

**BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
CHHATRAPATI SAMBHAJINAGAR.**



Circular No./Syll./B.J./One Yr./Sem-I & II/67/2025.

It is hereby inform to all concerned that, on the recommendation of the Ad hoc Board, Dean, under the Faculty of Interdisciplinary Studies the Hon'ble Vice-Chancellor has **accepted revised curriculum of Bachelor of Journalism (BJ) Two Semester One Year Professional Course [I & II Semester] with Structure & Scheme of Examination as per the Norms given by the NEP-2020 under the faculty of Interdisciplinary Studies** in his emergency powers under Section-12[7] of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council for all affiliated colleges.

This is effective from the Academic Year 2024-2025 and Onwards. as appended herewith under the Faculty of Interdisciplinary Studies

This syllabus is also available on the University website www.bamu.ac.in.

All concerned are requested to note the contents of the circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus, }
Chhatrapati Sambhajinagar. -431 004. }
Ref. No. SU/12(7)/BJ (One Yr.Cour.)/curri./ 2025/ }
Date:- 05.02.2025. }
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M. J. J.
Deputy Registrar,
Academic Section
(Syllabus).

Copy forwarded with compliments to :-

- 1] **The Principal, affiliated concerned Colleges,
Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajinagar**
- 2] **The Director, University Network & Information Centre, UNIC, with
a request to upload this Circular on University Website.**
- 3] **The Director, Board of Examinations & Evaluation,**
- 4] **The Section Incharge [Computer Unit-2] Examinations,**

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Dr. Babasaheb Ambedkar
Marathwada University, Aurangabad
(Maharashtra) INDIA



**Bachelor of Journalism
(BJ)**

(Designed as per the NEP)
July, 2023

Curriculum


Dr. Dinkar Mane
Professor & Head
Dept. of Mass Communication & Journalism,
Dr. Babasaheb Ambedkar Marathwada
University, Chhatrapati Sambhajinagar-431004

With Effective From Academic Year 2024-25

Bachelor of Journalism (BJ)

Structure & Scheme of Examination

TWO SEMESTER ONE YEAR PROFESSIONAL COURSE OF 44 CREDITS

First Semester

Paper No.	Paper Name	Credit	Theory Marks Marks (External)	Practicle/ Tutorial Marks (Internal)	Total Marks	Minimum Passing Marks
Mandatory-1						
BJ-I-01 :	Principles and History of Journalism	04	60	40	100	40
Mandatory-2						
BJ-I-02 :	News Reporting, Feature Writing & Photo Journalism	04	60	40	100	40
Mandatory-3						
BJ-I-03 :	Editing	04	60	40	100	40
Mandatory-4						
BJ-I-04 :	Media Language Marathi	04	60	40	100	40
Mandatory-5						
BJ-I-05 :	Survey Research For Media	04	60	40	100	40
Practical-1						
BJ-I-06 :	Production of Lab Journals	02	00	50	050	25
TOTAL		22	300	250	550	225

Second Semester

Paper No.	Paper Name	Credit	Theory Marks Marks (External)	Practicle/ Tutorial Marks (Internal)	Total Marks	Minimum Passing Marks
Mandatory-6						
BJ-II-07 :	Newspaper Management & Newspaper Production	04	60	40	100	40
Mandatory-7						
BJ-II-08 :	Broadcast Journalism	04	60	40	100	40
Mandatory-8						
BJ-II-09 :	Advertising and Public Relations	04	60	40	100	40
Mandatory-9						
BJ-II-10 :	Media Language English	04	60	40	100	40
Mandatory-10						
BJ-II-11 :	Current Affairs	04	60	40	100	40
Practical-2						
BJ-II-12 :	Production of TV & Radio News Bulletins	02	00	50	050	25
TOTAL		22	300	250	550	225

Names of Courses : Bachelor of Journalism (BJ)

SEMESTER-I

Mandatory-1

BJ-I-01 Principles and History of Journalism

Course Objectives :

- * Understand the concept of journalism and its significance.
- * Explore the role journalism plays in a democratic society.
- * Trace the historical evolution of journalism in India.
- * Learn the core principles that guide journalistic practice.
- * Develop critical thinking skills to assess journalistic work.

