



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

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# Student Handbook

2017-18

BA(JMC)

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**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

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SCHOOL OF JOURNALISM AND MASS COMMUNICATION



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION**

*Student Handbook*

*For*

*Bachelor of Arts (Journalism  
and Mass Communication)*

*BA(JMC)*

*2018-19*

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### 1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment wherein they develop integrative skills through interaction with students from engineering, management, journalism and media study streams. The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University was founded in the year 2013 by Mangalam Edu Gate, a company incorporated under Section 25 of the Companies Act, 1956.

#### **KRM University is unique because of its**

- i. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
- ii. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

#### **OBJECTIVES**

- i. To impart undergraduate, post-graduate and Doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal center for transfer of technology to the industry.
- v. To provide job oriented professional education to the student community with particular focus on Haryana.

### **2. ABOUT**

#### **SCHOOL**

School of Journalism and Mass Communication aims to develop critical and analytical thinking skills in the students who desire to pursue career in media industry. The curriculum is aptly designed to encourage academic and industry-oriented growth of the students. School aspires to prepare students to acquire essential professional skills required to become a journalist or a mass communicator. The School offers Bachelor of Arts (Journalism and Mass Communication) [BA(JMC)] degree course. During the tenure of three years students develop flare writing skills, learn and practice reporting techniques, get hands on video production, radio production, advertising management, event planning, photography.

### 3. PROGRAMMES OFFERED BY THE SCHOOL

#### 3.1 BA(JMC) [Bachelor of Arts (Journalism & Mass Communication)]

The main objective of the course is to make the participant understand the ways through which one can communicate his ideas among masses. The course includes external projects by which the students get the exposure to various professional domains such as news dailies, radio, television, journals etc. functional areas of Public Relations, Advertisements & Communications. Today, a different form of media has emerged like internet, social media alongside the conventional television, newspaper and radio. It has provided the journalist with a place to experiment, opening new vistas for them. Upon completion of the programme, the candidate gets a concise and clear picture of diverse aspects of journalism, advertising and communication.

**Eligibility Criteria:** - The student should have passed the 10+2 or its equivalent examination from a recognized Board/University with a minimum of 50% marks in aggregate or more.

**Course Outline:** - Communication theories and models/ Media Laws and Ethics/Print Media/Video and Audio Editing/Photography/ Indian Polity and Issues/ Indian Economy and Reforms/ Radio Programme and Production/Television Journalism & Production/ Public Relations/ Advertising/New Media/Event Management/ Media Organisation & Management/ Environment Communication/ Global Media Scenario/ Contemporary Issues.

**Career Options:** - Opportunities are in the field of Journalism, TV and Print Media, Advertising, Public Relations, Corporate Communication, Media Management, Television and Film Production, Video Editing, Programme Production, Fashion/Wildlife Photography, Radio Jockey, Video Jockey, Photo Journalist, Publishing, Event Planning, New Media, Social Media.

**Programme scheme:** - For programme scheme see Annexure A.

#### 4. PROGRAMME

#### DURATION

The minimum period required for completing BA(JMC) programme is three years i.e., 6 semesters. The Programme will be considered complete when the candidate has earned minimum credits as per the scheme. The maximum period for the completion of the programme is five years, i.e. 10 semesters.

#### 5. CLASS TIMINGS

The classes will be held from Monday to Friday from 09.10 am to 04.10 pm.

#### 6. SYLLABI

The syllabi of all courses for first year for all the programmes offered by SJMC are given in the following pages. These are arranged as: (a) common course (b) degree specific numeric order of the last three digits of the course code. For each course, the first line contains; Course Code and Credits of the course. This is

followed by the course objectives, syllabus (Unit I to IV), Text book and reference books.

#### SJCH 125 ENVIRONMENTAL STUDIES (CREDITS-3)

**Course Objectives:** This course in environmental studies will develop the:

Basic understanding about the concept related to environment such as ecosystem and biodiversity.

Understanding about pollution and its control.

Insight about the various concerns regarding environment such as population and social issues.

#### UNIT - I

**1.1 Introduction of Environmental Studies:** Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

**1.2 Natural Resources:** Renewable and Non-renewable Resources

**1.3 Land resources:** land use change; Land degradation, soil erosion and desertification.

**1.4 Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

**1.5 Water:** Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

**1.6 Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

#### UNIT- II

**2.1 Ecosystems:** Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

a) Grassland ecosystem

b) Desert ecosystem

c) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**2.2 Biological Diversity:** Levels of biological diversity; genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

#### UNIT - III

**3.1 Environmental Pollution:** Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

**3.2 Environmental Policies and practices:** Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

**3.3 Environment Laws: Environment Protection Act:** Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. International agreements: Montreal & Kyoto protocol and convention on biological diversity. Nature reserves, tribal population and rights, human wildlife conflicts in Indian context.

