



श्री **Davara University**

Established under Chhattisgarh Private Universities (Establishment and Operation) Act, 2005

Syllabus & Evaluation Scheme BJMC

One Year Course

Semester - I

(Effective from Session 2024-2025)



श्री **Davara University**

Department of Journalism & Mass Communication

Faculty of Arts

Shri Davara University, New Raipur



Department of Journalism & Mass Communication	Bachelor of Journalism & Mass Communication (BJMC)		
	SEMESTER: I		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 60	LTP 3-1-0	External Marks/Internal Marks: 70/30
Course Title: Introduction to Communication	Course Code: DUBJMC-101	Duration of External Exam: 3 Hours	

Pre-Requisite: Knowledge of basic communication skills

Objectives:

- ❖ Students should be able to understand human communication and the development of communication.
- ❖ To introduce various interpersonal communication skills.
- ❖ To understand the basic origin of Media Functions and Mass Communication

101: Introduction to Communication

UNIT – I

Key Concepts

Process and Elements of Communication: context of communication; the speaker/writer and the listener/reader; Medium of communication; Principles of communication (7 C's of communication); Barriers to communication, effective communication; Communication in organization.

UNIT – II

Writing

Resume; cover letter, Elements of letter writing and style of writing, business letters: Quotation and Tenders; Basics of Informal and Formal Reports-technical report writing, lab report; Précis writing.

UNIT – III

Speaking

Meetings, Seminar, Conferences, Interviews, Presentation, Audio-visual communication.



UNIT – IV

Listening

Standard Indian English, British English and American English; Advantages of listening. Hearing and Listening; Essentials of Good Listening. Telephonic Conversation.

Text books:

1. Keval J. Kumar, “ Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, “Handbook of Journalism & Mass Communication”, Concept Publishing Co.
3. Denis Mcquail, “Mcquail's Mass Communication Theory”, Om Books, 6th Edition

Reference Book:

1. Seema Hasan, “Mass Communication: Principles and Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand human communication.
CO2	Provide students the ability to understand the various interpersonal communication skills.
CO3	Student will get the basic knowledge of Mass communication and its origin.
CO4	Student will get the basic knowledge of theories and models of communication.



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	SEMESTER: I		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 60	LTP 3-1-0	External Marks/Internal Marks: 70/30
Course Title: Mass Media Writing	Course Code: DUBJMC-102	Duration of External Exam: 3 Hours	

Pre-Requisite: Knowledge of basic media writing skills

Objective:

- ❖ Students should be able to understand kinds of media writing.
- ❖ To introduce sentence formation, emphasis and variety in writing for media.
- ❖ To understand the basics of writing skills for media and concepts of translation.

102: Mass Media Writing

UNIT-I

(13L)

Is writing an art or a craft, Kinds of media writing, Writing to inform, Describe and Persuade, The ABCD of Media Writing, Writing Simply, Vocabulary, Overcoming, Grammar Problems, Punctuation

UNIT-II

(10L)

The Sentence:- Concision/Clarity, Emphasis:- Total Emphasis (That applies to the whole sentence) Partial Emphasis (That applies to a word or group of words) Rhythm- Words and How they Sound, Variety:- Variety & Recurrence, Changing Sentence Length & Pattern, Breaking Monotony, Varied Openings

UNIT-III

(9L)

1. The paragraph
2. Concise Ideas: Ideas Dissected into Elements
3. Elements as Paragraphs and Sub Paragraphs: Putting paragraphs together-Logical Sequencing
4. The Complete Picture: The first draft
5. Reading Aloud For Further Changes
6. Revise-Re-revise-Edit
7. Writing Formats: Journals, Letters, Essays & Reports



UNIT-IV

(11L)

Concepts & Definition of Translation, Nature & Norms of Translation, Types of Translation, The Need and importance of Translation in Journalism, The process of Translation and How to maintain its originality.

Text books:

1. Keval J. Kumar, “Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal, “Essentials of Practical Journalism”, Concept Publishing Company.

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand media writing.
CO2	Provide students the ability to understand the various concepts of writing with clarity.
CO3	Student will get the basic knowledge of writing skills in media.
CO4	Student will get the basic knowledge of concept and nature of translation.



Department of Journalism & Mass Communication	Bachelor of Journalism & Mass Communication (BJMC)		
	SEMESTER: I		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 60	LTP 3-1-0	External Marks/Internal Marks: 70/30
Course Title: Journalism- An Introduction	Course Code: DUBJMC-103	Duration of External Exam: 3 Hours	

Pre-Requisite: Knowledge of basics of Journalism

Objective:

- ❖ Students should be able to understand ingredients and nature of News.
- ❖ To introduce principles of News
- ❖ To understand the basics of organizing a news story and contemporary debates and issues relating to media

103: Journalism- An Introduction

UNIT-I **(12L)**

Ingredients of news, News: meaning, definition, nature. The news process: from the event to the reader, Hard news vs Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by line.

UNIT-II **(13L)**

Yellow journalism, Penny Press, Tabloid press, Language of news, Robert Gunning. Principles of clear writing, Rudolf Flesch formula- skills to write news.

UNIT-III **(18L)**

Organizing a news story, 5W's and 1H, Inverted Pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet, Language and principles of writing: Basic differences between the print, electronic and online journalism, Changing practicespeed, circulation and viral networking.



UNIT-IV

(5L)

Responsibility to Society, Press and Democracy, Relationship between the reader/viewer and media in today's context, Contemporary debates and issues relating to media

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal, "Essentials of Practical Journalism", Concept Publishing Company.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand Journalism.
CO2	Provide students the ability to understand news and its essentials.
CO3	Student will get the basic knowledge of organizing a news story.
CO4	Student will get the basic knowledge of contemporary debates and issues relating to media.



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	SEMESTER: I		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 60	LTP 3-1-0	External Marks/Internal Marks: 70/30
Course Title: Basics of Computers	Course Code: DUBJMC-104	Duration of External Exam: 3 Hours	

Pre-Requisite: Knowledge of basics of computers.

Objective:

- ❖ Students should be able to understand evolution of computers.
- ❖ To introduce input and output devices of computer.
- ❖ To understand operating systems and Soft-wares.

104: Basics of Computers

UNIT-I

(13L)

Introduction to computers- beginning and evolution of computers; types of computers:- computer hardware and software; analog and digital technologies.

UNIT-II

(8L)

Input Devices, output devices-meaning and purpose.

Input devices: mouse, keyboard, scanner, floppy, CD, telephone

Output devices-monitor, speakers, printers, floppy, CD, telephone

UNIT-III

(15L)

Operating systems-DOS, Windows, Windows NT, Ms Word with features, Excel, Access, Power Point (Presentation Manager)

UNIT-IV

(10L)

Corel Draw environment, bitmaps, cartoons, Introduction to multimedia-definition, CD ROM and Multimedia



Text books:

1. P.K Sinha , “Fundamental of Computers”
2. Anurag Seetha, “Introduction to Computers and IT”

Reference Book:

- 1.S.K Basandra, “Computer Today”

Course Outcome	Description
CO1	Giving students the ability to understand evolution of computers
CO2	Provide students the ability to introduce input and output devices of computer
CO3	Student will get the basic knowledge of operating systems.
CO4	Student will get the basic knowledge of soft-wares used in media industry.