

SantGadgeBaba Amravati University,Amravati.

**Teaching and Learning Scheme: for the Degree of
Bachelor of Arts in Journalism & Mass Communication
(Three Years-Six Semesters Bachelor'sDegreeProgramme)**

Inter Disciplinary

As Per National Education Policy (NEP) - 2020

Syllabus

Three Years- Six Semesters Bachelor's Degree Programme Teaching, Learning & Evaluation Scheme
For the Degree of Bachelor of Arts with the

Major Discipline/Subject-Journalism & Mass Communication

(Major, Minor, IKS (Major discipline Related))

SECOND YEAR: SEMESTER-III & IV, Level-5

(Major Code 815 – Journalism & Mass Communication)

(Minor Code 817- Mass communication & Journalism)

Effective from Academic Year 2025-26

Ad-voc Board of Journalism & Mass Communication

Inter Disciplinary faculty

SANT GADGEBABA AMRAVATI UNIVERSITY, AMRAVATI.



Teaching and Learning Scheme
The Degree of Bachelor of Arts in Journalism and Mass Communication (NEP)
(Three years – Six Semester Bachelor Degree Programme)
B.A. Journalism and Mass Communication

B.A.JMC Part 2 SEMESTER III
Vertical – a Course Code – 815204

Title – DSC I.3–Reporting for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 100	
	III	815204 (Major III) Theory I	Reporting for Media	3	45	3 Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none">1. To introduce students to the fundamentals of news reporting, including principles, ethics, and core responsibilities of reporters.2. To equip students with effective reporting and news-gathering techniques, including identifying credible news sources and verifying information.3. To develop skills in routine and specialized reporting across various beats like crime, politics, courts, sports, and disasters.4. To teach students the structure, style, and formats of writing news for print, television, and radio, including headline writing.5. To critically analyze the professionalism, challenges, and ethical concerns in Indian journalism through case studies.		
Course Outcomes	After successful completion of course students should be able to – <ol style="list-style-type: none">1. Demonstrate a clear understanding of a reporter’s principles, functions, and professional responsibilities in various media environments.2. Apply appropriate techniques to gather news, conduct interviews, verify facts, and structure reports effectively.3. Write accurate and engaging news stories for newspapers, TV, and radio using suitable styles, headlines, and news formats.4. Cover routine and specialized news beats, including complex topics like politics, disasters, and investigative reports with ethical sensitivity.5. Critically evaluate the quality and credibility of Indian news reporting and reflect on the influence of internal and external pressures on journalistic objectivity.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Reporting Principles and Qualities of Reporter Functions and Responsibilities of Reporter Reporting Techniques, News gathering techniques News sources, News elements. five W’s And 1 H.	8 Hours	1.Classroom Lecture and study 2.Experiential learning 3.Assignment 4.Participative learning 5.Guest Lectures
Unit II	Routine Reporting: Accidents, Courts, Society, Culture, Politics, Sports, Education, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.	8 Hours	
Unit III	Specialized reporting: In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters.	8 Hours	

Unit IV	Concept and Definition of News News Values, Dynamics of News Values Truth, Objectivity, Diversity and Plurality in News, Source of News, Verification of News	7 Hours	
Unit V	News: Structure and Content News Style- Inverted Pyramid and others, Headlines- Types, Functions, Importance Techniques of Writing Headlines Writing News for Newspapers, TV and Radio.	7 Hours	
Unit VI	News reporting professionalism: Some constrains defining objectivity, internal external pressures- political, economic and sociological Present status Of Indian news reporting (with recent examples) as case studies.	7 Hours	

Suggested Readings:

- 1.News Reporting – B. N. Ahuja and S. S. Chhabra
- 2.News Writing and Reporting – Mames M Neal and Suzanne S Brown
- 3.Investigative Reporting and Editing – P. N. Williams
- 4.Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
- 6.Depth Reporting – Neal Copple
- 7.Interpretive Reporting – D. D. Mach Dougal
- 8.Writing for the Mass Media – James Glen Stevall
- 9.Journalism – G. K. Puri
10. Journalists Hand Book – M. V. Kanath
11. Professional Journalism =- M. V. Kamath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newsman’s Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava
- 15.माध्यम- प्रकाशकुलकर्णी
- 16.पत्रकारिताशोधवबोध, विश्वक्रांती- डॉ.सुधीरगव्हाणे

InternalAssessmentandExternalEvaluationandExaminationsystem	
InternalAssessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests–Assessment(OpenBookTest/MCQ/ObjectivetypeTest/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/GroupDiscussion/VisitReport	20 Marks
ExternalEvaluationandExaminationsystem (Instruction for Paper Setter)	Theory External 60 Marks
1.EightShortTypequestion Pattern – solveany4 out of8(4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