Unit 1 Principles

- 1.1 Journalism - Definition - Nature and Scope and Significance - Major Theories of Press - Freedom of Press, Its basic principles and constraints - Responsibilities and Criticism.
- 1.2 Journalism as profession - Relationship between Press and a Society - Press and Government - Moral code of Ethics of the press - Reader and his interests - understanding public taste - Press as a tool of social service - Newspaper Organisation - The Role of Press as an agency of Communication - Relationship between press and other mass media.
- 1.3 A brief introduction to World Press system - Soviet, American and Third World Model - News Trends in Journalism and Press in 21st Century, Future of Journalism & Media in 21st Century.

Unit 2 History 1

- 2.1 An overview of the history of Press in India - A brief history of various eras - Raja Ram Mohan Ray and other Social Reformers (1818 to 1880 AD.).
- 2.2 Lokmanya Tilak Era (1881 to 1920) Mahatma Gandhi Era and the Role of Press in National Freedom Movement. The Development of Press in National Freedom.
- 2.3 Post-independence press and language press in India. History of press in Vidharbha-English, Hindi, Marathi.

Unit 3 History 2

- 3.1 The Role of Marathi Press in Political, Social, Economic and Cultural movements in pre and post-independence phase in Maharashtra.
- 3.2 A brief history of Radio and Television in India. History of News Agencies in India.
- 3.3 Government and Press- Press Council of India - its working and functions - Major recommendations of Press Commissions I and II. Prasar Bharti and Right to Information Act.

Learning Outcomes :

- * Students will be able to define journalism and explain its ethical responsibilities.
- * Analyze how journalism influences public opinion and governance.
- * Apply journalistic principles to real-world scenarios.
- * Critique news content for ethical and factual accuracy.
- * Identify the different types of journalism and their significance.

Reference Books

1. Natrajan J. History of Indian Journalism Part-II Report I press commission publication Division, 1955.
2. Partha Sarathy Ranga Swamy, Journalism in India sterling, New Delhi, 1989.
3. Rau Chalapati, The Press, NBT N, Delhi, 1971.
4. Bhargava Motilal, The Role of Press in Freedom Movement Reliance, Publication, New Delhi, 1987.
५. कानडे रा. गो., मराठी नियतकालिकांचा इतिहास, कर्नाटक, मुंबई, १९३८
६. लेले रा. के., मराठी नियतकालिकांचा इतिहास, कॉन्टिनेंटल प्रकाशन, पुणे १९८४
७. जोशी वि. का. व लेले रा. के. वृत्तपत्रांचा इतिहास, युगवाणी वार्ड, १९५१.
८. धारूरकर वि., शोध माध्यमांचा, शुभदा प्रकाशन, औरंगाबाद.
९. पानतावणे गंगाधर, पत्रकार डॉ. बाबासाहेब आंबेडकर, अभिजित प्रकाशन पुणे.
१०. धारूरकर वि. ल., माध्यम दृष्टीक्षेप, चैतन्य प्रकाशन, औरंगाबाद २००१.
११. पवार सुधाकर, ओळख भारतीय पत्रसृष्टी, पुणे.
१२. पटेल जी. एच., प्रारंभिक मराठी वृत्तपत्रे आणि सामाजिक आंदोलन, स्वाभिमान प्रकाशन, औरंगाबाद, २००५.

Subject Practical -1

Unit 1	Write an article on Principles of journalism or History of journalism (Any one)	10
Unit 2	Write a note on Press Council of India or Prasar Bharti or Right to Information Act. (Any Two)	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-2

BJ-I-02 News Reporting, Feature Writing & Photo Journalism

Course Objectives:

- * Understand the fundamentals of news reporting and the role of a reporter.
- * Develop reporting skills across different beats.
- * Understand the feature writing and how it differs from news writing.
- * Understand the principles of photojournalism and its ethical considerations.
- * Learn the technical and creative aspects of capturing impactful photographs.

Unit 1 News Reporting

- 1.1 News : What is news, Qualities of the Reporter, News Reporting, Determination of News, Accuracy, Timeliness, Reader's interest. News values, changing concepts of news & news stories. Five W.s and H, Lead of the story, Identification, Time and Place, Authority, Writing the lead, lead varieties, body of the story, Paragraphs, sentences and words.
- 1.2 Getting the news. sources for stories, Reporting of speeches, conferences and conventions, District Administration, Civil Administration, Crime coverage, Working with Publicity Officials; Court news, Hospital news, Police and Court reporting.
- 1.3 Getting the news. sources for stories, Reporting of speeches, conferences and conventions, District Administration, Civil Administration, Crime coverage, Court news, Hospital news, Police and Court reporting.

