

Department of Communication & Journalism
School of Art & Information Science



Curriculum Framework
Bachelor of Journalism(B.J)
Based on National Education Policy- 2020

Date of BoS: 12/09/2022

Doctor Harisingh Gour Vishwavidyalaya
(A Central University)
Sagar-Madhya Pradesh-470003

About the Department

The Department of Communication & Journalism was established in 1983. It is the prestigious department of the University. Since its inception the department is maintaining its sustainable growth. The alumni of the department are working in various international, national and regional reputed mass media institutions and other Govt. and private agencies. The department is conducting [Bachelor of Journalism \(One Year Course\)](#), MA (JMC) [Master of Journalism & Mass Communication \(2 Years Course\)](#) and Ph.D (Mass Communication)

Curriculum Framework based on National Education Policy-2020

NEP-2020 has conceptualized the idea to develop well-rounded competent individuals for making the nation a self-reliant and global leader. In the same spirit, we at the Department of Communication and Journalism have developed a curriculum framework to encompass the goals of NEP 2020. To this end, we have incorporated a choice of subject/disciplines of study, creating academic pathways having constructive combinations of disciplines for study with multiple entries and exit points as well as focusing on **experiential learning** for students by introducing **multidisciplinary and skill enhancement courses** and actual Hands on training in the recent and trending aspects of the area concern.

Under Graduate Curriculum Framework for Bachelor of Journalism

1. Name of the Programme : Bachelor of Journalism

2. About the Programme: The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications such as Bachelor of Journalism are awarded on the basis of demonstrated achievement of outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic qualities expected from a graduate of professional programme such as B.J. The learning outcomes specify what exactly graduates after successfully completing Journalism certificate programme of study are expected to know, understand and able to practice on the professional level.

3. Objectives of the Programme:

After Completion of the programme the learner will be able to:

- a. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- b. To empower learners by communication, professional and life skills.
- c. To inculcate professional ethics, values of Indian Journalism.

4. Programme Learning Outcomes :

- a. Shall acquire fundamental knowledge of Mass Communication & Journalism and related study area.
- b. Shall be competent enough to undertake a professional job as per demands.
- c. Shall become ethically committed media professionals.

5. Structure of the Programme

Semester I			
Nature of Course	Course Code	Course Title	Credits
Discipline Specific Major-1	CMJ-DSM- 111	History of Journalism (Th)	6
Discipline Specific Major - 2	CMJ- DSM- 112	Media Laws (Th)	6
Multi-Disciplinary Major-3	CMJ -MDM-113	Advertising and Public Relations (Th)	6
Ability Enhancement Course	CMJ -AEC-114	Writing For Media (Pr)	2
Skill Enhancement Course (SEC)	CMJ -SEC-115	Photo Journalism (Pr)	2

Semester II			
Nature of Course	Course Code	Course Title	Credits
Discipline Specific Major-1	CMJ -DSM-211	Basics of Communications (Th)	6
Discipline Specific Major- 2	CMJ-DSM- 212	Basics of Reporting (Th)	6
Multi-Disciplinary Major-3	CMJ-MDM-213	Audio visual Journalism (Th)	6
Ability Enhancement Course	CMJ-AEC-214	Animation & Graphics (Pr)	2
Skill Enhancement Course (SEC)	CMJ--SEC-215	Basics of Editing (Pr)	2

6. Exit: Certificate in Bachelor of Journalism

7. Teaching Learning Approach:

Mainly this programme will transact the under given pedagogic approach-

- a. Lecture/ Seminar format
- b. Demonstration
- c. Readings/written assignments and Field Projects
- d. Group discussions/tutorial
- e. Community visit
- f. Project work
- g. Field Visit/Survey/Dissertation

8. Assessment

The learner in the programme will be assessed throughout the duration of the programme in a formative and summative evaluations i.e. Mid (I&II) and End Semester examinations. To be eligible to appear in End semester examination a student must appear in Mid semester examinations along with 75 per cent attendance in classroom processes.