B.A. JMC Part 2 SEM III
Vertical – a Course Code – 815205

Title – DSC II.3–Basics ofEditing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 100	
	III	815205 (Major IV) Theory II	Basics of Editing	3	45	3 Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the fundamental principles, functions, and significance of editing in journalism. 2. To develop practical skills in the editing process, including fact-checking, rewriting, proofreading, and applying editing symbols. 3. To provide knowledge about the editorial structure and the roles and responsibilities of various editorial team members. 4. To train students in writing and refining headlines and understanding the techniques and ethics behind headline creation. 5. To explore the principles of layout, picture editing, and the differences between editing for print, electronic, and new media. 						
Course Outcomes	<p>After successful completion of course students should be able to –</p> <ol style="list-style-type: none"> 1. Understand and explain the role of editing in the journalistic process and the editorial hierarchy in newspapers and magazines. 2. Apply core editing techniques including checking facts, language correction, copy rewriting, and using proofing symbols. 3. Craft accurate, ethical, and impactful headlines following industry conventions and avoid common editorial errors. 4. Edit images, layouts, and page designs in alignment with journalistic standards and audience engagement strategies. 5. Differentiate between editing practices in print and electronic media (radio, TV, and digital), including linear and non-linear editing systems. 						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Editing Principles and Functions of Editing Editing and its Significance in Journalism Editorial Writing, Side articles, Letters to Editor. Special Column.					8 Hours	1.Classroom Lecture and study 2.Experimental learning 3.Assignment 4.Participate learning 5.Guest Lectures
Unit II	Editorial Desk in Newspapers/ Magazines Roles, Functions and Responsibilities of Chief Editor, Executive Editor, News Editor, Chief Sub-Editor, sub-Editor, etc.					7 Hours	
Unit III	Editing Process: Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting hand-outs, moffusil copies and electronic editing. Editing symbols, Proof Reading symbols and their significance					7 Hours	
Unit IV	Creating Headlines: Headlines styles, Giving headlines, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalization, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing.					8 Hours	

Unit V	Editing pictures, graphics and designs: Newspaper layout; principles of layout, Front page-inside pages, Problems of inside page make up. Special page designs, Total design concepts, Picture editing, Caption editing guidelines, Selection of appropriate photos, Contemporary Indian newspaper designs and layout.	8 Hours	
Unit VI	Basics of Editing- Electronic Media (Radio & T.V.), Editing- Linear & Non-Linear Difference between Print Editing and Electronic/ New Media Editing	7Hours	

Suggested Readings:

1. News Editing – Bruce Westley
2. The Art of Editing–P.K. Baskette and Jiz Sissors
3. The Sub-Editor’s Companion – Michael Hides
4. The Simple Sub’s Book – Lealie Sellers
5. The Techniques of Clear Writing–Robert Gunning
6. Handling Newspaper Text–Harold Evans
7. Newspaper Design – Harold Evans
8. News Headlines – Harold Evans
9. Elements of Newspaper Design – Ames
- 10.बातमीदाराचाजाहीरनामा – अनंतकोळमकर.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	Internal 40 Marks
1. Class tests–Assessment on any two (Open Book Test/MCQ/Objective type Test/Descriptive Test), Class Attendance & Participation.	20 Marks
2. Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10= 40 Marks)	40

B.A. JMC Part 2 SEM III
Course Code – 817204

Vertical – b – DSC III 3 – Computer Skills for Media

Level	Semester	Course Code	CourseName	Credits	Teaching Hours	ExamDuration	Max. Marks 100	
	III	817204 (Minor III)TheoryIII	Computer Skills for Media	3	45	3Hrs.	External 60	Internal 40

CourseObjectives	1. Understand the basic and advanced functionalities of computer systems and media software. 2. Develop proficiency in using essential office software for media writing and documentation. 3. Learn image editing, video editing, and audio processing tools used in media production. 4. Explore internet-based tools and digital platforms for publishing and content sharing. 5. Apply practical computer skills in newsroom, broadcast, and digital media environments.			
CourseOutcomes	After completing the course, students will be able to: 1. Operate computers and manage files relevant to media workflows. 2. Create professional documents, presentations, and spreadsheets. 3. Edit and produce visual and audio content using industry-standard tools. 4. Use internet and social media tools effectively for media publishing. 5. Integrate multiple computer-based skills in a real-world media project.			
UnitSystem	Contents		Learning Hours	Incorporation ofPedagogies
Unit I	Introduction to Computer Systems for Media Basics of hardware and software Types of operating systems (Windows, macOS, Linux) Input/output devices used in media File formats (text, audio, video, image) Data storage and backup methods.		8Hours	1. Classroom Lectureand study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	Office Tools for Media Professionals Word processing (MS Word, Google Docs): writing articles, formatting Spreadsheet tools (Excel, Google Sheets): managing data, charts Presentation tools (PowerPoint, Canva): pitch decks, storyboards Basic templates for newsletters, reports. Introduction to PageMaker, Quark Express.		8Hours	
Unit III	Page setup and DTP Page Setup Formatting Technique DTP (Desk Top Publishing) Introduction - Word Processing, CorelDraw, Photoshop. Basic Elements of Computer Network		7Hours	
UnitIV	Internet as Medium of Communication Introduction - Internet as Medium of Communication, Brief History of Internet, Features of Internet, Internet Protocol, Domain Name.		7Hours	

UnitV	Internet and Social Media Tools Web browsers, search engines, and cloud storage Blogging platforms (WordPress, Medium) Social media content creation (Instagram, YouTube, Twitter tools) Use of Multi-Media Creativity and Visualization	8Hours	
UnitIV	Media Project and Practical Applications Designing a multimedia news story/project Combining text, visuals, and sound Group collaboration using online tools Presentation and evaluation Portfolio creation	7Hours	

References:

1. Learning to Use the Internet, Ernest Ackermann, and BPB Publications
2. Elements of Computer Science, SatishRamaswami, Rajesh Ramaswami, Ashish Publishing Homes.
3. Computing System Hardware, M. Wells, and Cambridge University.
4. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sian Publishers.
5. Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, Macuillan Publishing.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment:(InstructionforSubjectTeacher)	40 Marks
1. Class Test (MCQs + Short Answers), 1.Document & Presentation Creation, 2. Image Editing Task. 3. Social Media Content Plan. 4. Attendance & Class Participation	30Marks
2.Assignment/Seminar/Group Discussion/Visit Report	10Marks
External Evaluation and Examination system (InstructionforPaper Setter)	Theory External 60 Marks
1.Eight Short Type question Pattern–solve any 4outof 8(4x5=20)	20
2.Six Longtype questions Pattern -solve any4 outof6(4x10= 40Marks)	40