Unit 2 Feature Writing

- 2.1 Nature of a Feature-Feature angle - structural and Language of a Feature-USE of reference material and other sources.
- 2.2 Types of Features, Science, Religion, Labour, Education, Social, Development and welfare etc.
- 2.3 Planning a features - column and Columnist – The Made. Feature- The colour Feature, trends in news based features, feature editors and his duties..

Unit3 Photo Journalism

- 3.1 The changing nature of photographic communication Process of Photo Reproduction.
- 3.2 Types of News Photos - Photo selection - Photo Editing - News Photos and Photo Features - Caption writing.
- 3.3 Digital photography, photo editing on computer, Internet photo services, Speciality of digital photography.

Learning Outcomes :

- * Students will be able to identify news values and gather information from reliable

sources.

- * Demonstrate the ability to conduct effective interviews and research.
- * Write clear and accurate reports across a variety of topics.
- * Write engaging features on various topics with attention to detail and narrative.
- * Capture photographs that effectively tell a story or support a news/feature article.

Reference Books :

1. News Writing and Reporting for Today's Media by Bruce D. Itule and Douglas A. Anderson
2. The Elements of Journalism by Bill Kovach and Tom Rosenstiel
3. Writing for Journalists by Wynford Hicks
4. Feature Writing for Newspapers and Magazines by Edward Jay Friedlander and John Lee
5. Photojournalism : The Professionals' Approach by Kenneth Kobre
6. Visual Journalism : A Guide for New Media Professionals by David Campbell

Subject Practical -2

Unit 1	Write news on various Beats (10 news)	10
Unit 2	Write five news Features	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-3

BJ-I-03 : Editing

Course Objectives :

- * Understand the concept and purpose of editing in journalism.
- * Identify the qualities required for effective editing.
- * Learn the key principles of editing and their application in newsrooms.
- * Understand the importance of maintaining language and factual accuracy.
- * Understand the techniques of crafting compelling headlines and captions.
- * Explore the relationship between content editing and design. Familiarize with modern tools for editing and layout creation.

Unit 1 Editing-1

- 1.1 Editing the news, Role played by sub-editors and Chief Sub-editor, Directions from editor and news editor. Editing provincial news processing, telegraphs and copies filed by correspondents and news agency report, agency news Translation, Subbing in Magazines, Subbing in and section of type, leads, sub-heads, checking

the material, selection of photographs, over-lines and captions of photographs. Paperless newspaper offices editing techniques & skills in electronic era. Local area network in news-paper offices.

- 1.2 Handling publicity materials received from State Publicity Department and Press Information Bureau, material received from various sources. Sub as rewrite man, finishing touches.
- 1.3 Reference Library of Newspaper - Clipping and Morgue - Style book a Newspaper.

Unit 2 Editing-2

- 2.1 Editorial Organisation and the Role of the Editor – Relationship between Proprietor, Chief Editor, Editor and New Editor.
- 2.2 Tools and Techniques of Editorial Writing - Planning Editorial Page-Editing of Special pages like arts sports and women etc. Planning and Editing of social issues supplements and colour printing.
- 2.3 Use and Processing of syndicated material -Conference with leader writers - Icons of Press

Unit 3 Newspaper Design

- 3.1 Planning a page make-up - Page display variety and balance - Inside Page - Feature page - The Regional and News Page - Leader Page - Society or Womens page - Education Page etc.
- 3.2 Principles of Graphics - Elements and types of Newspaper Design-Importance of Page make-up, Layout and Graphic styles in Newspapers and Magazines - Tabloid - types and styles of design.
- 3.3 New Trends in Design. The Role of artists and art-work in Modern Newspaper. Different newspaper design softwares & DTP professional softwares & fonts.

Learning Outcomes :

- * Students will be able to explain the role of editing and its significance in ensuring accuracy and clarity.
- * Recognize the essential skills and mindset needed for editorial work.
- * Apply editing principles to improve the readability of news stories.
- * Edit stories while adhering to grammatical and stylistic norms.
- * Plan and create visually appealing page layouts. Recognize and resolve legal and ethical challenges in editorial work.

