



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. Aashirvadam
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



VASANT PANCHAMI



To knowledge-filled future ahead, to the yellow that brightens lives and to the celebration of all arts, Vasant Panchami is an auspicious festival dedicated to Goddess Saraswati. On the occasion of Vasant Panchmi, since 1st Feb 2017, LPCPS started performing Saraswati Pooja to procure the blessings of Maa Saraswati. Here is a glimpse of the pleasing pious day!

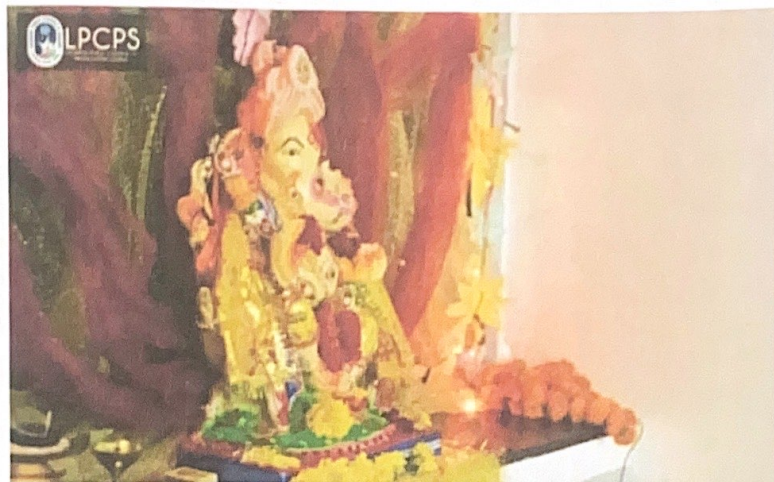


The occasion marks with the lighting of the lamp followed by Aarti and bhajan. It is a one hour event which is organised in the college hours. The festival is celebrated every year where faculties along with the students and supporting staff celebrate the occasion with enthusiasm and happiness. All the students participate with great zeal.


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GANESH CHATURTHI




The custom of celebrating Ganesh Chaturthi began in the year 2016 at LPCPS. Ganesh Chaturthi is a joyful occasion celebrated every year with great zeal, dedicated to Lord Ganesh who symbolizes wisdom, knowledge, learning and auspiciousness.

It is an eleven day event which starts with "Ganpati Aagman" and ends with "Ganpati Visarjan" i.e immersion of the idol in the holy river on eleventh day. During the eleven day celebration Ganpati Aarti is performed with pleasure by the students, faculties and supporting staff followed by 'PRASAD VITARAN'.

On the day of Ganpati Visarjan a procession from college is taken out where students dance and bid adieu to the deity. All the students and staff participate whole heartedly in the celebration.




