

MONAD UNIVERSITY

Estd.Under U.P. Govt. University Act 23 of 2010 & U/S 2(f) of the U.G.C. Act 1956.
N.H.24, Delhi Hapur Road, Village & Post – Kastla, Kasmabad,
P.O. Pilkhuwa – 245101, District Hapur (U.P.) India
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Course Plan

Program- MAJMC

Semester- I

Course (course code) - Theories of Mass Communication (MAJMC-111)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Meaning of Communication- Definition, Nature, process	2			
2	D+2	Elements of Communication Types of Communication	3			
3	D+5	Principles of Communication Verbal and Non-verbal Communication	3			
4	D+8	Meaning of Mass Communication Process of Mass Communication	2			
5	D+10	Functions of mass Communication Concept of Mass Media	4			
6	D+14	Characteristics of Mass Media Typology of mass Media Audiences	4			

7	D+18	Models of Mass Communication SMCR, Lasswell Model, Shannon and Weaver, Osgood Model, Gerbener Model	4			
8	D+22	Westley & Maclean Model and Schramm Model Communication and Socialization	4			
9	D+26	Theories of mass media Four Theories of Press; Development Media Theory, Agenda Setting Theory	3			
10	D+29	Media content-effects Mass media: public opinion and democracy	3			
11	D+32	Media systems Social Responsibility	2			
12	D+34	Development and Democratic Participant Theory Media Culture and its production	3			
13	D+37	Media organizations Indian Media Policy	3			

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Course Plan

Program- MAJMC

Semester- I

Course (course code) - Print Media-I (Reporting) (MAJMC-112)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Concept of News and its Elements, Values, Sources. Structure of News Report	4			
2	D+4	Lead Writing & kinds of Lead, Objectivity and Ethical aspects of News	4			
3	D+8	News style and the language of news writing	4			
4	D+12	Press Conference, Press Release, News Agency Reports, Interview: Purpose and Techniques	4			
5	D+16	Specialized Reporting: Weather, Speech, Accident, Crime, Disaster, Court, sports. Politics, Election	2			
6	D+18	Legislature Economic Development,	3			

		Riot, Science				
7	D+21	City Life, War, Conflict/ Tension; News room set up and Latest trends	3			
8	D+24	Interpretative Reporting: Purposes and Techniques, Investigative Reporting: Purposes, Sources & Process	4			
9	D+28	Sting Operation Column and Columnists.	4			
10	D+32	Reviews and Criticisms: Meaning and scope Reviews of books and Cinemas	4			
11	D+36	TV programmes, Dramas and Other performing arts Feature writing. Reporter's Qualities and Responsibilities.	4			

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Course Plan

Program- MAJMC

Semester- I

Course (course code) – Print Media- II (Editing)(MAJMC-113)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Introduction to Printing Technology, Proof Reading	2			
2	D+2	Fundamentals of copy editing Newspapers & Magazines	3			
3	D+5	Press Release and Publicity Materials Recent trends in printing Technology	3			
4	D+8	Editorial Section Editorial Staff pattern and Hierarchy	2			
5	D+10	Functions of editorial department Editing	3			

6	D+13	Planning and implementation Editor, News editor and Sub editor; their roles and responsibilities	3			
7	D+16	Contents of the editorial page editorials, features, columns and letters to editor	2			
8	D+18	Editorial contents for magazines The Concept of Headlines Types of Headlines	3			
9	D+21	Techniques of Headline Writing, Headlines for newspapers, magazines and special editions	3			
10	D+24	Principles of page Make-up and designing; Page layout, Kinds of layout	2			
11	D+26	planning the front Page and the inside pages Designing special pages Supplements and tabloid newspapers	3			
12	D+29	Designing magazine pages Editing and new technology	3			
13	D+32	Concept of Photo Journalism News with photographs	2			
14	D+34	Photo cropping and captioning Meaning of Graphics Need and Importance of Graphics	3			
15	D+37	Elements and Principles of Graphics Types of graphics	3			

		Presentation & cartoons Glossary of Journalistic Terms.				
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Course Plan

