

2.6.1 Teachers and students are aware of the stated programme and course outcomes of the programmes offered by the institution.



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

**BACHELOR OF ARTS IN JOURNALISM AND MASS
COMMUNICATION (BAJMC)**

(SESSION 2021-2022)

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BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)

Bachelor of Journalism and Mass Communication (BJMC) provides opportunity to students to study variety of subjects in the field of mass communications ranging from print, online, web to broadcast media. This course has divided into six semesters in duration of 3 years; BJMC gives hands on training in reporting, writing, creative writing broadcasting, films and critical thinking in order to create media professionals who are at par with the media industry. We at LPCPS provides highly professional environment such as community radio station, Newsroom studio to the broadcast media aspirants. We also provide highly equipped media lab for editing and designing news for electronic as well as print media.

Program Specific Outcomes (PSO)

1. Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
2. The course is solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.
3. The ability to report in depth, using a wide variety of sources to provide context, accuracy, and balance.
4. The ability to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.
5. An understanding of the roles and duties of journalism in society, and recognition of the legal and more implications of their work.

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SYLLABUS: 2021-2022														
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION														
UG- BA-JOURNALISM & MASS COMMUNICATION 4 YEARS(NEP)														
YEAR	SEME STER	PAP ER NO.	MAJOR-1	C R E D I T S	PAP ER NO.	MAJOR-2	CR ED IT S	PAP ER NO.	MINOR	CR EDI TS	CC /V C	CR ED IT S	TOT AL CRE DITS	AWARDS
1	1	1	History of media	4	A	Role of social sciences in mass communication	4	A	Feature & Creative Writing	4	CC 1	4	24	CERTIFICATE IN JOURNALISMAND MASS COMMUNICATION
		2	Introduction to journalism	4	B	Message and mass media audience	4							
	2	3	Language and Cultural studies	4	C	Introduction to Communication principles and models	4	B	Editorial Writing	4	VC 1	4	24	
		4	Computer Applications for Journalism	4	D	Implementation of computers in Journalism- Lab	4							

BAJMC – III Semester		
S.No.	Paper	Paper Title
B07	I	Message & Mass-Media Audience
B08	II	Basics of Reporting & Editing
B09	III	Practical / Viva Voice

BAJMC – IV Semester		
S.No.	Paper	Paper Title
B13	I	Basics of Advertising & Public Relations
B14	II	New Media
B15	III	Practical / Viva Voice

BAJMC – V Semester		
S.No.	Paper	Paper Title
B10	I	Computer Application
B11	II	Photography
B12	III	Practical / Viva Voice

BAJMC – VI Semester		
S.No.	Paper	Paper Title
B16	I	Writing for Radio & TV

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B17	II	Mass – Media & Contemporary Social Issues
B18	III	Practical / Viva Voice

COURSE OUTCOMES

FIRST SEMESTER

THEORY

HISTORY OF MEDIA

PAPER NO. 1

- To acquaint the students with in chronological growth and development of mass media.
- To let the students know the development of electronic media i.e. cinema, radio, TV.
- To enhance the basic knowledge about cinema, TV, Radio and their functional role.
- To surge the knowledge and history of Internet.

THEORY

INTRODUCTION TO JOURNALISM

PAPER NO. 2

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.

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THEORY

ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

PAPER NO. A

- Students would be able to understand the sociological concept and theories.
- Students would be able to understand the importance of sociology.
- Students would be able to create understanding of the human society.
- Students would be able to develop the knowledge of Indian culture and Society.
- Students would be able to inculcate the knowledge of current socio-cultural issues.

\THEORY

MESSAGE & MASS-MEDIA AUDIENCE

PAPER NO. B

- To identify the target audience and segmentation of audience for the purpose of understanding communication process and media.
- To know the elements of effective communication and barriers of communication.
- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.

THEORY

FEATURE AND CREATIVE WRITING (*MINOR*)

PAPER NO. A

- To enhance the knowledge of students with regard to the writing creatively.
- To know the elements of effective writings.
- To develop the skills of feature writing.

SECOND SEMESTER

THEORY

LANGUAGE AND CULTURAL STUDIES

PAPER NO. 3

After completion of the course the learners will be able

- To enhance the knowledge of students with regard to the fundamentals of communication and it's cultural aspects.
- To know the elements of language and culture in communication.
- To illustrate the fundamentals of cultural aspects in communication.

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- To describe the concepts of language and culture communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

THEORY

COMPUTER APPLICATIONS FOR JOURNALISM

PAPER NO. 4

After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of computer.
- To understand various computers and significance of computer applications.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

THEORY

INTRODUCTION TO COMMUNICATION PRINCIPLES AND MODELS:

PAPER NO. C

After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

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PRACTICAL

IMPLEMENTATION OF COMPUTERS IN JOURNALISM:

PAPER NO. C

After completion of the course the learners will be able to:

- Design Newspaper Pages.
- Work with MS Word & PowerPoint.
- Edit photographs and videos.

PRACTICAL

EDITORIAL WRITING:

PAPER NO. B

After completion of the course the learners will be able:

- Learn to write editorials for newspaper.
- To give different angles to the story with their writing skills.
- To gather news content for their target audience.