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REPUBLIC DAY




FLAG HOISTING CEREMONY AT THE LPCPS GROUND

2022



2021



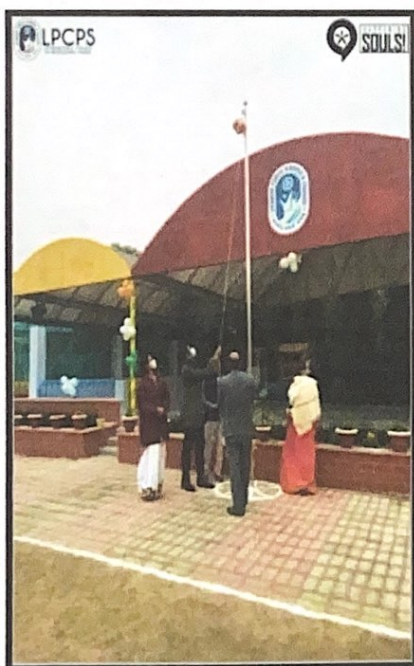

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REPUBLIC DAY




FLAG HOISTING CEREMONY AT THE LPCPS GROUND

2022



2021

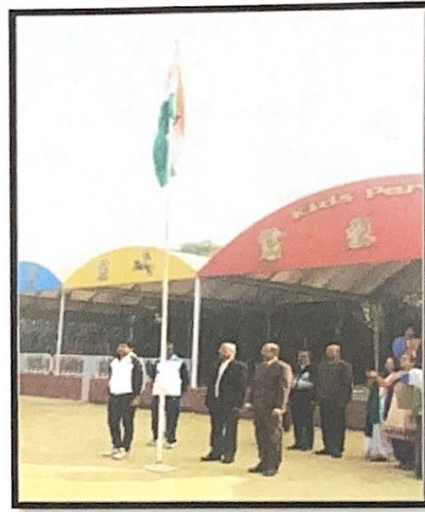



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2018



2017

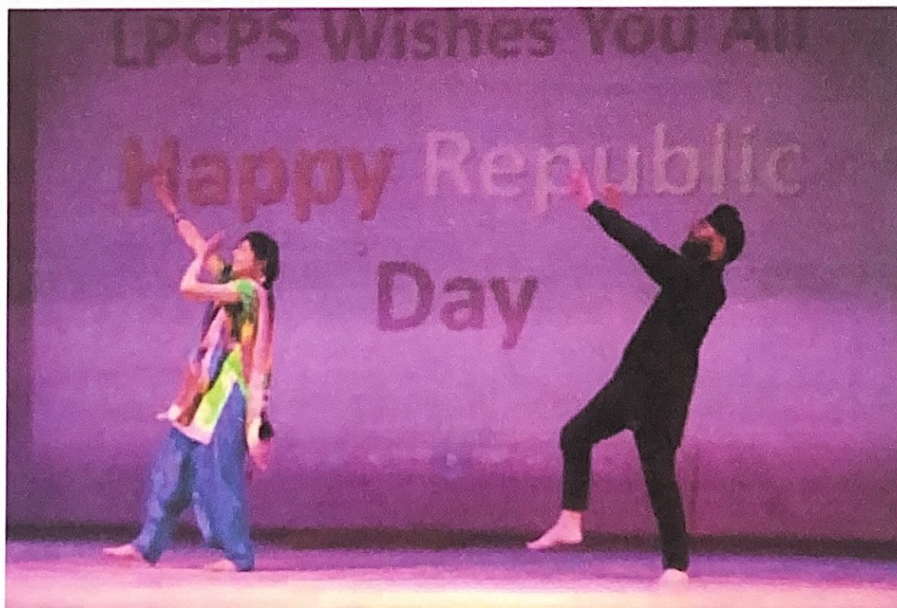
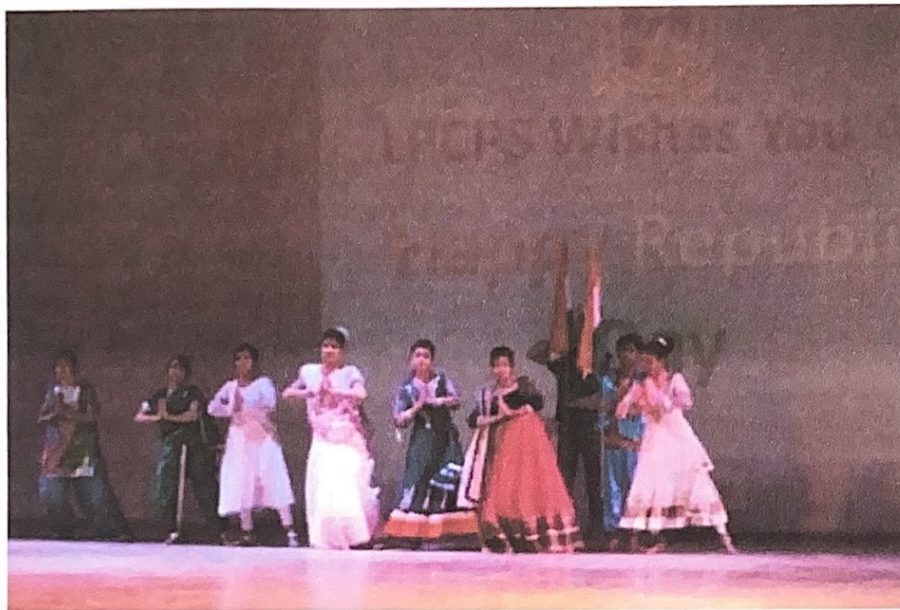


