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

(SESSION 2024-2025)

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BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)

PROGRAMME SPECIFIC OUTCOME OF BJMC

- Candidates pursuing BJMC get an overall personality development and grooming course curriculum. Students learn to be confident and fearless. They learn the skills of presentation. Most importantly they learn to write in all forms like news writing, article writing, editorials and other creative and non-creative forms.
- Candidates with a BJMC degree have a number of job openings. Some of the key streams that BJMC provides are reporting, editing, content development, and proofreading. Students can get employment at the aforementioned levels after completing the BJMC course and acquiring the necessary journalism knowledge and skills. In the market, there is a high demand for graduates with a bachelor's degree in journalism or public communication.
- Candidates with a BJMC degree typically receive a pay package that is greater due to increased demand. With a background in BJMC, a recent graduate can find employment with a starting pay of INR 25000 per month.
- There are numerous career profiles that become available for BJMC students. To mention a few, there are journalists, columnists, reporters, feature writers, illustrators, television correspondents, radio hosts, actors, video jockeys, photojournalists, public relations specialists, and a host of

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other professions. Candidates that land a job with a BJMC profile never experience boredom. These individuals never stop learning because technology and the media are constantly changing, so they are never stuck in the same daily routine.

- A BJMC professional has a good sense of networking. A person with a BJMC degree has a variety of employment options, including working for public relations firms, news organisations, TV channels, newspapers, radio broadcasters, journals, advertising agencies, etc. As a result, they expand their network and improve their communication abilities.
- BJMC encourages travel and broadens your perspective. BJMC make its student habitual to always keep aware of and updated about the various happenings because the essence of this area is to inform the public about events taking place across the world, that too within a few seconds of their occurrence. In addition to in-class instruction, students also learn outside of the classroom at BJMC. The media division is constantly prepared to go. Students not only see new areas but also pick up a number of new skills.
- BJMC also helps to enhance the artistic instincts of students. Characters with imagination and the ability to create unconventional and unique content are still in high demand in the media industry. Students can use their imagination in the professional field to generate income.

What Does This Degree Equip You With?

- The degree will, first of all, develop your communication skills.
- It will help you learn the nuances of reporting, researching and investigating and writing good copy.

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- It will also provide you with technical skills like layout designing, web designing, photography, radio programming and production, video production, packaging and editing and the likes.
- For those who have dreams of being an anchor on television or a jockey on radio, this course may be the perfect option. It will help you overcome shyness and develop your oratorical and communication skills.
- Industry connect through internships and short-term training sessions, a mandatory component of the course, will help in honing your skills and make you industry-ready.
- It also trains you to work under pressure and have a flexible and creative approach towards work.
- The course also teaches you the importance of teamwork.

Here are the top skills that you will gain:

- Good writing skills
- Communication skills and a knack for storytelling
- Creativity and Thinking Out of the Box
- Research ability and Critical Analysis
- Flexible approach to work
- Inter-personal and Networking skills
- Commitment to work against deadlines

What You Can do With a Journalist Degree: -

- Students passing out from the J&MC course have opportunities galore not just in the news media industry but in various other sectors as well. These opportunities may typically be found in such organisations/fields as

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- Newspapers and magazines—both print and online (for jobs like editing, reporting, photography, content curation, web designing, graphic designing etc)
- Radio AM and FM stations (for jockeying, production and programming)
- TV channels (reporting, editing, production, programming, guest relations, camerapersons, software and graphics etc)
- Digital media companies for Content Curation—in all formats
- Advertising agencies
- Corporates (in their Communications and Marketing divisions)
- Government Media Departments
- PR agencies
- Event Management Companies
- Media Research Companies
- Legal Firms (for their documentation and research work)
- NGOs (for their communications and documentation roles)
- Think tanks (as journalists cover politics, economy, foreign affairs, many a time they get hired by such organisations for their in-depth knowledge in these fields)
- Lecturers/Professors of Media Studies
- Media advisers to Governments/Political parties
- Travel Journalism
- Freelance opportunities