THIRD SEMESTER

THEORY

MESSAGE AND MASS MEDIA AUDIENCE

PAPER CODE: BO7

- Students will have the knowledge about the elements of effective communication skills.
- Students will be able to have the understanding of impactful writing and communication for media.
- Students would be able to understand the significance of speech communication.
- Students would learn the definitions and basic concepts of media research, media feedback and audience behavior.
- Students would know the difference between communication research, media research and social research.

THEORY

BASICS OF REPORTING AND EDITING

PAPER CODE: BO8

- Understand the meaning and definition of reporting. Difference types of reporting, its sources and news value.

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- Understand to writing style of news writing. Elements of news writing-headline, crosser, captions lead and body. Understand the Methods of interview and will be able to take interview for platforms of media.
- Understand the structure of media organization. Gain knowledge of proof reading symbol. Practice on cultural, political, data, intercultural, educational and environmental reporting.

PRACTICAL

PAPER CODE: B09

- Based on the theory paper of Message and mass media audience and Basics of Reporting and Editing, this practical paper deal with the understanding of students on various kinds of beat reporting. Scientific reporting, Development reporting, Inter cultural reporting, Data journalism and Economic Reporting. This also includes Research based market feedback system.
- Students are also supposed to make posters on several issues including development and social agendas of society.

FOURTH SEMESTER

THEORY

BASICS OF ADVERTISING & PUBLIC RELATIONS

PAPER CODE: B13

- Students would learn development of advertising and basic concepts.
- Students would be able to know about role and importance of advertising in media.
- Students will have the knowledge of self-employment.
- Students would know about advertising agencies.
- Students would know about the advertising industry and its functioning.

THEORY

NEW MEDIA

PAPER CODE: B14

- Understand the basic concept of New Media and different platform of new media. Creating blog as well as other social media address.

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- Understand the basic topic of debate and discussion on social media and other academic world.
- Prepare an institutional house journal including the articles, photographs, stories and views. Prepare a V-Log with the help of short digital stories on various social, political and economical issues.
- Understand the working of a Public relation officer in Government and public sector. Understand the work of PRO during crisis with the help of different cases.

PRACTICAL AND VIVA-VOCE

PAPER CODE: B15

- Students will learn to create their blogs. They will be able to make their presence in social media and express their thoughts in public domain.
- Students will be able to publish journals and other magazines.

FIFTH SEMESTER

THEORY

COMPUTER APPLICATIONS

PAPER CODE: B10

- The most important aspect of computer science is problem solving, an essential skill for life. Students study the design, development and analysis of software and hardware used to solve problems in a variety of business, scientific and social contexts. Because computers solve problems to serve people, there is a significant human side to computer science as well. Computer software and media applications degree programs involve the study of software engineering and computer programming.
- In the 21st century, technology plays a huge role in all facets of life, we always turn to computers to access information, create and express ourselves, communicate and collaborate, and track the achievement of learning outcomes. And as a part of smart city technology we must understand all factors of it.
- Information and communication technology provides more opportunities to communicate and collaborate. With Learning Management Systems such as Blackboard, many courses have an online space to participate in discussion threads and forums, chats, and video conferences. Collaborative functions in

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office applications allow us to view revisions and add comments in real time, making the process of relaying feedback more efficient.

THEORY

PHOTOGRAPHY

PAPER CODE: B11

- Introduction to Photoshop covering the basics of editing, fixing blemishes, colour correcting, and selective edits.
- Understand the concept of camera working, Parts of camera and different models of camera with the special reference of Single lens reflex camera (SLR) and twin lens reflex camera (TLR).
- Understand the role of light in photography. A better understanding about reflector and filter and also learn about the colour temperature and its relevance in photography.
- Understand the basic information of digital photography and digitalization of photo prints in different manner. Develop the sense of aesthetics of photography with the power of visual and composition.

PRACTICAL AND VIVA-VOCE

PAPER CODE: B12

- Learner would learn the concepts and importance of photography.
- Learner would be able to understand photo coverage and photo Journalism.
- Learner would know the different tools and techniques of newspaper designing.
- Learner would be to ready to join any media organization as photo Journalist or sub editor.

SIXTH SEMESTER

THEORY

WRITING FOR RADIO AND & TV

PAPER CODE: B16

- Students will be able to understand the working pattern of radio and television media platforms during this course.
- Students will be able to have understanding of electronic media content creation and basic techniques of broadcasting.

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- Students will be able to cover events using mobile phones and write radio news stories, radio news bulletin, TV bulletin and produce for broadcasting.
- Students will be able to conduct interview for TV and radio and make promos and jingles for both media.
- Students will have the basic knowledge of various audio and video editing tools and hands-on experience on different software like Adobe premiere, etc.

THEORY

MASS MEDIA AND CONTEMPORARY SOCIAL ISSUES

PAPER CODE: B17

- Understand the issues related to women in media. Observation of women characters portrait by media in film, television and advertising industry. Understand the role of media in any women related issues.
- Understand the concept of consumerism in India as well as the role of media in consumerism. Understand the role of advertising industry with respect to consumerism.
- Understand the relation between media and environment. Develop an understanding of environmental related issues as a media student. Gain knowledge about Globalization and theory of “Global Village.” Basic understanding about human right issues and the role of media to protect these civil rights.

PRACTICAL AND VIVA-VOCE

PAPER CODE: B18

- Students will be able to prepare contents of news, talk shows script of radio play, radio features and interview.
- Students will be able to write the content on current social issues.