

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)  
2021 BATCH ONWARDS**

**Total Credits = 22**

SEMESTER 1 <sup>st</sup>		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
<b>BJMCS1-101</b>	Introduction to Communication	4	-	-	40	60	100	4
<b>BJMCS1-102</b>	Growth and Development of Media	4	-	-	40	60	100	4
<b>BJMCS1-103</b>	Basics of Reporting and Editing	4	-	-	40	60	100	4
<b>BJMCS1-104</b>	Introduction to Mass Media	4	-	-	40	60	100	4
<b>BJMCS1-105</b>	Computer Fundamentals	3	-	-	40	60	100	3
<b>BHSMC0-001</b>	English	3	-	-	40	60	100	3
	<b>Total</b>	-	-	-	<b>240</b>	<b>360</b>	<b>600</b>	<b>22</b>

**Total Contact Hours= 25**

**Total Marks=600**

**Total Credits = 23**

SEMESTER 2 <sup>nd</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
<b>BJMCS1-201</b>	Media and Society	4	-	-	40	60	100	4
<b>BJMCS1-202</b>	Media and Democracy	4	-	-	40	60	100	4
<b>BJMCS1-203</b>	Print Journalism	4	-	-	40	60	100	4
<b>BJMCS1-204</b>	Introduction to Electronic Media	4	-	-	40	60	100	4
<b>BJMCS1-205</b>	Indian Entertainment and Media Sector	4	-	-	40	60	100	4
<b>BJMCS1-206</b>	Communication Skills	3	-	-	40	60	100	3
<b>BMNCC0-004</b>	Drug Abuse: Problem, Management and Prevention	2	-	-	S/ NS *	-	-	(S/NS)*
	<b>Total</b>	-	-	-	<b>240</b>	<b>360</b>	<b>600</b>	<b>23</b>

**Overall**

Semester	Marks	Credits
1 <sup>st</sup>	600	21
2 <sup>nd</sup>	600	23
<b>Total</b>	<b>1200</b>	<b>44</b>

# FIRST SEMESTER SYLLABUS

**INTRODUCTION TO COMMUNICATION**

**Subject Code: BJMCS1-101**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Learning Objectives:** This course aims to make the students conversant with various models and theories of communication. To help them improve their quality of communication by making effective use of media and emphasizing the need to pay attention to all elements involved in the process for empathic conveyance of messages.

**Course Outcomes:** After completing the course student will be able to understand and explain the concept of communication. It will equip students with the effective communication skills that are essentials of a journalism and mass communication. They will Gain knowledge of various types and theories of the communication and incorporate them for the effective communication process.

**UNIT-I (15 Hrs)**

**Introduction to communication:** Definition concept, process and elements of communication, Evolution of human beings and human communication, Role, scope and need of communication in society, Cis of communication, Functions, and objectives of communication Barriers in communication.

**UNIT-II (15 Hrs)**

**Kinds of communication:** Principles of communication, Socialization and communication, Traditional communication forms Verbal communication, Non-verbal communication.

**UNIT-III (15 Hrs)**

**Types of communication:** Communication in ancient civilizations, Intra-personal, interpersonal, Group, Public and mass communication, Machine to man, man to machine, machine to machine and mediated communication Spiritual communication, Press of de mass fictions

**UNIT-IV (15 Hrs)**

**Different models and theories of communication:** Aristotle, Osgood, Dance, New comb, Harold Lasswell, George Gerbner, Schramm, Meaning theory, Relational theory, Transactional theory, Two step flow theory, Bullet theory

**Recommended Books**

1. Everett M. Rogers, (1976), Communication and Development. Beverly Hills, Sage Publications.
2. E.S. Herman & Noam Chomsky, (1994), Manufacturing Consent, Vintage Stephen Robbins & Mary Coulter, 'Management', Pearson Education
3. McQuail, Denis (ed.), (1976), Sociology of Mass Communication. Penguin, London
4. Rogers, Evertt M. (ed), (1982), Communication & Development. SAGE, Beverly Hills
5. McQuail, Denis, (1994), Mass Communication Theory, SAGE, London

**GROWTH AND DEVELOPMENT OF MEDIA**

**Subject Code: BJMCS1-102**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Learning Objectives:** The course aims to provide an understanding the characteristics of media industry in India by providing an overview of the contemporary scenario and tracing the landmark events that have helped to shape it. The discussion travels through the history of media industries in UK, USA and India.

