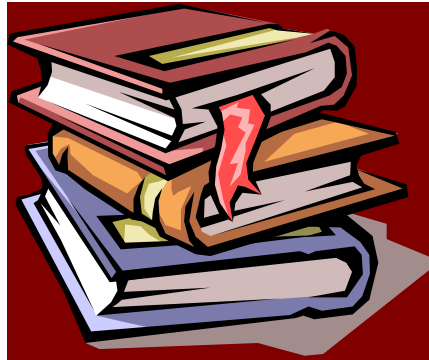


**BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

(BJMC)

THREE YEAR FULL - TIME PROGRAMME



COURSE CURRICULUM



INSTITUTE OF MANAGEMENT STUDIES

ADHYATMIK NAGAR CAMPUS, GHAZIABD

(An ISO 9001:2000 Certified Institution)

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CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

THREE YEARS BACHELOR OF JOURNALISM AND MASS COMMUNICATION PROGRAMME

BJMC COURSE CONTENT

BJMC I SEMESTER

- BJMC-101 Introduction to Journalism and Mass Communication (IJMC)
- BJMC-102 Essentials of Mass Media Writing (MMW)
- BJMC-103 Reporting-1
- BJMC-104 Basics of Computers (BC)
- BJMC-105 Environmental Studies (EVS)

BJMC II SEMESTER

- BJMC- 201 : Audio/Visual Media (AVM)
- BJMC- 202 : Mass Media Writing Skills (MMWS)
- BJMC- 203 : Editing -I
- BJMC- 204 : Computer
- BJMC-205 : Practical Examination
- Personality Development Programme (PDP)

BJMC III SEMESTER

- BJMC-301 Reporting-II
- BJMC-302 Audio Visual Media-II (AVM-II)
- BJMC-303 Public Relations/ Corporate Communication (PRCC)
- BJMC-304 Indian Constitution, Politics and International Relations (ICPIR)

BJMC IV SEMESTER

- BJMC- 401 : Editing – II
- BJMC- 402 : Advertising
- BJMC- 403 : Indian Legal System and Legislative Procedures (ILSLP)
- BJMC- 404 : Photojournalism
- BJMC- 405 : Practical Examination

BJMC V SEMESTER

- BJMC-501 Design and Graphics (DG)
- BJMC-502 Media Law (ML)
- BJMC-503 Development Communications (DC)
- BJMC-504 Economic Development and Planning in India (EDPI)

BJMC VI SEMESTER

- BJMC-601 Print Media Production (Project)
- BJMC-602 Electronic Media Production (Project)
- BJMC-603 Print Media Practical
- BJMC-604 Electronic Media Practical

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THREE YEARS BACHELOR OF JOURNALISM AND MASS COMMUNICATION PROGRAMME

COURSE CONTENT FOR SEMESTER I

First Year

Paper One

BJMC-101 Introduction of Journalism and Mass Communication

- Unit - I** : Journalism and Mass Communication – nature – scope – mass communication –definition – process: mass media and modern society – functions – mass mediaand democracy.
- Unit - II** : Early efforts in printing, newspaper – types of newspaper – contents –characteristics: magazines – characteristics and types of books – bookpublishing in India.
- Unit- II** : Early communication systems in India, history of Indian press – from earlier daysto 1880s, Tilak Era, role in freedom movement – brief history of major English and language newspapers and magazines.
- Unit- IV** : Ownership of print media – types – merits and demerits: organizational structure of newspaper functions of the staff, editorial, advertising, circulation departments, patterns of newspaper ownership and management of India – procedure to launch a publication, marking practices in print media.
- Unit - V** : Press Commissions, Press Council, DAVP, INS, ABC, unions of media men and media women, professional organizations – PIB, other public information agencies – of both State and Central governments

Paper Two

BJMC-102 **Essentials of Mass Media Writing**

- Unit - I** : Historical background of writing: elements of language – writing as coding of contents language of mediated communication.
- Unit - II** : Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences – types and construction, use of tenses in mass media writing.
- Unit- II** : Use of negatives and double negatives; adjectives and adverbs; transitional devices; redundancy.
- Unit- IV** : Methods of attribution, identification, quotation, paraphrasing.
- Unit - V** : Translation – meaning, types and principles of translation; translation and rewriting practices in mass media.
- Unit - V** Practical exercises and Assignments.