SPEECH BY A STUDENT



Aravind
Principal
Lucknow Public College of Professional Studies
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CULTURAL PROGRAM ON REPUBLIC DAY IN AUDITORIUM

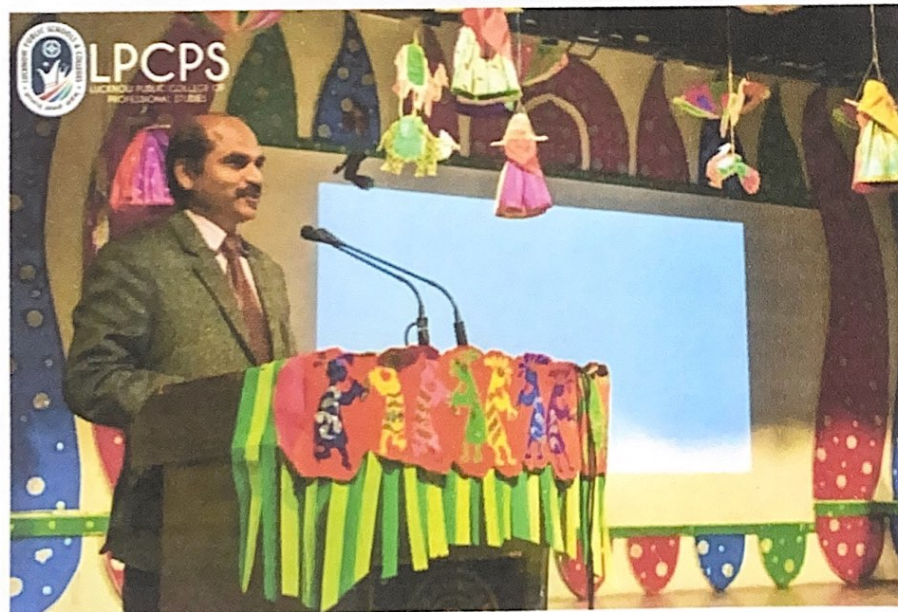
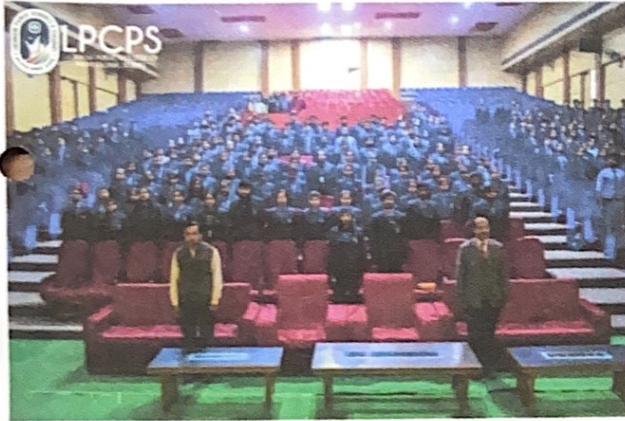


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MARTYR'S DAY

Martyr's Day celebrated on 30th January (also known as Shaheed Diwas), marks the assassination of Mohandas Karamchand Gandhi. We, the LPCPS family, also celebrate Martyr's Day to pay reverence to the martyrs who sacrificed their lives to defend the sovereignty of the nation and the principles of peace and justice. On this occasion, the President, the Vice President, the Prime Minister, the Defence Minister and the three Service Chiefs gather at the samadhi at Raj Ghat memorial and lay wreaths decorated with multi-color flowers.

We at LPCPS celebrate this day as a tribute to our martyrs.