B.A. JMC Part 2 SEM III
Subject Code – 815206

Vertical a - DSC I.3 –Practical –Reporting for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
	III	815206 (MajorIII) Practical - I	Reporting for Media	1	30	3 Hrs.	External 25	Internal 25

▢ Practical Exam Structure (Total: 50 Marks)

Practical Task		Total Marks Marks	
		Internal	External
Task 1	Reporting an event or news story (writing a short article with a headline)	05	05
Task 2	Conducting a mock interview and writing a report (including quotes)	05	05
Task 3	Analysing a news event and rewriting it using the inverted pyramid structure and Writing a headline for a given news story.	05	05
Task 4	Reporting on a press conference or event (short story with quotes and key facts)	05	05
Viva Voce	Based on syllabus and on reporting techniques, news sources, ethics, and responsibilities of a reporter and assignments given by the subject teacher.	05	05
		25	25

B.A. JMC Part 2 SEM III
Subject Code 817205
Vertical b – DSC III.3 –Practical - Computer Skills for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
	III	817205 (Minor III) Practical -II	Computer Skills for Media	1	30	3 Hrs.	External 25	Internal 25

☐ **Practical Exam Structure (Total: 50 Marks)**

Practical Task		Total Marks Marks	
		50	
		Internal	External
Task 1	Word Processing – Create a news article or report using Microsoft Word (formatting, inserting images, tables, etc.)	05	05
Task 2	Presentation Design – Create a media-related presentation (e.g., on a media topic, news story, or campaign) using PowerPoint or similar software	05	05
Task 3	Image Editing – Basic photo editing task using Adobe Photoshop or a similar tool (crop, adjust brightness/contrast, add text)	05	05
Task 4	Video Editing – Basic video editing task using software like Adobe Premiere Pro, Final Cut, or any similar tool (cutting, transitions, text overlays)	05	05
Viva Voce	Based on syllabus and using media software tools, their applications, the importance of computer skills in media and assignments given by the subject teacher.	05	05
		25	25

B.A. JMC Part 2 SEM III
Vertical e – 1 AEC- IKS (Major discipline related)
Subject Code - 815207

Indian knowledge System (Journalism and Mass Communication)

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50
	III	815207 (Related to Major) Theory	IKS(Journalism and Mass Communication)	1	15	2 Hrs.	Internal 50

Course Objectives	<ol style="list-style-type: none">1. To explore the historical roots of journalism and communication in ancient Indian traditions, focusing on figures like Narad Muni and Sanjay from the Mahabharata as early communicators.2. To examine the influence of philosophical traditions such as Buddhism, Jainism, and the Vedas on ethical and truthful communication practices\3. To understand early Indian communication systems, including oral and written traditions, temple carvings, gurukula systems, and public platforms like JantaDarbars and Sabha practices.		
Course Outcomes	After successful completion of course students should be able to – <ol style="list-style-type: none">1. Students will be able to analyze and interpret ancient Indian texts and practices to understand their contributions to the foundations of journalism and ethical communication.2. Students will demonstrate awareness of traditional communication models like the Guru-ShishyaParampara and Sutradhara, and relate them to modern communication theories.3. Students will critically evaluate the role of ancient Indian communication tools, such as edicts, inscriptions, and oral storytelling, as early forms of public journalism and information dissemination.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Ancient Indian perspectives on journalism and communication 1.Narad Muni:an iconic communicator and Journalist 2.Mahabharta;s Sanjay: a model of ethical journalism 3/Influence of Buddhist, Jain, and Vedic philosophies on truthful communication 4/Role of Ashok an Edicts and inscriptions as early public journalism 5/Sadharanikaran,	8 Hours	1.ClassroomLecture andstudy 2.Experiential learning 3.Assignments.
Unit II	Early communication systems in India 1. Oral and Written Texts. 2.Communication through temple carvings and sheelas. 3. Models of communication: Sutradhara, Guru-ShishyaParampara 4.Role of Gurukula system 5.Traditional dispute resolution systems and public communication (JantaDarbars, Sabha practices)	7 Hours	4.Participative learning 5.GuestLectures

Reference Books:

1. "Communication in Ancient India" – By Dr.Usha Rani

Explores traditional communication methods, temple communication, and oral traditions.

2. "Sanskrit Journalism and Communication: A Historical Perspective" – By Dr.RadhavallabhTripathi

3. "Indian Journalism: A Historical Perspective" – By R. Parthasarathy

Provides historical context to the development of journalism in India including ancient sources.

4. "Bharatiya Sanchar KaItihaas" (भारतीयसंचारकाइतिहास) – By Dr.RamvilasSharma

(Hindi) — Details early Indian communication systems, edicts, pathshalas, and oral traditions.

5. "Communication and Culture in Ancient India" – By KapilKapoor

Explores communication through culture, storytelling, and philosophical frameworks.

6. "Sadharanikaran Model and Indian Communication Theories" – By Dr. K. Sadanandan

Focuses on the Indian communication model ‘Sadharanikaran’ and its relevance today.

7. "The Edicts of King Ashoka" – Edited and translated by N. A. Nikam and Richard McKeon

A direct source of Ashokan edicts with historical commentary.

Useful Websites and Online Resources:

1. Indira Gandhi National Centre for the Arts (IGNCA)

https://ignca.gov.in

Excellent resources on ancient Indian communication systems, oral traditions, and cultural communication.

2. Digital South Asia Library (University of Chicago)

https://dsal.uchicago.edu

Historic texts, translations, and scholarly work on Indian history, including Ashokan edicts.