Paper Three

BJMC-103 **Reporting - I**

- Unit - I** : The concept of news: what is news? Definition, scope and types of news, elements of news, - hard and soft news.
- Unit - II** : Reporting: principles of reporting, functions and responsibilities; writing news –lead – types of lead; body.
- Unit-III** : Reporting techniques, qualities of reporter.
- Unit- IV** : News sources – types of sources – cultivation of sources; pitfalls and problems in reporting – attribution – off-the-record – embargo – pool reporting; follow up – advocacy, interpretation, investigation.
- Unit - V** : Civic reporting: reporting functions – social, cultural, political, seminars, workshop, symposia, civic problems (such as sanitation, health, education, law and order, police, hospitals, etc.)
- Unit- VI** Reporting assignments

Paper four

BJMC-104 Basics of Computers

- Unit - I : Introduction to computers – beginning and evolution of computers; types of computer; computer hardware and software; analog and digital technologies.
- Unit - II : Input devices, output devices – meaning and purposes. Input devices: mouse, keyboard, scanner, floppy, CD, telephone Output devices – monitor, speakers, printer, floppy, CD, telephone
- Unit- III : Operating systems- DOS, Windows, Windows NT, MS word with features, Excel, Access, Power Point (Presentation manager)
- Unit - IV : Corel Draw environment, bitmaps, cartoons
- Unit - V : Introduction to multimedia – definitions, CD ROM and multimedia.

QUALIFYING PAPER

ENVIRONMENTAL STUDIES (CODE-008)

UNIT-1: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, Scope and Importance, Need for Public Awareness.

UNIT-2: NATURAL RESOURCES

- ❖ Renewable and Non-renewable Resources:

Natural resources and associated problems: -

- a) FOREST RESOURCES: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) WATER RESOURCES: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) MINERAL RESOURCES: use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) FOOD RESOURCES: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

- e) ENERGY RESOURCES: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies
- f) LAND RESOURCES: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- ❖ Role of an individual in conservation of natural resources.
- ❖ Equitable use of resources for sustainable lifestyles

UNIT-3: ECOSYSTEMS

- ❖ Concept of an ecosystem
- ❖ Structure and function of an ecosystem
- ❖ Producers, consumers and decomposers
- ❖ Energy flow in the ecosystem
- ❖ Ecological succession
- ❖ Food chains, food webs and ecological pyramids
- ❖ Introduction, types, characteristic features, structure and function of the following ecosystem: -
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT-4: BIODIVERSITY AND ITS CONSERVATION

- ❖ Introduction – Definition: genetic, species and ecosystem diversity.
- ❖ Biogeographical classification of India
- ❖ Value of biodiversity: Consumptive use, productive use, social, ethical, and aesthetic and option values.
- ❖ Biodiversity at global, National and local levels.
- ❖ India as a mega-diversity nation
- ❖ Hot-spots of biodiversity.
- ❖ Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
- ❖ Endangered and endemic species of India
- ❖ Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-5: ENVIRONMENTAL POLLUTION

DEFINITION:

- ❖ Causes, effects and control measures of: -
 - a) Air pollution
 - b) Water pollution
 - c) Soil pollution
 - d) Marine pollution
 - e) Noise pollution
 - f) Thermal pollution
 - g) Nuclear pollution

- ❖ Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- ❖ Role of an individual in prevention of pollution
- ❖ Pollution case studies
- ❖ Disaster Management: Floods, earthquake, cyclone and landslides.

