



**C.C.S. University, Meerut,  
Revised Uniform Syllabus of B.J.M.C. w.e.f. 2016-17**

**(B.O.S. 25-06-2016, AC.....)**

**(For University Department and Colleges)**

**Objective of the Course:**

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of journalism and mass communication has become inevitable. BJMC is a carrier oriented course spread over six semesters (3 years). The objective of BJMC is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

**General Rules:**

1. The whole programme is divided into six semesters (Three Years). There will be four papers in Ist, IInd, IIIrd, IVth & Vth semester along with a practical-viva related to the course of each semester. Each paper will carry 100 marks, out of which an external examination will be held carrying 75 marks, as internal assessment 25 marks and course related practical-viva (M.M. 100) will be conducted by external examiner.
2. There shall be 20 theory papers spread over five semesters. Course related practical-viva in each semester. The six semester shall be devoted to Print Media Practical-viva, Radio Practical-viva, TV Practical-viva, New Media Practical-viva & Project-viva as described in the syllabus details and will be examined by a board of examiners consisting of one external and one internal examiner. The examination of each practical shall be held towards the end of each semester. Grand total of the marks for the course (BJMC) will 3000.

**Note:**

1. Admission rules remain the same as per G.O. and University rules.
2. In BJMC Course –II, Course- XVII and Course – XXIV are related with New Media Technology so the essential qualification for teaching these courses must be MCA and Post Graduate in Journalism.

# **Ch. Charan Singh University, Meerut,**

**Revised Uniform Syllabus of B.J.M.C. w.e.f. 2016-17**

**(B.O.S. 25-06-2016, AC.....)**

**(For University Department and Colleges)**

## **(Three Years / Six semesters Programme)**

### **Semester-I**

Course-I	Introduction to Mass Communication	M.M.:100 (Ext.-75&Int.-25)
Course-II	Computer Basics	M.M.:100 (Ext.-75&Int.-25)
Course-III	Value Education	M.M.:100 (Ext.-75&Int.-25)
Course-IV	General Hindi (सामान्य हिन्दी)	M.M.:100 (Ext.-75&Int.-25)
Course-V	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester – II**

Course-VI	Introduction to Journalism	M.M.:100 (Ext.-75&Int.-25)
Course-VII	Constitution and Indian Political System	M.M.:100 (Ext.-75&Int.-25)
Course-VIII	Indian Social System	M.M.:100 (Ext.-75&Int.-25)
Course-IX	General English	M.M.:100 (Ext.-75&Int.-25)
Course-X	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-III**

Course-XI	Print Media-I (Reporting)	M.M.:100 (Ext.-75&Int.-25)
Course-XII	Indian Economic System	M.M.:100 (Ext.-75&Int.-25)
Course-XIII	Electronic Media-I (Radio)	M.M.:100 (Ext.-75&Int.-25)
Course-XIV	Media Laws	M.M.:100 (Ext.-75&Int.-25)
Course-XV	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-IV**

Course-XVI	Print Media-II (Editing)	M.M.:100 (Ext.-75&Int.-25)
Course-XVII	Social Media	M.M.:100 (Ext.-75&Int.-25)
Course-XVIII	Public Relations and Corporate Communication	M.M.:100 (Ext.-75&Int.-25)
Course-XIX	Electronic Media-II (Television)	M.M.:100 (Ext.-75&Int.-25)
Course-XX	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-V**

Course-XXI	Advertising	M.M.:100 (Ext.-75&Int.-25)
Course-XXII	Development Communication	M.M.:100 (Ext.-75&Int.-25)
Course-XXIII	Mass Media Writing Skills	M.M.:100 (Ext.-75&Int.-25)
Course-XXIV	Digital Journalism	M.M.:100 (Ext.-75&Int.-25)
Course-XXV	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-VI**

Course-XXVI	Print Media Practical-Viva	Max. Marks: 100 (Ext.)
Course-XXVII	Radio Practical-Viva	Max. Marks: 100 (Ext.)
Course-XXVIII	TV Practical Viva	Max. Marks: 100 (Ext.)
Course-XXIX	New Media Practical-Viva	Max. Marks: 100 (Ext.)
Course-XXX	Project- Viva	Max. Marks: 100 (Ext.)

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**Semester-I**

**Objective:** This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication theories and models of mass communication.