3. National Mission for Manuscripts

https://www.namami.gov.in

Access to ancient Indian manuscripts and historical documents related to communication.

4. Sahapedia – An Open Encyclopaedia on Indian Culture

https://www.sahapedia.org

Articles on storytelling traditions, gurus, temple communication, and ancient institutions.

5. Internet Archive (archive.org)

https://archive.org

Search for old and rare books like "The History of Nalanda", "Ashokan Inscriptions", etc.

6. Press Information Bureau – Special Features

https://pib.gov.in

Occasional features on historical perspectives of Indian communication and journalism.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	50 Marks
1.Classtests– Assessmentonanytwo(OpenBookTest/MCQ/ObjectivetypeTest/DescriptiveTest)	30 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks

B.A. JMC Part 2SEMESTERIVLevel 5.0**Course Code – 815218****Vertical a – DSCI.4 - Broadcast Media: RTC**

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs.	Exam Duration	Max. Marks 100	
5.0	IV	815218 (MajorV) Theory - I	Broadcast Media:RTC	3	45	3 Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none">1. To introduce students to radio, television, and cinema as powerful media of mass communication.2. To provide a historical and functional understanding of All India Radio, Doordarshan, FM channels, and Indian cinema.3. To develop students' skills in writing and producing different types of radio and television content, including news, interviews, and features.4. To explore the newsroom operations, structure, and formats of radio and TV news, including technical components like SOTs, PTCs, and voiceovers.5. To analyze the societal impact and evolving trends of Indian television and cinema in contemporary culture.		
Course Outcomes	After successful completion of course students should be able to – <ol style="list-style-type: none">1. Explain the characteristics, evolution, and role of radio, television, and cinema in India’s media landscape.2. Write and produce content for radio and television, including news stories, documentaries, dramas, and interviews.3. Understand the functioning of newsrooms in both radio and television, and structure news bulletins effectively.4. Evaluate the influence of cinema and broadcasting on society, especially in terms of cultural and national development.5. Identify recent trends in broadcasting and cinema, including technological advancements, audience engagement, and emerging platforms.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Radio as a medium of Communication Characteristics of Radio History of Radio in India especially All India Radio (AIR) AM/FM, Community Radio, Educational Radio Role of Radio in Societal and National Development	8 Hours	1.Classroom Lecture andstudy 2.Experiential learning 3.Assignment 4.Participative learning 5.Guest Lectures
Unit II	Various Radio Programs. writing for radio – radio talk – interview – radio drama – running commentary documentaries – characteristics of each format,	7 Hours	
Unit III	Radio news – news room operation – news format – news writing – news presentation – structure of news bulletins	7 Hours	
Unit IV	Television as a Medium of Mass Communication Doordarshan, various T.V. Channels, News Channels. Evolution of TV as a medium ,characteristics of the medium Various T.V. Serials Recent Trends in T.V. Broadcasting	8 Hours	

Unit V	Planning a news story – writing news stories for television – writing to pictures – case studies – intro opening shot – SOT’s – teasers – PTC – voice over – packaging etc – run down and panel production of news bulletins – TV news room structure – ENG – live broadcasts, planning and execution	8 Hours	
Unit VI	A brief introduction of Indian Cinema Films- Types of Films Cinema and Society- Effects, etc Emerging Trends of Indian Cinema	7 Hours	

References:

1. Broadcasting and the People: MasaniMehara
2. Radio and TV Journalism: K. M. Srivastava
3. Writing News for Broadcasts: Bliss and Patterson
4. Introduction to TV Journalism: S. Kaushik
5. Techniques of Television Production: Gerald Millerson
6. Tangled Tapes: K. R .Mullick
7. Indian Film: Barnou&Krishnasawami
8. आकाशवाणी–स्वरूपआणिअंतरंग -गुणवंतथोरात

InternalAssessmentandExternalEvaluationandExaminationsystem	
Internal Assessment:	40 Marks
1.Classtests– Assessmentonanytwo(OpenBookTest/ObjectivetypeTest/DescriptiveTest),Attendance & Class Participation	20 Marks
2.Assignment/Seminar/GroupDiscussion/VisitReport	20 Marks
ExternalEvaluationandExaminationsystem	Theory External 60 Marks
1.EightShortTypequestion Pattern – solveany4 out of8(4x5=20)	20
2. Four Long type questions Pattern - solve any 4 out of 6 (4x10 = 14 Marks)	40

B.A. (JMC) Part II SEM IV Level 5.0
Course Code – 815219

Vertical a – DSCII.4–Advertising Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs.	Exam Duration	Max. Marks 100	
5.0	IV	815219 Major VI Theory-II	Advertising Media	3	45	3 Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none">1. To introduce students to the definition, scope, functions, and historical development of advertising, especially in the Indian context.2. To help students understand the classification and formats of advertisements including social, public, and commercial advertising.3. To provide knowledge about advertising agencies, their structure, functioning, and role in planning ad campaigns.4. To develop skills in media planning, copywriting, ad appeal creation, and visualizing content across print, radio, TV, and digital platforms.5. To critically examine the social, developmental, and ethical implications of advertising in national development and consumer behaviour		
Course Outcomes	After successfully completion of course students should be able to – <ol style="list-style-type: none">1. Define and explain the core concepts, functions, and historical background of advertising and its role in society.2. Identify and differentiate between various types of advertisements and understand their objectives and target audiences.3. Outline the structure and working of advertising agencies and describe the steps in planning effective ad campaigns.4. Apply basic skills in creating and analyzing print, radio, TV, and web advertisements using principles of copywriting and visualization.5. Critically evaluate the influence of advertising on society, development, and consumer culture, including its positive and negative effects.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Definition of Advertising. Process and scope of Advertising Functions of Advertising. History of Indian Advertising.	7 Hours	1.Classroom Lecture and study 2.Experiential learning 3.Assignment 4.Participate learning 5.Guest Lectures
Unit II	Role of Advertising. Classification of Advertisement Social and Public advertising. Various types of Advertisements Steps in Advertisement planning.	8 Hours	
Unit III	Advertising Agencies- Structure and Functioning Important Advertising Agencies Advertising and Media Planning, Principles of good Advertisement.	7 Hours	
Unit IV	Advertising Campaign- Target Audience, Stages, Process.Ad appeal, Copy Writing, Visualization Advertising and Creativity	8 Hours	
Unit V	Basics of preparing Print/ Radio/ T.V. / Web Advertisement. Advertising and Branding. Advertising as a marketing function. Selection of media for Advertising.	7 Hours	
Unit VI	Negative and positive effects of Advertising. Advertising and Society Advertising and Development Role of Advertising in National development	8 Hours	