Program- MAJMC

Semester- I

Course (course code) – New Media Technology(MAJMC-114)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Introduction to Computer History and generation of Computer	2			
2	D+2	Types of Computer Hardware and Software Digital Technology	4			
3	D+6	Keyboard functions M.S. office and its Application M.S. Word, M.S, Windows, Excel, M.S. Excess, Important Command, Page maker, Page Setup, Drawing, C.D. Rom	4			

4	D+10	Principles of Animation Use of Video- Broadcast Video Standards	4			
5	D+14	Multi Media: Definition Multi Media business application	4			
6	D+18	Instigation of Computers and television Video Editing Introduction	4			
7	D+22	Introduction to Internet Web Technology Web Vs Print- a Comparison	5			
8	D+27	Advertising Copy Creation and Feedback on the Net	5			
9	D+32	Websites elements Introduction to Visual Design Sales Promotion,	4			
10	D+36	Service Promotion in the Websites Issues: Social, Political, Economical and Copyright Technical	4			

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Course Plan

Program- MAJMC

Semester- III

Course (course code) - Communication Research (MAJMC 211)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Communication Research Scope of Communication Research Objectives and Significance of Communication Research	2			
2	D+2	Process of Communication Research Problem formulation Conceptualization	3			
3	D+5	Hypothesis Building Research design	3			

4	D+8	Types of Research Exploratory	2			
5	D+10	Experimental Survey Action and Evaluation Research	3			
6	D+13	Sources of Data Methods of data collection	3			
7	D+16	Mass Media Research Print Media and Readership Survey	2			
8	D+18	Audience Research for TV & Radio Studies on film audiences Measuring	3			
9	D+21	Advertising effectiveness PR Performance appraisal Integration of Folk and modern media	3			
10	D+24	Sampling Types of Sampling Merits and Limitation Techniques of Research Observation, Interview, Questionnaire, content analysis	4			

11	D+28	Data processing and analysis Data coding Factor analysis Measures of central tendencies Correlation and Regression	4			
12	D+32	Interpretation of Data Techniques of Writing	3			
13	D+35	Project Reports and Research Paper Footnotes and References Theory Building	5			

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Course Plan

Program- MAJMC

Semester- III

Course (course code) - Advertising (MAJMC-212)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Concept of Advertising Development and types of Advertising Socio- economic effect of advertising	4			
2	D+4	Various Media for Advertising National and Global advertising scene	4			
3	D+8	Advertising Agency Management Hierarchy of ad agency Agency – Client interface	4			

		Creative and media				
4	D+12	Briefing Process Agency- media interface Advertising campaign Product analysis, market analysis, media planning etc	4			
5	D+16	Copywriting Types & various stages of creative process Advertising appeals	4			
6	D+20	Language of advertising Preparing for various media; Magazine Radio and TV, Outdoor Advertising etc	4			
7	D+24	Brand management; Definition Concepts and Evolution Components of a Brand Strategy and structure of Brand	4			
8	D+28	Brand equity Image and personality Corporate brand USP	4			
9	D+32	Ethical and legal aspects of advertising Advertising Research; scope and Objectives	2			

10	D+34	Types of Research Market, position, lifestyle	3			
11	D+37	Psycho Physiological research Methods of Research	3			

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Course Plan

Program- MAJMC

Semester- III

Course (course code) – Public Relation (MAJMC-213)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Public Relation: Concept Nature and Scope Public Relations to Corporate Communication	2			
2	D+2	Elements of PR PR and allied disciplines Publicity, Propaganda & Lobbying	3			
3	D+5	Advertising Growth and development of PR at International level and in India.	3			
4	D+8	Recent Trends in PR	2			

5	D+10	<p>Concept of Public in PR</p> <p>Types of public</p> <p>Public Opinion</p> <p>Persuasion</p>	3			
6	D+13	<p>Press Releases</p> <p>Press Conferences</p> <p>Press Briefings</p> <p>Press Visits</p>	3			
7	D+16	Tools and Methods of Public Relations	2			
8	D+18	<p>Organization and Function of PR Department</p> <p>PR Executives; Role and Qualities</p>	3			
9	D+21	Internal PR Departments and External PR Agencies	3			
10	D+24	Tools and Techniques of Media Relations	2			
11	D+26	<p>Strategic Public Relations Programming</p> <p>Research</p>	3			
12	D+29	<p>Execution of PR Programmes</p> <p>Evaluation PR Effort</p>	3			
13	D+32	<p>PR Campaign</p> <p>Tourism Promotion</p>	2			

