KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PROGRAMME PROJECT REPORT

ON

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Four Year Undergraduate Programme to be offered from 2023-24 Academic Sessions onwards as per NEP 2020)

Submitted to
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CONTENTS

Four Year Undergraduate (FYUG) Programme in Journalism and Mass Communication

(To be offered from the academic session 2023-24 onwards as per NEP 2020)

1. OVERVIEW and BACKGROUND

The Four Year Undergraduate (UG) Programmes in Sociology of Krishna KantaHandiqui State Open University (KKHSOU) are being prepared in accordance with the requirements of the NEP 2020, which are to be offered from the July 2023-24 academic session onwards. The Programmes are being prepared as per the Curriculum and Credit Framework for the Four Year UG Programmes of the UGC (December, 2022) as well as subsequent official notification and the Model Framework of the Department of Higher Education, Government of Assam, dated January 25, 2023 regarding the implementation of the NEP 2023 in the State of Assam.

The 35th Meeting of the Academic Council of the University held on 18-01-2023 resolved that the Programme Project Reports (PPR) of the proposed programmes of the University would accommodate the features of NEP 2020 and UGC ODL Regulations 2020. Accordingly, the University has adopted the UGC Curriculum and Credit Framework for the UG Programmes with provisions of lateral entry and exit; and multidisciplinary/interdisciplinary focus). Also, the assessment and evaluation has also been revised to letter grades with Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA). The University has also registered in the Academic Bank of Credit (ABC) for seamless transfer of credits allowing desired flexibility to the learners as mandated by the NEP 2020.

The Programme on offer, thus, incorporate discipline specific core (DSC) courses along with ranges of elective courses (DSM) both as major as well as minor, which are expected to offer the learners wider exposure and opportunities. Besides, bundles of courses have also been provided as ability enhancement courses (AEC), skill enhancement courses (SEC) and value added courses (VAC) in fulfilment of the requirements of the NEP 2020.

The Four Year UG Programme Framework of the University, accordingly, in general, incorporates elements of the Indian knowledge system – including, inter alia, Indian languages, culture, values, and traditions. For instance, the 2nd semester includes a 2 credit course on Yoga as VAC while the 3rd semester incorporates a 4 credit course on Life Skills as AEC. Similarly, courses on environmental studies, digital literacy, organic farming etc. are also offered within the baskets of VAC and SEC.

Notably, the academic disciplines of the University are organised as 'Schools'; hence, it is expected that this would facilitate smooth conduct of the Programmes with a multidisciplinary and/or interdisciplinary focus. To this effect, necessary arrangements have been made for attaching faculty members from related disciplines to impart the courses.

The Centre for Internal Quality Assurance (CIQA) of the University has organised a number of meetings, deliberations and workshops regarding the implementation of NEP 2020 in the context of ODL. With all the inputs received therein, the Committee on Courses (CCS) and the Schools of Studies subsequently, involving outside subject experts from reputed organisations. The University have designed the proposed **Four Year UG Programme in Journalism and Mass Communication** and have finalised the detail syllabi thereof. This Programme Project Report (PPR) on Four Year UG Programme in Journalism and Mass Communication provides the details of the proposed Programme as per the provisions of the *UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020*.

2. PROGRAMME'S MISSION AND OBJECTIVES:

B.A. in Journalism and Mass Communication (Major) is being offered by the Department of Mass Communication under the Bhupen Hazarika School of Mass Communication, Krishna Kanta Handiqui State Open University (KKHSOU). This programme has been thoroughly revised in accordance with the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and NEP , 2020. Syllabi of this Programme have been finalized after a series of deliberations and discussions with academic experts in the respective field from different Universities and media organisations. The quality of Curriculum and Syllabi of this programme has been so designed to accommodate the recent developments in the field of higher education in general and the subject in particular. The main mission of this department is to impart blended learning to the learners and keep them abreast of the present media scenario and to contribute to the accomplishment of University's mission of providing quality education beyond barriers.

This programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the programme is to show the relevance and significance of dynamics of communication in every walk of human life.

*Objectives***:** The B.A. Programme in Journalism and Mass Communication offered by KKHSOU has been prepared confirming the mission and goals of KKHSOU. This

programme would contribute to the mission and goals of KKHSOU with the following objectives.

i. To equip the learners with potential skills in order to enable them to enter the competitive markets in journalism and mass communication.

ii. To create an awareness among the learners about the world of mass communication and journalism.

iii. To bring about a holistic development in the overall wellbeing of the learners.

iv. To equip the learners with the emerging concepts of science communication, media management, film studies and communication research.

v. To make the learners understand crucial terms and concepts underlying the process of media creation.

vi. To enable the learners to discuss media-related news in terms of its cultural, social, ethical, political and economic significance.

vii. To bring to light how communication research has impacted the role and significance of mass communication

viii. To allow the learners to understand the principles of journalism and mass communication in the context of issues that are familiar to them.

ix. To focus on the importance and challenge of maintaining accuracy and honesty in the media thereby encouraging the learners to think about ethics and values.

3. RELEVANCE OF THE PROGRAMME WITH KKHSOU'S MISSION AND GOALS:

The B.A. Programme in Journalism and Mass Communication offered by KKHSOU has been prepared conforming the mission and goals of KKHSOU. This programme would contribute to the following mission and goals of KKHSOU:

1. To expand the higher education to cover the maximum number of population.

2. To maintain equity and justice in the field of higher education.

3. To ensure the quality and excellence in the higher education.

4. To increase research both qualitatively and quantitatively.

This programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the program is to show the relevance and dynamics of communication in every walk of human life.

Thus, the BA Programme in Journalism and Mass Communication would contribute towards accomplishment of KKHSOU mission and goals by providing theoretical and applied knowledge of Journalism and Mass Communication to the prospective learners.

4. NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

This programme is intended for those learners who want to know the subject and want to make a career in the field of journalism and mass communication. Special emphasis has been given on those learners who have passed Higher Secondary (or any equivalent degree) examination from any recognized examination board and want to get into any professional occupations like reporter, journalist, news anchor, news producer, etc. This programme will be of interest for all those who focus on mass media and interpersonal communication as channels vis-à-vis the critical issues for social, economic, cultural and global impacts. Thus, this course aims to provide quality education, knowledge and training to-

1. The students who are desirous of obtaining a Degree in Journalism and Mass Communication as a Major subject.

2. People willing to earn for a living and learning at the same time.

3. Learners specially women who could not complete their higher education on time owing to certain family problems.

4. Employed/self-employed persons with a penchant for higher education and learning skills.

5. People who would like to hone their professional skills.

6. People living in rural and remote area and other disadvantageous conditions but desirous of higher education in Journalism and Mass Communication.

5. APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN ODL MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE:

The programme has been designed in such a way so as to accommodate practical based units within the ambit of the courses. In fact, the BA in Journalism & Mass Communication programme has an eclectic mix of courses catering to the needs of the learners as well as the demands of the society. Text based study materials are supplemented by interactive CDs, DVDs etc. so as to make learning more interesting and informative. In order to prepare the learners to face the tough competition that the present job markets have to offer, they are required to undergo research projects at the degree level in the sixth semester programme. This will enable

them to get a grip on the dynamics of journalism and mass communication. Apart from the provision of self-learning materials, counselling classes (tutorial classes) are also conducted in various study centres recognized by the University and spread across the length and breadth of the State. The counselling sessions, both online as well as offline specifically aim at clarifying the doubts of the learners. Certain add-on resources, like CDs, community radio programmes, dedicated sessions in Swayam Prabha channel etc. are also expected to facilitate learning in ODL mode. The use of technology further facilitates delivery of the Programme in ODL mode. University's own LMS e-bidya, which contains variety of learning resources viz. e-SLMs, tutorial videos, reading materials, further references, MCQs and other OERs, make the Programme suitable for offering it in ODL mode.

6. INSTRUCTIONAL DESIGN:

6.1 Curriculum Design

The revised curriculum of the Four Year UG Programme in Journalism and Mass Communication has been designed in accordance with the Curriculum and Credit Framework for the Four Year UG Programmes of the UGC released in December, 2022 as well as subsequent official notification and the Model Framework released by the Department of Higher Education, Government of Assam (dated January 25, 2023) regarding the implementation of the NEP 2020 in the State. Besides, other relevant documents viz. UGC Distance and Online Education Regulations 2020, UGC LOCF Curricular Framework, UGC's Academic Integrity Regulation 2018 and UGC Regulation regarding Definitions of Degrees 2014 have also been taken into consideration in finalising the curriculum. The detailed syllabus of the courses to be offered both as major and minor in Journalism and Mass Communication has been prepared and finalised by the duly constituted Committee of Courses (CCS) involving three eminent outside subject experts which has been approved by the Academic Council of the University.

6.2 Programme Structure:

The 4-year BA in Journalism and Mass Communication programme has been designed according to **NEP 2020** with multiple exit options. A learner can earn a Certificate in Journalism and Mass Communication after successfully completing two semesters. Following successful completion of four semesters, a learner may opt for a Diploma in Journalism and Mass Communication. After successfully completing six semesters, a learner can receive a UG degree in Journalism and Mass Communication and after successful completion of eight semesters, a learner can opt for UG Degree Honours/Research in Journalism and Mass Communication. A detailed outline of the program structure can be found in *Annexure I*. The detailed course wise syllabus of the BA in Journalism and Mass Communication programme is given in *Annexure II.*

6.2.1 Credit Distribution

Semester I	Semester II	Semester III	Semester IV
DSC 1 : Introduction to Mass Communication	DSC 2 : Journalism	DSC 3 : History of the Media DSC 4 : Traditional Folk Media	DSC 5 : Media Laws and Ethics DSC 6 : Writing for the Media DSC 7 : Electronic Media – Radio
4 credit	4 credit	4 x 2 credit	4 x 3 credit
DSM 1 : Introduction to Communication	DSM 2 : Introduction to Journalism	DSM 3 : Traditional Media	DSM 4 : Media Laws and Ethics
4 credit	4 credit	4 credit	4 credit
IDC 1 : New Media	IDC 2 : Issues in Development Communication	IDC 3 : Business Communication and Media Management	
3 credit	3 credit	3 credit	
General English	MIL	AEC : Life Skills for All	AEC : English for Media Studies/Studies of Assamese Culture/Spoken English
3 credit	3 credit	4 credit	4 credit
EVS	VAC : Introduction to Yoga		
2 credit	3 credit		
Office Management /Information Technology/Introduction to Geoinformatics/Organic Farming/Poultry Farming	SEC : Tea Cultivation and Management/Tourism and Travel Management/Creative Writing and Translation/Advertisement and Mass Media	SEC : Cyber Security	
3 credit	3 credit	4 credit	
Total credits for first semester - 20	Total credits for second semester - 20	Total credits for third semester- 23	Total credits for fourth semester-20
Semester - V	**Semester - VI**	**Semester - VII**	**Semester - VIII**
DSC 8 : Advertising	DSC 12 : Theories	DSC 16 : Communication Research	DSC 19 :

DSC 9 : Public Relations DSC 10 : Electronic Media-Television DSC 11 : New Media and Computer Application	and Models of Communication DSC 13 : Media Management DSC 14 : Science Communication DSC 15 : Indian Constitution	DSC 17 : Film Studies DSC 18 : Reporting and Editing	Media Studies DSC 20 : Communication for Development
4 x 4 credit	4 x 4 credit	4 x 3 credit	4 x 2 credit
DSM 5 : Electronic Media-Radio	DSM 6 : Electronic Media- Television	DSM 7 : Advertising and Public Relations	DSM 8 : Regional Economy of India's North East
4 credit	4 credit	4 credit	4 credit
		Research Methodology	
		4 credit	
		Seminar/Presentation/Internship/Community engagement/Value Added Activity	Project /Dissertation
		4 credit	12 credit
Total credits for fifth semester - 20	Total credits for sixth semester - 20	Total credits for seventh semester - 24	Total credits for eighth semester 24
OVERALL TOTAL CREDITS- 171			

6.3 Duration of the Programme

Minimum duration of the programme is one year for a certificate programme and maximum duration is eight years for the UG programme with Honours. In case, a learner is not able to qualify a course in the first attempt, he/she will have to qualify in the particular course within the next four attempts, subject to maximum duration of the study.

6.4 Definition of Credit Hours:

The University follows the UGC ODL and Online Regulations 2020 in defining credit hours. Accordingly, it requires 30 hours of study per credit of a course. Thus, a 4 credit course requires 120 hours of study in total, which includes time required to study the self learning materials, completion of assignments, attending counselling sessions, accessing other learning materials provided to the learners as and when required. Out of the total credit hours, a minimum of 10 percent, i.e., minimum 12 hours of counselling per course are offered to learners at their respective study centres or through centralised online counselling conducted by the faculty members of the University.

6.5 Faculty and Support Staff Requirement:

The Discipline of Journalism and Mass Communication of Bhupen Hazarika School of Mass Communication of KKHSOU currently has 5 full time faculty members (1 Professor and 4 Assistant Professors). As the BA in Journalism and Mass Communication Programme has components of Spoken English, MIL, Environmental Studies, Cyber Security, Office Management etc. it requires interdisciplinary and multidisciplinary effort. Therefore, support of faculties from different schools of the University has been mobilized for design and delivery of the BA Programme. A list of faculty members and course coordinators against each core course of this BA in Journalism and Mass Communication programme is presented as

Details of Faculty Members with the Responsibility as Course Coordinators

Semester	Title of the Course	School	Discipline	Faculty/Course Coordinator
Semester 1	DSC1 and DSM 1: Introduction to Mass Communication (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	IDC 1 : Media Studies (3)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
Semester 2	DSC 2 and DSM 2 : Journalism (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	IDC 2 : Issues in Development Communication	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
Semester 3	DSC 3 and DSM 3 : History of the Media (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 4 : Traditional Folk Media (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	IDC 3 : Business Communication and Media Management	BHSoMC	Journalism and Mass Communication, Management	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Smritisikha Choudhury
Semester	DSC 5 and DSM 4 : Media	BHSoMC	Journalism and	Jayanta Kr. Sarma

4	Laws and Ethics (4)		Mass Communication, Philosophy	Juri Hazarika Trisha Dowerah Baruah Tejasha Kalita
	DSC 6 : Regional Economy of North East India (4)	BHSoMC	Journalism and Mass Communication, Economics	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Utpal Deka
	DSC 7 : Electronic Media-Radio	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	AEC : English for Media Studies (4)	BHSoMC	Journalism and Mass Communication, English	Prasenjit Das Pallavi Gogoi
Semester 5	DSC 8 : Advertising (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 9 : Public Relations (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 10 : Electronic Media – Television (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 11 and DSM 5 : New Media and Computer Application (4)	BHSoMC	Journalism and Mass Communication, Computer Science	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Sruti Sruba Bharali
Semester 6	DSC 12 : Theories and Models of Communication (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 13 and DSM 6 : Media Management	BHSoMC	Journalism and Mass Communication, Management	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Smritisikha Choudhury
	DSC 14 : Writing for the	BHSoMC	Journalism and	Jayanta Kr. Sarma

	Media (4)		Mass Communication, English	Juri Hazarika Trisha Dowerah Baruah Prasenjit Das Pallavi Gogoi
	DSC 15 : Indian Constitution (4)	BHSoMC	Journalism and Mass Communication, Political Science	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Abhijit Bhuyan Jahnabi Devi
Semester 7	DSC 16 and DSM 7 : Communication Research (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 17 : Film Studies (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 18 : Reporting and Editing (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
Semester 8	DSC 19 : Science Communication(4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 20 and DSM 8 : Communication for Development (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah

6.6 Instructional Delivery Mechanisms:

The Self Learning Materials have been prepared keeping in mind the requirements of instructional design. Particular attention has been given so that the basic three domains of knowledge, viz., the behavioral domain, cognitive domain, and constructive domain can be addressed. In general, the university offers printed SLMs and the same in audio-visual formats. Apart from that, plans are being made to deliver the BA in Journalism and Mass Communication Programme through LMS. The LMS would consist of four quadrants: video lectures, downloadable/printable reading material, self-assessment tests through tests and quizzes, and an online discussion forum for clarifying questions. As majority of the learners are from rural

areas and disadvantaged groups, attempts are made to make the SLMs easy to read and easy to understand with the following major components:

Learning Objectives (major objectives of the Unit are stated)

a)   *Introduction* (linkage with previous Unit as may be applicable and general introduction of the content is provided)

b)   *Check Your Progress* (generally after every section CYP is provided to learners to gauge their understanding)

c)   *Answers to Check Your Progress* (CYP answers are provided at the end of the Unit)

d)   *Activity/Activities* (activities for enhancing learners' critical outlook is included in SLM)

e)   *Let us Know* (Depending on the necessity some important information related to the content is provided in a box)

f)   *Let us Sum Up* (pin pointed summary of the Unit is given)

g)   *Further Reading* (this section has been incorporated for those learners who are interested in advance knowledge of the content)

h)   *Model Questions* (Different types of questions have been provided in the unit).

The Self Learning Materials have been prepared keeping in view of the above definition of instructional design. Particular attention has been given so that the basic three domains of knowledge, viz., behavioural domain, cognitive domain, and constructive domain can be addressed. A few examples have been mentioned in the following table.

