

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	
25JM101	Introduction to Journalism and Mass Communication	4	0	0	4	70	30	0	100	
25JM102	History of Indian Journalism	4	0	0	4	70	30	0	100	
25JM103	Advertising and Public Relations	4	0	0	4	70	30	0	100	
25PS234	Contemporary India: An Overview	4	0	0	4	70	30	0	100	
25CS101	Fundamentals of IT	4	0	0	4	70	30	0	100	
Practical										
25JM191	Introduction to Journalism Practical	0	0	2	2	0	30	70	100	
Total					22	350	180	70	600	

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विद्याधनं सर्वधनप्रधानं

Detailed Syllabus

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Code: 25JM101

Max. Marks: 70

Course Objectives: The objective of the course is to understand the Role of Media in Society, Familiarize with Key Concepts and Theories, Explore Various Media Platforms, Develop News Literacy, Understand Journalistic Ethics and Responsibilities, Introduce Basic News Writing Skills, Analyze Media Ownership and Regulation, Examine Global and Cultural Dimensions of Communication, Develop Media Production Awareness, Prepare for Advanced Study in Media and Communication Fields.

UNIT I

(8 Hrs)

News: meaning and concept, News values, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, by-line, Language of news: Writing for Print Media, Writing for Electronic Media, Paid news and Yellow journalism.

UNIT II

(8 Hrs)

Communication: Elements, Types, Models, Normative theory of media and society, Authoritarian, Libertarian, Soviet Media Theory, Social Responsibility, Development, Participatory, Agenda Setting Theory, Cultivation Theory, Magic Bullet theory, two step flow theory, Uses and Gratification theory.

UNIT III

(8 Hrs)

Evolution and growth of Electronic media: Characteristics of Radio and Television, Development of Radio and Television as a medium of Mass Communication.

UNIT IV

(8 Hrs)

New media: concept and scope, ICT, Information society, new world information order, Digital divide, Convergence, Global village.

UNIT V

(8 Hrs)

Film as a mass medium: historical development of Indian films, The Silent Era, The Talkies, Indian Cinema After Independence, The Parallel Cinema Movement, Commercial Cinema, Dadasaheb Phalke, Satyajit Ray, The Central Board of Film Certification (CBFC).

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: 25JM102

Max. Marks: 70

Course Objectives: The objective of the course is to trace the evolution of Indian journalism from colonial times to the present, Understand the role of the press in India's freedom movement and nation-building, Identify key figures, publications, and events in the history of Indian journalism, Analyze the impact of political, social, and technological changes on journalism in India, Explore the development of regional language journalism and its contributions and Evaluate the transformation of Indian media in the post-independence and digital eras.

UNIT I (10 Hrs)

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Raja Ram Mohan Roy and Origin of Nationalist press

UNIT II (10 Hrs)

History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Movement against Vernacular Press Act.

UNIT III (10 Hrs)

Extremist Press: 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

UNIT IV (10 Hrs)

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.

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: 25JM103

Max. Marks: 70

Course Objectives: The course aims to understand the fundamentals of advertising and public relations, Explore the role of advertising and PR in marketing and brand communication, Learn key strategies and tools used in creating effective ad and PR campaigns, Analyze audience behavior and media planning techniques, Examine ethical, legal, and social issues in advertising and PR practices and Develop basic skills in writing ad copy, press releases, and campaign planning.

UNIT I **(5 Hrs)**

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

UNIT II **(5 Hrs)**

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

UNIT III **(10 Hrs)**

Theories and Models of Advertising, Consumer behaviour, Advertising Appeals, Creative Strategies-creating ads for FMCG products-Brand Image, Advertisements and Ethics, AAI, ASCI.

UNIT IV **(8 Hrs)**

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

UNIT V **(7 Hrs)**

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

UNIT VI **(5 Hrs)**

Theories of PR: Symmetrical & Asymmetrical, PRO, Corporate PR: Crisis PR, PRSI.

Suggested Readings:

1. Sharma, S. & Kumar Deepak (2003): Advertising Planning, implementation & Control, Jaipur, Mangaldeep Publication.
2. Pant, N. C. (2004): Jan Sampark Vigyan 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 ed.) 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 Vigyan, New Delhi, Vani Prakshan.
7. Gupta, U. C. (2012): Aadhunik Vigyan 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: 25PS234

Max. Marks: 70

Course Objectives: The course aims to understand key political, economic, and social developments in post-independence India, Analyze major challenges and transformations in contemporary Indian society, Explore India's diversity in terms of culture, religion, language, and regional dynamics, Examine the impact of globalization, technology, and policy reforms on India and Encourage critical thinking about current issues and debates in Indian democracy and governance.

UNIT I: Indian History & Culture (10 Hrs)

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 (10 Hrs)

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 (10 Hrs)

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 (10 Hrs)

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: 25CS101

Max Marks: 70

Course Objectives: The objective of the course is to understand basic concepts of computers, hardware, and software, Familiarize with operating systems, file management, and common applications, Learn fundamentals of networking and internet technologies, Explore data storage, security, and privacy basics, Develop essential IT skills for word processing, spreadsheets, and presentations and Understand the role of IT in various sectors and everyday life.

UNIT I

(10 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

(10 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

(10 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: 25JM191

Max. Marks: 70

Part 1: Basic knowledge of Computer for Journalism; Photo Editing, Caption writing; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro/Lead, Rewriting and summarizing a given piece of news with headlines and suitable intro;

Part 2: Creating Print Media ads for FMCG products, preparing House Journal for PR.

Assignment: Preparing presentations on various topics from theory papers of Journalism and Mass Communication.

Theory Paper

Total: 100 Marks

External: 70 Marks

Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark 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.

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

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Syllabus for BJMC

Semester 2

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
25JM201	Print Media (Reporting and Editing)	4	0	0	4	70	30	0	100
25JM202	Mass Media Writing Skills	4	0	0	4	70	30	0	100
25JM203	Development Communication	4	0	0	4	70	30	0	100
25JM204	Advertising	4	0	0	4	70	30	0	100
25EN102	Business Communication	3	1	0	4	70	30	0	100
25GN101	Environmental Studies	2	0	0	2	70	30	0	100
Total					22	420	180	0	600

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Detailed Syllabus

PRINT MEDIA (REPORTING AND EDITING)

Code: 25JM201

Max Marks: 70

Course Objectives: This course will enable the students to understand the process of gathering information and writing news. It will also make students understand the nitty-gritty of beat reporting.

UNIT I: News Concepts

(10 Hrs)

News: Definitions, Concepts and Principles. News Sources. News Room Set-up & Functions: Print Media.

UNIT II: Reporting Techniques

(10 Hrs)

Types of News Reporting. Research for Journalistic Writings. Interviews: Tools and Techniques.

UNIT III: Beat Reporting

(10 Hrs)

Political Reporting. Crime Reporting. Sports Reporting. Legal Reporting. Civic Reporting. Reporting Social Issues. Reporting Health & Education. Reporting Lifestyle, Fashion & Films.

UNIT IV: Editing, Layout & Designing

(10 Hrs)

Headline and Lead Writing. Principles of Editing. Page Layout. Principles of Page Design. Typography and Image. Infographics.

Suggested Readings:

1. Harimohan, Joshi Shankar, 1995: "Khoji Patrakarita", New Delhi, Taxshila Publication (1st ed.).
2. Srivastava, K. M. 2003: "News Reporting and Editing", Delhi, Starline Publication.
3. Flemming and Hemmingway, 2005: "An Introduction to Journalism", New Delhi, Vistaar Publications.
4. Sharma, Seema, 2005: "Journalism Reporting", New Delhi, Anmol Publication (1st ed.).
5. Puri, Manohar, 2006: "Art of Reporting", New Delhi, Pragan Publication.
6. Tripathi, R. C., 2013: "Patrikarita ke sidhant", New Delhi, Naman Prakashan.
7. Palanithurai, G., 2008: "Dynamics of New Panchayati Raj System on India", New Delhi, Concept Publishing Co.
8. Chaturvedi, Prem Nath, 2000: "Aadhunik Samachar Patra Aur Prusht Sajja", Bhopal, Madhya Pradesh Granth Academy.

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MASS MEDIA WRITING SKILLS

Code: 25JM202

Max Marks: 70

Course Objectives: The objective of the course is to train and educate students in writing for media which will provide them the required basic skills for working in the field of Journalism and Mass Communication.

UNIT I: Writing Skills (10 Hrs)

Basics of Writing. Writing Effectively. Writing for Print Media. Translation.

UNIT II: Analytical Writing (10 Hrs)

Feature Writing. Opinion Writing. Editorial Writing. Writing for Magazines.

UNIT III: Radio Journalism (10 Hrs)

Radio: A Sound Medium. Writing for Radio. News Gathering Process for Radio. News Production. Presentation Techniques.

UNIT IV: Television Journalism (10 Hrs)

Television: An Audio-Visual Medium. Writing for Television. Television News. Content Production for Television. Presentation Techniques.

Suggested Readings:

1. Chadhdha, Savita, 1998: "Modern Journalism and News Writing", Delhi, Taxshila Prakashan.
2. George, A. Hough, 2006: "News writing", New Delhi, Kanishka Publishers.
3. Tripathi R. C. and Agarwal Pawan, "Media Lekhan", Lucknow, Bharat Prakashan.
4. Tripathi, R. C., 2013: "Patrakarita ke sidhant", New Delhi, Naman Prakashan.
5. Pant, N. C., 2008: "Media Lekhan ke Sidhant", Delhi, Taxshila Prakashan.
6. Mishra, Chandra Prakash, 2013: "Media Lekhan Sidhant aur Vyavhar", Sanjay Publisher.
7. Mehta, Yashoddhara, 2018: "Media lekhan Sidhant aur Prayog", Delhi, Rawat Publication.

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DEVELOPMENT COMMUNICATION

Code: 25JM203

Max Marks: 70

Course Objectives: The course strives to develop understanding and skills in culturally appropriate behaviour change communication and extension strategies for promoting gender equity, social inclusion and sustainable development.

UNIT I: Development

(10 Hrs)

Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals.

UNIT II: Development communication

(10 Hrs)

Concept and approaches, Rostow's Demographic (Stages of Growth), Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. models – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm.

UNIT III: Role of media in development

(10 Hrs)

Mass Media as a tool for development, Creativity, role and performance of each media- print, radio, TV, video, traditional media, Role of development agencies and NGOs.

UNIT IV: Critical appraisal

(10 Hrs)

Development comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Suggested Readings:

1. Arvind Singhal, Everett M Rogers: "India's Communication Revolution: From Bullock Carts to Cyber Marts".
2. J V Vilanilam: "Development Communication in Practice, India and the Millennium Development Goals". Sage. 2009.
3. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. "Communication, Modernisation and Social Development: Theory Policy and Strategies" (2 volumes), BR Publishing Corporation, New Delhi. 2002.
4. Kiran Prasad. "Communication for Development: Reinvesting Theory and Action" (2 volumes) BRPC: New Delhi. 2009.
5. Melkote Srinivas R., H. Leslie Steeves. "Communication for Development in the Third World: 26 Theory and Practice for Empowerment", Sage. 2001.
6. Schramm, Wilbur, "Mass Media and National Development", Stanford UP, Stanford, 1964.
7. Uma Narula, W. Barnett Pearce. "Development as communication: a perspective on India". Southern Illinois University Press, 1986.
8. Uma Narula. "Development Communication: Theory and Practice". Har Anand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): "Perspectives on Development Communication", Sage.
10. Dipankar Sinha: "Development Communication, Contexts for the 21st Century", Orient Black Swan.

विद्याधनं सर्वधनप्रधानं

ADVERTISING

Code: 25JM204

Max Marks: 70

Course Objectives: To equip students with the knowledge of advertising principles, creative strategies, and market research techniques. To prepare them for developing impactful campaigns across traditional and digital platforms while adhering to ethical standards.

UNIT I

(10 Hrs)

Advertising – definition; social and economic benefits of advertising; mass media and advertising; Criticisms; types of advertising; consumer advertising; Product advertising – target audience.

UNIT II

(10 Hrs)

Brand image – brand positioning; advertising strategies; advertising appeals.

UNIT III

(10 Hrs)

Advertising Agencies – structure and functions. Strategy, planning, media budget; campaign planning; market research; and ethical aspects of advertising.

UNIT IV

(10 Hrs)

Creativity – media selection – newspapers, magazines, radio, television, outdoor, new media advertising platforms and Models of Advertising

Suggested Readings:

1. William F. Arens (2012). Contemporary Advertising. McGraw Hill Higher Education.
2. Subir Ghosh (2012). Advertising Concept Book. Concept Publications, New Delhi.
3. Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
4. Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributors.

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BUSINESS COMMUNICATION

Code: 25EN102

Max Marks: 70

Course Objectives: This course is designed to give students a comprehensive view of communication, its scope and importance in business and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program. The Business Communications course will prepare future entrepreneurs to create effective business communications, present business briefings, produce understandable business documents and examine the impact of the communications process on the business operation.