14	D+34	Family Planning Health Environmental Protection Literacy development & Rural Upliftment	3			
15	D+37	PR Practices; Industrial Sector, Private Sector, State Government, DPR, Central Government, DAVP, PIB, IPRA & PRSI PR Ethics	3			

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Course Plan

Program- MAJMC

Semester- III

Course (course code) – Women, Children & Media (MAJMC-214)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Media and Social Issues	2			
2	D+2	Problem of Girl Child and Women Female foeticide Child marriage	3			
3	D+5	Child labour, dowry, divorce, widowhood, rape, domestic violence Problems of old age women	3			

		Single women and working women				
4	D+8	Gender discrimination Reflection of these issues in various media	2			
5	D+10	Families and Inter-personal Communication Conflicts and resolutions in the family Migrant and Displaced families	4			
6	D+14	Family rituals and social function Marriage and communicative behavior	4			
7	D+18	Women and Political Communication Woman Reservation Bills women in election	4			
8	D+22	Communication & participation Women as agents of development communication Woman in socio-Political movements	4			
9	D+26	Women as newsmakers women magazines Media and violence against women Impact of media on Women and children Role portrayal of women in media programmes on wo	4			
10	D+30	Children on Radio and TV Children's films	4			

		<p>Women in advertising</p> <p>Women in literature</p> <p>Women writers and Journalists</p>				
	D+34	<p>Media and Health Communication</p> <p>RCH programmes</p> <p>AIDS and maternal health issues media & women's lit</p>	3			
	D+37	<p>Media and women empowerment</p> <p>Media and human rights with regard to Women and children</p>	3			

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Course Plan

Program- BAJMC

Semester- I

Course (course code) – WRITING FOR MEDIA(BAJMC-111)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Is writing an art or a craft? Can I write?	1			
2	D+1	Kinds of Media Writing: Writing to Inform Writing to Describe Writing to Persuade	2			
3	D+3	The ABCD of Media Writing Accuracy Brevity	3			

		Clarity Discernment				
4	D+6	Writing Simply Vocabulary	2			
5	D+8	Vocabulary Building: Using Dictionaries and Thesauri Understanding the Misunderstood Word	3			
6	D+11	Rules of Spelling Overcoming Grammar Problems Punctuation	2			
7	D+13	The Sentence Concision/Clarity	2			
8	D+15	Emphasis Total Emphasis (That applies to the Whole Sentence) Partial Emphasis (That Applies to a word or Group of Words)	3			
9	D+18	Rhythm - Words and How they Sound Variety Variety & Recurrence	4			
10	D+22	Changing Sentence Length & Pattern	3			

		Breaking Monotony Varied Openings.				
11	D+25	The Paragraph Concise Ideas	2			
12	D+27	Ideas Dissected into Elements Elements as Paragraphs & Sub Paragraphs	3			
13	D+30	Putting Paragraphs Together - Logical Sequencing The Complete Picture - The First Draft	3			
14	D+33	Reading Aloud For Further Changes Revise – Re-revise-Edit Writing Formats : Journals, Letters, Essays & Reports	2			
15	D+35	Concept & Definition of Translation. Nature & Norms of Translation.	2			
16	D+37	Types of Translation Word to Word Translation Literal Translation Summarized Translation Free Translation	3			
17	D+40	Translation based on appropriate reference Translation according to pronunciation (Translation of words & sentences from	3			

		the source language as it is) Paraphrased Translation (Using Synonyms)				
18	D+43	The need and importance of Translation in Journalism. The process of Translation and How to maintain its originality: Source Material Perception (Comprehending the Source Language	2			
19	D+45	Analyzing the text or Source Material Transfer of Language(Translation Process) Revision of the Translated Text	2			
20	D+47	Co-ordination & Comparison of Source Language with Original Text and Thus Final Text in Target Language.	1			
21	D+48	Guidelines for Translation: Points to be kept in mind while doing Translation Don't Opionate KISS rule Maintaining Originality Summarize with Clarity	1			
22	D+49	Adhere to Norms of Translation. Practice of Translation from Hindi to English & Vice – Versa.	1			

