS101	Fundamentals of IT	4	0	0	4	70	30	0	100
Practical									
24JM191	Introduction to Journalism Practical	0	0	2	2	0	30	70	100
<b>Total</b>					<b>22</b>	<b>350</b>	<b>180</b>	<b>70</b>	<b>600</b>



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**Detailed Syllabus**

**INTRODUCTION TO JOURNALISM**

**Code: 24JM101**

**Max. Marks: 70**

**Unit 1**

News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, by-line; Different forms of print-A historical Perspective, Penny press, Tabloid press.

**Unit 2**

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news; Sociology of news: Factors affecting news treatment, Paid news and Yellow journalism, Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.

**Unit 3**

Theories: concepts and models of mass communication, theory of media and society, mass communication and culture, normative theory of media and society.

**Unit 4**

Evolution and growth of Electronic media, Characteristics of Radio and Television, Development of radio as a medium of mass communication, Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

**Unit 5**

Digital media and communication, concept and scope, ICT, Characteristics : Interactivity hyper textuality, multimodality, Information society, New world information order, Global village.

**Unit 6**

Films: Early efforts – film as a mass medium; historical development of Indian films – silent era –talkies – Indian cinema after Independence; parallel cinema – commercial Cinema.

**Suggested Readings:**

1. John Hohenberg: Professional Journalists; Thomson Learning.
2. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
3. Sourin Banerjee: Reporting and Editing Practice;
4. M.K. Joseph: Outline of Reporting;
5. K.M. Srivastava News Reporting and Editing;
6. Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
7. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
8. Tony Harcup: Journalism: Principles and Practice; Sage.

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**HISTORY OF INDIAN JOURNALISM**

**Code: 24JM102**

**Max. Marks: 70**

**Unit-1**

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy.

**Unit-2**

H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.

**Unit-3**

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindstan Times, The Indian Express.

**Unit-4**

Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N. Ram.

**Suggested Readings:**

1. J. N. Basu: Romance of Indian Journalism; University of Calcutta.
2. Sushovan Sarkar: Bengal Renaissance and Other Essays.
3. J. Natarajan: History of Indian Journalism; Publication Division.
4. Rangaswamy Parthasarathi: Journalism in India; Sterling Publishing, New Delhi.
5. Mohit Moitra: A History of Indian Journalism; National Book Agency.
6. K. K. Ghai: Indian Government and Politics; Kalyani Publishers.
7. Recommendations of First Press Commission.
8. D. C. Bhattacharya: Indian Politics and Government;
9. D. C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha.

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**ADVERTISING AND PUBLIC RELATIONS**

**Code: 24JM103**

**Max. Marks: 70**

**Unit I**

Advertising: Concept, Definitions, Types and Functions, Evolution of Advertising.

**Unit II**

Advertising Agencies: Functions, organizational structure, Advertising and Marketing mix. Advertising and Market Research.

**Unit III**

Theories of Advertising, Motivation theory, Consumer behavior, Advertising Appeals.

**Unit IV**

Consumer Behaviour: Factors, models and Brand positioning Creative Strategies-creating ads for FMCG products-Brand promotions and sales promotions. Advertisements and Ethics. ASCI

**Unit V**

Advertising Research: Importance, Types.

Online Advertising: Process, Scene, Types, Creating.

Measuring Online Advertising: CPC, CPM and other Methods.

**Unit VI**

Public Relations: Nature and Scope, History, Definition, Role and Function of Rr, Publicity, Public Opinion, Propaganda, Public Affairs and Lobbying.

**Unit VII**

PR Tools: House Journals, Press Conferences, Press Releases, Exhibitions, Advertising, Media Tours. PR in Public Sector, Private Sector, Multi Nationals.

**Unit VIII**

PRSI Theories of PR: Symmetrical & Asymmetrical, PRO, Corporate Communication: Corporate: Image, Identity

**Suggested Readings:**

1. Sharma, S. & Kumar Deepak (2003): Advertising Planning, implementation & Control, Jaipur, Mangaldeep Publication.
2. Pant, N. C. (2004): Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication (1st ed.)
3. Kundra, Shipra (2005): Introduction to Advertising and Public Relations, New Delhi.
4. Anmol Publication (1st edt.) Jethwaney Jaishri & Jain Shruti (2006): Advertising Management, New Delhi, Oxford University Press.
5. Mohan Savita (2012): Trends in Advertising Management, New Delhi, Enkay Pub.
6. Patanjali, Premchand (2008): Aadhunik Vigyapan, New Delhi, Vani Prakshan.
7. Gupta, U. C. (2012): Aadhunik Vigyapan Aur Jansampark, New Delhi, Arjun Publishing House.
8. Kumar, Prashant (2020): Advertising and Public Relations, Delhi, Parikalpna Publishing Co.

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**CONTEMPORARY INDIA: AN OVERVIEW**

**Code: 24PS234**

**Max. Marks: 70**

**Unit I: Indian History & Culture**

1. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism.
2. Art and Culture: Contemporary Issues and Debates.
3. Scientific Temper: Concept, Relevance and Practice.
4. Indian Freedom Movement (1857-1947) Landmarks

**Unit II: Indian Polity**

1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles.
2. Federalism: Centre and State Relations.
3. Presidential System and Parliamentary Democracy.
4. General Elections and Electoral Reforms, National and State Political Parties in India.

**Unit III: Indian Economy**

1. The Nature and Ideological Contours of Indian Economy.
2. Five Year Plans, Mixed Economy.
3. Liberalisation, Privatisation and Globalisation (FDI, BPOs and KPOs).
4. Current Five Year Plan and New Economic Initiatives.

**Unit IV: Social Movements & Activism**

1. Marginalisation, Socio-Economic Equality and Reservation.
2. Women Safety, Gender Equality and Activism.
3. Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan.
4. Judicial Activism.

**Suggested Readings:**

1. Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House.
2. Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
3. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
4. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.
5. Fadia. B.L. (2016). Indian Government and Politics: Sahitya Bhawan.
6. Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
7. Singhal, A. & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
8. Verma, N. & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

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**FUNDAMENTALS OF IT**

**Code: 24CS101**

Max Marks: 70

**UNIT I**

(12 Hrs)

**Fundamentals of Computers:** Definition and Characteristics of Computer System. Computer Generation from First Generation to Fifth Generation. Classifications of Computers: Micro, Mini, Mainframe and super computers.

**Computer Hardware:** Major Components of a digital computer, Block Diagram of a computer, Input-output devices, Description of Computer Input Units, Output Units, CPU.

**Computer Memory:** Memory Hierarchy, Primary Memory – RAM and its types, ROM and its types, Secondary Memory, Cache memory. Secondary Storage Devices - Hard Disk, Compact Disk, DVD, Flash memory.

**UNIT II**

(12 Hrs)

**Interaction with Computers:** Computer Software: System software: Assemblers, Compilers, Interpreters, linkers, loaders.

**Application Software:** Introduction to MS Office (MS-Word, MS Power point, MS-Excel).

**Operating Systems:** Elementary Operating System concepts, Different types of Operating Systems.

**DOS:** Booting sequence; Concepts of File and Directory, Types of DOS commands.

**Computer Languages:** Introduction to Low-Level Languages and High-Level Languages.

**UNIT III**

(12 Hrs)

**Computer Number System:** Positional and Non-positional number systems, Binary, Decimal, Octal and Hexadecimal Number Systems and their inter-conversion.

**Binary Arithmetic:** Addition, subtraction, multiplication and division. Use of complement method to represent negative binary numbers, 1's complement, 2's complement, subtraction using 1's complement and 2's complement. Introduction to Binary Coded Decimal (BCD), ASCII Codes, EBCDIC codes.

**UNIT IV**

(10 Hrs)

**Computer Network & Internet:** Basic elements of a communication system, Data transmission modes, Data Transmission speed, Data transmission media, Digital and Analog Transmission, Network topologies, Network Types (LAN, WAN and MAN), Basics of Internet and Intranet.

**Internet:** Terminologies related to Internet: Protocol, Domain name, Internet Connections, IP address, URL, World Wide Web. Introduction to Client-Server Model, Search Engine, Voice over Internet Protocol (VOIP), Repeater, Bridge, Hub, Switch, Router, Gateway, Firewall, Bluetooth technology.

**Advanced Trends in IT Applications:** Brief Introduction to Cloud Computing, Internet of Things, Data Analytics, AI and Machine Learning.

**Text Book:**

1. P. K. Sinha & Priti Sinha, "Computer Fundamentals", BPB Publications, 1992.
2. Anita Goel "Computer Fundamentals", Pearson.

**Reference Books:**

1. B. Ram, "Computer fundamentals Architecture and Organization", New Age Intl.
2. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing.
3. Norton Peter, "Introduction to Computers", 4th Ed., TMH, 2001.
4. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004.

## INTRODUCTION TO JOURNALISM PRACTICAL

**Code: 24JM191**

**Max. Marks: 70**

Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; language of news. Rewriting and Summarizing a given piece of news with headlines and suitable intro; Creating a sample page on computer with hard and soft news; Writing Anchor Story; Writing article; Assignment: Preparing a presentation on types and categories of News.

### Theory Paper

Total: 100 Marks

External: 70 Marks

Internal: 30 Marks

**External: 70 Marks**

10 Question (MCQ): 1 marks each (1x10 = 10)

Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)

Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)

Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

**Internal: 30 Marks**

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

### Lab

Practical: 100 Marks

External: 70 Marks

Internal: 30 Marks

**External (Two programs): 70 Marks**

**Program Writing:** 10 + 10 Marks

**Algorithm & Flowchart:** 5 + 5 Marks

**Program Execution:** 15 + 15 Marks

**Viva:** 10 Marks

**Internal Assessment (30 Marks)**

Internal Assessment Examinations will be conducted, carrying 50 marks

**Record:** 5 Marks

**Attendance:** 5 Marks

**Program Writing:** 15 Marks

**Program Execution:** 15 Marks

**Viva:** 10 Marks