

(1) PG Diploma in Journalism and Mass Communication
Department of Journalism and Mass Communication
Kumaun University, Nainital
Board of Studies
September 07, 2015

The meeting of the Board of Studies of Journalism and Mass Communication, Kumaun University, was held today (September 07, 2015). The meeting was attended by the following members:

1. Prof. D.S. Pokhariya (Convener), Coordinator, Journalism and Mass Communication, S.S.J. Campus, Almora.
2. Prof. Govind Singh Bisht, Head, Journalism and Mass Communication, Uttarakhand Open University, Haldwani.
3. Dr. Ashok Rustagi, Coordinator, Journalism and Mass Communication, J.S. Hindu College, Amroha, U.P.
4. Dr. Girish Ranjan Tiwari, Associate Professor, Department of Journalism and Mass Communication, D.S.B. Campus, Nainital
5. Ms. Poonam Bisht, Assistant Professor, Department of Journalism and Mass Communication, D.S.B. Campus, Nainital.

The B.O.S panel took the following decisions:

Decision - 1

Implementation of CBCS system from new session

- The Board members recommend that as per the UGC guidelines and instructions from the University, the Department will implement the Choice Based Credit System (CBCS) from the coming session at PG level as and when decided by the University. The outline of the elective papers and their syllabi were finalised in today's meeting.
- The Board members also decided that the module for the award of credits, grading pattern and the stipulated time for instruction/teaching of different parts of syllabi in both PG diploma and MA (Journalism and Mass Communication) will remain uniform with the CBCS structure which will be finalized by the Faculty of Arts, Kumaun University in the coming months.

Decision -- 2 Syllabus finalized under CBCS format



(1) PG Diploma in Journalism and Mass Communication

Semester – I

Old syllabi

Paper – I	History of Journalism and Contemporary Issues
Paper – II	Communication: Concepts, Theory and Practice
Paper – III	News: Definition, Concept and Reporting
Paper – IV	Editing, Printing and Production

Note: The syllabi of the old compulsory papers will remain unchanged. No elective paper will be introduced in Semester I.

Semester II

Old Syllabi

Paper –V	Media laws in India and Ethics of Journalism
Paper –VI	Advertising and Public Relations
Paper – VII	Electronic Media
Paper –VIII	Project Report

Note: The Board members decided that the syllabi of old compulsory papers Paper V, VI, VII will remain unchanged. Under the new CBCS format, following changes have been introduced in Paper VIII from the current session (2015-16):

1. Viva Voce will be removed from Paper VIII.
2. The students will be given three choices of elective papers against Project Report (100 marks). Those who do not desire to prepare Project Report are required to opt for any one of the following elective papers which will be of 100 marks (Theory: 75 marks, Internal Assessment: 25 marks).

(Elective/Open Elective Papers)

(1) भाषा विज्ञान एवं देवनागरी लिपि

100 अंक

1. भाषा का स्वरूप एवं उसकी विशेषताएं
2. ध्वनि विज्ञान
3. अर्थविज्ञान:
4. रूप विज्ञान

5. व्याकरण
6. हिन्दी भाषा का विकास
7. देवनागरी लिपि एवं उसका विकास

(2) Right to Information (RTI)

100 marks

1. Main provisions under Right to Information Act 2005
2. Significance of RTI Act
3. Misuse of RTI Act
4. Areas exempted from RTI
5. RTI and Mass Media

1. सूचना का अधिकार अधिनियम 2005
2. सूचना का अधिकार अधिनियम का महत्व
3. सूचना का अधिकार अधिनियम का दुरुपयोग
5. सूचना का अधिकार अधिनियम दायरे से बाहर क्षेत्र
6. सूचना का अधिकार अधिनियम और मॉस मीडिया

(3) अनुवाद: सिद्धांत एवं प्रयोग

100 अंक

1. अनुवाद: परिभाषा, क्षेत्र और सीमाएँ
2. अनुवाद का स्वरूप: अनुवाद कला, विज्ञान अथवा शिल्प।
3. अनुवाद की इकाई: शब्द, पदबंध, वाक्य, पाठ।
4. अनुवाद के उपकरण: कोश, पारिभाषिक शब्दावली, थिसारस, कम्प्यूटर आदि।
5. अनुवाद की सार्थकता, प्रासंगिकता एवं व्यावसायिक परिदृश्य।
6. अनुवादक के गुण।
7. शाब्दिक अनुवाद, भावानुवाद, छायानुवाद, पूर्ण और आंशिक अनुवाद, आशु अनुवाद, मशीनी अनुवाद।
8. व्यावहारिक अनुवाद: अंग्रेजी से हिंदी एवं हिंदी से अंग्रेजी अनुवाद का अभ्यास