Suggested Readings:

- 1. Advertising: Frank Jefkins
- 2. Advertising: James S. Norris
- 3. Brand Positioning: SubratoSengupta
- 4. Effective Advertising: Marieke De Mooji
- 5. Creative Advertising: Theory and Practice: Gillian Dyor
- 5. Effective Advertising :Dr.UmaMehrotra, ChinmayPrakashan,Aurangabad.
- 6. Mass Communication: Principles and Concepts – SeemaHasan , CBS Publishers & Distributors.
- 7.जाहिरात तंत्र आणि व्यूहरचना - डॉ.एस.पी.गिरासे, डॉ.जे.बी.मोरे
- 8. अँडव्हरटाईजींग बेसिक - जे.व्ही. व्हीलॅनिलम -अनुवाद - साधना सराफ

Internal Assessment and External Evaluation and Examination system	
InternalAssessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests–Assessment on any two(Open Book Test/MCQ/Objective type Test/Descriptive Test), Attendance & Class Participation.	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1.Eight Short Type question Pattern- solve any 4 out of 8(4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10= 40 Marks)	40

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code -817206
Vertical b – DSC III.4–Public Relations

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs.	Exam Duration	Max. Marks 100	
5.0	IV	817206 (MinorIV) Theory - III	Public Relations	3	45	3Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the concept, history, and significance of Public Relations as a communication and management function. 2. To develop understanding of the role of PR in shaping public opinion, handling publicity, and differentiating it from propaganda. 3. To equip students with practical knowledge of PR tools like press releases, press conferences, house journals, and PR campaigns. 4. To explore the role of PR in corporate communication, brand identity, image building, and reputation management. 5. To familiarize students with sector-specific applications of PR including government, NGOs, hospitals, educational institutions, and political parties. 						
Course Outcomes	<p>After successful completion of course students should be able to –</p> <ol style="list-style-type: none"> 1. Define and explain the concept, functions, and evolution of Public Relations, with a focus on its role in India. 2. Distinguish between PR, publicity, propaganda, and public opinion while understanding PR as a communication and management tool. 3. Demonstrate the use of various PR tools and stages of campaign planning, including media relations and event coordination. 4. Analyze the strategic role of PR in corporate identity, brand image building, and organizational reputation. 5. Apply PR concepts and practices in diverse institutional contexts like media, hospitals, NGOs, political parties, and universities. 						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Introduction- Public Relations (PR) Definition, Concept of PR PR as a Communication Function Qualities of PRO.				8 Hours	1.ClassroomLecture andstudy 2.Experiential learning 3.Assignments. 4.Participative learning 5.GuestLectures	
Unit II	History of PR, PR in India PR- Publicity, Propaganda, Public Opinion PR as a Management Function PR and Media Relations				7 Hours		
Unit III	Stages of PR- Planning, Implementation, Research, Evaluation PR Publics- External and Internal				7 Hours		
Unit IV	PR Tools, Special tools of PR. Press Conference, Press Releases, Press tour. House Journal PR Campaign				8 Hours		
Unit V	Role of PR in corporate Communication. Creating identity. Building brand image. Creating brand reputation.Selecting the Media.				7 Hours		
Unit VI	Government departments of PR. PR in private sectors, PR counseling, PR agencies, PR and advertising - PR for media institutions.PR for Hospitals, PR for Charitable Institutions, PR for NGOs, PR for Political Parties, PR for Universities.				8 Hours		

References:1. Handbook of Public Relations and Communications: Phillip Lesly

2. Media Relations: Jane Johnston

3. Practical Public Relations: Sam Black

4. Public Relations in Practice: Anne Gregory (IPR publication)

5. Public Relations in your Business: Frank Jefkins

6. Public Relations in India: J.M. Kaul

7. Jana Sanjog: Samar Basu

8.कापॅरेटकम्युनिकेशन – डॉ.सुधीरभटकर,डॉ.विनोदनिताळे

9 जनसंपर्क – जालंधरपुरोहित.

