

महात्मा गाँधी केन्द्रीय विश्वविद्यालय

MAHATMA GANDHI CENTRAL UNIVERSITY

(Established by an Act of Parliament)

4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication (BAJMC)

Syllabus

(Under NEP-2020 w.e.f. 2023-24 - onwards)



DEPARTMENT OF MEDIA STUDIES

SCHOOL OF COMPUTATIONAL SCIENCES, INFORMATION AND COMMUNICATION TECHNOLOGY

महात्मा गाँधी केन्द्रीय विश्वविद्यालय

MAHATMA GANDHI CENTRAL UNIVERSITY

(Established by an Act of Parliament)

Dr. Ambedkar Administrative Building, Near OP Thana, Raghunathpur, Motihari,
District: East Champaran, Bihar-845401

**4-Year Bachelor of Arts (Honours with Research) in
Journalism and Mass Communication**
Ist Year, Semester I, Level 4.5

Course Code	Course Title	Broad Category of Course	Credit Distribution				Duration	IA	ESE	Total
			L	T	P	Total				
Discipline Specific Core Course (DSC) (Compulsory)										
BJMC3101	INTRODUCTION TO MASS COMMUNICATION	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3102	LANGUAGE SKILLS FOR MASS MEDIA	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3103	FUNDAMENTALSOFPRI NT JOURNALISM	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3104 & BJMC3105:Generic Elective(GE) (Opt any one course from the following or, choose from MOOCs/SWAYAM/ Multi-disciplinary from other departments of University) (Select Any One)										
BJMC3104	MEDIA MANAGEMENT	GE	3	1	0	4	60HRS	40	60	100
BJMC3105	ENVIRONMENTAL COMMUNICATION	GE	3	1	0	4	60HRS	40	60	100
Ability Enhancement Course(AEC)										
BJMC3106	COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT	AEC	2	1	0	2	30HRS	40	60	100
Skill Enhancement Course (SEC)										
BJMC3107	FUNDAMENTALS OF PHOTOGRAPHY (PRACTICAL)	PC/SEC	0	1	1	2	30HRS	40	60	100
BJMC3108	GRAPHICS, IMAGE AND ANIMATION (PRACTICAL)	PC/SEC	0	1	1	2	30HRS	40	60	100
BJMC3109 & BJMC3110 :Value -Added Course(VAC) (Select Any One)										
BJMC3109	INDIAN VALUE EDUCATION & ETHICS	VAC	1	1	0	2	30HRS	40	60	100
BJMC3110	GLOBALIZATION AND CULTURE	VAC	1	1	0	2	30HRS	40	60	100
BJMC3111 & BJMC3112 :Mandatory Elective Non-Credit Course(MENC) equivalentto2credits (Opt any one course from the following) (Select Any One)										
BJMC3111	YOGA	MENC					30HRS			

BJMC3112	LITERATURE, CULTURE AND MEDIA	MENC		30HRS	
Total Credits			24		
<p style="text-align: center;">Abbreviations:</p> <p>DSC: Discipline Specific Core Course (Compulsory), GE: Generic Elective Course, PC: Practical Course, SEC: Skill Enhancement Course, VAC: Value -Added Course and MENC: Mandatory Elective Non-Credit Courses equivalent to 2 credits.</p> <p>* SWAYAM Courses</p>					

BAJMC- 1ST YEAR
SEMESTER-1ST
Introduction to Mass Communication

COURSE CODE-BJMC3101

Type of Course-Discipline Specific Core Course (DSC)

Credits-4

Course Objectives:

- This course is designed to inculcate basic knowledge about various concepts, procedures, models and principles of communication for the beginners.
- This course aims to develop basic understanding about the issues of mass communication, media development, normative and other theories and social responsibility.

