



संचार एवं पत्रकारिता
DEPARTMENT OF COMMUNICATION
डॉ. हरीसिंह गौर विश्वविद्यालय
DR. HARISINGH GOUR VISHWAVI

JOURNALISM
प्र.)
SAGAR (M.P.)

No./ Jour/2016/159

Date-08.06.2016

To,

The Dean
School of AIS
Dr. H.S.Gour Vishwavidyalaya
Sagar (MP)

Sub: Minutes of Meeting of BOS held on 08.06.2016

Dear Sir,

BOS meeting of the Department of Communication & Journalism was held on 08.06.2016. Minutes of the meeting is being forwarded for further course of action. Copy of minutes is enclosed with this letter (02 pages).

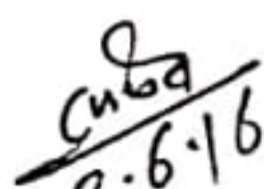
Enclosure:-

1-Copy of minutes of BOS

Copy to:-

- 1-Director, Academic Affairs
- 2-Secretary to the Hon'ble VC for Information.


(Dr. Lalit Mohan)
Head
Deptt. Of Comm. & Journalism
Dr. H. S. Gour V. V. Sagar


08.6.16
Head
Deptt. Of Comm. & Journalism
Dr. H. S. Gour V. V. Sagar



Minutes of Meeting of BOS

The meeting of BOS (Board of Studies) of the Department of Communication & Journalism was held to review and discuss the different matters related to academic growth and development of the Department on 08.06.2016 at 10.30 AM in the Department of Communication & Journalism. Members present:

1. Dr. Lalit Mohan---Chairperson
2. Prof. R. M. Pathak (Ex Director, MMIJ, MGKVP Varanasi)---Member
3. Prof. Uma Tripathi, HOD (Journalism, RDVV, Jabalpur, MP)---Member
4. Prof. Chanda Bain HOD (Hindi Department, DHSGSU Sagar)---Member
5. Dr. A. A. Khan (Assistant Professor, Deptt of Comm & Jour)---Member
6. Dr. Neelam Thapa (Assistant Professor, Deptt of Lib & Info. Sc.)---Member

Chairperson welcomed the members and introduced the Department, its academic programmes, past achievements and other remarkable facts. Chairperson requested the members to contribute by valuable inputs to enrich and build this Department as a centre for potential and excellence in academics and research in the area of mass media and journalism in forthcoming years.

Agenda for consideration:

1. Nomenclature of PG/UG Programme of the Department.
2. Proposal of Three Year Full Time Undergraduate Programme in Journalism & Mass Communication (2017-18).
3. Syllabus of UG (03Years)/PG (02 Years)/PhD (Course Work) Programmes.
4. Syllabus of UG (01 Year) Programme for 2016-17 to be continued.

The agenda was discussed at length and the meeting resolved:

Item No.1- Nomenclature of PG/UG Programme of the Department.

Currently Department runs two year postgraduate programme named MJMC (Master of Journalism and Mass Communication) and one year undergraduate programme BJMC (Bachelor of Journalism and Mass Communication). A gazette notification was issued by UGC, New Delhi about specification of degrees in March 2014. In the said notification it is mentioned that MJMC should be restructured as MA (Journalism and Mass Communication) and BJMC should be restructured as BA (Journalism and Mass Communication). Furthermore it is also mentioned that where the duration of course at UG level is one year the name of the said degree should be BJ (Bachelor of Journalism). In the compliance of the said notification it is appropriate to change the nomenclature of postgraduate/undergraduate degree of the Department.

Matter was placed before the BOS.

Resolution- BOS approved unanimously the same and recommended that from the session 2016-17 nomenclature of two year postgraduate degree will be MA (Journalism and Mass Communication) and one year undergraduate degree will be BJ (Bachelor of Journalism).



(संचार एवं पत्रकारिता विभाग)

DEPARTMENT OF COMMUNICATION & JOURNALISM

डॉ. हरीसिंह गौर विश्वविद्यालय सागर, (म.प्र.) 470003
DR. HARISINGH GOUR VISHWAVIDYALAYA, SAGAR (M.P.)

Item No.2- Proposal of Three Year Full Time Undergraduate Programme in Journalism & Mass Communication.

Currently Department runs one UG programme (01 Year) and one PG Programme (02 years). In these courses students can get admission after completion of their graduation or equivalent degree. Most of the students prefer to get admission in PG Programme directly instead of one year UG Programme. In this situation it seems a less utility of one year UG Programme.

Taking into account of new scenario of media at global level and extreme possible opportunities in this field, studying about communication, media and journalism at graduation level will be more beneficial for students. Most of the central universities like Guru Ghasidas Vishwavidyalaya, Bilaspur (CG), Indira Gandhi National Tribal University, Amarkantak (MP), University of Delhi (New Delhi), Banaras Hindu University (Varanasi) are offering Full Time Three Years undergraduate programme in Journalism and Mass Communication. This initiative will give a great exposure to the students and will be fruitful for the Department also.

Matter was placed before the BOS.