Under the CBCS format, the new syllabi for PG Diploma as approved by the Board of Studies will be the following:

Semester I

Paper – I

History of Journalism and Contemporary Issues

Paper – II

Communication: Concepts, Theory and Practice

Paper – III	News: Definition, Concept and Reporting
Paper – IV	Editing, Printing and Production

Semester II

Paper – V	Media laws in India and Ethics of Journalism
Paper – VI	Advertising and Public Relations
Paper – VII	Electronic Media
Paper – VIII	Project Report/ भाषा विज्ञान एवं देवनागरी लिपि / Right to Information (RTI) / अनुवाद: सिद्धांत एवं प्रयोग

(2) MA (Journalism and Mass Communication)

Old syllabi

Semester - III

Paper – IX	Marketing and Corporate Communication
Paper – X	Media management and Ownership
Paper – XI	New Media Technology
Paper – XII	Internship and Project Report

Note: The Board members decided that the syllabi of old compulsory papers Paper IX, X, XI will remain unchanged. Under the new CBCS format, following changes have been introduced in Paper XII from the current session (2015-16):

1. Internship and Viva Voce will be removed from Paper XII.
2. In place of Internship and Project Report, the students will be required to opt for any one of the following two papers, which will be of 100 marks (Theory: 75 marks, Internal Assessment: 25 marks).

(Elective/Open Elective Papers)

(1) New Media and Social Media

(100 marks)

1. Challenges for Journalists in Digital Era.
2. Growth of FM Radio in India and reasons for popularity.

3. Citizen Journalism: Meaning, Concept, Significance and Challenges.

4. Growth of Social Media in India (Facebook, Twitter, Blogging etc.).

5. Social Media as boon and bane for society.

6. Brief Introduction of Digital Signature and Digital Locker.

1. डिजिटल युग में पत्रकारों के समक्ष चुनौतियां
2. भारत में एफ0एम0 रेडियो का विकास एवं इसकी लोकप्रियता के कारण
3. नागरिक पत्रकारिता : अर्थ, अवधारणा, महत्त्व एवं चुनौतियां
4. भारत में सोशल मीडिया का विकास (फेसबुक, ट्विटर, ब्लॉग आदि)
5. सोशल मीडिया का सामाजिक अवदान
6. डिजिटल हस्ताक्षर एवं डिजिटल लॉकर की संक्षिप्त जानकारी

(2) Communicative English

(100 marks)

1. 7Cs principles for effective communication
2. English Grammar: Use of Articles and Prepositions
3. Language skills: Precis writing, Essay writing, Letter Writing, Feature Writing
4. Preparation for Job Interviews
5. Significance of Non-Verbal Communication

Semester IV

Paper – XIII	Communication Research
Paper – XIV	Development Communication
Paper – XV	Dissertation
Paper – XVI	Viva Voce

Note: The syllabi of the old compulsory papers will remain unchanged.

Under the CBCS format, the new syllabi for MA (Journalism and Mass Communication) as approved by the Board of Studies will be the following:

Semester - III




Paper – IX	Marketing and Corporate Communication
Paper – X	Media management and Ownership
Paper – XI	New Media Technology
Paper – XII	New Media and Social Media / Communicative English

Semester IV

Paper – XIII	Communication Research
Paper – XIV	Development Communication
Paper – XV	Dissertation
Paper – XVI	Viva Voce

Decision -- 3

The Board members decided that the qualifying percentage for the general candidates applying for the course of PG Diploma in Journalism and Mass Communication will be reduced to 40 per cent instead of 45 per cent from the current session (2015-2016).

Decision--4

In view of the proposal received from Gyanarthi Media, Kashipur to start Mass Communication and Animation course at Graduation and Post Graduation level, the Board of Studies recommend that a separate Board of Studies should be held to look into it and two experts from the field of animation and multimedia should be included in the Board of Studies of Journalism and Mass Communication, Kumaun University. The Board proposes that this course be named as B. Des (Bachelors of Design) and M. Des (Masters of Design).

Decision – 5

The Board proposes that students should be asked to take admission into Semester I of PG Diploma and Semester III of MA (Journalism and Mass Communication) only once and admission process should not be repeated in Semester II of PG Diploma and Semester IV of MA (Journalism and Mass Communication).