

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



**LPCPS**  
LUCKNOW PUBLIC COLLEGE  
OF PROFESSIONAL STUDIES

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

**(SESSION 2022-2023)**

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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.

**SYLLABUS: 2022-2023**

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**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 JOURNALISM AND 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							
2	3	5	Introduction to Print media	4	E	Introduction to broadcasting media-radio	4	C	Writing for Journalists	4	CC 2	4	24	Diploma in Journalism & Mass Communication
		6	Basics of Reporting and editing	4	F	Technology of T.V Production	4							
	4	7	Media Management & Newspaper Production	4	G	Photography Lab	4	D	Business Journalism	4	VC 2	4	24	
		8	Advertising	4	H'	Multimedia Production	4							

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

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## 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.

#### THEORY

#### ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

##### PAPER NO. A

- Students would be able to understand the sociological concept and theories.

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- 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**

#### **INTRODUCTION TO PRINT MEDIA**

##### **PAPER No. 5**

- Students would be able to understand the working pattern of various print media platform.
- Students would be able to familiarize themselves with the basics of writing of print media.
- Students would be able to create understanding of various print media content.
- Students would be able to develop the knowledge of news agency.
- Students would be able to inculcate the knowledge of book editing.

### **THEORY**

#### **BASICS OF REPORTING AND EDITING**

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**PAPER No. 6**

- 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

**THEORY**

**INTRODUCTION TO BROADCAST MEDIA: RADIO**

**PAPER NO. E**

- Students will be able to understand the working pattern of electronic media platform.
- Students will be able to familiarize the students with the basic techniques of broadcasting.
- Students will be able to have understanding of electronic media content creation.
- Students will be having the knowledge of script writing.
- Students will be having the knowledge of radio

**THEORY**

**TECHNOLOGY OF TV PRODUCTION**

**PAPER NO. F**

- Student will be able to learn inputs of technology of TV production.



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- Students will be able to learn the art of TV production further.
- It introduces students to various others in puts such as lighting, color, electronic cinema, lenses, etc.
- At the end of this unit the student is expected to acquire the basic skills to come up with one's own creative idea to shoot a small episode for a serial or produce a documentary film.

**THEORY**

**WRITING FOR JOURNALISTS**

**PAPER NO. c**

- Students would able to understand the working pattern of JORNALIST
- Students would be able to familiarize themselves with the basics of writing
- Students would be able to create understanding of various writing styles
- Students would be able to develop the knowledge of parts of speech

**FOURTH SEMESTER**

**THEORY**

**MEDIA MANAGEMENT AND NEWSPAPER PRODUCTION**

**PAPER NO. 7**

- Students will be able to understand the principles of management
- Students will able to know about the ownerships of newspaper
- Students will be able to have understanding of departments of a newspaper
- Students will be having the knowledge of Indian Market

**THEORY**

**ADVERTISING**

**PAPER NO. 8**

- Students will be able to understand the identification of target consumer
- Students will able to know about development taking place in India

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- Students will be able to have understanding of basic principles and Vocabulary
- Students will be having the knowledge of Campaign planning

**THEORY**

**PHOTOGRAPHY LAB**

**PAPER NO. G**

- Development of journalistic photography skill.
- Understanding of the use of photographs to communicate in different media.
- Understanding of journalistic ethics applied in photojournalism and about the special ethical issues that arise in photojournalism
- Skills like solid visual storytelling and working on multi-media project.
- To develop the discretion of students with reference to significance of visuals i.e. photographs in print media.
- To provide the technical knowledge aspects of photography and related areas in print media.

**THEORY**

**MULTIMEDIA PRODUCTION**

**PAPER NO. H**

- Understanding of the multimedia
- Understanding of animation and compression techniques
- develop the Skills of Graphics
- To develop the knowledge of editing software's

**THEORY**

**BUSINESS JOURNALISM**

**PAPER NO. d**

- Understanding of the fundamentals of Banking systems
- Knowledge of stock markets and various
- Develop the Skills and know the role of a business journalist

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- To know the different types of banks working within our country

## 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 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.

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- 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.
- Students will be able to cover events using mobile phones and write radio news stories, radio news bulletin, TV bulletin and produce for broadcasting.

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- 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.

  
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