UNIT I

(10 Hrs)

Concepts and Fundamentals: Introduction to Technical Communication, Need and importance of communication, Channel, Distinction between general and technical communication, Nature and features of technical communication, Seven Cs of communication, Types of Technical communication, Style in technical communication, Technical communication skills, Language as a tool of Communication, History of development of Technical Communication, Computer Aided Technical Communication

UNIT II

(10 Hrs)

Oral Communication: Principles of effective oral communication, Introduction of Self and others, Greetings, Handling Telephone Calls Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential, Techniques of interviewing, Guidelines for Interviewer, Guidelines for interviewee. Meetings: Definition, Kind of meetings, Agenda, Minutes of the Meeting, Advantages and disadvantages of meetings/committees, Planning and organization of meetings. Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation). The technique of conducting Group Discussion and JAM session.

UNIT III

(10 Hrs)

Written Communication: Overview of Technical Writing: Definition and Nature of Technical Writing, Basic Principles of Technical Writing, Styles in Technical Writing.

Note – Making, Notice, E-mail Writing.

Writing Letters: Business letters, Persuasive letters- Sales letters and complaint letters, Office memorandum, Good news and bad news letters.

Report Writing: Definition & importance; categories of reports, Elements of a formal report, style and formatting in report.

Special Technical Documents Writing: Project synopsis and report writing, Scientific Article and Research Paper writing, Dissertation writing: Features, Preparation and Elements.

Proposal Writing: Purpose, Types, characteristics and structure.

Job Application: Types of application, Form & Content of an application, Drafting the application, Preparation of resume.

UNIT IV

(10 Hrs)

Soft Skills: Business Etiquettes – Professional Personality, Workplace Protocols, Cubicle. Non-Verbal Communication: Kinesics and Proxemics, Paralanguage.

Interpersonal Skills.

Language Skills: Improving command in English, improving vocabulary, Choice of words, Common problems with verbs, Adjectives, adverbs, Pronouns, Tenses, Conjunctions, Punctuations, Prefix, Suffix, Idiomatic use of prepositions. Sentences and paragraph construction, Improve spellings, Common errors and misappropriation, Building advanced Vocabulary (Synonyms, Antonyms), Introduction to Business English.

Text Book:

1. Kavita Tyagi and Padma Misra , “Advanced Technical Communication”, PHI, 2011
2. P. D. Chaturvedi and Mukesh Chaturvedi, “Business Communication – Concepts, Cases and Applications”, Pearson, second edition.
3. Rayudu, “C. S.- Communication”, Himalaya Publishing House, 1994.
4. Asha Kaul, “Business Communication”, PHI, second edition.

Reference Books:

1. Raymond Murphy, “Essential English Grammar- A self-study reference and practice book for elementary students of English” , Cambridge University Press, second edition.

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2. Manalo, E. & Fermin, V. (2007). Technical and Report Writing. ECC Graphics. Quezon City.
3. Kavita Tyagi and Padma Misra, "Basic Technical Communication", PHI, 2011.
4. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas, "Effective Business Communication", McGraw Hill, seventh edition.

ENVIRONMENTAL STUDIES

Code: 25GN101

Max Marks: 70

Course Objectives: The course will empower the students by gaining in-depth knowledge on natural processes that sustain life and govern economy, predicting the consequences of human actions on the web of life, global economy and quality of human life, developing critical thinking for shaping strategies (scientific, social, economic and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development, acquiring values and attitudes towards understanding complex environmental economic-social challenges, and participating actively in solving current environmental problems and preventing the future ones and adopting sustainability as a practice in life, society and industry.

UNIT I

(5 Hrs)

Introduction to Environmental Studies:

- Environmental studies: Nature, Scope and Importance; Components of environment: atmosphere, hydrosphere, lithosphere, and biosphere; Concept of sustainability and sustainable development.
- Emergence of environmental issues: Climate change, Global warming, Ozone layer depletion, Acid rain etc.; International agreements and programmer: Earth Summit, UNFCCC, Montreal and Kyoto protocols, Convention on Biological Diversity (CBD), Ramsar convention, UNEP, CITES, etc.

UNIT II

(5 Hrs)

Ecosystems and Natural Resources:

- Definition and concept of Ecosystem; Structure of ecosystem (biotic and abiotic components); Functions of Ecosystem: Physical (energy flow), Biological (food chains, food web, ecological succession), ecological pyramids and homeostasis; Types of Ecosystems: Tundra, Forest, Grassland, Desert, Aquatic (ponds, streams, lakes, rivers, oceans, estuaries); importance and threats with relevant examples from India.
- Ecosystem services (Provisioning, Regulating, Cultural, and Supporting); Ecosystem preservation and conservation strategies; Basics of Ecosystem restoration.
- Energy resources: Renewable and non-renewable energy sources; Use of alternate energy sources; Growing energy needs; Energy contents of coal, petroleum, natural gas and bio gas; Agro-residues as a biomass energy source.

UNIT III

(5 Hrs)

Biodiversity and Conservation

- Definition of Biodiversity; Levels of biological diversity: genetic, species and ecosystem diversity.
- India as a mega-biodiversity nation; Biogeographic zones of India; Biodiversity hotspots; Endemic and endangered species of India; IUCN Red list criteria and categories.
- Value of biodiversity: Ecological, economic, social, ethical, aesthetic, and informational values of biodiversity with examples.
- Threats to biodiversity: Habitat loss, degradation, and fragmentation; Poaching of wildlife; Man-wildlife conflicts; Biological invasion with emphasis on Indian biodiversity; Current mass extinction crisis.
- Biodiversity conservation strategies: in-situ and ex-situ methods of conservation (National Parks, Wildlife Sanctuaries, and Biosphere reserves).

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UNIT IV

(5 Hrs)

Environmental Pollution and Control Measures:

- Environmental pollution (Air, water, soil, thermal, and noise): causes, effects, and controls; Primary and secondary air pollutants; Air and water quality standards.
- Nuclear hazards and human health risks.
- Solid waste management: Control measures for various types of urban, industrial waste, Hazardous waste, E-waste, etc.; Waste segregation and disposal.

Text Book:

1. Sanjay Kumar Batra, Kanchan Batra, Harpreet Kaur; "Environmental Studies"; Taxmann's, Fifth Edition.
2. M. M. Sulphey; "Introduction to Environment Management"; PHI Learning, 2019.
3. S. P. Mishra, S. N. Pandey; "Essential Environmental Studies"; Ane Books Pvt. Ltd.; Sixth Edition.

Reference Books:

1. Asthana, D. K. (2006). "Text Book of Environmental Studies". S. Chand Publishing.
2. Basu, M., Xavier, S. (2016). "Fundamentals of Environmental Studies", Cambridge University Press, India.
3. Bharucha, E. (2013). "Textbook of Environmental Studies for Undergraduate Courses". Universities Press.
4. Mahapatra, R., Jeevan, S. S., Das, S. (Eds) (2017). "Environment Reader for Universities", Centre for Science and Environment, New Delhi.
5. Masters, G. M. & Ela, W. P. (1991). "Introduction to environmental engineering and science". Englewood Cliffs, NJ: Prentice Hall.
6. Odum, E. P., Odum, H. T. & Andrews, J. (1971). "Fundamentals of Ecology". Philadelphia: Saunders.
7. Sharma, P. D. & Sharma, P. D. (2005). "Ecology and Environment". Rastogi Publications.

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark 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.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 3

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
25JM301	Mobile Journalism & Multimedia Production	4	0	0	4	70	30	0	100
25JM302	Photography: Concepts & Practices	4	0	0	4	70	30	0	100
25JM311	Radio Journalism & Production	4	0	0	4	70	30	0	100
25MO301	MOOC Course I (from Swayam Platform)	3	0	0	3	70	30	0	100
25GN302	Human Values & Ethics	2	0	0	2	70	30	0	100
25GN303	Indian Knowledge System	2	0	0	2	70	30	0	100
Practical									
25JM391	Mobile Journalism & Multimedia Production Lab	0	0	2	2	0	30	70	100
25JM392	Photography Lab	0	0	2	2	0	30	70	100
Total					23	420	240	140	800



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Detailed Syllabus

MOBILE JOURNALISM & MULTIMEDIA PRODUCTION

Code: 25JM301

Max Marks: 70

Course Objectives: The course aims to enable students to understand the importance of the mobile phone as an important tool of new-age communication, to define the meaning, concepts and practices of MOJO, to make students aware of different MOJO Programme ming, to familiarise students with techniques of reporting for MOJO, to make students learn about the importance and future of digital content and also to know the technicalities of multimedia production

UNIT I: Understanding MOJO

(10 Hrs)

Mobile phone: a convergent technology, Smartphone culture and society, Concept and Evolution of Mobile Journalism, Advantages and Trends in MOJO, MOJO Equipment (Tripod, Gimbal, Clip microphones, Wireless recording), Handling the Apps (for Photography, Video Recording, Editing).

UNIT II: MOJO Programming

(10 Hrs)

MoJo News Room, Types of News Programme and Packaging, handling Mobile Camera Shots and Angles, how to shoot a press conference, mobile videography techniques, from stability and framing to sound and sequencing

UNIT III: Reporting for MOJO

(10 Hrs)

PTC and its type, Qualities, MOJO Journalist, Script Writing and Presentation skills, multi-media content management, managing social media

UNIT IV: Multimedia Production

(10 Hrs)

Photo Shooting and Editing, Video Recording, Video Editing, Audio Recording and Editing, Live streaming, Mobile documentary, Vlog, Reel.

Suggested Readings:

1. Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. CQ Press
2. Eldridge II, S., and Franklin, B. (2018). The Routledge Handbook of Developments in Digital Journalism Studies. Routledge
3. Hjorth, L., Burgess, J., and Richardson, I. (2012). Studying mobile media: Cultural technologies,
 - o Mobile communication and the iPhone. Routledge
 - o MOJO: The Mobile Journalism Handbook
 - o James G. Stovall Web Journalism: Practice and Promise of a New Medium
 - o Ronal Dewolk, Introduction to Online Journalism, Allyn & Bacon, 2001
 - o John Vernon Pavlik, New Media Technology, Allyn amp Bacon
 - o Cecilia Friend, Online Journalism Ethics: Traditions and Transitions, 2007
 - o Richardson, Allissa. & automobile Journalism: A Model for the Future & quot. Diverse Issues in Higher Education. Cox, Matthews and Associates, Inc. Retrieved January 9, 2013.
 - o <http://www.mojo-manual.org/>
 - o <http://www.mojo-manual.org/understanding-mobile-journalism/>
 - o <http://vimojo.co/>

विद्याधनं सर्वधनप्रधानं

PHOTOGRAPHY: CONCEPTS & PRACTICES

Code: 25JM302

Max Marks: 70

Course Objectives: This course will enable the students to list basic inputs, equipment and their uses in Photography, describe different Exposure Techniques in Photography, make students understand visual language and composition and make students aware of the uses and importance of photographs in the news.

UNIT I: Introduction to Photography

(10 Hrs)

Definition, Concept and Origin, Human Eyes and Camera, Photographic Equipment, Camera and Types, Camera Lenses

UNIT II: Light and Exposure Techniques

(10 Hrs)

Types of Lighting, Aperture, Shutter Speed, ISO, Exposure Triangle, Depth of Field, and Reciprocity

UNIT III: Visual Composition

(10 Hrs)

Shots and Angles, Visual Design, Elements of Visual Design, Principles of Visual Design, Rules of Composition.

UNIT IV: Photojournalism and Genre of Photography

(10 Hrs)

News Photographs, Caption Writing, Photo Features, Portrait and Landscape Photography, Nature Photography, Fashion Photography, Photography, Sports Photography.

Suggested Readings:

1. Zakia, R. D., & Page, D. (2012). Photographic composition: A visual guide. Routledge.
2. Langford, M. (2013). Basic photography. Routledge.
3. Peterson, B. (2016). Understanding exposure: how to shoot great photographs with any camera. Am Photo books.
4. Langford Michael, Basic Photography, Plume; 5 edition (August 26, 2003)
5. Peterson, Bryan. Understanding Exposure, am photo Books; 3rd Revised edition (10 August 2010)
6. David Taylor, Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks, (Aug 18, 2015)
7. Scott Kelby, The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros, (Jun 7, 2019)

विद्याधनं सर्वधनप्रधानं

RADIO JOURNALISM & PRODUCTION

Code: 25JM311

Max Marks: 70

Course Objectives: The course aims to enable students to describe the characteristics of radio as a medium of mass communication and its limitations, describe different formats of radio Programmes, list basic inputs, equipment and main elements of radio production, identify the right kind of music and sound effects for different formats of radio programmes, and acquaint students with different modes of transmission.

UNIT I: Radio as a medium

(14 Hrs)

Radio: as a medium of mass communication, Characteristics, and Limitations.

Types of radio stations: State, Private FMs, Community Radio.

Modes of transmission: AM, SW and FM. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast.

Autonomy of All India Radio: Chanda Committee to Verghese Committee---- Prasar Bharati Act 1997—

Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.

UNIT II: Radio Formats and Podcasting

(10 Hrs)

Simple announcements, Radio News, Radio talks, Radio features and documentaries, Radio plays, Radio ads, Phone-in programmes and Music Shows, Introduction to Podcasting, Radio vs Podcasting

UNIT III: Writing for the Ear

(08 Hrs)

Stages of Audio Production, knowing your audience, developing your style, writing for different formats.