UNIT-6: SOCIAL ISSUES AND THE ENVIRONMENT

- ❖ From Unsustainable to Sustainable development
- ❖ Urban problems related to energy.
- ❖ Water conservation, rain water harvesting, watershed management
- ❖ Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- ❖ Environmental Ethics: Issues and possible solutions.
- ❖ Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- ❖ Wasteland reclamation.
- ❖ Consumerism and waste products
- ❖ Environment Protection Act.
- ❖ Air (Prevention and Control of Pollution) Act
- ❖ Water (Prevention and Control of Pollution) Act
- ❖ Wildlife Protection Act
- ❖ Forest Conservation Act
- ❖ Issues involved in enforcement of environmental legislation
- ❖ Public awareness

UNIT-7: HUMAN POPULATION AND THE ENVIRONMENT

- ❖ Population growth, variation among nations.
- ❖ Population explosion: Family Welfare Programme.
- ❖ Environment and human health
- ❖ Human Rights
- ❖ Value Education
- ❖ Women and Child Welfare
- ❖ Role of Information Technology in Environment and human health
- ❖ Case Studies

UNIT-8: FIELD WORK

- ❖ Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain.
- ❖ Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- ❖ Study of common plants, insects, birds.
- ❖ Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours).

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COURSE CONTENT FOR SEMESTER II

Paper Five

BJMC-201 Audio Visual Media - I (General Introduction and Radio)

- Unit - I : Introduction to electronic media components of electronic media, electronic media as a medium of mass communication; growth of radio, television and films in India; characteristics of radio.
- Unit - II : Ownership and organizational structure of radio; AIR and private channels; educational radio, commercial radio; emerging trends franchising and community radio, AM and FM.
- Unit- III : Radio script writing: language for radio, grammar of radio; script writing for news, commercials, features, interviews and plays.
- Unit - IV : Radio programme production: sound mixers, recorders, mics and their use sound effects, mixing, recording. Programme presentation announcing, news reading.
- Unit - V : Exercises and Assignments.

Paper Six

BJMC-202 Mass Media Writing Skills

- Unit - I** : Writing with creativity and colour: meaning of colour writing, art of writing with flair, difference between news writing and colour writing, the delayed intro style. Narrative and interpretation writing.
- Unit - II** : Features: types of features, ingredients of feature writing, art of writing different kinds of features Writing for magazines: sports writing.
- Unit- III** : Edit page writing: Writing leaders, articles, middles, literary Prices, columns, reportage, interviews, profiles, letters.
- Unit - IV** : Technical writing: business writing, science writing, developmental writing, writing for target groups and special interest groups. On line writing.
- Unit - V** : Writing reviews: reviewing books, film review, art review, reviewing music, dance and other performing arts and cultural activities, TV and radio review.
- Unit - VI** : Freelance writing: what is freelance journalism? Its nature, scope and future prospects. Qualities of a freelance journalists. Freelancing for newspaper, magazines, TV, radio and on – line media.
- Unit-VII** : Exercises and Assignments.

Paper Seven

BJMC-203 Editing – I

- Unit - I : Editing: Nature and need for editing, principles of editing, editorial desa, functions of editorial desk; copy editing – preparation of copy for press – style sheet – editing style proof reading symbols and their significance.
- Unit - II : Functions and qualifications of a sub editor and chief sub editor, copy selection and copy tasting.
- Unit- III : Structure and functions of newsroom of a daily, weekly newspaper and periodicals – different sections and their functions.
- Unit - IV : Heading – principles, types and techniques – I.
- Unit - V : Editing exercises and Assignments.

Paper Eight

BJMC-204 Computer Applications in Mass Media

- Unit - I : Different applications of computers for mass media – introduction – text, graphics, drawings, animation, sounds.
- Unit - II : Multimedia applications – business applications, educational application, public utility, virtual reality; multimedia skills.
- Unit- III : Page maker, Interfacing, working with text, page setup, printing, formatting techniques, graphics and drawings.
- Unit - IV : Images, bitmaps, drawing, principles of animation, use of video – broadcast, video standards NTSC-PAL-SECAM-HDTV, integration of computers and televisions, video editing, linear aspects. Internet – sourcing – web technology and its application; new generation Internet potential and limitations – priorities and utilization.
- Unit - V : Web vs. print – a comparison, advertising, copy creation and feed back on the Net, Profiling the reader, content generation and research, design of context.
- Unit - VI : Website elements visual design, background, colours, sale promotion service, promotion in the website. Interactivity – diversity, legal challenges – copy right issues, technology issues, political issues, social issues, economic issues, ethical issues.