**Course outcomes:** After studying this course the students will equip with ability to Identify, explore the early evolution of media and various contemporary Medias. Incorporate Medias for the smooth mass communication across the world.

**UNIT-I (15 Hrs)**

**Overview of contemporary media:** Overview of the Contemporary Media Industry in India, Characteristics of Folk & Print Media, Characteristics of Radio, TV & Cinema, Characteristics of New Media

**UNIT-II (15 Hrs)**

**Evolution of early newspapers:** Brief introduction of the evolution of early newspapers in UK & USA, Early restrictions on press (with discussion on Aeropagitica), Rise of new publications, growth of newspaper industry in UK, Colonial newspapers, American Revolution & Role of press, Party Press, Penny Press, Civil War Journalism and New Journalism

**UNIT-III (15 Hrs)**

**History of press:** Introduction to history of Press in India, The forerunners: Hicky and Buckingham, Stage I: Early restrictions, Stage II: Rise of nationalist press, Vernacular Press Act and other restrictions, Stage III : Assertive role of press in post-independent India

**UNIT-IV (15 Hrs)**

**Evolution of radio, new media:** Origin and Evolution of Radio, Origin and Evolution of Television, Origin and Evolution of Advertising & Public Relations, Origin and Evolution of New Media

**Recommended Books**

1. Applegate, E. (1998), Personalities and Products: A historical perspective on Advertising in America
2. Barns, Margarita, (1940), Indian Press, George Allen & Unwin, London.
3. Bazlogova, Elena (2011) The listener's voice: Early radio and the American Public, University of Pennsylvania Press
4. Cheney, William, (1955), Freedom of the Press, Harcourt-Brace, New York.
5. Cutlip Scott M., (1995) Public Relations History: From the 17th to the 20th Century: The Antecedents (Routledge Communication Series) 1st Edition

**BASICS OF REPORTING AND EDITING**

**Subject Code: BJMCS1-103**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Learning Objective:** This course aims to acquaint the students with the nuances of reporting and editing. They will also grasp the skills required to cover and edit news. They will also understand the contemporary trends and issues in news reporting.

**Course outcomes:** This paper will enhance the basic understanding of the student about reporting and editing for the print media. This paper will give them the opportunity to learn the basic terminologies of print media with special emphasis on reporting.

**UNIT-I (15 Hrs)**

**Covering news:** Covering news Reporter- role, functions and qualities working on a beat; news agency reporting. Covering speeches, meetings and press conferences covering of beats- crime, courts, city reporting, health, education, sports.

**UNIT-II (15 Hrs)**

**Interviewing/Types of news leads Interviewing:** doing the research, setting up the interview, conducting the interview News leads/intros, Structure of the news story–inverted pyramid style; Lead: importance, types of lead; body of the story; attribution, verification Articles, features, types of features and human-interest stories, leads for features, difference between articles and features

**UNIT-III (15 Hrs)**

**The Newspaper newsroom Newsroom, Organizational setup of a newspaper, Editorial department Introduction to editing:** Principles of editing, headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op ed page

**UNIT-IV (15 Hrs)**

**Issues and trends in reporting:** Issues and trends in news reporting Tabloids, Issues of sensationalism and voyeurism Neighborhood newspapers Supplements, Backgrounders Columns /columnists

**Understanding media and news Sociology of news:** factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Fake news Neutrality and bias in news Projects: Students will undertake assignments based on covering the beats and writing reports / interviewing personalities and celebrities. Exercises and assignments on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc.

**Recommended Books**

1. The Art of Editing, Baskette and Scissors,
2. Allyn and Bacon Publication Dynamics of Journalism and Art of Editing
3. S.N. Chaturvedi, Cyber Tech Publications News Writing and Reporting for Today's Media
4. Bruce Itule and Douglas Anderson, McGraw Hill Publication the Newspaper's Handbook
5. Richard KeebleRoutledge Publication Principles of Editorial Writing MacDougall and Curtis Daniel '

**INTRODUCTION TO MASS MEDIA**

**Subject Code: BJMCS1-104**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Learning Objectives:** This course aims to acquaint the students with the growth and development of communication and media. The main objective of the course is to enable students to understand the role and importance of mass media in raising public awareness.

**Course Outcomes:** On completion of the course the student should be able to understand the importance, functions & scope of communication and media and describe the growth and development of communication and media. They will also be able to understand the periodic changes in the media.

**UNIT-I (15 Hrs)**

**Communication & Media:** Definition, meaning & concept. Different types of communication: Verbal and written, Scope and Process of Communication, Mass Communication: Concept & Characteristics.