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CMJ-DSM- 111 History of Journalism (Semester-I)

Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM- 111	History of Journalism	4	2	0	6	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- To teach about the Evolution of journalism in India and development of vernacular press. Also the role of prominent personalities in the process.
- To teach about the journey of radio as a mass medium in India.
- To teach the evolution of television journalism in India.
- To teach about new trends in Indian journalism

Course Learning Outcomes :

- Students will connect with the roots of Indian journalism.
- They will understand the development of different media of journalism and their evolution.
- This will boost the spirit of journalism in students and will prepare learned journalists of the future.
- With knowledge of existing trends, students can fruitfully work with new and upcoming trends.

Unit – I: Origin and Growth of Journalism in India

- British Raj and the Indian Press
- Journalism as A Mission in Freedom Movement of India
- Role of Journalism in the era of Post Independence
- Eminent Journalist and Their Contribution (J.A. Hickey, Ganesh Shankar Vidyarthi, Abdul Gani, Jwala Prasad Jyotishi, Master Baldeo Prasad, Madhav Rao Sapre)

Unit - II: Development of Radio

- A Brief History and Development of Radio
- A Journey of All India Radio
- F.M. Radio and Community Radio in India
- Educational Radio in India

Unit - III: Televisions and Films

- Early Experiments in Television and The Story of Indian Television
- Private Channels and Cable Television
- Introduction History of Indian Cinema/ film review
- Censorship and its Guideline

Unit - IV: Development of Hindi Journalism

- Bengal State and Hindi Journalism

- Development of Hindi Journalism in the Hindi States and Non –Hindi States, Bundelkhand.
- A Brief History of Leading Hindi Newspapers and Magazines
- Hindi Journalism and Indian Society, Media ownership in Indian

Unit –V: New Trends in Journalism

- Development of Internet and The Internet in India
- History and Development of Mobile Communication
- Impact of Globalization and Open Market Policy
- Blogs and E-Mail

Suggested Readings

- The Press in India By M. Chalapathi Rao, N.B.T. India, New Delhi
- Hindi Patrakarita: Vividh Aayam By Dr. Ved Pratap Vadik
- Samacharpatron Ka Itihas By Ambika Prasad Bajapeyee
- Television Ki Kahani, Vanee Prakashan, N.Delhi
- Bundelkhand ki patrakarita aur patrakar by Dr. Aleem Ahmad Khan
- Hastakshar by Santosh Kumar Shukl

Unit wise Learning Outcomes :

- UO 1. Students will learn evolution of press
- UO 2. Students will learn evolution of Radio.
- UO 3. Students will learn various features of Indian TV and Films
- UO 4 Students will learn Growth of Hindi Journalism
- UO 5. Students will learn new trends in Journalism



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CMJ-DSM- 112 – Media Laws (Semester-I)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM- 112	Media Laws	4	2	0	6	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

1. Learning Objectives:

- Development of awareness about the Indian constitution.
- Development of awareness about media law.
- To give information about various act under media law.
- Introduction to the Press Council of India.

Course Learning Outcomes :

- Students will learn about the code of conduct related to the media.
- Students will learn the code of Ethics for Broadcasting, Public relations & Advertising.
- Students will learn in detail about the Fundamental rights mentioned in the constitution.
- Students will learn contempt of court mentioned in the constitution.

Unit – I : Introduction to Indian Constitution

- Constitutional Development
- Fundamental Rights and Fundamental Duties
- Directive Principles of State Policy
- Federal and Parliamentary System

UNIT- II Media Laws in British India

- Censorship Act of 1799 and License Act of 1857
- Vernacular Act of 1878
- Press Act of India of 1910
- Newspapers Act of 1931

UNIT- III Media Laws in Independent India

- Freedom of Speech and Expression
- Law of Defamation
- Contempt of Court
- Working Journalist Act of 1955

UNIT- IV Media Governance

- Press Council of India and Prasar Bharati Act
- Pre Censorship of Media
- Right to Information Act
- Cable and TV Regulating Act

UNIT- V Media Ethics

- Press and Code of Ethics
- Broadcasting and code of Ethics
- Public Relations and Code of Ethics
- Advertising and Code of Ethics

Suggested Readings:

- Our Constitution By Subhash Kashyap ,N.B.T. India, NewDelhi
- Media Ethics by K.M. Shrivastava, Publication Division, Govt. of India
- Press Vidhi By Dr. NandKishore Trikha
- Law of the Press in India By D.D.Basu ,Prentice Hall, NewDelhi
- Bharat mein Press Kanoon by Madhusudan Mishra
- Media vidhi by Dr Sukant K Nanda

Unit wise Learning Outcomes :

- UO 1. Learn Indian Constitution.
- UO 2. Learn about the Media Laws in the British India
- UO 3. Learn about the Media Laws in Independent India
- UO 4. Learn about the Media Governance
- UO 5. Learn about the Media Ethics



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CMJ-MDM- 113 – Advertising and Public Relations (Semester-I)

Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM- 113	Advertising and Public Relations	4	2	0	6	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- To introduce the basics of advertising and public relations.
- To build creativity necessary for advertisement as in copywriting, layout, and design.
- To build an understanding of various functions of public relations and its agencies.
- To introduce the writing format of press notes and other publications.

Course Learning Outcomes :

- Students will learn creative skills like copywriting, Layout, and design for advertisement along with different functions and planning of advertising in different media.
- Students will learn Communication skills and techniques necessary for Good Public relations and corporate communication practice.
- Students will know the Organizational structure of Advertising agencies and public relations departments.
- Students will inculcate necessary skills and qualities required for public relations Practitioner and advertisement.

UNIT- I Introduction to Advertising

- Origin, Concept , Definition &Types of Advertising
- Various Functions of Advertising
- Advertising and Media Planning
- Advertising and Marketing Research

UNIT- II Advertising Creativity

- Advertising Creativity
- Elements of Layout & Design
- Copy Writing for Different Media
- Ad Copy Vocabulary

UNIT- III Introduction to Public Relation

- Development of PR and Basic Concept
- PR and Corporate Communication
- Organizational Structure and PR
- Qualities and Duties of PRO

UNIT- IV PR Agencies and Functions

- Structure of PR Agencies
- Functions of PR Agencies
- Govt. PR Agencies and Private PR Agencies
- PR and Client Servicing

UNIT- V Sources of Public Relation

- Press Note Press Release and Press Kit
- House Journal Annual Report
- Press Visit and Press Conference
- Other Means of Communication media rating

Suggested Readings:

- Aadhunik Vigyapan By Dr. Premchand Patanjali, Vanee Prakasan ,NewDelhi
- Indian Advertising By Arun Chaudhary , TMH Publishing co.Ltd. NewDelhi
- Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication,Jaipur
- Adhunik Vigyapan kala evam vyahvar by Arjun Tiwari
- Vigyapan evam Jansampark by Dr Shashikant Shukl

Unit wise Learning Outcomes :

- UO 1. Learn about the Basics of Advertisement
- UO 2. Learn about Advertisement creativity
- UO 3. Learn about the basics of Public Relations.
- UO 4. Learn about the PR Agencies and their functions.
- UO 5. Learn about the sources of Public Relations.



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CMJ-AEC- 1I4- Writing For Media (Semester-I)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-AEC- 1I4	Writing For Media	0	0	2	2	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- To build a conceptual understanding of fundamentals of writing, creative elements, and professional writing
- To build a conceptual understanding of reporting tools and techniques.
- To build a conceptual understanding of Editing for print and electronic media
- To enhance the creativity of students for layout and designing.

Course Learning Outcomes :

- Students will learn Writing according to the target audience.
- Students will learn about various beats of field Reporting, and sources of news and inculcate the necessary qualities for being a reporter.
- Students will learn various functions of Editorial departments and upskill their editing and composing.
- Students will learn layout formats and elements of designing concepts in Photo, video, and content editing.