Domain of Knowledge	General Learning Tasks generally used	Contents in Self Learning Materials
Behavioural	Memorising	• Journalism and Mass Communication is a professional subject. As such, there are certain field based topics (practical),the oretical propositions and concepts, which needs to be memorised.
	Undertaking Routine Tasks	
	Earning arbitrary information	
	Learning rule systems	
	Invariable (Routine) learning procedures	
Cognitive	Classifying	• There is ample scope in this domain of knowledge. Most of the theories in Journalism and Mass Communication are conceptual. Certain portion of the syllabi is also quantitative-based (specially relating to the area of communication research) and hence offers scope for the development of problem solving abilities.
	Concept learning	
	Problem-solving	
	Procedures	
	Reasoning and argument	
	Rules	
Constructive	Case Studies	• Certain real-world situations are

	Complex Situations	included in the course. For example, in the discussion of theories related to media scenario, students are advised to draw evidences from real world situations.
	Real-world Problem-solving	

Since Mass Communication and Journalism is basically a professional subject, so the curriculum has been designed by incorporating certain practical-based units. Apart from the provision of self-learning materials, CDs are also distributed to the different study centres for the utilization of the learners. These are basically pre-recorded audio-visual CDs containing discussions on a range of issues pertaining to the area of Journalism and Mass Communication. In order to evaluate the learner's engagement in the different areas of Journalism and Mass Communication, assignments are given to the learners from where 20 % of the marks are added to the final examination result. Various online social learning platforms are in place in order to respond to the learners' queries. Online communication tools like emails are a way of keeping in touch with the learners.

Blended learning in the field of distance education makes use of personal contact programmes along with the online mode of instructional delivery system supported by ICT. Blended learning increases the options for greater quality and quantity of human interaction in a learning environment. It offers the learners to be 'both together and apart'. ***Traditional on-campus learning*** consists of face-to-face learning (counselling sessions) which is imparted to the learners at the study centres by the instructors (subject specific teachers of the government recognized colleges). The University also makes use of both synchronous and asynchronous learning technologies through the medium of ***online learning***. Synchronous learning refers to the exchange of ideas and information with one or more participants during the same period like face-to-face discussion, skype conversations, chat rooms etc. Asynchronous learning makes use of certain technologies/online platforms like email, blogs, wikis, discussion boards, web-supported textbooks.

6.1 Identification of Media–print, Audio or Video, Online, Computer Aided:

All learners will be provided with print as well as e-SLMs, which are quite comprehensive in terms of the coverage of the contents of the syllabi. The faculty of the discipline have also prepared Unit wise video lectures and presentations for the courses of the Programme. These are hosted in the University's own YouTube channel https://www.youtube.com/@kkhsou. These audio-video contents together with the e-SLMs are sourced to the University's LMS e-

bidya (https://www.lmskkhsou.in/web/) in such a way so that the learners can access these digital contents at ease according to their Programme and course requirements.

The prospective learners of the Programme will also be introduced with the initiatives like e-GyanKosh (https://egyankosh.ac.in/) and free DTH channel for education SwayamPrabha (https://www.swayamprabha.gov.in/index.php/) wherein the University also partners in providing digital contents. Many of the University's digital contents are also available and/or archived in channel no. 20 under SwayamPrabha since April 2021, which can be accessed through the e-GyanKosh portal.

Further, in pursuance of the UGC's notification and guidelines the University has also adopted a policy of allowing the learners to undertake MOOCs from the Swayam platform as identified and duly approved by the University for credit transfers in various semesters as and when required.

In addition, certain topics are also covered through community radio programmes of the University broadcast through the 90.0 FM *Jnan Taranga* Community Service Station of the University. Most of the audio-video programmes are accessible online through the University's website and its official YouTube channel.

6.8 Learner Support Services:
The learners of the proposed Four Year UG Programme in Journalism and Mass Communication would be provided with a wide range of support services helping them to imbibe the required knowledge and skills; to seek avenues in gainful employment; to go for higher studies; and to provide in-depth disciplinary as well as multi/interdisciplinary knowledge. Learner support services of the proposed Programme include, inter alia, the followings:

(a) **KKHSOU City Campus:** The KKHSOU City Campus at Guwahati organises training for coordinators, counsellors, and other functionaries. The City centre provides a venue for learners and academic counsellors to interact on a particular subject matter. Responsibility for Admission, distribution of SLMs and Examination also lies with City Campus. Online counselling for all learners of all semesters of all programmes are centrally organised from city campus.

(b) **Regional Centres:** The Regional centre of KKHSOU at Jorhat in upper Assam provides training for coordinators, counsellors, and other functionaries. The centre provides a venue for learners and academic counsellors to interact about a particular subject

matter. Responsibility for Admission, distribution of SLMs and Examination in select districts of upper Assam also lies with Regional Centres. Establishment of some other regional centres is in the pipeline.

(c) **Study Centres:** Study centres are the backbone of an open and distance learning institution. On behalf of the university, the study centres cater to the various requirements of learners, viz. Admissions-related information, delivering Self Learning Materials, conducting counselling sessions, distributing assignments and evaluating them, conducting term-end exams, etc. The study centers throughout the state handle these affairs on behalf of the University.

(d) **Pre-admission Counselling:** There are at present 234 study centres providing these support services to the learners. In cooperation with study centres, the university provides pre-enrolment counselling for all the programs through online and offline modes. It provides basic knowledge of the programs, counselling sessions, etc.

(e) **Siksharthi Mitra:** A few employees of the University have been engaged as SiksharthiMitra in order to provide better technical support and assistance to the candidates during online admission process.

(f) **Learners' Charter:** The University has brought out a Learners' Charter, which can be accessed at http://www.kkhsou.in/web_new/lcharter.php, pronouncing the basic rights and responsibilities of its learners and those of the University to the learners. In the Induction Programmes at the Study Centres, the learners are sensitized about this Charter.

(g) **Handbook/SOP:** The University has brought out a *Learners' Handbook* with all necessary information and guidelines (https://tinyurl.com/y4w592f3) and *Handbook for the Study Centres* (https://tinyurl.com/5sz342ud) in addition to a *Standard Operating System (SOP) of Examination* (https://tinyurl.com/y4w592f3) which can be used by the learners for deriving required information and also for assistance in myriad situations.

(h) **Audio CDs for Visually Impaired Learners:** The visually impaired learners are provided with free audio SLMs in CDs to overcome their difficulties of learning. The

University has installed Braille printers for this category of special learners in the University SLM branch.

(i) **Face-to-face/Online Ticketing/Complaint System:** Learners' queries are attended in the face-to face mode and digital mode as well in a continuous way, through telephone, SMS and emails. There is a dedicated online portal (https://www.kkhsou.in/complain/in/index.php/) through which the queries received automatically move to concerned department for solving the same. Once the problem is solved, the learner is informed by SMS and email.

(j) **Face to face and Walk-in Counselling:** FYUG programme provides face-to-face counselling at the study centres. The University also provides face-to-face counselling/walk-in-counselling to learners at the specially maintained city learner support centres located at the city campus on Sundays or weekdays.

(k) **ICT Support:** ICT support is a major component of any ODL system of education. Some of the ICT-based support systems provided by the university, which can be availed by the learners of FYUG Sociology Programme are listed below:

• *Website:*The University has developed a full-fledged official website www.kkhsou.in for learners and the general public. The website has a dedicated Learners' Corner (http://kkhsou.in/web_new/learner_corner.php) that contains exhaustive information and links to useful resources which is accessible to the vast learner population. Furthermore, the Website links to social-networking sites like Facebook where learners, faculty members, and stakeholders can interact. Additionally, the site offers a tailored search by district or program. And most of the audio-visual programmes are accessible online through YouTube videos (web link: https://www.youtube.com/user/kkhsou)

• *University's Own LMS e-Bidya:* As part of its ongoing attempts to enhance student learning, the University has developed a Learning Management System (LMS) portal called *e-Bidya* using open source MOODLE which can be accessed via https://www.lmskkhsou.in/web/. The site allows learners to access e-resources 24 X 7, regardless of where they are in relation to the particular programme they are enrolled in. It contains all four quadrants including video lectures and tutorials and the reading materials. Learners can also interact with experts through the discussion forum. Learners can experience the benefits of online learning through their mobile devices as

well. The proposed Programme will also be made available in *e-Bidya* with all resources for all learners enrolling in the Programme.

- **E-Mentoring:** The University introduces an innovative e-mentoring system where a group of learners enrolled in a Programme is placed under the mentorship of a faculty of the University from the concerned discipline. This facilitates a bonding between the mentor and the mentees helping the learners to continue their studies with self-confidence, self-esteem, morale, and a feeling of identity. The main objective of this initiative is to help learners minimise personal difficulties and identify the obstacles they face in matters related to academic as well as non-academic. During this process, they are also guided to develop appropriate learning strategies for overcoming these difficulties and problems. The e-mentoring system, utilises the Telegram App and/or WhatsApp, and helps learners derive all the benefits of open and distance learning at their finger tips instantly.

- **Community Radio Service:** The University introduced the first Community Radio station in the North Eastern part of the country *Jnan Taranga* (90.0 MHz). The Community Radio, being a platform for the community for taking up community issues, is also a platform for broadcasting educational programmes. This includes debates, discussions, talk shows and phone in Q & A sessions with the learners. Recently, the programmes of *Jnan Taranga* are made available over internet radio, which can now be heard by all learners though internet (https://tinyurl.com/y4w592f3).

- **Digital Library:** The digital library (http://dlkkhsou.inflibnet.ac.in/) of the University hosts a large number of resources which include documents, SLMs, e-books, conference/seminar proceedings, faculty publications, theses and dissertations etc. Links are also provided to other open access resources which can be easily accessed by the learners.

- **Online Counselling:** The University's faculty conducts online counselling sessions through different online platforms like Zoom, Google Meet, and Cisco WebEx etc. Sessions are also conducted through Facebook Live on examination related issues especially during the time of pandemic. Most of the online counselling sessions are recorded and archived as additional digital learning resources for the use of the learners.

- **KKHSOU Mobile App:** The University has developed a mobile application *KKHSOU* (https://tinyurl.com/35y7brrj) that allows students to access the university website 24x7. The main purpose of this application is to provide the relevant information to all learners in an easily accessible manner. Using this application, learners can view the course information, fees structures based on their requirements. At the same time they can directly call any study centre of KKHSOU. Learner can download assignments, old question papers and other important forms.

- **SMS Alert Facility:** The University has implemented an SMS alert system for learners for sending notification of university news, events, and similar other learner-related information.

- **E-mail Support:** Learners can also write emails to any officials/faculty members of the University at info@kkhsou.in. Concerns raised through email are addressed by the concerned officials or faculty members. Apart from that, the email and phone numbers of all faculty members are available on the website and Information Brochure. Any learners can write directly to them as well for any kind of support and assistance.

- **KKHSOU in Social Media:** KKHSOU has incorporated social media like Facebook pages (https://www.facebook.com/groups/272636986264210/), WhatsApp group, Twitter Account (https://twitter.com/KKHSOU1?s=09) to its official website that enables interaction with the learners on a real time basis. The Facebook page also allows moderated discussions within as well as among the learners' community.

7. PROCEDURE FOR ADMISSIONS, CURRICULUM TRANSACTION AND EVALUATION:

7.1 Procedure for Admission:
Minimum Qualification: For the BA in Journalism and Mass Communication programme, learners need to have a 10+2 pass or equivalent qualification from a Council/University recognized by UGC, or a Polytechnic diploma in any field.

7.1.1 Online Admission
Admission to the proposed Programme will be conducted entirely in online mode through the University's Online Admission Portal (https://tinyurl.com/2p8ht9da). The learners have to register first in the portal providing their email and mobile number. After successful registration, the login credentials are provided to their registered email

and mobile numbers. Learners can login to the admission portal using the credentials provided to them and then fillup the online application form and upload all required supporting documents and photograph. They can choose their subjects and preferred study centres. Upon completing all the requirements of application process they can make online payments of the requisite fee via net banking, credit/debit card, UPI or by using the QR code. Once the fee is paid, they can get their enrolment receipt with their enrolment number and get a print out of the application form for future reference. On completion of the admission process the learners receive a welcome email with all relevant information and links to various digital resources for instant access.

7.12 Refusal/Cancellation of Admission

At the time of admission the learners have to submit a declaration that all information and document provided by her/him at the time admission are, correct, true and valid. If, however, any false declaration is detected at any stage, the University has the authority to refuse, reject and/or cancel his/her admission, mark sheets, certificates etc as the case may be.

7.13 Continuous Admission

The University practices the system of continuous admission. By paying the necessary fees, a learner has the provision of obtaining admission to the next semester after the completion of any semester. Admission to the subsequent semester is not determined by the results of the previous semester. One may take admission in the next semester even without appearing in the previous semester examination. The learners are given 60 days of time for admission in the intermediate semesters. Incomplete exams, including back papers, will be allowed to be taken up when announcements of examination results are made. Learners are advised to regularly visit the University's website and maintain regular contact with their allotted study centres.

7.1.4 Lateral Admission

The University, following the NEP 2020's mandate and the UGC's guidelines, adopts the policy of later admission to all its UG and PG programmes. Accordingly, provisions for lateral entry into the 3rd, 5th and 7th semesters are made for those learners who had chosen to exit in the 2nd, 4th, 6th semesters earlier due to various reasons. For this the University adopts a credit transfer policy to facilitate the process of lateral admission to all the UG and PG programmes.

7.1.5 Dual Degree

The University has implemented and also promotes the system of dual degree as per the UGC's notification and guidelines dated April 2022. Learners are encouraged and

allowed to register in academic programmes simultaneously including UG and PG programme in order to enhance their choices and opportunities. The aspiring learners of the proposed Programme will also be encouraged to take the advantage of this provision at the time of their admission.

7.1.6   Fee Waiver for Differently Able Persons (DIVYANGJAN)

The University has a scheme of complete fee waiver for the differently able learners in all semesters all programmes. Such learners intending to take admission in the proposed Programme will also be extended the same benefit. Such learners are required to submit a certificate in a prescribe form issued by the Department of Social Welfare Department or Disability and a copy of the certificate issued by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice and Empowerment, Govt. of India. The forms/certificates are verified by the Social Welfare Department, Government of Assam and the learners are allowed to the fee waiver in their chosen programme.

7.1.7   Fee Waiver for Jail Inmates

The University also offers free education to jail inmates in all the programmes. At present, the University offers free of cost education to jail inmates in 16 district jails of the state. The University is in the process of including more numbers of Central/District Jails in the coming Academic Session.

7.1.9   Economically Weaker Section (EWS)

The learners applying for admissions under EWS category are required to submit valid and prescribed EWS documents as per the latest Government of Assam guidelines for identification and future references.

7.1.10 Fee Structure

The University attempts at keeping the fees of its academic programmes at the minimum so as to make the programmes affordable to the learners coming from diverse sections of society. The fee structure of the proposed Four Year UG Programme will also be no exception. Fee structure of the Programme has been devised as all-inclusive for the benefit of the learners and consists of admission fee, course fee, exam fee, exam centre fee and fee for mark-sheets. Fee for the Programmes are charged semester-wise. Currently, fees for UG Programmes have been fixed at Rs 3000 per semester.

7.2 Curriculum Transaction:

7.2.1 Activity Planner: There will be an activity planner, which guides the overall academic activities in the BA in Journalism and Mass Communication   programme. This will be released prior to the university's admission schedule. The CIQA office as per UGC guidelines and the office of the Academic Dean would upload the Academic Plan and

month wise Academic Calendar. This will enable learners to plan their studies and activities accordingly.

7.2.2 Self-learning Materials (SLMs):

The transaction of the curriculum is primarily carried out through the Self Learning Materials (SLM). The SLMs are conceived, designed and prepared in such a way that the learners can easily follow them. The SLMs are prepared with the help of well-known subject experts and they provide all relevant and up-to-date information in the subject in a clear, concise and coherent manner, which are sufficient for self learning. Both print and e-SLMs are made available to all the learners. In the proposed Programme too, SLMs – both print and digital – will form the primary mode of curriculum transaction.

7.2.3 Multimedia Materials: Apart from printed SLM, the university provides audio-visual learning materials related to course content.

7.2.4 Induction and Counselling Sessions: Induction sessions are conducted together by university officials and faculty . Counselling sessions are conducted by the Study Centres. Normally all counselling sessions are scheduled on Sunday. A face-to-face interaction between the learners and the counsellor takes place during the counselling session. This enables learners to clear their doubts with regard to the various courses provided to them. Apart from that, from time to time, online counselling sessions will be provided by the faculties of the University for this BA in Journalism and Mass Communication Programme.

7.3 Assessment and Evaluation:

The assessment and evaluation of the learners' performance in all academic programmes of the University are carried out with the objectives of maintaining sanctity, quality and transparency. The assessment and evaluation of the learners' performance and achievement are conducted with reference to the defined learning Outcomes of the programmes as a whole, and also those of the courses under a specific programme. While setting the question papers, assignments and evaluation of answer scripts this aspect is always considered thoughtfully.

The assessment and evaluation system of the University consists of two components i.e. Formative and Summative Assessments as per the UGC regulation of 2020. The 33rd Academic Council of the University decided that Formative Assessment is to be given a weight of 30 percent while the Summative Assessment is to be assigned the remaining 70 percent of the weight. Further, 35th Academic Council has adopted the SGPA and CGPA system of evaluation as per the UGC's Curriculum and Credit Framework for UG Programme, 2022.

As per the UGC's Curriculum and Credit Framework for UG Programme, 2022, the "Letter Grades" will be provided to the learner after due assessment and evaluation as given under:

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

The Semester Grade Point Average (SGPA) will be computed from the grades as a measure of the learner's performance in a given semester. The SGPA will be based on the grades of the current term, while the Cumulative GPA (CGPA) will be based on the grades in all courses taken after joining the programme of study. Here SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a learner in all the courses taken by a learner and the sum of the number of credits of all the courses undergone by a learner, while the Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a learner over all the semesters of a programme. As recommended by the UGC, the SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts. Based on the above mentioned Letter grades, grade points and SGPA and CCPA, the transcript for each semester and a consolidated transcript indicating the performance in all semesters will be provided to the learners.