10. जनसंपर्क अंतरंग - डॉ.रविंद्र चिंचोळकर

InternalAssessmentandExternalEvaluationandExaminationsystem	
InternalAssessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests– Assessmentonanytwo(OpenBookTest/MCQ/ObjectivetypeTest/DescriptiveTest), Attendance & Class Participation.	20 Marks
2.Assignment/Seminar/GroupDiscussion/VisitReport	20 Marks
ExternalEvaluationandExaminationsystem (Instruction for Paper setter)	Theory External 60 Marks
1.EightShortTypequestion Pattern – solveany4 out of8(4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code - 815220
Vertical a - DSC I.4 –Practical - Broadcast Media: RTC

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
5.0	IV	815220 (MajorV) Practical -I	Broadcast Media: RTC	1	30	3 Hrs.	External 25	Internal 25

☐ **Practical Exam Structure (Total: 50 Marks)**

Practical Task		Total Marks Marks 50	
		Internal	External
Task 1	Writing a radio script (talk/interview or short drama)	05	05
Task 2	Radio news writing and voice recording (news bulletin)	05	05
Task 3	Writing a television news story with rundown, intro, and PTC	05	05
Task 4	Voiceover or live anchor presentation (TV or radio)	05	05
Viva Voce	Based on syllabus and functions of AIR/DD, characteristics of media, emerging trendsand assignments given by the subject teacher.	05	05
		25	25

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code - 815221
Vertical a – DSC II.4 –Practical - AdvertisingMedia

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
	III	815221 (MajorVI) Practical - II	Advertising Media	2	45	3 Hrs.	External 25	Internal 25

☐ **Practical Exam Structure (Total: 50 Marks)**

Practical Task		Total Marks Marks	
		Internal	External
Task 1	Design a print advertisement (using slogan, copy, and visuals)	05	05
Task 2	Create a script for a radio/TV ad with appropriate appeal	05	05
Task 3	Prepare a basic ad campaign plan (target audience, message, medium, schedule)	05	05
Task 4	Media planning activity – select appropriate media for a sample product	05	05
Viva Voce	Based on syllabus and campaign planning process)and assignments given by the subject teacher.	05	05
		25	25

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code – 817207
Vertical b – DSC III.4–Practical - Public Relations

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
5.0	III	817207 (Minor IV) Practical -III	Public Relations	1	30	3 Hrs.	External 25	Internal 25

☐ **Practical Exam Structure (Total: 50 Marks)**

Practical Task		Total Marks Marks 50	
		Internal	External
Task 1	Drafting a press release or organizing a mock press conference	05	05
Task 2	Preparing a PR campaign plan (topic of choice with objectives, tools, audience, media)	05	05
Task 3	Writing a corporate message or house journal article	05	05
Task 4	Case study analysis – PR for hospitals, NGOs, or political parties	05	05
Viva Voce	On PR tools, campaign stages, media relations, sector-wise PR and assignments given by the subject teacher.	05	05
		25	25

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code - 815224
Title – e – 1 AEC-IKS (Major discipline related)

Indian knowledge System (Journalism and Mass Communication)

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50
5.0	IV	815224 (Related to Major) Theory	IKS(Journalism and Mass Communication)	1	30	3 Hrs.	Internal 50

Course Objectives	<ol style="list-style-type: none">1. To explore the origins and evolution of public communication practices in ancient and medieval India, focusing on platforms like samitis, kathas, pathshalas, and oral traditions.2. To study the role of ancient institutions and community journalism, including universities like Nalanda and Takshashila, and communicators such as village bards, temple announcers, and sabha record-keepers.3. To analyze the contributions of key ancient figures—such as Vyasa, Chanakya, Buddha, and others—as prototypes of journalists who shaped ethical, political, historical, and spiritual communication.		
Course Outcomes	After successful completion of course students should be able to – <ol style="list-style-type: none">1. Students will be able to critically examine early Indian forms of public and oral communication and assess their influence on collective knowledge dissemination and journalism traditions.2. Students will demonstrate an understanding of how ancient communicators functioned as historians, educators, political analysts, and ethical guides, paralleling modern journalistic roles.3. Students will gain the ability to connect historical communication systems and figures with current journalism principles, identifying continuity in values such as truthfulness, ethics, and public service.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Early forms of public communication 1. Samitis, kathas, pathshalas 2. Influence of oral storytelling (kathakar, jatra, tamasha) 3. Ancient universities (Takshashila, Nalanda) 4. Community journalism: Village bards , <i>Bhats</i> , Temple records, Sabha announcements 5. Oral news transmission networks in ancient and medieval India.	8 Hours	1. ClassroomLecture andstudy 2. Experiential learning 3. Assignments.
Unit II	Ancient Figures as Prototypes of Journalists 1. Vyasa (Vedavyasa): The Compiler and Preserver of Knowledge 2. Bhrigu Rishi: The Lawgiver and Ethical Communicator 3. Gautama Buddha: The Spiritual Teacher and Communicator 4. Chanakya (Kautilya): The Political Strategist and Communicator 5. Asvagosa: The Poet and Historian 6. Markandeya Rishi: The Philosopher and Communicator of Timeless Knowledge	7 Hours	4. Participative learning 5. GuestLectures

📖 Recommended Reference Books:

1. "Communication in Ancient India" – Dr.Usha Rani

○ Covers samitis, kathas, community communication, temple records, and oral traditions.

2. "Traditional Folk Media in India" – K. MotiGokulsing

○ Detailed insights into jatra, tamasha, kathakar, and their influence on rural communication.

3. "Bharatiya Sanchar KaItihaas" (भारतीय संचार का इतिहास) – Dr.Ramvilas Sharma

○ In Hindi. Covers pathshalas, village bards, sabha announcements, and ancient universities.

4. "Glimpses of Nalanda and Takshashila" – S.K. Maity

○ Historical overview of ancient Indian universities and their communication systems.

5. "Folk Media and Mass Communication in India" – Dr.SubhashBhatnagar

○ Discusses how oral storytelling and folk art were used as public communication tools.

6. "The Arthashastra of Kautilya" – Translated by R. Shamasastry

○ A primary source on Chanakya’s communication strategies, political messaging, and intelligence networks.

7. "The Mahabharata" (Critical Edition or Translations by BibekDebroy or C. Rajagopalachari)

○ For references to Vyasa and Sanjay’s roles in communication and ethics.