Reference Books

1. Editing for Print and Online Media by Brian S. Brooks and James L. Pinson
2. The Art of Editing by P.P. Singh
3. Newspaper Editing by Bruce Westley
4. Journalism Next by Mark Briggs

Subject Practical -3

Unit 1	Write an article on Duties of Sub-Editor, or Qualities of good Sub-Editor (Any one)	10
Unit 2	Write a note on Process of Editing, or Selection of News (Any One)	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-4

BJ-I-04 : Media Language Marathi

Course Objectives :

- * माध्यमांसाठी आवश्यक असलेले मराठी लेखन आणि बोलण्याचे कौशल्य आत्मसात करणे.
- * माध्यमांमध्ये योग्य व्याकरण आणि शैलीचा वापर करणे.
- * मराठी भाषेतील पत्रकारितेचा इतिहास, त्याचे सामाजिक व सांस्कृतिक महत्त्व यावर अभ्यासपूर्ण विचार करणे.
- * विविध माध्यमांसाठी (छापील, प्रसारमाध्यमे, डिजिटल) मराठीत प्रभावी व अचूक सामग्री तयार करणे.
- * स्थानिक आणि सांस्कृतिक संवेदनशीलता राखत पत्रकारिता आणि माध्यमांसाठी मराठी भाषेचा प्रामाणिक वापर करणे.

Unit 1

- 1.1 मराठी भाषेचा इतिहास आणि विकास, व्याकरण : वर्णमाला, अनुनासिके, दंततालव्य, वाक्यरचना, शब्दसंपत्ती, विरामचिन्हे. देवनागरी लिपी परिचय. मराठीतील विविध वाङ्मय प्रकारांची ओळख. संत परंपरा आणि मराठीतील प्रतिथयश लेखक आणि त्यांच्या साहित्यकृतींचा परिचय. बोलीभाषा आणि त्यांचा माध्यमांवरील प्रभाव, औपचारिक आणि अनौपचारिक मराठीतील फरक.
- 1.2 माध्यमांसाठी लेखन शैली (मराठी), वृत्तपत्र-संपादकीय, आणि लेख लेखन, प्रसारमाध्यमांसाठी (रेडिओ आणि दूरदर्शन) स्क्रिप्ट लेखन.
- 1.3 डिजिटल माध्यमांसाठी ब्लॉग, सोशल मीडिया पोस्ट्स, आणि वेबसाइट सामग्री तयार करणे, शीर्षके आणि उपशीर्षके तयार करण्याची तंत्रे.

Unit 2

- 2.1 मराठी पत्रकारिता : ऐतिहासिक दृष्टिकोन
- 2.2 स्थानिक ओळख आणि मराठी भाषा
- 2.3 जागतिकीकरणाचा मराठी पत्रकारितेवर परिणाम

Unit 3

- 3.1 माध्यमांसाठी इंग्रजीचे मराठीमध्ये भाषांतर करणे, भाषांतरातील नैतिकता आणि सांस्कृतिक जाणीव.
- 3.2 माध्यमांमधील मराठी भाषेचा व्यावहारिक उपयोग : मुलाखत लेखन, रेडिओ, दूरदर्शनसाठी स्क्रिप्ट तयार करणे, मराठी जाहिराती, टॅगलाईन्स, आणि जिंगल्स तयार करणे.
- 3.3 मराठी भाषेतील सांस्कृतिक संवेदनशीलता, मराठी लोकांचे आणि संस्कृतीचे माध्यमांमधील प्रतिनिधित्व, माध्यमांतर्गत प्रादेशिक व सांस्कृतिक असमानता.

Learning Outcomes :

- * विद्यार्थी विविध माध्यमांसाठी मराठी भाषेच्या उपयोगातील फरक समजू शकतील.
- * प्रातिनिधिक मराठी माध्यम सामग्रीचे विश्लेषण करू शकतील. विद्यार्थी वृत्तलेखन आणि संपादकीय लिहू शकतील.
- * जाहिरातीसाठी प्रभावी मथळे तयार करू शकतील. विद्यार्थी माध्यमभाषेवरील सांस्कृतिक प्रभाव ओळखू शकतील.
- * सांस्कृतिक संवेदनशीलता राखून माध्यम साहित्य तयार करू शकतील. जबाबदार आणि नैतिक लेखन तयार करू शकतील.
- * विद्यार्थी तंत्रज्ञान व जागतिकीकरणाचा मराठी माध्यमभाषेवरील परिणाम समजून घेतील.