**C-I Introduction to Mass Communication**

**M.M.100 (Ext. 75, Int. 25)**

**Unit-I**

Communication: Concept, Meaning and Definitions  
Need for Communication  
Elements of Communication  
Types of Communication  
Barriers to Communication

**Unit –II**

Mass Communication: Meaning and Definitions  
Functions of Mass Communication  
Channels of Mass Communication  
Characteristics of Mass Media Audiences  
Characteristics of Mass Messages

**Unit –III**

Models of Communications : Meaning and Definitions  
Process of Communication  
Aristole Model  
Westley and Maclean Model  
Laswell's Model

**Unit –IV**

Hypodermic theory of Mass Communication  
Individual Difference Theory  
Personal Influence Theory  
Sociological Theories of Mass Communication  
Normative Theories of Mass Media

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

**Books Recommended:**

- Fiske. J.  
1982: Introduction to Communication Studies, London, Roulledge:  
Ravindran, R.K.  
1999: Media and Society, Delhi, Commonwealth Pub.,(1<sup>st</sup> ed.)  
Narula, Uma  
2006: Communication Models, New Delhi, Atlantic Pub.  
Narula, Uma  
2006: Hand book of Communication, New Delhi, Atlantic Pub.  
Kumar,Keval J.  
2007: Mass Communication in India, Mumbai, Jaico Pub. (3<sup>rd</sup> edt.)  
McQuail,Denis  
2008: Mass Communication Theory, New Delhi, Vistar Pub., (5<sup>th</sup> edt.)

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**Semester-I**

**C-II**

**Computer Basics**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide the basic knowledge of computer. The aim of this course is to introduce fundamentals of computer and its components.

**Unit-I**

Introduction to Computer  
Beginning and Evolution of Computer  
Types of Computer  
Computer Hardware and Software  
Characteristics of Computer and its Application

**Unit-II**

Meaning and Purpose of Input and Output Devices  
Input Device  
Output Device  
Analog Technology  
Digital Technology

**Unit-III**

Operating system : Introduction  
DOS, Windows  
MS Office : MS Word  
Excel  
PowerPoint

**Unit-IV**

CorelDraw  
Photoshop  
QuarkXPress

**Pedagogy:** Teaching will be based on lectures and practical on Computer using regularly the computer lab and internet facilities.

**Books Recommended:**

Singh, Ravindra Pratap  
2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1<sup>st</sup> edt.)  
Gupta, Om, Jasra, Ajay S.  
2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1<sup>st</sup> edt.)  
Sharma, GK, Sharma, Hemant  
2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1<sup>st</sup> ed.)  
Bansal, S.K.  
2004: Information Technology, New Delhi, APH Publication  
Kumar, Suresh  
2004: Internet Patrkarita, New Delhi, Taxsila Prakashan (1<sup>st</sup> ed)  
Ozha, DD/Satya Prakash  
2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication  
Sinha, P.K.  
2009: Computer Fundamentals, New Delhi, BPB Publications

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**Semester-I**  
**Value Education**

**C-III**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce meaning, aim significance of value education. Explain the role of value education in personal development and nation building.

**Unit-I**

Value Education: Meaning and Significance  
Types of Value  
Role of Culture and Tradition in Value Education  
Value Education in Indian Society

**Unit-II**

Value Education for Self Development  
Self Analysis and Introspection  
Sensitization towards Equality, Physically and Mentally Challenged  
Respect to persons according the basis of their age, Experience etc.

**Unit-III**

Value Education for Nation Building  
Respect to Indian constitution and National Values  
Demographic Character of Indian Society  
Integrity of India

**Unit-IV**

Media and Social Values  
Role of Voluntary organizations in value education  
Role of Media in creating awareness  
Role of Various Institutions in inculcating values

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops related to value education.

**Books Recommended:**

Chitakra, M.G.

2003: Education and Human Values, New Delhi, APN Publishing Cooperation

Chakravarthy, S.K.

1999 : Values and Ethics for Organizations : Theory and Practice, N.Delhi, Oxford University Press

Sachchidananda, M.K.

1991 : Ethics, education, Indian Unity and Culture, Delhi, Ajanta Publications

Goel, Aruna and Goel, S.L.

2004 : Human Values and Education, New Delhi, JBA Publisher

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**Semester-I**

**C-IV**

**General Hindi (सामान्य हिन्दी)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed with an aim to learn Hindi language and understand the language of Media.

**खण्ड-1**

शब्द विचार, वाक्य, संज्ञा, सर्वनाम, क्रिया, विशेषण, लिंग, वचन

**खण्ड-2**

पर्यायवाची, विलोम, समरूपी, एकार्थक, अनेकार्थक शब्द, वाक्यों में के लिये एक शब्द एवं अर्थभेद वाले शब्द

**खण्ड-3**

मुहावरे, अलंकार, निबन्ध, पत्रलेखन, अनुच्छेद लेखन, अनुवाद

**खण्ड-4**

मीडिया की भाषा, समाचारों में प्रयोग होने वाले शब्द, विज्ञापन में प्रयोग होने वाले लोकप्रिय शब्द

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

**सन्दर्भ पुस्तकें :**

बाहरी, हरदेव : सामान्य हिन्दी, इलाहाबाद, प्रयाग पब्लिकेशन

कुमार, सुशील : सामान्य हिन्दी, पटना, पटना पब्लिकेशन

सिंह, वासुदेव प्रसाद : सामान्य हिन्दी एवं भाषा शिक्षण, पटना, पटना पब्लिकेशन

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**Semester-I**

**Course-V**

**Course Related Practicals**

**M.M.: 100 Ext.**

Practicals shall be related to courses of the semester-Ist

Students shall prepare a file/Assignment of

C-I, C-II, C-III, and C-IV allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-II**

**C-VI Introduction to Journalism**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to familiarize and provide knowledge of Journalism.