Unit-I: Communication

- Communication: Concept, Meaning and Definitions
- Need for Communication
- Elements of Communication
- Types of Communication, Feedback and barriers

Unit –II: Mass Communication

- Mass Communication: Meaning and Definitions
- Functions of Mass Communication
- Component of Mass Communication
- Characteristics of Mass Media Audiences, Communication flow and Opinion leader

Unit –III: Communication Model

- A brief introduction to Communication Models.
- Models of Communication: Meaning and Definitions
- Aristotle Model, Lasswell's Model, SMCR Model, Shannon & Weaver Model
- Wilbur Schramm Model, Gate Keeping Model, Gerbner's Model, Westley and Maclean Model, F. Dance Model

Unit –IV: Communication Theory

- A brief introduction to Communication theories
- Hypodermic needle theory, Two step flow, Multi Step flow
- Intra Personal and Inter Personal Communication, Group and Mass Communication, Traditional Communication
- Normative Theories of Mass Media, Selective Exposure, Selective Perception, Selective Retention, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory

Program Structure and Curriculum

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.

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

Suggested Readings:

- Berlo, D.K. (1960). The Process of Communication, New York: Holt Rinehart and Winston.
- Dan, Laughey. (2008). Key Themes in Media Theories, Rawat Publication.
- De Fleur, M Theories of Mass Communication, 2nd Edition, New York; David Mc Kay
- D.M. Silveira Personal Growth Companion, Classic Publishing
- Fiske, J. (1982). Introduction to Communication Studies, Routledge, London.
- Klapper, J.T. (1960). The effects of Mass Communications, New York Free Press,
- Kumar, Keval J. (2007). Mass Communication in India, Jaico Pub, Mumbai (3rd ed.)
- McQuail, Denis. (2008). Mass Communication Theory, Vistar Pub, New Delhi. (5th ed.)
- Narula, Uma (2006). Communication Models, Atlantic Pub, New Delhi.
- Narula, Uma (2006) Hand book of Communication, Atlantic Pub, New Delhi.
- Rajgariya, Vishnu. (2008). Jansanchar : Siddhant Aur Anuprayog. L Prakashan, New Delhi.
- Singh, O.P. (2010). Communication Theory and Principles, Vani Publication.
- Siebert, Fred S. Peterson. (1956) Four Theories of Press, Urbana University of Illinois Theodore B. and Schramm W. Press.

BAJMC- 1ST YEAR SEMESTER-1ST

Language Skills for Mass Media

COURSE CODE-BJMC3102

Type of Course-Discipline Specific Core Course (DSC)

Credits-4

Objectives:

- To improve the student's Written and Oral expression of thought and teach them the effective use of Body language and Voice tones.
- To improve the listening and Reading skills of students to follow and comprehend discourse and develop their critical thinking skills. To develop the Presentation skills and enhance confidence to expand the potential of the students.

Unit I: Media language Concept

- Media language: meaning and importance.
- Characteristics of media language.
- Media language: challenges
- Communication as a text, sign, symbol and code.
- The process of encoding and decoding.

Unit II: Language – various aspects

- Language and dialects: meaning concept and importance.
- Media language: structure and style.
- Uses of phrases and words.
- Effective media language: essentials and parameters.

Unit III: Various formats of language

- Literary and media language: concepts, significance and differences.
- Written language and spoken language.
- Visual and verbal language.
- TV, radio and print media language differences. Contemporary trends in media language.

Unit IV: Presentation – various aspects

- Oral Presentation and Public Speaking skills (Lecture, Group discussion)
- Presenting a Paper (Lecture, Presentations)
- Business Presentation- Purpose, Audience, Locale, Steps in making a Presentation (Lecture, Group exercises, Presentations)
- Technology based Communication, Writing emails, Power Point Presentation (Lecture, Group exercises, PPT)

Suggested Books:

- Rich Carole, News Writing and Reporting, Wadsworth Publications, 2010
- June A. Valladares, Craft of Copywriting, Sage Response Books, 2000
- Robert L. Hilliard, Writing for Television, Radio and New Media, Wadsworth Pub. 2008
- Milan D. Meeske, Copy Writing for Electronic Media: A Practical Guide, Wadsworth Publications, 2006
- Bruce Bartlett, Et. AL, Writing for Visual Media, Focal Press, 2013
- Nirmal Kumar Chawdhary, how to Write Film Screenplays, Kanishka Publication, 2009

Examination Scheme:

Components	CA/P	MT	A	EE
Weightage (%)	15	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
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- A- Attendance
- EE- External Examination
- Viva

BAJMC- 1ST YEAR
SEMESTER-1ST
Fundamentals of Print Journalism

COURSE CODE-BJMC3103

Type of Course-Discipline Specific Core Course (DSC)

Credits-4

Course Objectives:

Demonstrate knowledge and understanding of print journalism production processes. Write original news articles that demonstrate a concrete understanding of professional news writing standards and techniques. Write original news articles that contain news information that directly appeals to audiences' need audio to know. Students acquire and apply knowledge of news reporting and writing techniques.