Resolution- BOS resolved unanimously that it is appropriate to abolish the one year UG programme which is currently run by the Department from next session (i.e. 2017-18) and suggested to introduce Three Years Full Time Undergraduate Programme BA (Journalism) initially with intake of twenty (20) Seats in each session. It will be started and advertised for admission from next session (2017-18). Structure, paper scheme and syllabus of the said programme was adopted and approved as per the prescribed template provided by UGC, New Delhi. The members also suggested that the syllabus and credit distribution can be modified keeping in mind the facilities and infrastructure available in the Department. Members also emphasized that University Administration should pay special attention to develop the infrastructure of the Department at the earliest.

Item No.3- Syllabus of UG (03Years)/PG (02 Years)/Ph.D. (Course Work) Programmes.

Resolution- Approved unanimously with minor changes. The members authorized the Chairperson to modify the syllabus/scheme of different programmes as per requirement according to University Ordinance.

Item No.4- Syllabus of UG (01Year) Programme for 2016-17.

Resolution- Approved unanimously with minor changes.

Meeting was concluded with Vote of Thanks.

Prof. Uma Tripathi (Member)
Prof. R. M. Pathak (Member)
Prof. Chanda Bain (Member)
Dr. A. A. Khan (Member)
Dr. Neelam Thapa (Member)

Dr. Lalit Mohan (Chairperson)
Comm. & Journalism
Dr. H. S. Gour & V. Sagar



क्र. / पत्रकारिता / 2019 / 474

दिनांक-26.07.2019

बैठक-कार्यवृत्त
अध्ययन मंडल, संचार एवं पत्रकारिता विभाग

संचार एवं पत्रकारिता विभाग के अध्ययन मंडल की बैठक आज दिनांक 26 जुलाई 2019 को संचार एवं पत्रकारिता विभाग में दोपहर 11.30 बजे आयोजित हुई। बैठक में निम्नलिखित सदस्य उपस्थित हुए।

1- डॉ. ललित मोहन	-	अध्यक्ष, अध्ययन मंडल	अध्यक्ष
2- प्रो चंदा बेन	-	हिंदी विभाग	सदस्य
3- प्रो. बी.के. श्रीवास्तव	-	इतिहास विभाग	सदस्य
4- डॉ. विवेक कुमार जायसवाल	-	संचार एवं पत्रकारिता विभाग	सदस्य

अध्ययन मंडल के अध्यक्ष ने उपस्थित सदस्यों का स्वागत किया। तदुपरांत विभाग की अकादमिक गतिविधियों से अवगत कराया।

कार्यसूची

बैठक में निम्नलिखित बिन्दु विचारार्थ रखे गए:-

- 1- स्नातकोत्तर एम.ए. (जेएमसी) एवं स्नातक बी.जे. पाठ्यक्रम (सिलेबस) सत्र 2019-20 का अनुमोदन।
- 2- बी.जे. (एक वर्षीय) पाठ्यक्रम को समाप्त करने तथा तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम का अनुमोदन।

कार्यवृत्त

बिन्दु क्र. 1. स्नातकोत्तर एम.ए. (जेएमसी) एवं स्नातक बी.जे. पाठ्यक्रम (सिलेबस) सत्र 2019-20 का अनुमोदन।

निर्णय- समिति ने सर्वसम्मति से विभाग द्वारा संचालित स्नातकोत्तर कार्यक्रम एम.ए. (जेएमसी) और स्नातक कार्यक्रम बी.जे. (एक वर्षीय) पाठ्यक्रम का अनुमोदन किया।

बिन्दु क्र.2. बी.जे. (एक वर्षीय) पाठ्यक्रम को समाप्त कर तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम का अनुमोदन।

निर्णय- समिति ने सर्वसम्मति से विभाग द्वारा वर्तमान में संचालित बी.जे. (एक वर्षीय) पाठ्यक्रम को समाप्त कर आगामी सत्र 2020-21 से तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम आरंभ किए जाने का अनुमोदन किया। इस पाठ्यक्रम में प्रवेश हेतु 20 सीटें निर्धारित की गईं। तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम (स्कीम सहित) का भी अनुमोदन किया गया तथा पाठ्यक्रम में यूजी.सी. की नियमावली के अनुरूप संशोधन हेतु विभागाध्यक्ष महोदय को अधिकृत किया गया।

1- डॉ. ललित मोहन
अध्यक्ष, अध्ययन मंडल

2- प्रो चंदा बेन
सदस्य

3- प्रो. बी.के. श्रीवास्तव
सदस्य

4- डॉ. विवेक कुमार जायसवाल
सदस्य



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)

BJ (Bachelor of Journalism)-Syllabus

BJ (Bachelor of Journalism)

One Year Full Time Undergraduate Programme
(CBCS)

SYLLABUS (2019-20)

Department of Communication & Journalism
(School of Arts and Information Sciences)

Doctor Harisingh Gour Vishwavidyalaya

(A Central University)

Sagar (MP) India- 470003



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)
BJ (Bachelor of Journalism)-Syllabus



About The Program-

The course introduces the significance and role of communication in human life. It provides a wide range of communication and different forms of mass media. It trains the students according to requirement of communication and media industry, other institutions of repute in field of journalism and mass communication and several other sectors related to it. The course includes the almost all disciplines of humanities and social sciences to provide the interdisciplinary scope of their employment. The one-year study consists of two semesters, covering theory papers and practical. Every student shall be required to attend 75% of theory and practical classes individually in all the two semesters.