**UNIT-II (15 Hrs)**

**Mass Media:** Meaning & Concept, Introduction to Indian Press, Brief account of the origin and development of newspaper and magazine in India 4. History of the development of electronic media in India: Radio & TV

**UNIT-III (15 Hrs)**

**Functions and role of mass media:** Role, objectives functions & achievements of Mass Media, Relation between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural Urban divide.

**UNIT-IV (15 Hrs)**

**Trends in mass communication:** Changing trends of Mass Communication under the process of globalization, Private and Public Media, Technology in the development of Media Media and Market: Nature, Relation & Expansion

**Recommended Books**

1. Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi
2. J.S. Yadava&PradeepMathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008
3. ShymaliBhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005

**COMPUTER FUNDAMENTALS**

Subject Code: BJMCS1-105

L T P C  
4 0 0 4

Duration: 60 Hrs

**Course Objectives**

**The aim of this subject is:**

1. To gain and understanding of the core concepts and technologies which constitute Information Technology.
2. To be able to articulate and demonstrate a basic understanding of the fundamental concepts of Information Technology
3. To make understand how to use Office Tools.

**Course Outcomes**

**After completing this course, students will be able to:**

1. Understand the core concepts and technologies which constitute Information Technology.
2. Apply various computer concepts
3. Apply computer applications in taking the managerial decisions.

**UNIT-I(16 Hrs)**

**Computer Fundamentals:** Definition and Block diagram of a computer, Characteristics of Computers, Hardware Vs Software,

**Generations of languages** - Machine Language, Assembly Language, High Level Language, Assembler, Compiler and Interpreter. Input Devices & Output Devices.

**Information Technology:** Introduction to Information Systems, Application of IT in Business & Industry, Home, Education & Training, Entertainment & Arts, Science, Engineering and Math

**UNIT-II (15 Hrs)**

**Memories:** Primary Memory, Secondary Memory and Storage Devices, Creating Directory, Sub Directory, and Renaming, Coping and Deleting the Directory

**Data Representation:** Bit, Byte, Binary, Decimal, Hexadecimal, and Octal Systems, Conversions and Binary Arithmetic (Addition/ Subtraction/ Multiplication) Applications of IT.

**Algorithm and Flowcharts Algorithm:** Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples.

**UNIT-III (15 Hrs)**

**File Manipulation:** Creating a File, Deleting, Coping, Renaming File, Using Accessories such as Calculator, Paint Brush, CD player, etc

**Computer Network & Communication:** Network Types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/ IP)

**UNIT-IV (14 Hrs)**

**Operating System Concept:** Introduction to Operating System, Function of OS, Types of Operating Systems, Booting Procedure, Details of Basic System Configuration.

**Computer Software:** Types of Software, Application Software and System Software.

*\*Faculty members can take practical sessions during the lectures.*

**Recommended Books**

1. V. Rajaraman, 'Fundamentals of Computers', PHI
2. Satish Jain, 'Information Technology Concepts', BPB Publications
3. Turban, Mclean and Wetherbe, 'Information Technology for Management', John Wiley & Sons
4. Courter G, 'Mastering MS Office 2000 Professional', BPB Publication.
5. Steve Sagman, 'MS- Office 2000 For Windows', Addison Wesley.

**ENGLISH**

**Subject Code: BHSMC0-001**

**L T P C**  
**2 0 0 2**

**Duration: 30Hrs.**

**Course Objectives**

**The main aim of this course is:**

1. To enlighten the students with the variety of word bank
2. To help the students to understand intricacies of grammar
3. To help the students to know writing skills

**Course Outcomes**

**After Completing this course, students will be able to:**

1. Adapt and apply learned skills
2. Be eloquent over language
3. Have proficiency in English skills.

**UNIT-I (7Hrs.)**

**Vocabulary Building:** The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

**UNIT-II (9 Hrs.)**

**Basic Writing Skills:** Sentence Structures; Use of phrases and clauses in sentences ; Importance of proper punctuation; Creating coherence; Organizing principles of paragraphs in documents; Techniques for writing precisely

**UNIT-III (7 Hrs.)**

**Identifying Common Errors in writing:** Subject-verb agreement; Noun-pronoun agreement; Misplaced modifiers; Articles; Prepositions; Redundancies; Clichés

**UNIT-IV (7 Hrs.)**

**Nature and Style of sensible writing:** Describing, Defining, Classifying, Providing examples or evidence, Writing introduction and conclusion