Notwithstanding, the details of the Formative and Summative assessment followed by the University, which will also be followed in case of the proposed Programme, are described under:

7.3.1 Formative Assessment
Formative assessment of the learners is conducted in a continuous and comprehensive manner. There are provisions for self-evaluation based on the Self Learning Materials. The University has decided to adopt a mechanism for continuous evaluation of the Learners through a judicious mix of various flexible methods.

Considering the practical limitations of the learners and the other operational difficulties, the University has adopted the formative assessment consisting of the followings:

MCQ/Written test/Quiz/Viva etc. = 10 marks

Home Assignment (submitted at study centre) = 10 Marks

Participation in extension activities (environment related/workshop etc.) and/or Additional Home Assignment in lieu of this = 3 marks.

Timely submission of assignment etc. as mentioned above = 2 marks (e.g. submission on time = 2 marks; submission after due time = 1 mark; Non-submission =0 mark)

Attendance/Participation in the various Personal Contact Programmes like induction, orientation or other such programmes = 5 marks

The learners are communicated about the details through the University website, official notifications, study centres, mentoring groups and social media. The concerned study centres conducts MCQ based test (online/offline) for the learners. However, if required, they may alternatively arrange for written test/ Viva/Quiz etc. and assess the learners for maximum 10 marks. Depending on situations, additional assignments of 10 marks are also given in lieu of the MCQs.

Assignments for total 13 marks are administered course-wise comprising three assignments viz. 2 for 5 marks and 1 for 3 marks by the concerned discipline. Out of the three assignments, one is closed-ended assignment directly from the course or SLM (5marks), one is open-ended assignment i.e. analytical/opinion/view etc. to be answered by the learner based on the course (5 marks), the third one relates to environmental or community works and/or activities (3 marks) concerning the issues/topics covered.

Learners are required to submit the hand written hard copies of these assignments to their respective study centres. The study centres will get them evaluated by academic counsellors and offer comments and suggestions for further improvements.

The study centres also arranges Personal Contact Programmes (Online or Offline) and the learners are expected to attend the same, as per UGC Guidelines. Based on their level of participation and engagement they are given marks. Marks obtained by the learners after the wholesome Formative Assessment as described above are uploaded by the coordinators of the study centres in the Home Assignment portal specifically created by the examination branch.

7.3.2   Summative Assessment

The Summative Assessment is conducted in pen and paper mode in designated study centres. The University follows a SOP in conducting these examinations. Besides, examination monitoring is an essential feature in conducting the examinations of the University. The University appoints Supervisory Officers (SO), Examination Monitoring Officers (EMO) and Examination Squads on a regular basis for smooth conduct and maintaining the standards of the examinations. Question papers are set and moderated, and answer scripts are evaluated by both internal and external faculty members. Results are declared after a process of due scrutiny and thorough diligence check. The learners have the options of re-scrutiny and re-evaluation of their answer scripts (within a stipulated time) in case they are not satisfied with the result.

7.3.3   Assessment of seminar/presentation/project and dissertation

A learner has to make seminar/presentation and prepare a project/dissertation on a particular topic under the guidance of a professionally qualified supervisor/guide in Semester VII and VIII of proposed Programme. They should devise instruments for the collection and interpretation of data and the preparation of research report. The length of the report may be between 60-70 pages. A detailed guideline is available on the website. The link is http://kkhsou.in/web_new/guidelines-download.php.

8.REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES

Library services are offered to the learners of the University by providing access to the library facilities in its recognized study centres and also through the central library of the University's City Campus. The reference books are suggested by the faculty of the respective disciplines and schools and also by the SLM writers. The Central Library of the University has quite a good stock of relevant reference books and textbooks relating to the various Programmes including the proposed one. It has about 20000 print books, 36 print journals on various disciplines and 8 Newspapers. The books available at the Central Library are quite helpful not only for the learners, but also for the faculty members, SLM contributors and the content editors as well. Apart from the print resources, a good number of electronic resources comprising e-journals, online databases, gateway portal to e-journals are made accessible to the learners. The learners are given the access to all these library resources after their successful enrolment into a programme. The library web page is integrated to the University's main website.

The library is fully computerised with an ILS (Integrated Library System) and also equipped with RFID (Radio-Frequency Identification Technology). All the learners of the University including the learners of the proposed Programme can access the webpage of the University library at their own time and convenience (http://library.kkhsou.in/). Moreover, the learners can take advantage of the facilities of the Digital Library (http://dlkkhsou.inflibnet.ac.in/). The digital library provides an online platform for collecting, preserving and disseminating the teaching, learning and intellectual output of the University to the global community including its learners. Further, the Library of the university maintains a web catalogue (http://opac.kkhsou.ac.in/) to facilitate the learners to browse library collection online.

The University also has an OER Policy (https://tinyurl.com/2yukrp5r). The University has signed Content Partner Agreement with National Digital Library of India to share its digital resources. The main objective of NDLI is to integrate several national and international digital libraries in one single web-portal. The learners' community of University can avail the services through a single-window (https://ndl.iitkgp.ac.in/).

In addition, the learners can also use, the OAJSE – i.e. Open Access Journal Search Engine (www.oajse.com) to browse and search 4,775 Open Access Journals from the rest of the World excluding India, 532 journals from India, and 32 Indian Open Access Indian Repositories.

Even though courses of the proposed Four Year UG Programme in Journalism and Mass communication do not require much of the laboratory services as such, support in terms of computer laboratory is provided to the learners by way of giving access to the existing facilities at their respective study centres and the University's city campus. The city campus of the Guwahati has two state of the art computer labs equipped with statistical and data analysis software like SPSS, STATA and R which can be used by learners should they feel any requirement for the same.

9. COST ESTIMATE OF THE PROGRAMME AND PROVISIONS:

The office of the Finance Officer of KKHSOU keeps all the records of finances regarding print of SLMs, honorarium paid to the members of the Committee on Courses, honorarium paid to Content Writers, Content Editors, Language Editors, Translators, Proof Readers and also the expenditure related with organizing counsellors' workshops, meeting of the co-ordinators of the study centres etc. Moreover, the finance office also

maintains records of purchase of computers, online space, books, journals etc. The accounts are maintained as per procedures laid down by the government. Regarding the cost of programme development, programme delivery, and programme maintenance, the finance office conducted an exercise based on historical costing method to arrive at indicative figures of cost. The findings are presented below in respect of this Programme.

9.1 Programme Development Cost:

a) *SLM Development Cost for Under Graduate programme*: Rs. 5850/- per Unit for English and Rs. 9250 for Assamese medium . A course normally has 14 Units. In Four Year UG Programme BA in Journalism and Mass Communication there will be 20 Major and 8 Minor Courses. The discipline specific courses will be explicitly attributed to this programme. The rest can be apportioned depending on the learners' enrolment and number of units to be printed.

b) *Printing Cost per Unit of SLM*: Rs. 69. However, this also depends on the print number as scale related advantage of cost is normally availed.

Programme Development Cost		
a. SLM Development Cost for Bachelor Degree Programme		
English Medium per Unit		**5,850.00**
Writing	3,000.00	
Content Editing	1,500.00	
Language Editing	750.00	
Translation	-	
DTP (Avg. 40 pages per unit @ 15/- per page)	600.00	
Assamese Meduim per Unit		**9,250.00**
Writing	3,000.00	
Content Editing	1,500.00	
Language Editing	750.00	
Translation	3,000.00	
DTP (Avg. 40 pages per unit @ 25/- per page)	1,000.00	
b. Printing Cost per SLM (for 1000 learners)		
Printing (inside pages avg. 80 both side pages @ 690/- per page	55,200.00	**69.00**
Cover Page	5,850.00	
Binding	2,400.00	
Packing	5,500.00	
Total	**68,950.00**	

9.2   Programme Delivery Cost:

The SLMs prepared have to be delivered to the learners and various study centres located across the State including the ones in the far flung areas. On an average, the University delivers about 2.2 KGs of study materials per student. The cost of delivery of 1 KG of such material is Rs.60/-. Accordingly, depending upon the number of candidates; the cost for the proposed Programme will be provisioned by the University. The office of the Finance Officer has calculated the delivery cost of SLM at Rs. 132/- per student. Moreover, there will also be expenditures on account of providing LMS based services to the learners which can be apportioned to per learner. This, however, require a detail exercise once enrolment to the proposed programme is completed.

9.3   Programme Maintenance Cost:

The University will keep financial provision for organizing stake holders' meetings, counselling workshops etc. as per the Academic Plan and Academic Calendar approved by the Academic Council of the University. The workshops conducted by the University will not only benefit the learners of the programme on Journalism and Mass Communication but will also benefit the learners of other programmes. The University will also bear the cost of organizing the meetings of Committee on Courses, School of Studies, and Academic Council etc. and also for supply of additional study materials if required for improving the quality of the programme. Moreover, the University will keep on investing in developing the IT infrastructure so that the learners can benefit from the ICT enabled programme. The cost calculated by the office of Finance Officer as regards maintenance of Arts programmes- is Rs. 650.00.

The figures as indicated above will be applicable for this Programme of the University. The University will keep adequate financial provision for development, delivery, and maintenance of the programme as presented in the Programme Project Report.

10. QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES:

10.1 Quality Assurance Mechanism:

With regard to quality assurance of all the Programmes of the University including the Programme on BA in Journalism and Mass Communication the University is involved in the following activities:

a. The programme design and structure is decided upon after a series of discussions and deliberations with a team of a few carefully chosen subject experts, who are mostly

eminent scholars and professionals from the reputed institutions of higher education. Formed with due approval from the University authority, this Committee on Courses is helped by the in-house discipline and School faculties while preparing the framework of the programme. For implementation of NEP 2020, the University has networked with IGNOU, State Open Universities in India and other Universities in Assam by organizing workshops and participating in various meetings and seminars. Inputs from these discussions were used as quality benchmarks in designing the academic programmes.

b) The university has a SLM Policy which is followed in development of SLM. SLM Audit is a regular feature of the University which is conducted by CIQA. The course material writers and content editors are mostly in academics from reputed higher educational institutions. SLMs are distributed through a well laid down mechanism to all the learners by a mix of modes. Moreover, eSLM has been made available. Like the SLM Policy, the University has adopted University wide approaches for development of policies, Strategic Action Plan and their implementation.

c) CIQA takes care of the following among others to enhance the quality of the various facets of the University:
- Counsellors' workshops
- Stakeholders' meetings
- Feedback responses from the learners from various programmes
- SLM Audit

In order to keep the programme on BA in Journalism and Mass Communication updated, the programme would be revised and necessary changes would be incorporated for the benefit of the learners, based on the inputs received from the mechanism as mentioned above. Learners' and stakeholders' feedback is regularly collected and based on that, remedial measures and improvement mechanisms are worked out.

(http://kkhsou.in/web_new/learner_feedback_all.php).

10.2 Programme Outcomes of the Four Year Undergraduate Proramme in Journalism and Mass communication:

The outcomes of the programme are manifold including the following:

i. It will enable the learners to acquire knowledge enabling them to articulate well the condition around them.

ii. The programme will also help the learners to seek avenues in the media sector and/or other upcoming sectors like animation and entertainment sectors and other service sectors.

iii. The programme will also encourage the learners to go for higher studies.

iv. The programme will enable the learners to engage with the society in a fruitful manner leading to the welfare of all and thus contribute to the betterment of the society.

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BA in JOURNALISM AND MASS COMMUNICATION

PROGRAMME STRUCTURE

Semester I	Semester II	Semester III	Semester IV
DSC 1 : Introduction to Mass Communication	DSC 2 : Journalism	DSC 3 : History of the Media DSC 4 : Traditional Folk Media	DSC 5 : Media Laws and Ethics DSC 6 : Regional Economy of North East India DSC 7 : Electronic Media – Radio
4 credit	4 credit	4 x 2 credit	4 x 3 credit
DSM 1 : Introduction to Mass Communication	DSM 2 : Introduction to Journalism	DSM 3 : History of the Media	DSM 4 : Media Laws and Ethics
4 credit	4 credit	4 credit	4 credit
IDC 1 : Media Studies	IDC 2 : Issues in Development Communication	IDC 3 : Business Communication and Media Management	
3 credit	3 credit	3 credit	
General English	MIL	AEC : Life Skills for All	AEC : English for Media Studies/Studies of Assamese Culture/Spoken English
3 credit	3 credit	4 credit	4 credit
EVS	VAC : Introduction to Yoga		
2 credit	3 credit		
Office Management /Information Technology/Introduction to Geoinformatics/Organic Farming/Poultry Farming	SEC : Tea Cultivation and Management/Tourism and Travel Management/Creative Writing and Translation/Advertisement and Mass	SEC : Cyber Security	

		Media	
3 credit	3 credit	4 credit	
Total credits for first semester - 20	Total credits for second semester - 20	Total credits for third semester - 23	Total credits for fourth semester-20
Semester - V	**Semester - VI**	**Semester - VII**	**Semester - VIII**
DSC 8 : Advertising DSC 9 : Public Relations DSC 10 : Electronic Media-Television DSC 11 : New Media and Computer Application	DSC 12 : Theories and Models of Communication DSC 13 : Media Management DSC 14 : Writing for the Media DSC 15 : Indian Constitution	DSC 16 : Communication Research DSC 17 : Film Studies DSC 18 : Reporting and Editing	DSC 19 : Science Communication DSC 20 : Communication for Development
4 x 4 credit	4 x 4 credit	4 x 3 credit	4 x 2 credit
DSM 5 : New Media and Computer Application	DSM 6 : Media Management	DSM 7 : Communication Research	DSM 8 : Communication for Development
4 credit	4 credit	4 credit	4 credit
		Research Methodology	
		4 credit	
		Seminar/Presentation/Internship/Community engagement/Value Added Activity	Project /Dissertation
		4 credit	12 credit
Total credits for fifth semester - 20	Total credits for sixth semester - 20	Total credits for seventh semester - 24	Total credits for eighth semester 24
OVERALL TOTAL CREDITS- 171			

The following points may be noted -

DSC stands for Discipline Specific Core Course ; DSM stands for Discipline Specific Minor ; IDC stands for Interdisciplinary Course; AEC stands for Ability Enhancement Course ; VAC stands for Value Added Course and SEC stands for Skill Enhancement Course

SEMESTER I
DSC 1: INTRODUCTION TO MASS COMMUNICATION

Course objectives :

- ➢ To get a brief overview of the concept of communication
- ➢ Understand the different models and theories of mass communication

Course outcome :

- ➢ Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication.
- ➢ Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development.
- ➢ Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication.

Unit – 1: EARLY COMMUNICATION SYSTEM

From stone age to digital era, Early Communications Systems in India, Evolution of modern communication

Unit – 2: HUMAN COMMUNICATION

Human communication and its elements; Evolution of Human Communication; Speech, Writing and Visual; Sociology of Communication; Psychology of Communication; Communication and Culture; Myths Related to Human Communication

Unit- 3: COMMUNICATION

Communication – Definition, How communication takes place, Barriers to communication; Functions of Communication; Types of Communication

Unit-4: MASS COMMUNICATION

Mass Communication – Definition, Characteristics of Mass Communication, Types of Mass Communication; Functions of Mass Communication, Evolution of Mass Communication; Mass Media

Unit- 5: MODELS OF COMMUNICATION
Concepts and Functions of models; Some important models of communication – SMR Model, SMCR Model, Shannon and Weaver's Model, Lasswell's Model, Osgood's Model, Schramm's Model, Gerbner's Model, Newcomb's Model, Gate-Keeping Model, Convergence Model

Unit – 6: MASS MEDIA
Media of mass communication; Characteristics of different mass media; Audience, reach and access; role of media - creating public opinion, agenda-setting role

Unit – 7: NORMATIVE THEORIES OF MASS MEDIA

Importance of Communication Theories; Normative Theories of Mass Media- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Communist Media theory, Development Media theory, Democratic Participant Media theory

Unit – 8: SOCIOLOGICAL THEORIES OF MASS COMMUNICATION

Sociological theories of mass communication - Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory

Unit -9: MEDIA EFFECTS THEORY

Hypodermic Needle or Bullet Theory; Personal Influence Theory – Two step flow theory, Multi step flow theory; Individual Differences Theory

Unit – 10: MASS AUDIENCE AND SOCIETY

Concept of mass audience- Characteristics of mass audience; Media theories associated with the concept of audience; Audience- reach and access; Reciprocal relationship among media, audience and society

Unit – 11: COMMUNICATION MEDIA: THE INDIAN CONTEXT

Oral communication; Traditional forms of communication; Multi-media communication; Non-dominant communication

Unit – 12: MEDIA ORGANISATIONS OF THE GOVERNMENT

Brief overview of some of the important media organisations of the Government - Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity, Directorate of Information and Publicity

Unit – 13: MEDIA ORGANSATIONS AND OWNERSHIP PATTERNS

Meaning of media ownership; Ownership patterns of mass media- ownership patterns of print media establishment in India; Trends in ownership

Unit – 14: MEDIA AND GLOBALISATION

Concept of globalisation and its impact on media; Effects of globalisation on media systems and their functions; Media convergence; UNESCO's efforts in removing imbalance in news flow-Debate on New World Information and Communication Order (NWICO), MacBride's Commission Report

Unit – 15: TECHNOLOGY IN MASS MEDIA

Concept of Information and Communication Technology (ICT); Impact of ICT on Mass Media; Impact of New Communication Technology on News Flow; Information Superhighway; Digital Divide

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

2. Datta, K.B. (2005), Mass Communication : Theory and Practice, Akansha Publishing House, New Delhi

3. Gupta, D.K (2006), Media and Mass Communication, Rajat Publications, New Delhi

4. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

5. Puri, Manohar (2006), Outlines of Mass Communication, Pragun Publications, New Delhi

6. Rayadu, C.S. (2010), Communication, Himalaya Publishing House, Mumbai

7. Verma, N.K. (2006), Handbook of Mass Communication, Sumit Enterprises, New Delhi

8. Wadia, Angela (1999) Communication and Media, Kanishka Publishers, Distributors, New Delhi

9. Vilanilam, J.V (2005), Mass Communication in India, Sage Publications, New Delhi

DSM 1 : INTRODUCTION TO MASS COMMUNICATION
Course Objectives :

➢ To get a brief overview of the concept of communication
➢ Understand the different models and theories of mass communication

Course outcome :

➢ Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication.
➢ Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development.
➢ Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication.

