

Choice Base Credit System (CBCS)  
Department of Communication Studies & Research  
Rani Durgavati University, Jabalpur  
Bachelor of Journalism & Communication (BJC)

**THE SYLLABUS PRESCRIBED FOR BACHLOR OF JOURNALISM &  
COMMUNICATION (BJC)  
2019-2020 AND ONWARD**

The BJC course will be divided in Two semesters on the basis of Choice Based Credit System (CBCS).

There will be **TEN** papers of 100 marks, (40+60 = 100) in two semesters as following.

1. Eight theory papers
2. Dissertation, Lab Journal, Study tour.
3. Two Practical's (one in each semester) Viva-voice, Production & Publication.

A. SEMESTER FIRST

Course -1	History of Journalism & Press Laws	5 Credits 40+60 = 100
Course -2	Introduction of Mass communication & Theories	5 Credits 40+60 = 100
Course -3	Reporting, Feature writing & News agency.	5 Credits 40+60 = 100
Course -4	Editing Production & New Media Application	5 Credits 40+60 = 100
Course -5	Practical	4 Credits 40+60 = 100

Total Credits – 24

# Bachelor of Journalism & Communication (BJC)

## B. SEMESTER SECOND

Course - 6 Principle of Advertising & Public Relations : 5 Credits 40+60 = 100

Course -7 Audio Visual Communication (Film, T.V., Radio, Satellites and Video Communication) : 5 Credits 40+60 = 100

Course -8 Development Communication : 5 Credits 40+60 = 100

Course -9 Dissertation & Production : 5 Credits 40+60 = 100  
The paper 9th will be divided in Three parts.

Parts one Dissertation - 60 Marks

Parts two Production Of Lab Journal - 15 Marks

Part Three Electronic Media Production - 15 Marks

Part Four Study Tour - 10 Marks

(as per ordinance 67 of BJC)

Course -10 Practical & Viva : 4 Credits 40+60 = 100

Note - The practical will be conducted by external & internal examiners.

Total Credits - 24

Choice Base Credit System (CBCS)  
Department of Communication Studies & Research  
Rani Durgavati University, Jabalpur

SYLLABUS & SCHEME (Under CBCS)  
BACHELOR OF JOURNALISM & COMMUNICATION (B.J.C.)  
2019-2020

**FIRST SEMESTER**

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. Component A and Component B. Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A                      THEORY PAPERS

Semester – I

Course Code	Course Title	Credits	Valuation		Total
			CCE	TEM Ex	
Course 1	History of Journalism & Press Laws	5	40	60	100
Course 2	Introduction of Mass communication & Theories	5	40	60	100
Course 3	Reporting, Feature writing & News agency	5	40	60	100
Course 4	Editing Production & New Media Application	5	40	60	100
Course 5	Practical	4	40	60	100

Total Credit - 24

Note - The examinations ,division, grading, cce will be conducted under CBCS ordinance no. 222.

COMPONENT - B - CCE

Marks

Course - 1	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40  
Marks

Course - 2	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

**Total – 40**

Marks

Course - 3	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

**Total – 40**

Marks

Course - 4	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

**Total – 40**

Marks

Course - 5	1. Lab Journal	30
	2. Press Conference	10

**Total – 40**

## Semester - II

Course Code	Course Title	Credits	Valuation		Total
			CCE	TEM Ex	
Course 6	Principle of Advertising & Public Relations	05	40	60	100
Course 7	Audio Visual Communication (Film, T.V., Radio, Satellite and Video Communication)	05	40	60	100
Course 8	Development Communication	05	40	60	100
Course 9	Dissertation & Production The paper 9 <sup>th</sup> will be divided In Three parts.				
	Parts I – Dissertation	05	60		100
	Parts II – A : Production Of Lab Journal -		10		
	B: Electronic Media Production		10		
	Part III - A: Study Tour		05		
	B: Internship (08 Weeks)		05		
	C: Press Conference		10		
Course 10	Practical	04	40		60

Total Credit - 24

**COMPONENT - B - CCE**

Marks

Course - 6	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

**Total – 40**

Marks

Course - 7	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

**Total – 40**

Marks

Course - 8	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

**Total – 40**

Marks

Course - 9	1. Production Of Lab Journal -	10
	2. Electronic Media Production-	10
	3. Study Tour -	05
	4. Internship (08 Weeks) -	05
	5. Press Conference	10

**Total – 40**

Marks

Course - 10	1. Assignment in each Course	30
	2. Field Visit	10

**Total – 40**

## **FIRST SEMESTER**

### **Course – 1**

#### **HISTORY OF MEDIA & PRESS LAWS**

**Credit – 05**  
**Marks - 60**

**UNIT I-** History of media development in the world. Origin and growth of Journalism in the world and particularly in India. Emergence of language press- Urdu, Hindi, and other vernacular press. Uddant Martand, Raja Ram Mohan Roy, Sir Silk Buckingham.