UNIT IV: Audio Content Production

(08 Hrs)

Radio production: Introduction, Elements, Acoustics, Sound effects and Music. Podcasts Production and Promotion, Different types of microphones, Recording, Editing

Suggested Readings:

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger, The Art of Voice Acting, Focal Press
4. Gilmurray, Bob Media Students' Guide To Radio Production
5. Robert Mcleish Radio Production
6. Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age, News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
7. Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
8. Abel, out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
9. Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
10. Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010.
11. Strunk & White, The Elements of Style, 4th edition, 2015, Mass Market Paperback.
12. Jonathan Kern, Sound Reporting, The University of Chicago Press, 2008.
13. J. Bjarnholdt Hansen, Writing for The Ear, Speechwriting in Our Time, journal, Texas A&M University Press.
14. Jesse Noyes, Companies, and podcasts, Harvard Business Review, Dec. 9th 2014
15. Thomson, Voice, and Personality, March 2014, New Scientist Plus Podcasts, TED Talks, Hand-outs as indicated for each class.

MOOC COURSE I

Code: 25MO301

Max Marks: 100

List of MOOCs enrolled by a learner can be found in the “My Courses” page on SWAYAM Portal (link is available at the top of the page, click on the logged-in user-name, Current Link is

https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg242

The candidate is required to complete a 03-credit Skill Enhancement Course (SEC) from the list of courses available on the SWAYAM online platform.

HUMAN VALUES AND ETHICS

Code: 25GN302

Max Marks: 70

Course Objectives: The course aims to develop ethical reasoning and awareness of human values, promoting responsible behaviour in personal, professional, and societal contexts.

UNIT I: Introduction to human values

(05 Hrs)

- Understanding the need, Basic guidelines, Process of Value Education.
- Understanding the thought-provoking issues- Continuous happiness and Prosperity.
- Right understanding- relationship and physical facilities, Choice making- choosing, Cherishing and Acting.
- Understanding values- Personal Values, Social values, Moral values and Spiritual values, Self-Exploration and Awareness leading to Self-Satisfaction; Tools for Self-Exploration.

UNIT II: Harmony and role of values in family, society and human relations

(05 Hrs)

- Understanding harmony in the Family- the basic unit of human interaction; Understanding values in human-human relationships; Understanding harmony in society-human relations.
- Interconnectedness and mutual fulfilment; Coexistence in nature.
- Holistic perception of harmony at all levels of existence, universal harmonious order in society.
- Visualising a universal harmonious order in society- undivided society (Akhand Samaj), universal order (Sarvabhaum Vyawastha)- from family to world family.

UNIT III: Coexistence and role of Indian Ethos

(05 Hrs)

- Interconnectedness and mutual fulfilment among the four orders of nature: recyclability and self-regulation in nature.
- Ethos of Vedanta; Application of Indian Ethos in organisations in management; Relevance of Ethics and Values in organisations in current times.

UNIT IV: Professional ethics

(05 Hrs)

- Understanding about Professional Integrity, respect and equality, Privacy, Building Trusting relationships, Co-operation, and Respecting the competence of other professions.
- Understanding about taking initiative, Promoting the culture of openness, and Demonstrating loyalty towards goals and objectives.
- Ethics at the workplace: - cybercrime, plagiarism, sexual misconduct, fraudulent use of institutional resources, etc.
- Ability to utilise professional competence for augmenting the universal human order.

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Text Books:

1. A Textbook on Professional Ethics and Human Values by R S Naagarazan.
2. A Foundation Course in Human Values and Professional Ethics by R.R. Gaur, R. Sangal, G.P. Bagaria.
3. Indian Ethos and Modern Management by B L Bajpai, New Royal Book Co., Lucknow, 2004, Reprinted 2008.

Reference Books:

1. A N Tripathy, 2003, Human Values, New Age International Publishers
2. Human Values and Professional Ethics by Vaishali R Khosla, Kavita Bhagat
3. I.C. Sharma. Ethical Philosophy of India, Nagin & Co., Julundhar

INDIAN KNOWLEDGE SYSTEM

Code: 25GN303

Max Marks: 70

Course Objective: This course aims to provide participants with a comprehensive understanding of India's rich and diverse knowledge traditions, encompassing philosophy, literature, sciences, arts, and sustainable practices. Through the exploration of traditional wisdom and its contemporary relevance, this course seeks to foster appreciation, preservation, and responsible utilisation of the Indian Knowledge System.

UNIT I: Introduction to Indian Knowledge System (IKS)

(02 Hrs)

Definition, Concept and Scope of IKS, Definition, and Scope of IKS, IKS-based approaches on Knowledge Paradigms, IKS in ancient India and in modern India

UNIT II: IKS and Indian Scholars

(07 Hrs)

Indian Literature Philosophy and Literature (Maharishi Vyas, Manu, Kanad, Pingala, Parasar, Banabhatta, Nagarjuna and Panini), Mathematics and Astronomy (Aryabhatta, Mahaviracharya, Bodhayan, Bhashkaracharya, Varahamihira and Brahmgupta), Medicine and Yoga (Charak, Susruta, Maharishi Patanjali and Dhanwantri), Sahitya (Vedas, Upvedas, Upavedas (Ayurveda, Dhanurveda, Gandharvaveda), Puran and Upnishad) and shad darshan (Vedanta, Nyaya, Vaisheshik, Sankhya, Mimamsa, Yoga, Adhyatma and Meditation), Shastra (Nyaya, vyakarana, Krishi, Shilp, Vastu, Natya and Sangeet)

UNIT III: Indian Traditional/tribal/ethnic communities, their livelihood and local wisdom

(02 Hrs)

Geophysical aspects; Resources and Vulnerability; Resource availability, utilisation patterns, and limitations; Socio-Cultural linkages with the Traditional Knowledge System; Tangible and intangible cultural heritage.

UNIT IV: Unique Traditional Practices and Applied Traditional Knowledge

(07 Hrs)

Myths, Rituals, Spirituals, Taboos and Belief System, Folk Stories, Songs, Proverbs, Dance, Play, Acts and Traditional Narratives, Agriculture, animal husbandry, Forest, Sacred Groves, Water Mills, Sacred Water Bodies, Land, water and Soil Conservation and management Practices, Indigenous Bio-resource Conservation, Utilization Practices and Food Preservation Methods, Handicrafts, Wood Processing and Carving, -Fiber Extraction and Costumes, Vaidya (traditional health care system), Tantra-Mantra, Amchi Medicine System, Knowledge of dyeing, chemistry of dyes, pigments and chemicals

UNIT V: Protection, preservation, conservation and Management of the Indian Knowledge System

(02 Hrs)

Documentation and Preservation of IKS, Approaches for conservation and Management of nature and bioresources, Approaches and strategies to protection and conservation of IKS

Recommended Books:

1. "Introduction To Indian Knowledge System: Concepts and Applications" by B. Mahadevan, Nagendra Pavana, Vinayak Rajat Bhat

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2. “Traditional Knowledge System in India” by Amit Jha.

MOBILE JOURNALISM & MULTIMEDIA PRODUCTION LAB

Code: 25JM391

Max Marks: 70

List of Practicals:

1. Capture and submit photos clicked on mobile
2. Peace to the camera for MOJO
3. Selfie Journalism
4. Writing scripts for MOJO
5. Creating Vlogs
6. Creating Reels
7. Creating Photo Stories
8. Developing interactive content
9. Going live

Code: 25JM392

Max Marks: 70

List of Practicals:

1. “5 yes, 5 no” challenge
2. Exposure compensation
3. Static and motion photographs
4. Shadow and night photography
5. Capture six shots to create a story
6. Creating Photo Stories through Street Photography
7. Shoot and submit black and white photographs
8. Shoot and Submit nature photos (5), news photos (5), portraits (5), Human interest photos (5)
9. Writing for the visuals
10. Making a photo file (Hard Copy)

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Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark each ($1 \times 10 = 10$)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each ($2 \times 6 = 12$)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each ($3 \times 6 = 18$)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each ($5 \times 6 = 30$)

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: 70 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

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ARYAVART INTERNATIONAL UNIVERSITY

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Syllabus for BJMC

Semester 4

Theory										
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks	
25JM401	Media Management	4	0	0	4	70	30	0	100	
25JM402	TV Journalism & Production	4	0	0	4	70	30	0	100	
25JM411	Political Communication	4	0	0	4	70	30	0	100	
25MO401	MOOC Course II (from SWAYAM Platform)	3	0	0	3	70	30	0	100	
25GN401	Indian Constitution	2	0	0	2	70	30	0	100	
25GN402	Drug Abuse, Road Safety & Traffic Rules	2	0	0	2	70	30	0	100	
Practical										
25JM491	TV Journalism & Production Lab	0	0	2	2	0	30	70	100	
Total					21	420	210	70	700	

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Detailed Syllabus

MEDIA MANAGEMENT

Code: 25JM401

Max Marks: 70

Course Objectives: This course intends to develop critical appreciation and impart effective skills for various management functions of the media houses. The course blends the general principles and theories of management and their practical applications for managing contemporary and emerging media organisations.

UNIT I

(6 Hrs)

Principles of management - management theories, personal management, role and function of the personal manager.

UNIT II

(7 Hrs)

Managing media organisation and overview of media laws in India, Ownership patterns of mass media in India

UNIT III

(12 Hrs)

Production management- pre-production, scheduling, budgeting, financing, controlling, production, post-production and delivery.

UNIT IV

(15 Hrs)

Advertising management- profit, sales and market share objectives, setting the budget, media selection and media scheduling. Sales promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

Suggested Readings:

1. Gulab Kothari. "Newspaper Management in India". Rajasthan Patrika Pvt Ltd.
2. Herbert Lee Williams. "Newspaper Organization and Management". Iowa State University Press.
3. Arvind Singhal. "India's Communication Revolution". Sage.
4. Vanita Kohli. "The Indian Media Business". Response Books.
5. Biplab Loho Chowdhury. "Media Management". Unique Books International.
6. K. P. Yadav. "Media Management". Adhyayan Publishers & Distributors.
7. Durgadas Basu. "Press Laws in India". Prentice Hall of India.
8. Bansi Manna. "Press Laws in India". Academic Publisher.
9. Bansi Manna. "Bharater Press Aain". Academic Publisher.
10. Debanjan Banerjee. "Justice and Journalist". S. B. Enterprise.

विद्याधनं सर्वधनप्रधानं

TV JOURNALISM & PRODUCTION

Code: 25JM402

Max Marks: 70

Course Objectives: The paper offers the basic concepts of television production an understanding of the operation of TV production equipment and will provide the fundamentals of development of the script for different genres.

UNIT I: TV as a medium

(10 Hrs)

- Understanding the medium - Nature and Language of TV
- Formats and types for TV Programmes
- TV News script format
- Scripting for Fiction/Non-Fiction

UNIT II: TV News Gathering

(10 Hrs)

- Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
- Writing and Reporting for TV: Finding the story and developing the sources, gathering the facts (getting the right visuals, facts and figures, establishing the scene, cut away)
- Interview – types of news interviews, art of conducting a good interview
- Anchoring - Live shows
- Packaging

UNIT III: TV Programme Production

(10 Hrs)

- Steps involved in the production & utilisation of a TV Program
- Stages of production- pre-production, production and post-production
- The production personnel – Single-camera and multi-camera production
- Use of graphics and special effects
- Developing a video brief

UNIT IV: Basics of Video Editing and Programme Evaluation

(10 Hrs)

- Aesthetic Factor of video editing.
- Types of video editing- Non-Linear editing, cut to cut, assemble & insert, online, offline editing
- Designing, Evaluation and field testing of the programme

Suggested Readings:

1. Zettl, Hebert, Television Production Handbook. Wadsworth. Thompson Learning.
2. Zettl, Hebert; Video Basics. Wadsworth. Thompson Learning.
3. Video Editing- A Post-Production Primer by Steven E. Browne
4. Television Production by Allan Wurtzel
5. The Television Lighting Technique by Gerald Millerson
6. Video Camera Techniques by Gerald Millerson
7. Basics of Video Production by Der Lyur& Graham

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POLITICAL COMMUNICATION

Code: 25JM411

Max Marks: 70

Course Objectives: The course aims to make students understand the different political systems around the world, understand the political system in India, describe the basic understanding of political communication, make students learn to analyse the relationship between media and politics, recognise and understand the key concepts of political communication and understand the role of social media in political communication.

UNIT I: Introduction to political systems

(10 Hrs)

- Understanding different political systems across the world (Parliamentary structure, Federal structure, Monarchy, Dictatorship), Concept of Right, Left and Centre.
- Understanding multiparty and two-party systems, Major political parties around the globe (US: Democratic and Republic parties; UK: Conservative and Labour parties; China: Communist Party of China; Russia: United Russia and Communist Party of the Russian Federation; India: NDA and UPA; Canada: Liberal and Conservative Parties; Australia: Liberal and Labour Parties; major political parties from Germany and France).

UNIT II: Introduction to Indian Politics

(10 Hrs)

- Pillars of Democracy, Parliamentary Democracy and Structure, Federal Structure,
- Major Political Parties in India, Understanding coalition politics,
- Understanding issues related to caste and religion-based politics, voter preferences and other political issues.

UNIT III: Introduction to political communication

(10 Hrs)

- Meaning, nature and scope of political communication, place of communication in democracy, media and public perceptions,
- Political Communication Theories: Agenda Setting, Priming, Framing
- The effect of media in the formation and change of political attitudes.
- Propaganda Model, Public Opinion, Public Sphere

UNIT IV: Politics and Media

(10 Hrs)

- Role of media in political participation, Media and Political Discourse, Digital Media and Politics, social media and Political PR, Twitter Driven Politics, online political campaigns
- Political communication by civic actors, social movements and NGOs.
- Major Political Campaigns and Strategies.