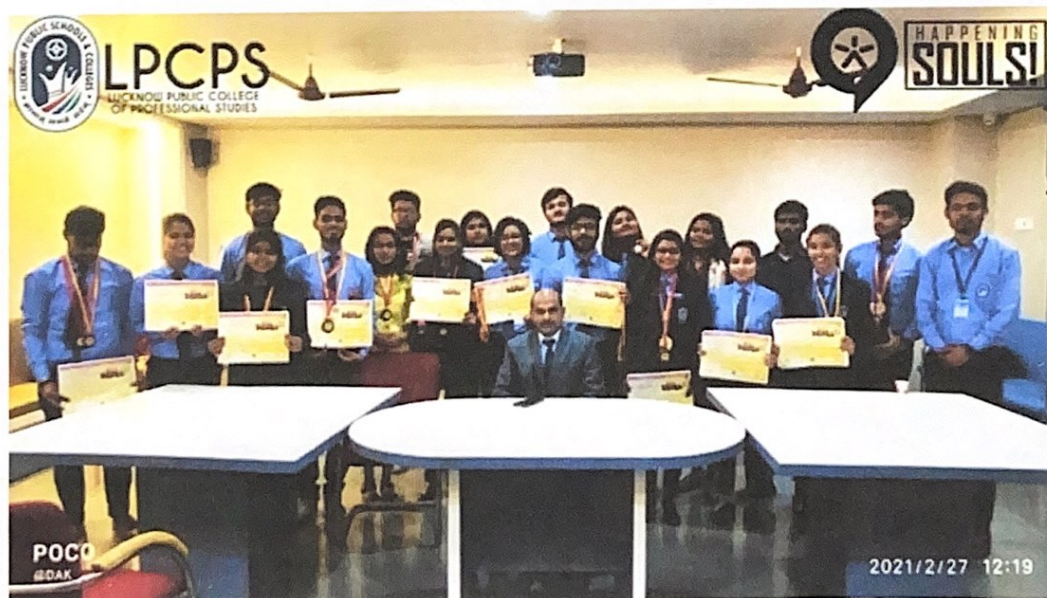
Aswini
Principal
Lucknow Public College of Professional Studies
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NATIONAL YOUTH DAY



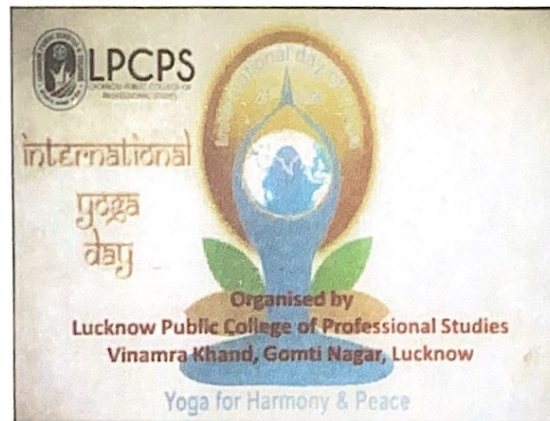
"National Youth Day" ; A day celebrated to remember the works of Swami Vivekanand. A day to motivate the youth of nation towards their duty and towards the country. LPCPS celebrated the National Youth Day, where a short film was shown to the students to throw light on the life of Great Swami Vivekanand.

Also students were informed about digital payments; a step towards cashless society. National Youth Day is celebrated on 12th January in the remembrance of Swami Vivekananda's birthday. His great teachings for youth has been helpful in shaping thier future.




Dr. Arvind
Principal
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INTERNATIONAL YOGA DAY



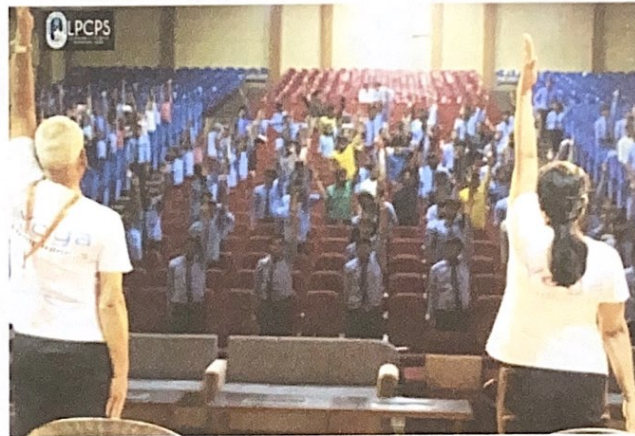
International Day of Yoga, or commonly and unofficially referred to as Yoga Day, is celebrated annually on 21 June since its inception in 2015. LPCPS also celebrates the International Yoga Day and aims to raise awareness among the people about the manifold benefits of practising yoga