**UNIT II-** Vernacular Press Act, its impact on contemporary society. Contribution of Bhartendu Harishchandra, Tilak, Ganesh Shankar Vidyarthui, M.M. Malviya and M.K. Gandhi.

**UNIT III-** The role of Indian Journalism in freedom struggle. Journalism scenario pre and after independence, History and development of journalism in Madhya Pradesh.

**UNIT IV-** History of Press Laws in India. Laws of Libel and defamation, Copy Right Act. Contempt of Court Act, Parliamentary Privileges act, Human Right Act, Information Right Act.

**UNIT V-** Press and Books Registration Act, Official Secrets Act, Obscene Publication, Laws relating to Working Journalism.

**Practical & Assignments –** Every student of B.J.C has complete following assignments before he/she enters for examination. The assignments will be checked by course teacher.

1. Prepare a report on development of the press / Media.
2. Compare any two newspapers and its contents.
3. Make a chart of emerging trends in journalism.
4. Case study related to press laws (any five)
5. Visit and reports of local courts, local press.  
And local mass media organizations (At least five).

**Note** – This will be responsibility of the subject teacher that student must complete practical and assignments. It must be duly signed by the teacher. Without completing above assignments and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

**Books Recommended :-**

- |                 |                              |  |
|-----------------|------------------------------|--|
| 1.              | Chalpati Rao                 | - The Press                                    |
| 2.              | S. Natarajan                 | - History of Press in India                    |
| 3.              | D.D. Basu                    | - Press Laws                                   |
| 4.              | R.R. Bhatnager               | - Rise and Growth of Hindi Journalism          |
| 5 <sup>प</sup>  | डॉ. नंद किशोर त्रिखा         | – प्रेस विधि                                   |
| 6 <sup>प</sup>  | विजयदत्त श्रीधर              | – मध्य प्रदेश की पत्रकारिता का उद्भव एवं विकास |
| 7 <sup>प</sup>  | बाजपेयी अम्बिका प्रसाद       | – भारतीय समाचारपत्रों का इतिहास                |
| 8 <sup>प</sup>  | संपादन, डॉ. वेद प्रताप वैदिक | – पत्रकारिता के विविध आयाम                     |
| 9 <sup>प</sup>  | विजयदत्त श्रीधर              | – भारतीय पत्रकारिता कोष                        |
| 10 <sup>प</sup> | डॉ. अर्जुन तिवारी            | – समग्र पत्रकारिता                             |

## Course - 2

### INTRODUCTION OF MASS COMMUNICATION & THEORIES

Credit – 05  
Marks - 60

**UNIT-I** Introduction to Communication, Communication: Concept, Definition, Process, Scope, Elements & Functions, Nature of Human Communication, Verbal & Non-Verbal Communication, Types of Communication, Barriers of Communication

**UNIT II-** Development of Communication. Communication meaning and scope. Mass communication, Process and characteristics, objectives and functions. Type of communication- Interpersonal, group and mass communication. Types media- Traditional, Print and Electronic and their role in the society.

**UNIT III-** Models of Communication & Process: Lass well Model . Shannon & Weaver Model, Wilber Schramm Model, Osgood Model. Communication Theories: Normative Theory, of Communication, Authoritarian Theory, Libertarian Theory, Soviet Communist Theory, Social responsibility Theory, Democratic Participation Theory.

**UNIT IV-** Mass media and democracy, Press Commissions - First commission, Second press commission, recommendations and implementation. Press Council- role, responsibility and functions press council. Media ethics.

**UNIT V-** Social media- whatsapp, facebook, twiter, instagram, E-mail, V-chat, Ftp, Internet, Viaset, Leasedline.

**Practical & Assignments** – Every student of B.J.C has complete following assignments before he inters for examination. The assignments will be checked by course teacher.

1. Defining the various communication types and writing the report.
2. Hunting the newspapers and other mass media and writing their contents.
3. Visit to rural areas and preparing reports.(Atleast 5)
4. Finding traditional communication forms at local, state and national level.
5. Finding traditional communication forms at local, state and national level.  
Photography and preparing its file, Photo editing, developing the photo film roles, photo features.