**Writing Practices:** Comprehension, Précis Writing Essay Writing

**Recommended Books**

1. Michael Swan, 'Practical English Usage', OUP, 1995.
2. F.T. Wood, 'Remedial English Grammar', Macmillan, 2007.
3. William Zinsser, 'On Writing Well', Harper Resource Book, 2001.
4. Liz Hamp-Lyons and Ben Heasley, 'Study Writing', Cambridge University Press, **2006.**
5. Sanjay Kumar and Pushp Lata, 'Communication Skills', Oxford University Press, 2011.
6. 'Exercises in Spoken English', Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

# SECOND SEMESTER SYLLABUS

**MEDIA AND SOCIETY**

Subject Code: BJMCS1-201

L T P C  
4 0 0 4

Duration: 60 Hrs

**Learning Objectives:** To make students aware of contemporary media development and challenges in India and to help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.

**Course Outcomes:** After completing the course student will be able to learn the concepts related to media development and its role in society while fulfilling its aspirations.

**UNIT-I (15 Hrs)**

**Mass media and society:** Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

**UNIT-II (15 Hrs)**

**Media and democracy:** public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.

**UNIT-III (15 Hrs)**

**Mass media and public interest:** A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.

**UNIT-IV (15 Hrs)**

**Ownership of media, content** – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development, and public health.

**Media credibility:** factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility:

**Recommended Books**

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia x- An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa

**MEDIA AND DEMOCRACY**

**Subject Code: BJMCS1-202**

**L T P C**  
4 0 0 4

**Duration: 60 Hrs**

**Learning Objectives:** This course is designed to give students a comprehensive view of communication, its scope and importance in journalism, the role of communication in establishing a favorable image of the organization. The aim is to develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day operations. This course will make student conversant with fundamentals of communication, help them honing oral, written, and non-verbal communication skills and to transform their communication abilities.

**Course Outcomes:** After completing the course student will be able to understand and explain the concept media and making of democracy. It will also highlight the role of politics in media and journalism.

**UNIT-I (15 Hrs)**

**Media and the Making of Democracy:** emergence of the Nation State, Subject and Citizen, Information as entitlement, Media & Secularisation, Secular Education, Secularisation of Entertainment Media & The Public Sphere, From Masses to Audience & Creation of Public Opinion, Publicness & Privacy, Media Pluralism, Diversity of content, Diversity of media ownership

**UNIT-II (15 Hrs)**

**Ideology, Power, Media:** Characterising Ideology, Consensus as ideology and Consent as Hegemony, Analyzing Power, Pluralist constructs of power, Critical approaches to power State & Information, Propaganda & Publicity, information as Public Good, Media Imperialism, Sovereignty & Public diplomacy, Information imbalance

**UNIT-III (15 Hrs)**

**Democracy in Transition:** Democracy in Transition Democracy in Transition State & Governmentality, Decentralization & deregulation, Participatory Democracy, Mediated Politics, From Scarcity to Abundance

**UNIT-IV (15 Hrs)**

**New Media:** New media and politics Cyber Democracy, Democracy & Trust, Democratic Discourse & New Technologies, Media & Democratization, Role of Stakeholders, Self-Regulation

**Recommended Books**

1. Media and democracy by Jamescurran
2. Journalism, Democracy, and civil society in India.

**PRINT JOURNALISM**

**Subject Code: BJMCS1-203**

**L T P C**  
4 0 0 4

**Duration: 60 Hrs**

**Learning Objectives:** In this paper students will be provided a holistic training in sourcing, writing, editing, and designing of content for newspapers & magazines in a multimedia convergent environment

**Course Outcomes:** After completing the course student will get to know about the concept of journalism and importance of editing.

**UNIT-I (15 Hrs)**

**Journalism:** Concept and definition, News: Definition, Concept, Elements, Values, Sources, News Story Structure (5 Ws and 1 H), Inverted Pyramid Pattern; Lead: definition and types, Spots and Specials: Journalism in a multimedia convergent environment

**UNIT-II (15Hrs)**

**Creative Non-fiction terminologies:** Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism, Purpose and types; importance in a multimedia, convergent environment

**Idea generation:** strategies for Lateral Thinking; importance of research,

**Organization & Composition:** types of story structure; ensuring audience engagement through sensory detailing, figurative language, human interest, humour, dialogue & character

**UNIT-III (15 Hrs)**

**Importance of Editing;** Qualities and responsibilities of Sub-Editor, Chief Sub-Editor and News Editor, Editing for precision, accuracy, clarity, brevity, spelling, punctuation, and grammar,