Paper Nine

BJMC-205 Practical Examination

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THREE YEARS BACHELOR OF JOURNALISM AND MASS COMMUNICATION PROGRAMME

COURSE CONTENT FOR SEMESTER III

Second Year

Paper Ten

BJMC-301 Reporting – II

- Unit - I : Development reporting: reporting social issues, controversies, development programme implementation and impact, feedback and evaluation.
- Unit - II : Rural reporting: agricultural – practices, problems and policies, caste community relations, rural-urban relations.
- Unit- III : Advanced reporting exercise in features and interviews, proceedings of the meetings of panchayats, municipal corporations, and legislative assembly.
- Unit - IV : Writing news analysis, backgrounders and news-based articles.
- Unit - V : Specialized reporting: sports, science and technology, medicines, economics and commerce, reporting from stock exchanges, commodity and bullion markets.
- Unit - VI : Interpretative reporting, investigative reporting.

Paper Eleven

BJMC-302 Audio – Visual Media – II

(TV and Films)

- Unit - I : Television: characteristics of television, comparison with other media, educational TV, commercial TV, satellite TV, cable TV.
- Unit - II : Ownership and organization: ownership pattern – Doordarshan, other Indian and foreign channels; organizational structure of Doordarshan and other channels, their comparative merits and demerits.
- Unit- III : Writing for television: language and grammar of television; principles of TV script writing; script writing for news, interviews, documentaries, short talks and commercials.
- Unit - IV : Television production techniques: introduction to pre-production, production and post-production; editing – linear and non-linear; special effects; emerging trends.
- Unit - V : Films: characteristics, historical background, types of films; film production techniques; principles of script writing for films; state of the film industry; regional cinemas; problems and issues; future prospects.
- Unit - VI : Exercises and Assignments

Paper Twelve

BJMC-303 Public Relations /Corporate Communication

- Unit - I** : Public relations definitions – PR as a communication function – history of PR – growth of PR in India, PR specially, propaganda and public opinion, PR as a management function.
- Unit - II** : Stages of PR – planning – implementation – research – evaluation; PR practitioners and media relations – press conference – press releases – other PR tools.
- Unit- III** : Communication with publics – internal and external – community relations – employees relations; PR in India – public and private sectors; PR counseling; PR agencies; PR agencies; PR and advertising – PR for media institutions.
- Unit - IV** : Shareholder relations – dealer relations; PR for hospitals – PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management – case studies.
- Unit - V** : PR research – techniques; PR and law; PR and new technology; code of ethics for PR international PR; professional organizations of PR; emerging trends in PR.

Paper Thirteen

BJMC-304 Indian Constitution, Politics and International Relations

- Unit - I : Introduction to Indian Constitution – characteristics, preamble-directive of principles state policy, fundamental rights, fundamental duties, citizenship, federalism and pachayati raj
- Unit - II : The legislature, the executive, the cabinet; the judiciary-powers and functions; the President, Union list, concurrent list, State list: emergency declaration; separation of powers.
- Unit- III : Media freedom-media system-media economics and freedom from advertisers and pressure groups; lobbying trade unionism political parties; internal freedom.
- Unit - IV : Nature of the party system study of the major national parties and of some of the more important regional parties and their social bases; effects of fragmentation of parties on the formation and working of governments at the Centre and the State.
- Unit - V : The electoral system – process, stresses and strains, secularism and communalism in India-problems and trends Centre-State relation and reports on center-state relations.
- Unit - VI : Brief study of international relations-foreign policies of India, UK, USA, Russia, UN and its agencies and their functions, regional organization such as ASEAN , SAARC, OIC, OAC, India's relations with China, Pakistan, South Asian countries, Africa, Europe and America.

COURSE CONTENT FOR SEMESTER IV

Semester IV

Paper Fourteen

BJMC-401 Editing – II

- Unit - I : Advance exercises in editing, re-writing, page make up and layout, rewriting the copy of mofussil correspondents, editing political and foreign copy.
- Unit - II : On-line editing, word processing, spell-check, grammar-check, page make up on computers.
- Unit- III : Photo editing, cropping, composition, colours, caption writing, placement of photographs, photo features.
- Unit - IV : Principles and art of using graphics, maps, charts, cartoons, drawings etc in the page making, knowledge of legal requirements, check-out list.
- Unit - V : Editing exercises and assignments.