Suggested Readings:

1. An Introduction to Political Communication Brian McNair Paperback: 256 pages Publisher: Routledge; 5 edition (8 March 2011) Language: English ISBN-10: 0415596440 ISBN-13: 978-0415596442
2. The Dynamics of Political Communication: Media and Politics in a Digital Age Richard M. Perloff Hardcover: 512 pages Publisher: Routledge; 2 edition (19 October 2017) Language: English ISBN-10: 1138651648 ISBN-13: 978-1138651647
3. Handbook of Political Communication Research (Routledge Communication Series) Lynda Lee Kaid Paperback: 560 pages Publisher: Routledge; 1 edition (28 May 2004) Language: English ISBN-10: 0805837752 ISBN-13: 978-0805837759
4. Political Communication: Politics, Press, and Public in America (Routledge Communication Series) 1st Edition Series: Routledge Communication Series Paperback: 504 pages Publisher: Routledge; 1 edition (December 3, 1997) Language: English ISBN-10: 0805817956 ISBN-13: 978-0805817959
5. Political Campaign Communication: Inside and Out (2nd Edition) 2nd Edition Larry Powell and Joseph Cowart Paperback: 320 pages

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6. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
7. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
8. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
9. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
10. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
11. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.

MOOC COURSE II (FROM SWAYAM PLATFORM)

Code: 25MO401

Max Marks: 70

List of MOOCs enrolled by a learner can be found in the “My Courses” page on SWAYAM Portal (link is available at the top of the page, click on the logged-in user-name, Current Link is

https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg63

The candidate is required to complete a 03-credit Value Added Course (VAC) from the list of courses available on the SWAYAM online platform.

INDIAN CONSTITUTION

Code: 25GN401

Max Marks: 70

Course Objectives: The objective of the Indian Constitution course is to provide the students with a foundational understanding of the principles, structure, and functioning of the Indian Constitution. The course emphasises the rights and duties of citizens, governance frameworks, and the role of the Constitution in shaping the democratic and legal structure of India.

UNIT I

(05 Hrs)

Introduction to Constitution: Meaning and importance of the Constitution, salient features of the Indian Constitution. Preamble of the Constitution. Fundamental rights- meaning and limitations. Directive principles of state policy and Fundamental duties -their enforcement and their relevance.

UNIT II

(05 Hrs)

Union Government: Union Executive- President, Vice-President, Prime Minister, Council of Ministers. Union Legislature- Parliament and Parliamentary proceedings. Union Judiciary-Supreme Court of India – composition, powers and functions.

UNIT III

(05 Hrs)

State and Local Governments: State Executive- Governor, Chief Minister, Council of Ministers. State Legislature, State Legislative Assembly and State Legislative Council. State Judiciary-High Court. Local Government-Panchayat Raj System with special reference to 73rd and Urban Local Self-Government with special reference to 74th Amendment.

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UNIT IV

(05 Hrs)

Election provisions, Emergency provisions, Amendment of the constitution: Election Commission of India- composition, powers and functions and electoral process. Types of emergency grounds, procedure, duration and effects. Amendment of the Constitution- meaning, procedure and limitations.

Text Books:

1. M. V. Pylee, "Introduction to the Constitution of India", 4th Edition, Vikas Publication, 2005.
2. Durga Das Basu (DD Basu), "Introduction to the Constitution of India", (Student Edition), 19th edition, Prentice-Hall India, 2008.

Reference Books:

1. Merunandan, "Multiple Choice Questions on Constitution of India", 2nd Edition, Meraga Publication, 2007.

DRUG ABUSE, ROAD SAFETY & TRAFFIC RULES

Code: 25GN402

Max Marks: 70

Course Objectives: This course aims to create awareness about the harmful effects of drug abuse, the importance of road safety, and the need to follow traffic rules. It seeks to help learners understand the physical, mental, social, and legal consequences of substance abuse, while also developing responsible attitudes and decision-making skills to avoid peer pressure and risky behaviour. The course further intends to build knowledge of traffic signals, road signs, and safe road use practices, so that learners can behave responsibly as pedestrians, cyclists, passengers, and drivers.

UNIT I

(10 Hrs)

Problem of Drug Abuse

- Concept and overview
- Types of drugs often abused and their effects (Stimulants, Depressants, Narcotics, Hallucinogens, and Miscellaneous).

Causes of consequences of drug abuse

- Theories of drug abuse: Physiological theory. Psychological theory. Sociological theory.
- Consequences of drug abuse: For individuals, families, society and the economy.

Extent and nature of the problem

- Magnitude of the menace of drug abuse.
- Vulnerable age groups.
- Characteristic and features of proneness.
- Signs and symptoms of drug abuse (Physical indicators, Academic indicators, Behavioural and psychological indicators).

Prevention and management of drug abuse

- Legislation, public policies and programs for the prevention and cure of drug abuse.
- Prevention and Management of drug abuse. Medical management.
- Working of drug De-addiction Centres. Role of Family, School and Media.

UNIT II

(10 Hrs)

- Concept and Significance of Road Safety.
- Role of Traffic Police in Road Safety.
- Traffic Engineering – Concept & Significance.
- Traffic Rules & Traffic Signs.
- How to obtain a driving license.
- Traffic Offences, Penalties and Procedures.

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- Common Driving mistakes.
- Significance of First-aid in Road Safety.
- Role of Civil Society in Road Safety.
- Traffic Police-Public Relationship.

Suggested Readings:

2. Clayton, J.M., and Scott, M.A (2014). Drugs and Drug Policy: the control of consciousness alteration. New Delhi: Sage Publications India Pvt. Ltd.
3. Kapoor, T. (1985). Drug epidemic among Indian Youth, New Delhi: Mittal Pub
4. Modi, I and Modi, S. (1997). Drugs: Addiction and prevention, Jaipur: Rawat Publication.
5. 2003 National Household Survey of Alcohol and Drug Abuse. New Delhi, Clinical Epidemiological Unit, AIIMS, 2004
6. World Drug Report (updated every year), United Nations office of Drug and Crime.
7. Extent, pattern and Trend of Drug use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
8. The Narcotic Drugs and Psychotropic Substances Act, 1985. (New Delhi: Universal, 2012).
9. Government of India (2015). Scheme of assistance for prevention and alcoholism and substance (Drugs) abuse and for social defence services-Guidelines. Ministry of Social Justice and Empowerment. New Delhi.
10. NCERT (2010). Training Resource Materials (Adolescence Education Programme).
11. The Motor Vehicle Act, 1988 (2010), Universal Law Publishing Co. Pvt. Ltd., New Delhi.
12. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India.

TV JOURNALISM & PRODUCTION LAB

Code: 25JM491

Max Marks: 70

List of Practicals:

1. Students will give a presentation on the difference between fictional and non-fictional television programs, including video reference.
2. Students will file a video on current affairs showcasing these skills within:
 - Focus
 - Composition
 - Optical zoom
 - Digital zoom
 - Focal length
 - Use of lenses
 - Depth of Field
 - Different Filters
 - White balance
 - Colour temperature
3. Students will file a printed project of a minimum of 5 pages on any 1 subject given:
 - Vision mixer
 - Audio console
 - Audio Editing
 - Types of microphones
 - CG generator
 - Single and multi-camera set-up
 - Set design for studio
 - Outdoor shoot
 - Virtual studio
 - Chroma Shoot

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4. Students will file one video documentary on any 1 subject given:

- Indian Constitution
- Civic Duties
- Human Right
- Indian Culture
- Women's Issues
- Children & Media
- Usage of Technology
- Street Food
- Agriculture
- Cinema & Entertainment

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark 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: 70 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

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Syllabus for BJMC

Semester 5

Theory										
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks	
25JM501	Creative Writing Skills	4	0	0	4	70	30	0	100	
25JM502	Documentary & Film Production	4	0	0	4	70	30	0	100	
25MO501	MOOC Course III (from SWAYAM Platform)	4	0	0	4	70	30	0	100	
Discipline Specific Course (DSE-1) Choose any one										
25JM531	Portfolio Preparation	4	0	0	4	70	30	0	100	
25JM532	Global Media & Politics	4	0	0	4	70	30	0	100	
Practical										
25JM591	Multimedia Tools & Web Designing Lab	0	0	2	2	0	30	70	100	
25JM592	Documentary & Film Production Lab	0	0	2	2	0	30	70	100	
Total					20	280	180	140	600	

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Detailed Syllabus

CREATIVE WRITING SKILLS

Code: 25JM501

Max Marks: 70

Course Objectives: The course aims to acquaint the learners with ideas related to creative writing including the art, the craft and the basic skills required for a creative writer, help learners to understand the principles of creative writing and the distinction between the literary genres, explain the differences in writing for various literary and social media, hone the creative and critical faculties of learners and enable learners to put into practice the various forms of creative writing that they have studied through the course.

UNIT I: Fundamentals of Creative Writing

(10 Hrs)

Meaning and Significance of Creative Writing,

Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms, Research for Creative Writing

UNIT II: Elements of Creative Writing

(10 Hrs)

Plot, Setting, Character, Dialogue, Point of View, Literary Devices and Figurative Language, Elements of Style, Grammar and the Structure of Language, Proofreading and Editing

UNIT III: Traditional Forms of Creative Writing

(10 Hrs)

Fiction: short story, novella and novel, Poetry, Drama, Essay, Fable, Biography, Memoir and Autobiography, Travelogues, Diaries, Self-Narrative Writing

UNIT IV: New Trends in Creative Writing

(10 Hrs)

Web Content Writing and Blog Writing, Script Writing, Journalistic Writing, Copywriting, Graphic Novel, Flash Fiction

Suggested Readings:

1. Abrams, M.H. Glossary of Literary Terms. Boston: Wadsworth Publishing Company, 2005.
2. Atwood, Margaret. Negotiating with the Dead: A Writer on Writing. Cambridge: CUP, 2002.
3. Bell, James Scott. How to Write Dazzling Dialogue. CA: Compendium Press, 2014.
4. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.
5. Berg, Carly. Writing Flash Fiction: How to Write Very Short Stories and Get Them Published. *Then Re-Publish Them All Together as a Book. Houston: Magic Lantern Press, 2015.
6. Blackstone, Bernard. Practical English Prosody. Mumbai: Orient Longman, 1984.
7. Clark, Roy Peter. Writing Tools. US: Brown and Company, 2008.
8. Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007.
9. Egri, Lajos. The Art of Dramatic Writing. NY: Simon and Schuster, 1960.
10. Gardner, John. The Art of Fiction. New York: Vintage, 1991.
11. Goldberg, Natalie. Writing Down the Bones. Boston and London: Shambhala, 1986.
12. Hamer, Enid. The Metres of English Poetry. Booksway, 2014.
13. King, Stephen. On Writing: A Memoir of the Craft. London: Hodder and Stoughton, 2000.
14. Johnson, Jeannie. Why Write Poetry? US: F. D. Univ. Press, 2007.
15. Mezo, Richard E. Fire in the Blood: A Handbook of Figurative Language. USA: Universal Publishers/uPUBLISH.com, 1999.
16. Sartre, Jean-Paul. What Is Literature? And Other Essays. Harvard: Harvard Univ. Press, 1988.
17. Show, Mark. Successful Writing for Design, Advertising and Marketing. New York: Laurence King, 2012.
18. Strunk, William and White, E. B. The Elements of Style. London: Longman, 1999.
19. Sugrman, Joseph. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters. New York: Wiley, 2009.

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20. Turabian, Kate L. A Manual for Writers. Chicago: Univ. of Chicago Press, 2007.
21. Ueland, Brenda. If You Want to Write. India: General Press, 2019.
22. Zinsser, William. On Writing Well. New York: Harper Collins, 2006.

DOCUMENTARY & FILM PRODUCTION

Code: 25JM502

Max Marks: 70

Course Objectives: To distinguish documentary from other types of filmmaking. • Articulate the complex ethical issues around representing subjects and topics. • To write scripts and conduct research for documentaries and short films. • To explain the relationship between documentary and historical, cultural, economic and technological context. • To identify the storytelling techniques used in documentary films. • To critically analyse documentary film text.

UNIT I: Understanding the Documentary

(10 Hrs)

Defining Documentary Films, Documentary vs Feature Film, Fiction vs Non-Fiction Origin and Growth of Documentary films, Relevance and Importance of Documentary films, Introduction to the debate on realism, present scenario, Different genres and Modes, Major Indian and foreign Documentary filmmakers and their documentaries, Docudrama and Short films.

UNIT II: Pre-Production Stage

(10 Hrs)

Knowing the audience, Storytelling for documentary and film, Storyboarding, Importance of research for films and documentaries, writing scripts for films and documentaries, the narrative spine, theme, plot and character, structure and format, writing narration and voiceover, Making a Proposal and the Budgeting. Funding and Pitching.