8. "Life of Buddha" – By Ashvagosa (Buddhacharita)

○ Reveals the communicative role of Buddha and the poetic-historical style of Ashvagosa.

9. "Ancient Indian Education" – Dr.RadhaKumudMookerji

○ Includes analysis of the Gurukula system, pathshalas, and knowledge transmission.

🌐 Useful Websites and Online Resources:

1. Indira Gandhi National Centre for the Arts (IGNCA)

□ <https://ignca.gov.in>

○ Offers cultural documentation on samitis, folk forms, temple communication, and education systems.

2. Sahapedia – Encyclopaedia of Indian Culture

□ <https://www.sahapedia.org>

○ Good for folk traditions (jatra, tamasha), ancient universities, and biographies of key figures like Vyasa and Chanakya.

3. National Mission for Manuscripts

□ <https://www.namami.gov.in>

○ Access to digitized ancient texts and descriptions of traditional Indian communicators.

4. Digital Library of India (via Archive.org)

□ <https://archive.org/details/digitallibraryindia>

○ For rare and out-of-print books on Nalanda, oral traditions, and Indian philosophers.

5. Indian Culture Portal (Ministry of Culture)

□ <https://www.indianculture.gov.in>

○ Offers verified content on traditional Indian communication practices and historical figures.

6. Digital South Asia Library

□ <https://dsal.uchicago.edu>

○ Texts and data relevant to Indian history, oral cultures, and political thought.

7. Buddhist Digital Resource Center

□ <https://www.bdrc.io>

○ Contains translations and original works by Ashvagosa and other Buddhist communicators.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	50 Marks
1.Classtests– Assessmentonanytwo(OpenBookTest/MCQ/ObjectivetypeTest/DescriptiveTest)	30 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code -817208
Vertical b – DSE - I.4–Translation for Media (Elective)

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs.	Exam Duration	Max. Marks 100	
5.0	IV	817208 (Minor V-elective 1) Theory - IV	Translation for Media	3	45	3Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none"> To introduce students to the historical evolution and foundational theories of translation with special focus on its role in communication and media. To help learners understand various principles, types, and parameters of translation including formal, informal, technical, and literary forms. To enable students to explore modern translation techniques, recent trends, and emerging opportunities in the field of translation. To develop awareness of the professional qualifications and ethical responsibilities of translators in traditional and digital contexts. To equip learners with practical skills in journalistic and media translation, emphasizing translation exercises relevant to news, features, and digital media content. 						
Course Outcomes	<p>After successful completion of course students should be able to –</p> <ol style="list-style-type: none"> Demonstrate understanding of the development, scope, and significance of translation in global and local contexts. Apply appropriate translation techniques based on different principles, media formats, and audiences. Identify and use digital tools and machine translation technologies while critically evaluating their limitations and strengths. Translate journalistic content effectively between languages, particularly in Marathi and English, maintaining accuracy, tone, and cultural context. Pursue career opportunities in media translation with knowledge of both traditional practices and modern tools, meeting professional standards and ethical considerations. 						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	History and Development of Translation, Foundations of Translation: Concept, Nature, Scope, Functions of translation				8 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignments. 4. Participative learning 5. Guest Lectures	
Unit II	Importance of Translation. Principles of Translation: Different Principles and types of Translation, Formal And Informal Translation.				7 Hours		
Unit III	Need for Translation in today's world. Parameters of Translation, Techniques of Translation, Recent Trends in translation.				7 Hours		
Unit IV	Development in Translation Scope and opportunities in the field of Translation. Qualifications and Responsibilities of Translator.				8 Hours		
Unit V	Understanding Machine translation, Digital tools and challenges, latest trends in Marathi translation technique Media and Translation:				7 Hours		
Unit VI	Need for Translation in Journalism Translation exercises in the Media, Role of Translation, and Avenues of challenges of Translation in The Media.				8 Hours		

Reference Books -

- 1. Susan Bassnett – Translation Studies
- 2. Peter Newmark – A Textbook of Translation
- 3. R. K. Jain – Translation: Theory and Practice
- 4. S. K. Verma – Translation: Concepts and Applications
- 5. Dr. SharadRajguru – Marathi AnuvadachaltihasaniTattvadnyan (Marathi)

Useful Websites -

- 1. [Indian Translators Association](#)
- 2. [ProZ.com – Translation Marketplace](#)
- 3. [Translators Without Borders](#)
- 4. [Google Translate Community](#)
- 5. [Marathi Wiktionary](#) – Useful for vocabulary building and standard usage.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests– Assessmentonanytwo(OpenBookTest/MCQ/ObjectivetypeTest/DescriptiveTest), Attendance & Class Participation.	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper setter)	Theory External 60 Marks
1.Eight Short Type question Pattern – solve any 4 out of 8(4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code - 817210
Vertical b- DSE I.4 –Practical –Translation of Media (Elective)

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
5.0	III	817210 (Minor– V- Elective - I) Practical -IV	Translation of Media	1	30	3 Hrs.	External 25	Internal 25

☐ **Practical Exam Structure (Total: 50 Marks)**

Practical Task		Total Marks Marks	
		Internal	External
Task 1	Translate the following: a. An English press release into Marathi b. A Marathi editorial or blog into English	05	05
Task 2	a. Choose a machine translation tool (e.g., Google Translate, ChatGPT). b. Demonstrate live how it translates Marathi news content. c. highlight where it fails or succeeds in conveying journalistic accuracy.	05	05
Task 3	a. Select a Marathi or English news channel/newspaper b. Track and document how translated stories are presented c. Include screenshots, headlines, or snippets for analysis	05	05
Task 4	a. Receive an English or Marathi news brief b. Translate and then explain the cultural relevance of your choices to a "news editor" (examiner).	05	05
Viva Voce	Based on syllabus and and assignments given by the subject teacher.	05	05
		25	25