**Note** – This will be responsibility of the subject teacher that student must complete practical and assignments. It must be duly signed by the teacher. Without completing above assignments and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

**Books Recommended:-**

[Type text]

1. D.S. Mehta - Mass Communication in India
2. Keval J. Kumar - Mass Communication in India
3. B.R. Gupta - Mass Communication & Development
4. Mequail Denis - Communication theory an introduction
5. Wilbur Schramm - Mass Media & National Development
6. J.S. Murthy & Uma Tripathi -Communication and Rural Development
- 7<sup>प</sup> राधेश्याम शर्मा - जनसंचार
- 8<sup>प</sup> डॉ. महावीर सिंह - जनसंवाद
- 9<sup>प</sup> प्रो. जे.वी. विलानिलम - भारत में संचार और जनसंचार (अनुवाद शशिकांत शुक्ल)

## Course - 3

### REPORTING, FEATURE WRITING AND NEWS AGENCY

Credit – 05  
Marks - 60

**UNIT I-** Definition of news, concept, value and sources of news, construction of news. Type of news, colour in news, developing the news, various stages, follow up stories. Meaning and scope of Journalism, Purpose and functions of Journalism.

**UNIT II-** Leads - Introduction and definition. Importance of lead, Construction and types of leads. Investigative reporting- purpose and function of investigative reporting, challenges and effects, qualities for investigative reporter, interpretative reporting purpose and functions, importance and scope.

**UNIT III-** Various kinds of reporting - Reporting for radio and TV. Difference between electronic and print news. Reporters responsibility and quality. Interview- purpose, types and producing the interview stories. Rural and Agricultural Journalism, Problems and prospect of Rural/Agricultural Journalism

**UNIT IV-** News Agencies - Growth and development of News Agencies in the world with special reference to India. Functions and set-up, PTI, Bhasha, UNI & Varta, Major news agencies in the world. Non aligned, News agencies. New International world information and communication order.

**UNIT V-** Introduction and definition of feature. Scope and importance of feature, type of feature, difference between news, feature and article, converting news article in to features various approaches, effect of feature on the audience language illustration.

**Practical & Assignments –** Every student of BJC has to complete following assignments before he enters for examination. The assignments will be cheked by course teacher. 1. News writing on different issues. 2. Interview on various types. 3. Writing colour news. 4. Practicing and writing the different kinds of leads. 5. Writing interpretative reports. 6. Writing news based on investigative reporting on health, environment, development issues. 7. Writing news for Radio and TV. 8. Production of feature, news features and feature articles. 9. Publishing Daily Bulletine. 10. Translation.

**Note –** This will be responsibility of the subject teacher that student must complete practical's and assignments. It must be duly singed by the teacer. Without completing above assignments and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

#### Books Recommended :-

- |                |                   |   |
|----------------|-------------------|---|
| 1.             | James Lewis       | - Active Reporter                           |
| 2.             | Noel & Brown      | - New Writing and Reporting                 |
| 3.             | K.M. Shrivastava  | - News Reporting and Editing                |
| 4.             | IIMC Publication  | - News Agencies Pool of Non Aligned Country |
| 5 <sup>प</sup> | राजेन्द्र         | – संवाद और संवाददाता                        |
| 6 <sup>प</sup> | नंदकिशोर त्रिखा   | – समाचार संकलन और लेखन                      |
| 7 <sup>प</sup> | डॉ. अर्जुन तिवारी | – आधुनिक पत्रकारिता                         |

## Course - 4

### EDITING PRODUCTION AND COMPUTER APPLICATIONS

Credit – 05  
Marks - 60

**UNIT I-** Importance of editing, responsibility of editor. Editors freedom pre and after independence, Editors quality, Challenges, before the editors. Editorial writing, pattern and principles. News editor, Role of sub-editor, Responsibility and qualities. Tools and techniques of Sub-editing, symbols of proofs reading and editing.

**UNIT II-** Writing headlines, use of headlines, essentials of writing a headlines, types of headlines, use of typography, space, space in headlines, editing press telegrams. Editing of mufasil copy, language and translation, Various pages of newspapers, letter to editor and comments.

**UNIT III-** Elements of design- type faces and families, paper and size difference between design, make-up and lay out. Principle of page make-up, newspapers style, page make-up planning . Magazine difference between magazine and newspapers. News Room organization as setup of newspaper.

