

# महात्मा गाँधी केन्द्रीय विश्वविद्यालय

## MAHATMAGANDHICENTRAL 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)**

**After revised in BOS on 09 January, 2025**



## DEPARTMENT OF MEDIA STUDIES

# 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

**After revised in BOS on 09 January, 2025**

## DEPARTMENT OF MEDIA STUDIES

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

A four-year full-time course divided in to eight semesters leading to the degree of 4-Year Bachelor of Arts (Honours with Research) Programme in Journalism and Mass Communication (BAJMC)

#### **A. Program Details**

**Name of the Department:** Media Studies

**School:** School of Computational Science, Information Science and Communication Technology (SCSI&CT)

**Subject:** Journalism and Mass Communication

**Duration of the Programme:** 4 Year divided into 8 Semester (NEP 2020 System)

#### **B. Objectives of the Programme**

1. To promote Multidisciplinary and a Holistic education across the sciences, social sciences, arts and humanities.
2. To emphasis on conceptual understanding rather than rote learning and learning-for-exams
3. To enhance in personality and communication skills
4. To promote flexibility, so that learners have the ability to choose their learning trajectories and programmes, and thereby choose their own paths in life according to their talents and interests
5. Flexibility, so that students have the ability to choose their learning trajectories and programmes, and thereby choose their own paths in life according to their talents and interests.
6. To familiarize students with basic concepts of Journalism and Mass Communication
7. To learn knowledge Media organization and processing
8. To produce scholar graduates with strong academic knowledge and professional skills so they are prepared to join a media related profession.
9. To produce graduates who will contribute positively to society.
10. To produce graduates to be leaders of the society with a sense of high morality, advanced skills and insightful attitudes.

**After revised in BOS on 09 January, 2025**

11. To develop skills in using computer, camera, and communication technology.
12. To introduce modern management technique to students to manage Journalism and Mass Communication Centers effectively.
13. To enhance in personality and communication skills
14. To develop in research knowledge.
15. To develop in critical thinking and analytical skills.

### C. Programme Outcomes

The followings are the outcomes of the **B.A. Journalism and Mass Communication courses:**

- **Developing strong communication skills:** Students learn to improve their oral and written communication skills through a range of media, including print, broadcast, and digital platforms.
- **Understanding Media and its role in society:** Students gain an in-depth understanding of media systems, their history, and their impact on individuals and societies.
- **Learning journalistic practices:** Students learn to develop news stories, conduct interviews, and report events in an ethical and responsible manner.
- **Mastering Media technologies:** Students acquire skills in various media tools, ranging from writing and editing to photography, audio, and video production.
- **Understanding Media law and ethics:** Students get an overview of media law, including topics such as defamation, copyright, and freedom of speech, as well as ethical principles and guidelines for journalistic practices.
- **Developing critical thinking skills:** Students learn to analyse media content, identify biases, and evaluate information sources critically.
- **Becoming proficient in research methods:** Students learn to conduct effective research using primary and secondary data sources in order to gather information and supporting evidence for their reports and stories.
- **Receiving placement opportunities:** Students are provided with opportunities for internships and industry placements, which expose them to real-world situations and enhance employment prospects.

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## C.Details of Course Credits and Scheme of Examination:

### 4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication (2023-24 onwards)

Intake:33

Total Semester:8 Credit:188Credits

Level	Programme	Qualification Titles	Total Credits
Level4.5	4-Year Bachelor of arts (Honours with Research)in Journalism and Mass Communication	<b>Minimum Eligibility:</b>  10+2inanydisciplinefromCentral/State Government recognizedBoardhavingminimum50%marksorequivalent  grade(5%marksrelaxationforSC/ST/OBC(Non-creamy layer)/PwD Candidates)	SemesterI:24Credits SemesterII:24Credits  Total:48Credits
		<b>Type of Qualification</b> Students on exit shall be awarded <b>Undergraduate Certificate in</b>  <b>Journalism and Mass Communication</b> <b>aftersecuringtherequisite44</b> Total44Credits(Including4CreditsInternship) on completion  Of Semester II	Exit student: 52 credits
Level5	4-Year Bachelor of arts (Honours with Research)in Journalism and Mass Communication	<b>Minimum Eligibility:</b>  10+2in any discipline from Central/State Government Recognized Board having minimum50%marks or equivalent  grade(5%marks relaxation for SC/ST/OBC(Non-creamy layer)/PwD Candidates)	SemesterIII:24Credits SemesterIV:24Credits  Total:96Credits