UNIT III: Production Stage

(10 Hrs)

Documentary Sound, Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist, Crowd Funding

UNIT IV: Post Production Stage

(10 Hrs)

Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries

Suggested Readings:

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
3. Michael Renov, “The Truth about Non-Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorising Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
4. Trisha Das: How to Write a Documentary Double Take by PSBT DOX magazine
5. Nichols, Bill (2001). Introduction to Documentary, Indiana University Press: Bloomington.
6. Documentary Storytelling (Second Edition): Sheila Curran Bernard, Focal Press.
7. Cinema Studies, The Key Concepts (3rd ed.): Susan Haywood, London: Routledge
8. How to Read a Film: James Monaco. New York: OUP, 2000
9. Genre and Contemporary Hollywood: Steve Neal (ed.). London: BFI, 2002
10. An Introduction to Film Studies: Jill Neldes (ed.). London: Routledge, 2007
11. An International History of The Medium: Robert Sklar. Film: London: Thames & Hudson, 1993

MOOC COURSE III (FROM SWAYAM PLATFORM)

Code: 25MO501

Max Marks: 70

List of MOOCs enrolled by a learner can be found in the “My Courses” page on SWAYAM Portal (link is available at the top of the page, click on the logged-in user-name, Current Link is

https://onlinecourses.swayam2.ac.in/e-learning/preview/nou26_hs31

The candidate is required to complete a 04-credit Value Added Course (VAC) from the list of courses available on the SWAYAM online platform.

PORTFOLIO PREPARATION

Code: 25JM531

Max Marks: 70

Course Objectives: This course helps students to inculcate reading habits among them and also to make a detailed Portfolio to be shared in the media industry where she/he is aspiring to be part of. The Portfolio will consist of a compilation of all written and practical submissions over the duration of the Programme. It is the sum total of the creative work executed by the student

List of activities

- Reading and presenting at least two books out of the curriculum.
- Designing and presenting a detailed portfolio.
- Viva-voce

Suggested Readings:

1. Malgudi Days- RK Narayan
2. Train to Pakistan- Khushwant Singh
3. The Alchemist – Paulo Coelho
4. Harry Potter Series – J.K. Rowling
5. Animal Farm – George Orwell
6. The House on Mango Street – Sandra Cisneros
7. 1984 - George Orwell

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GLOBAL MEDIA & POLITICS

Code: 25JM532

Max Marks: 70

Course Objectives: Through this course, the students will understand the interplay of various socio-political factors in news dissemination in international media. The contents of this course also focus on the role of contemporary international media conglomerates in global culture.

UNIT I

(10 Hrs)

Imbalances in Global Information Flow: Rise of International News Agencies; toward an alternative World Communication Order and McBride Commission; International Media Regulations.

UNIT II

(10 Hrs)

Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Al Jazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalisation of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bertelsmann, Vivendi International, GE, Sony.

UNIT III

(10 Hrs)

Cross-Cultural Communication- Problems among nations, Press System of Neighbouring countries of the Indian subcontinent before and after Globalisation, Herbert Schiller: Concept of Media Imperialism.

UNIT IV

(10 Hrs)

Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable & Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV).

Suggested Readings:

1. Daya Kishan Thussu. "International Communication: Continuity and Change". Oxford University Press, 2003.
2. Yahya R. Kamalipour and Nancy Snow. "War, Media and Propaganda-A Global Perspective", Rowman and Littlefield Publishing Group, 2004.
3. "Many Voices One World". UNESCO Publication, Rowman and Littlefield Publishers, 2004.
4. Daya Kishan Thussu. "War and the media: Reporting conflict 24x7". Sage Publications, 2003.
5. Lee Artz and Yahya R. Kamalipour. "The Globalisation of Corporate Media Hegemony". New York Press, 2003.

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MULTIMEDIA TOOLS & WEB DESIGNING LAB

Code: 25JM591

Max Marks: 70

Course Objectives: This course will enable students to define the principles of Web design and web page design, visualise the basic concept of HTML, recognise the elements of HTML, introduce the basic concept of CSS and develop the concept of web publishing.

UNIT I: Basics in Web Design

(05 Hrs)

What is the World Wide Web? Why create a website, Web Standards, Audience requirement. Basic principles involved in developing a website, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept.

UNIT II: Introduction to HTML

(05 Hrs)

What is HTML, HTML Documents, Basic structure of an HTML document, creating an HTML document, Mark-up Tags, Heading-Paragraphs, Line Breaks, HTML Tags. Elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and Controls.

UNIT III: Web Publishing or Hosting

(05 Hrs)

Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling, Creating the Web Site, Saving the site, working on the web site, creating web site structure, Creating Titles for web pages, Themes-Publishing web sites.

UNIT IV: Software for creating a web page

(05 Hrs)

Adobe Dreamweaver Software training and Practice, Photoshop functions and techniques specific to web page design

Suggested Readings:

1. Arntson, A. E. (2007). Graphic Design Basics (5th Ed.). Thompson, Wadsworth
2. Ambrose, G., and Harris, P. (2008). The Production Manual: A Graphic Design Handbook. AVA Publishing SA
3. Visual Quick Start Guide—WordPress, Peach Pit Press.
4. HTML, XHTML, and CSS Bible 5ed, Steven M. Schafer, Wiley India
5. HTML 5 in simple steps, Kogent Learning Solutions Inc., Dreamtech Press
6. A beginner's guide to HTML, NCSA

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DOCUMENTARY & FILM PRODUCTION LAB

Code: 25JM592

Max Marks: 70

The student will be assigned practical work related to the relevant contents of the paper. The Practical work carried out by the students' needs to be maintained in a record file, which will be required during the assessment.

List of Practical Assignments

Individual students need to produce a documentary/short film/docudrama, which should include activities such as:

1. Research
2. Scripting
3. Budgeting
4. Shooting
5. Editing

Duration: 8 – 10 minutes.

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

Theory Paper

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: 70 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

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Syllabus for BJMC

Semester 6

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
25JM601	International & Intercultural Communication	4	0	0	4	70	30	0	100
25JM602	Film Appreciation & Review	4	0	0	4	70	30	0	100
25MO601	MOOC Course IV (from SWAYAM Platform)	4	0	0	4	70	30	0	100
25JM621	Mass Media & Human Rights	2	0	0	2	70	30	0	100
25GN601	Introduction to Public Relation	2	0	0	2	70	30	0	100
Discipline Specific Elective-II (DSE-II)									
25JM631	Health & Science Communication	4	0	0	4	70	30	0	100
25JM632	National & International Affairs	4	0	0	4	70	30	0	100
Total					20	420	180	0	600



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Detailed Syllabus

INTERNATIONAL & INTERCULTURAL COMMUNICATION

Code: 25JM601

Max Marks: 70

Course Objectives: The course aims to describe the concepts and scope of international and intercultural communication, explore the political, economic and cultural dimensions of international communication, know the impact of transnational news organisations and the imbalanced flow of information, describe the concept of high and low culture, and learn the barriers of intercultural communication.

UNIT I: Understanding International Communication (08 Hrs)

- International Communication: basic concepts, nature and scope, historical background, Global communication, political, economic and cultural dimensions of international communication.
- Communication and information as a tool of equality and exploitation.
- Media at the time of war.

UNIT II: Transnational News Organisation and Issues of Imbalanced Flow of Information (12 Hrs)

- Global News Agencies and Media Organizations and their role in International Communication, Issues in international communication, imbalance in the international flow of information, domination transaction, Mc Bride commission's report.
- NWICO. Nonaligned news pool.
- Recent changes and developments in the global information and communication order.
- Current trends. Media Technology and Globalisation, Cultural imperialism, skyvasion, digital divide.
- Universal declaration of human rights and communications.

UNIT III: Intercultural Communication (12 Hrs)

- What is culture? Meaning, definition, types.
- Communication and culture, culture as an institution, eastern and western perspectives, High and Low Culture, intercultural communication –meaning, definition process.
- Philosophical and functional dimension.
- Mass media as an instrument of intercultural communication.
- Barriers of intercultural communication.

UNIT IV: Barriers of Inter-Cultural Communication (08 Hrs)

- Intercultural Relationships, Culture, Communication and Conflict, Linguistic and regional aspects of intercultural Communication- verbal and nonverbal messages – perception and misunderstanding.
- Folk media as a vehicle of intercultural communication.

Suggested Readings:

1. Thussu, DayaKishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalisation, Sage Publications.
3. Edward S. Herman and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell. 5. Gunther, Richard. (2000). Democracy and the Media, Cambridge.
5. Samovar, L. A & Porter, R. E. (2000). Inter-cultural Communication-A Reader, Wadsworth.
6. Ravindran, R.K. (1999). Media and Society, Commonwealth.
7. Price, Stuart. (1998). Communication Studies, Longman.
8. Curran, James. (2000). Mass Media and Society, Arnold.
9. Caldwell (eds) Production Studies: Cultural Studies of Media Industries. New York: Routledge.

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10. Livingstone, (2006). 'The Changing Nature of' Audiences: From the Mass Audience to the Interactive.
11. Hamelink, Cees: Cultural Autonomy in Global Communications, Longman, London, 1983. Macbride, Sean: Many Voices, One World, UNESCO, PARIS, 1980.
12. Kumar Keval J & Biernatzki We: International News Flows: Communication Research Trends. 2006.

FILM APPRECIATION & REVIEW

Code: 25JM602

Max Marks: 70

Course Objectives: The course will enable students to understand the functions of films as an institution for the production and distribution of social knowledge and entertainment, expose students to a variety of film styles, genres and analyse the dominant forms of Popular cinema, develop a critically informed sense of the history and development of film conventions, both mainstream and alternative, develop visual literacy and analysis skills to study any film and learn about the diverse artistic and practical elements that are useful in making of films.

UNIT I

(06 Hrs)

- Growth and Development of Cinema: Meaning of Cinema, Origin and Evolution of film, History of cinema- World & India.

UNIT II

(12 Hrs)

- Film Structure- The Form and Content of Film, Structure: Camera, Camera movement, Lighting, Editing, Acting, Sound, CGIs, Special effects.
- Film Language- The Semiotic Theory of Cinema, Signs, Symbols, Codes, Iconography, Mise-en-scène, Montage, Connotative and Denotative Meaning
- Film Narrative- Cinematic Storytelling, Narrative – Fictional and Non-Fictional, Significance and Structural Elements of Narrative, Story and Plot, Sub-Plots, Deviant Plot Structure, Principles of Plot Construction.

UNIT III

(12 Hrs)

- Film Genre- Meaning and Functions of Genre, Film Genres and their Characteristics, Classical Hollywood Genre, Indian Formula Films.
- Film Theories: Auteurist Film Theory, Psychoanalytic Model, Feminist Model, Cognitive Model, Ideological Model.
- Film Movements- Italian Neo-realism, French New Wave, German Expressionism, Soviet Formalism, Avant Garde, Indian New Wave.

UNIT IV

(10 Hrs)

- Film and Technology- Digital Technology and Cinema, YouTube.
- Film Appreciation and Criticism- The Aesthetics of Film, Writing Film Review and Criticism, Film as Art, Film Analysis, Textual and Contextual Analysis of Film.

Suggested Readings:

1. Hill, John & Gibson, Pamela Church. 2000: Film Studies, Oxford Univ. Press.
2. Roberts, Graham & Wallis, Heather. 2003: Introducing Film, Arnold Publishers.
3. Stam, Robert. 2000: Film Theory: An Introduction, Blackwell Publishers.
4. Hood, John W. 2000: The Essential Mystery- the major film makers of Indian art cinema, Orient Longman.
5. Turner, Graeme. 2002: The Film Cultures Reader, Routledge.
6. Ray, Satyajit. 1993: Our Films Their Films, Orient Publishers.

MOOC COURSE IV (FROM SWAYAM PLATFORM)

Code: 25MO601

Max Marks: 70

List of MOOCs enrolled by a learner can be found in the “My Courses” page on SWAYAM Portal (link is available at the top of the page, click on the logged-in user-name, Current Link is

https://onlinecourses.swayam2.ac.in/e-learning/preview/cec26_ge10

The candidate is required to complete a 04-credit Value Added Course (VAC) from the list of courses available on the SWAYAM online platform.

MASS MEDIA & HUMAN RIGHTS

Code: 25JM621

Max Marks: 70

Course Objectives: The course aims to educate learners about the history and philosophy of human rights. It aims to make the student aware of the role of the media in human rights promotion. The course will acquaint the learner with the tools and techniques of human rights reporting and the nuances of human rights journalism. The student will learn the intricacies of web-based and social media-based human rights journalism. The course will also highlight the contemporary human rights issues and their relation to the media.

UNIT I: Human Rights (05 Hrs)

- Meaning, Significance, Concept, Scope and Need of Human Rights
- Origin and Development of Human Rights
- Principles and Theories of Human Rights
- United Nations Universal Declaration of Human Rights.

UNIT II: Human Rights and Democracy (05 Hrs)

- Human Rights and the right to freedom of speech and expression
- Human Rights and Crimes against Women,
- Human Rights of Accused persons,
- Human Rights and child labour, bonded labour,
- Human Rights and death, torture in police lockups

UNIT III: Human Rights Commissions (05 Hrs)

- State Commission for Human Rights,
- National Commission on Human Rights,
- Human Rights Courts in India

UNIT IV: Contemporary Human Rights Issues (05 Hrs)

- National and Global, Media activism.
- Social media and Human rights.
- Fake News, propaganda, and its effects on human rights reporting.
- Open-source investigation in journalism: tools and applications.

Suggested Readings:

1. Human Rights, A.N. Sen. 2005: Sri Sai Law Publications, Faridabad.
2. Khwaja Abdul Muntaqim, 2004: Protection of Human Rights Law, Allahabad.
3. Street, John. 2011: Mass Media, Politics and Democracy. Palgrave Macmillan.

