

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) I SEMESTER

BA (JMC) 101- COMMUNICATION: CONCEPT & PROCESSES COURSE OUTLINE

COURSE OBJECTIVE:

- To define Communication and Mass Communication
- To describe the process of Communication and Mass Communication
- To explain various Models and Theories of Communication and Mass Communication
- To utilize knowledge on emerging trends in Communication and Mass Communication

Methodology:-

Primarily lectures and assignments.

Evaluation:-

(a) Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study/GD/Extempore	05 Marks
(b) Mid Term Test	10 Marks
(c) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	100 marks

S. No	Description	Number of Sessions	REFERENCES
1.	UNIT- 1	2	<i>Handbook of Journalism and Mass Communication – Aggarwal, V.B.,& Gupta V.S.</i>
	• What is communication? Basics of communication Why do we need to communicate?	2	
	• Elements of communication	1	
	• Process of communication	2	
	• Types of communication? • Verbal communication & non verbal communication	3	
	• Elements of noise and Types of noise	3	
	• Barriers to Communication 7c's of communication		

		12 Hours	
	Assignment 1.		To be submitted by the student within 1 week of the completion of unit 1. Faculty to evaluate and provide the feedback within next 1 week.
2.	UNIT- 2 <ul style="list-style-type: none"> • Mass Communication: Concept • Definition, Elements and Process • Characteristics and Functions of Mass Communication • Means of Mass Communication: Folk and Traditional Media, New Media • Mass Media Activism 	2 2 3 3 2	<i>Handbook of Journalism and Mass Communication – Aggarwal, V.B.,& Gupta V.S.</i>
	Assignment 2		To be submitted by the student within 1 week of the completion of unit 2. Faculty to evaluate and provide the feedback within next 1 week.
3.	UNIT 3 <ul style="list-style-type: none"> • Communication Models: definition, scope and purpose • Aristotle’s Classical Model • Shannon- Weaver’s Mathematical Model • Wilbur Schramm’s Model • Newcomb’s Model; • Westley-Mclean’s Model; • George Gerbner’s Model; • Mccombs and Shaw’s Agenda Setting Model 	2 1 1 1 1 1 1 1	Mass Communication in India Kumar, K.J
	<ul style="list-style-type: none"> • Mccombs and Shaw’s Agenda Setting Model, Laswell’s Model • Laswell’s Model 	1 1	

	<ul style="list-style-type: none"> • Spiral of Silence Model • Relevance of Communication Models 	1 12Hours	
	<ul style="list-style-type: none"> • Assignment 3. 		To be submitted by the student within 1 week of the completion of unit 3. Faculty to evaluate and provide the feedback within next 1 week.
4.	UNIT 4		Mass Communication in India Kumar, K.J
	<ul style="list-style-type: none"> • Bullet Theory • Two-Step Theory • Multi Step Theory • Cognitive Dissonance Theory • Uses and Gratification Theory, • Cultivation Theory • Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental, Democratic Participation 	1 1 2 3 1 4 12Hours	
	Assignment 4		To be submitted by the student within 1 week of the completion of unit 4. Faculty to evaluate and provide the feedback within next 1 week.
5.	Tutorial class 1		
6.	Tutorial class 2		
7.	Tutorial class 3		
8.	Tutorial class 4		
9.	Tutorial class 5		

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) | SEMESTER

BA (JMC) 103 CONTEMPORARY INDIA: OVERVIEW, ISSUES AND DEBATES

COURSE OBJECTIVE

- To understand and debate various aspects of Indian history, art and culture.
- To critically engage on various socio-economic and political issues in India
- To utilize knowledge gained to influence the social fabric
- To explain various aspects of Indian culture and heritage.
- To Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.

METHODS OF TEACHING: Primarily lectures, activities and assignments

- The Course would revolve around the current social, political & economical issues. The papers desire is to equip the students with the happening of national as well as international affairs. So for fulfilling the need of the students this paper requires lectures and also the assignment based approach for teaching methodology.

Evaluation:-

(b) Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study/GD/Extempore	05 Marks
(b) Mid Term Test	10 Marks
(c) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	100 marks

LECTURE PLAN			
S.No	Description	<i>Number of Sessions .</i>	Remarks
1.	UNIT- 1 <ul style="list-style-type: none"> • Socio-cultural Configuration of Contemporary India • Unity, Diversity, Multi-culturalism • Indian Art & Culture , Contemporary Issues and Debates • Scientific Temper: Concept, Relevance and Practice • Introduction of Indian Freedom Movement • 1857- 1905, Major Events • 1905-1919, Major Events • 1919-1935, Major Events • 1935-1947, Major Events 	1 1 2 2 2 1 1 1 1 12 Hours	<ul style="list-style-type: none"> • Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House. • Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
	Assignment 1.		To be submitted by the student within 1 week of the completion of unit 1. Faculty to evaluate and provide the feedback within next 1 week.
2.	UNIT- 2 <ul style="list-style-type: none"> • Indian Constitution: Preamble; • Fundamental Rights and Duties; • Directive Principles • Federalism: Centre and State relations • Presidential System and Parliamentary Democracy • General Elections and Electoral Reforms,, • National and State Political Parties in India 	1 2 2 2 2 2 2 12 Hours	<ul style="list-style-type: none"> • Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House. • Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
	Assignment 2		To be submitted by the student within 1 week of the completion of unit 2 Faculty to evaluate and provide the feedback within next 1 week.

3.	UNIT- 3 <ul style="list-style-type: none"> • The nature & ideological contours of Indian Economy • Five Year Plans, Mixed Economy • Liberalisation, Privatisation and Globalisation (FDI, BPOs and KPOs) • Current Five Year Plan and New Economic Initiatives 	2 2 2 2 4 12 Hours	<ul style="list-style-type: none"> • Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House. • Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
	Assignment 3		To be submitted by the student within 1 week of the completion of unit 3. Faculty to evaluate and provide the feedback within next 1 week.
4.	UNIT- 4 <ul style="list-style-type: none"> • Marginalisation and Socio-economic Equality • Reservation • Women Safety,, • Gender Equality and Activism • Public Health, • Hygiene & Sanitation Power • Swachh Bharat Abhiyaan • Judicial Activism & PIL 	2 1 1 2 1 1 2 2 12 Hours	
	Assignment 4		To be submitted by the student within 1 week of the completion of unit 4. Faculty to evaluate and provide the feedback within next 1 week.
4	TUTORIAL 1		
6			
47	TUTORIAL 2		
48	TUTORIAL 3		
49	TUTORIAL 4		
50	TUTORIAL 5		

TEXT BOOK:

- Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House.
- Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
- Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
- Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

REFERENCE BOOKS:

- Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House.
- Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
- Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
- Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.
- Fadia, B.L. (2016). Indian Government and Politics: Sahitya Bhawan.
- Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
- Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
- Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.
- The Discovery of India By Pandit Jawahar Lal Nehru
- Bharat Ek Khoj by Shyam Benegal
- Facts about India By Ministry of I & B
- Indian Political System By J.C. Johri
- The Constitution of India, by Bakshi P.M. Universal Law Publishing Co. Pvt. Ltd. 2001

BA (JMC) I SEMESTER

BA (JMC) 105 Basics of Design & Graphics

COURSE OBJECTIVE

- To describe basics of Design and Graphics
- To utilize knowledge gained in the application of elements and principles of design in different
- forms of visual and graphic communication for Print and Web Media

METHODS OF TEACHING: The Learner should have some knowledge of the designing so that he/she will be able to learn all the basic knowledge of layout and designing for various print designs like visiting cards, post cards, newspaper (broadsheet, tabloid) storybook, magazine etc. It will help them in future for becoming a multi dimensional media Professional. .

Evaluation:-

(c) Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study/GD/Extempore	05 Marks
(b) Mid Term Test	10 Marks
(c) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	100 marks

LECTURE PLAN			
S. No	Description	<i>Number of Sessions</i>	Remarks
5.	UNIT- 1 <ul style="list-style-type: none"> • Basics of Design and Graphics • Elements of Design and Graphics • Principles of Design and Graphics • Typography : Physical form, aesthetics and classifications • Colour : Physical forms & psychology 	1 2 2 3 3 12 Hours	<ul style="list-style-type: none"> • N.N. Sarkar (2001) Designing Print Communication,
	Assignment 1.		To be submitted by the student within 1 week of the completion of unit 1. Faculty to evaluate and provide the feedback within next 1 week.
6.	UNIT- 2 <ul style="list-style-type: none"> • Components of layout and layout planning • Advertisement layout • Broadsheet layout • Tabloid layout • Difference and similarities between Broadsheet and Tabloid • Magazine Layout • Book Layout Difference and similarities between Magazine & Book Layout • Web Banner • Package Design 	2 1 2 1 2 1 2 1 1	N.N. Sarkar (2001) Designing Print Communication,
	Assignment 2.		To be submitted by the student within 1 week of the completion of unit 2. Faculty to evaluate and provide the feedback within next 1 week.

7.	UNIT- 3 <ul style="list-style-type: none"> ● Visuals : Physical forms, functions & editing ● Poster Design ● Logo Design ● Brochure Design 	 2 2 2 2	N.N. Sarkar (2001) Designing Print Communication,
	Assignment 3.		To be submitted by the student within 1 week of the completion of unit 3. Faculty to evaluate and provide the feedback within next 1 week.
8.	UNIT-4 <ul style="list-style-type: none"> ● History of Printing Press ● Basics of Desktop Publishing ● Printing Process ● Letter Press ● Screen ● Offset ● Digital ● Paper ● Paper finishing 	 1 1 2 2 1 2 1 1 1	N.N. Sarkar (2001) Designing Print Communication,
	Assignment 4		To be submitted by the student within 1 week of the completion of unit 4. Faculty to evaluate and provide the feedback within next 1 week.
9.	Tutorial class -1		
10.	Tutorial class -2		
11.	Tutorial class 3		
12.	Tutorial class -4		
13.	Tutorial class -5		

TEXT BOOK: Art and print Production-NN Sarkar		
REFERENCE BOOKS:		
1.	http://design.tutsplus.com/graphic	design illustration tutorials
3.	N. N. Sarkar (1998)	Art and Production, Sagar Publishers, New Delhi, 2001
4.	N.N. Sarkar (2001)	Designing Print Communication, Sagar Publishers, New Delhi, 1998

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) I SEMESTER

BA(JMC) 107 Personality Development

COURSE OBJECTIVE

- To define basics of Personality Development
- To understand listening, speaking & writing etiquettes
- To utilize knowledge gained in developing a positive personal attitude

METHODS OF TEACHING: Primarily lectures, PPT, Group discussion and assignments

Evaluation:-

(d) Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study/GD/Extempore	05 Marks
(b) Mid Term Test	10 Marks
(c) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	100 marks

LECTURE			
S. No	Description	PLAN Number of Sessions	REFERENCE
1.	UNIT- 1 <ul style="list-style-type: none"> • Personality: An overview • Meaning of Personality • Definition and Basics of Personality • Types of Personality • Models of Self • Introspection: Johari Window • SWOT Analysis • Development of Positive Personal Attitude 	1 1 2 2 2 1 1 12 Hours	<ul style="list-style-type: none"> • Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur. • Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
	Assignment 1		To be submitted by the student within 1 week of the completion of unit 1. Faculty to evaluate and provide the feedback within next 1 week.
2.	UNIT- 2 <ul style="list-style-type: none"> • Communicative Persona: Semantics, Syntax, Phonetics • Para-Language and Body Language • Interpersonal and Intercultural Communication • Professional Communication: Resume Writing Skills • and Online Writing Etiquettes • Offline and Online Writing Etiquettes • Personality and Professional Skill Development for Media Entrepreneurs 	2 2 2 1 2 2 2 12 Hours	<ul style="list-style-type: none"> • Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur. • Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
	Assignment 2		To be submitted by the student within 1 week of the completion of unit 2. Faculty to evaluate and provide the feedback within next 1 week.

3.	<p style="text-align: center;">UNIT- 3</p> <ul style="list-style-type: none"> • Meaning and definition of Management • Importance of Time Management for Media • Significance of Team Work and Leadership • Decision Making, Problem Solving Techniques and Supportive Supervision • Managing Peer Relationships and Non-Violent Conflict Resolution 	<p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>3</p> <p>12 Hours</p>	<ul style="list-style-type: none"> • Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur. • Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
	Assignment 3.		To be submitted by the student within 1 week of the completion of unit 3. Faculty to evaluate and provide the feedback within next 1 week.
4.	<p style="text-align: center;">UNIT- 4</p> <ul style="list-style-type: none"> • Social Behaviour and Attitude • Role of Different Institutions in Personality Development • Role of home, School, Society and Media • Media • Art of Negotiation • Working on Attitudes: Aggressive, Assertive and Submissive • Coping Skills Coping Skills: Coping with Emotions and Coping with Stress 	<p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>3</p> <p>12 Hours</p>	<ul style="list-style-type: none"> • Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur. • Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
	Assignment 4		To be submitted by the student within 1 week of the completion of unit 4. Faculty to evaluate and provide the feedback within next 1 week.
5.	TUTORIAL CLASS 1		
6.	TUTORIAL CLASS 2		
7.	TUTORIAL CLASS 3		
8.	TUTORIAL CLASS 4		
9.	TUTORIAL CLASS 5		

TEXT BOOK:

- Hurlock, E. B. (1973). Personality Development. New York: McGraw-Hill.

REFERENCE BOOKS:

- Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur.
 - Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
 - Sharma, S. (2013). Body language and Self-Confidence. Jaipur: Sublime Publications.
 - Training manual. (2005). Self-Development and Interpersonal Skills: ILO, New Delhi.
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BA (JMC) I SEMESTER

BA(JMC) 109 Writing Skills

COURSE OBJECTIVE

- To describe the writing process for various media.
- To develop both linguistics and communication abilities.
- To help the students to write correctly using proper grammar, vocabulary, syntax, spellings and punctuations.
- To help the students to differentiate between writing for print media and writing for ear.

METHODS OF TEACHING: Primarily lectures, PPT, Group discussion and assignments

Evaluation:-

(e) Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study/GD/Extempore	05 Marks
(b) Mid Term Test	10 Marks
(c) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	100 marks

LECTURE PLAN			
S. No	Description	Number of Sessions .	REFERENCE
10.	<p>UNIT- 1</p> <ul style="list-style-type: none"> • Introduction to media writing • Types of media writing • Fundamentals of media writing- Descriptive • Narrative media writing • Objective media writing • Reflective media writing • ABCD of media writing- Accuracy and brevity • Clarity and Discernment • Grammar and Vocabulary • Writing for news (Print and electronic) • Ethics in media writing 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>12 Hours</p>	<p>Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.</p>
	Assignment 1.		To be submitted by the student within 1 week of the completion of unit 1. Faculty to evaluate and provide the feedback within next 1 week.
11.	<p>UNIT- 2</p> <ul style="list-style-type: none"> • Introduction to writing process • Brainstorming for ideas • Idea organization and audience analysis • Writing mechanism: opening • Developing and winding up the argument/narrative • Editing and formatting • APA style sheet • Writing an abstract • How to write summary • Writing of paragraph • Essay and column writing 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>12 Hours</p>	<p>Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.</p>
	Assignment 2.		To be submitted by the student within 1 week of the completion of unit 2. Faculty to evaluate and provide the feedback within next 1 week.

3.	<p style="text-align: center;">UNIT- 3</p> <p>Introduction to online writing Social media writing skills and etiquettes Online official correspondence Social media and language change E-mail SMS Emoticons Blogs Social networking sites Introduction to maintaining digital database Maintaining digital database- its importance</p>	<p>1 1 1 1 1 1 1 1 1 1 1 1 1 1 12 Hours</p>	<p>Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.</p>
	<p>Assignment 3.</p>		<p>To be submitted by the student within 1 week of the completion of unit 3 Faculty to evaluate and provide the feedback within next 1 week.</p>
4.	<p style="text-align: center;">UNIT- 4</p> <ul style="list-style-type: none"> • Translation and its significance in media writing. • Transliteration– concept, forms and manifestations • Trans-creation– concept, forms and manifestations • Location, scope and significance of translation in Indian media • Types of translation • Summarises translation and free translation. • Paraphrased translation • Process of translation and to maintain its originality • Points to be kept in minds while translating • Translation from English to Hindi • Translation from Hindi to English 	<p>1 1 1 1 1 1 1 1 1 1 1 1</p>	<p>Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.</p>
	<p>Assignment 4.</p>		<p>To be submitted by the student within 1 week of the completion of unit 4. Faculty to evaluate and provide the feedback within next 1 week.</p>

	TUTORIAL CLASS 1		
	TUTORIAL CLASS 2		
	TUTORIAL CLASS 3		
	TUTORIAL CLASS 5		

TEXT BOOKS:

- Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors
- Saxena, A. (2012), Fundamentals of Reporting and Editing, Kanishka Publishers, Distributors, New Delhi

REFERENCE BOOKS:

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. VanderMey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News..
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) I SEMESTER BA(JMC)151- Communication Lab COURSE OUTLINE

COURSE OBJECTIVE:

- To demonstrate proficiency of effective Communication Skills
- To utilize knowledge gained in planning, designing and presenting a multi-media presentation

Methodology: Lectures , GDs, Presentations

Evaluation:-

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment	It shall be based on Lab Performance in each Semester	10
External University Exams		60

Lecture Plan			
L.NO.	Description	Planned No. of Week	Pedagogy
14.	Presentation on Self: Extempore (1-2 minutes)	1	Assignments
15.	Presentation on Self: Extempore (1-2 minutes)	1	Assignments
16.	Presentation on Self: Extempore (1-2 minutes) students recorded on camera. To be self-critiqued	1	Assignments
17.	Presentation on Self: Extempore (1-2 minutes)	1	Assignments
18.	Presentation on Self: Extempore (1-2 minutes)	2	Assignments
19.	Dialogue: to be recorded on mobile camera	2	Assignments
20.	Dialogue: to be recorded on mobile camera	2	Assignments
21.	Dialogue: to be recorded on mobile camera	2	Presentation
22.	Dialogue: to be recorded on mobile camera	3	Presentation
23.	Dialogue: to be recorded on mobile camera	3	Presentation
24.	Dialogue: to be recorded on mobile camera	3	Presentation
25.	Group Discussion	3	Presentation
26.	Group Discussion	4	Presentation
27.	Group Discussion	4	Presentation
28.	Group Discussion	4	Lectures
29.	Group Discussion	5	Lectures
30.	Listening and Reviewing of an Audio programme	5	Lectures
31.	Listening and Reviewing of an Audio programme	5	Lectures
32.	Listening and Reviewing of an Audio programme	6	Lectures
33.	Listening and Reviewing of an Audio programme	6	Assignments

35.	Listening and Reviewing of an Audio programme	6	Assignments
36.	Identify newspaper/magazine content based on one or more Models of Communication	7	Assignments
37.	Identify newspaper/magazine content based on one or more Models of Communication	7	Lectures
38.	Identify newspaper/magazine content based on one or more Models of Communication	7	Lectures
39.	Identify newspaper/magazine content based on one or more Models of Communication	7	Lectures
40.	Identify newspaper/magazine content based on one or more Models of Communication	8	Lectures
41.	Identify newspaper/magazine content based on one or more Models of Communication	8	Lectures
42.	Identify newspaper/magazine content based on one or more Theories of Mass Communication	8	Lectures
43.	Identify newspaper/magazine content based on one or more Theories of Mass Communication	9	Lectures
44.	Identify newspaper/magazine content based on one or more Theories of Mass Communication	9	Lectures
45.	Identify newspaper/magazine content based on one or more Theories of Mass Communication	9	Lectures
46.	Identify newspaper/magazine content based on one or more Theories of Mass Communication	9	Lectures
47.	Letter to the Editor	10	Lectures
48.	Letter to the Editor	10	Lectures
49.	Letter to the Editor	10	Lectures
50.	Letter to the Editor	10	Lectures

51.	Letter to the Editor		Lectures
52.	Letter to the Editor	11	Presentation
53.	Multi-media presentation	11	Presentation
54.	Multi-media presentation	11	Presentation
55.	Multi-media presentation	11	Presentation
56.	Multi-media presentation	12	Presentation
57.	Multi-media presentation	12	Group Discussion
58.	Multi-media presentation	12	Group Discussion

BA (JMC) I SEMESTER

BA(JMC)153- Contemporary issues: overview, issues and debates

Seminars presentations

COURSE OUTLINE

COURSE OBJECTIVE:

- To debate on various aspects of Indian history, art and culture
- To critically examine various socio-economic and political issues in India
- To demonstrate critical thinking abilities to analyse and suggest alternatives

Methodology: Lectures , GDs, Presentations

Evaluation:-

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment	It shall be based on Lab Performance in each Semester	10
External University Exams		60

Lecture Plan			
L.NO.	Description	Planned No. of Week	Pedagogy
59.	Prepare a Multi-media and oral presentation for seminars on: a) Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan	1	Presentation
60.	Prepare a Multi-media and oral presentation for seminars on: a) Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan	1	Presentation
61.	Prepare a Multi-media and oral presentation for seminars on: a) Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan	1	Presentation
62.	Prepare a Multi-media and oral presentation for seminars on: Marginalisation, Socio-economic Equality & Reservation	1	Presentation
63.	Prepare a Multi-media and oral presentation for seminars on: Marginalisation, Socio-economic Equality & Reservation	2	Presentation
64.	Prepare a Multi-media and oral presentation for seminars on: Marginalisation, Socio-economic Equality & Reservation	2	Presentation
65.	Prepare a Multi-media and oral presentation for seminars on: Marginalisation, Socio-economic Equality & Reservation	2	Presentation
66.	Prepare a Multi-media and oral presentation for seminars on: National Freedom Movement (1857-1947)	2	Presentation
67.	Prepare a Multi-media and oral presentation for seminars on: National Freedom Movement (1857-1947)	3	Presentation
68.	Prepare a Multi-media and oral presentation for seminars on: National Freedom Movement	3	Presentation

	(1857-1947)		
70.	Prepare a Multi-media and oral presentation for seminars on: National Freedom Movement (1857-1947)	3	Presentation
71.	Organize a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	4	Presentation
72.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	4	Presentation
73.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	4	Presentation
74.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	5	Presentation
75.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	5	Presentation
76.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	5	Presentation
77.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	6	Presentation
78.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	6	Presentation
79.	Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.	6	Presentation

80.	Listening and Reviewing of an Audio programme	6	GD
81.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	7	GD
82.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	7	GD
83.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	7	GD
84.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	7	GD
85.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	8	GD
86.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	8	GD
87.	Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.	8	GD
88.	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	9	GD
89.	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	9	GD
90.	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	9	GD
91.	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	9	GD

	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	10	GD
93.	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	10	GD
94.	Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality	10	GD
95.	Poster Presentation on Indian Art and Culture.	10	Presentation
96.	Poster Presentation on Indian Art and Culture.		Presentation
97.	Poster Presentation on Indian Art and Culture.	11	Presentation
98.	Poster Presentation on Indian Art and Culture.	11	Presentation
99.	Poster Presentation on Indian Art and Culture.	11	Presentation
100.	Poster Presentation on Indian Art and Culture.	11	Presentation
101.	Poster Presentation on Indian Art and Culture.	12	Presentation
102.	Poster Presentation on Indian Art and Culture.	12	Presentation
103.	Poster Presentation on Indian Art and Culture.	12	Presentation

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) I SEMESTER

BA(JMC) 155- Design & Graphics Lab-I
COURSE OUTLINE

COURSE OBJECTIVE:

- To apply knowledge gained of photo editing software in design and layout
- To demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

Methodology: Lectures , GDs, Presentations

Evaluation:-

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment	It shall be based on Lab Performance in each Semester	10
External University Exams		60

Lecture Plan			
L.NO.	Description	Number of Sessions	Pedagogy
104	Basics of DTP software	1	Practical
105	Adobe Photoshop: Overview	1	Practical
106	Adobe Photoshop: Tools and its uses	2	Practical
107	Adobe Photoshop: Tools and its uses	2	Practical
108	Adobe Photoshop: Tools and its uses	2	Practical
109	Adobe Photoshop: Layers and swatches	1	Practical
110	Adobe Photoshop: Layers and swatches	1	Practical
111	Adobe Photoshop: Menu and filters	1	Practical
112	What is poster?	1	Presentation
113	Basics of poster designing	1	Practical
114	Flash Cards: Uses and design basics	2	Practical
115	Web Banner: Designing Elements	2	Practical
116	Effects to Photographs	1	Practical
117	Multi Page DTP Software: Basics	1	Practical
118	Quark Xpress : An Overview	2	Practical
119	Page layout in Quark Xpress	2	Practical
120	Tools: Uses and importance	2	Practical
121	Newspaper Layout design	2	Practical
122	How to work in columns?	2	Practical
123	Exporting a document	1	Practical
124	Newspaper Layout design	1	Practical
125	How to work in columns?	1	Practical

	Exporting a document	1	Practical
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MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) I SEMESTER BA(JMC) 157- Personality Development Lab COURSE OUTLINE

COURSE OBJECTIVE:

- To define basics of Personality Development
- To understand listening, speaking & writing etiquettes
- TO utilize knowledge gained in developing a positive personal attitude

Methodology: Lectures , GDs, Presentations

Evaluation:-

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment	It shall be based on Lab Performance in each Semester	10
External University Exams		60

Lecture Plan

S. No	Description	NUMBER of Session	Pedagogy
1.	What is Role plays, How to conduct Role plays?	1 ^{s.}	Lecture
2.	Exercise : Role Plays	1	Role Play
3.	Exercise : Role Plays	1	Role Play
4.	Exercise : Role Plays	1	Role Play
5.	Exercise : Role Plays	1	Role Play
6.	Discussion on Role Plays	1	Lecture
7.	Presentation and Group Discussion Etiquettes	1	Presentations
8.	Exercise: Presentations	1	Presentation
9.	Exercise: Presentations	1	Presentation
10.	Discussions and scope of improvement in presentations	1	Lecture
11.	Exercise: Group Discussions	1	Group Discussion
12.	Exercise: Group Discussions	1	Group Discussion
13.	Thematic Appreciation Test	1	Practical
14.	Thematic Appreciation Test	1	Practical
15.	Importance of Team building	1	Lecture
16.	Team Building Exercise	1	Practical
17.	Team Building exercise	1	Practical
18.	Discussion and guideline for improvement	1	Lecture
19.	Crisis management	1	Lecture
20.	Situation Based Behavior and its analysis	1	Lecture
21.	Situation based behavior exercise	1	Practical
22.	Situation based behavior exercise	1	Practical
23.	Situation based behavior exercise	1	Practical
24.	Writing official Letters and E-mail	1	Lecture
25.	Writing Non-official Letters and E-mail	1	Lecture

26.	Official Letter and E-mail writing Exercise	1	Practical
27.	Official Letter and E-mail writing exercise	1	Practical
28.	Non-Official Letter & Email writing Exercise	1	Practical
29.	Non-Official Letter & Email writing Exercise	1	Practical
30.	Discussion on writing Exercise	1	Lectures
31.	Mock interviews	1	Lectures
32.	Mock Interviews Exercises	1	Practical
33.	Mock Interviews Exercises	1	Practical
34.	Discussion on interview exercise	1	Lecture
35.	Professional resume writing	1	Lecture
36.	Professional resume writing	1	Practical
37.	Exercise: Professional resume writing	1	Practical
38.	Exercise: Professional resume writing	1	Practical
39.	Exercise: Professional resume writing	1	Practical
40.	Discussion on Resume writing	1	Lecture
41.	exercise Portfolio Development	1	Lecture
42.	Exercise: Portfolio Development	1	Practical
43.	Exercise: Portfolio Development	1	Practical
44.	Exercise: Portfolio Development	1	Practical
45.	Discussion on portfolio exercise	1	Lecture
46.	TUTORIAL CLASS 1		
47.	TUTORIAL CLASS 2		
48.	TUTORIAL CLASS 3		
49.	TUTORIAL CLASS 4		
50.	TUTORIAL CLASS 5		

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BA (JMC) I SEMESTER BA(JMC) 159- writing skills Lab COURSE OUTLINE

COURSE OBJECTIVE:

- To understand listening, speaking & writing etiquettes
- TO utilize knowledge gained in developing a positive personal attitude

Methodology: Lectures , GDs, Presentations

Evaluation:-

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment	It shall be based on Lab Performance in each Semester	10
External University Exams		60

Lecture Plan

S. No	Description	NUMBER of Session	Pedagogy
1.	Creative Writing	1 ^{s.}	Practical
2.	Creative Writing	1	Practical
3.	Creative Writing	1	Practical
4.	Creative Writing	1	Practical
5.	Format of Press Release	1	Practical
6.	Format of Press Release	1	Practical
7.	Format of Press Release	1	Practical
8.	Format of Press Release	1	Practical
9.	Press Release on social topics	1	Practical
10.	Press Release for corporate	1	Practical
11.	Article Writing	1	Practical
12.	Article Writing	1	Practical
13.	Article Writing	1	Practical
14.	Article Writing	1	Practical
15.	Analysing Newspaper format (Inverted Pyramid Style)	1	Practical
16.	Analysing Newspaper format (Inverted Pyramid Style)	1	Practical
17.	Analysing Newspaper format (Inverted Pyramid Style)	1	Practical
18.	Finding 5 W's & 1 H	1	Practical
19.	Finding 5 W's & 1 H	1	Practical
20.	Finding 5 W's & 1 H	1	Practical
21.	Vocabulary Building	1	Practical
22.	Vocabulary Building	1	Practical
23.	Vocabulary Building	1	Practical
24.	Vocabulary Building	1	Practical

25.	Vocabulary Building	1	Practical	
26.	Translation Exercises	1	Practical	
27.	Translation Exercises	1	Practical	
28.	Translation Exercises	1	Practical	
29.	Translation Exercises	1	Practical	
30.	Translate an English news story to Hindi (approx. 200 words) from a daily newspaper	1	Practical	
31.	Translate an English news story to Hindi (approx. 200 words) from a daily newspaper	1	Practical	
32.	Translate an English news story to Hindi (approx. 200 words) from a daily newspaper	1	Practical	
33.	Translate an English news story to Hindi (approx. 200 words) from a daily newspaper	1	Practical	
34.	Translate a Hindi news story to English (approx. 200 words) from a daily newspaper	1	Practical	
35.	Translate a Hindi news story to English (approx. 200 words) from a daily newspaper	1	Practical	
36.	Translate a Hindi news story to English (approx. 200 words) from a daily newspaper	1	Practical	
37.	Translate a Hindi news story to English (approx. 200 words) from a daily newspaper	1	Practical	
38.	Writing for various online platforms: e-mails & blog	1	Practical	
39.	Writing for various online platforms: e-mails & blog	1	Practical	
40.	Writing for various online platforms: e-mails & blog	1	Practical	
41.	Writing for various online platforms: e-mails & blog	1	Practical	
42.	Writing for various online platforms: social networking sites	1	Practical	
43.	Writing for various online platforms: social networking sites	1	Practical	
44.	Writing for various online platforms: social networking sites	1	Practical	
45.	TUTORIAL CLASS 1			
46.	TUTORIAL CLASS 2			
47.	TUTORIAL CLASS 3			
48.	TUTORIAL CLASS 4			

49.	TUTORIAL CLASS 5		
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