**UNIT IV-** Production techniques, Illustrations, selection- designing of pages, planning and scheduling. Printing technology history and development of printing technology, types of printing machines, letter, press printing, rotary press, photo offset, screen printing. Printing process, colour printing techniques scanning.

**UNIT V-** Introduction to Information Technology areas and scope and developments. introduction to computer. History of computer, classification, hardware components of computer, software components of computer, Multi media page maker, MS Office, DTP, Websites, Internet access, QuarkExpress, PhotoShop.

**Practical & Assignments** – Every student of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher. 1. Knowledge of editing skills and techniques. 2. Editorials writing. 3. Letter to editor writing and publication in local and national. 4. Preparing various pages of newspapers and magazines. 5. Writing headlines in different types. 6. Editing a news agency copies. 7. Translation of news, articles, and other materials. 8. Publication of Lab Journal. 9. Dummy and Page Make-up presentation. 10. Knowledge of printing process. 11. Han dins computer for MS word. Web page designing, internet, knowledge and searching the sides, making dummy pages on computer, creating file.

**Note** – This will be responsibility of subject teacher that student should complete the practicals and assignments it should duly signed by them. Without completing above assignments and works no student will be permitted for final annual examination, the record of practical work will be maintained by the teacher concern in a register.

#### Books Recommended :-

- |                |                   |                              |
|----------------|-------------------|------------------------------|
| 1.             | M.V. Kamath       | - Professional Journalism    |
| 2.             | M.V. Kamath       | - Journalist Handbook        |
| 3 <sup>ए</sup> | गुलाब कोठारी      | – समाचारपत्र पबंधन           |
| 4 <sup>ए</sup> | के.पी. नारायणन    | – संपादन कला                 |
| 5 <sup>ए</sup> | डॉ. संजीव भानावत  | – संपादन कला                 |
| 6 <sup>ए</sup> | वेद प्रताप वैदिक  | – पत्रकारिता के विविध आयाम   |
| 7 <sup>ए</sup> | श्याम सुंदर शर्मा | – समाचारपत्र पृष्ठ साज-सज्जा |

# Course - 5

## PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voce : 60 Marks

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Total – 100 Marks

The Practical will be conducted by External and Internal

The practical will cover all the papers of **First Semester**

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 1 History of Journalism & Press Laws
2. Course – 2 Introduction of Mass communication & Theories
3. Course – 3 Reporting, Feature writing & News agency
4. Course – 4 Editing Production & New Media Application

## SECOND SEMESTER

### Course – 6

#### PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS

Credit – 05

Marks - 60

**UNIT I-** History of Advertising. Definition and functions, responsibility and effects of advertising on consumers. Advertising agencies- function, organization, Set-up, copywriting, designing, headlines text, slogans, copy preparation.

**UNIT II-** Media selection, research and planning. Different approaches for various media. Media campaign and strategy. Advertising agencies and advertisers relations. DAVP-set-up, budget, functions. Quality of copy writer. Use of ads in rural areas. Social responsibility of advertising.

**UNIT III-** Definition and scope of PR in India, its relationship with publicity, propaganda and advertising. Politics and PR. State PR directorate in Madhya Pradesh Set-up and function.

**UNIT IV-** PR in private and public sector, ethics of PR. Seven "c" of PRO's qualities, tools of PR, changing scenario of PR in India.

**UNIT V-** House Journals, aims and objectives. production, techniques PR and Press, Press conference, use of various media in PR.

**Practical & Assignments** - Every students of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher.

1. Identify the advertising and its types. 2. Writing reports on consumer behavior. 3. Copy writing for advertising with headline text use of typography etc. 4. Planning and preparing add campaign. 5. Assessing effect of ads on various groups. 6. Organizing press conferences. 7. Publication of House Journal. 8. Writing and publicity campaign 9. Inviting local, state and national VIP'S for press conference and other PR work. 10. Writing a study reports on various organizations. 11. Publication of House Journal and news letters/ bulletins.