After revised in BOS on 09 January, 2025

	<b>2nd Year</b>	<p>and</p> <p>One Year Undergraduate Certificate in Journalism and Mass Communication having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates) from Central/State Government recognized Board</p>	
		<p><b>Type of Qualification</b></p> <p>Students on exit shall be awarded <b>Undergraduate Diploma in Journalism and Mass Communication</b> after securing the requisite 84 credits</p> <p>Total 84 Credits (Including 4 Credits Internship) on completion of Semester IV</p>	Exit student: 100 credits
<b>Level 5.5</b>	<p>4-Year Bachelor of Arts (Honours with Research) in Journalism and Mass Communication</p> <p><b>3rd Year</b></p>	<p><b>Minimum Eligibility:</b></p> <p>10+2 in any discipline from Central/State Government recognized Board having minimum 50% marks or</p> <p>Equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates)</p> <p>And</p> <p>Two Years Undergraduate Diploma in Journalism and Mass Communication having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates) from Central/State Government recognized Board</p>	<p>Semester V: 24 Credits</p> <p>Semester VI: 24 Credits</p> <p>Total: 144 Credits</p>
		<p><b>Type of Qualification</b></p> <p>Students on exit shall be awarded <b>Bachelor of Arts in Journalism and Mass Communication</b> after securing the requisite 148 credits (Including 4 Credits Internship) on completion of Semester VI</p>	Exit student: 148 Credits

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<b>Level 6</b>	4-Year Bachelor of Arts (Honours with Research)in Journalism and Mass Communication <b>4<sup>th</sup> Year</b>	<b>Minimum Eligibility:</b> Bachelor of Arts (Hons.) in Journalism and Mass Communication f r o m  Central/State Government recognized university having minimum75%marks or equivalent grade and wish to undertake Research at the undergraduate level can choose a research stream In the fourth year.	SemesterVII:22 Credits SemesterVIII:22 Credits Total:188Credits
		<b>Type of Qualification</b> Studentsshallbeawardedwith75% a n d above in <b>4-year Bachelor (Honours with Research) in Journalism and Mass Communication.</b> After securing the requisite188 credits on Completion of Semester VIII  Studentsshallbeawardedwith50%andin <b>4-yearBachelor (Honours) in Journalism and Mass Communication after Securing</b> therequisite188 credits on completion of Semester VIII	

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

**IIIrd Year, Semester V, Level 5.5**

Course Code	Course Title	Broad Category of Course	Credit Distribution				Duration	IA	ESE	Total
			L	T	P	Total				
Discipline Specific Core Course (DSC) (Compulsory)										
BJMC3501	INDIAN CONSTITUTION, MEDIA LAW AND ETHICS	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3502	PRINCIPLES OF DIGITAL COMMUNICATIONS	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3503	DEVELOPMENT COMMUNICATION	Core/DSC	3	1	0	4	60HRS	40	60	100
BJMC3504 , BJMC3505 & BJMC3506 :Discipline Specific Elective Course (Opt any one course from the following or, choose from MOOCs/SWAYAM from other departments of University) (SelectAny One)										
BJMC3504	INTRODUCTION TO RESEARCH METHODS	DSE	3	1	0	4	60HRS	40	60	100
BJMC3505	MEDIA PSYCHOLOGY	DSE	3	1	0	4	60HRS	40	60	100
BJMC3506	CREATIVE TRANSLATION IN MEDIA	DSE	3	1	0	4	60HRS	40	60	100
BJMC3507 & BJMC3508:Generic Elective(GE) (Opt any one course from the following or, choose from MOOCs/SWAYAM/ Multi-disciplinaryfromotherdepartmentsofUniversity)(SelectAnyOne)										
BJMC3507	BUSINESS JOURNALISM	GE	3	1	0	4	60HRS	40	60	100
BJMC3508	TEXT, TEXTUALITY AND DIGITAL MEDIA	GE	3	1	0	4	60HRS	40	60	100
Internship/Apprenticeship/Project/Community Outreach (IAPC)										
BJMC3509	PORJECT (E-PAPER BASE )	IAPC	0	1	1	2	30HRS	40	60	100
Skill Enhancement Course (SEC)										
BJMC3510	INFORMATIONANDCOMMUNICATIONTECHNOLOGY (PRACTICAL)	SEC	0	1	1	2	30HRS	40	60	100
BJMC3511 & BJMC3512 :Mandatory Elective Non-Credit Course(MENC) equivalent to Zero credits(Opt any one course from the following) (Select Any One)										
BJMC3511	INVESTIGATIVE JOURNALISM	MENC					30HRS			
BJMC3512	AGRICULTURE JOURNALISM	MENC					30HRS			
Total Credit						24				

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**\* SWAYAM Courses**

**Abbreviations:**

DSC: Discipline Specific Core Course (Compulsory), GE: Generic Elective Course, PC: Practical Course, SEC: Skill Enhancement Course, VAC: Value -Added Course, IAPC: Internship/Apprenticeship/Project/Community Outreach and MENC: Mandatory Elective Non-Credit Courses equivalent to 2 credits.

