

**Singhania University**

( UGC- recognized university per section 2(f) of the UGC Act 1956)

**COURSE OUTLINE**

<b>COURSE TITLE</b>	Introduction to communication
Course Code	BJMC-101
Credits	4 ( L: 3 ,P:2 ,5)
Faculty Name	Dr.Dharpal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 1 <sup>st</sup> Semester

**1. Course Description**

This course provides a foundational understanding of human communication. Students will explore the various forms of communication, including verbal, non-verbal, interpersonal, small group, and public communication. Emphasis is placed on the communication process, the role of context, and the impact of culture on communication practices.

Through lectures, discussions, and practical exercises, students will develop essential communication skills, including active listening, effective speaking, and critical thinking. The course also addresses communication barriers and strategies for overcoming them, fostering more effective and meaningful interactions in both personal and professional settings.

**2. Student Learning Outcomes :**

**At the end of this course, students should be able to:**

- Understand the basic concepts and theories of communication.
- Identify and analyze the different forms of communication and their applications.
- Develop effective verbal and non-verbal communication skills.
- Enhance interpersonal and group communication abilities.
- Recognize the influence of culture on communication practices.
- Address and overcome common communication barriers.
- Apply communication skills in various contexts, including public speaking and digital communication.

**3. Required Textbook and Reference Material:**

- Material will be provided by faculty.

**4. Session Plan :**

Session plan will be provided by faculty members according to the syllabus.

#### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid- Sem Exam	20%	Mid term exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

#### 6. Academic Integrity:

- Please note that students involved in academic dishonesty will receive a **ZERO** grade on the particular component in which the infraction occurred.
- Academic dishonesty consists of misrepresentation by deception or by other fraudulent means. In an academic setting this may take the form of copying or use of unauthorized aids in tests, assignments, examinations, term papers, or cases; plagiarism; talking during in-class examinations; submission of work that is not your own without citation; submission of work generated by another person; aiding and abetting another student's dishonesty; and giving false information for the purpose of gaining credits.

#### 7. No Network Policy

Students cannot operate any network enabled devices such as cell phones, e- tabs, I -pads or any other electronic network enabled devices inside the classroom during the sessions unless specifically instructed by the faculty. In case you are compelled to carry it in person, you may keep it in the switched off mode. Anyone found to operate such devices during the session timings will be penalized as per the rules. No discussion or negotiation will be entertained at all with respect to this.

<b>COURSE TITLE</b>	Introduction to Journalism
Course Code	BJMC-102
Credits	4 ( L: 3 ,P:2 ,5)
Faculty Name	Vikash sharma
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 1 <sup>st</sup> Semester

### 1. Course Description

- This course provides a comprehensive introduction to the field of journalism. Students will explore the history, principles, and practices of journalism, gaining insights into the role of journalists and the impact of journalism on society. The course covers various forms of journalism, including print, broadcast, and digital media, and emphasizes the importance of ethical standards and accurate reporting.
- Through lectures, discussions, and hands-on assignments, students will develop essential journalism skills, such as news writing, reporting, interviewing, and editing. The course also addresses contemporary challenges in journalism, including the rise of digital media, the spread of misinformation, and the evolving landscape of news consumption.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

By the end of the course, students will be able to:

- Understand the historical context and evolution of the Indian political system.
- Explain the key features and principles of the Indian Constitution.
- Analyze the functioning of the Union, State, and Local governments in India.
- Evaluate the role of political parties, elections, and social movements in Indian politics.
- Discuss contemporary issues and challenges facing Indian democracy.

### Recommended Readings:

- Understand the history and evolution of journalism.
- Identify and apply key principles and ethical standards in journalism.
- Develop effective news writing and reporting skills.
- Conduct interviews and gather information from diverse sources.
- Edit and refine news articles for clarity and accuracy.
- Analyze the impact of digital media on journalism.
- Address contemporary challenges in the journalism field.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

#### 4. Session Plan :

Session plan will be provided by faculty members according to the syllabus.

#### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid- Sem Exam	20%	Mid term exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

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<b>COURSE TITLE</b>	HISTORY OF MEDIA
Course Code	BJMC-103
Credits	2 ( L: 1 ,P: 1,2)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 1 <sup>st</sup> Semester

### 1. Course Description

This course explores the historical development of media, from early forms of communication to the modern digital age. Students will examine the evolution of various media platforms, including print, radio, television, and the internet, and their impact on society, culture, and politics. The course highlights key milestones and figures in media history and addresses the technological, economic, and social forces that have shaped the media landscape.

