

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 2023-2024)

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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: 2023-2024

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Department of Journalism & Mass Communication, University of Lucknow
Proposed Structure UG- BA-Journalism & Mass Communication 4 Years

Sr	Semester	Paper No.	Major 1	credits	Paper No.	Major 2	credits	Paper No.	Minor	credits	CCVC	credits	Pr. skills	Award
1	1	1	History of media	4	1	History of social sciences in mass communication	4	a	Basic & Cognitive Writing	4	CC1	4	4	Certificate in Journalism & Mass Communication
		2	Introduction to journalism	4	2	Page and mass media audience	4	a						
	2	3	Language and Cultural studies	4	3	Introduction to Communication principles and models	4	b	Editorial Writing	4	VC1	4	4	
		4	Internet Applications for Journalism	4	4	Implementation of computers in Journalism- Lab	4	b						
2	3	5	Introduction to print media	4	5	Introduction to broadcasting media-radio	4	c	Writing for Journalists	4	CC2	4	4	Diploma in Journalism & Mass Communication
		6	History of Reporting and Editing	4	6	Technology of T.V production	4	c						
	4	7	Media Management & Newspaper Production	4	7	Cartography Lab	4	d	Business Journalism	4	VC2	4	4	
		8	Advertising	4	8	Audio-Video Production	4	d						
3	5	9	Media Relation	4	9	Public Communication	4				Media Internship	4		Degree in Journalism & Mass Communication
		10	Economics of New Media Communication	4	10	Media Tool For Social Change	4							
		11	Transition to New Media Industries	4	11									
	6	12	History of Development Communication	4	12	Public Journalism	4				Minor Project/News paper Production/Documentary Production	4		
		13	Peace and Environment Journalism	4	13	Language of communication and translation	4							
		14	Media & Social Issues	4										
		15	Education and Learning	4										
		16	Communication Research	4										
		17	Media & Gender	4										
		18	Production Management	4										

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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

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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.

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- 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.

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.

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THEORY

BASICS OF REPORTING AND EDITING

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

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

- 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, 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

PUBLIC RELATIONS

PAPER NO. 9

Course Outcomes

- 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.

THEORY

ECONOMICS OF NEW MEDIA COMMUNICATION

PAPER NO. 10

COURSE OUTCOMES

- Understanding of media Industries
- Knowledge of consumer Taste and demands
- To know the role of a Economic Modernization
- To know the different types strategies for Media markets

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THEORY

EXPOSURE TO NEW MEDIA INDUSTRIES

PAPER NO. 11

COURSE OUTCOMES

- 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

THEORY

MOBILE COMMUNICATION

PAPER NO. I

COURSE OUTCOMES

- Mobile Applications and conceptual frame work of mobile advertising
- Various types of mobile communication tools and trends
- About the importance and use of mobile local search
- How to study any case related to various Acts

THEORY

NEW MEDIA TOOL FOR SOCIAL CHANGE

PAPER NO. J

COURSE OUTCOMES

- Tools that have the power to change or influence society
- Various convergence and difference between new and old media
- Various theory related to social movements
- Various trends like E-learning, smart board etc.

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SEMESTER -6

THEORY

BASICS OF DEVELOPMENT COMMUNICATION

PAPER NO. 12

COURSE OUTCOMES

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

THEORY

SCIENCE AND ENVIRONMENT JOURNALISM

PAPER NO. 13

COURSE OUTCOMES

- Various research institutions and scientific developments
- About the problems faced by the environment and how to deal with it
- Biodiversity and ecological succession
- What are the threats to our biodiversity

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THEORY

MEDIA AND SOCIAL ISSUES

PAPER NO. 14

COURSE OUTCOMES

- Our human rights in media industries
- The gender representation in media and what are the perspectives on stereotype
- What are the ethics that has to be followed by journalist while covering or gathering news from the society
- What are the roles society plays for the development of our country

THEORY

SPORTS JOURNALISM

PAPER NO. K

COURSE OUTCOMES

- How a sports journalist works and what are the skills he has to perform while staying in field
- How print media deals with the sports news
- What are the writing styles of a sports reporter
- How to plan and conduct sports interview

THEORY

LANGUAGE OF COMMUNICATION AND TRANSLATION

PAPER NO. L

COURSE OUTCOMES

- 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.

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- 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