Paper Fifteen

BJMC-402 Advertising

- Unit - I : Advertising- definitions, historical development, social and economic benefits of advertising mass media and advertising; criticisms; types of advertising, consumer advertising – corporate- Industrial – retail – national – trade – professional – social.
- Unit - II : Product advertising – target audience – brand image – positioning, advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion.
- Unit- III : Advertising agency – structure and functions, creativity – media selection – newspapers magazines, radio, television, outdoor, strategy, planning, media budget, campaign planning.
- Unit - IV : Copy writing and advertising production techniques, print, radio, television films, outdoor, ideation, visualization, use of computers practical assignments, copy preparation.
- Unit - V : Research in advertising – planning, execution, copy research, market research, ethical aspects of advertising, law and advertising; advertising and pressure groups, emerging trends.

Paper Sixteen

BJMC-403**Indian Legal System and Legislative Procedures**

- Unit - I : Law meaning of law; law, society and the Press; public and private law; constitutional and criminal law, personal law, law and justice.
- Unit - II : Legal structure unified and hierarchical, Supreme Court – jurisdiction and powers – original and appellate jurisdiction – power to issue writs – judicial review. High courts – their structure, jurisdiction and powers permanent, additional and acting judges, transfer to other High courts – original, appellate and writ jurisdictions, power of superintendence and control over subordinate courts, subordinate courts – their structure, jurisdiction and powers.
- Unit- III : Legal procedures, civil ‘wrong’ and criminal ‘offence’; grant of remedies for ‘wrongs’, Cr.P.C. Stages in a case; time-bar; procedure in criminal cases – FIR investigation, arrest, custody, detention, search, seizure, bail, remand – judicial, police – trial – charge – sheet, hearing witnesses and arguments, acquittal or conviction. Various stages of appeal right to fair trial, right to life and liberty.
- Unit - IV : Evolution of parliamentary practices in India; composition of sovereign parliament – bicameralism, relative role of the two Houses, State legislatures – compositions, functions and powers, distribution of legislative powers between the Union and the States.
- Unit - V : Functioning of parliament; sittings of the Houses, sessions of parliament, President’s Address. Speaker and his powers, panels of chairmen, Chairman of Rajya Sabha, rules of procedure and conduct of business, adjournment, adjournment sine-die and dissolution of the House their effects, motions and discussions – no-confidence motion, adjournment motion, calling attention notice, special mention, privilege motion, discussions, short duration discussions, control on the Executive.
- Unit - VI : Legislative and other procedure, Question Hour – types of questions, Half-an- Hour discussions, Zero hour process of passing bills – general bills, money bills, constitution amendment bills, procedure for passing budget, statutory and other resolutions private members’ business parliamentary committees, their structure and functions

Paper Seventeen

BJMC-404 Photojournalism

What is photojournalism? Beginnings, necessity and significance.

- Unit - I : Photography – elements and principles – visual meaning
photographer’s jargon Composition of photography – subject and
light.
- Unit - II : Photographic equipment – cameras – types formats – lens – their
types and functions, film-types and functions – accessories.
- Unit- III : Shots- focus shutter-speed selection of subject different types of
photographs action-photo editing – procedure-pictures for
newspapers and magazines – developing photographer’s manual
and computerized photography.
- Unit - IV : Photographing people, portrait and still, wildlife, environment, sports,
landscape, industrial disasters, photography for advertising, conflicts
war political and social photography.
- Unit - V : News values for pictures, photo essays – photo features; qualities
essential for photo journalism, picture magazines – colour
photography, impact of technology, practical, field assignments and
their evaluation.