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Course Plan

Program- BAJMC

Semester- I

Course (course code) – SOCIO-ECONOMIC & POLITICAL SCENARIO(BAJMC-112)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	India that is Bharat	2			
2	D+2	The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)	4			
3	D+6	Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)	4			
4	D+10	Nature of Indian Economy (reasons for underdevelopment) India’s planning for development (5-year plans)	2			

5	D+12	<p>Figures Speak: Ground realities of Indian Economy based on HDI</p> <p>Explanation of economic concepts and terminologies</p> <p>Mixed Economy: Public Sector Undertakings and Private Enterprises</p>	4			
6	D+16	<p>Globalization and opening up of Indian Economy</p> <p>Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI)</p>	3			
7	D+19	<p>Foreign trade and balance of payment.</p> <p>Indian industry: an overview.</p>	3			
8	D+22	<p>Disinvestment and FDI</p> <p>Bops: An era of outsourcing</p>	3			
9	D+25	<p>Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive Principles</p> <p>Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system</p>	2			
10	D+27	<p>Centre-State Relations : Issues of Regionalism</p> <p>Decentralization of Power</p>	2			
11	D+29	<p>Legislative Procedures-From Bill to Act.</p> <p>Indian Judicial System : Judicial Activism</p>	3			

12	D+32	General Elections : Electoral Reforms, Politics of Vote Bank Major National and Regional political parties in India and their changing trends	3			
13	D+35	Population Explosion Corruption	3			
14	D+38	Illiteracy Public Health and hygiene Poverty	4			
15	D+42	Caste Conflicts Communal tensions	4			
16	D+46	Gender Inequality Reservation Issues	4			

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Course Plan

Program- BAJMC

Semester- I

Course (course code) – INTRODUCTION TO COMMUNICATION (BAJMC-113)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	1. Understanding human communication 2. Brief history, evolution and the development of communication in the world with special reference to India.	2			
2	D+2	3. What is communication? Why do we communicate? How do we communicate? 4. Definitions (A message understood....., Social interaction through messages....., Sharing experience.....)	3			
3	D+5	5. Five senses of communication 6. Non-verbal communication: Body language, gestures, eye contact.	4			

		7. Development of Speech- From Nonverbal to verbal, Oral communication				
4	D+9	8. Evolution of languages with special emphasis on Indian languages (Pali, Prakrit, Apbhransh, Sanskrit, Urdu, Hindi, Tamil)	3			
5	D+12	1. Facets of self: thoughts-feelings-attitude-needs-physical self 2. Communicating with self-introspection	2			
6	D+14	3. Voice and speech 4. Speech personality 5. Pitch, volume, timbre, tempo, vitality, tone and enthusiasm	3			
7	D+17	6. Using your voice-conversation to present-actions 7. Communication with others...inter personal communication skills	3			
8	D+20	1. Mass Communication and Origin of Media - Functions, role & impact of media 2. Meaning of Mass Communication 3. Functions of Mass Communication	4			
9	D+24	4. Elements of Mass Communication 5. Brief introduction to Mass Media 6. Newspapers and Journalism	4			
10	D+28	7. Wireless Communication: From Morse Code to Blue Tooth	4			

		8. Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media				
11	D+32	1. What is Communication Theory? 2. What is Communication Model?	2			
12	D+34	3. A brief introduction to Communication theories i. Multistep Theory ii. Selective Exposure, Selective Perception, Selective Retention iii. Play Theory iv. Uses & Gratification Theory v. Cultivation Theory vi. Agenda Setting Theory	3			
13	D+37	4. A brief introduction to Communication Models i. SMCR Model ii. Shannon & Weaver Model iii. Wilbur Schramm Model iv. Lasswell Model v. Gate Keeping Model vi. Gerbner's Model	3			

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Course Plan

Program- BAJMC

Semester- I

Course (course code) – BASICS OF DESIGN & GRAPHICS(BAJMC-114)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	1. Basics of Design and Graphics 2. Elements and principles of design	4			
2	D+4	3. Typography : Physical form, aesthetics and classifications	4			
3	D+8	4. Color : Physical forms, psychology, color scheme and production	4			
4	D+12	1. Components of layout and layout planning	2			
5	D+14	2. Advertisement layout	2			