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4. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. 2009. Media Theories and Approaches: A Global Perspective, Palgrave-Macmillan.
5. Bannerjee, Menon & Priyameds. 2010: Human Rights, Gender and Environment, Pearson & Co.

INTRODUCTION TO PUBLIC RELATION

Code: 25GN601

Max Marks: 70

Course Objectives: The course aims to introduce the concept of Public Relations to the students, apprise them of the various models and functions of Public Relations and teach them about external and internal tools of Public Relations.

UNIT I: Introduction to Public Relations

(05 Hrs)

- History and Evolution of Public Relations (PR): Global and India
- Definition, Nature and Scope of PR Beyond Publicity
- Dynamic Role of PR in Public Affairs
- Qualifications and Responsibilities of PR Professionals

UNIT II: Functions of Public Relations

(05 Hrs)

- Four Models of PR: Press Agency/Publicity Model, Public Information Model, Two- Way Asymmetrical Model, Two- Way Symmetrical Model
- Image Building
- Goodwill and Crisis Communication;
- Challenges in PR

UNIT III: Public Relations Communication

(05 Hrs)

- Publics in PR: Internal and External
- Tools of PR: House Journals/Magazines, Media Alert, Press Conference, Press Brief, Press Kit, Press Release, SMR, AV Material, Advertorial

UNIT IV: Public Relations Practice

(05 Hrs)

- PR in the Government Sector
- Cultural PR
- Lifestyle PR, Medical PR, Tourism PR, International PR
- Political PR; Digital PR
- Role of a PR Manager
- Role of PR Agencies and Functions

Suggested Readings:

1. Effective Public Relations; Centre, Cutlip & Broom, Pearson Education, Singapore
2. Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
3. Handbook of Public Relations in India; DS Mehta, Allied Publishers, New Delhi
4. Media Control: The Spectacular Achievements of Propaganda; Noam Chomsky, Seven Stories Press, New York
5. A Handbook of Public Relations and Communications; Philip Lesly (Ed.), Jaico Publishing House, Mumbai
6. Public Relations and the Social Web; Robert Brown, Kogan Page India, New Delhi
7. Manufacturing Consent; Edward S Herman & Noam Chomsky, Pantheon Books, US

HEALTH & SCIENCE COMMUNICATION

Code: 25JM631

Max Marks: 70

Course Objectives: The course aims to identify major health problems confronted by India and their implications on society, culture and economy, understand different theories and models that are relevant to health communication, understand the scientific developments in India and the media's role in disseminating them and know different sources of scientific information.

UNIT I: Understanding Health Communication (05 Hrs)

- Importance of Public Health, Changing Dynamics of Health, Meaning, Concept and Scope of Health Communication,
- Importance of Health Communication, Evolution of Health Communication,
- Health Status of People in India, Social and Economic Dimensions of Health Problems in India,
- Theories and Models of Health Communication.

UNIT II: Theories and Models of Health Communication (04 Hrs)

- Therapeutic, Health Belief, King's Interaction, and Northouse and Northouse Model of Health Communication, Health Communication Campaign Design;
- Community Health Improvement Process (CHIP) model.

UNIT III: Role of Media in Health Communication (07 Hrs)

- Reporting and Writing on Health Issues for Media, Evaluation of Health Communication Programmes
- Ethics and Health Communication, Health Communication Strategies for Risk Reduction among High-risk Populations
- Parent-Child Communication in Drug Abuse Prevention among Adolescents, Health Communication and Epidemic/Pandemic Diseases (With Special Reference to Covid-19), social media and Health Communication.

UNIT IV: Science Communication (12 Hrs)

- Introduction, Evolution of Science Communication in India, Importance of Science Communication, Types of Science Communication-Health Communication, Environmental Communication, etc.
- Reporting for Science Communication - Science Reporting and Writing, Skills required for Science Communication, Science Popularisation Activities,
- Writing for Science Communication-- Language for science communication, Coverage of Science & Technology events, creating a scientific attitude among the masses
- Coverage of Science & Technology events, creating a scientific attitude among the masses
- Institutional Efforts in Science Communication-- ISRO, DRDO, NCSTC, Vigyan Prasar, National Science Communication Congress, Bridge between research institutions and masses.

UNIT V: Media for Science Communication (12 Hrs)

- Conventional mass media for science communication, Community media for science communication, new media for science communication, Role of Science Communication in Agriculture, Health, Nutrition Science, Environmental Hazards, Weather forecast, Climate Change.
- Science Communication and Voluntary Organisations- Voluntary associations for science communication, Newsletters, journals of the voluntary associations, organisations, Comparison of coverage.
- Academic Study Programmes in Science Communication-- Introduction to the concept, Institutional Programmes for the study of science communication, Pedagogy for these Programmes
- Science Communication on Wheels Experiment— Concept, Implementation of the Programme, Future Programme

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Suggested Readings:

1. Public Health Communication Interventions, by Nurit Guttman, Sage Publications.
2. The Externet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications.
3. Health Communication: Strategies for Health Professionals, by Laurel Lindhout Northouse, Pearson Education, 3rd Edition.
4. Health Communication- A Multicultural Perspective by Snehendu B. Kar, Thousand Oaks: Sage Publications.
5. Jane Gregory and Steve Miller. 1998: Science in Public: Communication, Culture, and Credibility, Plenum, New York.
6. James G, Paradis and Muriel L. Zimmerman. 2002: The MIT Guide to Science and Engineering Communication. MIT Press, UK.
7. J.V. Vilanilam. 1993: Science Communication and Development in India, Sage, New Delhi.

NATIONAL & INTERNATIONAL AFFAIRS

Code: 25JM632

Max Marks: 70

Course Objectives: On completion of the course, students should be able to contribute to society positively by researching and broadening their horizons of knowledge, identify, discuss and explain various issues and concerns and differentiate and apply their knowledge in reforming society.

UNIT I: Global Communication: Historical Perspective (10 Hrs)

- The Great North– South Divide.
- Domination of Transnational News Agencies
- Demand for NWICO & MacBride Commission
- Global communication & culture

UNIT II: Struggle for Balance of Information Flows (10 Hrs)

- India's Foreign Policy
- India and SAARC
- India and UN
- Role of UN & UNESCO in bridging the gap between North and South

UNIT III: India and Major Concerns (10 Hrs)

- Rapid Urbanisation
- Food Self-Sufficiency
- Criminalisation of Politics
- Naxalism

UNIT IV: Global Issues (10 Hrs)

- Terrorism and anti-terror measures
- Human Rights Issues
- Gender Issues

Suggested Readings:

1. Tapan Biswal. Human Rights, Gender and Environment, Vina Books.
2. Prof. S.D. Muni. India and Nepal, Konark Publisher.
3. Madan Gopal. India through the Ages, Publication Division.
4. Muchkund Dubey. Political Issues.
5. Prakash Chander. International Politics.

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Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark each ($1 \times 10 = 10$)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each ($2 \times 6 = 12$)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each ($3 \times 6 = 18$)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each ($5 \times 6 = 30$)

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.



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Syllabus for BJMC

Semester 7

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
25MO704	MOOC Course V (from SWAYAM Platform)	4	0	0	4	70	30	0	100
25JM702	Media Law & Ethics	4	0	0	4	70	30	0	100
25JM711	Communication Research	4	0	0	4	70	30	0	100
25GN701	Research Writing	2	0	0	2	70	30	0	100
Discipline Specific Elective-II (DSE-II)									
25JM731	Corporate Communication	4	0	4	4	70	30	0	100
25JM732	Event Management	4	0	4	4	70	30	0	100
Practical									
25JM791	Research Presentation Skills (Oral & Poster)	0	0	2	2	0	30	70	100
Total					20	350	180	70	600

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विद्याधनं सर्वधनप्रधानं

Detailed Syllabus

MOOC COURSE V (FROM SWAYAM PLATFORM)

Code: 25MO704

Max Marks: 70

List of MOOCs enrolled by a learner can be found in the “My Courses” page on SWAYAM Portal (link is available at the top of the page, click on the logged-in user-name, Current Link is

https://onlinecourses.swayam2.ac.in/e-learning/preview/nou26_ge12

The candidate is required to complete a 04-credit Value Added Course (VAC) from the list of courses available on the SWAYAM online platform.

MEDIA LAW & ETHICS

Code: 25JM702

Max Marks: 70

Course Objectives: The course aims to define the freedom of the press as enshrined in Article 19(1) (a) of the Constitution, identify the reasonable restrictions on freedom of the press, describe the salient features of the Press Council of India, its powers and functions, Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and Programmes of a sensitive nature and learn about coverage of judicial proceedings, parliament and state legislature sessions without attracting penal action.

UNIT I: Freedom of the Press and the Constitution

(10 Hrs)

- Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression,
- Article 19(1)2 reasonable restrictions to freedom of the press,
- Directive principles of state policy,
- Provisions of declaring an emergency and their effect on freedom of the media

UNIT II: History of Press Laws in India (Before and after Independence)

(10 Hrs)

- First Press Commission and Second Press Commission after Independence,
- The Press Council: Composition, role, powers, guidelines and functions
- Press laws: Contempt of Courts Act 1971- civil and criminal law of defamation- relevant provisions of Indian Penal Code with reference to sedition, Official Secrets Act 1923, Press and Registration of Books Act 1867.
- Working Journalists and other newspaper employees (Conditions of service and Miscellaneous Provisions) Act, 1955,
- Role and functions of the Registrar of Newspapers, Intellectual Property Rights, Copyright Act 1957, Right to Information Act 2005.
- Electronic and New Media Laws: The AIR Code Act, The Commercial Code of AIR & Doordarshan, Prasar Bharati Act, Cable Television Act and Rules, Cinematograph Act 1953, Information Technology Act 2000.

UNIT III: Media Laws and the State, Citizens, Judiciary, Legislature and Parliament

(10 Hrs)

- Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353), Defamation (IPC (499) 500) civil and criminal defamation-libel, slander, Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation), Contempt of Court, Covering and reporting court proceedings (Article 361A).
- Cyber Laws and Ethics: Types of Cybercrimes and Regulatory Laws in India.

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UNIT IV: Media Ethics

(10 Hrs)

- Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human, rights, privacy, right to Reply
- Ethical issues related to the ownership of media and national and transnational monopolies.
- Code of Conduct for Journalists, Editors Guild of India, Advertising Council of India, PRSI, ASCI, NBA.

Suggested Readings:

1. Basu, D.D. 1996: Laws of the Press, D. Princeton Hall Publishers, New Delhi.
2. Prabhakar, M. et. al. A Compendium of Codes of Conduct for Media Professionals (University Book House, 1999).
3. William K. Ethics. Prentice Hall India, 2002.
4. Singh, P.P. et. al. Media, Ethics and Laws (Anmol, 1998).
5. R. Lillie, William. Introduction to Ethics (Allied Publishers, 2003).
6. Media Credibility by Aggarwal, S. K.
7. Mass Media: Laws and Regulations by Rayudu, C.S.
8. History of Press, Press Laws and Communication by Ahuja, B.N.
9. Press and Pressure by Mankakar, D.R.

Code: 25JM711

Max Marks: 70

COMMUNICATION RESEARCH

Course Objectives: The course will enable students to understand the need and scope of communication research, define research elements, know different research approaches and designs, learn techniques of data collection and interpretation and learn writing and presenting a research report.

UNIT I: Introduction to Communication Research

(10 Hrs)

- Research: Meaning and concepts—Definition, Sources of knowledge,
- Characteristics of scientific research, Communication Research in India,
- Elements of research—Variables, Hypothesis, Induction, Deduction, Theoretical framework.

UNIT II: Research Types and Process

(10 Hrs)

- Pure and Applied, Exploratory, Experimental, Descriptive, Historical, Action, Case Study, Qualitative and Quantitative Research.
- Research Problem- Conceptualisation and definition, Formulation of the research problem, Research question, Problem statement, Hypothesis formulation
- Research process- Measurement of research variables, Research proposal, Research Design
- Review of Literature-- The importance of literature review, Sources of literature, how to write a review of literature

UNIT III: Research Methods and Data Collection

(10 Hrs)

- Quantitative Approach- Survey, Content analysis, Census Study.
- Qualitative Approach- Text and Visual analysis, In-Depth Interviews, Ethnography, discourse analysis, Observation Methods, Narrative Analysis.
- Sampling— Sample, Universe/population, Sampling frame, Sampling size, Probability sampling method, non-probability sampling method.
- Data Collection methods- Primary and Secondary data, Observation, Focus Group Discussion, Questionnaire, Interview Schedule

UNIT IV: Data analysis and report writing

(10 Hrs)

- Data analysis and statistics- Descriptive and Inferential statistics, Tabulation, Codification, Measures of central tendency, Coefficient of Correlation, SPSS, Non-Statistical Methods (Descriptive and Historical)

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- Writing Research Report—Chapterization, Style guide, Referencing and citations, MLA and APA

Suggested Readings:

1. Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006.
2. Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
3. John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
4. David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies), Amazon, 2002.
5. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004.
6. Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods: Audiences, institutions, Texts. New York: Palgrave.
7. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies. Routledge.
8. Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.