Unit – 1: EARLY COMMUNICATION SYSTEM

From stone age to digital era, Early Communications Systems in India, Evolution of modern communication

Unit – 2: HUMAN COMMUNICATION

Human communication and its elements; Evolution of Human Communication; Speech, Writing and Visual; Sociology of Communication; Psychology of Communication; Communication and Culture; Myths Related to Human Communication

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Media of mass communication; Characteristics of different mass media; Audience, reach and access; role of media - creating public opinion, agenda-setting role

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 Importance of Communication Theories; Normative Theories of Mass Media- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Communist Media theory, Development Media theory, Democratic Participant Media theory

Unit – 8: SOCIOLOGICAL THEORIES OF MASS COMMUNICATION

Sociological theories of mass communication - Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory

Unit -9: MEDIA EFFECTS THEORY

Hypodermic Needle or Bullet Theory; Personal Influence Theory – Two step flow theory, Multi step flow theory; Individual Differences Theory

Unit – 10: MASS AUDIENCE AND SOCIETY

Concept of mass audience- Characteristics of mass audience; Media theories associated with the concept of audience; Audience- reach and access; Reciprocal relationship among media, audience and society

Unit – 11: COMMUNICATION MEDIA: THE INDIAN CONTEXT

Oral communication; Traditional forms of communication; Multi-media communication; Non-dominant communication

Unit – 12: MEDIA ORGANISATIONS OF THE GOVERNMENT

Brief overview of some of the important media organisations of the Government - Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity, Directorate of Information and Publicity

Unit – 13: MEDIA ORGANSATIONS AND OWNERSHIP PATTERNS

Meaning of media ownership; Ownership patterns of mass media- ownership patterns of print media establishment in India; Trends in ownership

Unit – 14: MEDIA AND GLOBALISATION

Concept of globalisation and its impact on media; Effects of globalisation on media systems and their functions; Media convergence; UNESCO's efforts in removing imbalance in news flow-Debate on New World Information and Communication Order (NWICO), MacBride's Commission Report

Unit – 15: TECHNOLOGY IN MASS MEDIA

Concept of Information and Communication Technology (ICT); Impact of ICT on Mass Media; Impact of New Communication Technology on News Flow; Information Superhighway; Digital Divide

Recommended books :

10. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

11. Datta, K.B. (2005), Mass Communication : Theory and Practice, Akansha Publishing House, New Delhi

12. Gupta, D.K (2006), Media and Mass Communication, Rajat Publications, New Delhi

13. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

14. Puri, Manohar (2006), Outlines of Mass Communication, Pragun Publications, New Delhi

15. Rayadu, C.S. (2010), Communication, Himalaya Publishing House, Mumbai

16. Verma, N.K. (2006), Handbook of Mass Communication, Sumit Enterprises, New Delhi

17. Wadia, Angela (1999) Communication and Media, Kanishka Publishers, Distributors, New Delhi

18. Vilanilam, J.V (2005), Mass Communication in India, Sage Publications, New Delhi

IDC 1 : MEDIA STUDIES

Course Objectives :
- Get a general overview of the different forms of mass media like print, radio, television, folk media, photography and film
- Understand the importance of media convergence and new media

Course Outcome :
- Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.

UNIT - 1 : THE MASS MEDIA

Media of Mass Communication, Characteristics of different mass media, Audience, Reach and Access, Role of media, Creating public opinion, Agenda-setting role

UNIT - 2 : DEVELOPMENT OF MASS MEDIA

Early Communication systems in India, Role of media in India, Freedom struggle and the role of media, Pre-independence era of mass media, Development of Mass Media in the Post Independence Era –Press, Television, Radio, Films, Advertising, Public Relations

UNIT - 3 : TRADITIONAL FOLK MEDIA

Traditional Folk Media, Advantages of Traditional Folk Media, Folk Media Reflects Social Changes , Traditional Folk Media as Development Media

UNIT - 4 : PRINT MEDIA

Print media – an introduction, Types of Print Media, Relevance and importance of Print Media — Problems and prospects, History of newspaper - World scenario, Indian scenario, Newspaper categories and formats

UNIT - 5 : AUDIO MEDIA - RADIO

What is audio media?, Audio media vs print media vs audio-visual media, Radio Contents, Classification of programmes, Various radio programmes, Assamese programmes on radio, The elementary knowledge of radio productions

UNIT - 6 : VISUAL MEDIA: PHOTOGRAPHY

Concept of Photography, Photography – Basic Idea, Beginning of Photography, Still photography, Technical concepts of Photography, Types of Camera, Types, Parts of a still camera, Movie Camera, Shots and Camera Movements- Shot, Camera Movement

UNIT – 7 : PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Photo feature or Photo essay, qualities of a photojournalist, ethics of photography, writing and editing captions

UNIT – 8 : AUDIO-VISUAL MEDIA: FILM

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Commercial movie, Concept of film appreciation, Film in India- Regional film, Assamese film, A few important film makers of India, Central Board of Film Certification, Concept of documentaries

UNIT - 9 : AUDIO VISUAL MEDIA: TELEVISION

Introduction to Television, Brief History of Television in India, Doordarshan

Unit – 10 : INTRODUCTION TO NEW MEDIA

Concept of new media- Definition, Difference between conventional media and new media, Characteristics of new media, Most common vehicles of new media

Recommended books :

Aggarwal, VirBala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

SEMESTER - II

DSC 2 : JOURNALISM

Course Objectives :

➢ Gain a better understanding of the concept of journalism and the different types of journalism
➢ Understand what goes into the making of a good journalist
➢ Get a first knowledge of the basics of news writing and editing

Course Outcome :

➢ Understand the environment issues and promote sustainable development goals.
➢ Engage in higher studies, research and professional work and be a life- long learner in context of media studies.
➢ An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.

Unit – 1 : CONCEPT OF JOURNALISM

Concept of journalism, Origin of journalism: The early years, Objectives of journalism, Role of journalism in society, Elements of journalism

Unit – 2 : THE MAKING OF A GOOD JOURNALIST

Meaning of a 'journalist'; What makes a good journalist?; Role and responsibilities of journalists; Rights of journalists

Unit – 3: TYPES OF JOURNALISM
Types of journalism- Types of journalism based on the use of different platforms, Types of journalism based on the writing style, Types of journalism based on the style of presentation; Journalism as a profession

Unit-4 : ROLE OF JOURNALISM IN A DEMOCRACY

Freedom of press, Embedded journalism, Press freedom at International level, Press freedom at National level, Press freedom at Regional level; Democracy, Media and the Public Sphere

Unit- 5: NEWS
Concept and definition of news; Sources of news; Objectivity and authenticity of news

Unit – 6 : TYPES OF NEWS

Types of news, Principles of news stories, Qualities of a good news story

Unit – 7 : NEWS VALUES

News values

Unit – 8 : REPORTING

Concept of Reporting, The News Reporter – qualities, responsibilities, basic facts about reporting

Unit – 9 : TYPES OF REPORTING

Types of Reporting- Objective, Interpretative, Investigative, Specialised reporting – Political\Science\Conflict, Legislative and Parliament reporting, Diplomatic reporting, Scoop and exclusive reporting- sports, business, development, commerce, gender and allied areas

Unit – 10: BEAT REPORTING
Concept of beat reporting, Reporting beats

Unit-11: NEWS WRITING

Principles of News Story, Structure of a News Story, How to write the copy- principles of news writing

Unit- 12 : NEWS EDITING
Concept of news editing, Newsroom set-up, Principles of Copy Editing, Photo Editing

Unit – 13 : EDITING & DESIGN

Headline types and styles, Page layout, Page make-up

Unit – 14 : NEWS AGENCIES

News Agencies, Role and functions of News Agencies, History of News Agencies in India, Important News Agencies, Editing Wire Copy

Unit – 15 : CONDUCTING AN INTERVIEW (PRACTICAL BASED UNIT)

Conduct an interview of some important personality and prepare a report on it. The report should contain the relevant questions asked during the interview along with the replies.

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Aggarwal, Vir Bala (2006), Essentials of Practical Journalism, Concept publishing Company, New Delhi
3. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
4. Menon, P.K. (2005), Practical Journalism, Aavishkar Publishers, Distributors, Jaipu
5. Pant, N.C. (2002) Modern Journalism, Kanishka Publishers, Distributors, New Delhi
6. Sissons, Helen (2006) Practical Journalism , Sage Publications, UK
7. Singh, J.K (2007), Media and Journalism, Balaji Offset, New Delhi
8. Singh, Bhanu Pratap (2011), Journalism Education, Anmol Publications Pvt. Ltd, New Delhi

9. Usmani, B.D. (2007) Writing and Reporting in Modern Journalism, Anmol Publications Pvt. Ltd, New Delhi

DSM 2 : JOURNALISM

Course Objectives :

➢ Gain a better understanding of the concept of journalism and the different types of journalism
➢ Understand what goes into the making of a good journalist
➢ Get a first knowledge of the basics of news writing and editing

Course Outcome :

➢ Understand the environment issues and promote sustainable development goals.
➢ Engage in higher studies, research and professional work and be a life- long learner in context of media studies.
➢ An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.

Unit – 1 : CONCEPT OF JOURNALISM

Concept of journalism, Origin of journalism: The early years, Objectives of journalism, Role of journalism in society, Elements of journalism

Unit – 2 : THE MAKING OF A GOOD JOURNALIST

Meaning of a 'journalist'; What makes a good journalist?; Role and responsibilities of journalists; Rights of journalists

Unit – 3: TYPES OF JOURNALISM
Types of journalism- Types of journalism based on the use of different platforms, Types of journalism based on the writing style, Types of journalism based on the style of presentation; Journalism as a profession

Unit-4 : ROLE OF JOURNALISM IN A DEMOCRACY

Freedom of press, Embedded journalism, Press freedom at International level, Press freedom at National level, Press freedom at Regional level; Democracy, Media and the Public Sphere

Unit- 5: NEWS
Concept and definition of news; Sources of news; Objectivity and authenticity of news

Unit – 6 : TYPES OF NEWS

Types of news, Principles of news stories, Qualities of a good news story

Unit – 7 : NEWS VALUES

News values

Unit – 8 : REPORTING

Concept of Reporting, The News Reporter – qualities, responsibilities, basic facts about reporting

Unit – 9 : TYPES OF REPORTING

Types of Reporting- Objective, Interpretative, Investigative, Specialised reporting – Political\Science\Conflict, Legislative and Parliament reporting, Diplomatic reporting, Scoop and exclusive reporting- sports, business, development, commerce, gender and allied areas

Unit – 10: BEAT REPORTING
Concept of beat reporting, Reporting beats

Unit-11: NEWS WRITING

Principles of News Story, Structure of a News Story, How to write the copy- principles of news writing

Unit- 12 : NEWS EDITING
Concept of news editing, Newsroom set-up, Principles of Copy Editing, Photo Editing

Unit – 13 : EDITING & DESIGN

Headline types and styles, Page layout, Page make-up

Unit – 14 : NEWS AGENCIES

News Agencies, Role and functions of News Agencies, History of News Agencies in India, Important News Agencies, Editing Wire Copy

Unit – 15 : CONDUCTING AN INTERVIEW (PRACTICAL BASED UNIT)

Conduct an interview of some important personality and prepare a report on it. The report should contain the relevant questions asked during the interview along with the replies.

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Aggarwal, Vir Bala (2006), Essentials of Practical Journalism, Concept publishing Company, New Delhi

3. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

4. Menon, P.K. (2005), Practical Journalism, Aavishkar Publishers, Distributors, Jaipu

5. Pant, N.C. (2002) Modern Journalism, Kanishka Publishers, Distributors, New Delhi

6. Sissons, Helen (2006) Practical Journalism , Sage Publications, UK

7. Singh, J.K (2007), Media and Journalism, Balaji Offset, New Delhi

8. Singh, Bhanu Pratap (2011), Journalism Education, Anmol Publications Pvt. Ltd, New Delhi

9. Usmani, B.D. (2007) Writing and Reporting in Modern Journalism, Anmol Publications Pvt. Ltd, New Delhi

IDC 2 : ISSUES IN DEVELOPMENT COMMUNICATION

Course Objectives :

➢ Exemplify the meaning of development communication
➢ Understand the different theories and strategies of development communication
➢ Elucidate the relation between media and development

Course Outcome :

➢ Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.
➢ An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.
➢ An ability to develop professional skills and use in the field of print media, electronic media and development communication.

UNIT – 1 : DEVELOPMENT

Meaning of Development , Concept of Development , Alternative Approaches to Development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development ,Development as Economic Growth

UNIT 2: INTRODUCTION TO DEVELOPMENT COMMUNICATION

Concepts of development and development communication, Information as a measure of Development, Edutainment and Infotainment – media development

UNIT - 3 : THEORIES OF DEVELOPMENT COMMUNICATION

Theories of Development, Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency, Meaning and importance of Paradigms, Types of Paradigm- Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm

UNIT - 4 :   DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION

Positive Communication Strategies, IECM Strategies, Development Communication Strategies, Communication Strategy Framework, Mass Media and Extension Approach for Development Communication, Planned Development Communication, Public Dialogue Strategy, Negative Communication Strategies, Social Marketing

UNIT - 5: DEVELOPMENT COMMUNICATION IN INDIA

Relevance of Development Communication in India, Democratic Decentrailization, Narrowcasting, Panchyati Raj (PR) Institutions, A Brief background of the PR system, Key Objectives

UNIT - 6 :   DISSEMINATING INNOVATION

Diffusion of Innovation, Important stages in the diffusion of innovations, Media used for diffusion, Development Support Communication, Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT 7: RURAL AND AGRICULTURE COMMUNICATION

Rural development, Agricultural Communication, Media campaigns for development, diffusion of innovation, extension studies.

UNIT 8: DEVELOPMENT REPORTING

Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT 9 :MEDIA AND DEVELOPMENT

Media and National Integration, Media in Development, Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society, Gandhian Model of Development

UNIT 10 :USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION

Traditional folk media , Advantages of Traditional Folk Media, Folk Media reflects social changes, Traditional Folk Media as Development Media : case studies, role of government and third sector agencies.

Recommended books –

a. Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi

b. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

c. Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi

d. Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi

e. Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi

f. Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi

g. Pushkar, Niranjan (2009), Development Communication, Authorspress, New Delhi

h. Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

SEMESTER – III

DSC 3: HISTORY OF THE MEDIA

Course Objectives :
 ➢ Trace the history of the different forms of media more specifically print, radio, television, photography and cinema
 ➢ Analyse the growth and development of media in North East India

Course Outcome :
 ➢ The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but in everyday life.

- Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.
- After the completion of the course the students will be able to explain and review on critical evaluation of the different forms of media

UNIT-1: HISTORY OF PRINT MEDIA

Types of Print Media- Daily Newspapers, Tabloids, Magazines; Relevance of Print Media

UNIT-2: HISTORY OF PRINT MEDIA IN INDIA

History of Print Media in India; Evolution of Print Media in India- The Early Stages and the English East India Company, The Anti-British Sentiment and the Media, The English Press : Nationalist and Pro-British, The Indian Language Press; Journalists of Eminence; History of Media in North East India; special reference to Assam

Unit – 3 : FREEDOM MOVEMENT AND THE INDIAN PRESS

Pre and Post Independence era of the growth of journalism in India, Struggle of Press against repressive measures- Freedom of Press in India before Independence , Freedom of Press in India after Independence; Print vs Electronic media

Unit – 4 : PIONEERS OF JOURNALISM IN ASSAM

Contributions made by some of the well-known reformists and journalists towards the growth of journalism in Assam- Dr. Nathan Brown, Oliver Cutter, Dutta Dev Goswami, Radhanath Changkakati, Chandra Kumar Agarwala, Padmanath Gohain Baruah, Lakshminath Phukan, Ambikagiri Ray Chowdhury, Siva Prasad Barooah, Radha Govinda Baruah

Unit – 5 : LANGUAGE PRESS AND NATIONAL DEVELOPMENT

Role of the language press in the field of national development, Problems encountered by language press, A study on growth of some of the important language newspapers of India, present status of circulation of newspapers.