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SYLLABUS: 2024-2025

SYLLABUS			
COURSE	PAPER No	PAPER NAME	MARKS
BAJMC 1ST SEM	MAJOR 1 PAPER 1	HISTORY OF MEDIA	75
	MAJOR 1 PAPER 2	INTRODUCTION TO JOURNALISM	75
	MAJOR 2 PAPER A	ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION	75
	MAJOR 2 PAPER B	MESSAGE AND MASS MEDIA AUDIENCE	75
	MINOR PAPER a	FEATURE AND CREATIVE WRITING	75
	CC/VC	REPORT WRITING AND PRESENTATION SKILLS (PAPER 1)	75
BAJMC 2ND SEM	MAJOR 1 PAPER 3	LANGUAGE AND CULTURAL STUDIES	75
	MAJOR 1 PAPER 4	COMPUTER APPLICATIONS FOR JOURNALISM	75
	MAJOR 2 PAPER C	INTRODUCTION TO COMMUNICATION PRINCIPLE AND MODELS	75
	MAJOR 2 PAPER D	IMPLEMENTATION OF JOURNALISM IN COMPUTER LAB	75
	MINOR PAPER b	EDITORIAL WRITING	75
BAJMC 3RD SEM	MAJOR 1 PAPER 5	INTRODUCTION TO PRINT MEDIA	75
	MAJOR 1 PAPER 6	BASICS OF REPORTING AND EDITING	75
	MAJOR 2 PAPER E	INTRODUCTION TO BROADCASTING MEDIA- RADIO	75
	MAJOR 2 PAPER F	TECHNOLOGY OF TV PRODUCTION	75
	MINOR PAPER c	WRITING FOR JOURNALISTS	75
	CC/VC	REPORT WRITING AND PRESENTATION SKILLS (PAPER 2)	75
BAJMC 4TH SEM	MAJOR 1 PAPER 7	MEDIA MANAGEMENT AND NEWSPAPER PRODUCTION	75
	MAJOR 1 PAPER 8	ADVERTISING	75
	MAJOR 2 PAPER G	PHOTOGRAPHY LAB	75
	MAJOR 2 PAPER H	MULTIMEDIA PRODUCTION	75
	MINOR PAPER d	BUSINESS JOURNALISM	75
BAJMC 5TH SEM	MAJOR 1 PAPER 9	PUBLIC RELATIONS	75
	MAJOR 1 PAPER 10	ECONOMICS OF NEW MEDIA COMMUNICATION	75
	MAJOR 1 PAPER 11	EXPOSURE TO NEW MEDIA INDUSTRIES	75

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	MAJOR 2 PAPER I	MOBILE COMMUNICATIONS	75
	MAJOR 2 PAPER J	NEW MEDIA TOOL FOR SOCIAL CHANGE	75
		MEDIA INTERNSHIP	75
BAJMC 6TH SEM	MAJOR 1 PAPER 12	BASICS OF DEVELOPMENT COMMUNICATION	75
	MAJOR 1 PAPER 13	SCIENCE & ENVIRONMENT JOURNALISM	75
	MAJOR 1 PAPER 14	MEDIA AND SOCIAL ISSUES	75
	MAJOR 2 PAPER K	SPORTS JOURNALISM	75
	MAJOR 2 PAPER L	LANGUAGE OF COMMUNICATION AND TRANSLATION	75
		MINOR PROJECT/NEWSPAPER/DOCUMENTARY PRODUCTION	75

BA-JMC

COURSE OUTCOMES

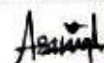
SEMESTER -1

PAPER NO. 1- HISTORY OF MEDIA

- 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

PAPER NO. 2- INTRODUCTION TO JOURNALISM

- 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.



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- To understand various Communication Models and significance of Models in understanding communication process.

PAPER NO. A- ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

- 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

PAPER NO. B- MESSAGE & MASS-MEDIA AUDIENCE

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

PAPER NO. a- FEATURE AND CREATIVE WRITING

- 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.

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SEMESTER -2

PAPER NO. 3- LANGUAGE & CULTURAL STUDIES

- 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.

PAPER NO. 4- COMPUTER APPLICATIONS FOR JOURNALISM

- 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.

PAPER NO. C- INTRO. TO COMMUNICATION PRINCIPLES & MODELS

- 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 Communication Models and their significance in understanding communication process.
- To identify the target audience and segmentation of audience for communication process.

PAPER NO. D- IMPLEMENTATION OF COMPUTERS IN JOURNALISM-

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LAB

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

PAPER NO. b- EDITORIAL WRITING

- 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


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SEMESTER -3

PAPER NO. 5- INTRODUCTION TO PRINT MEDIA

- 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.

PAPER NO. 6- BASICS OF REPORTING AND EDITING

- 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

PAPER NO. E- INTRODUCTION TO BROADCAST MEDIA: RADIO

- 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 understand electronic media content creation.
- Students will be having the knowledge of script writing.
- Students will be having the knowledge of radio

PAPER NO. F- TECHNOLOGY OF TV PRODUCTION

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- Student will be able to learn inputs of technology of TV production.
- Students will be able to learn the art of TV production further.
- It introduces students to various others in puts such as lighting, colour, 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.