Code: 25GN701
Max Marks: 70



Course Objectives: The course will enable students to understand and create effective research-writing documents for end users, and to follow writing processes and strategies to produce clear, high-quality research papers across a multitude of technical writing genres, apply professional research writing conventions of clean and clear design, style, and layout of written materials, analyse research documents appropriately with citing resources and present research paper clearly, concisely and effectively.

UNIT I: Fundamentals of Research Writing

(04 Hrs)

- Introduction to research writing
- Knowing the details of research writing
- Planning the purpose and material
- Practising for the audience and content delivery
- Processing the steps, activities and outputs

UNIT II: Different Methods in Research Writing

(04 Hrs)

- Nature and meaning of research methods
- Types of research - pure and applied research
- Types of communication research – Quantitative, Qualitative and Rhetorical
- Questionnaire and observation methods
- Data collection and data analysis
- Thesis/Synopsis writing - Structure and importance

UNIT III: Mechanics and Conventions of Research Writing

(04 Hrs)

- Research writing in a broader spectrum - The tone -The language
- Conventions of research – Evidence-based arguments
- Thesis-driven analysis
- Complexity and higher- order thinking

UNIT IV: Components of Research Writing

(04 Hrs)

- Formatting a research paper – Title page – Abstract – Introduction – Methodology – Conclusion

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- Proofreading
- Citing sources

UNIT V: Effective Research Presentation

(04 Hrs)

- Introduction- Definition, meaning, purpose and method
- Personal skill
- Language skill
- Content development
- Gathering supporting evidence

Suggested Readings:

1. Workbook for Advanced Research and Writing by Dr L. Kavitha Nair, EFL, SRMIST, KTR.
2. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project - Uwe Flick
3. Research Design: Qualitative, Quantitative and Mixed Methods Approaches - J. David Creswell and John W. Creswell
4. The Craft of Research - Gregory G. Colomb, Joseph M. Williams, and Wayne C Booth
5. Foundations of Behavioural Research - Fred N. Kerlinge
6. Technical Writing Style by Dan Jones, Sam Dragga
7. Handbook of Technical Writing by Walter. E.ollu
8. Technical Writing Process by Kieran Morgan and Sanja Spejic
9. <https://www.freelancewriting.com/copywriting/what-is-technical-writing/>
10. <https://web.mit.edu/me-ugoffice/communication/technical-writing.pdf>
11. <https://www.nitorinfotech.com/blog/best-practices-for-technical-writing>

CORPORATE COMMUNICATION

Code: 25JM731

Max Marks: 70

Course Objectives: The course will enable students to understand the concepts and evolution of corporate communication in the context of organisations, discuss the role and scope of Corporate Communication in corporate brand management and image factors, review media, especially the trade media and its relevance to the practice of Corporate Communication, know means to undertake corporate social responsibility activities and gain skills for event management.

UNIT I: Understanding Organisational Communication

(10 Hrs)

- Structure of an Organisation, Various kinds of Organizations, Management Hierarchy,
- Various kinds of Communication in an Organisation,
- Role and Scope of Corporate Communication.

UNIT II: Corporate Communication

(10 Hrs)

- Definitions, Concept and Genesis. PR Vs Corporate Communication, Corporate Communication Vs Public Affairs, Corporate Communication Vs Corporate Affairs.
- Publics in Corporate Communication - Financial Publics, Media, Opinion Makers, Government, Elected representatives.
- Present state of Corporate Communication, Ethics and Laws in Corporate Communication.
- Corporate Communication Tools- Lobbying, Sponsorship, Financial Communication, Corporate Reputation, Corporate Identity, Media Mileage

UNIT III: Financial Communication

(10 Hrs)

- Definition, Growth and Role of Financial Communication in the present context,

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- Overview of Indian financial system, financial institutions, financial products (bonds, debentures, shares etc.)
- Legal and Ethical Aspects in Financial Communication.
- Financial Communication Campaigns.

UNIT IV: Corporate Identity and Corporate Brand Management (10 Hrs)

- Definition, Integrating Corporate Identity into Communication Process, Corporate image, Corporate Brand Management
- Crisis Communication - Defining Disasters and its various kinds, Role and scope of corporate communication in damage salvage, Use of media in times of Crisis
- Corporate Social Responsibility- Defining CSR, Role, Scope and Need for CSR, CSR and Image Management
- Corporate Communication Campaigns, Research and Evaluation- Role of research in Corporate Communication, Various areas of research in Corporate Communication, Public opinion research, media tracking, media evaluation, campaign evaluation, Pre and post-test, Demographic and psychographic research, Evaluating Corporate Communication Programmes, Communication audit.

Suggested Readings:

1. Richard R Dolphin, The Fundamentals of Corporate Communication, Butterworth Heinmann.
2. Donald, R. G. Corporate Reputation, London: Kogan Page.
3. Tom, Means, Business Communication, Thomson
4. Pitman Jackson, Corporate Communication for Managers, Pitman Publishing.
5. Paul Argentli Paul, The Power of Corporate Communication, NY: McGraw-Hill.
6. Clow E Kenneth, Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall.
7. Jaishri N Jethwaney, Public relations, ND: Sterling.
8. Kutlip Centre & Broom, Effective Public Relations, Prentice Hall, New Delhi.
9. Sukul Lomash & P. K. Mishra, Business policy and strategic management, Vidya Vikash Publishing House, New Delhi.

EVENT MANAGEMENT

Code: 25JM732

Max Marks: 70

Course Objectives: The course will enable students to define and explain event management and its functions, enumerate different steps involved in planning an event, explain the revenue-generating process for an event, enumerate the steps involved in evaluation and assessment of an event and equip students with ICT and competencies.

UNIT I: Events- Need and Management (10 Hrs)

- Events and Event Management: Concept of event, Types of Events & Event Management
- Understanding Events
 - a. Events as a communication tool
 - b. Events as a marketing tool
- The Need: Why do we need events? The growing importance of events like exhibitions, seminars and conventions worldwide.
- Elements of Event Management: Event Infrastructure, Organisers, Sponsors, Logistics.

UNIT II: Creating an Event (10 Hrs)

Conceptualisation and Planning

- a. The Nature of Planning, Project Planning, Planning the Setting, Location and Site

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b. The Operations Plan, The Business Plan, and Developing the Strategic Plan Organisation

- a. Setting up an Event Organisation structure
- b. The Committee Systems, Committee and Meeting Management

Programming and Service Management

- a. Programme Planning, The Elements of Style, Developing a Program Portfolio
- b. The Programme Life Cycle, Scheduling

UNIT III: Human Resource and Revenue

(10 Hrs)

- a. Human Resource Management
 - Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation.
- b. Generating Revenue
 - Fund-Raising, Grants, Merchandising and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship
- c. Financial and Risk Management
 - The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk Management

UNIT IV: Evaluation and Assessment

(10 Hrs)

- a. Market Research
 - Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys.
- b. Communications-Reaching the Customer
 - The Communication Mix, Developing and Communicating a Positive Image.
- c. Evaluation and Impact Assessment
 - Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

Suggested Readings:

1. Bruce E Skinner. Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012.
2. Anton Shene, Bryn Parry, Successful Event Management Thomson Learning ISBN 1844800768, 2004.
3. Judy Alley Event Planning, John Wiley and Sons, ISBN 0471644129, 2000.
4. Wagen, Lynn Van Der. Event Management for Tourism, Cultural, Business, and Sporting Events.

RESEARCH PRESENTATION SKILLS (ORAL & POSTER)

Code: 25JM791

Max Marks: 70

Course Objectives: The course aims to equip students with techniques to communicate research findings effectively through oral presentations and poster design, build confidence in public speaking, audience engagement, and visual storytelling of academic/research work and familiarise students with academic and professional presentation conventions used in conferences, seminars, and viva-voce

UNIT I: Foundations of Research Communication

(04 Hrs)

- Importance of presentation skills in academic and media research
- Understanding audience, purpose, and context
- Differences between oral, poster, and written research communication
- Basics of structuring a research narrative (introduction, methodology, findings, conclusion)

UNIT II: Oral Presentation Skills

(04 Hrs)

- Verbal and non-verbal communication: voice modulation, pace, pauses
- Body language, eye contact, and stage presence

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- Structuring an effective oral presentation (opening hook, body, closing)
- Handling Q&A sessions and audience interaction
- Overcoming stage fear and managing presentation anxiety
- Use of presentation aids (PowerPoint, slides, props)

UNIT III: Poster Presentation Design

(04 Hrs)

- Principles of visual design: layout, hierarchy, colour, typography
- Converting research data into visual elements (charts, graphs, infographics)
- Software tools for poster making (PowerPoint, Canva, Adobe tools)
- Common mistakes in poster design (text overload, poor visibility, clutter)
- Poster sizes, formats, and conference submission standards

UNIT IV: Digital and Multimedia Presentation Tools

(04 Hrs)

- Using PowerPoint/Google Slides effectively (templates, animations, transitions)
- Basics of video presentations and recorded research talks
- Webinars and virtual conference presentation etiquette
- Citing sources and avoiding plagiarism in visual content

UNIT V: Practical Application and Evaluation

(04 Hrs)

- Mock oral presentations with peer/faculty feedback
- Designing and presenting a research poster on a chosen topic
- Participation in an in-house "research symposium" style exercise
- Self and peer evaluation using rubrics

Suggested Practical Components

- Individual oral presentation (5–7 minutes) on a research topic
- Group poster-making assignment with presentation
- Recorded video presentation submission
- Mock conference/seminar simulation

Suggested Readings

1. Davis, M. & Cary, J. — Speaking and Presenting Research
2. Alley, M. — The Craft of Scientific Presentations
3. Block, S.M. — Do's and Don'ts of Poster Presentation
4. Articles from journals on academic communication and visual rhetoric

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark 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.

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Syllabus for BJMC

Semester 8

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
25JM801	Contemporary Media & Landscape	4	0	0	4	70	30	0	100
25JM802	Statistical Software for Data Analysis	4	0	0	4	70	30	0	100
25MO804	MOOC Course VI (from SWAYAM Platform)	4	0	0	4	70	30	0	100
25PR101	Internship	0	0	6	6	0	0	100	100
25PR102	Seminar/Conference	0	0	2	2	0	0	100	100
Practical									
25JM891	Statistical Software for Data Analysis Lab	0	0	2	2	0	30	70	100
Total					22	210	120	270	600

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Detailed Syllabus

CONTEMPORARY MEDIA & LANDSCAPE

Code: 25JM801

Max Marks: 70

Course Objectives: The course will enable students to understand the concept of globalisation, analyse the impact of economic reforms on the Indian media landscape, learn about the westernisation of Indian culture after globalisation, know the contemporary Indian media scenario, examine the diversity in Indian media and explore the impact of digital media on the traditional newsroom structure.

UNIT I: Indian Media and Globalisation

(10 Hrs)

- Understanding LPG Reforms and their impact on the media business
- Beginning of Private TV Channels, Rise of 24*7 Television News Channels, Change in Newsrooms Structure and Functioning, Race for TRP.
- Foreign Direct Investment in Indian Media, Westernisation of Content and its impact on Culture, Rise of Popular Culture, Cultural Imperialism, Linguistic Colonialism

UNIT II: Contemporary Indian News Media

(10 Hrs)

- Introduction to Indian News Media
- Structure, Functioning and Current Trends.
- Social Responsibility vs Agenda Setting and Framing, Pluralism in Indian Media, Opinionated and Subjective Media, Indian Media and Electoral Politics.

UNIT III: Diversity in Indian Media

(10 Hrs)

- Region, Religion, Language and Caste in Indian Media.
- Media Pluralism, Indian Media and Political Ideology
- Representation of Right, Left and Centre. Space for Voices.
- Media and Post-truth Culture.

UNIT IV: Changing Dynamics of News Media

(10 Hrs)

- Changing media business in India.
- Evolution and Impact of Digital Media, Alternative media, Participatory media, Convergence Culture, Trolling, User-generated content, OTT Platforms.
- Localisation of Content, Social Media and Politics. Media Post 2014.

Suggested Readings:

1. Political Communication and Mobilisation: The Hindi Media in India, Author Taberez Ahmed Neyazi, Cambridge University Press, 2018, ISBN 1108416136, 9781108416139
2. The Hoot reader: media practice in twenty-first century India. Author Sevanti Ninan. Text Publisher: New Delhi: Oxford University Press, 2013. Description: xx, 361p.; 22cm.ISBN: 019808918x.
3. Politics after television: religious nationalism and the reshaping of India. By Arvind Rajagopal. Text Publisher: Cambridge: Cambridge University Press, 2001. Description: 393p; 24cm.ISBN: 0 521 64839.DDC classification: 306.20954 RAJ
4. No limits: media studies from India. By Sundaram, Ravi. Text Series: Oxford India Studies in Contemporary Society. Publisher: New Delhi: Oxford University Press, 2013. Description: xv, 422p.23cm.ISBN: 9780198083986.
5. Media planning and buying: principles and practice in the Indian context. By Arpita Menon Text Publisher: Chennai: McGraw-Hill, 2019Description: xvi, 345 p.: ill.; 23 cm. ISBN: 9780070147607; 0070147604.