Unit – 6 : A BRIEF OVERVIEW OF SOME OF THE IMPORTANT PRESS ORGANSIATIONS IN INDIA

Brief overview of some of the important press organisations in India- Press Council of India, The Registrar of Newspapers for India, Audit Bureau of Circulation, Indian Newspaper Society, Indian Federation of Working Journalists, Press Institute of India, Editor's Guild of India, Indian Languages Newspapers' Association

Unit 7 : HISTORY OF PRINT MEDIA IN NORTH-EAST INDIA WITH SPECIAL REFERENCE TO ASSAM

Birth of Orunodoi - More newspapers and journals, Few other newspapers and magazines of the pre-Independence era ; Media scenario after Independence- The decade of the 1980s : A sudden upsurge, The present scenario, Causes of concern I , Causes of concern II

Unit- 8 : HISTORY OF PHOTOGRAPHY

Concept of photography , History of Photography, Camera – technical developments throughout the ages, Technical concepts of Photography, Concepts of photo-journalism and some developments; Legal problems in photography

UNIT 9: HISTORY OF CINEMA

Characteristics of Film, History of moving images- Lumiere Brothers, Hollywood ; Film in India-Contribution of Dadasaheb Phalke, The Silent Era, The Talkie Era ; Regional Cinema- Assamese Films

UNIT 10: HISTORY OF RADIO

What is radio : Definition and Etymology , Characteristics of Radio; History of Radio Broadcasting - Growth and development of radio in the world, growth and development in India; FM and Community Radio

Unit – 11 : GROWTH OF COMMUNITY RADIO IN INDIA

Concept of community radio, guidelines for setting up of community radio station in India ,Growth and development of community radio in India, Growth and development of community radio in India's North-East

Unit 12 : HISTORY OF TELEVISION

Introduction to the Television medium, Beginning of Television in the world, Growth of Television in India, Doordarshan and an era of soaps

Unit – 13 : VISIT TO A RADIO STATION (PRACTICAL BASED UNIT)

Visit a radio station and analyse the different programmes that are broadcast at the station. Make a list of the different equipments that are used in the station along with its functions. Prepare a radio news script of your choice by highlighting the programme title, station, airtime, date of newscast, talents etc.

Unit – 14 : FILM REVIEW(PRACTICAL BASED UNIT)

Analyse any film of your choice and make a critical appreciation of that particular movie. Prepare the write-up based on the instructions provided in the unit.

Unit – 15 : PHOTOGRAPHY (PRACTICAL BASED UNIT)

Visit any place of your choice and click pictures on a particular theme. After clicking pictures, prepare a report on it by giving appropriate captions and explain the significance of each of the photographs.

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
3. Paxson, Peyton (2010), Mass Communications and Media Studies, The Continuum International Publishing Group Inc, New York

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DSM 4 : TRADITIONAL FOLK MEDIA

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Course Objectives :

➢ Understand the basic concepts of traditional folk media

➢ Analyse the use of traditional folk media in the field of development communication, health communication and in generating scientific temperament

Course Outcome :

➢ To develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media.

➢ The Communication and Journalism Department is committed to providing undergraduate students with a quality education in the communication and journalism disciplines that is current, relevant, practical, and personal.

Unit-1 : TRADITIONAL FOLK MEDIA

Traditional folk media- An introduction, Nature of traditional folk media, communication through traditional folk media, traditional media as a part of socio-cultural and ritual communication

Unit – 2 : FEATURES OF TRADITIONAL FOLK MEDIA

Traditional media as a mass medium, features and characteristics of traditional folk media- its advantages and disadvantages, storytelling as the core of traditional media

Unit-3:   TRADITIONAL MEDIA IN INDIA

History and growth of traditional media in India- A brief overview of some of the traditional folk media forms of India; Applications of traditional media for development purposes

Unit – 4 : TECHNOLOGICAL IMPLICATIONS ON TRADITIONAL FOLK MEDIA

Impact of electronic media on traditional media; Mass communication media vis-à-vis Folk Culture; Success stories of the use of traditional media as a catalyst of social change and development

Unit – 5 : TRADITIONAL MEDIA FOR DEVELOPMENT COMMUNICATION

Development Communication and Traditional Media – Development Communication, Traditional media as development media; How to use traditional folk media for development communication

Unit – 6 : TRADITIONAL FOLK MEDIA AND INDIAN CULTURE

Features of Folk Tradition- features of folk tradition, role of traditional media, Media for Communicating Social Ethos- traditional media and social ethos, modern mass media and social ethos, Folk media as a platform for disseminating information about Indian culture

Unit- 7 : RELEVANCE OF TRADITIONAL FOLK MEDIA

Traditional folk forms in rural India- folk theatre, folk songs, narrative forms, religious discourse, puppet show, Impact on rural development, Uses in different fields

Unit – 8 : STUDIES IN FOLKLORE

Folklore Research in India- Indian folklore scenario, research work in India; Importance of Folklore Research- components of folklore, folklore research-how it helps?; Review of studies on Folklore- significance of the studies of the different folklores- review works, significance of the reviews of folklore

Unit – 9 : POPULAR FORMS OF TRADITIONAL COMMUNICATIONS IN ASSAM

Traditional folk forms in Assam – Bihu songs, Ainaam, Lullabies, Ojapali, Sattriya, Bhaona, Borgeet, Lokageet

Unit – 10 : DR. BHUPEN HAZARIKA'S CONTRIBUTION TO FOLK MEDIA

Dr. Bhupen Hazarika as Mass Communicator, Dr. Bhupen Hazarika's Contribution to Folk Media

Unit – 11 : FOLK MEDIA AND SCIENTIFIC TEMPERAMENT

Folk media and scientific temperament, Problems in folk media communication, Use of folk media by cultural organisations and state governments

Unit – 12 : FOLK MEDIA AND HEALTH COMMUNICATION

Folk media and health communication: need and scope, Folk media and health communication : case studies, Role of Folk media in health communication: the utilitarian aspects

Unit – 13: ROLE OF UNESCO IN SUSTAINING FOLK MEDIA

UNESCO's efforts to sustain folk media in developing countries, Folk media in South Asia

Unit- 14 : CONTRIBUTION OF EMINENT PERSONS TO FOLK MEDIA COMMUNICATION

Contribution of eminent persons to folk media communication- Gloria Feliciano, Vimal Dissanayake, Shyam Parmar, H.K. Ranganath

Unit – 15: FOLK MEDIA VS MASS MEDIA

Folk media Vs Mass Media; Future of folk media in India and Assam – suggested measures

Recommended Books :

1. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
2. Parmar, Shyam (1994), Traditional Folk Media in India, Research Press
3. Ranganath, H.K. (1980), Folk Media and Communication, Chinthana Prakashana,
4. Vijaya, N. (1988),Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Andhra Pradesh

DSM 3 : HISTORY OF THE MEDIA

Course Objectives :
 ➢ Trace the history of the different forms of media more specifically print, radio, television, photography and cinema
 ➢ Analyse the growth and development of media in North East India

Course Outcome :
 ➢ The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but in everyday life.
 ➢ Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.
 ➢ After the completion of the course the students will be able to explain and review on critical evaluation of the different forms of media

UNIT-1: HISTORY OF PRINT MEDIA

Types of Print Media- Daily Newspapers, Tabloids, Magazines; Relevance of Print Media

UNIT-2: HISTORY OF PRINT MEDIA IN INDIA

History of Print Media in India; Evolution of Print Media in India- The Early Stages and the English East India Company, The Anti-British Sentiment and the Media, The English Press : Nationalist and Pro-British, The Indian Language Press; Journalists of Eminence; History of Media in North East India; special reference to Assam

Unit – 3 : FREEDOM MOVEMENT AND THE INDIAN PRESS

Pre and Post Independence era of the growth of journalism in India, Struggle of Press against repressive measures- Freedom of Press in India before Independence , Freedom of Press in India after Independence; Print vs Electronic media

Unit – 4 : PIONEERS OF JOURNALISM IN ASSAM

Contributions made by some of the well-known reformists and journalists towards the growth of journalism in Assam- Dr. Nathan Brown, Oliver Cutter, Dutta Dev Goswami, Radhanath Changkakati, Chandra Kumar Agarwala, Padmanath Gohain Baruah, Lakshminath Phukan, Ambikagiri Ray Chowdhury, Siva Prasad Barooah, Radha Govinda Baruah

Unit – 5 : LANGUAGE PRESS AND NATIONAL DEVELOPMENT

Role of the language press in the field of national development, Problems encountered by language press, A study on growth of some of the important language newspapers of India, present status of circulation of newspapers.

Unit – 6 : A BRIEF OVERVIEW OF SOME OF THE IMPORTANT PRESS ORGANSIATIONS IN INDIA

Brief overview of some of the important press organisations in India- Press Council of India, The Registrar of Newspapers for India, Audit Bureau of Circulation, Indian Newspaper Society, Indian Federation of Working Journalists, Press Institute of India, Editor's Guild of India, Indian Languages Newspapers' Association

Unit 7 : HISTORY OF PRINT MEDIA IN NORTH-EAST INDIA WITH SPECIAL REFERENCE TO ASSAM

Birth of Orunodoi - More newspapers and journals, Few other newspapers and magazines of the pre-Independence era ; Media scenario after Independence- The decade of the 1980s : A sudden upsurge, The present scenario, Causes of concern I , Causes of concern II

Unit- 8 : HISTORY OF PHOTOGRAPHY

Concept of photography , History of Photography, Camera – technical developments throughout the ages, Technical concepts of Photography, Concepts of photo-journalism and some developments; Legal problems in photography

UNIT 9: HISTORY OF CINEMA

Characteristics of Film, History of moving images- Lumiere Brothers, Hollywood ; Film in India- Contribution of Dadasaheb Phalke, The Silent Era, The Talkie Era ; Regional Cinema- Assamese Films

UNIT 10: HISTORY OF RADIO

What is radio : Definition and Etymology , Characteristics of Radio; History of Radio Broadcasting - Growth and development of radio in the world, growth and development in India; FM and Community Radio

Unit – 11 : GROWTH OF COMMUNITY RADIO IN INDIA

Concept of community radio, guidelines for setting up of community radio station in India ,Growth and development of community radio in India, Growth and development of community radio in India's North-East

Unit 12 : HISTORY OF TELEVISION

Introduction to the Television medium, Beginning of Television in the world, Growth of Television in India, Doordarshan and an era of soaps

Unit – 13 : VISIT TO A RADIO STATION (PRACTICAL BASED UNIT)

Visit a radio station and analyse the different programmes that are broadcast at the station. Make a list of the different equipments that are used in the station along with its functions. Prepare a radio news script of your choice by highlighting the programme title, station, airtime, date of newscast, talents etc.

Unit – 14 : FILM REVIEW(PRACTICAL BASED UNIT)

Analyse any film of your choice and make a critical appreciation of that particular movie. Prepare the write-up based on the instructions provided in the unit.

Unit – 15 : PHOTOGRAPHY (PRACTICAL BASED UNIT)

Visit any place of your choice and click pictures on a particular theme. After clicking pictures, prepare a report on it by giving appropriate captions and explain the significance of each of the photographs.

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

2. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

3. Paxson, Peyton (2010), Mass Communications and Media Studies, The Continuum International Publishing Group Inc, New York

IDC 3 : BUSINESS COMMUNICATION AND MEDIA MANAGEMENT

Course Objectives :
➢ Outline the meaning of business communication , management and media management
➢ Look into the importance of leadership and motivation in the field of management

Course Outcome :
➢ The students will be able to understand concepts in business communication and shall be able to implement them in not only their professions but in everyday life.
➢ Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.

UNIT - 1 : BUSINESS COMMUNICATION

Concept of Business Journalism, Success through proper communication, History of business communication, Need for business journalism, Essential Characteristics of Business Communication, The Benefits of Effective Communication, Present Scenario, Five rules of good writing or communication, Five Ps of marketing mix, Target audience, Specific Characteristics of a Target Audience, Consumerist culture

UNIT - 2 : MEDIA FOR BUSINESS

Concept, Importance of media in business, Types of media, Selection of Appropriate Communication Media, Incorrect choice of Medium, Setting Up business goals, Communication Structure In a Business Organisation, Communication in corporate world, Effective business or economic writing, Importance of writing skills in business communication, Purpose of writing, The Principles of effective writing, Economic newspapers, The Economic Times, The Business standard, Public Relations and Marketing, Ethics in communication, Audience Analysis.

UNIT - 3 : BUSINESS PRESENTATION-I

Report Writing, Process of Writing a Report, Determining the purpose of the report, Determining the factors, Gathering the information needed, Interpreting the findings, Organizing the report information, Writing the report, Project Report Writing, Criteria of a Good Project, Advantages of a Good Project, Disadvantages of Project Method, Format of a Project Report

UNIT - 4 : BUSINESS PRESENTATION II

Writing Executive Summaries, Making Business Presentations

UNIT - 5 : INTRODUCTION TO MANAGEMENT

Concept Of Management, Characteristic of Management, Scope of Management, Evolution Of Management Thought, Management Vs Administration, Levels Of Management, Functions Of Management, Planning, Organizing, Staffing, Controlling, Coordination, Management Styles in Indian context

UNIT - 6 : MEDIA MANEGEMENT

Media as an industry and profession, Importance of media management, Ownership patterns of mass media in India

UNIT – 7 : MEDIA ORGANISATIONS

Structure of a media organisation, an account of different national and international media and communication organisations

UNIT – 8 : ORGANISATONAL STRUCTURE OF A PRINT MEDIA ORGANIZATION

Organizational structure of print media establishments, Editorial Department, Business Department, Production Department, Reference Section, Role and coordination among the different departments, Printing, Packaging, Transportation and Distribution

UNIT - 9 : ORGANISATIONAL STRUCTURE OF AN ELECTRONIC MEDIA ORGANIZATION

Electronic media organization, News and programme sections, News section in a radio station, News section in a TV station, Programme section in TV and radio, Electronic News Gathering (ENG), Electronic Field Production (EFP), Personnel involved in production and news, Viewership/ Listenership, Content creation and role of advertising, Genre or types of programmes, Types of programmes in radio, Types of programmes in TV

UNIT – 10 : LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organisation, job performance, impact of technology on the performance of the employees, division of labour

Recommended Books –

a. **Mass Communication In India,***Third Edition, Keval J. Kumar, Jaico Publishing House, Mumbai*
b. **Writing and Producing Television News**, *Second Edition, Eric K. Gormly, Surjeet Publications, New Delhi*
c. **The Radio Station,** *Eight Edition, Michael C. Keith, Focal Press, United States of America*
d. **Fundamentals of Television Production**, *Ralph Donald and Thomas Spann, Surjeet Publications, New Delhi*
e. **Introduction to Media Production,** *Fourth Edition, Robert B. Musburger and Gorham Kindem, Focal Press, United States of America*

SEMESTER – IV

Course Objectives :

 ➢ This course aims to provide knowledge of media laws and cyber laws.
 ➢ Understand the common elements of the media code of ethics
 ➢ Analyse the legal aspects of media freedom

Course Outcome :

 ➢ To know the media laws including law of defamation, registration of book act, copy right cyber law, official secrets act, working journalist act, principles of media management.
 ➢ Students would be able to acquaint themselves with technological advancements and current status in print, electronic and new age social media.

UNIT- 1: MEDIA ETHICS

Media and importance of ethics, Media Code of Ethics, Relationship of media and media economies- deregulation of media, concentration of media ownership, Media trade unions and labour issues

Unit -2 : PHILOSOPHIES OF KEY ETHICAL THINKERS

Key ethical thinkers throughout the ages- Aristotle, Emmanuel Kant, John Stuart, W. D. Ross, John Rawls, Seyla Benhabib

Unit - 3: COMMON ELEMENTS OF MEDIA CODE OF ETHICS

 Common elements of media code of ethics, Need and importance of media code of ethics, Plagiarism, Compliance of ethical standards, Right of Reply

Unit -4 : LEGAL ASPECTS OF MEDIA FREEDOM

Media freedom : Concept- History of media freedom, Media freedom : Constitutional Guarantees and Reasonable Restrictions, Need for Restraint in Media Freedom; Official Secrets Act, 1923, Right to Information : Concept – Right to Information : A Human right, Right to Information : International Standards, Right to Information : Indian Perspectives, Right to Information Act, 2005

Unit -5 : RIGHTS OF JOURNALISTS

 Press Council of India, Ethics of Journalism, Working Journalists and other Newspaper Employees (Conditions of Services and Miscellaneous Provision) Act, 1955, Ethics in theory and practice

Unit- 6: MEDIA AND PRIVACY

Media and Intrusion into Privacy - Privacy under International Law, Privacy and Indian Legal Provisions; Sensationalism – Sensationalism :Development of the Concept, Sensationalism in Electronic Media; Sting Operations - Operation West End: Tehelka.com , Sting Operations in movies, novels, comics and TV serial;Paparazzi - Paparazzi and Celebrities: Two Way Traffic, Restrictions on Paparazzi and Laws; Yellow Journalism

Unit- 7 : REGULATORY ORGANISATIONS

Press Commission : the first press commission in India : 1952, Recommendations of the first Press Commission, Second Press Commission and its Recommendations : 1978, Press Council, Press Council of India (PCI), PCI : Complaint Procedure, PCI and Principles of Media, Ombudsman - Press Ombudsman, Press Ombudsman in India, Readers' Editor, Broadcasting Services Regulation Bill, 2006

Unit- 8 : MEDIA SELF-REGULATION

Self-regulation- Media Self-regulation, Code of conduct of different organisations for media personnel , Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS) : Objectives and Administration of INS, Functions of INS

Unit – 9 : ELECTRONIC MEDIA AND ETHICS

Sting operation : definition, practice, legal and ethical dimensions, practice of sting operation, Legal aspects of sting operation, ethical aspects of sting operation, Code of ethics for AIR, Doordarshan and private TV channels, Broadcast Content Complaint Council (BCCC), News Broadcaster's Association (NBA)

Unit-10 : MEDIA LAWS RELATED TO ELECTRONIC MEDIA IN INDIA

Broadcast Code governing All India Radio, Electronic Media Laws in India - The Indian Telegraph Act 1885, Indian Wireless Telegraphy Act 1933, Telecom Regulatory Authority of India Act 1997, Cinematograph Act 1952, Prasar Bharati (Broadcasting Corporation of India)Act of 1990, Cable Television Networks (Regulation) Act 1995, The Broadcasting Bill of 1997, The Cable Television Networks (Regulation) Amendment Ac 2002, Broadcasting Services Regulation Bill, 2006

UNIT- 11: ETHICS OF PHOTOJOURNALISM

Importance of Ethics of photojournalism **,** Guidelines for journalists working with images