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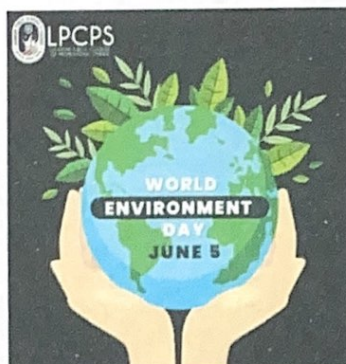


Mental peace is one of the most hard practice nowadays. Keeping this in mind lucknow public college of professional studies organised mind yoga session in collaboration with " heart fullness institute" from 5th to 8th august.



Arif
Principal
Lucknow Public College of Professional Studies
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WORLD ENVIRONMENT DAY




World Environment Day aims to spread awareness about environmental conservation and conservation. Every year this day is celebrated on 5th June, it includes people from all over the world.

World Environment Day was celebrated in the United States for the first time in 1974. The UN General Assembly declared June 5th as World Environment Day at the Stockholm Conference on Human Environment in 1972. It offers a platform for everyone globally to keep their views on environmental issues.

World environment day aims to spread awareness about the conservation and preservation of the environment

LPCPS urges you all to realise your worth in contributing to the betterment of our environment and our people as well. Happy World Environment day!




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SESSION ON GENDER EQUALITY




It is time to realize the importance of recognizing and celebrating our heroes and she-roes!

A session on Gender Equality was organized by LPCPS on 20th September 2019.

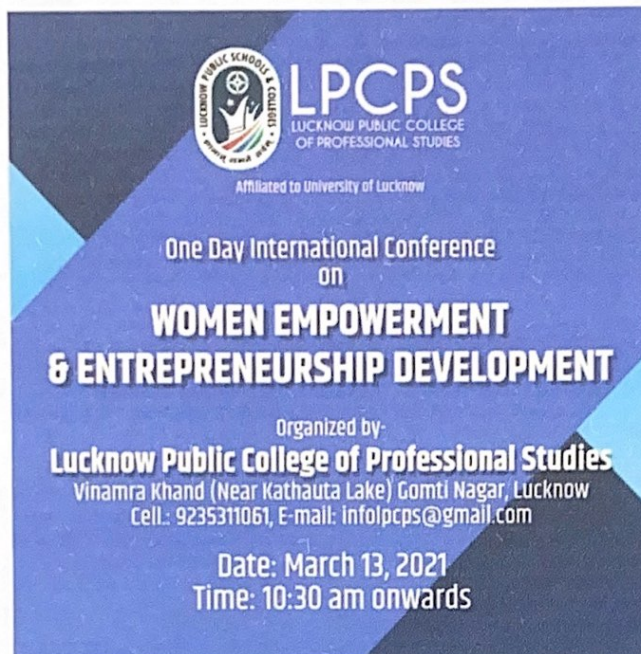
The message- "Strike first! Strike hard! Strike fast! No mercy!" was yielded to students. Presenting facts and figures, they were made aware of different measures that could be taken to protect themselves from outer as well as inner danger.

The session was conducted by Ms. Saloni Agarwal and it was a 1 hour session.




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CONFERENCE ON WOMEN EMPOWERMENT



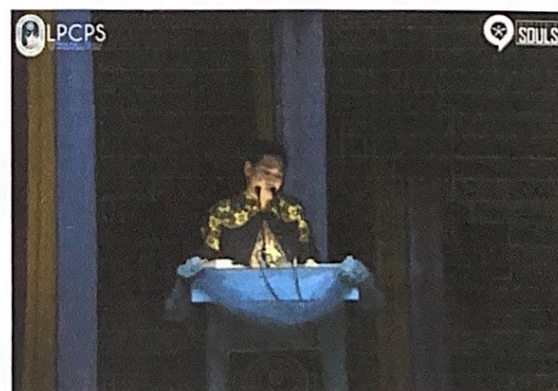
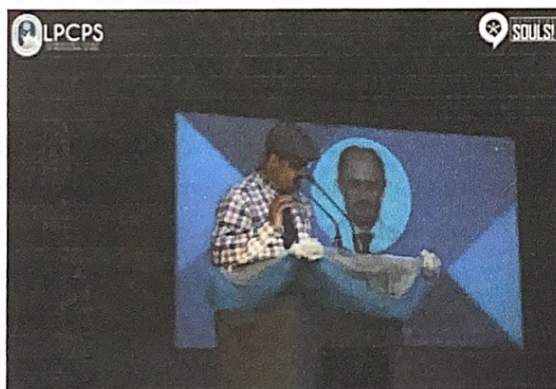
LPCPS held an International Conference on Women Empowerment and Entrepreneurship Development, where its students were made aware of the importance of financial education to women and their safety while working in a corporate environment. A notion of why and how entrepreneurship is important was also floated all around the conference.