Paper Eighteen

BJMC-405 Practical Examination

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THREE YEARS BACHELOR OF JOURNALISM AND MASS COMMUNICATION PROGRAMME

COURSE CONTENT FOR SEMESTER V

THIRD YEAR

Semester V

Paper Nineteen

BJMC-501 Design and Graphics

- Unit - I : Elements of design and graphics, visualization, convergence and divergence conceptualization functions and significance, fundamentals of creativity in art – logic – style – value – tools of art – illustrations – graphs.
- Unit - II : Basic elements and principles of graphics, design lay – out and production, typeface families kinds – principles of good typography : spacing-measurementpoint system.
- Unit- III : Type composition – manual – mechanical – lino – mono – Ludlow – photo, DTP use of computer software, character generation- use of multi-media.
- Unit - IV : Printing methods – letterpress, cylinder, rotary, gravure, screen, offset, plate making, types of papers, magazines layout pagination, designing and printing of bromides, art pulls.
- Unit - V : Colour printing colour combinations colour scanning colour separation colour correction colour positives colour negatives preparation of bromides art pulls.

Paper Twenty

BJMC-502**Media Law**

- Unit - I : Nature and scope of Media Law; an overview of various laws having bearing on the media –print, electronic and on-line.
- Unit - II : Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures on media – internal economic, pressure groups, advertisers, political groups, extremist elements, trade unions etc.
- Unit- III : Press and Registration of Books Act, 1867, laws on defamation, contempt of courts and official secrecy, censorship; privileges of legislature.
- Unit - IV : Press Council Act, law regarding working journalists and other newspaper employees, law on freedom of information, copyright Act.
- Unit - V : Prasar Bharti Act, Cable Television Act, Broadcasting Bill, law regarding information technology.
- Unit - VI : Media ethics – concept of ethics, ethics and law, rules of media ethics, broadcasting code, Press codes, advertising code of print and broadcast media.

Twenty One**BJMC-503****Development Communication**

- Unit - I : Meaning, concept and process of Development Communication, Development Communication and Society, measures of Development Communication, characteristics of developing countries, Development Communication experience.
- Unit - II : Theories and paradigms of Development communication, Development Communication dichotomies, problems of Development Communication, participatory Development Communication process with special reference to India.
- Unit- III : Role of mass media organizations in Development Communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc., strategies of Development Communication, role of NGOs in development.
- Unit - IV : Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment.
- Unit - V : Case Studies On:
a) Development Communication Experiences
b) Role of NGOs in Development
c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.

Twenty Two

BJMC-504 Economic Development and Planning in India

- Unit - I : Economic development – concept and general perspective, common characteristics of underdevelopment; India as a developing economy and its international standing. Strategies of development, balanced vs unbalanced growth strategy; wage goods strategy; basic need strategy; Mahalanobis' heavy import substitution strategy; export – led growth strategy.
- Unit - II : Capital accumulation as a factor in economic growth; role of education in economic development; population economic development (the two – way relationship). Aspects of human development – education, poverty and inequality of income distribution (with special reference to India); problems associated with these and approaches towards their solution; changes in the sectoral distribution of national income, per capita income and labour force since Independence. Assessment of the Indian growth experience with respect to these.
- Unit- III : Agriculture: role of agriculture in India's economic development, factors influencing productivity in agriculture – institutional factors, technological factors, pattern of ownership, prices and availability of finance. Industry: the rate and pattern of industrial growth, trends since 1950, industrial policy with special emphasis on New Industrial Policy 1991.
- Unit - IV : Public sector in India and its role in the growth process; role of the small scale and cottage industries and government's policy with respect to these; problem of industrial sickness.
- Unit - V : External sector role of foreign aid, capital and MNCs in India's growth process, foreign trade composition and direction, India's balance of payments problem; Impact of liberalization particularly since 1991 on Indian economy – WTO and IMF conditionalities

Semester VI

Paper Twenty Three

BJMC-601 Print Media Production

Students will be given exercises on reporting, editing and layout for Print Media and on advertising and public relation.

Paper Twenty Four

BJMC-602 Electronic Media Production

Students shall produce two programmes each in the field of radio and television, They will also be given ex. Semester VI

Paper Twenty Five

BJMC-603 Print Media Practical

Paper Twenty Six

BJMC-604 Electronic Media Practical