Unit – 12 : MEDIA ETHICS AND THE LAW

Defamation – Kinds of defamation, Defamation and Law, Liabilities of different persons as regards defamation, Courtroom reporting, Copyright , Protection of Sources

Unit – 13 : ETHICS IN PUBLIC RELATIONS & ADVERTISING

Importance of ethics in public relations, Code of Ethics for Public Relations Professionals , In-House PR : the effects of organisational structure on moral decision making , Advertising Codes and Ethics, Code of Ethics for Advertisers , Advertising Standards Council of India

Unit – 14 :ETHICS OF ONLINE JOURNALISM

Privacy in cyberspace, Journalists and web technology, Ethical challenges of online journalism, Organizational structures and communications in online media , Social issues of media convergence , Global communication

Unit – 15 : CONCEPT OF FREEDOM

Media freedom and political ideologies, Libertarian approach, Political economy of media

Recommended Books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
b. Datta, K.B. (2010), Modern Handbook of Media Ethics, Ekta Books Distributors, New Delhi
c. Day, Loius Alvin (2006),Media communication Ethics, Cengage Learning, New Delhi
d. Fitzpatrick, Kathy, Carolyn Bronstein (2006), Ethics in Public Relations, Sage Publications, USA
e. Menin, P.K. (2005), Journalistic Ethics, Pointer Publishers, Jaipur
f. Plaisance, Patrick Lee (2009),Media Ethics, Sage Publications, USA
g. Sharma, Jitendra Kumar (2005), Ethics of Journalism in Transition, Authorspress, New Delhi

DSC 6 : REGIONAL ECONOMY OF NORTH EAST INDIA

Course Objectives :
 ➢ To get a brief overview of the Regional Economy of North EastIndia
 ➢ To understand the major economic problems of North East India
 ➢ To recognize the problems and prospects of the industrial sector in North East India

Course Outcome :

- ➢ Establish social contact and linkage
- ➢ Build public opinion
- ➢ Circulate government policies

UNIT 1: NORTH EAST AS A REGION

Concept of India's North East as an Economic Region; Characteristics of the Economy of the North-East; North Eastern Council (NEC): Aims and Objectives; Role and Function of NEC in Regional Development; Critical Evaluation

UNIT 2: NATURAL AND HUMAN RESOURCES OF THE NORTH EAST

Natural Resources - Mineral, Forest, Water and Their Uses; Prospects and Challenges

Human Resources of the North East: Size, And Growth of Population; Characteristics of the Population: Sex Ratio, Age Composition, Density, Rural-Urban Ratio and Occupational Distribution; Indicators of Human Development: Life Expectancy, Infant Mortality and Literacy

UNIT 3: MAJOR ECONOMIC PROBLEMS OF NORTH EAST INDIA

Poverty, Unemployment, Low Capital Formation, Other Socio- Economic Problems

UNIT 4: DOMESTIC PRODUCT OF NER

Trend and Composition of State Domestic Product and Per Capita Income of the Different States of the Region in the Post-Independence Period; Reasons for Slow Growth Rate of State Income

UNIT 5: AGRICULTURE IN NORTH EAST INDIA

Importance of Agriculture for the N-E Economy; Land-Use Pattern and Cropping Pattern; Agricultural Production and Productivity; Modernisation of Agriculture in the Region

UNIT 6: PROBLEMS AND CHALLENGES FACED BY PRIMARY SECTOR IN NER

Problems of Primary Sector; Challenges faced by Agricultural Sector; Suggestions for Improvement

UNIT 7: SHIFTING CULTIVATION AND PROBLEM OF AGRICULTURAL
          TRANSITION IN HILL AREAS

Concept of Shifting Cultivation; Harmful Impact of Shifting Cultivation; Problem of Agricultural Transition in Hill Areas.

UNIT 8: INFRASTRUCTURE IN THE NORTH EAST

State of Infrastructure in the Region: Power, Transport and Communication; Finance; Health and Education

UNIT 9: INDUSTRIALISATION IN THE NER

Role of Organized and Unorganized Industries; Extent of Industrial Development; Current Industrial Policy for N-E India (Important Features Only); Problems Faced by the Industries of NER; Suggestions to Overcome the Problems; Development of SSIs in NER; Problems and Prospects

UNIT 10: BORDER TRADE AND LOOK EAST POLICY

Prospect of Border Trade with Neighbouring Countries; Look East Policy; Act East Policy

UNIT 11: BANKING AND FINANCIAL INCLUSION IN NER-PERFORMANCE,

 PROSPECTS AND CHALLENGES

Performance of Banking Sector in NER, Prospect and Challenges**;** Performance, Problems and Prospect of Regional Rural Banks (RRBs) in NER

UNIT 12: DEVELOPMENT OF TOURISM SECTOR IN NER-PROBLEMS AND

 PROSPECTS

Tourism Sector in NER-Present Status; Prospect of Tourism Sector in NER; Specific Problems Faced by the Tourism Sector in NER

UNIT 13: CO-OPERATIVE MOVEMENTS AND COMMUNITY DEVELOPMENT

 PROGRAMMES IN NER WITH SPECIAL REFERENCE TO ASSAM

History of Co-Operative Movement In NER And Assam; Features Of The Co-Operative System; STATEFED; Weakness Of The Co-Operative System

UNIT 14: ECONOMIC PLANNING IN NER WITH SPECIAL REFERENCE TO

 ASSAM

Economic Planning in Assam and NER after Independence; Major Achievement; Failures

UNIT 15: COMMUNITY DEVELOPMENT PROGRAMMES IN NER WITH

 SPECIAL REFERENCE TO ASSAM.

Major Community Development Programmes in NER and Assam; Achievements and Limitations; Role of Local Government in Economic Development: Panchayati Raj Institutions

Recommended Books -

1) Dhar, P.K : *The Economy of Assam (Including the Economy of North-East India)*, Kalyani Publisher

2) Daimari, Dr. P (2008) : *Economic Development of Assam-Problems and Prospects*, Eastern Book House

3) Lyngdoh C. R., Rani, M (Eds.). *Look East Policy-Impact On North East India,* Akansha

DSC 7 : ELECTRONIC MEDIA- RADIO

Course Objectives :
- ➢ Provide a brief background towards the growth and development of audio-visual media
- ➢ Discuss the growth of All India Radio in the country with special reference to North East India

Course Outcome :
- ➢ Will help to build public opinion on different issues by articles, editorials, etc. It provides a real picture of the world, government policies to create public opinion.
- ➢ Will help to create awareness among the public about fake news, rumours, and controversies. It helps the audience to avoid fake news and aware of correct and real information.

Unit – 1: INTRODUCTION TO AUDIO MEDIA
Characteristics and features of audio media, impact and reach, audio media vs. print media vs. audio-visual media

Unit – 2: HISTORY OF RADIO BROADCASTING
Wireless age, Developments in the early twentieth century, Developments in the latter half of the twentieth century

Unit – 3: RADIO BROADCASTING IN INDIA
History of radio broadcasting in India, three –tier system of broadcasting in India- National Broadcasts, Regional Broadcasts and Local Broadcasts

Unit – 4: TYPES OF RADIO BROADCASTING
Frequency Modulation, Amplitude Modulation, Community Radio, Educational Radio in India : Growth and Development, Recent trends in radio broadcasting

Unit– 5: RADIO BROADCASTING AND ITS ROLE IN THE SOCIETY
Radio broadcasting and its role in Indian society, History of radio and contemporary set up, Characteristics of radio as an effective mass communication medium in India, Shortcomings of radio, Prasar Bharati Act (Broadcasting Bill, 1997), Structure of Prasar Bharati Board, Functions and objectives of Corporation, Background of Prasar Bharati Act, Future of radio

Unit -6 : ALL INDIA RADIO
History of All India Radio, All India Radio Services, AIR News Services, External Service, Vividh Bharati, Yuva Vani, Radio plays and feature

Unit – 7: DIFFERENT PROGRAMMES OF ALL INDIA RADIO
Radio Talks and Discussions, News Bulletins, Newsreels, Health Programmes, Magazine Programmes, Sports Commentaries, Music and Film Soundtracks, Special Audience Programmes, Innovations in radio broadcasting

Unit -8: AIR WITH SPECIAL REFERENCE TO NORTH EAST INDIA
AIR with special reference to North East India

Unit - 9: STRUCTURE OF A RADIO STATION
Working and operations of radio station – radio studio, control room, transmitter, Functionaries of radio station, Radio broadcasting system in India- All India Radio, Private FM channels, Cost of setting up FM station, Types of radio stations

Unit – 10: RADIO NEWS – BASIC FEATURES
Basic features of radio news, different types of news bulletins, Radio features and current features programmes – Radio Features/Documentaries, Radio Current Affairs Programmes

UNIT – 11: REPORTING FOR RADIO
Reporting for radio, Qualities and responsibilities of radio reporter, Criteria for selection of radio news, Sources of radio news

UNIT – 12: WRITING FOR RADIO NEWS
Structure of a radio news bulletin, Language and style for radio news, writing for radio features and current affairs programmes- writing for radio features, writing for radio current affairs programmes

UNIT - 13: INTERVIEWING FOR RADIO
Interviewing (art of interviewing, types, sound bytes etc.), Types of radio interview, Approaches to radio interviews, Where and how are interviews being used? , Preparations before a radio interview, Important points to be kept in mind at the time of radio interview

UNIT – 14: RADIO PRODUCTION
Scope of radio production, Elements of radio production, Classification of radio production- broad formats of radio production, Responsibilities of a radio producer- skills of a radio producer

UNIT – 15: STAGES OF RADIO PRODUCTION
Radio production stages, Pre-production planning, Essentials for pre-production strategies, production values, post-production techniques
Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

b. Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication Journalism and Media Management, Part 2, Kanishka Publishers, Distributors, New Delhi

c. Gandhi, Ved Prakash (2009), Handbook of Television and Radio Broadcasting, Kanishka Publishers, Distributors, New Delhi

d. Keith, Michael C. (2010), The Radio Station, Focal Press, Oxford

e. Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai

f. Pavarala, Vinod, Kanchan K. Malik (2007), Other Voices, Sage Publications, New Delhi

g. Reese, David E. Reese, Lynne S. Gross, Brian Gross (2009), Audio Production Worktext, Focal Press, UK

h. Srivastava, Dr. H.O. (2000), Broadcast Technology, Gyan Publishing House, New Delhi

i. Wadia, Angela (2007), Broadcast Management in India, Kanishka Publishers, Distributors, New Delhi

DSM 4 : MEDIA LAWS AND ETHICS

Course Objectives :

➢ This course aims to provide knowledge of media laws and cyber laws.
➢ Understand the common elements of the media code of ethics
➢ Analyse the legal aspects of media freedom

Course Outcome :

➢ To know the media laws including law of defamation, registration of book act, copy right cyber law, official secrets act, working journalist act, principles of media management.
➢ Students would be able to acquaint themselves with technological advancements and current status in print, electronic and new age social media.

UNIT- 1: MEDIA ETHICS

Media and importance of ethics, Media Code of Ethics, Relationship of media and media economies- deregulation of media, concentration of media ownership, Media trade unions and labour issues

Unit -2 : PHILOSOPHIES OF KEY ETHICAL THINKERS

Key ethical thinkers throughout the ages- Aristotle, Emmanuel Kant, John Stuart, W. D. Ross, John Rawls, Seyla Benhabib

Unit - 3: COMMON ELEMENTS OF MEDIA CODE OF ETHICS

Common elements of media code of ethics, Need and importance of media code of ethics, Plagiarism, Compliance of ethical standards, Right of Reply

Unit -4 : LEGAL ASPECTS OF MEDIA FREEDOM

Media freedom :   Concept- History of media freedom, Media freedom : Constitutional Guarantees and Reasonable Restrictions, Need for Restraint in Media Freedom; Official Secrets Act, 1923, Right to Information : Concept – Right to Information : A Human right, Right to Information : International Standards, Right to Information : Indian Perspectives, Right to Information Act, 2005

Unit -5 : RIGHTS OF JOURNALISTS

Press Council of India, Ethics of Journalism, Working Journalists and other Newspaper Employees (Conditions of Services and Miscellaneous Provision) Act, 1955, Ethics in theory and practice

Unit- 6: MEDIA AND PRIVACY

Media and Intrusion into Privacy - Privacy under International Law, Privacy and Indian Legal Provisions; Sensationalism – Sensationalism :Development of the Concept, Sensationalism in Electronic Media; Sting Operations - Operation West End: Tehelka.com , Sting Operations in movies, novels, comics and TV serial;Paparazzi - Paparazzi and Celebrities: Two Way Traffic, Restrictions on Paparazzi and Laws; Yellow Journalism

Unit- 7 : REGULATORY ORGANISATIONS

Press Commission : the first press commission in India : 1952, Recommendations of the first Press Commission, Second Press Commission and its Recommendations : 1978, Press Council, Press Council of India (PCI), PCI : Complaint Procedure, PCI and Principles of Media, Ombudsman - Press Ombudsman, Press Ombudsman in India, Readers' Editor, Broadcasting Services Regulation Bill, 2006

Unit- 8 : MEDIA SELF-REGULATION

Self-regulation- Media Self-regulation, Code of conduct of different organisations for media personnel , Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS) : Objectives and Administration of INS, Functions of INS

Unit – 9 : ELECTRONIC MEDIA AND ETHICS

Sting operation : definition, practice, legal and ethical dimensions, practice of sting operation, Legal aspects of sting operation, ethical aspects of sting operation, Code of ethics for AIR, Doordarshan and private TV channels, Broadcast Content Complaint Council (BCCC), News Broadcaster's Association (NBA)

Unit-10 : MEDIA LAWS RELATED TO ELECTRONIC MEDIA IN INDIA

Broadcast Code governing All India Radio, Electronic Media Laws in India - The Indian Telegraph Act 1885, Indian Wireless Telegraphy Act 1933, Telecom Regulatory Authority of

India Act 1997, Cinematograph Act 1952, Prasar Bharati (Broadcasting Corporation of India)Act of 1990, Cable Television Networks (Regulation) Act 1995, The Broadcasting Bill of 1997, The Cable Television Networks (Regulation) Amendment Ac 2002, Broadcasting Services Regulation Bill, 2006

UNIT- 11: ETHICS OF PHOTOJOURNALISM

Importance of Ethics of photojournalism **,** Guidelines for journalists working with images

Unit – 12 : MEDIA ETHICS AND THE LAW

Defamation – Kinds of defamation, Defamation and Law, Liabilities of different persons as regards defamation, Courtroom reporting, Copyright , Protection of Sources

Unit – 13 : ETHICS IN PUBLIC RELATIONS & ADVERTISING

Importance of ethics in public relations, Code of Ethics for Public Relations Professionals , In-House PR : the effects of organisational structure on moral decision making , Advertising Codes and Ethics, Code of Ethics for Advertisers , Advertising Standards Council of India

Unit – 14 :ETHICS OF ONLINE JOURNALISM

Privacy in cyberspace, Journalists and web technology, Ethical challenges of online journalism, Organizational structures and communications in online media , Social issues of media convergence , Global communication

Unit – 15 : CONCEPT OF FREEDOM

Media freedom and political ideologies, Libertarian approach, Political economy of media

Recommended Books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
b. Datta, K.B. (2010), Modern Handbook of Media Ethics, Ekta Books Distributors, New Delhi
c. Day, Loius Alvin (2006),Media communication Ethics, Cengage Learning, New Delhi
d. Fitzpatrick, Kathy, Carolyn Bronstein (2006), Ethics in Public Relations, Sage Publications, USA
e. Menin, P.K. (2005), Journalistic Ethics, Pointer Publishers, Jaipur
f. Plaisance, Patrick Lee (2009),Media Ethics, Sage Publications, USA

g. Sharma, Jitendra Kumar (2005), Ethics of Journalism in Transition, Authorspress, New Delhi

AEC : ENGLISH FOR MEDIA STUDIES

Course Objectives :

- Get a brief understanding of the importance of English in the field of Media Studies
- Describe the different facets of writing and editing

Course Outcome :

- To acquaint students with various types of information and develop skills for writing various types of news.
- To train students in the analysis and interpretation of news.
- To introduce students the process of selecting, editing and presenting news with the graphic for the news

Unit - 1: INTERVIEWING AND NOTE TAKING

Interview – What is Interview?, Preparing for Interview; Conducting the interview-Telephone interview, Face to face interview ; Text of interview, Language for audio-visual interview, Note Taking – Note taking for Print Media, Note taking in meetings, Note taking for electronic media- radio

Unit -2: EDITORIAL WRITING

Introduction to the editorial page (Editorial, Features, Articles, Middles, Letters to the Editor), Writing the editorial, Writing the Feature, Writing the Article, Writing the Middle, Letters to the Editor

Unit -3: ART OF COLUMN WRITING

Types of columns, Op-ed and Editorial, Steps to be followed while writing a column

Unit - 4: ELEMENTS OF GOOD WRITING

Characteristics of Good Writing, Precision, Clarity, Use of simple sentences, Grammar and punctuation, Avoiding clichés, Pacing

Unit-5: PREPARING COPY

Introduction : Content Editing and Copy editing, Steps of preparing copy, Grammar usage and common grammatical errors, Copy editing symbols

Unit - 6: MASTERING THE LANGUAGE OF EDITING

Importance of vocabulary, Parts of speech and sentence construction, Use of preposition and punctuation, Selection of right words

Unit -7: REVIEW WRITING

Introduction : What is a Review, Reviewing different genres, Basic steps to follow while writing a review, Characteristics of a good review

Unit -8: COMPOSITION

Column writing, Science write-up, Review writing- Book review, Film review

Unit -9: HEADLINE WRITING

Introduction- What is a headline?, Types of headlines, How to write a headline?, Grammar rules of headline writing

Unit -10: WRITING FOR ADVERTISING COPY

Introduction – What is advertising?, Basic concepts of advertising, Copywriting, Radio copy, Television copy

Unit -11: WRITING AND REWRITING FOR PUBLIC RELATIONS

Introduction : What is Public Relations writing?, Difference between news writing and PR writing, Types of PR writing, Guidelines for writing for PR

Unit -12: GRAMMAR AND USAGE

Sequence of tenses- What is tense, Kinds of tense, The present tense, The past tense ,Future forms; Voice- What is voice? , Active voice, Passive voice, Transformation of active into passive voice; Direct and Indirect Speech, Punctuation, Common Errors, Vocabulary

Unit -13: COMMON ERRORS IN THE USE OF ENGLISH

Errors of Concord, Errors of Verb Forms, Errors of Order, Errors of Prepositions, Errors of Conjunctions

Unit -14: REPORTING PUBLIC SPEECH

Preparing to report a speech, Covering the speech, Writing the speech story for print

Unit - 15: STYLE AND THE STYLEBOOK

Introduction : What is a stylebook?, Why do we need a stylebook?, Commonly used stylebooks and Journalistic Conventions

Recommended books :

1. Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi

2. Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi

3. Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi

4. Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi

5. Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi

6. Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi

7. Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK

8. Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi

9. Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

SEMESTER - V

DSC 8 : ADVERTISING

Course Objectives :
 ➢ To familiarise the learners with the different aspects of advertising
 ➢ To understand the different types of advertising and the art of advertising copywriting

Course Outcome :
 ➢ Critically assess the use of rhetoric in an array of advertising and public relations materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and PR campaign materials
 ➢ Compose ad copy in a variety of media, as demonstrated through Critical evaluation of visuals, graphics and the written word and Designing a best practices ad kit

Unit – 1: CONCEPT OF ADVERTISING
Introduction to Advertising: Concept, Objectives and Functions of Advertising, brief history of Advertising

Unit – 2 : TYPES OF ADVERTISING

 Classification of Advertising - based on function, region, target markets, company demand, desired responses and on the type of media used to issue advertisements

Unit – 3: ELEMENTS OF ADVERTISING
Basic Elements of Advertising - Slogan, Headlines, Subheads, Illustrations, Copy, Product, Trademark

Unit – 4 : MODELS OF ADVERTISING

AIDA model, DAGMAR, Lavidge and Steiners Hierarchy of Effects model, Criticisms of the models.