**Unit –I**

Concept and Meaning of Journalism

History of Journalism in India

Elements of Journalism

Role of Journalism in Society

**Unit –II**

A Brief History of English Press in India

Role of Regional Language Press in Growth of Journalism

Rising and Growth of Hindi Journalism

Role of Press in India's Freedom Struggle

Journalism in Post Independence India

**Unit –III**

Emerging Trends of Journalism

Information Technology and Journalism

Journalism in a Globalised World

Socio Economic Scenario and Journalism

Concept and Functions of News Agencies

**Unit –IV**

Magazine Journalism

Rural Journalism

Citizen Journalism

Sting Operation

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars.

**Books Recommended:**

Natrajan, J.

2000: History of Indian Press, New Delhi, Pub. Division, Govt. of India

Bhatnagar, Ram Ratan

2003, The Rise and Growth of Hindi Journalism, Varanasi, Vishvavidyalaya Prakashan

Kamath, M.V.

2001, : Professional Journalism, New Delhi, Vikas Publishing House Pvt. Ltd.

भानावत, संजीव

पत्रकारिता का इतिहास एवं जनसंचार माध्यम, जयपुर, यूनिवर्सिटी पब्लिके टन्स

तिवारी, अर्जुन

आधुनिक पत्रकारिता, वाराणसी, वि०वि० प्रका ान

चडढा, सविता

2004, इतिहास और पत्रकारिता, दिल्ली, राजसूर्य प्रका ान

पंत, एन०सी०

2002, पत्रकारिता का इतिहास, नई दिल्ली, तक्षि ाला प्रका ान

गौतम, सुरे ा एवं वाणी

2001, हिन्दी पत्रकारिता, दिल्ली, साहित्य प्रका ान



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**Semester-II**  
**C-VII Constitution and Indian Political System**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** The study of this course will help the students to understand the Indian Constitution and basic features of Indian political system.

**Unit-I**

Significance of the Indian Model of Political System  
Nationalist Movement: Socio- Economic and Philosophical  
Foundation of Indian Constitution  
Preamble and Specific Features of Indian Constitution  
Fundamental Rights and Fundamental Duties  
Directive Principles of State

**Unit-II**

Indian Parliament : Rules of Procedure and Conduct of Business Indian Parliament  
President Address, Speaker and his Powers, Chairman of Rajya Sabha, Prime minister and  
Council of Ministers  
Legislative and Other Procedure, Passing of Bills, Procedure of Passing Budget and  
Constitution Amendment Bills, Parliamentary Committees and Functions

**Unit-III**

State Legislative : Governor, C.M. and Council of Ministers  
Centre – State Relations  
Panchayati Raj and Local Government  
Judicial System in India : Supreme Court, High Court, Subordinate Court  
Constitutional Authorities and Commissions

**Unit-IV**

Changing Nature of Indian Party System  
National Parties  
Regional Parties  
Political Participation and Voting Behavior  
Interest and Pressure Group

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Political Issues.

**Books Recommended:**

- Basu, D.D.  
2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India
- Basu, D.D.  
2013, Bharat ka Sanvidhaan : Ek Parichay, New Delhi, Lexis Nexis Bitterworths India
- Kashyap, Subhash  
2011, Hamari Sansad, New Delhi, NBT
- Jain, Pukhraj  
2015, Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan
- Jain, Pukhraj and Rajesh  
2015, Bhartiya Samvidhaan, Delhi, SBPD Publishing House

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**Semester-II**  
**Indian Social System**

**C-VIII**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. This course is designed to introduce to students the Social structure of Indian Society, role and importance of different factors in social change.

**Unit-I**

Society: Concept and Meaning  
Introduction to Indian Social Structure  
Social Stratification in India  
Faiths and Beliefs in India

**Unit-II**

Family structure of Indian Society  
Family Culture in India  
Marriage and Kinship in Indian Social System  
Changing Indian Society

**Unit-III**

Caste System in Indian Society  
Characteristics of Caste System  
Intercultural Relations in Indian Society

**Unit-IV**

Role of Education in Social Change  
Media and Social Change  
Globalization and Social Change  
Other Important factors for Social Change

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on issues related to society.