#### UNIT - IV

**4.1 Human Communities and the Environment:** Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

##### Field

##### work:

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.  
Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.  
Study of common plants, insects, birds and basic principles of identification.  
Study of simple ecosystems-pond, river, Delhi Ridge, etc.

##### Reference

##### Books:

- 1 A.K. De, Environmental Chemistry, New Age International Publishers (P) Ltd. New Delhi.
- 2 P.H. Raven, D. M. Hassenzahl & L. R. Berg, Environment, John Wiley & Sons, New Delhi.
- 3 J. S. Singh, S. P. Singh and S. R. Gupta, Ecology, Environmental Science and Conservation, S. Chand Publication, New Delhi.
- 4 Erach Bharucha, Textbook of Environmental Studies, Universities Press (P) Ltd., Hyderabad, India.
- 5 Anubha Kaushik and C. P. Kaushik, Environmental Studies, New Age International Publishers (P) Ltd. New Delhi.

#### SJJM 101

#### ENGLISH WRITING SKILLS

(CREDITS-5)

##### Course

##### Objective:

Equip themselves with the nuances of writing.  
Develop both linguistics and communication abilities.  
Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

#### Unit I- Essentials of Good Writing

- 1.1 Kinds of Media Writing: Writing to Inform, Writing to Describe, Writing to Persuade
- 1.2 The ABCD of Media Writing: Accuracy, Brevity, Clarity, Discernment
- 1.3 Vocabulary Building: Using Dictionaries and Thesauri, Jargons – clichés and journalese – simple words – troublesome words – vogue words – superfluous words and phrases
- 1.4 Punctuation and Spelling Rules

#### Unit II- Grammar

- 2.1 Functional grammar and rules
- 2.2 British English – American English – Indian English – difference in pronunciation and usages
- 2.3 Phonetics – vowels – diphthongs – consonants – stress and intonation
- 2.4 Subject Verb agreement, adjective-adverb confusion, Tenses, Reported Speech,

#### Unit III- Sentence Structure and Paragraph Formation

- 3.1 The Sentence: Concision/Clarity
- 3.2 Emphasis, Rhythm - Words and How they Sound, Variety: Variety & Recurrence
- 3.3 Changing Sentence Length & Pattern, Breaking Monotony, Varied Openings.
- 3.4 Elements as Paragraphs & Sub Paragraphs: Putting Paragraphs Together - Logical Sequencing

#### Unit IV- Writing

- 4.1 Ten principles of clear writing
- 4.2 Using active voice – when to use passive voice

#### Test Books:

1. Horby A.S, Guide to Patterns and Usage in English, ELBS Oxford Uni Press 1983
2. George. A. Hough, News Writing, Kanishka Publishers, 2004

#### Reference Books:

1. Sreedharan V.S., How to write correct English, Goodwill Publications, New Delhi 2000
2. Pal Rajendra and Korlahalli J.S., Essentials of English and Business Communication, S. Chand
3. Robey, Coral, New Handbook of basic writing skills, Harcourt College Publication Orlando 2002
4. Taylor, Shirley, Communication for Business, Pearson Education Ltd., Edinburgh gate, Hareon, Essex, England
5. R. Michelson, Sentence, New Delhi, IIVY Publishing House.
6. Dev, A. N., Pal, S., & Marwah, A. (2009). Creative writing: a beginner's manual. New Delhi India: Pearson.

#### SJJM 102

#### PRINT MEDIA GROWTH AND TRENDS

(CREDITS-4)

##### Course Objectives:

- To develop among students an understanding of Indian journalism tracing it from roots
- To familiarize students with the growth of newspapers in the post-Independence era
- To acquaint students with working of news agencies and other media organizations

To apprise students with vital issues of media in view of fast changing scenario  
To initiate brainstorming on influences on media and changing trends in journalism

### Unit I- Growth of Journalism Pre-Independence

- 1.1 Genesis of printing and initial publications in India
- 1.2 James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay
- 1.3 Raja Ram Mohan Roy and James Silk Buckingham
- 1.4 Growth of Indian language press – Bangla, Marathi, Hindi and Urdu
- 1.5 Curbs on press freedom, press regulations by British rulers
- 1.6 Role of newspapers in freedom struggle