Unit – 5: ADVERTISING MEDIA
Concept , Factors for selecting an appropriate media , Problems in media selection, public relations advertising, Classification of advertising media - Print, Audio-visual, Outdoor and Transit media and Indoor media.

Unit-6 : ADVERTISING AGENCY

Concept, History, Types of Advertising Agency, Organizational setup, Advertising Manager, the duties and responsibilities of an advertising manager, the qualities of an advertising manager

Unit – 7 : ADVERTISING PLANNING

Strategic planning, advertising plan, target audience, advertising and marketing mix, concept of media buying and space selling

Unit – 8 : THE ART OF ADVERTISING COPYWRITING

Concept of Advertising copywriting, techniques of writing a copy, copy writing for radio, television and film

Unit – 9 : ADVERTISING AGENCY

Advertising agency activity – client servicing, accounts service, media planning, the creative department, the creative services department, the research department, the duties and responsibility of an agency, financial relation of the advertising agency, advertising ownership and term of relationship

Unit – 10 : MANAGING AN ADVERTISING CAMPAIGN

Concept of Advertising Campaign, Advertising Campaign Strategy, research for advertising campaign

Unit – 11 : ADVERTISING MANAGER

Ad Manager, Who is an advertising manager?, The duties and responsibilities of an advertising manager, the qualities of an advertising manager

Unit – 12 : ADVERTISING AND MARKETING

Outdoor advertising, film advertising, corporate advertising, financial advertising, Social Marketing concept, relation between marketing and advertising, codes of advertising – AAAI, ASCI, Codes and guidelines for advertising

Unit – 13 : ADVERTISING AND SOCIETY

Impact of Advertising, Impact of Advertisements on children, ethics in advertising, corporate social responsibility

Unit – 14 : CODES OF ADVERTISING

Ethics in advertising, AAAI, ASCI, Codes and guidelines for advertising, General rules of conduct in advertising, Code for Doordarshan, General AIR code, Advertising code and children, Code of standards in relation to the advertising of Medicines and treatment, Cable Television Advertising Codes

Unit – 15 : ADVERTISING INDUSTRY

Growth of Indian Advertising Industry, Advertising Spend on Sectors, Roadmap of Advertising sector, Role of Advertising agency, Structure of Advertising agency, Types of agencies, Top 10 Advertising agencies in India

Recommended books:

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Jr. Henry, Rene A. (2003), Marketing Public Relations, Surjeet Publications, New Delhi
3. Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning, Prentice-Hall of India Private Limited, New Delhi
4. Kaptan, S.S. (2002), Advertising, New Concepts, Sarup & Sons, New Delhi
5. O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Manegement, Cengage Learning, New Delhi
6. Sharma, Sangeeta, Raghuvir Singh (2010), Advertising, Planning and Implementation, PHI Planning Private Limited, New Delhi
7. Tyagi, C.L , Arun Kumar (2004), Advertising Management, Atlantic Publishers & Distributors, New Delhi
8. Vilanilam, J,V , A.K Varghese(2004), Advertising Basics ! Response Books, New Delhi

DSC 9 : PUBLIC RELATIONS

Course Objectives :

➢ To get a brief overview of the concept of public relations, its functions, different PR organisations in India and the PR Code of Conduct
➢ To discuss the different tools of Public Relations

Course Outcome :

➢ Develop public relations materials, as demonstrated through Designing a set of press releases to address crisis scenarios and Creating a set of press releases to relay good news and Constructing a best practices press kit

Unit – 1: CONCEPT OF PUBLIC RELATIONS

Nature of Public Relations , Definitions of Public Relations, Objectives of Public Relations, Scope of Public Relations

Unit – 2: GROWTH AND DEVELOPMENT OF PUBLIC RELATIONS
Growth and Development of Public Relations, Pioneers of Public Relations, PR in India, Modern Public Relations in India, Future prospect of PR

Unit – 3: FUNCTIONS OF PUBLIC RELATIONS
Basic Functions of Public Relations, Propaganda, Publicity, Difference between Public Relations, Propaganda and Publicity

Unit – 4: PUBLICS OF PUBLIC RELATIONS
Target Audience, Publics of Public Relations: Internal Publics, External Publics, Publicity media for PR: print media, television, radio, film, new media
Unit – 5: PUBLIC RELATIONS PRACTITIONERS
Public Relations Officer, Public Relations Officer – Duties and Responsibilities, Qualities of a good Public Relations Officer

Unit - 6: PUBLIC RELATIONS ORGANISATIONS IN INDIA
Public Relations Society of India, Public Relations Council of India, Public Relations Consultants Association of India
Unit –7: PUBLIC RELATIONS IN ORGANIZATION
PR set up in an organization, Status of PR department in an Organization, Functions of a PR department, PR campaigns and programmes, Public Relations and Crisis Management, PR and Code of Conduct

Unit - 8: PUBLIC RELATIONS UNDER PUBLIC SECTOR UNDETAKINGS
PR in Central Government , PR in State Government, PR in Public Sector Undertakings

Unit - 9: PUBLIC RELATIONS UNDER PRIVATE SECTOR UNDERTAKINGS
Objectives of Public Relations in private sector, Public Relations in Private Sector Undertakings

Unit – 10: PUBLIC RELATIONS AND CRISIS COMMUNICATION
Meaning of crisis communication, Public Relations in a crisis situation, Public Relations tools for crisis communication, Rhetorical and Social Science Approaches to Crisis Communication

Unit - 11: PUBLICITY MEDIA FOR PR
Concept and definition of publicity, Types of publicity media, An Integrated Public Relations Media Model, Recent trends in Public Relations Media
Unit – 12: TOOLS OF PUBLIC RELATIONS
Tools of Public Relations, House Journals, Other PR Publications, Some other important tools of PR
Unit – 13: MEDIA RELATIONS IN PR
Organizing Press Conference - How to organize a Press Conference, Differences between Press Meet and Meet the Press, Press Briefings, Press Tours; Releases and Written Materials to Media - Press Release, Backgrounder, Rejoinders.

Unit - 14: PUBLIC RELATIONS AS MANAGEMENT FUNCTION

Importance of Public Relations in Management, public relations as a tool of management, Traits in PR Managers, Technology, the latest and the most essential tool for Management by a PR Manager

Unit – 15: PUBLIC RELATIONS CODE OF CONDUCT

Principles and Ethics in Public Relations, SPJ Code of Ethics, Code of Professional Standards (Public Relations Society of America), International Code of Ethics (International Public Relations Association), Code of Athens, Code of Ethics in India

Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

b. Banik, Dr. G.C (2006), PR & Media Relations, Jaico Publishing House, Mumbai

c. Heath, Robert L. (2010), The Sage Handbook of Public Relations, Sage Publications, USA

d. Nayyar, Deepak (2006), Public Relations & Communication, ABD Publishers, Jaipur

e. Singh, P. Dr. Pushpendra & Dr. Samir Kumar Singh (2009), Public Relations Management, Jnanada Prakashan(P & D), New Delhi

f. Tomar, Dinesh (2008), Public Relations Management, Vista International Publishing House, New Delhi

g. Theaker, Alison (2009), The Public Relations Handbook, Routledge

h. Vilailam, J.V (2001),Public Relations in India, Sage Publications India Pvt Ltd, New Delhi

DSC 10 : ELECTRONIC MEDIA – TELEVISION

Course Objectives :

 ➢ To explain the history of the television broadcasting with special reference to North East India
 ➢ To understand the differences between public and private service television broadcasting in India

Course Outcome :
 ➢ The students will Memorize basic evolution of TV industry and its growth in India.
 ➢ Students will be able to illustrate the basics of TV genres and essentials of TV journalism.
 ➢ Students will able to explain the handling and operating video camera and sound controlling equipments used in TV production

Unit – 1: INTRODUCTION TO AUDIO-VISUAL MEDIA
Characteristics and features of audio-visual media, Impact and reach of audio-visual media, Audio media vs. audio-visual media.

Unit – 2: HISTORY OF TELEVISION BROADCASTING
Origin and development of television, Transmission of Television System, Broadcasting , Colour Television, Cable Television, Television News, Digital Television, High Definition Television

Unit -3: GLOBAL NETWORKS OF TELEVISION
 French-British Television Exchange, Eurovision, Asian Cross-border Networks, CTV Network

Unit - 4: HISTORY OF TELEVSION BROADCASTING IN INDIA
Growth and development of television in India, Launch of INSAT, Development post 1982, Emergence of colour television, Autonomy of Electronic Media, Chanda Committee Report, Verghese Committee Working Group Report, Joshi Committee (The Working Group on Software Planning for Doordarshan- 1983) Report , Digital Terrestrial Television Broadcasting (DTTB)

Unit -5: TELEVISION FOR DEVELOPMENT
Television as a tool for Development Communication, Satellite Instructional Television Experiment (SITE), Kheda Communication Project, Jhabua Development Communication Project (JDCP), Gramsat- satellite for rural education

Unit – 6: PUBLIC SERVICE BROADCASTING IN INDIA
Use of digital technology in public service broadcasting, Beginning of Doordarshan, Organisational structure of Doordarshan, Role of Doordarshan as a public service broadcaster, Performance appraisal of Doordarshan, Problems in public service broadcasting, Need to evolve a proper public service policy

Unit -7: PRIVATE SERVICE BROADCASTING IN INDIA
Growth of private television, Arrival of satellite cable television, Channels based on education, entertainment, news and history, Major satellite TV channels- Star TV, Zee, Sony, MTV India and National Geographic Channel, Impact of private satellite channels on Doordarshan, Cable television the backbone of digital convergence , Impact of private channels on Doordarshan

Unit – 8: TELEVISION BROADCASTING IN NORTH EAST INDIA
Doordarshan with special reference to DDK Guwahati and PPC-NE, Growth of private TV channels in north east India with special reference to Assam
Unit – 9: TV JOURNALISM
Ethics of Journalism – Code of Ethics for Television Journalists , Challenges for Television Journalists, Advantages of Television Journalism, Disadvantages of Television Journalism, Processes of Television Journalism- Packaged news stories; Broadcasting Live Coverage, Writing for TV News- Writing Principles for TV Medium ; Reporting for TV, News Sources, Piece to Camera, TV News Presentation- Principles of Effective Presentation; Some terms to remember in TV Journalism usage, Milestones in TV Journalism Industry

Unit -10: TV News
News room and its operations, Basic Features of TV News, Structure of TV News, News Package, Writing for Visual and Presentation Skills
Unit – 11: TELEVISION PRODUCTION
Stages in Television Production, Basic components of Television Production, Electronic News Gathering (ENG) & Electronic Field Production (EFP), Different Camera Angles and Movements
Unit – 12: GENRES OF TELEVISION PROGRAMMES
News, Current Affairs, Panel Discussion, Interviews, Documentaries, Education Television, Entertainment

Unit -13: REPORTING FOR TV NEWS
Introduction to TV Reporting , Duties, Qualities and Responsibilities of TV Reporter, Sources of TV News, New Trends in TV Reporting

Unit -14: PROVISIONS UDNER THE GOVERNMENT OF INDIA
The Prasar Bharati (Broadcasting Corporation of India) Act, 1990, Cable Television Network (Regulation) Act, Cable Television Networks (regulation) Amendment Act, 2002, Broadcast Content Complaints Council (BCCC)

Unit – 15: TELEVISION AS AN INDUSTRY
Emerging trends in Television Industry, Challenges for Television Industry, Advertising Scenario in Television Industry, Factors affecting Advertising in TV Industry, Economic impact of the television industry, Measuring Television's Audience report or Television Rating Points, World of TV Rating System

Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
b. Ahuja, B.N (2006), Audio Visual Journalism, Surjeet Publications, New Delhi
c. Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication Journalism and Media Management, Part 1, Kanishka Publishers, Distributors, New Delhi

d. Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi

e. Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi

f. Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai

g. Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi

h. Mehta, Nalin (2009), Television in India, Routledge

DSC 11 : NEW MEDIA AND COMPUTER APPLICATION

Course Objectives :

➢ The learner will be able to explain the concept of new media and computer fundamentals

➢ The learner will be able to understand the use of computer in different areas

Course Outcome :

➢ Learner will be able to explain New Media, its origin and evolution and impact on readers, business and society.

➢ Learner will be able to distinguish New Media from print and electronic media.

➢ Learner will identify the milestones of internet journalism in India and worldwide.

➢   Learner will be able to define important terms of digital world.

➢   Learner will be able to explain the role of a New Media Journalist.

UNIT -1 : INTRODUCTION TO NEW MEDIA

Concept of New Media, Definition, Difference Between Conventional Media and New Media, Characteristics of New Media, Most common vehicles of New Media

UNIT- 2 : CHARACTERISTICS AND TYPES OF NEW MEDIA

Characteristics of New Media, Functions of new media, Common vehicles and examples of new media- Websites, Web Archives, Newsgroups, E-mail and Blogs

UNIT -3 : IMPACT OF NEW MEDIA

Impact of New Media - Society and Mass Culture, Politics and Developmental Issues; Social Media, Citizen Journalism and Blogs, , New Media and Journalism- Print Journalism, Broadcast Journalism, Advertising Industry,

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Convergence - Media Convergence, Advantages of Media Convergence, Rising Concerns About Media Convergence

UNIT -4 : COMPUTER REVOLUTION AND INTERNET

Evolution of Computers, What is Internet, History of Internet, How Internet Came to India, Characteristics of Internet, Contribution of the Internet; Internet Services- E-mail, FTP (File Transfer Protocol), Telnet, Gopher, World Wide Web

UNIT -5 : DIGITAL MEDIA

Digital Media – Digital Media, Analog Media, Why Go Digital, Advantages of Digital Media, Digital Video and Digital Television, Digital Video, Digital Video: A Brief History, Digital TV, Advantages of DTV Over Analog TV, Digital Radio and Digital Photography- Digital Radio, Radio in a Box, Digital Photography

UNIT 6 : ONLINE JOURNALISM

What is Online Journalism ? - Difference Between Online Journalism and Traditional Journalism, History of Online Journalism; Characteristics of Online Journalism- Advantages of Online Journalism, Limitations of Online Journalism, Ethics of Online Journalism, Writing for the Web

UNIT 7 : PRINCIPLES AND PRACTICE OF ONLINE JOURNALISM

Principles and Practice of Online Journalism, Advantages of Online Journalism, Limitations of Online Journalism, Ethics of Online Journalism, Writing for the Web

UNIT 8 : ONLINE NEWSPAPERS AND NEWS WEBSITES

Online Newspapers, Types of Online Newspapers, Growth of Online Newspapers, Impact of Online Newspapers on Traditional Newspapers and News Websites

UNIT 9 : ROLE OF NEW MEDIA IN DISTANCE EDUCATION

Concept of Distance Education, Growing importance of new media tools and technologies, Advantages and disadvantages of new media in the area of open & distance Learning, Relation between new media technologies and Information and Communication Technology

UNIT 10: NEW MEDIA AS A TOOL FOR SOCIAL CHANGE

Using new media for bringing about a social change, Social Media, Tools of social media, Social media as a catalyst for social change and development

UNIT 11 : USING COMPUTERS : ESSENTIAL CONCEPTS

Concept of Computers, Generation of Computers, Organisation of a Computer, Different types of Computers, Port, File Management, Application of Computers, Advantages and Disadvantages of Computers

UNIT 12 : SOFTWARE AND MULTIMEDIA APPLICATIONS

Computer software basics, System Software- Operating System, Utilities Software, Device Drive Software, Programming Language; Application Software- Productivity Software, Education Software, Entertainment Software, Business Software ; Integrated Software, Multimedia Computing, Legal restriction on software

UNIT 13 : PRINTING TECHNOLOGY AND TYPOGRAPHY

Printing Technology - History of printing, Types of Printing Technology; Offset printing - Advantages and disadvantages of offset printing, Types of Offset Presses, CTP (Computer to Plate), Typography- Page layout, Tips for Good Typography, Fonts and Font Families

UNIT 14 : USE OF COMPUTER TECHNOLOGY IN JOURNALISM

Application of Internet, Use of Hypermedia- Browsing and Navigation, Tools of Hypermedia, Advantages and Disadvantages of Hypermedia , Computer assisted broadcast reporting

UNIT 15 : MEDIA CONVERGENCE

Concept of Media Convergence, Advantages of Media Convergence, Rising concerns about media convergence, Convergence of technology and mass communication

Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

b. Hodkinson, Paul (2011), Media, Culture and Society, Sage P ublications, New Delhi

c. Lievrouw, Leah A., Sonia Livingstone (Ed)(2009),New Media (Volume- I, II, III, IV), Sage Publications

d. Mehta, Malti , S.R. Sharma (2013), New Media and Its Language, Sarup Book Publishers Pvt. Ltd, New Delhi

DSM5 : NEW MEDIA AND COMPUTER APPLICATION

Course Objectives :

➢ The learner will be able to explain the concept of new media and computer fundamentals

➢ The learner will be able to understand the use of computer in different areas

Course Outcome :

➢ Learner will be able to explain New Media, its origin and evolution and impact on readers, business and society.