**Books Recommended:**

- Ravindran, R.K.  
1999: Media and Society, New Delhi, Common Wealth Publication, (1<sup>st</sup> ed.)
- Campbell, Richard  
2000: Media And Culture, New York, Bedford Publication, (1<sup>st</sup> ed.)
- Singh, J.K.  
2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1<sup>st</sup> ed.)
- Sharma, R.S.  
2002: Material Culture and Social Formation in Ancient India, New Delhi (1<sup>st</sup> ed.)
- Prabhakar, Manohar/Bhanawat Sanjeev  
2004: Human Right, Jaipur, University Book House (P) Ltd (1<sup>st</sup> ed.)
- Kumar, Kavel J.  
2007: Mass Communication in India, Delhi, Jaico Publication House (1<sup>st</sup> ed.)
- Ahuja, Ram  
1993, Indian Social System, New Delhi, Rawat Publisher
- Ahuja, Ram  
1992, Social Problems in India, New Delhi, Rawat Publisher
- Ahuja, Ram  
2000, सामाजिक समस्यायें, New Delhi, Rawat Publisher
- Ahuja, Ram  
2000, भारतीय समाज, New Delhi, Rawat Publisher
- Sriniwas, M.N.  
1980, India : Social Structure, Delhi, Hindustan Publishing Corporation
- Rao N Ramesh  
2015, Intercultural Communication, (The Indian Context), N.Delhi, Sage India

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**Semester-II**  
**General English**

**C-IX**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed with an aim to learn language and develop proficiency and become competent in the use of English Language.

**Unit –I**

Articles  
Parts of Speech  
Figure of Speech  
Sentences-Simple, complex and compound  
Prepositions propositional phrases  
Tenses

**Unit –II**

Correction of common errors  
Choosing correct forms  
Rewriting sentences

**Unit –III**

Compound words  
Words often mis-spelt and misused  
Idioms, Antonyms, Synonyms  
Homonyms, Acronyms  
One-Word Substitutes

**Unit-IV**

Composition and Mechanics of writing  
Translation  
Précis, Paragraph, Expansion  
Letter & Application Writing  
Use of English words in Hindi Newspaper  
Curriculum Vitae / Resume

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

**Books Recommended:**

- Wren, P.C. & Martin :  
High School Grammar & Composition, New Delhi, S.Chand & Co. Ltd.  
Agarwal, Malti  
2008 : Remedial English Language, Meerut, Krishna Publication  
Agarwal, Malti  
2008: Professional Communication, Meerut, Krishna Publication  
Sinha, R.P.  
2002 : How to write Correct English, Patna, Prabhat Publication

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**Semester-II**

**Course-X**

**Course Related Practicals**

**M.M.: 100 Ext.**

Practicals shall be related to courses of the semester-II

Students shall prepare a file/Assignment of

C-VI, C-VII, C-VIII, and C-IX allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-III**

**C-XI**

**Print Media-I (Reporting)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to familiarize and provide knowledge of Reporting in Print Journalism. Other aim of this course is to introduce about News, Qualities of Reporter and various kinds of reporting e.g. Crime Reporting, Parliamentary Reporting, Court Reporting, investigative reporting etc.

**Unit-I**

News: Meaning, Definations  
Elements and Types of News  
News Value  
Selection of News  
Objectivity of News

**Unit-II**

News Reporter: Reporting Skills  
Types of Reporters  
News Gathering: News Beat  
News Sources  
Qualities and Responsibilities of Reporter

**Unit-III**

News Writing Basics: Structure of News Story  
Inverted Pyramid Style and Other Styles  
Lead, Types of Lead, Intro  
Interviewing  
Difference between News Writing and Fiction Writing

**Unit-IV**

General Reporting: Crime, Accidents, Calamities, Local-self Government and Civic Affairs, Mofussil  
Specialized Reporting: Parliamentary, Court, Defense, Business, Sports, Political  
Investigative

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars. Practical exercises of News Reporting will be encouraged and will be essential part of teaching

**Books Recommended:**

- Harimohan, Joshi Shankar  
1995 : Khoji Patrakarita, New Delhi, Taxshila Publication (1<sup>st</sup> edt.)  
Srivastava, K.M.  
2003: News Reporting and Editing, Delhi, Starline Publication  
Flemming and Hemmingway  
2005, An Introduction to Journalism , New Delhi, Vistaar Publications  
Sharma, Seema  
2005: Journalism Reporting , New Delhi, Anmol Publication (1<sup>st</sup> edt.)  
Puri, Manohar  
2006: Art of Reporting, New Delhi, Pragan Publication  
Tripathi, RC  
2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan  
Palanithurai, G  
2008, Dynamics of New Panchayati Raj System on India, New Delhi, Concept Publishing Co.

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**Semester-III**

**C-XII**

**Indian Economic System**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of economy and Indian Economy.

**Unit-I**

Character of Indian Economic System  
Basic Economic Terms: National Income, Inflation and Deflation  
GDP, NNP, HDI, FDI  
Understanding of Financial Markets

**Unit-II**

Planned Development in India  
Green Revolution  
White Revolution  
Economic Reforms in India

**Unit-III**

Indian Economy and Rural India  
Liberalization and Privatization  
Globalization and opening up of Indian Economy  
Disinvestment and Indian Economy

**Unit-IV**

Banking System of India  
Insurance Sector  
Key Industries  
Key Industry Association: CII, ASSOCHAM, FICCI  
Challenges before Indian Industries

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on various issues related to economy.