UNIT- I Fundamentals of Writing

- 7'C of Writing
- Language, Ideation, Thinking and Expression
- Aims and Objectives of Writing
- Target Audience and Professional Writing

UNIT- II Writing for Reporting

- Basics of Reporting
- Reporting Techniques and Tools
- Sources of News
- Qualities and Duties of Reporter

UNIT- III Writing style for various types of Reporting

- Political and Parliamentary Reporting
- Crime and Judicial Reporting
- Sports, Health and Entertainment Reporting
- Business and Finance Reporting

UNIT- IV Proofreading and Editing

- Organization of Editorial Department
- Qualities & Duties of Editor
- Editing for Print Media & Electronic Media
- Proof Reading,& Composing

UNIT- V Layout and Design Editing

- Basic Principles and Grammar of Editing
- Layout Formats: Concept and Visualization
- Element of Design
- Photo Editing and Graphic Designing

Suggested Readings:

- Advance Reporting By Bruce Jarrison
- Samachar Sankalan , Lekhan Evam Sampadan by Dr. Arjun Tiwari
- Media Lekhan By N.C. Pant
- Sansadeeya Patrakarita aur Hindi Press, By Dr. LalitMohan
- Media Lekhan Siddhant aur Vyahvaar Dr ChandraKant Mishra
- Media Lekhan by Yashodhara S. Mehta

Unit wise Learning Outcomes :

- UO 1. Learn the basic concept of writing.
- UO 2. Learn about the writing for news reporting.
- UO 3. Learn different types of writing styles for media.
- UO 4. Learn about Proofreading and editing in different types of media.
- UO 5. Learn about the Editing in layout and designing.



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CMJ-SEC 115 – Photo Journalism(Semester-I)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-SEC- 115	Photo Journalism	0	0	2	2	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives

- Inculcate basic concepts and importance of Photography.
- Developing the necessary knowledge for being a photojournalist.
- Development of creative skills, objectivity and aesthetic sense of Photography.
- Development of Interest in photojournalism.

Course Learning Outcomes:

- Students will learn the importance of photography in journalism
- Students will learn the basics of photography.
- Students will learn the basics of photo editing
- Students will develop an aesthetic sense of professionalism.

Unit -I Introduction to Photography

- Introduction and Development of Photography
- Development of Photo Journalism
- Role and importance of Photography in media
- Tools of Photography
- Traditional and digital camera, Part of Camera, Camera control

Unit-II Digital Photography

- Digital Photography
- Emergence of Digital technology
- Selecting Images, Size, and quality
- Indoor and Outdoor Photography

Unit-III lighting

- Basic principles of Lighting
- Role of lighting in Photography
- Different types of lighting and its uses
- Role of subject, quality of photograph
- Developing of different size of photograph

Unit-IV Photograph Editing

- Techniques of Photograph Editing
- Cropping, Enlarging & reducing of Images
- Clubbing/Grouping of photos
- Colour composition in photography
- Filter, length, focus, Shots in photography

Unit-V Types of Photography

- Branches of Photography needs and importance
- Advertising photography
- Modeling & portfolio
- Wildlife Photography
- Photography and Ethics.

Suggested Readings

- Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
- Digital Photography (Hindi) Hardcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
- Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
- Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).
- Prasaran aur Photo Patrakarita by Om Gupta
- Photo Patrakarita by Naval Jaiswal

Unit wise Learning Outcomes :

- Learner would learn the concepts and importance of photography.
- Learner would be able to understand photo coverage and photo Journalism.
- Learner would be ready to join any media organization as photo Journalist.
- Learnerser would know the importance of photo features.
- Learner would know different branches of photography and may be self-employed.



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CMJ-DSM211–Basics of Communication (Semester-II)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM 211	Basics of Communication	4	2	0	6	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- Introduction to basic concepts and elements of communication.
- To teach different models of communication and how they are implemented in day to day life.
- To Teach about ownership patterns and media audiences.
- To teach about the involvement of communication in evolution of culture and cultural practices.

Course Learning Outcomes :

- Students will understand the process of communication and will learn to implement it in different formats.
- By learning about evolution of communication models, students will learn how communication evolved as a process and medium.
- Students will acquire knowledge of ownership patterns and working of media organization.
- Students can relate and involvement influence of communication in cultural perspective.