The conference was addressed by the following dignitaries:

1. Dr. Avakash Jadhav, Associate Professor, Dept. Of History, St. Xavier's College, MU.
2. Keynote Address by Dr. Alka Singh, Asst. Prof. Of English, Dr. RML Lohiya National Law University, Lucknow.
3. Mr. Aksendro Maximilian, Asst. Prof. Of ELT, Teacher's Training and Education Institute of PGRI, Bandar, Lampung, Indonesia.
4. Mr. Abdulaziz Ahmed Mohammed Ahmed, Lecturer of English, ICCRFellowship Holder, Rada'a College of Education Albaydaa University Yemen.
5. Mr. Ahmad Gul Momand, Linguist and Researcher, Full Bright Scholar and ICCR Fellowship Holder, Afghanistan.
6. Ms. Elena Stoiakina, Philologist, Linguist and Researcher, Russia, ICCRFellowship Holder.
7. Presidential Address by Dr. Ofure O.M. Aito, Associate Professor, Dept. Of English and Literary Studies, Federal University, Lokoja, Nigeria.


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GLIMPSE OF THE INTERNATIONAL CONFERENCE ON WOMEN EMPOWERMENT




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DEBATE COMPETITION ON NATIONALISM

**LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES**
PRESENTS

**"SHRI RAM LAL MEMORIAL
DEBATE COMPETITION"**

TOPIC
Place of Nationalism in
Contemporary Democracy

RULES

* Fee of participation : ₹ 100.	* Time duration : 3+1 Minute.
* 2 participants from each college. (1 Hindi & 1 English)	* Participants should wear formal attire for the competition.
* Use of Slangs & Informal words are prohibited.	* NOC from college is required.

Date :
March 24th, 2021

Timing :
10:00AM

Venue :
Shri Ram Lal Memorial Auditorium,
LPCPS, Lucknow

Winner will be awarded "SRLM Debatory Running
Shield of Honour"

EVENT CO-ORDINATOR Ph No. 8800778729 (Shivansh), Ph. No. 7080459141 (Vatsala)

LPCPS and The Communicators brings before you 'Shri Ram Lal Memorial Debate Competition on March 24, 2021 at Shri Ram Lal Memorial Auditorium, LPCPS.

Topic: Place of Nationalism in Contemporary Democracy

Time: 10:00 AM

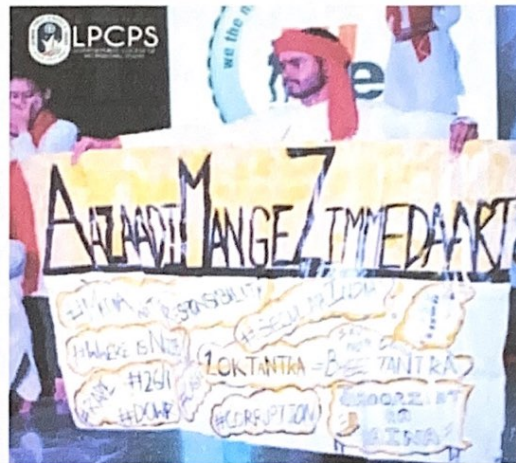
Here are the rules:

- Each participating institute can depute only 2 students (1 Hindi & 1 English).
- Time Duration: 3+1 Minute.
- NOC from college is required.
- Participants should wear formal outfit for the competition.
- Use of any slang or informal words are prohibited.
- Any kind of inappropriate or vulgar activity or word will lead to immediate disqualification.
- Judges' collective decision will be final and binding.