### Unit II- Journalism Post Independence

- 2.1 A brief account of new newspapers and print media growth after 1947
- 2.2 Journalism during and after Emergency
- 2.3 Changes in media scenario and journalism post Liberalization
- 2.4 Print Media Industry status
- 2.5 Eminent contemporary journalists, editors and columnists, and their work

### Unit III- News Agencies and Media Organizations

- 3.1 Birth and growth of news agencies in India
- 3.2 Formation and dismantling of Samachar
- 3.3 National News Agencies-PTI, UNI, BHASHA, UNIVARTA, Samachar Bharti
- 3.4 International News Agencies: Reuters, AP, AFP, UPI, TASS, Xinhua, IRNA etc, their setup and operations in India
- 3.5 Private news agencies and content providers in India: India News & Feature Alliance (INFA), Indo-Asian News Service (IANS), Asian News International (ANI), Newstreet
- 3.6 Media Organisations: PIB, ABC, INS, PII, ILNA, AINEC, Editors Guild, IFWJ, NUJ, RNI, DAVP, NBA etc.

### Unit IV- Contemporary Trends in Print Journalism

- 4.1 Growing influence of technology on newspapers and magazines
- 4.2 Citizens' journalism
- 4.3 Agenda setting function of media
- 4.4 Bias/slant in news, planted stories, Advocacy, Campaign Journalism
- 4.5 Media activism: Trial by media, media trial
- 4.6 Sunshine/ Feel good journalism V Watchdog journalism

#### Text Book:

1. Natrajan, J: History of Indian Journalism, Publications Division. Ministry of Information & Broadcasting, Government of India, 1997

#### Reference Books:

1. Parthasarthy, R: Journalism in India, Sterling Publishers Pvt. Ltd. New Delhi, 1997
2. Bhatt, S C: Indian Press Since 1955, Publication Division, Ministry of Information & Broadcasting, Government of India, 2000
3. Ravindran, P K: Indian Regional Journalism, Authors Press, New Delhi,

2005

4. Dr Nadig Krishnamurthy: Indian Journalism, Prasaranga, University of Mysore
5. Kumar Keval J: Mass Communication in India, Jaico Publishing House, Mumbai, 2006
6. Chaturvedi, J P: The Indian Press at the Crossroad, Media Research Associates, New Delhi
7. Zachariah Aruna: Print Media, Communication and Management: Elements, Dimensions and Images Kanishka Publishers, Delhi, 2007
8. Jan R Hakemuldar, Fay AC DE, Jonge, P P Singh: Print Media Communication, Anmol Publication, New Delhi, 1998

### SJMM 103 INTRODUCTION TO COMMUNICATION (CREDITS-4)

#### Course Objective:

To enhance the knowledge of students with regard to fundamentals of communication and its various forms.

To develop among them broad understanding of the concepts and process of communication.

To make them understand communication better through various theories and models.

#### Unit I- Introduction to Communication

- 1.1 Communication: Definition, Concept and Functions
- 1.2 Elements and Processes of Communication
- 1.3 Types of Communication – Intrapersonal, Interpersonal, Group, Mass Communication

Brief history, evolution and the development of communication in the world with special reference to India Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

#### Unit II- Verbal and Non-Verbal Communication

- 2.1 Verbal Communication: Tone, Timbre, Pitch, Tempo, Volume
- 2.2 Non-Verbal Communication: Body Language & Para Language
- 2.3 Effective Communication and Barriers to effective communication
- 2.4 Seven C's of Communication

#### Unit III- Mass Communication

- 3.1 Definition and Concept of Mass Communication,
- 3.2 Introduction to Mass Media and Mass Culture
- 3.3 Functions and Role of Mass Communication in Society
- 3.4 Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television & New Media

#### Unit IV- Theories and Models Communication

- 4.1 Theories of Communication I. Authoritarian Theory, Social Responsibility Theory, Democratic Media Theory, Development Theory, Libertarian Theory, Soviet Press Theory, Development Media Theory
- 4.2 Dependency Theory, Personal Influence Theory
- 4.3 Communication theories- Hypodermic Needle Theory, Multistep Theory, Selective Exposure, Selective Perception, Selective Retention, Play Theory, Uses &

Gratification Theory, Cultivation Theory, Agenda Setting Theory  
4.4 Models of Communication - SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Laswell Model, Gate Keeping Model, Gerbner's Model, Dance Helical Model, Newcomb's model, Osgood Model

**Text Book:**

1. Kumar, K. J. (2010). Mass communication in India. Ahmedabad: Jaico Pub. House.

**Reference Books:**

1. Narula, Uma, Mass Communication Theory and Practice, Haranand Publication, New Delhi, 2004
2. Denis McQuail, Mass Communication Theory, Sage Publications, New Delhi, 2001
3. Stanley J Baran & Dennis K. Devis, Mass Communication Theory-Foundation, Ferment and Future, Thomson Wadsworth, 2000
4. Andal N, Communication Theories and Models, Himalaya Publishing House, Delhi
5. Joshi, U. (1999). Text book of mass communication and media. New Delhi: Anmol Publications Pvt. Ltd.
6. K Ravindaran. Hand Book of Mass Communication. New Delhi: Anmol Publication.
7. C.S. Rayadu. Communication. Mumbai: Himalaya Publishing House.