UNIT- I Introduction to Communication

- Concept of Communication
- Elements, Process and Types of Communication
- Feedback and Barriers of Communication
- Mass Media and Communication

UNIT- II Models of Communication

- Aristotle's Model of Communication
- Shannon and Weaver's Model of Communication
- Lass well's Model of Communication
- Schramm's Model of Communication

UNIT- III Media Audiences

- Concept of Targeted Audience
- The Audience as 'Market' and The 'Mass' Audience
- The Public and Public Opinion
- Persuasion and Propaganda

UNIT- IV Mass Media and its Ownership

- Ownership Pattern of Media Institutions
- Goals of Government and Private Media Institutions
- Media Consumerism
- The Press and Development Voluntary Agencies

UNIT- V Mass Communication and Culture

- Concept of Mass –Line Communication
- Mass Communication and Public Communication
- Mass Culture
- Popular Culture and Folk Culture

Suggested Readings:

- Sanchar Ke Sat Sopan By Dr. Anil K. Rai 'Ankit'
- Mass Communication in India By Keval J Kumar By Jaico Publishing House, N. Delhi
- Communication for Development and Social Change (Edtd.) By Jan Servaes, Sage Publication
- Journalism Principles and Practice By Tony Harcup, Sage Publication
- Sanchar ke mool Siddhant by Dr Omprakash Singh
- Jansanchar ke Pramukh Siddhant evam madhyam by Dr Vinod Pandey

Unit wise Learning Outcomes :

- UO 1. Learn about the basics of communication.
- UO 2. Learn about the various models of communication.
- UO 3. Learn about the role of media audiences.
- UO 4. Learn about the ownership pattern in mass media.
- UO 5. Learn about the media and how it influences culture.



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CMJ-DSM-212 –Basics of Reporting(Semester-II)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-212	Basics of Reporting	4	2	0	6	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

1. Learning Objectives:

- To understand the basics of reporting
- To familiarize the students with different types of reporting.
- To create understanding of specialized reporting.
- To develop the general understanding of art culture and sports reporting.
- To inculcate the knowledge of crime reporting.

Course Learning Outcomes :

- Students will learn about the basics of reporting in media.
- Students will learn various types of reporting.
- Students will inculcate ethical values of a reporter.
- Students will develop an understanding about professional role of a reporter.

Unit – I Concept of Reporting

- Concept, definitions and elements of Reporting
- Sources of News, News gathering, Verification and Validation
- Reporting hierarchy in News Organizations General Interests
- Cultivation of sources
- Ethics and laws related to reporting

Unit - II Skills of Reporting and Structure of Organisation

- Reporting Techniques and skills
- Types of Reporting, Beat Reporting
- Reporting hierarchy in News Organizations, General Interests
- Press conference, Press briefing and Meet the press
- Human interest stories v/s hard stories

Unit – III Political and Parliamentary Reporting

- Understanding of Political Trends and Political Parties
- Conducting Political Interview
- Legislative Reporting (Parliament, Assembly and Local Bodies)

- Rural Reporting
- Reporting of Autonomous bodies

Unit – IV Understanding Reporting for Soft News

- How to Report Cultural Events (Drama, Music, Dance etc.)
- Difference between Cultural Reporting and Review Articles
- Film Coverage
- General Introduction of Sports Journalism
- How to Report Cricket, Football, Hockey, Athletics and Tennis Events.

Unit - V Understanding Reporting for Hard News

- Basics of Investigative Reporting
- How to Cover a Crime Incident
- Analytical Coverage of Crime
- Complete Understanding of Rural-Urban Crime Pattern
- Court Reporting

Suggested Readings

- M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- K.M. Srivastava News Reporting and Editing.
- Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
- Tony Harcup: Journalism: Principles and Practice; Sage.
- Here is the News: Reporting for Media, Sterling Publishers.
- Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
- Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
- Frost, C. (2001). Reporting for Journalists, Routledge, London.
- Natarajan and Chakraborty: Oyvkuatuibs(1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
- Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
- Samachar sankalan evam sampadan by Vijay Sharma
- Samachar Lekhan by P.K Arya

Unit wise Learning Outcomes :

- UO 1. Learn basic concept of Reporting.
- UO 2. Learn about the basic skills for reporting.
- UO 3. Learn about the Political and parliamentary reporting and various guidelines.
- UO 4. Learn about the soft news and its reporting.
- UO 5. Learn about the hard news and its reporting.



