

SYLLABUS
Of
MASTER OF JOURNALISM AND
MASS COMMUNICATION

For

First to Fourth Semester

(w.e.f. Academic Session 2018-2019 onwards)



IIMT UNIVERSITY, MEERUT

MASTER OF JOURNALISM AND MASS COMMUNICATION

First Year

Semester - I

Code		Subject Name	Marks (External)	Marks (Internal)	Total Marks
101	Paper One	Communication & Journalism	70	30	100
102	Paper Two	Computer Fundamentals and Applications	70	30	100
103	Paper Three	Public Relations & Advertising	70	30	100
104	Paper Four	Media Management	70	30	100
105	Paper Five	Practical	70	30	100

Semester - II

Code		Subject Name	Marks (External)	Marks (Internal)	Total Marks
201	Paper Six	News and Reporting	70	30	100
202	Paper Seven	Electronic Media - I (Radio)	70	30	100
203	Paper Eight	Photo Journalism	70	30	100
204	Paper Nine	Development Communication	70	30	100
205	Paper Ten	Practical	70	30	100

Second Year**Semester - III**

Code		Subject Name	Marks (External)	Marks (Internal)	Total Marks
301	Paper Eleven	Editing	70	30	100
302	Paper Twelve	Electronic Media - II (T.V.)	70	30	100
303	Paper Thirteen	Media law and Ethics	70	30	100
304	Paper Forteen	Design and Graphics	70	30	100
305	Paper Fifteen	Practical	70	30	100

Semester - IV

Code		Subject Name	Marks (External)	Marks (Internal)	Total Marks
401	Paper Sixteen	Communication Research	70	30	100
402(A) 402(B)	Paper Seventeen	Elective Paper : (1) Digital Media (2) Environmental Studies	70	30	100
403	Paper Eighteen	Practical (Print Media)	70	30	100
404	Paper Nineteen	Practical (Electronic Media)	70	30	100
405	Paper Tewenty	Internship	70	30	100

Semester- I
Paper- I
Communication and Journalism (Code-101)

Unit-I

Nature and Process of Human Communication, Communication: Definition, Elements, Functions, Need and Significance of communication, Kinds of Communication.

Unit-II

Models of Communication: Relevance & Limitations, Lasswell, Shannon and Weaver, Osgood, Wilbur Schramm, Newcomb, Mclean Model of Communication.

Unit-III

Theories Of Communication: Sociological and Normative Theories, Bullet Theory, Psychological or Individual Difference Theory, Personal Influence Theory, Cultivation Theory, Agenda Setting Theory, Free Press Theory, Development Theory, Communist Media Theory.

Unit-IV

Journalism: Definition, Nature and Scope, Growth and Development of Indian Press, Role of Media in Freedom Struggle, Mass Media and Society, Journalism as a Profession, Journalistic Terminology, Organizations of Journalists.

Unit-V

Major News Agencies, Citizen Journalism, Advocacy Journalism, Sting Operations, Media Trial, Yellow Journalism.

REFERENCE BOOKS:

- Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
Mass-Communication Theory-An Introduction: Denis McQuail: Sage Delhi
Bharat Me Sanchar Aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal
Mass-Communication: Concepts and Issues: D.V.R Murthy: Olive green: Kochi
Mass-, Culture, Language and Arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
Towards Sociology of Mass-Communication: Denis McQuail: Collier – Macmillan
Introduction to Communication Studies: John Fiske: Methuen London
The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.
Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, Concept Publishers, New Delhi.
Mass Communication Theory & Practice by Uma Narula, Hiranand Publication, New Delhi.

Semester- I
Paper-II
Computer Fundamentals and Applications (Code-102)

UNIT I

Introduction to computers, types of computer, computer hardware and software. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers. Application of computer in various fields related to media: Print electronic and film etc.

UNIT II

Introduction to graphical and user interface (GUI)Flash, Different applications of computers for mass media – introduction – text, graphics, drawings, animation, sounds. Multimedia applications: business applications, educational application, public utility, virtual reality; multimedia skills. Data Organization: Drives, Files, Directories, Creating, Copying, Moving, Deleting and Renaming.

UNIT III

Operating systems: DOS, Windows, Linux, Unix, Android, Features of MS: Windows, Control Panel, Taskbar, Desktop, Windows Application, Icons, Windows Accessories, Notepad, Paintbrush.

UNIT IV

MS-Word and Application: Introduction, Typing and editing, formatting text, MS-Power Point: Introduction, presentation, graphics, creating, presentation and slide shows. MS-Excel and Application: Introduction, Typing and editing, formatting text, MS-Access: Introduction.

UNIT V

Internet: Introduction ,Concept and development, World Wide Web,Tools and services on Internet, Browsing the Internet, domain name systems, Internet functions: e-mail, searching and downloading information, Internet protocols FTP, HTTP, TCP, IP, Security issue on internet.

Reference Books :

1. Fundamental of Computers – By V.Rajaraman B.P.B. Publications
2. Fundamental of Computers – By P.K. Sinha
3. Computer Today- By Suresh Basandra
4. Unix Concepts and Application – By Sumitabha Das
5. MS-Office 2000(For Windows) – By Steve Sagman
6. Internet Patrakarita – Suresh Kumar

Semester- I
Paper- III
Public Relations and Advertising (Code-103)

Unit – I

Public Relations : Concept, Definitions, Role and Objectives, Evolution and Growth of Public Relations, Functions of Public Relations, PR and Corporate communication, PR in relation to marketing, Advertising, Publicity, Propaganda and Rumours, PR tools & Methods.

Unit – II

Various stages of PR, PR Campaign, PR Organizations- PRSI, IPRA etc., Law and Ethics in PR, PRSI Code, PR Setup in Central and State Government, PR in Public and Private Sector, PR in Crisis Management, Corporate Communication, Functions and Responsibilities of PRO, International PR.

Unit – III

Advertising : Concepts, Definitions, Objectives and Classification; History and Development of Advertising in India, Advertising Appeals, Advertising Agency: Structure & Function.

Unit – IV

Models of Advertising Communication, Market & Its Segmentation, Advertising Campaign, Professional Bodies in Advertising: AAI, ASCI, etc., Ethical and Legal Issues, Emerging Trends in Advertising.

Unit – V

Relationship of Advertising & Public Relation, Brand Image, Sales Promotion, USP, Advertising Copy Writing- Print, Radio & TV, Advertising Research – Consumer, Market & Product, Advertising Effectiveness - Methods of Measuring Effectiveness, Pre –testing & Post-testing.

Reference Books :

1. Public Relations Management in Media & Journalism : Jagdish Vachani
2. Public Relation Management : Dinesh Tomar
3. Public Relation Assotiation : B.R.Singh
4. Public relation : IGNOU

Semester- I
Paper-IV
Media Management (Code-104)

Unit-I

Definition and Concept of Management, Principles of Management, Need and Importance of Management. Theories of Management.

Unit-II

Ownership patterns in Media (Individual, Partnership, Company, Trust), Organisational structure of Newspaper.

Unit III

Editorial Management, Advertising Management, Circulation Management, financial Management.

Unit IV

Personnel Management, Human Resource planning, Production and Storage Management, Library Management.

Unit V

New Trends in Media Business, Legal issues in Media Business, Media Business and New Technology.

Reference Books :

Rucker & Williams : Newspaper Organization and Management, The Iowa state University Press Iowa.

Kohli Vanita : The Indian Media Business, Sage Publications.

Kothari Gulab : Newspaper Management in India.

Bhattacharjee Arun : Indian Press from Profession to Industry, Vikash Publication, New Delhi.

Ganaratne Shelton : Handbook of the Media, Sage Publication.

Semester- I

Paper- V Practical (Code-105)

Practicals shall be related to all courses of semester-Ist. The Students have to prepare a file as per assignments given by the course teachers and viva-voce will be conducted by the external examiner.

Semester- II
Paper- VI
News and Reporting (Code-201)

Unit-I

Definitions of News, Elements of News, 5 W & 1 H Concept of News, News Values, News Sources.

Unit-II

Categories of Reporter, Qualities of Reporter, Responsibilities of Reporter, Types of Reporting (objective, Interpretative, Indepth, Investigative), Different types of Beat.

Unit III

Reporting Municipal Corporations, Village Panchayats, Parliamentary Reporting, Political Reporting, Crime Reporting, Court Reporting.

Unit IV

Reporting Religion, Speeches, Meetings, Seminars, Cultural, Sports Reporting.

Unit V

Development Reporting, Rural Reporting, Agricultural Reporting, Science and Technology, Economic Reporting.

Suggested Readings:

Manoj kumar Singh The Reporting. (Mohit Publications)

Dr. Ambrish Saxena Fundamentals of Reporting & Editing(Kanishka Publication Delhi)

T. K. Ganesh News Reporting & Editing in Digital Age (Gnosis Publishers Delhi)

Manoj kumar Singh Making of News (Mohit Publications, New Delhi.)

B. S. Goyal Principles and Practice of News writing (Shree Publishers & distributors New Delhi)

Seema Sharma Journalism Reporting (Anmol Publications)

B. I. Sharma Progressive Reporting today (ABD publishers, Jaipur)

Manohar Puri Art of Reporting

Semester- II
Paper- VII
Electronic media-I, Radio (Code-202)

Unit-I

Introduction to Radio as a Mass Medium, Functioning of Radio Newsroom, Types of News Bulletins, Compilation of News, Compiling News Bulletins, News Real, Pool copy.

Unit-II

Concept of MW, SW and FM, Microphone: Importance and Types, Elements of Radio Script : Spoken, Immediate, Person to Person, Heard Only Once Sound Only, Feel, Think, Entertain, & Inform.

Unit-III

Production and Elements of Radio Programmes : Aural Sense, Appeal, Narration, Dialogue, Sound Effect, Rapid Getaway, Music, Silence Etc. Equipment for Radio Production : Studio Set Up, Transmission, Importance and Types of Microphones etc.

Unit-IV

Art of Writing, Radio Programme Formats: Talk, Play, Feature, Interview etc. Subject Specific Programmes : Rural, Educational, Sports, Discussion, Science, Health & Family Welfare, Women Empowerment.

Unit-V

Radio : An oral Medium, Its Strength and Weaknesses, Radio and Private Service Broadcasting, Radio for Social Change & Development. Alternative radio : Community Radio, Ham Radio, Radio Bridge, Participating Radio. Pre Production, Production, Post Production, Use of Software : Sound Forge, Adobe Audition, Noindo.

Reference Books :

Bharat mein Radio Prasaran : Dr. Prashant Kumar, AR Publication, New Delhi.
Broadcasting in India by Awasthy, G.C.
Broadcasting and People by Masani Mehar
The Art of Digital Audio by Wat Kinson, John, Focal Press
Radio Programming –Tacts and strategy by Eric & Norverg
Broadcast Journalism -Basic Principles, S.C. Bhatt.
Radio and T.V. Journalism by Srivastava K.M.

Semester- II
Paper- VIII
Photo Journalism (Code-203)

Unit-I

Photo Journalism : Meaning and scope, News Photography, Portrait and Still Photography. Wildlife Photography, Sports Photography, Landscape Photography, Fashion Photography.

Unit-II

Different Parts of Camera, Types of Camera, Types and functions of Lens, Lens care, Camera accessories.

Unit-III

Exposure : Meaning & Definition, Focus, Shutter-speed, F- number & Shutter speed Relationship, Camera Angle, Aperture : Selection & Control, Depth of Field.

Unit-IV

Photoshop, Photo Editing : Selection, Cropping, Photographic Composition, Collage, Photo Feature, Feature Photo, Caption writing.

Unit-V

Types of Studio and Camera lights, Lighting techniques, Tools used in Lighting, Diffusers, Reflectors, Cutters & Gels. One, Two & Three point Lighting: Key, Lighting Contrast and its control by Fill-in Lights, Natural and Artificial Light.

Reference Books:

A.H Hashmi : Trick photography and Color Processing.

Shubhash Sapru : Photo Patrakarita

Sashi Prabha Sharma : Photo Patrakarita Ke Mool Tatva.

Naval Jaiswal : Photo Patrakarita

Balakrishna Aiyer : Digital Photojournalism

Michael Langford : Basic Photography, Focal Press.

B.K Deshpandey : Photo Journalism

C.K. Vajpai : Encycopedia of photography

Semester- II
Paper- IX
Development Communication (Code-204)

Unit-I

Development: Meaning, Concept, Models of Development, Theories, Approaches to Development, Problems and Issues in Development, Characteristics of Developing Societies, Development Dichotomies : Gap between Developed and Developing Societies, Millenium Development Goals, Sustainable Development Goals.

Unit-II

Development Communication: Meaning , Concept, Definition & Philosophy, Role of Media in Development Communication, Planning and Strategies in Development Communication, Social, Cultural and Economic Barriers, Democratization and Decentralization of Communication Services, Panchayati Raj System etc.

Unit-III

Development Support Communication, Issues in Development Communication : Population control, Family welfare, Health, Education, Environment, Women Empowerment, Problems in Development Communication, Need and Significance of Development Communication in Indian Context.

Unit-IV

Difference Between Development Communication, Mass Communication and Development Journalism, Alternative Communication, Planning, Development Messages, Identifying Target Audience, Topic Selection, Place, Time and Purpose, Developing, Structuring, Presenting and Adopting Development Messages through Print media, Radio, T.V and other Modern Technologies

Unit-V

Role of Mass Media in Development, NGO's Role in Development, Development Agencies and Programmes, Process and Techniques of Development Communication, New Concepts in Development Communication, Development Reporting., Case Studies.

Reference Books:

Rural Development and Communication Policies: Indian Institute of Mass-Communication Publication.

Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai .

Communication and Nation Building: P.C. Joshi: Publication Division New Delhi.

Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press.

Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi.

Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur.

Semester- II
Paper- X
Practical (Code-205)

Practicals shall be related to all courses of semester-II. The Students have to prepare a file as per assignments given by the course teachers and viva-voce will be conducted by the external examiner.

Semester- III
Paper- XI
Editing (Code-301)

Unit-I

Meaning of Editing, Objectives of Editing, Elements of Editing, Organizational structure of Editorial Department, News Room.

Unit-II

Role and Responsibilities of Editor, Functions of News Editor, Functions of chief sub editor, Qualities and Functions of Sub Editor.

Unit -III

Structure of News Story : Intro, Body, Backgrounder, Copy Editing : Selection, Purifying Copy, Value Addition, Rewriting, Compilation, News Packaging.

Unit-IV

Importance of Headlines, Characteristics of Headlines, Types of Headlines, Cartoons, Follow Up.

Unit-V

Editing political Copy, Editing foreign Copy, Editing Copies of News Agencies, Editing Sports Copy, Editing Business Copy.

Reference Books-

Dr. Ambrish Saxena : Fundamentals of Reporting & Editing, Kanishka Publication Delhi.

T. K. Ganesh : News Reporting & Editing in digital age, Gnosis Publishers Delhi.

Kamath, M.V : Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.

Prabhakar, Manohar/ Bhanavat, Sanjeev: Sampadan Eavm Mudran Technic Jaipur, Pulitzer Institute of Communication Studies.

Harimohan: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan.

Jain, Ramesh : Sampadan, Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub.

Harimohan : Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan.

Semester- III
Paper- XII

Electronic Media-II, TV (Code- 302)

Unit-I

Defining Electronic Media, Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media.

Unit-II

Nature and Types of TV Programmes: Educational Programmes, News Based Programmes, Entertainment Programmes, Miscellaneous Programmes, Commentary, Documentary, Script Writing, Floor Plan, Cues and Command.

Unit-III

Television News: Reporting, Sources of News, News Writing, Types of News Bulletins, News Dispatches..

Unit-IV

Anchoring and Presentation, Pronunciation, Body Language, Art of Anchoring, News Reading, Art of Interview.

Unit-V

Production of TV Programmes: Pre production, Production, Post production, Basic Shots, Importance of Light and Audio, Use of Software in Editing : Edius, Adobe Premiere, FCP.

Reference Books :-

Ravindran, R.K. HandBook of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication.

Mishra, Chandra Prakash: Media Lekhan, New Delhi, Sanjog Publication.

Sinha, P.C Encyclopedia of Broadcasting TV & Radio, New Delhi, Anmol Publication.

Firoz, Mohd : Television in India, Delhi, Sage Publication.

Todorovic, Aleksendar Louis : Television Technology, New Delhi, Focal Press.

Friedmann, Anthony : Writing for Visual Media, New Delhi, Focal Press.

Singh, Mahaveer: Doordarshan Live, Delhi, Shilpyan Prakashan.

Semester- III
Paper- XIII
Media Laws and Ethics (Code- 303)

Unit-I

Right to Freedom of Speech and Expression, Press Freedom and Constitution, Parliamentary Privileges, Censorship, Press Council Act 1978.

Unit-II

Press and Registration of Books Act 1867, The Press (objectionable matters) Act 1951, The Copyright Act 1957, Official Secret Act 1923, Prasar Bharti Act.

Unit III

Law of Defamation, Contempt of Court Act 1971, Cinematograph Act 1952. Cyber Law.

Unit IV

Cable Television Networks (Regulation) Act 1995, The Working Journalists and Other Newspaper Employees Act 1955, Right to Information Act.

Unit V

Code of Ethics, Broadcasting Code, Programme Code, Advertising Code.

Reference Books :

1. D.D. Basu : Press Law in India
2. Nand Kishore Trikha : Press vidhi
1. Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press, New Delhi
2. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
3. Guha Thakurta, Paranjoy : Media Ethics, Oxford University Press, New Delhi
4. Bandhyopadhyay, P K and Kuldip Singh Arora : A Practitioners' Guide to Journalistic Ethics, Published by Media Watch Group, Distributed by D K Publishers, Distributors, New Delhi
5. Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. New Delhi
6. Venkateshwaran, K S : Mass Media Laws and Regulations in India, Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt Lts, Mumbai.

Semester- III
Paper- XIV
Design and Graphics (Code- 304)

UNIT I

Elements of Design and Graphics, Visualization, Convergence and Divergence
Conceptualization functions and significance, fundamentals of creativity in Art –
Logic – Style – Value, Tools of Art – Illustrations – Graphs.

UNIT II

Principles of Lay –Out and Design, Elements of Newspaper Page Make-Up, Style Sheet,
Preparation of Dummy, Front Page, Editorial Page, Sports Page, Business Page, Feature Page.

UNIT III

Types of Composition – Manual –Mechanical –Lino –Mono –Ludlow – Photo, DTP,
Use of Computer Software, Character Generation, Use of Multimedia, Quark-XPRESS, In Design.

UNIT IV

Printing methods –Letterpress, Cylinder, Rotary, Gravure, Screen, Offset, Different Types of
Formats: JPGE, MPEG, AVI, GIF, MP3, BITMAP, TIFF, Relevance of Font and Sizes.

UNIT V

Theory of Colours. Colour Printing: Colour Combinations, Colour Scanning, Colour Separation,
Concept of RGB & CMYK.

Reference Books:

Graphic Design- Rockport publishers.

Graphics, Design and Visualization: Proceeding- Jaico publishers, Bombay.

Graphic Design - John Lewis, Publisher- Ministry of Education.

Writing for mass media- James glon Stovall, Publisher-prenticehall.

Mudran samagri prodhogiki- M.N.Lidbade & Chandrashekhar Mishra.

Mudran ke takniki siddhant - N.C.Pant.

Semester- III
Paper- XV
Practical (Code-305)

Practical shall be related to all courses of semester-III. The Students have to prepare a file as per assignments given by the course teachers and viva-voce will be conducted by the external examiner.

Semester- IV
Paper- XVI
Communication Research (Code- 401)

Unit-I

Concept of Research, Meaning & Definition, Importance of Media Research, Areas of Media Research: Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feedback Analysis.

Unit-II

Communication Research: Definition & Meaning, Contribution of other Social Sciences, Communication Research Process: Essential Steps, Sampling: Meaning and Types of Sampling.

Unit-III

Methods of Data Collection: Survey, Observation, Case studies, Content Analysis, Tools of Research: Interview, Schedule, Questionnaire, Types of Data: Primary, Secondary and Tertiary, Data Analysis : Mathematica, Excel Solver, SPSS.

Unit-IV

Issues in Communication Research, Role of Researcher, Methodological Limitations in Communication Research, Information Technology.

Unit-V

Revolution and Communication Research, Ethical Issues in Communication Research, Graphical Presentation: Histogram, Bar Diagram, Pie Charts.

Reference Books:-

Social Research and statistics : R. N.Mukherjee, Vivek Prakashan, New Delhi.

Media Research: A.S.A.Berger, Sage Publication, New Delhi.

An Inquiry to Communication Research: C.R. Kothari

Mass Communication : Reasearch and Analysis, Saunders Simon R. Et Al.

Mass Communication Reasearch, Ahson Sayed A. Et Al.

Mass Communication Reasearch Methods, Kasera Sumit.

Semester- IV
Paper- XVII
Digital Journalism (Code-402, A)

Unit I

Online Journalism, Meaning & Concept, Tools, Principles and Objectives, Role & Relevance, Online Journalism and the Globalized World, Web Search Engines, Sharing and Syndication of News, Websites, Web portals, News Portals, Blogs, Bloggers.

Unit II

Social Networks, Classification of Social Networking Sites, Popular Social Networking Sites, Impact of Social Media, Social Media Policy, Role of Regulator in Social Media, Use of Social Media in Development, Health and Education, Political and Social system.

Unit III

Writing and Editing for Online Newspapers, E-Magazines, Principles of News Selection & Style of Writing, Language of News, Specialized Reports etc.

Unit IV

Scope of E- Governance, E- Commerce : Scope and Activities, Web Cameras, Bandwidth, Browser progression, Interactive Television, Privacy, Domain and Registration.

Unit V

Reliability & Truth on the Net, Security and Ethical challenges in Online Journalism, Value of Protocols, Pressure on Online Journalists.

Reference books :

Deepika Verma : The Era of New Media, AR Publication, new delhi.
Tapas Ray: Online Journalism a Basic Text, Foundation Books, Delhi,.
James Glen Stovall : Journalism on theWeb, Publisher, Pearson Allyn & Becon.
Andy Dickison, : Web Design for Journalism, Butterworth, Heinemann.
Mikeword : Journalism Online, Focal Press.
Bansal S.K. : Internet Technologies, APH Pub. New Delhi.
Nath Shyam : Assessing the state of Web Journalism, Author Press, New Delhi.
Ahmad Tabraj : Cyber Laws, E-Commerce and M-commerce, APH Pub. New Delhi.

Semester- IV
Paper- XVII
Environmental Studies (Code : 402, B)

UNIT I:

Definition, Scope and Importance, Need for Public Awareness.

Natural Resources: Renewable and Non - Renewable Resources : Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land Resources

UNIT II:

Ecosystems : Concept of an Ecosystem, Structure and Function of an Ecosystem, Producers, Consumers and Decomposers, Energy Flow in the Ecosystem, Ecological Succession, Food Chains, Food Webs and Ecological Pyramids

UNIT III:

Biodiversity and its conservation : Introduction –Definition: Genetic, Species and Ecosystem Diversity, Bio Geographical Classification of India, Value of Biodiversity, Conservation of Biodiversity: In-Situ and Ex-Situ Conservation of Biodiversity

UNIT IV:

Environmental Pollution :

Definition, Causes, Effects and Control Measures of : Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Pollution. Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Wastes.

UNITV:

Social Issues and the Environment : Water Conservation, Rain Water Harvesting, Watershed Management, Environmental Ethics: Issues and Possible Solutions, Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion

Human Population and the Environment : Population Explosion, Family Welfare Programmes, Environment and Human Health, Human Rights, Value Education, HIV / AIDS, Women and Child Welfare

Reference Books :

Srivastava, K. Manoj. Environment and Media, A.R. Publications, Delhi

Sharma B.K., 2001. Environmental Chemistry. Goel Publ. House, Meerut

Dr.R.Jeyalakshmi.2014.,Text book of Environmental Studies, Devi publications, Chennai.

Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

Semester- IV
Paper- XVIII
Practical (Code-403)

Practical will be related to Print Media. The Students have to prepare a file as per assignments given by the teachers and viva-voce will be conducted by the external examiner.

Semester- IV
Paper- XIX
Practical (Code-404)

Practical will be related to Electronic Media. The Students have to prepare a file as per assignments given by the teachers and viva-voce will be conducted by the external examiner.

Semester- IV
Paper- XX
Internship (Code-405)

The Students have to prepare a file as per assignments given during Internship and viva-voce will be conducted by the external examiner.