Unit I: Introduction

- Journalism: Concept, Meaning and Definition
- Journalism as a fourth Estate
- Introduction of Prominent English & Hindi Newspapers
- Differences between article, news, feature, background, editorial

Unit II: News Writing

- Inverted Pyramid, 5Ws and 1H
- Various types of leads and intros
- Datelines, Credit Lines and Bylines
- Elements of News and News Values

Unit III: News Reporting

- Various Types of Reporting (Interpretative, Investigative, In-depth, straight)
- Reporting for Newspapers, News Agencies and Magazines
- Prominent Journalists and Reporters of Print Media
- Role and responsibilities of a Journalist and Reporters

Unit IV: Reporters

- Reporting skills- Nose for News, Observation (listening & seeing)
- Reporting staff: Bureau Chief, Chief Reporter, Correspondent, Stringers, & freelancer
- Reporting for different beats
- Interviewing techniques.

Suggested Readings:

- Saxena Ambrish, Fundamentals of Reporting and Editing
- Jha, Anjani Kumar, Advance Reporting & Editing, Avishkar Publishers, Jaipur
- Jha, Anjani Kumar, Patrakarita Aur Sampadak, Shruti Books, Ghaziabad
- Kamath, MV, The Professional Journalism
- Hough George, News Writing, Indian Edition, Kanishka Publications
- Shukla Saurabh, NayeJamaane Ki Patrakarita
- Kumar Vinit, Mandi Mein Media
- Ravikant, Media ki Bhasha Leela

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

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage(%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P-Class Assignment/Presentation
- HA-Home Assignment
- MT-Mid-Term Test
- A- Attendance
- EE-External Examination
- DSC – Discipline Specific Course

BAJMC- 1ST YEAR
SEMESTER-1ST
Media Management

COURSE CODE-BJMC3104

Type of Course-Generic Elective (GE)

Credits-4

Course Objectives:

The objective of this paper is to introduce basic concepts and principles of management along with various business aspects of the media industry. It will provide an understanding of the ownership patterns and marketing strategies prevalent in the Indian media business. Students will learn to study media as a business. The paper helps to build upon students' skills in the principles of media management and develop their knowledge and application of management processes within events. It also enables students to apply principles of media management to a practical situation.

Unit – I: Introduction

- Media Management – Concept, Nature and Characteristics.
- Overview of media as an industry.
- Major Indian media companies.
- Management patterns.

Unit – II: Media Business & Marketing

- Problems and prospects.
- Media marketing.
- Readership Survey.
- Target Audience.

Unit – III: Management & Function

- Organizational Behavior.
- Human Resource Management.
- Media Relations Management.
- Information and Technology Management.

Unit – IV: Plans and Marketing

- Budgeting.
- Related Laws
- Risk management.
- Promotion.

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

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage(%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P-Class Assignment/Presentation
- HA-Home Assignment
- MT-Mid-Term Test
- A- Attendance
- EE-External Examination

Suggested Readings:

- Gillian Doyle, Understanding Media Economics, Sage Publication.
- Chaturvedi BK, Media Management, Global Vision Publishing House, 2nd edition, 2022.
- Aroda, Neha. Event Management. Bhasha Prakashan, New Delhi.
- Agrawal, Dr. Vijay, Media Management. Print, Electronic evm Online. Makhanlal, Chaturvedi Rastriya Patrakritaevm Sanchar Vishwavidhyalaya, Bhopal.
- Gothi, Ritu, Media Prabandhan, Lakshya Publication, New Delhi, 1st edition 2007.
- Pandey Dr. Bhagwan Dev, Aadhunik Media Prabandhan, TakshashilaPrakashan, New Delhi, 2009.