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code -817209
Vertical b – DSE II.4–Human Rights and Media(Elective)

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs.	Exam Duration	Max. Marks 100	
5.0	IV	817209 (Minor V- elective 2) Theory - IV	Human Rights and Media:	3	45	3Hrs.	External 60	Internal 40

Course Objectives	<ol style="list-style-type: none"> To understand the meaning, classification, and evolution of Human Rights from historical documents like the Magna Carta, the French Declaration, and the US Bill of Rights. To explore the role of the United Nations in promoting and protecting human rights through the Universal Declaration of Human Rights and associated legal instruments. To examine the constitutional provisions and enforcement mechanisms related to human rights in India, including the role of courts and commissions. To study the Directive Principles and Fundamental Rights as part of India's constitutional framework and assess the responsibilities of various national commissions. To analyze the role of international NGOs and media in the protection and promotion of human rights and democratic accountability. 		
Course Outcomes	<p>After successful completion of course students should be able to –</p> <ol style="list-style-type: none"> Explain the concept and classification of human rights and trace their historical evolution through major international declarations. Interpret key articles of the Universal Declaration of Human Rights and understand their global significance in contemporary society. Assess the legal and institutional mechanisms for enforcement of human rights in India, including constitutional remedies and human rights commissions. Evaluate the role of both governmental and non-governmental organizations in upholding human rights at national and international levels. Critically analyze the role of media in a democratic society and its accountability in reporting and protecting human rights. 		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Meaning and Concept of Human Rights - Notion and Classification of Rights: Natural, Moral and Legal Rights - Three Generations of Human Rights: Magna Carta- The French Declaration of the Rights of Man and the Citizen; United States Bill of Rights	8 Hours	1.Classroom Lecture and study 2.Experiential learning 3.Assignments. 4.Participative learning 5.Guest Lectures
Unit II	United Nations and Human Rights: Universal Declaration of Human Rights– Significance–Civil and Political Rights-(Art.1-21)- Economic, Social and Cultural Rights-(Art.22-28)-Duties and Limitations-(Art.29)-Final Provision (Art. 30).	7 Hours	
Unit III	Human Rights & Enforcement Mechanism - Supreme Court (Art 32) and High Courts (Art 226) –Human Rights Commission –National and State-Commission of Women, Children ,Minority, SC/ST .	7 Hours	

Unit IV	The Directives Principles of State Policy - Fundamental Rights - Constitutional Vision of Role of The State - National Human Right Commission, National Commission on Women, National Commission on Minorities, and State Human Rights Commission	8 Hours	
Unit V	Role of Functions of International Non-Governmental Organizations - Amnesty International-Red Cross-Human Rights Watch and Asia Watch-	8 Hours	
Unit VI	Pressand Democracy–Media and Human Rights – Media and Accountability .Role of NGOs in protection of Human Rights.	7 Hours	

Reference Books:

1. Jack Donnelly – *Universal Human Rights in Theory and Practice*, Cornell University Press.
2. Durga Das Basu – *Introduction to the Constitution of India*.
3. B.P. Singh Seghal – *Human Rights in India: Problems and Perspectives*.
4. S.K. Kapoor – *Human Rights under International Law and Indian Law*.
5. Andrew Clapham – *Human Rights: A Very Short Introduction*, Oxford University Press.
6. मानवी हक्क आणि प्रसार माध्यमे - डॉ.कुमार बोबडे,गौरव प्रकाशन, औरंगाबाद.
7. मानवी हक्क संरक्षण आणि संवर्धन - प्रवीण दीक्षित, यशमंथन, पुणे.

Useful Websites:

1. [United Nations Human Rights Office](#)
2. [National Human Rights Commission of India](#)
3. [Amnesty International](#)
4. [Human Rights Watch](#)
5. [Red Cross](#)

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests– Assessmentonanytwo(OpenBookTest/MCQ/ObjectivetypeTest/DescriptiveTest), Attendance & Class Participation.	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper setter)	Theory External 60 Marks
1.Eight Short Type question Pattern – solve any 4 out of 8(4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

B.A. (JMC) Part 2 SEM IV Level 5.0
Subject Code - 817211
Vertical b- DSEII.4 –Practical - Human Rights and Media(Elective)

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 50	
5.0	IV	817211 (MinorV - elective II) Practical -IV	Human Rights and Media:	1	30	3 Hrs.	External 25	Internal 25

Practical Exam Structure (Total: 50 Marks) -

Practical Task		Total Marks Marks 50	
		Internal	External
Task 1	Prepare a PowerPoint presentation (8–10 slides) explaining: a. The meaning and classification of rights (natural, moral, legal) b. The Three Generations of Human Rights	05	05
Task 2	Choose any real-life incident or court case where Articles 1–28 of the UDHR were cited or referenced. Prepare a written report (500–700 words) that includes: a. Background of the case b. Which articles were involved c. Outcome and significance d. Reflection on civil, political, social, or cultural rights in the case	05	05
Task 3	Collect news reports (print/TV/online) covering human rights issues (last 12 months). Prepare a critical analysis (700–900 words) that discusses: a. How the media presented the issue b. Bias or accountability in coverage	05	05
Task 4	Prepare a research-based report (800–1000 words) on any onenationalNGO . a. Background and mission b. Major campaigns or cases handled c. Role in media coverage and advocacy d. Challenges faced	05	05
Viva Voce	Based on syllabus and assignments given by the subject teacher.	05	05
		25	25