Eligibility- Graduation or equivalent degree in any discipline with 50% marks

Mode of admission- Through All India Entrance Test

Nature of Course- Regular & Semester System (02 Semesters)

Total Credits- 40 Credits



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BJ (Bachelor of Journalism)-Syllabus

BACHELOR OF JOURNALISM (BJ)

(ONE YEAR) TWO SEMESTERS

(Total 40 Credits)

SEMESTER - I

Course	Code		Title	Credits	LTPC	Hours
CMJ	CC	111	History of Journalism	05	4105	75
CMJ	CC	112	Writing & Editing	05	4105	75
CMJ	CC	113	Communication	05	4105	75
CMJ	SE	114	Assignment & Practical	05	0055	150
Total Credits- 20 Total Hours- 375						

SEMESTER - II

Course	Code		Title	Credits	LTPC	Hours
CMJ	CC	211	Audio-Visual Journalism	05	4105	75
CMJ	CC	212	Advertising & Public Relation	05	4105	75
CMJ	CC	213	Media Laws	05	4105	75
CMJ	SE	214	Assignment & Practical	05	0055	150
Total Credits- 20 Total Hours- 375						

Total Credits- 20+20= 40

Pattern of Examination/Assessment			
Mid I- (20)	Mid II/ Internal Assessment- (20) Internal Assessment-15 Attendance-05	End Semester Exam (60)	Total (100)

*This pattern is applicable for each paper.



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BJ (Bachelor of Journalism)-Syllabus

History of Journalism

BJ-1st Semester

CMJ-CC-111

LTPC- 4105

CREDIT-05

Total Hrs-75- 15 Hrs/Unit

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 and Brief History of Indian Cinema
- Censorship and its Guidelines

UNIT- IV Development of Hindi Journalism

- Bengal State and Hindi Journalism
- Development of Hindi Journalism in the Hindi States and Non –Hindi States
- A Brief History of Leading Hindi Newspapers and Magazines
- Hindi Journalism and Indian Society

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



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BJ (Bachelor of Journalism)-Syllabus

Writing and Editing

BJ-1st Semester

CMJ-CC-112

LTPC- 4105

CREDIT-05

Total Hrs-75- 15 Hrs/Unit

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 News Reporting

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

UNIT- III Types of Reporting

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

UNIT- IV Editing

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

UNIT- V Layout and Design

- ☐ 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. Lalit Mohan



Department of Communication & Journalism
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BJ (Bachelor of Journalism)-Syllabus

Communication

BJ-1st Semester

CMJ-CC-113

LTPC- 4105

CREDIT-05

Total Hrs-75- 15 Hrs/Unit

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



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)
BJ (Bachelor of Journalism)-Syllabus

Assignment and Practical

BJ-1st Semester

CMJ-SE-114

LTPC-0055

CREDIT-05

Total Hrs-150

Title	Allotments of Marks
Associate with Samay (Departmental Newspaper)	20
Reporting, Editing and Proof Reading	20
Film Review and Book Review	20
Page Make Up	20
Visit of Local Media Institutions and Submission of Visit Report	20



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
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BJ (Bachelor of Journalism)-Syllabus

Audio-Visual Journalism

BJ-2nd Semester

CMJ-CC-211

LTPC- 4105

CREDIT-05

Total Hrs-75- 15 Hrs/Unit

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



Department of Communication & Journalism
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BJ (Bachelor of Journalism)-Syllabus

Advertising and Public Relation

BJ-2nd Semester

CMJ-CC-212

LTPC- 4105

CREDIT-05

Total Hrs-75- 15 Hrs/Unit

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
- ☐ House Journal
- ☐ Press Visit and Press Conference
- ☐ Other Means

Suggested Readings:

- ☐ Aadhunik Vigyapan By Dr. Premchand Patanjali, Vanee Prakasan ,New Delhi
- ☐ Indian Advertising By Arun Chaudhary , TMH Publishing co.Ltd. New Delhi
- ☐ Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- ☐ Jansampark By Gulab Kothari, Patrika Publication, Jaipur



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BJ (Bachelor of Journalism)-Syllabus

MEDIA LAWS

BJ-2nd Semester

CMJ-CC-213

LTPC- 4105

CREDIT-05

Total Hrs-75- 15 Hrs/Unit

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, New Delhi
- ☐ 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, New Delhi.



Department of Communication & Journalism
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BJ (Bachelor of Journalism)-Syllabus

Assignment and Practical

BJ-2nd Semester

CMJ-SE-214

LTPC-0055

CREDIT-05

Total Hrs-150

Title	Allotments of Marks
Associate with Samay (Departmental Newspaper)	20
Clipping File	20
Art of Interview & Article	20
Translation	20
Visit of Local Media Institutions and Submission of Visit Report	20



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BJ (Bachelor of Journalism)-Syllabus