6	D+16	3. Broadsheet and Tabloid layout	2			
7	D+18	4. Magazine & Book Layout	2			
8	D+20	1. Visuals : Physical forms, functions & editing 2. Poster Design	4			
9	D+24	3. Logo Design 4. Brochure Design	4			
11	D+28	1. Basics of Desktop Publishing 2. Printing Process	6			
12	D+34	3. Printing Methods - Letter Press, Screen, Offset, 4. Paper and finishing	6			

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Course Plan

Program- BAJMC

Semester- III

Course (course code) – DEVELOPMENT & COMMUNICATION (BAJMC-211)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Definition, meaning and process of development Theories and paradigms of development – unilinear and non-unilinear	3			
2	D+3	Ingredients (5Ms) of development and money generation, MNCs and foreign aid Basic needs model by Bariloche Foundation	3			
3	D+6	Economic and social indicators of development: i. GDP/GNP ii. Human Development Index iii. Physical Quality of Life Index	3			

4	D+9	Other indicators: i. Communication as an indicator ii. Democracy as an indicator	3			
5	D+12	iii. Human Rights as an indicator iv. Social Relations [inequality] v. Happiness Index The Millennium Development Goals (MDGs)	3			
6	D+15	Definition and Concept	1			
7	D+16	Approaches: i. Diffusion of Innovation ii. Magic Multiplier iii. Localized Approach	3			
8	D+19	Development Support Communication - Extension Approach i. Health and Family Welfare ii. Women Empowerment	3			
9	D+22	iii. Literacy & Education iv. Water Harvesting & Management	3			
10	D+25	Development of message design and communication	2			
11	D+27	Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development.	3			

12	D+30	Cyber media and development: e-governance , digital democracy & <i>e-chaupal</i> ICT & Development	2			
13	D+32	Case Studies : i. SITE Experiment ii. Community-based water harvesting by Rajendra Singh in Rajasthan. Role of NGOs in social development..	3			
14	D+35	Communication for rural development: i. Strengthening of Panchayati Raj ii. Advancement in farming and alternative employment iii. Conservation of rural culture - tradition	5			
15	D+40	Communication for urban development: i. Urban sanitation ii. Consumer awareness iii. Slum development	5			
16	D+45	Communication for Tribal development i. Wild life and forest conservation ii. Joint forest management iii. Forest based cottage industries	5			

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Course Plan

Program- BAJMC

Semester- III

Course (course code) – PRINT JOURNALISM-II (BAJMC-212)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	What is editing? And objectives of editing?	3			
2	D+3	Editing and Rewriting.	3			
3	D+6	Principles of editing.	2			
4	D+8	Editing for newspapers, magazine and journals	2			
5	D+10	Editing a copy/electronic editing.	3			
6	D+13	Guidelines for writing headlines.	3			

7	D+16	Use of graphics, cartoons and statistics	4			
8	D+20	Design & layout.	5			
9	D+25	Understanding Style book.	3			
10	D+28	Spelling and Grammar/Punctuation & Quotation	2			
11	D+30	Attribution, Capitalization	3			
12	D+33	Use of Editing Symbols	2			
13	D+35	Structure & Operations of a newspaper organization.	4			
14	D+39	Functions and responsibilities of Editor and Sub Editor.	3			
15	D+42	Editorial Writing and its importance.	4			
16	D+46	Commentary, Analysis, letters to editor column.	4			

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Program- BAJMC

Semester- III

Course (course code) – RADIO JOURNALISM AND PRODUCTION (BAJMC-213)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Radio as a medium of mass communication in today's context Characteristics of radio	3			
2	D+3	Limitations of radio Three Modes of transmission: AM, SW and FM	3			
3	D+6	Different types of radio stations	2			
4	D+8	Why formats? Simple announcements Radio talks/commentaries/comments	4			