**Headlines:** Significance and functions, typographical patterns of writing headlines, Do's and Don'ts of headline writing, headline schedule, Copy marking and editing symbols; Selection, editing cropping of picture

**UNIT-IV (15 Hrs)**

**Definition and importance of Graphic Design** in communication and branding, Elements and vocabulary of design, Typography: classification, legibility & appropriateness, text breakers, Principles of Design: Balance, contrast, motion, focus, unity & harmony; types of layouts and page make-up; use of design software

**Recommended Books**

1. Anton, K.K & Cruise, J. (2009), Quark Xpress: Essential Skills for Page Layout and Web Design, Peachpit Press, CA
2. De Bono, E. (1990) Lateral Thinking: A Textbook of Creativity. London: Penguin Books
3. Filak, Vincent F.(2018), Dynamics of News Reporting and Writing: Foundational Skills for a
4. Digital Age, Sage Publications Hohenberg, John, (January 1983), The Professional Journalist, (Holt, Rinehart and Winston, London)
5. Ludwig, Mark D., (2005), Modern News Editing, Willy Blackwell, New York

**INTRODUCTION TO ELECTRONIC MEDIA**

**Subject Code: BJMCS1-204**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Learning Objectives:** This course is designed to give students different forms of electronic media. The aim is to make students' acquainted to basics of visual, radio, sound and newspapers.

**Course Outcomes:** Define basics of various electronic media and describe the characteristics of various forms of electronic media

**UNIT-I (15 Hrs)**

**Basics of Sound Concepts of sound:** scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium

**Basics of Visual:** What is an image, electronic image, television image Digital image, Edited Image (politics of an image) What is a visual? (still to moving) Visual Culture Changing ecology of images today Characteristics of Television as a medium

**UNIT-II (15 Hrs)**

**Writing and Editing Radio News:** Elements of a Radio News Story, Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio Newsroom Introduction to Recording and editing sound. (Editing news-based capsule only).

**UNIT-III (15 Hrs)**

**Writing and Editing Television News Basics of a Camera-** (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV Basic Soft-wares and Techniques (for editing a news capsule).

**UNIT-IV (15 Hrs)**

**Broadcast News:** Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.

**Recommended Books**

1. Stefen Prince, Movies and Meaning: An Introduction to Film, Allyn, and Bacon. London, 1997
2. Chatterjee P.C., Broadcasting in India, Sage, New Delhi,1990.
3. Kumar J. Keval, Mass communication in India, Jaico Publishing House, Bombay, (New Ed.)
4. A Manual for New Agency Reporters. IIMC, New Delhi, allied publishers Pvt. Ltd., New Delhi.

**INDIAN ENTERTAINMENT AND MEDIA SECTOR**

**Subject Code: BJMCS1-205**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Learning Objectives:** This course is designed to give students a scenario of Indian entertainment and media sector. It will also make the students to get know about the emerging trends in this sector and targeted growth in coming years.

**Course Outcomes:** After completing the course student will be able to define and explain the scope of entertainment industry and the history of entertainment of the industry

**UNIT-I (15 Hrs)**

**Defining the scope:** What is Media and entertainment industry? Overarching structure, Size and growth prospective, Broader emerging trends

**UNIT-II (15 Hrs)**

**Print industry:** Overview of print industry, Print industry and its constituents, Historical development of print media (regional and national perspectives), Print media: Market size and growth trajectory f Emerging trends

**UNIT-III (15 Hrs)**

**Overview of Television industry:** History and development of Television industry Milestones of regional and national level, Television industry: Market size and growth trajectory f Emerging trends

**UNIT-IV (15 Hrs)**

**Overview of film industry:** History and development of film industry, Milestones of regional and national level Film industry: Market size and growth trajectory, Emerging trends

**Recommended Books**

1. Athique, A. (2012). Indian media. Polity.
2. Kohli-Khandekar, V. (2008). The Indian media business. SAGE Publications India.
3. Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
4. Munshi, S. (2012). Remote control: Indian television in the new

**COMMUNICATION SKILLS**

Subject Code: BJMCS1-206

L T P C  
3 0 0 3

Duration: 45 Hrs

**Course Objectives**

**The main aim of this course is:**

1. To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.
2. To make student conversant with the basic forms, formats and techniques of business communications.
3. To give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

**Course Outcomes**

**After completing this course, students will be able to:**

1. Apply appropriate communication skills in business activities
2. Apply communication skills across settings, purposes, and audiences, demonstrate knowledge of communication theory and application.