Reference Books :

१. नासिराबादकर ल. रा., व्यावहारिक मराठी, फडके प्रकाशन, कोल्हापूर.
२. मेदकर प्रकाश, उपयोजित मराठी, विद्या बुक्स, औरंगाबाद.
३. सत्वशीला सामंत, मराठी भाषा आणि शुद्धलेखन, डायमंड पब्लिकेशन्स, पुणे
४. जोशी सु. ह., मराठी पत्रकारितेची पावले, डायमंड पब्लिकेशन्स, पुणे.
५. मराठी अचूक लेखन साधना, अनुबंध प्रकाशन.
६. मोहनी दिवाकर, माय मराठी कशी लिहावी, साहित्य प्रसार केंद्र
७. जोशी चंद्रहास, मराठी भाषा उच्चारण आणि लेखन, गोकुळ मासिक प्रकाशन.
८. तुपे केशव, माध्यमांची भाषा आणि लेखन कौशल्य.
९. फडके पुष्पा, मराठीसाठी लोकनागरी, पद्मगंधा प्रकाशन
१०. भुजाडे शशिकांत, म मराठीचा, साहित्य प्रसार केंद्र.
११. मराठी भाषेची श्रेष्ठ ता, विद्याभारती प्रकाशन.

Subject Practical -4

Unit 1	मराठी भाषेचा इतिहास आणि विकास, किंवा देवनागरी लिपी किंवा मराठी अस्मिता यापैकी एका विषयावर निबंध लिहा.	10
Unit 2	बातम्यांचे भाषांतर करा. इंग्रजी-मराठी-१० आणि मराठी-इंग्रजी १०	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-5

BJ-I- 05 : Survey Research for Media

Course Objectives :

- * Understand the role of survey research in journalism and its applications.
- * Identify different types of surveys used in media studies.
- * Learn how to design effective survey instruments for journalism. Understand the basics of sampling techniques.
- * Understand the ethical aspects of conducting surveys. Learn to analyze and interpret survey data for meaningful insights.
- * Develop skills in writing stories based on survey findings. Learn to visualize data effectively for readers. Identify common challenges in conducting surveys.

Unit 1

- 1.1 Introduction to Survey Research : Definition, Purpose, and Scope of Survey Research in Journalism.
- 1.2 Importance of Surveys in Media and Communication.
- 1.3 Types of Surveys: Opinion Polls, Audience Surveys, and Market Research.

Unit 2

- 2.1 Steps in Survey Design : Defining Objectives and Selecting Target Populations.
- 2.2 Questionnaire Design : Types of Questions (Open-Ended, Close-Ended, Likert Scale), Sampling Techniques : Probability and Non-Probability Sampling.
- 2.3 Data Collection Methods : Online Surveys : Tools and Techniques (e.g., Google Forms, SurveyMonkey), Face-to-Face and Telephone Surveys, Ethical Considerations in Data Collection

Unit 3

- 3.1 Data Analysis and Interpretation : Organizing and Analyzing Survey Data, Introduction to Statistical Tools : SPSS, Excel, and Google Sheets, Interpreting Data for Journalistic Reporting.
- 3.2 Reporting Survey Findings : Writing Survey-Based News Stories and Features, Visualization of Data : Graphs, Charts, and Infographics.
- 3.3 Challenges in Survey Research : Addressing Response Bias and Non-Response, Sampling Errors and Limitations.

Learning Outcomes :

- * Differentiate between various survey types and their applications.
- * Develop clear and unbiased questionnaires. Apply appropriate sampling techniques for accurate data collection.
- * Conduct surveys using multiple platforms and methods.
- * Use statistical tools to analyze survey results.

- * Present findings effectively in journalistic formats like reports and articles. Create impactful news stories based on survey results. Use graphs and charts to present data clearly and accurately.

Reference Books :

1. The Survey Research Handbook by Pamela Alreck and Robert Settle
2. Social Research Methods by Alan Bryman
3. Survey Research Methods by Floyd J. Fowler Jr.
4. Journalism, Media, and Technology Trends and Predictions by Nic Newman (Reuters Institute)
5. Designing Surveys : A Guide to Decisions and Procedures by Johnny Blair, Ronald F. Czaja, and Edward A. Blair
6. Mass Communication Research Methods by Anders Hansen and David Machin
7. Media Audience Research: A Guide for Professionals by Graham Mytton, Peter Diem, and Tony Glenn

Subject Practical -5

Unit 1	Readers Survey (100 Questionnaires, Detailed Analysis)	20
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Practical-1

BJ-I-06 : Production of Lab Journals

Production of Lab Journals		
Unit 1	Production of Lab Journal (News reporting, editing, DTP & page layout) (4 pages, 4 students in a group)	50
Total		50

SEMESTER-II

Mandatory-6

BJ-II-07 Newspaper Management & Newspaper Production

Course Objectives:

- * To introduce students to principles of media management.
- * To familiarize students with Press ownership patterns.
- * To acquaint the students with the modern media administration, production terms and programme management.
- * Learn how digital technology is transforming the newspaper industry. Understand monetization strategies for digital newspapers.
- * Learn problems, process and prospects of launching media ventures

Unit 1 Newspaper Management

- 1.1 Management Principles-Nature of Newspaper, Types of Newspaper Management in India. (i) Individual Owned or Party owned. (ii) Family business, (iii) Joint Stock Company Methods of Management Practice.
- 1.2 Circulation Problems and Strategies-Reach and availability of Newspapers-sales, forecasting and planning readership-Market Surveys and Readership Survey-The Role of ABC and its functioning. Brand Image, marketing, event management.
- 1.3 Report of the Inquiry Committee on small Newspapers and Report on fact finding Committee on small Newspaper.

Unit 2 Digital Transformation in Newspapers

- 2.1 Shift from Print to Digital Platforms
- 2.2 E-Papers and Mobile-Friendly Newspapers
- 2.3 Monetization of Online Content

Unit 3 Techniques of News Paper Production

- 3.1 A brief introduction to various types of printing - Printing defined - Development of Printing in India, digital technology changes in print media. Machines of News Paper Production - The production routine.
- 3.2 Old Printing Techniques - Typography Ems and point system - Various printing machines - Letter press, Photo engraving and Block making. Mono, Lino Rotary.
- 3.3 Photo - Composing and Offset printing. Advance printing technology- digital printing, integrated pre-printing process, computerized printing. The Role of Computer in Design-Desk Top Publishing, Word Processors - Colour Printing Techniques.

Learning Outcomes :

- * Students will be able to explain how newspaper organizations operate and are

managed.

- * Demonstrate an understanding of various types of advertisements and their placement.
- * Build and maintain strong advertiser-client relationships.
- * Demonstrate knowledge of the technical aspects of newspaper production.
- * Plan circulation strategies to expand newspaper readership.

Reference Books :

1. Media Management by Jan LeBlanc Wicks
2. Advertising Principles and Practices by William Wells, John Burnett, and Sandra Moriarty
3. Newspaper Production: A Comprehensive Text by Julian Harris
4. The Newspaper Designer's Handbook by Tim Harrower "Indian Media Business by Vanita Kohli-Khandekar
5. Newspaper Management in the Multimedia Age by Lynette Sheridan Burns
6. The Newspaper Designer's Handbook by Tim Harrower and Julie Elman
7. Managing Media Organizations by John Lavine and Daniel Wackman
8. Principles of Newspaper Management by James W. Tankard Jr.
9. Media Management and Economics by Alan Albarran
10. Understanding Newspaper Production by Roger Hall
11. Digital Journalism : Emerging Media and the Changing Horizons of Journalism by Kevin Kawamoto

Subject Practical -6

Unit 1	Write an article on Types of Newspaper Management in India, or Shift from Print to Digital Platforms (Any one)	10
Unit 2	Write a note on various types of printing, or Brand Image (Any One)	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-7

BJ-II-08 Broadcast Journalism

Course Objectives :

- * Understand the role and significance of radio and TV journalism in the media landscape.
- * Develop skills for writing clear, concise, and engaging news scripts.
- * Understand how to report effectively for radio and TV, including live events.
- * Learn about the ethics and challenges of broadcast reporting.
- * Develop effective presentation skills for both radio and TV.

Unit 1

- 1.1 History of Radio and TV Journalism. Role of Radio and TV in Society and Politics. Key Differences Between Print and Broadcast Journalism
- 1.2 Writing for Radio and Television : Key Differences and Styles
- 1.3 Writing News Scripts: Structure, Clarity, and Brevity

Unit 2

- 2.1 Reporting for Radio and TV : Field Reporting Techniques : Interviews, Audio and Visual Gathering
- 2.2 Reporting Live Events : Coverage of Breaking News and Special Stories
- 2.3 Ethics and Accuracy in Broadcast Reporting

Unit 3

- 3.1 News Presentation for Radio and TV : Anchoring for Radio and TV:
- 3.2 Presentation Skills and Body Language, Voice Modulation, Diction, and Pacing in Radio News“TV Anchoring: Image, Style, and Non-Verbal Communication.
- 3.3 Broadcast Journalism Ethics: Objectivity, Fairness, and Balance. Legal Issues in Broadcast: Defamation, Privacy, and Copyright Laws

Learning Outcomes :

- * Describe the historical development of radio and TV journalism.
- * Analyze the importance of radio and TV in shaping public opinion and culture. Write news scripts tailored for both radio and television formats. Demonstrate the ability to write in a broadcast-friendly style with proper structure.
- * Report breaking news accurately and effectively in live settings.
- * Present news stories confidently on radio and TV with appropriate tone and style. Develop effective communication techniques for broadcast.
- * Apply ethical principles in news reporting and presentation. Recognize legal issues in broadcast journalism and take necessary precautions.