5	D+12	Radio interviews Radio discussions Radio features and documentaries Radio play Radio running commentaries	4			
6	D+16	Radio ads/commercials Phone ins and radio bridges Music on radio Radio News-Radio News defined Main characteristics of Radio News as against news in other media	4			
7	D+20	Introduction Characteristics of spoken word Knowing your audience	4			
8	D+24	Developing your style Writing for different formats and messages Dramatizing messages	4			
9	D+28	Introduction Elements of radio productions Acoustics Perspective	4			
10	D+32	Sound effects Music Distort/Filter	4			

11	D+36	Different types of microphones Recording Editing	4			
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Course Plan

Program- BAJMC

Semester- III

Course (course code) – BASICS OF CAMERA, LIGHTS AND SOUND(BAJMC-214)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Introduction to video camera	2			
2	D+2	Parts of video camera and their functions	2			
3	D+4	Camera movement equipment	2			
4	D+6	Lenses – functions and types	2			
5	D+8	Composition – different types of shots, camera angles and camera movements	2			
6	D+10	Asthetics in visual composition	2			

7	D+12	Subject - camera relationship	2			
8	D+14	Aperture control and depth of field	2			
9	D+16	Lights and its properties Different types of lights	4			
10	D+20	Other tools used in lighting – diffusers, reflectors, cutters & gels Basic lighting techniques	4			
11	D+24	Accessories used in lighting	4			
12	D+28	Audio fundamentals Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects	4			
13	D+32	Types of microphones Use of audio mixers for recording & editing of sound	4			
14	D+36	Different audio equipment for studio and location recording Audio post production – mix and unmix tracks	4			

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Course Plan

Program- BAJMC

Semester- V

Course (course code) – ADVERTISING PRACTICES (BAJMC-311)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Integrated Marketing Communication: Definition & concepts Public relations Salesmanship Publicity Sales promotion	5			
2	D+5	Marketing public relations Direct marketing Rural marketing Advertising as marketing tool The product marketing process Market segmentation process	5			

3	D+10	<p>Target marketing process</p> <p>Advertising and product, price, place and promotion element.</p> <p>Advertising as PR tool</p> <p>PR, Publicity & Corporate Advertising</p> <p>PR technologies implemented in advertising</p>	5			
4	D+15	<p>Define strategy and its role and relevance</p> <p>Elements of Marketing plan</p> <p>Plan advertising campaign (the planning cycle), USP,</p> <p>Marketing objectives v/s advertising objectives</p>	3			
5	D+18	<p>Setting the advertising objectives</p> <p>Good objective setting</p> <p>Direct and Indirect objectives</p> <p>Advertising strategy</p> <p>Advertising Campaign, various stages of Advertising Campaign</p> <p>Budgeting process: budgeting & appropriation of fund</p>	3			
6	D+21	<p>Factors affecting advertising budget, methods of setting advertising budgets</p> <p>Concept & stages of Branding, brand management, brand image</p> <p>Role of Advertising: Product life cycle, segmentation brand positioning, brand equity</p> <p>Account Planning , pitching & presentation preparation</p>	4			
7	D+25	<p>Concept of creativity</p> <p>Idea generation</p>	5			

		The creative brief Advertising Research: Consumer, Market & Product				
8	D+30	Types of copy, how to prepare ad copy Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video Story board, audio-video copy formats Production process of print copy – thumbnail, roughs, comprehensive, mechanical	5			
9	D+35	Role of colors, photographs, computer graphics, artwork Appeals in Advertising Production process for audio and video copies – pre production, production and post production	5			
10	D+40	Media agencies: definition, need and importance Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery	3			
11	D+43	Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP Uses and importance of media planning software: TAM, INTAM, IRS, NRS	3			
12	D+46	Avenues for retail merchandize: point of purchase, point of sale Methods of measuring effectiveness of advertising programme – different types of pre-testing, con current testing and post testing.	4			

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Course Plan

Program- BAJMC

Semester- V

Course (course code) – EVENT MANAGEMENT: PRINCIPLES AND METHODS (BAJMC-312)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Events and Event Management : What are events, Types of Events & Event Management Understanding Events	3			
2	D+3	Events as a communication tool Events as a marketing tool	2			
3	D+5	The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics	3			
4	D+8	Conceptualization and Planning	4			