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6. The political Communication reader. By Negrine, Ralph. Text Publisher: London: Routledge, 2007. Description: 318p;24cm. ISBN: 0415369368.
7. Sandeep Bhushan, The Indian Newsroom: Studios, Stars, and the Unmaking of Reporters. (India, Context Publication, 2019).
8. Adrian Athique, Indian Media. (Cambridge, Polity Press, 2012).
9. Nilanjana Gupta, Switching Channels: Ideologies of Television in India. (New Delhi, Oxford Press, 1998).
10. Nalin Mehta, India on Television: How satellite news channels have changed the way we think and act. (New Delhi, HarperCollins, 2008).
11. Saima Saeed, Screening the Public Sphere: Media and Democracy in India. (New Delhi, Routledge, 2012).
12. Daya Krishan Thussu, International Communication: Continuity and Change, second edition. (New York, Bloomsbury Academic, 2006).

STATISTICAL SOFTWARE FOR DATA ANALYSIS

Code: 25JM802

Max Marks: 70

Course Objectives: The course aims to enable students to learn the science of statistics and its potential application, know about data compilation and presentation and identify appropriate statistical analysis for the research problem.

UNIT I: Foundations of Data and Research

(08 Hrs)

- Media Research Basics: Primary vs. secondary data, variables (dependent, independent, nominal, ordinal, interval, ratio), and scaling techniques.
- Research Design & Sampling: Designing questionnaires, sampling methods (random, stratified, purposive), and determining sample size for media studies.
- Data Management: Introduction to software interfaces, data entry, coding open-ended responses, and handling missing values.

UNIT II: Data Processing & Descriptive Statistics

(08 Hrs)

- Data Cleaning & Manipulation: Editing, coding, and transforming data, recoding variables, and merging files.
- Descriptive Statistics: Measures of central tendency (mean, median, mode) and measures of dispersion (variance, standard deviation).
- Data Visualisation: Principles of creating and editing charts, graphs, scatter plots, histograms, and frequency tables in software.

UNIT III: Inferential Statistics & Hypothesis Testing

(08 Hrs)

- Hypothesis Formulation: Understanding null and alternative hypotheses, p-values, and levels of significance.
- Parametric Tests: Independent and paired t-tests, and Analysis of Variance (ANOVA) to compare audience group means.
- Non-Parametric Tests: Chi-square tests (testing for association/audience preference).

UNIT IV: Correlation, Regression, & Media Metrics

(08 Hrs)

- Correlation: Pearson's correlation and Spearman's rank to establish relationships between media variables.
- Regression: Simple and multiple linear regression (predicting audience behaviours/trends).
- Audience Analytics & Reporting: Reading software outputs, writing data reports, and interpreting statistical findings for mass communication research.

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UNIT V: Advanced Software Applications & Ethics

(08 Hrs)

- Factor Analysis: Simplifying large sets of data (e.g., categorising consumer psychographics or audience preferences).
- Media Industry Tools: Overview of industry-standard analytical platforms such as BARC (Broadcast Audience Research Council) software or social media listening/analytics dashboards.
- Research Ethics: Data privacy, plagiarism, and ethical considerations in reporting statistical data in journalism.

Suggested Readings:

1. Acock, A. C. (2018). A gentle introduction to Stata (6th ed.). Stata Press.
2. Agresti, A., & Finlay, B. (2014). Statistical methods for the social sciences (4th ed.). Pearson.
3. Babbie, E. (2020). The practice of social research (15th ed.). Cengage Learning.
4. Field, A. (2017). Discovering statistics using IBM SPSS Statistics (5th ed.). SAGE Publications.
5. Wimmer, R. D., & Dominick, J. R. (2013). Mass media research: An introduction (10th ed.). Cengage Learning.

MOOC COURSE VI (FROM SWAYAM PLATFORM)

Code: 25MO804

Max Marks: 70

List of MOOCs enrolled by a learner can be found in the “My Courses” page on SWAYAM Portal (link is available at the top of the page, click on the logged-in user-name, Current Link is

https://onlinecourses.swayam2.ac.in/e-learning/preview/cec23_ge10

The candidate is required to complete a 04-credit Value Added Course (VAC) from the list of courses available on the SWAYAM online platform.

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INTERNSHIP

Code: 25PR101

Max Marks: 70

Course Objective: This internship capstone course is designed to provide Bachelor of Journalism and Mass Communication (BJMC) students with an integrated learning experience by combining professional training in media and communication organizations with academic reflection and research. The course enables students to apply theoretical concepts of journalism, advertising, public relations, digital media, broadcasting, and corporate communication in real-world professional settings.

Through structured internships and reflective learning, students will develop professional competencies in news gathering, reporting, content creation, media production, public relations, digital communication, ethical decision-making, critical thinking, teamwork, and communication. The course bridges the gap between classroom learning and the dynamic media industry, preparing students for successful careers in journalism, television, radio, print media, digital media, advertising agencies, public relations firms, corporate communication, and content development.

Internship Student Engagement Process: An internship is a structured experiential learning programme that integrates academic knowledge with professional work in journalism, media, and communication organizations. It provides students with practical exposure to the functioning of the media industry while allowing them to apply concepts learned during their academic programme.

The internship benefits both the student and the host organization. Students gain practical experience by participating in editorial, reporting, production, content writing, digital publishing, social media management, advertising, public relations, event management, and communication activities under the supervision of experienced professionals. The host organization provides defined responsibilities, regular mentoring, constructive feedback, and opportunities to develop industry-relevant competencies.

This experiential learning enhances students' professional skills, ethical understanding, creativity, and employability in the rapidly evolving media landscape.

Step 1. Orientation Session: The internship orientation programme familiarizes students with the objectives, expectations, documentation requirements, code of conduct, and assessment process of the internship.

The orientation covers:

- Objectives and outcomes of the internship
- Professional ethics and media conduct
- Workplace etiquette and organizational behaviour
- Roles and responsibilities of interns
- Internship report preparation guidelines
- Assessment and evaluation criteria
- Research methodology for reflective learning
- Safety, confidentiality, and media ethics

The orientation prepares students to transition effectively from academic learning to professional practice.

Step 2. Identification of Internship: Students shall identify internship opportunities aligned with their career interests and specialization in journalism and mass communication.

Suitable organizations include:

- Newspapers and magazines
- Television news channels
- Radio stations
- Digital news portals

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- Advertising agencies
- Public relations firms
- Media production houses
- Film and documentary production companies
- Corporate communication departments
- Government information and publicity departments
- Social media and digital marketing agencies
- NGOs involved in communication and advocacy
- Event management organizations
- Publishing houses

Students may explore internship opportunities through:

- University placement cell
- Professional networking
- Online internship portals
- Media organizations' career pages
- Faculty recommendations
- Industry contacts

The selected internship should provide meaningful exposure relevant to the BJMC curriculum.

Step 3. Internship agreement Form:

Before commencing the internship, the following stakeholders shall complete and approve the Internship Agreement Form:

- Student
- Faculty Mentor
- Industry Mentor/Supervisor
- Internship Coordinator

The agreement shall include:

- Internship duration
- Organization details
- Assigned department
- Nature of work
- Learning objectives
- Roles and responsibilities
- Attendance requirements
- Evaluation process

Step 4. Internship Duration and Professional Engagement: The internship shall normally be of **eight (08) weeks**, requiring students to complete **20 hours of professional engagement per week**, or as prescribed by the University.

Students may be assigned responsibilities such as:

- News reporting
- News editing
- Feature writing
- Copy editing
- Photography
- Videography
- Video editing
- Script writing
- Anchoring
- Podcast production

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- Social media content creation
- Digital marketing
- Public relations campaigns
- Press release writing
- Media monitoring
- Event coverage
- Corporate communication
- Content management
- Audience engagement
- Graphic design (where applicable)

The Industry Mentor will supervise the intern and conduct periodic performance reviews. Faculty mentors will maintain regular interaction with students to monitor progress and resolve academic or professional issues.

Step 5. Submission of Report:

At the completion of the internship, students shall submit a comprehensive Internship Report.

The report should include:

Front Page

- Student Name
- Enrollment Number
- Programme (BJMC)
- Semester
- Name of Internship Organization
- Internship Duration
- Faculty Mentor
- Industry Mentor

Contents

1. Acknowledgement
2. Certificate from the Organization
3. Internship Agreement Form
4. Table of Contents
5. Introduction to the Organization
6. Organizational Structure
7. Nature of Media/Communication Services
8. Objectives of the Internship
9. Roles and Responsibilities Assigned
10. Weekly Work Diary/Logbook
11. Major Assignments and Projects Completed
12. Skills Developed During Internship
13. Application of Academic Knowledge
14. Challenges Encountered and Solutions Adopted
15. Learning Outcomes
16. Professional Ethics and Workplace Experience
17. Conclusion
18. Suggestions and Recommendations
19. Annexures (News Articles, Press Releases, Photographs, Screenshots, Creative Work, Certificates, etc.)

The report should be well-structured, professionally formatted, and supported with relevant evidence wherever applicable.

Step 6. Internship Evaluation: The internship shall be evaluated through:

PowerPoint Presentation

Students will present:

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- Overview of the organization
- Nature of work performed
- Major assignments completed
- Skills acquired
- Application of journalism and communication theories
- Professional challenges faced
- Solutions implemented
- Learning outcomes
- Career insights gained

Viva Voce Examination

The viva voce shall assess the student's:

- Understanding of media practices
- Professional communication skills
- Knowledge of journalism and communication principles
- Ability to relate academic concepts with practical experiences
- Critical thinking and problem-solving abilities
- Ethical awareness and professional conduct

Students may also discuss:

- Feedback received from industry mentors
- Technological tools used during internship
- Emerging trends observed in the media industry
- Personal and professional development

The internal examiner shall evaluate the Internship Report, Presentation, and Viva Voce. The evaluation shall normally be conducted within **two weeks of the submission of the internship report.**

SEMINAR/CONFERENCE

Code: 25PR102

Max Marks: 70

OBJECTIVE:

Seminars, conferences, workshops, and student presentations provide an effective platform for Bachelor of Journalism and Mass Communication (BJMC) students to explore emerging trends, contemporary issues, and innovations in the field of media and communication. These activities encourage students to engage with current developments, strengthen research and presentation skills, and develop confidence in public speaking and professional communication.

The objective of this course component is to expose students to evolving media technologies, journalism practices, digital communication strategies, advertising innovations, public relations campaigns, media ethics, and content creation techniques. Students are expected to identify a contemporary topic related to journalism and mass communication, conduct independent research using credible sources, prepare a professional presentation, and present their findings before faculty members and peers. This process enhances analytical thinking, critical evaluation, creativity, communication skills, and professional competence.

Guidelines for Seminar Planning and Evaluation

The following guidelines should be considered while planning and evaluating student seminars:

- Seminar presentations shall be conducted **once every 15 days or at least once a month**. A minimum of **3–4 seminar sessions** should be organized during each semester.
- Every student shall prepare a **PowerPoint presentation consisting of at least 8–10 slides**, including:
 - **Title Slide**
 - **Introduction**
 - Background of the Topic

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- Current Scenario and Industry Relevance
- Key Concepts/Analysis
- Case Studies or Practical Applications
- Challenges and Future Trends
- Conclusion
- References (Books, Research Articles, News Reports, Websites, and other credible sources)
- The seminar topic must be **approved by the faculty mentor** before the student begins preparing the presentation.
- Students are encouraged to use authentic and up-to-date information from academic journals, government publications, reputed media organizations, industry reports, and credible digital resources.
- Presentations should demonstrate originality, analytical depth, effective communication, and appropriate use of multimedia wherever relevant.

STATISTICAL SOFTWARE FOR DATA ANALYSIS LAB

Code: 25JM891

Max Marks: 70

1. Installation and Interface Familiarization
 - a. Introduction to SPSS/R/Jamovi
 - b. Creating projects and datasets
2. Data Entry and Variable Definition
 - a. Creating variables
 - b. Assigning labels and value labels
 - c. Importing Excel and CSV files
3. Data Cleaning and Preparation
 - a. Handling missing values
 - b. Data validation
 - c. Outlier detection
4. Measures of Central Tendency
 - a. Mean, Median, Mode
5. Measures of Dispersion
 - a. Range, Variance, Standard Deviation
 - b. Coefficient of Variation
6. Frequency Distribution and Cross-tabulation
7. Graphical Representation
 - a. Histograms
 - b. Bar Charts
 - c. Pie Charts
 - d. Box Plots
8. Pearson Correlation Analysis
9. Spearman Rank Correlation
10. Simple Linear Regression
11. Multiple Regression Analysis
12. One-Sample t-Test
13. Independent Samples t-Test
14. Paired Samples t-Test
15. Chi-Square Test
16. F-Test and ANOVA
17. Mann-Whitney U Test
18. Wilcoxon Signed Rank Test

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19. Kruskal-Wallis Test
20. Reliability Analysis (Cronbach's Alpha)
21. Factor Analysis
22. Cluster Analysis
23. Time Series Analysis
24. Forecasting Techniques
25. Dashboard Creation
26. Advanced Data Visualization
27. Automated Report Generation
28. Exporting Results and Publication-Ready Tables
29. Survey Data Analysis
 - a. Data collection
 - b. Data cleaning
 - c. Statistical analysis
 - d. Interpretation and report writing
30. Complete Research Data Analysis Project
 - a. Hypothesis formulation
 - b. Statistical testing
 - c. Report preparation and presentation
31. **Mini Project**

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark each ($1 \times 10 = 10$)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each ($2 \times 6 = 12$)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each ($3 \times 6 = 18$)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each ($5 \times 6 = 30$)

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.

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