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CMJ-MDM-213- Audio-Visual Journalism (Semester-II)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-MDM-213	Audio-Visual Journalism	4	2	0	6	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- Knowing the evolution journey of radio.
- Understanding web journalism.
- Learning to write radio news
- Learning the art of television writing

Course Learning Outcomes :

- Understanding television program production in detail.
- Getting to know radio equipment in detail
- Learning about what the new media is and how to use it.
- To know the impact of electronic media on society.

UNIT- I Radio

- Origin and Development of Radio
- Various Programmes of Radio
- Structure of All India Radio
- Radio Commercials

UNIT- II Television

- Origin and Development of Television
- Various Programmes of Television
- Structure of Doordarshan
- TV Commercials

UNIT- III Cinema

- Origin and Development of Cinema
- A brief History of Indian Cinema
- Documentary Films

- Film Journalism

UNIT- IV New Media

- Internet
- E-Paper
- Blog
- E-Mail

UNIT- V Social Concerns

- Radio & Society
- Television & society
- Film & Society
- Social Justice & Media

Suggested Readings:

- Namaskar By Shanti Swaroop Agrawal
- Radio Journalism By A.K. Singh
- A Guide Book to Popular Hindi Cinema By Tejaswani Ganti
- Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
- Drishya shravya madhyam lekhan by Dr Rajesh Shrivastava
- Drishya shravya evam Jansanchar madhyam by Dr Krishna Kumar R.

Unit wise Learning Outcomes :

- UO 1. Learn about the evolution of Radio and its programmes.
- UO 2. Learn about the evolution of TV and its programmes.
- UO 3. Learn about the Indian Cinema and its development.
- UO 4. Learn about the various types of new media.
- UO 5. Learn about the relation of society with media and related concerns.



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CMJ-AEC- 214- Animation & Graphics(Semester-II)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-AEC- 214	Animation & Graphics	0	0	2	2	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- The course aims at imparting basic understanding of Graphics & Designing
- To make the students aware about the concept and Principles of Layout.
- It will give an overview of recent trends of Designing in Media Industry
- To impart students' knowledge of Logo, trademark, Poster Design etc

Course Learning Outcomes:

- Students will learn the basic concept of animation and graphic designing.
- Students will learn the concept and types of layout design.
- Students will develop awareness of the recent trends in Media designing.
- Students will learn to make Poster, logos, trademark etc.

Unit-I Concept and Theory of Animation and Graphics

- Concept and Theory of Animation and Graphics,
- Basic Elements and Principles of Graphics,
- Design and Layout, Principles of Designing,
- Designing Need and Signification in Media.

Unit-II Types of Printer and Printing technology

- Printing methods - Letter Press,
- Cylinder, Rotary Gravure Screen, Offset,
- Plate making, Printing paper - Kinds, varieties,
- sizes, calculation, making choices,
- Printing Process - Prepress, in press , Post press

Unit-III Layout Designing

- Visuals : Physical Forms, Function,
- Editing, Color : Physical Forms,
- Psychology, Color Scheme and Production,

- Magazine Layout, Pagination,
- Designing Various Parts,
- Layout of Broadsheet and Tabloid

Unit-IV Softwares in Designing

- Computer Mediated Design :
- An Overview of Multi media design
- Tools of Multi media Designing.
- Photoshop, Coraldraw Indesign etc
- Designing a Website.

UNIT V Animation and Designing in Media Industry

- Designing concepts in TV [News channel's screen]
- Newspaper and Magazine Designing,
- Role of Animation in Advertising, Film Industry,
- Social media and designing

Suggested Readings:

- Sarkar, N.N. (2008). Art and Production. USA: Oxford University Press.
- Lidwell, W. (2003). Universal Principal of Designing. Singapore: Rockport Publishers.
- Bringhurst, R. (1996). The Elements of typographic style.Canada:Hartley& Marks Inc.,U.S.; 2nd edition.
- Visual effect aur animation by Irshad Ali
- Photoshop by Hemant Kumar

Unit wise Learning Outcomes

- UO 1. Learn the basics of Animation and graphic designing.
- UO 2. Learn about the types of printing technology in use.
- UO 3. Learn about the basics of Layout design.
- UO 4. Learn about the various uses of software in design.
- UO 5 Learn about the role of animation and designing in media industry.