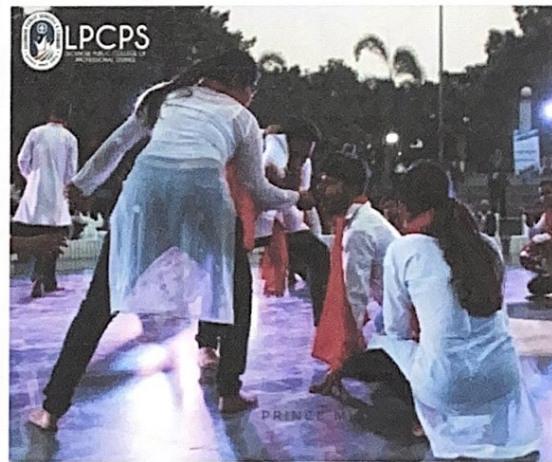
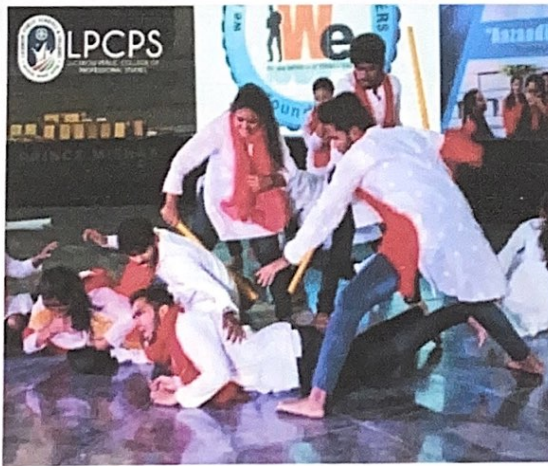
Principal

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NUKKAD NATAK (PAIGHAAM 2018)




The students of LPCPS performed at the theme of media responsibilities. The who's who of Lucknow's Theatre were present at the event and blessed our students with their experiences for life. This team is a combined work of the Department of Journalism and Mass communication, which focuses on the all-round development of the students. They give Power to the Expressions.



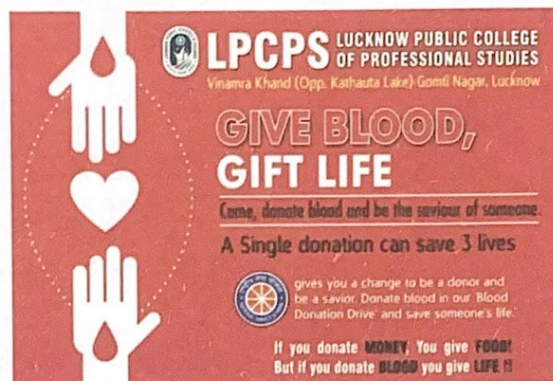
Team LPCPS became 2nd runner up in Paighaam 2018 #azaadimaangezimedari The play was organised by the department of Journalism and mass communication. Venue of the event was Sheroes café Gomti Nagar.

The participants of LPCPS team were-

Shakti Pratap singh, Mridul Jaiswal, Kopal Halan, Astha Kaushik, Aditi Mishra, Gausiya Bano, Adarsh Singh, Nandini verma, Shivangi Singh, Naimish Mishra, Devesh Pandey, Prakhar Gupta


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BLOOD DONATION CAMP



As a part of Corporate Social Responsibility, LPCPS has organized a blood donation camp today at its own campus and a number of people turned up for the cause.

A Blood Donation Camp was Organised at the LPCPS by the initiative of students. Commendable job done by Akash Khatri, LTF Head - Shubham Naresh, Cultural Head – Ankur Singh, B.Com final year – Monika Singh, Prajiwal Nigam, Satyam Aggrawal (B.com 3) Nitish Singh (B.com 2nd) Pooja Sukla (B.B.A 1st) Rishita Srivastava (BJMC 2nd) Prashant Rai (BCA 1st)


Outstanding enthusiasm was shown by LPCPS students and LPCPS Alumni for this noble work for society.



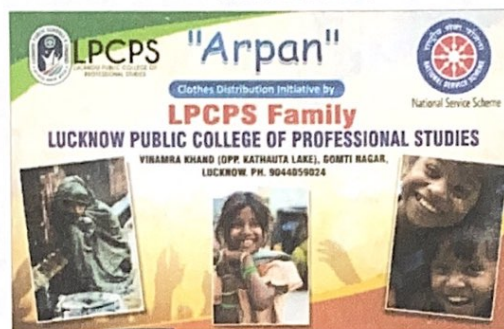
Donating blood only enhances the blood development process of the body and metabolism work more fluently.

Be a donor and always be a saviour whenever you get a chance to do.

As a part of Corporate Social Responsibility, LPCPS has been organizing a blood donation camp every year at its own campus and a number of people turn up for the cause.

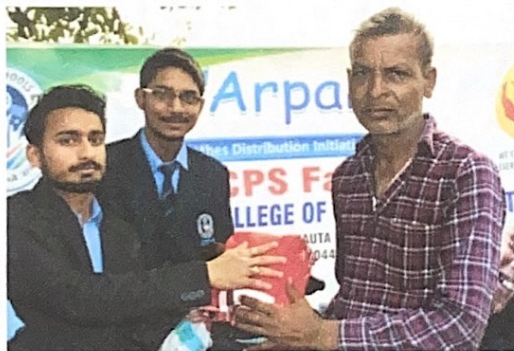

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ARPAN



Real pleasure lies in giving. Helping those in need is yet another value we follow, a culture that we imbibe in our students to make them a responsible citizen of Nation. For the same cause Dean Sir, Faculty members and Students of LPCPS distributed more than 5000 clothes to those in need in a social welfare event named "Arpan" organized on 24 December, 2016.

ARPAN 2017



ARPAN 2019



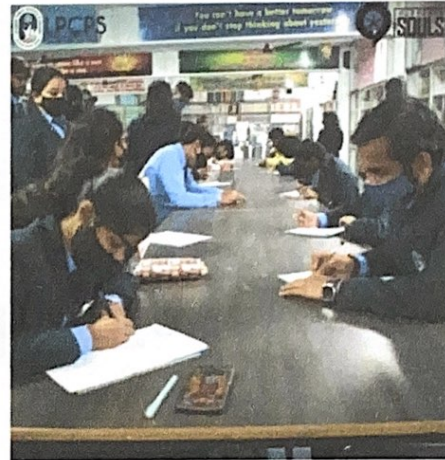
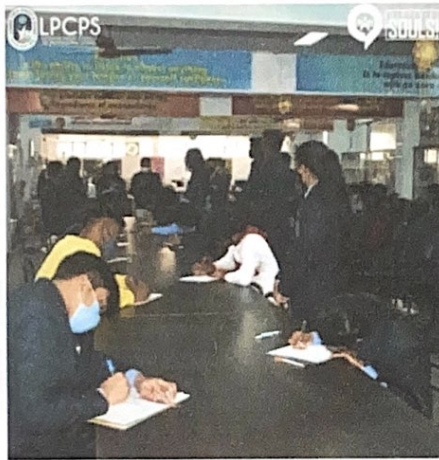
Arpan

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ESSAY COMPETITION ON INTERNATIONAL MOTHER LANGUAGE DAY

LPCPS organised an inter-college essay writing competition on the occasion of International Mother Language Day.

The event was organized under the guidance of the college Dean Dr. L.S. Awasthi, Dr. Ashish Kaushal (LTF faculty head) and Event Coordinator, Mrs. Aanchal Nigam, where approximately 20 students participated.



List of students who participated

Name of the student	College/University	Course	Semester	Mobile number
Archita Sharma	LPCPS	BCOM	1 st	91100 41311
Snigdha Mishra	LPCPS	BCOM	3 rd	91100 41311
Aryan Yadav	LPCPS	BCA	1 st	91100 41311
...

Top three position holders-

- 1) Archita Sharma BCOM 1st sem
- 2) Snigdha Mishra BCOM 3rd sem
- 3) Aryan Yadav BCA 1st sem

Aanchal
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