BAJMC- 1ST YEAR
SEMESTER-1ST
Environmental Communication

COURSE CODE-BJMC3105

Type of Course-Generic Elective (GE)

Credits-4

Course Objective:

- The focus of the curriculum is to provide an exposure to major environmental issues & environmental Communication.
- The main objective of the course is to develop reporting, writing & editing skills related to environmental Communication.

Unit: 1 Concept of Environment & Media

- Meaning & Definition of Communication
- Concepts of Environment Communication
- History of Environment Communication
- Various aspects of Environment and Media

Unit: 2 Environmental Communication

- Major Environmental issues in India
- Importance of Environmental Communication
- Global issues of Environmental Communication
- Processes of Environmental Communication

Unit: 3 Reporting and writing for Environment

- Reporting skills on Environment for Print, Electronic and Digital Media
- Reporting on Disasters and calamities Reactive V/S Proactive Reporting
- Writing a News Feature Story for Environment
- Ethical role as an Environmental Journalist: Fairness and Advocacy

Unit: 4 Environmental Journalism and Society

- Environmental Journalism and Development.

- Popular Bodies: The society of Environmental Journalist (SEJ), Ministry of Environment, Forest and Climate Change
- Challenges of Environmental Journalism
- Impact of Environmental Journalism on Society

Text & References:

- David B. Sachsman, Joann Myer Valenti, (2020) Routledge Handbook of Environmental Journalism, 1st Edition,
- Poornananda, D. S. (2020) Environmental Journalism, Sage Publications India Pvt. Ltd.
- Bodker, Henrik (2016), Environmental Journalism (Journalism Studies), Routledge, 1st edition
- Cox, Robert. (2010) Environmental Communication and the Public Sphere (2nd Ed.). Thousand Oaks: Sage Publications.
- Shukla PR, Sharma SK, Ravindranath NH, Garg A, Bhattacharya S (2003) Climate change and India: vulnerability assessment and adaptation. Universities Press, Hyderabad, India.
- Agarwal A, Narain S (1991) Global warming in an unequal world: a case of environmental colonialism. Centre for Science and Environment, New Delhi.
- Toman MA, Chakravorty U, Gupta S (2003) India and global climate change. Oxford University Press, London.
- वोहरा, वं. (2008). पर्यावरण अध्ययन, नई दिल्ली: ओमेगा पब्लिकेशन्स.
- विनीत, वी. (2020). बनारस लॉकडाउन, वाराणसी: पेन अल्टीमेट.
- शर्मा, डी. एवं जैन, एम. (2009). सामयिक पर्यावरण, नई दिल्ली: अर्जुन पब्लिशिंग हाऊस
- सिंह, अ. कु. (1997). पर्यावरण एवं सतत विकास, लखनऊ: न्यू रॉयल बुक कंपनी

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

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P-Class Assignment/Presentation
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- EE-External Examination

BAJMC- 1ST YEAR
SEMESTER-1ST
Communication Skills and Personality Development

COURSE CODE-BJMC3106

Type of Course-Ability Enhancement course (AEC)

Credits-2

Objective: To develop communication skills of students so that they have clear and effective communication, adaptive listening having empathy and understanding.

Unit-1: Concept of communication

- Definition and Meaning of Communication
- Importance of Communication and Process of Communication
- Gestures - meaning, definition and types of Gestures
- Postures - meaning, definition and types of Postures

Unit-2: Body Language and Personality Development

- Facial Expression - meaning, definition and eye contact
- Body Language - meaning, definition and expression
- Importance of Decision Making, Concept of Problem solving
- Meaning and definition of Critical thinking, Barriers to Communication

Suggested Books:

- Barker, A. (1956). Improve Your Communication Skill. 2nd ed. Kogan Page Publishers. UK.
- Castells, M. (2009). Communication Power. Oxford University Press, New Delhi.
- Gandhi, Mohandas Karamchand (1943). To the Students. Anant T. Hingorani, Karachi
- Ray, G.L. (1991). Extension, Communication and Management. Naya Prokash, Calcutta.

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage(%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination
- Viva
- AEC- Ability Enhancement Course

BAJMC- 1ST YEAR
SEMESTER-1ST
FUNDAMENTALS OF PHOTOGRAPHY (PRACTICAL)

COURSE CODE-BJMC3107

Type of Course-Skill Enhancement course (PC/SEC)

Credits-2

Course Objectives:

- This course is designed to inculcate basic knowledge about fundamentals photography.