**Note-** This will be responsibility of the subject teacher that student must complete practical's and assignments. It must be duly signed by the teacher. Without completing above assignment and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

#### **Books Recommended :-**

- |                |                 |   |                                      |
|----------------|-----------------|---|--------------------------------------|
| 1.             | J.M. Kaul       | - | Public Relation in India             |
| 2.             | D.S. Mehta      | - | Handbook of Public Relation in India |
| 3.             | S.A. Chunawala  | - | Advertising Theory and Practice      |
| 4.             | James Frankline | - | Advertising                          |
| 5 <sup>प</sup> | अशोक महाजन      | — | विज्ञापन                             |
| 6 <sup>प</sup> | बी.आर. गुप्ता   | — | भारत में जनसंपर्क                    |
| 7 <sup>प</sup> | राजेन्द्र       | — | लोकसंपर्क                            |
| 8 <sup>प</sup> | सी.के. सरदाना   | — | जनसंपर्क                             |

## Course – 7

### AUDIO-VISUAL COMMUNICATION (FILM, TV, RADIO, SATELLITE, VIDEO COMMUNICATION)

Credit – 05  
Marks - 60

**UNIT I-** Radio as an oral medium. Radio and social change. Radio and development. News room set-up of Akashvani, News editing, national and regional news bulletins. Radio newsreel, Radio interviews.

**UNIT II-** Film script writing, shooting script, documentary film and uses. stages of film production from story idea to releasing print. Parallel and commercial cinema. Present trends in film making, censorship, film reviews.

**UNIT III-** Writing for TV/Film/Serials. TV interviews, TV programs, TV commercials, TV news bulletins, Sponsorship of TV serials. Story ideas, outline of TV script. Production conference, Impact of TV on mass audience. Types of TV camera, TV studios, Terminology used in TV, Private News channels in India. Types of Channel.

**UNIT IV-** Satellite communication & its effect on communication scenario, SITE programs, Dish Antenna, its use in rural areas, Video technology production of video programs. Its impact on commercial film industry.

**UNIT V-** Film and TV institute of India. NFDC, FTII, NSD, Critical appreciation of TV serial, autonomy for Electronic Media, Prasar Bharti Act. Various committees and their recommendation on Doordarshan and Aakashvani.

**Practical & Assignments** – Every students of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher. 1.Preparation and presentation radio news. 2. Preparation and presentation for various radio programme like . Radio talks, radio newsreels, radio interview and radio features. 3. Recording of the programmes, interviews and editing. 4. Production of documentary films. 5. Film script writing. 6 film review. 7. Knowledge of different part of video camera and technical terminology. 8. Production and coverage of various programmes editing of programmes. 9. Presentation of Tv interview, talk shows. 10. Coverage of local , campus programmes . 11. Video editing and video terminologies. 12. Writing film reviews and the knowledge of various channels.

**Note-** This will be responsibility of the subject teacher that student must complete practicals and assignments. It must be duly signed by the teacher. Without completing above assignment and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

#### Books Recommended :-

- |                |                  |   |                              |
|----------------|------------------|---|------------------------------|
| 1.             | K.M. Shrivastava | - | Radio and TV Journalism      |
| 2.             | J.S. Murthy      | - | Mass Communication           |
| 3.             | Keval J. Kumar   | - | Mass Communication in India  |
| 4.             | Mehra Masani     | - | Broadcasting and the People  |
| 5.             | असगर वजाहत       | — | टेलीविजन लेखन                |
| 6 <sup>प</sup> | एच. मुस्तफा जैदी | — | टेलीविजन समाचार लेखन और वाचन |
| 7 <sup>प</sup> | विजय अग्रवाल     | — | सिनेमा और समाज               |
| 8 <sup>प</sup> | सिंह ए.के.       | — | रेडियो टीवी स्क्रिप्ट लेखन   |

# Course – 8

## DEVELOPMENT COMMUNICATION

Credit – 05  
Marks - 60

**UNIT I** - Concept of development, Development Indicators, Approaches to development, Problems of development, Development Policy and Planning.

**UNIT II** - Development Journalism: concept & relevance, Development communication: Meaning, Strategies in development communication.

**UNIT III**- Social, cultural and economic barriers of development communication, Use of media and inter-personal communication.

**UNIT IV** - Traditional media: Types of Traditional media, uses and presentation, Awareness in Tribal & weaker sections.

**UNIT V** - Areas of rural journalism: health, agriculture, Panchayati raj, Population, Campaigns and their evaluation.

**Practical & Assignments** – Every student of BJC has to complete following assignments before he enters for examination. The assignments will be checked by course teacher.

1. Defining the various communication types and writing the report.
2. Hunting the newspapers and other mass media and writing their contents.
3. Visit to rural areas and preparing reports (Atleast 5).
4. Finding traditional communication forms at local, state and national level.