Through lectures, discussions, and research projects, students will gain an understanding of the significant events and trends that have influenced media development. The course also encourages critical thinking about the role of media in shaping public opinion and its ongoing transformation in the digital era.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. : To learn about the history and development of print media in India.
2. : To understand the origin and development of radio in India.
3. : To know about the history and development Television and Cinema in India.
4. : To learn about various types of popular traditional media

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
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Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

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<b>COURSE TITLE</b>	COMPUTER APPLICATIONS
Course Code	BJMC(M)- 104
Credits	4 (L:3 ,T:1, 4)
Faculty Name	Miss Meenu Nain
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 1 <sup>st</sup> Semester

### 1. Course Description

This course provides an introduction to essential computer applications used in both personal and professional environments. Students will gain hands-on experience with a variety of software tools,

including word processing, spreadsheets, databases, presentations, and internet applications. The course is designed to enhance students' proficiency in using these applications to efficiently perform a wide range of tasks.

Through lectures, demonstrations, and practical exercises, students will develop the skills needed to create and manage documents, analyze data, design presentations, and utilize online resources effectively. The course also addresses basic computer concepts, file management, and best practices for utilizing technology to increase productivity.

## 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. To understand the basic knowledge of computer system.
- 2: To know about the functioning of different parts of computer.
- 3: To know about Software and Operating System.
- 4: To understand the basics of Application Software.

## 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

## 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

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<b>COURSE TITLE</b>	PUBLIC SPEAKING AND ANCHORING
Course Code	24POL201DS05
Credits	MDC- 101
Faculty Name	Miss Meenu Nain
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 1 <sup>st</sup> Semester

### 1. Course Description

This course offers comprehensive training in public speaking and anchoring, equipping students with the skills necessary to excel in various speaking engagements and media presentations. Students will learn techniques for effective speech preparation, delivery, and audience engagement, as well as the specialized skills required for news anchoring and broadcasting.

Through lectures, interactive workshops, and practical exercises, students will develop confidence and proficiency in speaking before diverse audiences. The course covers essential aspects of voice modulation, body language, scriptwriting, and on-camera presence. Additionally, students will gain insights into the media industry, understanding the roles and responsibilities of anchors and broadcasters.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. To understand the concept of Public Speaking.
2. 2: To study different types of Public Speaking..
3. 3: To understand camera and other techniques for anchoring
4. 4: To learn about the qualities and skill set required for Anchoring

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.



#### 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

#### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

#### 6. Academic Integrity:

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<b>COURSE TITLE</b>	English(English Language and Communication Skills: Level 1)
Course Code	AEC-101
Credits	3 ( T:3 P:0,3)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 1 <sup>st</sup> Semester

## 1. Course Description

This introductory course is designed to develop fundamental English language and communication skills. Students will enhance their proficiency in reading, writing, listening, and speaking through a variety of engaging and practical activities. The course emphasizes the importance of clear and effective communication in academic, professional, and social contexts.

Through lectures, discussions, and interactive exercises, students will build a solid foundation in English grammar, vocabulary, and pronunciation. The course also focuses on developing critical thinking and problem-solving skills, which are essential for effective communication. By the end of the course, students will be able to communicate more confidently and accurately in English.

## 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

- Understand and explain the key concepts, theories, and dimensions of globalization.
- Analyze the historical development and drivers of globalization.
- Evaluate the economic, political, cultural, and environmental impacts of globalization.
- Assess the role of international institutions and non-state actors in global governance.
- Discuss contemporary global issues and their relation to globalization.
- Critically examine the debates and critiques surrounding globalization.
- Explore the future trends and potential scenarios in a globalized world.

## 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

## 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
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Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

## 6. Academic Integrity:

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<b>COURSE TITLE</b>	WRITING FOR MEDIA
Course Code	BJMC-201
Credits	3 ( T:3 P:0,3)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 2ND Semester

## 1. Course Description

This course provides an in-depth exploration of writing for various media platforms, including print, broadcast, digital, and social media. Students will learn the principles of clear, concise, and engaging writing tailored to different audiences and media formats. The course emphasizes the importance of storytelling, ethical considerations, and the adaptation of writing style to suit the medium.

Through lectures, workshops, and practical assignments, students will develop the skills necessary to produce high-quality content for news articles, feature stories, blogs, social media posts, and scripts for radio and television. The course also covers techniques for conducting research, interviewing sources, and editing for accuracy and clarity.

## 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. To understand different forms of writing.
2. 2: To know about radio writing.
3. 3: To understand different TV writing techniques
4. 4: To develop skills for ad and online writing.

## 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

## 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

## 6. Academic Integrity:

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<b>COURSE TITLE</b>	BASICS OF REPORTING AND EDITING
Course Code	BJMC-202
Credits	3 ( T:3 P:0,3)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 2ND Semester

### 1. Course Description

This foundational course provides an introduction to the essential skills and techniques of news reporting and editing. Students will learn how to gather, verify, and present news information accurately and ethically. The course covers the principles of news writing, reporting, and editing, focusing on clarity, accuracy, and fairness.