Reference Books :

1. Broadcast Journalism : Techniques of Radio and TV Reporting by Andrew Boyd

2. The Radio Station : Broadcast, Satellite, and Internet by Michael C. Keith
3. Television and Radio Announcing by Stuart Hyde
4. Radio Journalism : A Handbook by Jim Sykes
5. Broadcast News Handbook by David P. Shaw
6. The Broadcast Journalism Handbook by Steve Hill and Peter Stewart
7. Radio Production by Robert McLeish
8. Broadcast Journalism : A Handbook for Freelancers, Bloggers, and Citizen Journalists by Andrew Williams
9. Digital Journalism: Emerging Media and the Changing Horizons of Journalism by Kevin Kawamoto

Subject Practical -7

Unit 1	Write an article on History of Radio and TV Journalism, or Ethics of Broadcast Reporting (Any one)	10
Unit 2	Write a note on Voice Modulation, or Non-Verbal Communication (Any One)	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-8

BJ-II-09 : Advertising and Public Relations

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.

Unit 1 Introduction to Advertising

- 1.1 Origin, Concept , Definition &Types of Advertising. Various Functions of Advertising.
- 1.2 Advertising Creativity. Elements of Layout & Design.
- 1.3 Copy Writing for Different Media. Ad Copy Vocabulary.

Unit 2 Introduction to Public Relation

- 2.1 Development of PR and Basic Concept. PR and Corporate Communication.
- 2.2 Organizational Structure and PR. Qualities and Duties of PRO
- 2.3 PR Agencies. Structure of PR Agencies. Functions of PR Agencies.Govt. PR Agencies and Private PR Agencies. PR and Client Servicing

Unit 3 Sources of Public Relation

- 3.1 Press Note Press Release and Press Kit.
- 3.2 House Journal Annual Report.
- 3.3 Press Visit and Press Conference.

Learning Outcomes :

- * Learn about the Basics of Advertisement
- * Learn about Advertisement creativity
- * Learn about the basics of Public Relations.
- * Learn about the PR Agencies and their functions.
- * Learn about the sources of Public Relations.

Reference Books :

1. Aadhunik Vigyapan By Dr. Premchand Patanjali, Vanee Prakasan, NewDelhi
2. जनसंपर्क : संकल्पना आणि सिद्धांत - प्रा. सुरेश पुरी, विमुक्तजन प्रकाशन, औरंगाबाद.
३. जनसंपर्क : संकल्पना आणि सिद्धांत - प्रा. सुरेश पुरी, विमुक्तजन प्रकाशन, औरंगाबाद.
४. जनसंपर्क मिमांसा - डॉ. वि. ल. धारूरकर, रामराज्य प्रकाशन, औरंगाबाद.
५. जनसंपर्क, प्रो.चंद्रकांत, डॉ. कसबेकर, विश्वविद्यालय प्रकाशन, वाराणसी.
६. प्रभावी जनसंपर्क, डॉ. प्रभाकर, डॉ. सजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी.
७. विकास पत्रकारिता, राधेश्याम शर्मा, विश्वविद्यालय प्रकाशन, वाराणसी.
८. विज्ञापन व्यवसाय एवम कला, डॉ. रामचंद्र तिवारी, विश्वविद्यालय प्रकाशन, वाराणसी.
९. आधुनिक विज्ञापन और जनसंपर्क, डॉ. तारेश भा.या, विश्वविद्यालय प्रकाशन, वाराणसी.

Subject Practical -8

Unit 1	Create one Press Conference invitation letter, one Press Release, Production of one Brochure.	10
Unit 2	Press Visit and Press Conference : and write a report.	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-9

BJ-II-10 : Media Language English

Course Objectives :

- * Understand the structure, grammar, and style of English used in media.
- * Develop writing, editing, and speaking skills suitable for various media platforms.
- * Analyze the role of English as a global medium of communication in journalism.
- * Learn to adapt English language usage for diverse media formats, including print, broadcast, and digital.
- * Explore ethical and cultural considerations when using English in media communication.