Unit 1: Introduction to Photography

- Photography; Definition, Elements & Principles
- Photography; Visual Language, Digital Photography
- Basic Principles of Composition
- Essential Qualities of a Photographer

Unit 2: Basic Elements of Photography

- Camera, Lens & Other parts of camera, Photographic Equipment
- Focus, Aperture, Shutter speed, Depth of Field
- Camera movements, Shots, Angles
- **Practices: Exercises based on various practical aspects**

Suggested Books:

- Adams Ansel, The Camera (Ansel Adams Photography series)
- Adams Ansel, The Print (Ansel Adams Photography series)
- Belt Angela Faris, Elements of Photography- Understanding and Creating Sophisticated Images, Focal Press
- Ang Tom, Picture Editing, Focal Press
- Wells Liz, Photography- A Critical Introduction, Routledge
- Deshpande B.K, Photo Journalism, Sonali Publications
- Frost Lee, The A-Z of creative Photography • Freeman Michael, Creative Photography, New 35 MM handbook
- Edwards Steve, Photography A Very Short Introduction, Oxford University Press (2006)

Examination Scheme:

Components	CA1/P1	CA2/P2	A	EE/V
Weightage (%)	15	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- A- Attendance
- EE- External Examination
- V-Viva
- PC- Practical Course
- SEC- Skill Enhancement Course

BAJMC- 1ST YEAR
SEMESTER-1ST
GRAPHICS, IMAGE AND ANIMATION (PRACTICAL)

COURSE CODE-BJMC3108

Type of Course-Skill Enhancement course (PC/SEC)

Credits-2

Course Objectives: The academic work in the Semester aims at an understanding of the basic elements of compositions that merge to form the language of visual communication.

Unit-I Graphics image

- Graphic Communication: Meaning and Definition
- Elements of Art: Point, Line, Form, Shape, Space, Colour, Texture, Value
- Principles of Art: Balance, Rhythm, Harmony, Contrast, Proportion, Dominance
- Graphic file formats: BMP, JPEG, GIF, PNG

UNIT-II Animation

- Introduction and Definitions of Animation, Types of Animation.
- Overview of Animation Film History: Earlier Stage and Modern Era, Father of Indian Animation.
- Overview of Animated Television Channels: Cartoon Network, Discovery Kids, Disney, Pogo.
- Process of Animation Pre-Production, Idea Generation, Story Writing.

Practical Exercises: -

1. Learn grammar of visual narratives
2. Develop a Story for animation
3. Understand Time and Spacing principal by Pendulum animation
4. Animate Humans /Objects with Stop Motion Animation Techniques
5. Cut-out / Clay, used to produce story-based animation clip

Suggested Books:

- The art of layout and storyboarding- Mark T. Byrne o Egleiter, Marcie (2011) From Word to Image:
- Storyboarding and the Filmmaking Process. Michael
- Wiese Productions. Beiman, Nancy. (2012) Prepare to board. Focal Press.
- Animation History and Production by AparnaVats , New Delhi Publisher ,New Delhi.
- Tumminello, Wendy. (2004) Exploring Storyboarding. Course Technology
- Smith, K. (2005). Handbook of visual communication: Theory, methods, and media.
- Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning

Examination Scheme:

Components	CA1/P1	CA2/P2	A	EE/V
Weightage (%)	15	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- A- Attendance
- EE- External Examination
- V-Viva
- PC- Practical Course
- SEC- Skill Enhancement Course

BAJMC- 1ST YEAR
SEMESTER-1ST
INDIAN VALUE EDUCATION & ETHICS
COURSE CODE-BJMC3109
Type of Course- Value Added Course (VAC) **Credits-2**

Course Objectives:

- This course is designed to inculcate basic knowledge about various concepts, theories, and principles of the Indian value system for beginners.
- This course aims to develop a basic understanding of the various ethical aspects, of Indian culture and values and create a sense of social responsibility in the learners.