**Books Recommended:**

- Dutt and Sundram,  
2004, Indian Economy, New Delhi, S.Chand Publication
- Uma Kapila,  
2004, Understanding the Problems of Indian Economy, Academic Foundation
- Mishra and Puri, V.K.  
Problems of Indian Economy, New Delhi, Himalaya Publishing House
- Pathak, BV  
2014, Indian Financial System, Delhi, Pearson Education Y.S. Books International
- Kumar, Arun  
2014, Indian Economy Since Independence, Vision Books

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**Semester-III**

**C-XIII**

**Electronic Media-I (Radio)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce the History and Development of Radio. The study of this course will help the students to understand the nature and types of Radio Programs.

**Unit-I**

History and Development of Radio in World Scenario  
History and Growth of Radio in India  
Characteristics of Radio  
Three Modes of Transmission AM, SW, FM  
Organizational Structure of AIR

**Unit-II**

Radio Programmes : Spoken Words, Music  
Specific Audience Programmes, Interview, Talk  
Discussion, Radio Feature, Radio Play, News  
Qualities of presenter  
Importance of Pronunciation and Voice Modulation

**Unit-III**

Language of Radio  
Writing of Radio News  
Radio Commercials  
Educational Radio  
Community Radio

**Unit-IV**

Radio Programme Production:  
Pre Production  
Production  
Post Production

**Pedagogy:** Teaching will be based on- Lectures, audio and PowerPoint presentations, Workshops. Discussion on recent issues and practical on Script writing and programme production.

**Books Recommended:**

- Luthra, HR  
1986: Indian Broadcasting, New Delhi, Publication Division, Govt. of India  
Ravindran, RK  
1999: Handbook of Radio TV and Broadcast Journalism, New Delhi, Anmol Publication (1<sup>st</sup> ed.)  
Mehra, Ramesh  
2007: Media aur Prasaran, New Delhi,  
Sharma, Kaushal  
2007: Radio Prasaran, New Delhi, Pratibha Publication  
Katheria, Naresh  
2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakashan  
Kumar, Prashant  
2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication

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**Semester-III**

**C-XIV**

**Media Laws**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students Media Laws. The study of this course will help the students to understand the various dimension of Media Laws in India.

**Unit-I**

Law: Concept, Meaning and Definitions  
Law and Justice  
Society, Press and Law  
Indian Constitution and press  
Freedom of Speech and Expression

**Unit-II**

Parliamentary Privileges, Contempt of Court  
Press and Registration of Book Act  
Official Secret Act  
Defamation, Copy Right Act  
Working Journalist Act

**Unit-III**

RTI Act -2005  
Prasar Bharti Act  
Cable TV Regulation Act  
Digitations and Conditional Access System  
Cinematography Act

**Unit-IV**

First and Second Press Commission of India  
PCI  
Media Associations and Org. INS, Editors Guild  
ABC Commissions : Chanda, Nayyar, Verghese, Joshi  
Media Ethics

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Legal system and Legislature process.

**Books Recommended:**

Justice, Jois, Rama  
2014: Legal and Constitutional History of India, New Delhi, Universal Law Publishing  
Kumar, Vivek  
2012 : Legal Profession and off shoring in India, New Delhi, Young Global Publication  
Basu, D.D.  
2005, Law of the Press in India, N. Delhi, Prentice Hall of India  
Trikha, N.K.  
1998, Press Vidhi, Varanasi, Vishvavidyalaya Prakashan  
Singh, Srikant  
Janmadhyam Kanoon evam Uttardayitva, N.Delhi, Satyam Publishing House  
Singh, S.Swaroop  
2004, Press aur Bhartiya Sansad, N.Delhi, Classical Publishing Co.



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**Semester-III**

**Course-XV**

**Course Related Practicals**

**M.M. : 100 Ext.**

Practicals shall be related to courses of the semester-IIIrd

Students shall prepare a file/Assignment of

C-XI, C-XII, C-XIII, and C-XIV allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-IV**

**C-XVI**

**Print Media – II (Editing)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide knowledge of Editing of Print Journalism. Other Aim of this course is to introduce Copy Editing, Photo Journalism, Page layout and design etc. which are components of print journalism.