**After revised in BOS on 09 January, 2025**



# **BAJMC- 3<sup>rd</sup> YEAR**

## **5<sup>th</sup> SEMESTER**

### **INDIAN CONSTITUTION, MEDIA LAW'S AND ETHICS**

**COURSE CODE- BJMC3501**

**Type of Course- Discipline Specific Core Course (DSC)      Credits-4**

#### **Course Objectives:**

The main objective of this paper is to make students aware of the basic tenets of Indian Constitution and different laws with respect to press which exists in India.

#### **Unit I: Introduction to the Indian Constitution**

- Fundamental Rights and Duties
- Directive Principles of State Policy
- Election Commission of India
- Lok Sabha and Rajya Sabha, President and Prime Minister of India

#### **Unit II: Media Rights and Constitution**

- Freedom of Speech and Expression
- Reasonable Restrictions
- Parliamentary Privileges and Media
- Ethical Challenges of Online Journalism

#### **Unit III: Relevant laws relating to Press and Media in India**

- Press Council of India
- Laws of Defamation, Laws of Contempt relating to Judiciary and legislation
- The Press and Registration of Periodicals Act
- Relevant provisions of Bhartiya Nyaya Sanhita (BNS) and Bhartiya Nagarik Suraksha Sanhita (BNSS), Crimes against Human. Children. Obscenity

#### **Unit IV: Other Acts and Regulations**

- Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, Cinematograph Act. Prasar Bharti Act
- Cyber Laws and Cable Television Act
- Media and Public Interest Litigation
- Broadcast Regulations in India

### ● Program Structure and Curriculum

- **Pedagogy:** Teaching will be based on lectures, class discussion, reading and analyzing business news analysis, podcast planning, writing exercises, case study and PowerPoint presentations. Thus, participatory interaction will be encouraged

### ● 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:

- Basu, Durga Das. (2010). Law of the Press, Lexis Nexis Butter worths Wadhawa.
- Gurgaon (Haryana) Dixit, Harbans, (2007). Press Vidhi Evan Abhiwyaki Swatantrya. Vani Prakashan, New Delhi
- Jethmalani, Ram and Chopra. DS. (2012). Cases and Material on Media Law, Thomson Reuters South Asia Pvt. Ltd., New Delu
- Jha, Anjani Kumar. (2016). Media Vidhi Aur Aachar Sanhita, Kanishka Publishing House.
- New Delhi
- Pathak. Julu P. (2017). Introduction To Media Laws And Ethics. Shipra Publications
- Trikha. Nand Kishore, (2012), Press Vidhi Vishwavidyalaya Prakashan, Varanasi

# BAJMC- 3<sup>rd</sup> YEAR

## 5<sup>th</sup> SEMESTER

### PRINCIPLES OF DIGITAL COMMUNICATION

**COURSE CODE- BJMC3502**

**Type of Course- Discipline Specific Core Course (DSC)      Credits-4**

**Course objective:** Digital communication is a fundamental course in the electronics and communication stream. The objectives of this course are to introduce the basic principles that underlie the analysis and successful design of a digital communication system. Digital communication systems have been used in all modern communication systems. Emphasis is placed on understanding system design goals and to optimize the tradeoff among basic system parameters such as signal-to-noise ratio, bandwidth, etc.

