



LPCPS

LUCKNOW PUBLIC COLLEGE OF
PROFESSIONAL STUDIES

For inculcating values among the students and leading them to be responsible students, the curriculum is designed in such a manner that they are able to imbibe the basic social, cultural and fundamental responsibilities among themselves.

BAJMC SYLLABUS

Year I / Sem I: Paper No. 1 LANGUAGE & CULTURAL STUDIES

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to the field of language and cultural studies in field of communication.
- Apprise the students of fundamentals of language and cultural studies.
- Assist the students in developing theoretical and conceptual understanding of the field.
- Demonstrate skill and knowledge as producers of media.

Learning Outcomes: 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 cultural aspects
- To know the elements of language and culture in communication.
- To illustrate the fundamentals of cultural aspects in communication.
- 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.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

Syllabus

Unit-I Origin of Languages

- History and growth of Languages
- Development of Languages
- Role of languages in human communication
- Difference between Language & speech



Unit-II Elements of Speech: Articulation, Voice, Fluency, Modulation

- Semiotics: Definition
- & Concept Semiotic Models of C.S Peirce and Ferdinand Suassure Codes
& conventions: technical codes, symbolic codes Media language: written, verbal, non- verbal, visual, aural, denotation, connotation
- Culture as a tool of consumerism.

Unit-III Cultural Studies: An Introduction

- Evolution and Culture
- Core ideas in Cultural Studies
- Structuralism
- Marxism
- Post Structuralism

Unit-IV Popular Culture: Trends, Transformations and its impact on Society

- Commodification of Cultures and its impact
- Oral traditions: Folklore and its importance
- Digital Media Culture
- Global Cultural Flows
- Homogenization and Fragmentation

Suggested Readings:

1. Experiences in interpersonal communication: Prentice Hall Publication, New Jersey
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
4. Introduction to Communication Studies: John Fiske, Routledge Communication Series.
5. Meenakshi Gigi Durham and Douglas M. Kellner, Media and cultural studies, Blackwell publishing house, 2012.

Text Book:

1. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
2. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
3. Chris Baker, "Theory and Cultural Studies", Sage Publication, 2003.
4. Media aur sanskriti : Roopchand Gautam, Sri Natraj Publishers
5. Sampreshan: Pratirop Evam Sidhant: Dr. Shrikant Singh
6. Media aur sanvaad : S. Vikram, Sri Natraj Publishers

Web Reference

1. <http://facta.junis.ni.ac.rs/lal/lal2004/lal2004-01.pdf>
2. <https://www.sil.org/why-language-culture-studies>
3. <https://www.futurelearn.com/courses/cultural-studies>
4. <https://www.eastern.edu/academics/colleges-seminary/college-arts-and-humanities/departments/language-and-cultural-studies-4>



Year I / Sem II: PAPER IV : ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: To understand the sociological concept and theories

- To understand the importance of sociology
- To create understanding of the human society
- To develop the knowledge of Indian culture and Society
- To inculcate the knowledge of current socio-cultural issues

Learning Outcomes: After completion of the course :

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

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

Syllabus

Unit-I Historical backgrounds of social sciences in Indian Context

- Nature and scope of Sociology in Mass-Communication
- Social groups, Family, Community, Institution, Society
- Social change: Concept, Process; Types of Social change and Social change agents
- Media and Social Change, Technology for Social Change.

Unit-II Introduction to Psychology

- Nature and scope of Psychology and its relationship with Mass-Communication
- Applications of Psychology: Behaviour and attitude
- Contemporary Perspective: Biological, Psychoanalytical, Humanistic, Evolutionary
- Cross - Cultural Cognitive process: Perception, Learning and thinking
- Intelligence and creativity

Unit-III Introduction to political thoughts: Karl Marx, Plato, Aristotle

- Need and significance of Political thoughts in Media studies
- Fundamental Rights, Human rights,
- Equality and Justice
- Political Participation and Democracy
- Basic Features of Indian Constitution



- Indian Political System, Multi-Party Systems – National and Regional Parties

Unit-IV Introduction of Economics

- Nature and scope of Economics
- Basic feature of Indian Economy
- Economic Planning in India
- Liberalization and Globalization
- Essential Economic terms which are frequently used in media: Per capita Income, G.D.P,
- Budget, Inflation, FDI, Stock Market, Devaluation etc.