**Unit-I**

Editing: Meaning, Definition  
Principles of Editing  
Copy Selection  
Challenges before Editors: Bias, Slants and Pressure

**Unit-II**

Editing Process: Planning of News Gathering  
Selection of News  
News Copy  
Headline and Intro Writing  
Style Book and Style Sheet

**Unit-III**

Principles of Layout and Design  
Typography, Color and Graphics  
Concept and Techniques of Photo Editing and Caption writing  
Photographic coverage of News and events

**Unit-IV**

Use of Illustrations in Newspaper design  
Cartooning, Pocket Cartoons & Caricatures  
Line Diagrams

**Pedagogy:** Teaching will be based on- Lectures, presentations, Discussions, Seminars, Writing, Workshops, Discussion on recent articles, Students participation in discussions, seminars, practical exercises of News Editing and regular interaction will be encouraged.

**Books Recommended:**

- Chaturvedi, Prem Nath  
2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
- Kamath, M.V.  
2001: Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.
- Prabhakar, Manohar/ Bhanavat, Sanjeev  
2002: Sampadan Eavm Mudran Technic Jaipur, Pultizer Institute of Comm. Studies (1<sup>st</sup> ed.)
- Harimohan  
2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3<sup>rd</sup> ed.)
- Jain, Ramesh  
2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1<sup>st</sup> ed.)
- Moen, Daryl  
2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5<sup>th</sup> ed.)
- Harimohan  
2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2<sup>nd</sup> ed.)
- George, A.Hough  
2006: News Writing, Delhi, Kanishka Publishers

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**Semester-IV**

**C-XVII**

**Social Media**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide introduction to Social Media. This course also imparts the knowledge of Social Networking Sites and their use in various fields.

**Unit-I**

Social Networking Sites ; Blogging, Facebook, LinkedIn, Twitter, Instagram  
Impact of Social Media  
Social Networking Analysis  
Social Media Technology

**Unit-II**

Language for Social Media  
Social Networking Platforms  
Future of Social Networking

**Unit-III**

Social Media Policy  
Role of Regulator in Social Media  
Communication Training for Social Media  
Management of Social Media

**Unit-IV**

Use of Social Media in Governance and Development  
Use of Social Media in Health and Education  
Use of Social Media in Business and Commerce  
Use of Social Media in Political and Social System

**Pedagogy:** Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

**Books Recommended:**

Bansal, S.K.

2002: Internet Technologies, New Delhi, APH Pub.

Nath, Shyam

2002 : Assessing the State of Web Journalism, New Delhi, Author Press

Ahmad, Tabraj

2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication

Menon, Shailja

2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press

Talesra, Hemlata/Nagda, M.L.

2003 : Web Paged Learning, Delhi, Authors Press

Chakravarthy, Jagdish

2004 : Net, Media and the Mass Communication, New Delhi, Author Press

Ray, Tapas

2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.

Verma, Deepika

2015 : The Era of New Media, New Delhi, A. R. Publication

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**Semester-IV**

**C-XVIII Public Relations and Corporate Communication**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of Public Relations and Corporate Communication. The study of this course will help the students to understand the Media Planning, Production Techniques and skills to develop for Public Relations in different sectors.

**Unit-I**

Public Relations: Concept, Meaning and Definitions  
Origin and Growth of Public Relations in India  
Objectives and Functions of PR  
Publics in PR  
Difference in PR, Advertising, Publicity and Propaganda

**Unit-II**

Tools and Techniques of PR  
Need, Nature and Scope of PR  
PR and Media Relations  
PR and Community Relations  
House Journals, Annual Reports, Corporate Films, Speech writing, Office Memo  
Use of Internet as PR Tool

**Unit-III**

PR in Government Sector  
PR in Public Sector  
PR in Private Sector  
PR in NGOs  
Organisational Set-up of PR Agencies

**Unit-IV**

PR as a Management Tool  
PR and Marketing  
Image Management  
Crisis Communication  
Emerging Trends in PR

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops. Discussion on recent select and popular Topics. Practical exercises related to writing for public relations will be undertaken.

**Books Recommended:**

Wilcox, Denis L

1995: Public Relations, New York, Harper Collins College Publish

Cutlip, Scott M

2003: Effective Public Relations, Delhi, Pearson Education (Reprint)

Sharma, Diwakar

2004: Public Relations, New Delhi, Deep & Deep Publication

Kumar, Vijay

2005: Public Relation in India, New Delhi Anmol Publication (1<sup>st</sup> ed.)

Jan R. Hakemulder, fay AC De Jong, PP Singh

1998, Principles and Functions of Public Relations, N. Delhi, Anmol Publication Pvt. Ltd.

Upadhyay, Surendra Soni, Sudhir

2005, Jansampark Evam Vigyapan, Jaipur, University Publications

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**Semester-IV**

**C-XIX**

**Electronic Media- II (Television)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.

**Unit-I**

History and Development of TV in India  
Nature and Importance of TV  
Characteristics of TV as compared to other media  
Mode of Transmission: Terrestrial, Satellite TV, Cable TV

**Unit-II**

Nature and Types of TV Programmes  
Fictional Programmes: Soap Opera, Serials, Films  
News Based Programme: Talk, Discussion, Interview, etc  
Educational Programme  
Commentary

**Unit-III**

Elements of TV News  
Basic Principles of TV News Writing  
Sources of TV News  
Types of TV News Bulletins and their Structure

**Unit-IV**

Television Programme Production  
Pre Production  
Production  
Post Production

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Post Production, Workshops, Discussion on recent programmes. Practicals on computer using Audio-Visual lab, Studio exercises will be undertaken.

**Books Recommended:**

- Ravindran, R.K.  
1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication (1<sup>st</sup> ed.)
- Sinha, P.C  
2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1<sup>st</sup> ed.)
- Firoz, Mohd  
2005: Television in India, Delhi, Sage Publication (1<sup>st</sup> ed.)
- Todorovic, Aleksendar Louis  
2006: Television Technology, New Delhi, Focal press
- Friedmann, Anthony  
2007 : Writing for Visual Media, New Delhi, Focal Press (2<sup>nd</sup> ed.)
- Boyd, Andrew  
2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5<sup>th</sup> ed.)
- Ivan, Cury  
2011: Directing and producing for Television, London, Focal Press
- Singh, Mahaveer  
2014: Doordarshan Live, Delhi, Shilpyan Prakashan
- Singh, Mahaveer  
2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

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**Semester-IV**

**Course-XX**

**Course Related Practicals**

**M.M. : 100 Ext.**

Practicals shall be related to courses of the semester-IVth

Students shall prepare a file/Assignment of

C-XVI, C-XVII, C-XVIII, and C-XIX allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-V**

**C-XXI**

**Advertising**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of Advertising. The study of this course will help the students to understand the various types of advertising and its elements.

**Unit-I**

Advertising: Concept, Meaning and Definitions  
History and Growth of Advertising in India  
Social and Economic Benefit of Advertising  
Types of Advertising

**Unit-II**

Market and its segments  
Advertising Strategies  
Product Advertising  
Brand Building  
Advertising Appeals

**Unit-III**

Advertising Agency: Departments and Functions  
Budget, Media and Campaign Planning  
Advertising Production Techniques  
Copy Writing  
Web Advertising

**Unit-IV**

Marketing : Planning and Execution  
Advertising and Pressure Groups  
Advertising Laws and Ethics  
Ethical issues in Advertising

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on recent select and popular advertisements. Practical exercises related to making advertisements will be undertaken.

**Books Recommended:**

- Sharma,S. & Kumar Deepak  
2003:Advertising Planning, implementation & Control,Jaipur, Mangaldeep Publication
- Pant,N.C.  
2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication(1<sup>st</sup> ed.)
- Kundra, Shipra  
2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Publication (1<sup>st</sup> ed.)
- Jethwaney Jaishri & Jain Shruti  
2006:Advertising Management, New Delhi, Oxford University Press
- Mohan Savita  
2012:Trends in Advertising Management, New Delhi, Enkay Pub. Hansa
- Patanjali, Premchand  
2008, Aadhunik Vigyapan, New Delhi, Vani Prakshan
- Gupta, U.C.  
2012, Aadhunik Vigyapan Aur Jansampark, New Delhi, Arjun Publishing House
- Pant, N.C., Singh Indrajeet  
2008, Vigyapan Patrakarita Vartmaan Technique Evam Avdhaarna,  
New Delhi, Kanishka Publishers Distributors

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**Semester-V**

**C-XXII Development Communication**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to familiarize the students with the Role of Communication in development . The study of this course will help the students to understand Development communication.

**Unit-I**

Meaning and Concept of Development  
Process of Development  
Indicators of Development  
Theories of Development  
Developmental issues in India

**Unit-II**

Development Communication: Meaning, Concept and Definitions  
Growth of Development Communication  
Strategies in Development Communication  
Role of Media in Development Communication

**Unit-III**

Rural Development and Village Communication  
Child Development and ICDS  
Meaning and Concept of Development Support Communication  
Health and DSC  
Communication and Awareness in Rural Areas

**Unit-IV**

Developmental Agencies of Government  
Reporting on Development Projects  
Community Participation and Sustainable Development  
Communication Technologies and Development Communication

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on various Developmental agencies. Seminars and tutorial working on different aspects will be undertaken in teaching.

**Books Recommended:**

- Mankekar, D.R.  
1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC
- Mankekar, D.R.  
1979: 'Media and Third World', New Delhi, IIMC
- Stevenson I. Robert  
1988: 'Communication, development and third world', New York, Longman Inc.
- UNESCO  
1988: 'Communication and Society- A Documentary History of NWICO', Paris
- Macbride Commission Report  
1989: 'Many Voices, One World', Paris
- Melkote, Srinivas R.  
2001, 'Communication for Development in the Third World : Theory and Practice', New Delhi, Sage
- Tiwari, I.P.  
2001, 'Communication Technology and Development', New Delhi, Publication Division, Govt. of India
- Toari, Komal  
2000, 'Sustainable Human Development Issues and Challenges', New Delhi, Concept Publishing Co.
- UNDP  
2009, 'Sustainable Development', New York
- Singh, Yogendra  
2004, 'The Concept of Participatory Management', New Delhi, R.K. Printers



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**Semester-V**

**C-XXIII**

**Mass Media Writing Skills**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of Mass Media Writing. The study of this course will help the students to understand the writing techniques for print media.

**Unit-I**

Types of Media Writing  
Writing for Newspapers and Magazines  
Narrative Writing  
Interpretative writing

**Unit-II**

Feature: Concept and Meaning  
Types of Feature  
Ingredients of Feature Writing  
Writing for radio and TV Programmes  
Reportage

**Unit-III**

Edit Page Writing: Leader Writing  
Write-Ups  
Middles  
Opinion Writing  
Letters to Editor

**Unit-IV**

Technical Writing: Science, Business  
Environmental, Sports writing  
Difference between Magazine and Newspaper Writing  
Freelance writing  
Qualities of Freelance Journalist

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Current and popular Issues. Practical exercises related to writing for print will be undertaken.

**Books Recommended:**

Chadhdha, Savita

1998 : Modern Journalism and News Writing, Taxshila Prakashan, N.Delhi

George, A. Hough

2006, News writing, New Delhi, Kanishka Publishers

मिश्र, चन्द्रप्रकाश

मीडिया लेखन: सिद्धांत एवं व्यवहार, संजय प्रकाशन, नई दिल्ली

पंत, एन.सी.

मीडिया लेखन के सिद्धांत, तक्षिला प्रकाशन, नई दिल्ली

सिंह, निहाल

पत्रकारिता की विविध विधायें, राधा पब्लिकेशन्स, नई दिल्ली

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**Semester-V**  
**Digital Journalism**

**C-XXIV**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide introduction to Digital Journalism. This course also imparts the knowledge of Computer Networks and Social Networking Sites.

**Unit-I**

Digital Communication: Meaning and Definition  
Characteristics of Digital Communication  
Characteristics of Internet  
Brief History of ISP

**Unit-II**

Search Engines  
Websites and its type  
e-mail: Need and Importance  
e-Commerce

**Unit-III**

Brief History of e-newspapers in Hindi and English  
Reasons for the growing popularity of e-newspaper  
Future aspects of e-newspapers  
Limitations of Digital Journalism

**Unit-IV**

Elements of online Newspaper  
Difference between Print Journalism and Online Journalism  
Reporting, Writing and Editing for Online Newspaper  
News Portals

**Pedagogy:** Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

**Books Recommended:**

- Bansal, S.K.  
2002: Internet Technologies, New Delhi, APH Pub.
- Nath, Shyam  
2002 : Assessing the State of Web Journalism, New Delhi, Author Press
- Ahmad, Tabraj  
2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
- Menon, Shailja  
2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
- Talesra, Hemlata/Nagda, M.L.  
2003 : Web Paged Learning, Delhi, Authors Press
- Chakravarthy, Jagdish  
2004 : Net, Media and the Mass Communication, New Delhi, Author Press
- Ray, Tapas  
2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.
- Verma, Deepika  
2015 : The Era of New Media, New Delhi, A. R. Publication

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**Semester-V**

**Course-XXV**

**Course Related Practicals**

**M.M. : 100 Ext.**

Practicals shall be related to courses of the semester-Vth

Students shall prepare a file/Assignment of

C-XXI, C-XXII, C-XXIII, and C-XXIV allot by the course teacher  
and viva-voce will be conduct by the external examiner.

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**Semester-VI**

**Course-XXVI                      Print Media Practical-Viva                      Max. Marks: 100**

- (i) Reporting on political, developmental and social issues, crime, cultural activities, speeches, seminars, fashion & lifestyles and sports (any five on different subjects)
- (ii) Editing –Political, local, foreign and moffusil copies, including head lining (5)
- (iii) Prepare of a 4-page Newspaper

**Course-XXVII                      Radio Practical-Viva                      Max. Marks: 100**

- (i) Two 40 sec. Radio jingles/spots etc.
- (ii) A 10 minute Documentary/ talk /discussion on any subject

**Course-XXVIII                      TV Practical Viva                      Max. Marks: 100**

- (i) A 30 seconds TV ad (commercial or social)
- (ii) A 5 minute TV programme on a social or consumer issue

**Course-XXIX                      New Media Practical-Viva                      Max. Marks: 100**

Content writing of online journalism  
Use of social networking sites.

**Course-XXX                      Project- Viva                      Max. Marks: 100**

A student will prepare a project report on a topic related to mass communication on the basis of this project report. A practical viva examination will be conduct towards the end of sixth semester by external examiner.

**All Practical-Viva will be conducted by the External examiner.**