#### **UNIT-I: Introduction to digital communications**

- Digital communication: Concept and Meaning
- Digital Media: Emergence and significance
- Characteristics of Digital Communication and Convergence
- Interfaces and channels for digital communications

#### **UNIT-II: Waveform coding and Modulation**

- Geometric representation of signals
- Introduction to random variables, joint probability density function
- Pulse code modulation and delta modulation
- Linear modulation, spectral description of linearly modulated signals

#### **UNIT- III: Coherent binary modulation formats**

- Coherent binary modulation formats, e.g., ASK, FSK and PSK
- Coherent QAM, M-ary modulation techniques
- Orthogonal and biorthogonal modulation
- Optimum decision region in AWGN

#### **UNIT- IV: Performance analysis of binary and non-coherent communication**

- Performance analysis of binary and M-Ary signaling
- Bit-level demodulation, non-coherent communication
- Composite hypothesis testing
- Optimal demodulation for non-coherent communication

### ● Program Structure and Curriculum

- **Pedagogy:** Teaching will be based on lectures, class discussion, reading and analyzing business news analysis, podcast planning, writing exercises, case study and PowerPoint presentations. Thus, participatory interaction will be encouraged

- **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

### Text & References:

- Robert G. Gallager (2008), "Principles of Digital Communication," Cambridge University Press.
- Upamanyu Madhow (2008), "Fundamentals of Digital Communication," Cambridge University Press.
- John M. Wozencraft and Irwin M. Jacobs (1965), "Principles of Communication Engineering," Wiley.
- John G. Proakis and Masoud Salehi (2007), "Fundamentals of Communication Systems," Pearson Education India.
- Simon Haykin, "Communications Systems (2008)," John Wiley.
- Amos Lapidot (2017), "A foundation in Digital Communication," Cambridge University Press.
- Bernard Sklar, (2001) "Digital Communications," Prentice Hall.
- Harries, D. (2002), The new media book. London: BFI Pub.
- Jha, Anjani Kumar and Mishra, Parmatma Kumar. (2022), Digital Media : Siddhant aur Anuprayog. Rashtriya Sahitya Sansthan, Jaipur.
- S., N. A., & Hendricks, J. A. (2012), Social media: Usage and impact. Lanham, MD: Lexington Books.
- Schell, B. H. (2007), The Internet and society: A reference handbook. Santa Barbara, CA: ABC-CLIO.
- Shrivastava, Mukul (2018), Digital Media ka Samaajik Paksh. Yash Publishers.
- Tuten, T. L., & Solomon, M. R. (2013). Social media marketing. Boston: Pearson.

## **BAJMC- 3<sup>rd</sup> YEAR**

### **5<sup>th</sup> SEMESTER**

#### **DEVELOPMENT COMMUNICATION**

**COURSE CODE- BJMC3503**

**Type of Course- Discipline Specific Core Course (DSC)      Credits-4**

Course Objective- The objective of this paper is to help student to understand the use of media for social development.

#### **Unit I- Development Communication and concept**

- Development Communication- meaning
- Measuring development- Indicator of development
- Development Communication - Characteristics

#### **Unit II- Media and Development**

- Media and Development: SITE project
- DD Kisan: A full-fledged television channel
- Barriers to human development

#### **Unit III- Development Goals**

- Millennium Development Goals
- Sustainable Development Goals
- women's development

#### **Unit IV- Issues in development**

- Tribal development
- issues in development reporting.
- ICTs: scope in development communication.

### ● Program Structure and Curriculum

- **Pedagogy:** Teaching will be based on lectures, class discussion, reading and analyzing business news analysis, podcast planning, writing exercises, case study and PowerPoint presentations. Thus, participatory interaction will be encouraged

- **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

### Text and References:

1. Mass media and society, Naval Prabhakar and Narendra Basu, ISBN-8131100200
2. Communication for development vol-1, Kiran Prasad, ISBN- 9788176466677
3. Communication for development vol-2, Kiran Prasad, ISBN- 9788176466677
4. Research skill development in social sciences, communication and management, B.S. Nagi and A. M. Jhan, ISBN-9789385958878
5. रेडियो पत्रकारिता- प्रो. विजय कुलश्रेष्ठ, 9789381306031
6. रेडियो, साहय और पत्रकारिता का स्तूप - डॉ अकेला भई

## **BAJMC- 3<sup>rd</sup> YEAR**

### **5<sup>th</sup> SEMESTER**

#### **INTRODUCTION TO RESEARCH METHODS**

**COURSE CODE- BJMC3504**

**Type of Course- Discipline Specific Core Course (DSC)      Credits-4**

##### **Course Brief**

This course provides a foundational understanding of the theories, methods, and ethical considerations involved in communication and media research. Students will learn to critically analyze existing research, develop basic research questions, and design simple research projects.

##### **Course Objectives**

Upon successful completion of this course, students will be able to: Identify and differentiate between various paradigms, theories, and approaches in communication and media research. Formulate clear and researchable questions for communication and media phenomena. Understand and apply fundamental concepts of both quantitative and qualitative research methodologies. Critically evaluate the strengths and limitations of different research methods.