Suggested Readings:

1. Indian Economy: Dutta & Sundram
2. Indian Constitution: Kashyap
3. Political Theory: H.D. Ashirvadam
4. Structure of Sociological Theory: J.H. Turner
5. Social Theory: Lemort

Text Book:

1. Pashtay Rajneetk Vicharak :Dr.Bhairav Dutta Tiwari
2. Rajneeti ke Sidhant: B.K. Tiwari
3. Samajik Anusandhan Ke Mool Tatva: Sunil Goyal
4. Bhartiya Samaj: Sunil Goyal
5. Indian Economy: Dutta & Sundram

Web Reference

1. https://www.mcgill.ca/ahcs/files/ahcs/communication_as_social_science_and_more.pdf
2. https://link.springer.com/content/pdf/10.1007/978-1-4612-5722-6_7.pdf
3. <https://www.jvu.fi/hytk/fi/laitokset/kivi/en/our-department/degree-programmesdisciplines/communication>

YEAR III SEM VI Paper- XVII MASS – MEDIA & CONTEMPORARY SOCIAL ISSUES

Unit-I Women's Issue in media, Historic status of women in Society and culture Status of Women: Legal status of women, Economic and Political Status Portrayal of women in Media: Portrayal of Women on T.V. Portrayal of women in advertisement, Print Media and Women issue

Unit-II Consumerism: Concept and Definition The rights of buyers and sellers The origin of consumerism Advertising and consumers Consumerism: Role of Media

Unit-III Media and human rights Concept of Human Rights U. N. declaration of human rights Human rights Scenario world over Human rights and the Indian context Role of Mass-Media: Film, Radio, Print, T.V

Unit –IV Environment and media Environment issue and the Indian context Role of media Agriculture issues v/s Environment Globalization and the Media Communication Imperialism

Suggested Readings:

1. The future of consumerism: Bloom, Paul N and Smith Ruth B. Lexington mass Lexington Books,(1986)
2. Women Television and Rural development: Binod C agrawal and Kumkum Rai New Delhi: National



Publishing house (1988)

3. Women and Media: Analysis, alternatives and Action: Kali for Women 1984
4. Passing of Traditional Society: Denial Lerner: Free Press New York
5. Culture Communication and Social Change: P.C.Joshi
6. Great Indian Middle Class: Pawan K. Verma: Viking Publication Delhi.
7. Human rights and Media(In Hindi): Dr.Mukul Srivastava: Atlantic Publication:New Delhi 2006
8. Bhartiya bhashaon mein mahila lekhan: Aasharani Vohra, Sri Natraj Publishers

BBA YEAR I SEM II Code: BBA 204 ENVIRONMENTAL STUDIES

The course aims to make students conscious of environmental concerns and understand the consequences and impact of environmental trends on human life and business.

Unit I: Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics

Unit II: International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India

Unit III: Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,

Unit IV: Indian Environmental Laws, Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO- 14000.

BBA YEAR I SEM II Code: BBA 206 INDIAN VALUE SYSTEM

This course aims to provide familiarity with aspects of Indian Values emanating from our social and cultural background impacting the quality of decision making.

Unit I: Features of Indian Social System and Social Institution affecting values: Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India)

Unit II: Indian Value System: Indian Values in management, Four ashrams, Purushartha, Varna and Caste system

Unit III: Indian Ethical Theories: Nature and Scope of Ethics, Psychological Basis

of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India

Unit IV: Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

SUGGESTED READINGS Indian Ethos and Modern Management, by B L Bajpai The Present Crises of Faith, by S. Radha Krishnan Ethics and the Conduct of Business, by Boatright (Pearson Education) Human Values and Professional Ethics, by R R Gaur and G P Bagaria Break-free, by Debashish Chatterjee (Penguin) Teach Yourself Philosophy of Religion, by Mel Thompson

