

CC-02 PAPER--II							
INTRODUCTION TO MEDIA & COMMUNICATION							
MARKS--75							
UNIT-1 Media & everyday life	11	8	INTERNAL ASSESSMENT	P	3	REVISION	UNIVERSITY
UNIT-2 Communication & Mass communication	25	15		U	10	OF	CC 2
UNIT-3 Mass communication & effects	22	14		J	8	WHOLE	EXAM
UNIT-4 Cultural effects & the emergence of an alternative paradigm	20	10		A	10	SYLLABUS	
UNIT-5 Four models of communication	12	7			5		
	total=90			VACATION			

		ACADEMIC CALENDAR				
		Journalism & Mass Comm. (Hons.)				
		B.A. SEMESTER-II (HONS.)				
		DISTRIBUTION OF SYLLABUS				
Chapter Headlines with Topics & Sub-topics	Total No. of Lectures	No. of Lectures (JAN-3rd week of MARCH)	Last week of MARCH	No. of Lectures(APRIL- MAY 1ST WEEK)	Last three weeks of MAY	JUNE
			INTERNAL ASSESSMENT			
CC-03 PAPER--III REPORTING & EDITING FOR PRINT						
MARKS--75						
UNIT- 1 Covering news	18	12		6	REVISION	UNIVERSITY
UNIT-2 Interviewing/Types of news leads	20	14		6	OF	
UNIT-3 The newspaper newsroom	20	14		6	WHOLE	EXAM
UNIT-4 Trends in sectional news	16	12		4	SYLLABUS	
UNIT-5 Understanding media and news	16	12		4		
	90					

CC-04 PAPER--IV						
MEDIA & CULTURAL STUDIES						
MARKS--75						
UNIT-1 Understanding culture	16	12	INTERNAL ASSESSMENT	4	REVISION	UNIVERSITY
UNIT-2 Critical theories	16	12		4	OF	
UNIT-3 Representation media as texts signs and codes	18	12		6	WHOLE	EXAM
UNIT-4 Audiences	20	14		6	SYLLABUS	
UNIT 5 Media & technologies	20	14		6		
	90					

CC-06 PAPER--VI							
HISTORY OF MEDIA							
MARKS--75							
UNIT-1 History of print media	26	15	INTERNAL ASSESSMENT	P	11	REVISION	UNIVERSITY
UNIT-2 Media in the post independence era	17	10		U	7	OF	CC 6
UNIT-3 Sound media	22	6		J	16	WHOLE	EXAM
UNIT-4 Visual media	25	18		A	7	SYLLABUS	
	total=90			Vacation			
CC-07 PAPER--VII							
AD & PR							
MARKS--75							
UNIT-1 Introduction to advertising	26	15	INTERNAL ASSESSMENT	P	11	REVISION	UNIVERSITY
UNIT-2 Advertising through print, electronic and online media	18	7		U	11	OF	CC 7
UNIT-3 Public Relations-Concept & practices	22	13		J	9	WHOLE	EXAM
UNIT-4 PR- publics & campaigns	14	9		A	5	SYLLABUS	
UNIT-5 Social media marketing	10	6		Vacation	4		
	total=90						

		ACADEMIC CALENDAR				
		Journalism & Mass Communication (Hons.)				
		B.A. SEMESTER-IV (HONS.)				
		DISTRIBUTION OF SYLLABUS				
Chapter Headlines with Topics & Sub-topics	Total No. of Lectures	No. of Lectures (JAN-3rd week of MARCH)	Last week of MARCH	No. of Lectures(APRIL-MAY 1ST WEEK)	Last three weeks of MAY	JUNE
CC-08 PAPER--VIII			INTERNAL ASSESSMENT			
INTRODUCTION TO NEW MEDIA						
MARKS--75						
UNIT- 1 Key concepts & theory	20	14		6	REVISION	UNIVERSITY
UNIT-2 Understanding virtual cultures & digital journalism	20	14		6	OF	
UNIT-3 Digitization of journalism	18	12		6	WHOLE	EXAM
UNIT-4 Overview of web writing	16	12		4	SYLLABUS	
UNIT-5 Visual & content design	16	12		4		
	90					

CC-09 PAPER--IX						
DEVELOPMENT COMMUNICATION						
MARKS--75						
UNIT-1 Development: concept, concerns, paradigms	18	12	INTERNAL ASSESSMENT	6	REVISION	UNIVERSITY
UNIT-2 Development communication	20	14		6	OF	
UNIT-3 Role of media in development	20	14		6	WHOLE	EXAM
UNIT-4 Practising development communication	16	12		4	SYLLABUS	
UNIT 5 Rural journalism	16	12		4		
	90					

CC-10 PAPER--X						
MEDIA ETHICS & LAW						
MARKS--75						
UNIT-1 Ethical framework & media practice	18	12	INTERNAL ASSESSMENT	6	REVISION	UNIVERSITY
UNIT-2 Media technology & ethical parameters	20	14		6	OF	
UNIT-3 Representation & ethics	16	12		4	WHOLE	EXAM
UNIT-4 Media & regulation	20	14		6	SYLLABUS	
UNIT 5 Media & social responsibility	16	12		4		
	90					

CC-12 PAPER--							
ADVANCED BROADCAST MEDIA							
MARKS--75							
UNIT-1 Public service broadcasting	20	14	INTERNAL ASSESSMENT	P	6	REVISION	UNIVERSITY
UNIT-2 Private broadcasting	22	15		U	7	OF	CC 12
UNIT-3 Broadcast genres	15	7		J	8	WHOLE	EXAM
UNIT-4 Advanced broadcast production I	20	12		A	8	SYLLABUS	
UNIT-5 Advanced broadcast production II	13	11			2		
	TOTAL=90			VACATION			

		ACADEMIC CALENDAR				
		Journalism & Mass Communication (Hons.)				
		B.A. SEMESTER-VI (HONS.)				
		DISTRIBUTION OF SYLLABUS				

Chapter Headlines with Topics & Sub-topics	Total No. of Lectures	No. of Lectures (JAN-3rd week of MARCH)	Last week of MARCH	No. of Lectures(APRIL- MAY 1ST week)	Last three weeks of MAY	JUNE
			INTERNAL ASSESSMENT			
CC-13 PAPER--XIII						
ADVANCED NEW MEDIA						
MARKS--75						
UNIT- 1 Basics of new media	20	12		6	REVISION	UNIVERSITY
UNIT-2 Sociology of the internet & new media	18	14		6	OF	
UNIT-3 Critical new media	16	14		6	WHOLE	EXAM
UNIT-4 Participatory culture	16	12		4	SYLLABUS	
UNIT-5 Project & production	20	12		4		
	90					

CC-14 PAPER--XIV						
COMMUNICATION RESEARCH & METHODS						
MARKS--75						
UNIT-1 Introduction to research	20	14	INTERNAL ASSESSMENT	6	REVISION	UNIVERSITY
UNIT-2 Methods of media research	16	12		4	OF	
UNIT-3 Sampling	18	12		6	WHOLE	EXAM
UNIT-4 Methods of analysis and report writing	20	14		6	SYLLABUS	
UNIT 5 Ethnographics & other methods	16	12		4		
	90					