**SJMM 104 NEWS REPORTING AND EDITING-I (CREDITS-4)**

**Course Objectives:**

To develop an understanding among students about news and writing the news report

To tell them the practical aspect of reporting, and coverage from the city of publication

To acquaint students with the editorial set up of newspapers, and newsroom functions

To train students in the editing of copies, and headlining of news reports

To make students learn the printing technology, and print production

**Unit I- News and Report Writing**

- 1.1 News: Meaning, definition, nature and qualities, elements of news
- 1.2 News value: Timeliness, Proximity, Size, Importance and personal benefit
- 1.3 Inverted pyramid style of writing – 5Ws and 1 H
- 1.4 Various Types of Leads
- 1.5 News agency copy-different elements

**Unit II - News reporting and beats**

- 2.1 News sources: Types, credibility, protection of sources
- 2.2 Pitfalls and problems in reporting: Attribution, off-the-record, embargo
- 2.3 Reporter and Chief Reporter: Functions, qualities, responsibilities
- 2.4 City Reporting Room in a daily: Set up, functions and distribution of beats
- 2.5 Coverage of various city beats

**Unit III - Editorial and News Room**

- 3.1 Editorial department of a daily: Set up and hierarchy of functionaries
- 3.2 Editor: Status, role and responsibilities

- 3.3 News Room: Set up and operations, Conventional and modern news room
- 3.4 News Editor: Functions and responsibilities
- 3.5 Editorial desks - their set up and functions, Role of Chief Sub Editor & Senior Sub Editor and Sub Editor

**Unit IV - Copy Editing**

- 4.1 Editing: Meaning, objectives and tools
- 4.2 Jobs involved in editing
- 4.3 Style sheet - Guidelines for editing
- 4.4 Editing symbols, proof reading symbols
- 4.5 Headlines: Functions/Purpose, Types/Patterns, Size and Decks, Guidelines for writing headlines

**Text Book:**

1. Kamath, M V: *Modern Journalism*, Vikas Publishing House New Delhi
2. Saxena Ambrish: *Fundamentals of Reporting and Editing*, Kanishka Publishers, New Delhi, 2007

**Reference Books:**

1. Stein, M L: *The News Writers' Handbook*, Surjeet Publication, Susan F. Petero New Delhi, 2002
2. George A Hough: *News Writing*, Kanishka Publishers, New Delhi, 1996
3. Jan R. Hakemulder, Ray Ac De, Jouge, P P Singh: *News Reporting and Editing*, Anmol Publications Pvt. Ltd. New Delhi-1998
4. Joseph M K: *Basic Source Material for News Writing*, Anmol Publications Pvt. Ltd.
5. Wainwright David: *Journalism made Simple*, Rupa & Company, New Delhi, 1982
6. Hohnberg John: *The Professional Journalism*, Oxford Publishing Co. Pvt. Ltd., New Delhi, 1980

**SJMM 105 INDIAN ECONOMY & REFORMS (CREDITS-4)**

**Course Objective:**

- To enable students, understand the fundamentals of Indian economy, planning and development.
- To broaden their perspective with regard to Budgeting financial sector and stock markets.
- To open their horizon for understanding key domestic and international economic issues

**Unit I- Economic Fundamentals**

- 1.1 Meaning of economy-Market, command and mixed economy
- 1.2 Nature of Indian economy
- 1.3 Economic planning in India
- 1.4 GDP as indicator of development

**Unit II- Foreign Trade**

- 2.1 Importance of foreign trade for a developing economy
- 2.2 BOP and new economic reforms of 1991
- 2.3 FDI and FII policy in India
- 2.4 Export and import during recession-2008 onwards

**Unit III- Financial Sector**

- 3.1 Indian Financial System: An overview
- 3.2 RBI, Public Sector, Private, Cooperative and Regional Rural Banks
- 3.3 Stock Markets - Financial Products (bonds, debentures, shares)
- 3.4 SEBI and Capital Market Reforms