Through lectures, hands-on exercises, and practical assignments, students will develop proficiency in identifying newsworthy stories, conducting interviews, writing news reports, and editing content for publication. The course also addresses the role of the reporter and editor in the newsroom, emphasizing the importance of ethical standards and the impact of digital media on journalism.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. To understand the basics of reporting
2. To understand different types of beat reporting
3. To know basic concept of editing for print.

4. To learn basics of newspaper designing

**3. Required Textbook and Reference Material:**

- Material will be provided by faculty.

**4. Session Plan :**

- Session plan will be provided by faculty members according to the syllabus.

**5. Evaluation:**

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

**6. Academic Integrity:**

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<b>COURSE TITLE</b>	BASICS OF REPORTING AND EDITING
Course Code	BJMC-203
Credits	3 ( T:3 P:0,3)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 2ND Semester

### 1. Course Description

This foundational course introduces students to the core principles and practices of news reporting and editing. Students will gain essential skills in gathering, verifying, writing, and editing news stories. Emphasis is placed on journalistic integrity, accuracy, and the role of the reporter and editor in the media landscape.

Through lectures, interactive workshops, and practical assignments, students will learn how to identify newsworthy events, conduct effective interviews, write clear and compelling news reports, and edit content for publication. The course also explores the ethical considerations and legal responsibilities inherent in journalism, along with the impact of digital media on traditional reporting and editing practices.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. To understand basics of radio journalism and trends in radio broadcasting.
2. To understand the set up and functioning of radio studio and radio newsroom.
3. To understand TV studio set up and different types of cameras
4. To understand TV newsroom and its functioning

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.

Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

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<b>COURSE TITLE</b>	INTRODUCTION TO GRAPHICS DESIGN
Course Code	BJMC(M)- 204
Credits	3 ( T:3 P:0,3)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 2ND Semester

### 1. Course Description

This introductory course provides a comprehensive overview of graphic design principles, techniques, and tools. Students will learn the fundamentals of visual communication and design, including typography, color theory, composition, and the use of various graphic design software. The course is designed to build a solid foundation in graphic design, equipping students with the skills needed to create effective and visually appealing designs.



Through lectures, hands-on projects, and critiques, students will explore the creative process from concept development to final execution. Emphasis is placed on developing a critical eye for design, understanding the impact of visual elements, and mastering the technical skills required for professional graphic design work.

## 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

- 1: To understand basic concept of Graphic Design.
- 2: To know about the levels of colours.
- 3: To develop ability to explore, discover and understand the fundamentals used in design.
- 4: To enhance image editing by using design application.

## 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

## 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
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<b>COURSE TITLE</b>	MEDIA LITERACY SKILLS
Course Code	MDC- 201
Credits	3 ( T:3 P:0,3)
Faculty Name	Dr.Dharampal
Program	Bachelor of Journalism and Mass Communication
Academic Year and Semester	w.e.f. 2024-25, 2ND Semester

### 1. Course Description

This course explores the critical skills needed to navigate and evaluate the complex media landscape. Students will learn to analyze and interpret various forms of media, including news, advertisements, social media, and entertainment content. The course emphasizes the development of critical thinking and analytical skills necessary to discern credible information from misinformation and propaganda.

Through lectures, discussions, and practical exercises, students will gain an understanding of media production processes, bias, and the impact of media on public perception and behavior. The course also covers strategies for developing media literacy skills that promote informed and responsible media consumption.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

1. To understand concept of media literacy
2. To understand the concept of critical thinking and its importance
3. To identify bias, misinformation and study fact checking.
4. To understand importance of media literacy for well being of society

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan :

- Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid-Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

## 6. Academic Integrity:

- Please note that students involved in academic dishonesty will receive a **ZERO** grade on the particular component in which the infraction occurred.
- Academic dishonesty consists of misrepresentation by deception or by other fraudulent means. In an academic setting this may take the form of copying or use of unauthorized aids in tests, assignments, examinations, term papers, or cases; plagiarism; talking during in-class examinations; submission of work that is not your own without citation; submission of work generated by another person; aiding and abetting another student's dishonesty; and giving false information for the purpose of gaining credits.

## 7. No Network Policy

Students cannot operate any network enabled devices such as cell phones, e- tabs, I -pads or any other electronic network enabled devices inside the classroom during the sessions unless specifically instructed by the faculty. In case you are compelled to carry it in person, you may keep it in the switched off mode. Anyone found to operate such devices during the session timings will be penalized as per the rules. No discussion or negotiation will be entertained at all with respect to this.