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CMJ- SEC- 215- Basics of Editing(Semester-II)						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ- SEC- 215	Basics of Editing	0	0	2	2	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs. 90 Each Unit 18 hrs.

Learning Objectives:

- To familiarize the students with the basics of editing.
- To understand the process of editing for various platforms.
- To create understanding of specialized reporting .
- To inculcate the knowledge of dummy , printing and layout.
- To develop the knowledge of photography.

Course Learning Outcomes:

- Students would be able to familiarize themselves with the basics of editing.
- Students would be able to understand the process of editing for various platforms.
- Students would be able to create understanding of specialized reporting .
- Students would be able to understand about the dummy , printing and layout.
- Students would be able to develop the knowledge of photography.

Unit - I Concept of Editing in Print media

- Editing and its Significance in Journalism
- Role of News Editor, Chief Sub Editor and Copy Editor
- Difference Between Editing of Newspaper and Magazine
- Hierarchy of News and News Reports
- Editing of Articles, Features and other Stories

Unit - II Importance of Selection in Editing

- Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines.
- Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc
- Difference between Print Editing and Web Editing
- Editing for On-line Newspaper

Unit - III Dummy making

- Concept and Utility of Dummy
- Dummy Newspaper, Magazines and Journalist
- Web Journalism and Dummy
- Modern Lay-out (Specialized designing)
- Designing tools

Unit – IV Evolution of Editing

- History of Printing Technology, layout and Designing and its Significance in the Newspaper
- Traditional Composing, Composing Machine-Mono-line, Photo-type Setting, DTP, VDT etc.
- Page Designing, Principle, Forms and Utility
- Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs
- Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper

Unit - V Editing in Electronic Media

- Photography: Introduction, Necessity & utility in Media
- Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera. Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field, Flash Gun, Filters
- Speed of the film, Composing & Framing, Rules of Composition, and Background
- Photography & Media, Digital Photography
- Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)

Suggested Readings

- Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
- Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
- Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
- Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
- Darkroom basics and beyond, Roger hicks & Francis schultz, Patterson, 2000
- Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016
- Rogers, G.(1993). Editing for Print, Mcdonald Book.
- Prasad, S.(1993). Editors on Editing/HY, National Book Trust.
- Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
- Click & Baird(1994). Magazine Editing & Production, WCB Brown & Benchmark.
- Hicks & Homes,(2001). Sub-editing for Journalists, Routledge.
- John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi
- Sampadan Kala by Rajshekhar Mishra
- Sampadan ke Siddhant by Dr Ramchandra Tiwari

Unit wise Learning Outcomes :

- UO 1. Learn about Editing in Print media.
- UO 2. Learn about the criteria for selection in editing.

- UO 3. Learn about Dummy making of newspaper, magazine and websites.
- UO 4. Learn about the evolution and new trends in editing.
- UO 5. Learn about Editing in Electronic media.

Annexure-I

Learning Outcomes-based Curriculum Framework for Undergraduate Education (2020), UGC, New Delhi

Qualification descriptors for a Bachelor's Degree programme:

The students who complete one/two/three years of full-time study of an undergraduate programme of study will be awarded a Certificate/Diploma/Bachelor's Degree.

Some of the expected learning outcomes that a student should be able to demonstrate on completion of a Certificate/Diploma/Degree -level programme may include the following:

- Demonstrate:
 - (i) a fundamental/systematic or coherent understanding of an academic field of study, its different learning areas and applications, and its linkages with related disciplinary areas/subjects;
 - (ii) procedural knowledge that creates different types of professionals related to the disciplinary/subject area of study, including research and development, teaching and government and public service;
 - (iii) skills in areas related to one's specialization and current developments in the academic field of study.
- Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, and their application, analysis and evaluation using methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments;
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the subject(s);
- Meet one's own learning needs, drawing on a range of current research and development work and professional materials;
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyse problems and issues and solve complex problems with well-defined solutions.
- Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities.