

विद्यया प्रकाशस्य वर्धयताम्
A century of leading generations to
light through learning



Syllabus for BA (JMC)
Session: 2021-22 Onwards
According to New Education Policy



Department of Journalism &
Mass Communication
University of Lucknow
Lucknow

Paper No. A

Course Name: 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 the learners will be able:

- 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%

ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

Unit-I

- Historical backgrounds of social sciences in Indian Context
- Nature and scope of Sociology in Mass-Communication
- Social groups, Family, Community, Institution, 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, and Cross - Cultural
- Cognitive process: Perception, Learning and thinking
- Intelligence and creativity

Abir

7 | Page

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 Rajneetek 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.sociologygroup.com/relationship-sociology-mass-media/pringer.com/content/pdf/10.1007/978-1-4612-5722-6_7.pdf
3. <https://www.jyu.fi/hytk/fi/laitokset/kivi/en/our-department/degree-programmes-disciplines/communication>

Asish 8 | Page

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

SEMESTER -2

Paper No. 3

Course Name: 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%

Language & Cultural Studies

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.

Asya

Principal

Lucknow Public College of Professional Studies
Vinamra Khand, Gontinagar, Lucknow

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: Pratiroop 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>

Course Name: SCIENCE AND ENVIRONMENT JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

- 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.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- 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

Evaluation Criteria:

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

UNIT- I:

- Science and science journalism.
- Different sources of scientific news
- Various research institutions and scientific developments in India
- Language in science reporting for popular appeal: words, sentences and readability
- Report structure
- Human interest, avoiding exaggeration and sensationalism
- Importance of rewriting
- Writing of science features and articles

UNIT - II:

- Definition, scope and importance, need for public awareness via media
- Natural resources and associated problems: forest resources
- Water resources
- Mineral resources
- Food resources

- Energy resources
- Land resources
- Role of an individual and media in conservation of natural resources

UNIT - III:

- Concept of an ecosystem: structure and function of an ecosystem
- Producers, consumers and decomposers
- Ecological succession
- Introduction, definition: genetic, species and ecosystem diversity
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India, media's role in disseminating of information in ecology

UNIT- IV:

- Environmental pollution, causes, effects and control measures of: air pollution, water pollution
- Soil pollution, marine pollution
- Noise pollution, thermal pollution, nuclear hazards, role of an individual and media in prevention of pollution
- Role of media in disaster management: foods, earthquakes, cyclones and landslides
- Environmental ethics: issues and possible solutions
- Laws for environment protection: environment protection act
- Air (prevention and control of pollution) act, water (prevention and control of pollution) act,
- Wildlife protection act, forest conservation act

Suggested Readings:

1. N. K. Uberoi, (2010), Environmental Studies, Excel Books, New Delhi, ISBN 978-81-7446-886-4
2. IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
3. P. C Joshi & Namita Joshi (2009), A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3

Text Book:

- Covering the Environment: How Journalists Work the Green Beat by Bob Wyss
- Sustainable Media: Critical Approaches to Media and Environment by Nicole Starosielski and Janet Walker
- Choked: Life and Breath in the Age of Air Pollution by Beth Gardiner

Web Reference

1. <https://www.frontiersin.org/articles/10.3389/fcomm.2018.00031/full>
2. <https://www.grin.com/document/286909>
3. <https://naaee.org/cepro/research/library/science-training-and-environmental>

56 | Page

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

COURSE NAME: MEDIA AND SOCIAL ISSUES

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours writing assignments / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ 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:

- 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.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- 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

Evaluation Criteria:

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

UNIT I

- Role of Media in a Society.
- Media and Society: Concept of the Media Effects.
- Mass Society and Media Audiences.
- Perspectives on Media Effects: Pro-Social vs. Anti-Social.
- Theories of Media Effects: An Overview.
- Media and Rural Development.

UNIT II

- Perspectives on Stereotyping.
- Gender Representations in Media.
- Media and Representation of Minorities.
- Media Representations of Differently Abled Persons.
- Media and National Integration.

Asish

Principal

UNIT III

- Media Culture: Concept and Contemporary Issues.
- Perspectives on Phenomenon of Cultural Imperialism.
- Media and Cultural Integration vs. Cultural Disintegration.
- Media Content in Multi-Ethnic Societies.
- Media and Education.

UNIT IV

- Human Rights: Concept and Contemporary Issues.
- United Nations Declaration on Human Rights.
- Representation of Human Rights Issues in Media.
- Role of Media in Propagation of Human Rights.
- Media and Public Health.

Suggested Reading:

1. Morley, D., & Robins, K. (1995). *Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries*. London: Routledge.
2. Cottle, S. (Ed.). (2000). *Ethnic Minorities and the Media: Changing Cultural Boundaries*. Philadelphia: Open University Press.
3. Hartley, J. (2002). *Communication, Cultural and Media Studies: The Key Concepts*. London: Routledge.
4. Kumar, K. J. (2010). *Mass Communication in India*. Mumbai: Jaico Publication.
5. Giles, D. (2003). *Media Psychology*. New Jersey: Lawrence Erlbaum Associates, Inc.

Text Book:

1. Privacy and Social Media (Contemporary Issues) by Ashley Nicole
2. SAMAJIK MEDIA AUR HAM / सामाजिक मीडिया और हम: Social media and us Hindi by Ravindra Prabhat
3. Social Media Law and Ethics by Jeremy Harris Lipschultz

Web Reference

1. <https://www.cs.odu.edu/~tkennedy/cs300/development/Public/M03-SocialMedia/index.html>
2. https://www.caluniv.ac.in/global-mdia-journal/COMMENTARY-JUNE-2014/C_1.pdf
3. <https://www.lifespan.org/lifespan-living/social-media-good-bad-and-ugly>

58 | Page

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Paper No. 18

Course Name: MEDIA AND GENDER

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Understand gender as a social construct and its application to understand various social phenomena.
- Develop familiarity on the current social problems related to gender and development.
- To impart the basic journalistic skills and techniques to the students in the critical areas of gender inequalities and make them communicate effectively through different media for women empowerment.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Gender related issues and about our patriarchy structure
- Relationship between gender and media
- Portrayal of women on television, advertisements
- Violence against women and what are the opportunities they get

Evaluation Criteria:

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

UNIT- I

- What is Gender? Gender Inequality and Sexism
- Patriarchy - Social structure and social institutions, Feminism
- Communication, Relation between gender and media
- Role of Media in a Society. Sourcing and reporting of news.
- Women in journalism and media profession

UNIT - II

- Gender inequalities and its causes in India: education, health conditions
- Violence against women
- Economic opportunities, political participation
- Roles of social movements and media for women rights
- Media as a tool in the crusade for women's education

UNIT-III

- Universal declaration of human rights
- Constitutional provisions in India
- Legal provisions in India

Asingh

Principal

Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

- Special initiatives for women, India's sexual assault laws
- Social Media and Women

UNIT- IV

- Gender equality/ inequality in the news stories, gender stereotypes
- Portrayal of women in the media
- Portrayal of women on television, advertisements
- Print media and women issues
- Social Media and Gender Issues.

SUGGESTED READINGS:

1. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi.
2. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
3. Hindi and English Newspapers and Journals.
4. Pilcher, J. & Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
5. Basu, A. & Jefferey, P. (2004). Appropriating Gender, Routledge, London.

Text Book:

- Gender and Media: Representing, Producing, Consuming (Communication and Society) by Tonny Krijnen and Sofie Van Bauwel
- Gender and Media: Critical Perspectives by Dr Juby Thomas, Surjit Singh
- Gender and Media: Representing, Producing, Consuming (Communication and Society) by Tonny Krijnen and Sofie Van Bauwel

Web Reference

1. <https://www1.udel.edu/comm245/readings/GenderedMedia.pdf>
2. <https://www.coe.int/en/web/freedom-expression/gender-and-media>
3. <https://www.annualreviews.org/doi/pdf/10.1146/annurev-devpsych-051120-010630>

Asish 70 | Page

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Title of Paper: Women, Leadership and Management

Credit :04

Max Marks: 75

Objectives: This paper will develop an employability skill among the students. The aim of this course is to develop the student's understanding of the Leadership Management & Governance on Gendered Lance. Leadership is the ability of an individual to influence and guide other members of an organization or society.

Outcomes: This paper provides the students with skills required for managers and students find themselves equipped with necessary knowledge to widen their scope for opting jobs in government and other civil society organizations.

Unit I: Introduction

- Leadership –An Introduction
- Importance of Leadership
- Role of a good Leader
- Qualities and Strategies of a good Leader

Unit II: Gender and Management

- Leadership and Management
- Elementary Issues in Financial Management
- Role of Management
- Leadership during Crises is what Distinguishes Great Leaders from Manager Leaders

Unit III: Gender and Governance

- Gender and Governance: An Introduction
- Gender and Governance: Concepts and Contexts
- Gender Inequality and Governance.
- Gender, Hierarchy and Power

Unit IIV: Gender and communications

- Role of Communication and Leadership Development
- Emotional and Spiritual Intelligence, Motivation
- Strategies to Overcome Challenges in Leadership communications
- Writing a Leadership and Communication Development Plan

REFERENCES:

Becker, H.A. & Vanclay, F. (Eds.) (2003) The International Handbook of Social Impact Assessment: Conceptual and Methodological Advances. UK: Edgar Elgar Publishing Limited.

Handwritten signature

Principal

Lucknow Public College of Professional Studies
Vinamra Khand, Gontinagar, Lucknow