##### **UNIT - 1**

Research meaning and importance  
Research in Contemporary Media Industry  
Foundations of Communication and Media Research  
Ethical Considerations in Research

##### **UNIT -2**

Literature Review and Theoretical framework  
Research Designs  
Research Methodology  
Sampling and Tools

##### **UNIT -3**

Qualitative approaches  
Popular methods: Case Study, Narrative Study, FGD  
Quantitative approaches  
Quantitative methods: Content analysis, Sample Survey

##### **UNIT- 4**

Normative structure of Research proposal  
Normative structure of Research report  
Research Paper writing practices  
Research based articles

## ● Program Structure and Curriculum

- **Pedagogy:** Teaching will be based on lectures, class discussion, reading and analyzing business news analysis, podcast planning, writing exercises, case study and PowerPoint presentations. Thus, participatory interaction will be encouraged

- **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 books:**

Lindlof, T. R., & Taylor, B. C. (2017). Qualitative communication research methods (4th ed.). SAGE Publications.

Wimmer, R. D., & Dominick, J. R. (2021). Mass media research: An introduction (11th ed.). Cengage Learning.

Sharma, B. K. (Current Edition). Shodh pravidhi, Sahitya Bhawan Publications

Berger, A. A. (2016). Media and communication research methods: An introduction to qualitative and quantitative approaches (3rd ed.). SAGE Publications

Wrench, J. S., Thomas-Maddox, C., & Richmond, V. P. (2020). Quantitative research methods for communication: A hands-on approach (4th ed.). Oxford University Press.



**BAJMC- 3<sup>rd</sup> YEAR**  
**5<sup>th</sup> SEMESTER**  
**BUSINESS JOURNALISM**

**COURSE CODE- BJMC3507**

**Type of Course- Generic Elective (GE)**

**Credits-4**

**Course objectives:**

This course aims to equip students with the skills and knowledge necessary to effectively report, write, and analyze business news. Students will learn how to interpret financial statements, cover corporate events, understand economic indicators, and translate complex business topics into clear, engaging stories for a broad audience. Emphasis will be placed on ethical reporting practices, source development, critical thinking, and adapting to the evolving digital media landscape.

**Unit- I: Introduction to Business Journalism**

- Business Journalism: Concept, Evolution and Significance
- Types of business news: Corporate, Market, Economy, Personal Finance
- Key business terminologies: Balance sheet, Asset, Liabilities, Equity, Income Statement, ROI, Cash flow, B2B/B2C
- Understanding Basic economic indicators: National income (GDP, GNP, NDP, NNP), CPI, Unemployment rate, Balance of trade, Inflation, Interest rate

**Unit-2: Reporting and Writing Business News**

- Reporting business news: Mergers, Acquisitions, Startups, IPOs
- Sources of business news: News agencies, press release, interviews, investigative reporting
- Writing business news for print and electronic media
- Storytelling techniques: Simplifying complex topics, Enterprise story

**Unit-3: Ethics in business journalism**

- Ethical issues: Conflict of interest, Transparency, Insider information
- Code of Ethics in business journalism
- Protection of sources
- Avoiding Protocol Journalism and Insider trading

**Unit-4: Digital Business Journalism and future Trends**

- Introduction to digital business journalism
- Writing business news for digital media
- Creating business news podcasts
- Emerging trends: AI in business journalism and future perspectives

## **Program Structure and Curriculum**

**Pedagogy:** Teaching will be based on lectures, class discussion, reading and analyzing business news analysis, podcast planning, writing exercises, case study and PowerPoint presentations. Thus, participatory interaction will be encouraged

### **Examination Scheme:**

<b>Components</b>	<b>CA/P</b>	<b>HA</b>	<b>MT</b>	<b>A</b>	<b>EE</b>	<b>Total</b>
<b>Weightage %</b>	<b>7.5</b>	<b>7.5</b>	<b>20</b>	<b>5</b>	<b>60</b>	<b>100</b>

### **Abbreviation:**

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

### **Suggested Books:**

- Mulholland, S. The Financial Times Guide to Business Journalism.
- Winkler, M. & Sondag, J. The Bloomberg Way: A Guide for Reporters and Editors. Bloomberg press, 2014
- Hayes, K. Business Journalism: How to Report on Business and Economics. Apress 1<sup>st</sup> Edition, 2013
- Roush, C. "Show Me the Money: Writing Business and Economics Stories for Mass Communication". Routledge, 2<sup>nd</sup> Edition, 2010
- Shaw, I. S. Business Journalism: A Critical Political Economy Approach. Routledge, 1<sup>st</sup> Edition, 2015
- Weber J. & Dunham, R. S. The Routledge Companion to Business Journalism. Routledge, 1<sup>st</sup> Edition, 2024
- Taparia, J. Understanding Financial Statements: A Journalist's Guide. Marion Street Press, 2004
- Thompson, T. Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism. Columbia University Press, 2001
- Tatge, M. The New York Times Reader: Business and Economics. CQ Press, 2011