Unit 1: Introduction to Media Language (English)

- 1.1 Importance of English as a global language, English and world communication, changing scenario of English in modernization, Importance of English in Media.
- 1.2 Importance of English in Mass Media. Characteristics of Media Language: Conciseness, Clarity and Precision.
- 1.3 Differences in Language use across Media (Print, Broadcast, and Digital). News Values and Language Impact.

Unit 2: Writing Skills for Media

- 2.1 News Writing : Structure, Headlines, and Leads. Writing Features, Editorials, and Columns.
- 2.2 Opinion Writing : Balanced Arguments and Persuasive Techniques.
- 2.3 Writing for Broadcast Media : Scripts for Radio and Television. Writing for Digital Media : Blogs, Social Media and Web.

Unit 3: Editing and Grammar

- 3.1 Editing Techniques : Accuracy, Clarity, and Consistency
- 3.2 Grammar and Punctuation for Professional Writing.
- 3.3 Proofreading and Fact-Checking in Media Content. Rewriting and Condensing Content for Media.

Learning Outcomes :

- * Use English effectively for writing and editing content across media platforms.
- * Differentiate between various tones, styles, and formats of English used in journalism and mass communication.
- * Apply grammar, vocabulary and stylistic norms for professional communication in English.
- * Produce accurate, clear, and engaging media content tailored for specific audiences.
- * Maintain ethical standards and cultural sensitivity in English-language media.

Reference Books :

1. The Elements of Style by William Strunk Jr. and E.B. White
2. Writing for Journalists by Wynford Hicks
3. News Reporting and Writing by Melvin Mencher
4. The Associated Press Stylebook by Associated Press
5. Media Writing: Print, Broadcast, and Public Relations by Doug Newsom and Jim Haynes

Subject Practical -9

Unit 1	Writing and Editing News Stories (Minimum 10)	10
Unit 2	Interview (Transcription in English)	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Mandatory-10

BJ-II-11 : Current Affairs

Course Objectives :

- * Develop a comprehensive understanding of contemporary global, national, and regional issues.
- * Analyze the impact of current events on society, politics, economics, and culture.
- * Understand the role of media in reporting and shaping public opinion on current affairs.
- * Critically evaluate the credibility of news sources and their influence on current events reporting.
- * Acquire skills to integrate current affairs into effective journalism and communication practices.

Unit 1 : Introduction to Current Affairs :

- 1.1 Definition and Scope of Current Affairs in Media
- 1.2 Importance of Current Affairs in Journalism and Mass Communication
- 1.3 News Values and Agenda-Setting Theory in Current Events Coverage

Unit 2 : Global & National Issues :

- 2.1 International Politics : Geopolitical Conflicts, Global Agreements, and Diplomacy. Climate Change and Sustainability Issues. Social Movements : Human Rights, Equality Movements, and Cultural Shifts

2.2 National and Regional Issues : Government Policies, Elections, and Political Developments. Education, Healthcare, and Social Welfare Programs.

2.3 Media Coverage of Local and Regional Conflicts.

Unit 3 : The Role of Media in Current Affairs :

3.1 Media Ownership, Bias, and Ethical Issues in Coverage“Fake News and Disinformation : Identification and Impact.

3.2 Role of Social Media in Shaping Public Perception“Investigative Journalism in Current Affairs Reporting.

3.3 Technology and Innovation : AI, Big Data, and Social Media Platforms. Sports: Major Events and Their Societal Impact.

Learning Outcomes :

- * Demonstrate knowledge of significant global and local issues affecting media narratives.
- * Critically analyze current affairs using journalistic and communication theories.
- * Apply ethical and professional standards when reporting on sensitive issues.
- * Produce well-researched, balanced, and accurate journalistic content on current affairs topics.
- * Engage in informed discussions about the implications of current events.

Subject Practical -10

Unit 1	Writing an article on Importance of Current affairs in Journalism (Minimum 10)	10
Unit 2	Write a note on one National or Regional Issue.	10
Unit 3	Prepare 1 power point presentations on your subject.	10
Unit 4	Class Test	10
Total		40

Practical-2

BJ-I-12: Production of TV & Radio News Bulletins

Production of TV & Radio News Bulletins

Unit 1	Create News Bulletins for TV & Radio One for TV & One for Radio (Duration Minimum 10 minuts each)	50
Total		50