		<p>The Nature of Planning, Project Planning, Planning the Setting, Location and Site</p> <p>The Operations Plan, The Business Plan, Developing the Strategic Plan</p>				
5	D+12	<p>Organization</p> <p>Setting up an Event Organization structure</p> <p>The Committee Systems, Committee and Meeting Management</p>	4			
6	D+16	<p>Programming and Service Management</p> <p>Programme Planning, The Elements of Style, Developing a Program Portfolio</p> <p>The Programme Life Cycle, Scheduling</p>	4			
7	D+20	<p>Human Resource Management</p> <p>Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation</p> <p>Generating Revenue</p>	4			
8	D+24	<p>Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship</p> <p>Financial and Risk Management</p>	4			
9	D+28	<p>The Budget and Cost-Revenue Management, Cash Flow Management,</p> <p>Accounting ,The Key Financial Statements, Measures of Financial Performance, Financial Controls,Risk Management</p>	4			
10	D+32	<p>Market Research</p> <p>Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method,</p>	3			

		Attendance Counts and Estimates, Market Area Surveys				
11	D+35	Communications-Reaching the Customer The Communication Mix, Developing and Communicating a Positive Image.	2			
12	D+37	Evaluation and Impact Assessment Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits	3			

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Program- BAJMC

Semester- V

Course (course code) – MEDIA RESEARCH (BAJMC-313)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Meaning, objectives and types of research Research Approaches – quantitative and qualitative	5			
2	D+5	Research Process – the steps involved Research Design – Meaning and different types	5			
3	D+10	Sampling – Selecting a sample, types of sampling – Probability and Non- Probability Hypothesis /Research Questions	5			
4	D+15	Primary and Secondary data Observation method	3			
5	D+18	Interview method	4			

		Collection of data through questionnaire Collection of data through schedule				
6	D+22	Content Analysis Case Study Method	3			
7	D+25	Survey – Meaning, Characteristics and types Public opinion surveys, TRPs	5			
8	D+30	Readership survey, IRS, NRS, Election related survey – opinion poll and exit poll	5			
9	D+35	Writing a proposal, synopsis, abstract for a project. Processing of data – editing, coding, classification, tabulation	5			
10	D+40	Measures of central tendency – Mean, median and mode. Analysis and interpretation of data	5			
11	D+45	Report writing – parts of a report, steps involved. Measuring impact, evaluation, monitoring and feedback	5			

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Program- BAJMC

Semester- V

Course (course code) – ENVIRONMENT COMMUNICATION(BAJMC-314)

Session - 2020-21

S. No.	Day	Topic	L	T	P	Total
1	D Day	Definition, scope and importance Need for public awareness via media	2			
2	D+2	Natural resources and associated problems: Forest resources Water resources Mineral resources Food resources	2			
3	D+4	Energy resources Land resources Role of an individual and media in conservation of natural resources.	3			

4	D+7	<p>Concept of an ecosystem: structure and function of an ecosystem</p> <p>Producers, consumers and decomposers.</p> <p>Ecological succession.</p>	2			
5	D+9	<p>Introduction, definition: genetic, species and ecosystem diversity.</p> <p>Biodiversity at Global, National and Local levels.</p> <p>India as a mega-diversity nation</p>	3			
6	D+12	<p>Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.</p> <p>Endangered and endemic species of India.</p> <p>Media's role in disseminating of information in ecology</p>	3			
7	D+15	<p>Definition of environmental pollution: Causes, effects and control measures of:</p> <p>(a) Air pollution (b) Water pollution</p> <p>(c) Soil pollution (d) Marine pollution</p> <p>(e) Noise pollution (f) Thermal pollution</p> <p>(g) Nuclear hazards</p> <p>Role of an individual and media in prevention of pollution.</p>	3			
8	D+18	<p>Role of Media in Disaster management: Foods, earthquakes, cyclones and landslides</p> <p>Environmental ethics: Issues and possible solutions.</p>	2			
9	D+20	<p>Laws for environment protection</p> <p>Environment Protection Act.</p> <p>Air (Prevention and Control of Pollution) Act.</p>	3			

		Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.				
10	D+23	Population growth, variation among nations. Population explosion—Family Welfare Programme and media awareness	3			
11	D+26	Environment and human health. Smoking and Cancer HIV/AIDS.	2			
12	D+28	Women and Child Welfare. Role of Media awareness in environment and Human Health issues	2			

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