PAPER NO. c- WRITING FOR JOURNALISTS

- 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

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SEMESTER -4

PAPER NO. 7- MEDIA MANAGEMENT AND NEWSPAPER PRODUCTION

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

PAPER NO. 8- ADVERTISING

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

PAPER NO. G- PHOTOGRAPHY LAB

- 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.

PAPER NO. H- MULTIMEDIA PRODUCTION

- Understanding of the multimedia
- Understanding of animation and compression techniques

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- Develop the Skills of Graphics
- To develop the knowledge of editing software's

PAPER NO. d- BUSINESS JOURNALISM

- Enable the students to learn to research and write on economy and business.
- Assist the students in understanding the basic concepts related with business and economy.
- Equip students with the knowledge and skills required to cover economy, businesses, financial markets as well as related socio-economic issues such as poverty, unemployment, sustainable development, and consumer affairs.
- Inculcate explanatory writing skills in the students.
- Enable the students to appreciate the role of Business Journalism in growth and advancement of developing economies.



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SEMESTER -5

PAPER NO. 9- PUBLIC RELATIONS

- Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
- Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
- Students would gain knowledge about the tools of public relations.
- Students would learn the basics of public relations writings.
- Students would gain knowledge about the basic ethics and laws of public relations.

PAPER NO. 10- ECONOMICS OF NEW MEDIA COMMUNICATION

- Introduce the students to the application of economic theories, concept and principles to study the macroeconomic and microeconomic aspects of mass media industry.
- To make the students understand methodological approaches to examine various financial, historical and policy driven data to understand the various dimensions of media economics.
- Familiarize the students with some contemporary issues of media industries and market conditions, the policy and regulatory concerns and finally a broad understanding of the political economy of media.

PAPER NO. 11- EXPOSURE TO NEW MEDIA INDUSTRIES

- New Digital Media and its impact on global market
- Issues and challenges of media segment and how to deal with the barriers
- Role of a Production management and knowledge of internet media business
- Barriers in production of films and music

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PAPER NO. I- MOBILE COMMUNICATION

- To make the student aware about the basics of mobile technology, functions, industry trends, regulatory authorities and future prospectus.
- The focus of this course is to expose students to mobile techniques that will allow them to develop mobile applications, content and understand mobile market.
- Mobile Applications and conceptual frame work of mobile advertising
- Various types of mobile communication tools and trends

PAPER NO. J- NEW MEDIA TOOL FOR SOCIAL CHANGE

- To make the student aware about the new media concept and its tools towards social change
- The focus of this course is to impart knowledge to the students about impact of new media on social movements, education and cultural transformation.
- It also encompasses the theories related to new media.


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SEMESTER -6

PAPER NO. 12- BASICS OF DEVELOPMENT COMMUNICATION

- Students would learn the concepts meaning and model of the development
- Students would be able to understand the problems and hurdles in development communication.
- Learner would understand the working of government and administration in development.
- Students would know different programmes and policies of the development.
- Learner would know the rural India and its problems he also will understand the communication gap.

PAPER NO. 13- SCIENCE AND ENVIRONMENT JOURNALISM

- To prepare students for a professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organisations.
- Describe the difference between general reporting and science reporting.
- Develop an understanding of science and environmental issues. It enables them to include these issues in their media productions and develop an understanding to the solutions of the problems related to the environment communication.

PAPER NO. 14- MEDIA AND SOCIAL ISSUES

- Assist the students in understanding the effects of media on the society.
- Acquaint the students with the contemporary issues pertinent to the representations of various sections of the society in the media.
- Explain to the students the manner in which various sections of the society are affected by the media in light of the theories of media effects.

PAPER NO. K- SPORTS JOURNALISM

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- Introduce the students to the field of Sports Journalism.
- Train the students to cover sports stories objectively and provide them training to write effective sports news stories.
- Acquaint the students with the nuances of journalistic style for writing sports news stories.
- Provide the students with an opportunity to discuss and deliberate upon various sports reporting related issues in order to prepare them for professional sports journalism.

PAPER NO. L- LANGUAGE OF COMMUNICATION AND TRANSLATION

- To enhance the knowledge of students with regard to fundamentals of translation and its different forms.
- To know the elements of effective translation and barriers of translation.
- To illustrate the fundamentals of translation and its various forms.
- To describe the ethical issues in translation.
- To understand the process of translation.
- To understand various translation models and significance of models in understanding translation process.
- To identify the scope and area of translation in India


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