**Note-** This will be responsibility of the subject teacher that student must complete practical's and assignments. It must be duly signed by the teacher. Without completing above assignment and works no student will be permitted for final examination. The record of practical work will be maintained by the teacher concern.

### Books Recommended:-

- |    |  |   |                                      |
|----|--|---|--------------------------------------|
| 1. | D.S. Mehta                                   | - | Mass Communication in India          |
| 2. | Keval J. Kumar                               | - | Mass Communication in India          |
| 3. | B.R. Gupta                                   | - | Mass Communication in Development    |
| 4. | Mequail Denis                                | - | communication theory an introduction |
| 5. | Wilbur Schramm                               | - | Mass Media & National Development    |
| 6. | J.S. Murthy & Uma Tripathi                   | - | Communication and Rural Development  |
| 7. | राधेश्याम शर्मा                              | - | जनसंचार                              |
| 8. | डॉ. महावीर सिंह                              | - | जनसंवाद                              |
| 9. | प्रो. जे.वी. विलानिलम (अनुवाद शशिकांत शुक्ल) | - | भारत में संचार और जनसंचार            |

## Course – 9

### DISSERTATION & PRODUCTION

	<b>Credit – 05</b>
	<b>Total marks -100</b>
There will be three parts of this paper...	
A. Dissertation	60 marks
B. Production	
1. Production of lab journal	10 marks
2. Production of electronic media programmes	10 marks
C. Study tour and Internship.	
1. Study Tour	05 marks
2. Internship ( 8 weeks)	05 marks
D. Press Conference	10 marks
	<b>Total – 100</b>

#### **DISSERTATION:**

The dissertation will be submitted to the examination section RDVV and examined by the Examiner appointed by the University. Every student has to submit a dissertation after the session on the date as declared by Registrar of examination/HOD. Students have to write a dissertation under the guidance of a teacher of the department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance.

All students have to submit a synopsis of the subject and normal monthly progress report will be required before the submission. Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by External Examination. The dissertation must be submitted one month before the commencement of annual examination, duly forwarded and certified by the guide of the dissertation. Every Student has to submit three copies of dissertation in computer typed hard copy. Any other form will not be accepted. If it is found that dissertation is not

original work/copied from any other source the student will be the subject of UFM and will be punished under the same rules.

If dissertation is found unsatisfactory either by guide or examiner the student will be declared fail in the paper. He can re – submit in the next subsequent examination that means next year examination for which he has to fill up examination form and deposit fee as per university rules.

#### **LAB JOURNAL:**

Four issues of the Lab Journal will be published by the students as per BJC ordinance 67 and same will be produce before examiner at the time of practical's and viva for the assessment. Every student has to prove his/her contribution before the examiner. The lab journal will be published on standard format which include offset printing at least of minimum 4 pages.

#### **STUDY TOUR:**

Study of the functioning of National Mass Media Centers is an essential component of the Journalism and Communication Course. Study tour, is included as part of the syllabus. Every student has to attend study tour conducted by the Department. It will be compulsory; failing to attend the study tour Result of the students will be announced failed in the concerned paper. The place, date and duration of the tour will be decided by the HOD with the help of the Teachers of Department. After returning from the tour every student has to write a report regarding his observations of Mass Media centers. The tour will be accompanied by teachers nominated by HOD. The teacher will take appropriate action against the students who have found in disciplined during tour. Teacher accompanying the tour has to submit a confidential report on the conduct, behavior, discipline, responsibilities about the students. If any student found otherwise on the basis of the confidential report he/she may be declared unfit to appear in the annual examination on the recommendation of the committee constituted by HOD.

#### **INTERNSHIP:**

Every student has to go 8 weeks internship after examination. The organization will issue a certificate on the basis of the work done during internship. The department will select the organization for each student for the purpose. The result of the student will be declared after producing the certificate from the organization he has worked with.

These components are compulsory. Students have to produce each evidence of the work at the time of practical examination.

# Course – 10

## PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal  
The practical will cover all the papers of **Second Semester**

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6 Principle of Advertising & Public Relations.
2. Course – 7 Audio Visual Communication (film, T.V. Radio, Satellites and Video Communication.)
3. Course – 8 Development Communication.

### INSTRUCTION FOR QUESTION PAPER SETTING

1. Practical's have to be conducted by External Examiner appointed by University.
2. Absenting any part of examination will amount absent in whole paper.
3. Other rules of examination / division and grading will be govern by the University Ordinance, BJC examination ordinance, 1983 and CBCS.
4. 75 % attendance will be compulsory in theory and practical classes.