**UNIT-I (10Hrs)**

**Communication:** Its Meaning & Importance, Barriers to Effective Communication, Types of Communication – Verbal and Non- Verbal Communication

**Basic Model of Communication:** History of Communication Theory, Shannon and Wavers' Model of Communication, Encoding and Decoding, Feedback and Noise, Essentials of Effective Business Communication – 7 C's of Communication.

**UNIT-II (10 Hrs)**

**Basic Parts of Speech:** Noun, Pronoun, Verb, Adjective, Adverb, Preposition, Article

**Tenses:** Introduction, Uses of Present, Past and Future Tense, Use of Prepositions Conjunctions and Interjections. Use of Punctuations

**Presentation:** Oral Presentation, Just-A-Minute Presentation, Individual/Group Presentations

**UNIT-III (12 Hrs)**

**Sentences:** Affirmative and Negative Interrogative and Assertive, Degree of Comparison, Conversation, Direct and Indirect Speech.

**Correct Word Usage** – Homonyms, Antonyms and Synonyms

**UNIT-IV (13 Hrs)**

**Letter Writing:** Need, Functions and Kinds, Layout of Letter Writing, Types of **Letter Writing:** Formal, Semi-Formal and Informal. Circulars, Agenda, Notice, Memorandums, Office orders, Press notes

**Business Etiquettes:** Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings.

*\*Faculty members can take practical sessions during the lectures.*

**Recommended Books**

1. Boove, Thill, Chaturvedi, 'Business Communication Today', Pearson Education
2. Murphy and Hildebrandt, 'Effective Business Communication', Tata McGraw Hill Education.
3. Krizan, Buddy, Merrier, 'Effective Business Communication', Cengage Learning
4. S. J McGraw, 'Basic Managerial Skills for All', Prentice Hall of India.
5. Wren & Martin, 'English Grammar and Composition', Sultan Chand & Sons.
6. Lesikar, 'Business Communication: Making Connections in a Digital World', McGraw Hill
7. S C Sharma, Shiv N. Bhardwaj, 'A Textbook of Grammar and Composition', Jawahar Book Centre

**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**

**Subject Code: BMNCC0-004**

**L T P C**  
**2 0 0 0**

**Duration: 30 Hrs.**

**Course Objectives**

**The main aim of this course is:**

1. To aware students about Consequences of Drug Abuse
2. To aware students about preventions of Drug Abuse
3. To aware various roles of society to prevent drug abuse

**Course Outcomes**

**After completing this course, Students will be able to:**

1. Understand the responsibilities of society and family to prevent Drug Abuse
2. Understand the role of educational institutes in controlling Drug Abuse
3. Aware about various Psychological and Social management of Drug abuse
4. Understand the role of Media and Legislation to control the drug abuse.

**UNIT-I (6 Hrs.)**

**Meaning of Drug Abuse:** Meaning: Drug abuse, Drug dependence and Drug addiction. Nature and extent of drug abuse in India and Punjab.

**UNIT-II (8 Hrs.)**

**Consequences of Drug Abuse**

Individual: Education, Employment, Income. Family: Violence.

Society: Crime.

**Nation:** Law and Order problem.

**UNIT-III (8 Hrs.)**

**Prevention of Drug Abuse**

**Role of Family:** Parent-child relationship, Family support, supervision, shipping values, active scrutiny.

**School:** Counselling, Teacher as role-model, Parent-teacher-health professional coordination, Random testing on students.

**UNIT-IV (8 Hrs.)**

**Treatment and Control of Drug Abuse**

**Medical Management:** Medication for treatment and to reduce withdrawal effects.

**Psychological Management:** Counselling, Behavioural and Cognitive therapy.

**Social Management:** Family, Group therapy and Environmental intervention. Treatment: Medical, Psychological and Social Management.

**Control:** Role of Media and Legislation.

**Recommended Books**

1. Ram Ahuja, 'Social Problems in India', Rawat Publications, Jaipur,
2. 'Extent, Pattern and Trend of Drug Use in India', Ministry of Social Justice and Empowerment, Govt. of India,
3. J.A. Inciardi, 'The Drug Crime Connection', Sage Publications, Beverly Hills,
4. T. Kapoor, 'Drug Epidemic among Indian Youth', Mittal Publications, New Delhi,
5. Kessel, Neil and Henry Walton, 'Alcoholism, Harmond Worth', Penguin Books,
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