- Roush, C. Profits and Losses: Business Journalism and Its Role in Society. Marion Street Press, 2012
- पुराणिक, आलोक, आर्थिक पत्रकारिता, प्रभात प्रकाशन, 2011वां संस्करण (1 जनवरी 2016)
- त्रिपाठी, मधुसूदन, आर्थिक पत्रकारिता, नेहा पब्लिशर्स एंड डिस्ट्रीब्यूटर्स; 2008वां संस्करण (1 जनवरी 2008)

## **BAJMC- 3<sup>rd</sup> YEAR**

### **5<sup>th</sup> SEMESTER**

#### **PROJECT PAPER (E- PAPER BASE)**

**COURSE CODE- BJMC3509**

**Type of Course- Internship/Apprenticeship/Project/Community Outreach (IAPC)**

**Credits-2**

#### **Course objective:**

- To understand the trends of research in media academic field
- To develop knowledge of process of research
- To gain familiarity with media research
- 

**Students will make a short research project on any aspect of electronic or digital newspapers/ magazine to understand the applied process of research**

#### **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:**

<b>Components</b>	<b>CA/P</b>	<b>A</b>	<b>Viva</b>	<b>Total</b>
<b>Weightage(%)</b>	<b>35</b>	<b>5</b>	<b>60</b>	<b>100</b>

#### **Abbreviation:**

- CA/P-Class Assignment/Presentation
- A- Attendance

**After revised in BOS on 09 January, 2025**

## BAJMC- 3<sup>rd</sup> YEAR

### 5<sup>th</sup> SEMESTER

#### INFORMATION AND COMMUNICATION TECHNOLOGY

#### COURSE CODE- BJMC3510

**Type of Course- Skill Enhancement Course (SEC)**

**Credits-2**

**Course objective:**

- To understand the trends of research in media academic field
- To develop knowledge of process of research
- To gain familiarity with media research

#### Unit 1

- Searching the internet through proper keywords
- Boolean logic in search engine

#### Unit II

- Introduction different generative AI
- Verifying the information

**Students will make a short research project on any aspect of mass communication to understand the applied process of research**

#### Program Structure and Curriculum

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

**Examination Scheme:**

Components	CA/P	A	Viva	Total
Weightage(%)	35	5	60	100

**Abbreviation:**

- CA/P-Class Assignment/Presentation
- A- Attendance

**After revised in BOS on 09 January, 2025**

## **BAJMC- 3<sup>rd</sup> YEAR**

### **5<sup>th</sup> SEMESTER**

#### **INVESTIGATIVE JOURNALISM**

#### **COURSE CODE- BJMC3511**

**Type of Course- Mandatory Elective Non-Credit Course (MENC)**

**Credits-0**

**Objective of the course** – The principal aim of this course is to equip students with the skills, ethics, and methodologies required for in-depth reporting. It focuses on research techniques, source verification, data analysis, and legal considerations. Students will learn to uncover corruption, corporate fraud, human rights violations, and social injustices. By the end, students will be proficient in conducting thorough investigations, fact-checking, and presenting compelling narratives that drive accountability and transparency in society. Practical case studies enhance hands-on learning.

#### **Unit 1- Introduction**

- Definition
- History
- Importance
- Scope

#### **Unit 2- Tools and Techniques**

- Basic Principles
- Documentation
- Records
- Field Techniques

#### **Unit 3- Journalistic Ethics and Standard**

- Purpose of Codes of Journalism
- Factual Reporting
- Ethical Principles
- Source Handling

#### **Unit 4- Impact and Outcomes**

- Impact in Journalism
- Renowned Journalist in India
- Renowned Journalist in World
- Famous Case Studies

**After revised in BOS on 09 January, 2025**

### ● Program Structure and Curriculum

- **Pedagogy:** Teaching will be based on lectures, class discussion, reading and analyzing business news analysis, podcast planning, writing exercises, case study and PowerPoint presentations. Thus, participatory interaction will be encouraged

- **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

### References

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