Unit-I –Value Education, Meaning, Significance and Types

- 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: Nation Building and Indian Society

- Value Education for Nation Building
- Respect to the Indian constitution and National Values
- Integrity of India
- Media Ethics

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

Examination Scheme:

Components	CA/ P	HA	M T	A	EE
Weightage(%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P-Class Assignment/Presentation
- HA-Home Assignment
- MT-Mid-Term Test
- A- Attendance
- EE-External Examination
- VAC- Value Added Course

Suggested Readings:

- Chitakra, M.G. (2003) Education and Human Values, APN Publishing Corporation, New Delhi.
- Chakravarthy, S.K. (1999) Values and Ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi.
- Sachchidananda, M.K. (1991) Ethics, education, Indian Unity and Culture, Ajanta Publications, Delhi.

BAJMC- 1ST YEAR
SEMESTER-1st
YOGA

COURSE CODE-BJMC3111

Type of Course- Mandatory Elective Non-Credit Course (MENC) Credits-2

Course Objectives:

The objective of this paper is to introduce basic concepts and principles of Yoga. Students will have an understanding of Yoga, its origin, history and development of Yoga. Introduction of Yoga according to various texts. Make the students aware of warm exercises before practicing asana. It also enables students to know about the structure of the body. To know about the necessary functions of the body. To give brief idea about the diseases related to each system. To throw light on anatomy so that student can experience the involvement of their body parts while practicing various postures of yoga.

Unit – I: Introduction to Yoga

- History and Development
- Aim, Objectives and Misconceptions
- Yoga of Maharshi Patanjali
- Yoga of Swami Vivekananda

Unit – II: Introduction to Yoga Texts

- Types of Yoga - Hatha Yoga and Raja Yoga
- Jnana Yoga, Bhakti Yoga, Karma Yoga
- Types of Padas - Samadhi pada - Sadhana pada
- Vibhuti Pada, Kaivalya Pada
-

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

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage(%)	7.5	7.5	20	5	60	100

Abbreviation:

- CA/P-Class Assignment/Presentation
- HA-Home Assignment
- MT-Mid Term Test
- A- Attendance
- EE-External Examination

Suggested Readings:

- Tirtha Omananda, Patanjali Yog Pradeep
- Shastri Vijaypal, Patanjali Yoga Discussion
- Asana, Pranayama, Mudra, Bandha
- Ghi Dr. Ganesh Shanker, Health for all through Yoga
- PatoyalaRaaj Publication, Yoga AvamSwasthya
- Kaivalyadham, Hath Yoga Pradipika
- Bhojraj, Yoga Sutra Rajmartand
- Shastri Rajveer, Yoga Philosophy
- Bhatt Dr. Naveen Chandra, Health and yoga

BAJMC- 1ST YEAR
SEMESTER-1st
Literature Culture and Media

COURSE CODE-BJMC3112

Type of Course-Mandatory Elective Non-Credit Course (MENC) Credits-0

Unit – I: Introduction, Aims and Objectives

- Defining Literature; Defining Culture; Literature, Culture and Media
- Introduction to Cultural Studies
- Modernism and Postmodernism, Westernization
- High Culture and Popular Culture

Unit – II: Postcolonial Theory

- Introduction to Postcolonial Theory; Key Concepts in Postcolonial theory
- Theories of Ideology: Adorno and Horkheimer on Culture
- The Evolution of Media: Media forms; Media and Culture; Culture and Technology
- Marshall McLuhan: Technological Determinism

Suggested Readings:

- Best, Steven and Kellner, Douglas (2012). The Post Modern Turn, New York: The Guilford Press.
- Hall, S. (1975). “Encoding and Decoding in the Television Discourse”, Education and Culture 6 (Strasbourg: Council of Europe).
- Lister, Martin; Dovey, Jon and Giddings, Seth (2008) New Media: A Critical Introduction . New York: Routledge.
- Parker, Robert Dale, (2012). Critical Theory: A Reader for Literary and Cultural Studies. U.K.: Oxford University Press.
- Rivkin, Julie and Michael Ryan (1998) Literary Theory: An Anthology. UK: Blackwell Publishers.
- Willis, Paul. (1978) Profane Culture. London: Routledge and Kegan Paul.

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

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage(%)	7.5	7.5	20	5	60	100

Abbreviation:

- CA/P-Class Assignment/Presentation
- HA-Home Assignment
- MT-Mid Term Test
- A- Attendance
- EE-External Examination