➢ Learner will be able to distinguish New Media from print and electronic media.

➢ Learner will identify the milestones of internet journalism in India and worldwide.

➢ Learner will be able to define important terms of digital world.

➢ Learner will be able to explain the role of a New Media Journalist.

UNIT -1 : INTRODUCTION TO NEW MEDIA

Concept of New Media, Definition, Difference Between Conventional Media and New Media, Characteristics of New Media, Most common vehicles of New Media

UNIT- 2 : CHARACTERISTICS AND TYPES OF NEW MEDIA

Characteristics of New Media, Functions of new media, Common vehicles and examples of new media- Websites, Web Archives, Newsgroups, E-mail and Blogs

UNIT -3 : IMPACT OF NEW MEDIA

Impact of New Media - Society and Mass Culture, Politics and Developmental Issues; Social Media, Citizen Journalism and Blogs, , New Media and Journalism- Print Journalism, Broadcast Journalism, Advertising Industry, Convergence - Media Convergence, Advantages of Media Convergence, Rising Concerns About Media Convergence

UNIT -4 : COMPUTER REVOLUTION AND INTERNET

Evolution of Computers, What is Internet, History of Internet, How Internet Came to India, Characteristics of Internet, Contribution of the Internet;

Internet Services- E-mail, FTP (File Transfer Protocol), Telnet, Gopher, World Wide Web

UNIT -5 : DIGITAL MEDIA

Digital Media – Digital Media, Analog Media, Why Go Digital, Advantages of Digital Media, Digital Video and Digital Television, Digital Video, Digital Video: A Brief History, Digital TV, Advantages of DTV Over Analog TV, Digital Radio and Digital Photography- Digital Radio, Radio in a Box, Digital Photography

UNIT 6 : ONLINE JOURNALISM

What is Online Journalism ? - Difference Between Online Journalism and Traditional Journalism, History of Online Journalism; Characteristics of Online Journalism- Advantages of Online Journalism, Limitations of Online Journalism, Ethics of Online Journalism, Writing for the Web

UNIT 7 : PRINCIPLES AND PRACTICE OF ONLINE JOURNALISM

Principles and Practice of Online Journalism, Advantages of Online Journalism, Limitations of Online Journalism, Ethics of Online Journalism, Writing for the Web

UNIT 8 : ONLINE NEWSPAPERS AND NEWS WEBSITES

Online Newspapers, Types of Online Newspapers, Growth of Online Newspapers, Impact of Online Newspapers on Traditional Newspapers and News Websites

UNIT 9 : ROLE OF NEW MEDIA IN DISTANCE EDUCATION

Concept of Distance Education, Growing importance of new media tools and technologies, Advantages and disadvantages of new media in the area of open & distance Learning, Relation between new media technologies and Information and Communication Technology

UNIT 10: NEW MEDIA AS A TOOL FOR SOCIAL CHANGE

Using new media for bringing about a social change, Social Media, Tools of social media, Social media as a catalyst for social change and development

UNIT 11 : USING COMPUTERS : ESSENTIAL CONCEPTS

Concept of Computers, Generation of Computers, Organisation of a Computer, Different types of Computers, Port, File Management, Application of Computers, Advantages and Disadvantages of Computers

UNIT 12 : SOFTWARE AND MULTIMEDIA APPLICATIONS

Computer software basics, System Software- Operating System, Utilities Software, Device Drive Software, Programming Language; Application Software- Productivity Software, Education Software, Entertainment Software, Business Software ; Integrated Software, Multimedia Computing, Legal restriction on software

UNIT 13 : PRINTING TECHNOLOGY AND TYPOGRAPHY

Printing Technology - History of printing, Types of Printing Technology; Offset printing - Advantages and disadvantages of offset printing, Types of Offset Presses, CTP (Computer to Plate), Typography- Page layout, Tips for Good Typography, Fonts and Font Families

UNIT 14 : USE OF COMPUTER TECHNOLOGY IN JOURNALISM

Application of Internet, Use of Hypermedia- Browsing and Navigation, Tools of Hypermedia, Advantages and Disadvantages of Hypermedia , Computer assisted broadcast reporting

UNIT 15 : MEDIA CONVERGENCE

Concept of Media Convergence, Advantages of Media Convergence, Rising concerns about media convergence, Convergence of technology and mass communication

Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

b. Hodkinson, Paul (2011), Media, Culture and Society, Sage P ublications, New Delhi

c. Lievrouw, Leah A., Sonia Livingstone (Ed)(2009),New Media (Volume- I, II, III, IV), Sage Publications

d. Mehta, Malti , S.R. Sharma (2013), New Media and Its Language, Sarup Book Publishers Pvt. Ltd, New Delhi

SEMESTER – VI

DSC 12 : THEORIES AND MODELS OF COMMUNICATION

Course Objectives :

- To understand the foundational principles of Mass Communication
- To know the functions of various mass media forms
- To learn about the models of communication
- To acquire knowledge on evolution of communication technology

Course Outcome :

- Imbibe a comprehensive understanding of the two different streams of learning and their interdisciplinary nature that needs to be addressed and imbibed.
- Gain a basic understanding of the realms of knowledge production specific to the two disciplines and the specific educational philosophy they cater to.
- Understand the need to cross over disciplinary border lines to achieve a multidisciplinary perspective of knowledge production.

UNIT 1: CONCEPT OF COMMUNICATION MODEL & THEORY

Concept of communication Theory, Concept of communication Model, Evolution of Communication Theories and Models

UNIT 2 : BASIC COMMUNICATION MODELS

Concept of Communication Model, Uses of Communication Models, Types of Communication Models, Linear Models, Interactive Model, Transactional Model

UNIT 3: COMMUNICATION MODELS – I

Basic Models – SMR, SMCR, Aristotle's Model, Circular Model

UNIT 4: COMMUNICATION MODELS – II

Lasswell's Model, Shannon and Weaver's model, Diffusion of Innovations Model

UNIT 5: COMMUNICATION MODELS – III

Katz and Lazarsfeld's two step flow model ,White's Gatekeeping Model, Westley and MacLean's Conceptual Model

UNIT 6: COMMUNICATION MODELS – IV

Newcomb's Model, Gerbner's Model, Watzlawick, Beavin and Jackson's Model & Dance Model

UNIT 7 : COMMUNICATION EFFECTS THEORIES - I

Communication Effects Theories, Hypodermic or Bullet Theory, Uses and Gratification Theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis

UNIT - 8: COMMUNICATION EFFECTS THEORIES – II

Social Learning Theory, Dependency Theory, Spiral of Silence Theory, Heider's Balance Theory

UNIT - 9: NORMATIVE THEORIES

Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Communication Theory, Democratic Participation Theory, Indian Theory of Communication

UNIT 10: DEVELOPMENT COMMUNICATION MODELS

Lerner Model of Development, Mass Media in Modernization, The Bullet Theory model, Further discussion on Lerner's Model of Development, Wilbur Schramm on modernization and the Mass Media, Critiquing Lerner's Model of Development, The Diffusion of Innovations Theory, Roger's Basic Diffusion Model, Deviating from the Early Diffusion of Innovations Theories, Early Models of Mass Media Communication in Developing Countries, The major characteristics of the Diffusion Model

UNIT 11: INTERNATIONAL COMMUNICATION MODELS

International communication, Elements in the study of International Communication, The Context of the New World Information and Communication Order, How the New World Information and Communication Order came into being, Factors for the success of the NWICO, Global Communication Model, Global Interdependency Model, Global Technology Networking Communication Model – 1 & 2

UNIT 12: COMMUNICATION MANAGEMENT MODELS

Introduction to Communication Management , Research in Communication Management , Communication Management Models – Knowledge Management Model, Conflict Management Model, Conflict Process Model, Conflict Variables Model, Some issues that contribute to the importance of communication management

UNIT 13: MODELS OF PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY

Models of Public Communication of Science and Technology- Deficit Model, The Contextual Model, Lay-expertise Model, Public Participation Model

UNIT 14 : COMPARATIVE ANALYSIS OF ANY TWO COMMUNICATION MODELS (PRACTICAL BASED UNIT)

UNIT 15 : EVALUATING COMMUNICATION THEORY (PRACTICAL BASED UNIT)

Recommended books :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models.* New Delhi : Atlantic Publishers & Distributors.

DSC 13 : MEDIA MANAGEMENT

Course Objectives :

> ➢ This course will enable the learner to get a brief idea of the concept of media management
>
> ➢ This course will enable the learner to understand the management of the different media units in the country

Course Outcome :

> ➢ Imbibe a research oriented approach to the study of humanities in connection

with the basic understanding of social sciences to initiate a multidisciplinary approach

of study.

> ➢ Understand the importance of interdisciplinary learning to broaden the subject

knowledge and enhance the skill development as per the global context and

requirement

> ➢ To familiarize with modern management concepts
>
> ➢ To apply the managerial aspects and functions of mass media organizations
>
> ➢ To acquaint with business challenges and to tackle them in media organizations.
>
> ➢ To understand the legal and institutional framework of media organisations

UNIT-1:   BASICS OF MANAGEMENT

Meaning of management, importance of management in the organization, principles of management, Levels of management, managerial functions in the media organization Media as an industry and profession.

UNIT -2: MEDIA OWNERSHIP

Ownership patterns of mass media in India, individual owner, partnership, joint operations, trusts, vertical ownership, cross, conglomerate, group ownership

UNIT - : ECONOMICS OF DIFFERENT MEDIA IN INDIA

Newspapers, radio and television- small newspapers and their problems- Diwakar committee report

UNIT -3: MEDIA ORGANIZATIONS

Structure of a media organization**,** an account of different national and international media and communication organizations

UNIT -4 : LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organization, job performance, impact of technology on the performance of the employees, division of labour

UNIT -5: ORGANIZATIONAL STRUCTURE OF PRINT MEDIA ORGANIZATION

hierarchy, functions, editorial, business, circulation department, reference section, role and coordination between different departments, printing, packaging, transportation, distribution,

UNIT -6: ORGANIZATIONAL STRUCTURE OF RADIO STATION

Structure of AIR, structure of FM stations, role of different sections, role of different personnel, hierarchical set-up

UNIT -7: ORGANIZATIONAL STRUCTURE OF TV STATION

Organisational set up of DDK, organizational set up of private channels, hierarchical set-up, role of different sections, role of different personnel

UNIT -8: ORGANIZATIONAL STRUCTURE OF ADVERTISING AGENCY AND PR

Hierarchical set-up of ad agency, role of different sections, role of different personnel, Hierarchical set-up of PR firm, role of different sections, role of different personnel.

UNIT – 9 : MANAGEMENT OF MEDIA UNITS IN INDIA

Organisational set-up of the media units of the Government of India- Press Information Bureau, Directorate of Advertising and Visual Publicity, Registrar of Newspapers for India, Directorate of Field Publicity, Publication Division, Song and Drama Division, Research , Reference and Training Division, Photo Division

UNIT – 10 : OWNERSHIP PATTERNS OF PRINT MEDIA ORGANISATIONS

Newspaper ownership, types of newspaper ownership along with its advantages and disadvantages– Individual Ownership, Partnership, Corporation, Group or Chain Ownership, Employee Ownership, Vertical Ownership and Joint Operation

UNIT - 11: OBSERVATIONS OF FIRST AND SECOND PRESS COMMISSIONS ON NEWSPAPER MANAGEMENT

Magazine ownership in India, issues of decline in circulation and ad revenue

UNIT -12 : ISSUES RELATED TO REGULATION AND SELF-REGULATION OF MEDIA ORGANISATIONS

 Need for Regulation , self-regulation by media companies, areas of legal concern

UNIT -13 : MANAGERIAL DECISIONS IN MEDIA ORGANIZATIONS

Types of decisions, pro-active and reactive decisions, the decision making process, problems encountered in the decision process

UNIT -14:CAREER IN MEDIA

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in media and mass communication

UNIT- 15 : MEDIA LEGISLATION, REGULATION AND GOVERNANCE

Primary Legislation, Regulatory Bodies , Registration and Licensing, Independent Regulatory Bodies, Regulatory codes, Governance of Media Organisations

Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

b. Bovee, Courtland L. , John V. Thill (2005), Business Communication Today, Dorling Kindersley (India) Pvt Ltd, New Delhi

c. Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi

d. Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi

e. Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi

f. Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi

g. Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi

h. Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK

i. Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi

j. Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi

k. Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

DSC 14 : WRITING FOR THE MEDIA

Course Objectives :

➢ Recognise the elements needed to give expression to their creativity.

➢ Encourage students to use these self-recognized elements to develop their creative writing talent.

➢ Sensitize them to the fact that creative writing has gone beyond the traditional genres in today's world and includes many new forms that have grown with the media and social media boom, thereby blurring the boundaries between "creative" and "functional" writing.

Course Outcome :

➢ Create a body of original creative works which exhibit basic elements of literary writing.

➢ Generate the ability to apply the creative as well as critical approaches to the reading and writing of literary genres.

➢ Come up with a basket of writing skills for specifically for the different forms of media

Unit - 1: THE STRUCTURE OF WRITING
The cohesive structure of writing, The Structure of Paragraphs, The Writing Process of Paragraphs, The Structure of Essays/Articles, Editing your writing

Unit - 2: WRITING FEATURE STORIES
Meaning of a feature story, Types of feature stories – Interview features, Information features, Personality features, Featurettes, News features and human interest features, Feature story construction

Unit - 3: FORMS OF NARRATION
What is Narrative, Narration, Narrator, Narrative Mode and Narrative Point of View, Varieties of Narration, Elements of Narration, Reportability and Credibility of a Narrative, Linear and Non-linear Narrative Structure, The Narrative Paragraph, Narration in an Essay

Unit – 4: LANGUAGE SKILLS
Vocabulary : Making choices, Words having multiple meaning, Synonyms and Antonyms, Sentence Structure, Some Common Errors

Unit -5: SOURCES OF WRITING FOR THE MEDIA
Types of sources, Developing news sources, Ethics and Attribution

Unit - 6: REVIEW WRITING
Techniques of book review, Techniques of film review, Techniques of play review, Techniques of musical review

Unit - 7: COPYWRITING FOR ADVERTISEMENTS
Introduction : What is advertising ?, Key concepts of advertising, Copywriting, Radio copy, Television copy

UNIT-8: WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE
Column writing, Science write- up, Press Release

UNIT- 9: EDITING
Meaning of Editing, Language Editing, Writing and Editing Photo Caption, Language for explaining graphs, charts, maps; Proof Reading

UNIT-10: WRITING FOR RADIO
Language and style of radio, Writing for radio news, structure of a radio news bulletin, Radio features and current affairs programmes

UNIT- 11: WRITING FOR TELEVISION
Characteristics of broadcast news, Broadcast Lead, Preparing a Broadcast Copy

UNIT- 12: SCRIPTWRITING FOR FILMS
Format, component and styles, Shooting script and storyboarding, Steps to follow while writing a script

UNIT- 13: ART OF WRITING PLAYS

Types of Play , Formats of performance, Structure of a Play, Steps to write a Play

UNIT – 14 : WRITING CAPTIONS FOR PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Qualities of a photojournalist, Basic parts of a caption, Writing and editing captions

UNIT- 15: COPY AND PROOF EDITING

Principles of copy editing, The Language of copy writing, Print media requirements, Radio and television copyediting

Recommended books :

1. Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi
2. Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi
3. Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi
4. Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi
5. Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi
6. Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi
7. Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK
8. Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi

Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

DSC 15 : INDIAN CONSTITUTION

Course Objectives :
➤ Learners will be able to look at the different features of the Indian Constitution
➤ Will get a brief overview of the working of the both the houses of the Parliament as well as the legal aspects of media freedom

Course Outcome :
➤ Learners will have understanding of our Indian Constitution and would be aware about legal aspects of the media and its values.

UNIT- 1: INDIAN CONSTITUTION

Meaning of a Constitution, Indian Constitution and its salient features, Citizenship and Indian citizenship, Fundamental Rights and Duties

UNIT – 2 : DIRECTIVE PRINCIPLES OF STATE POLICY

Meaning of Directive Principles of State Policy, Features of Directive Principles of State Policy , Classification of Directive Principles, Implementation of Directive Principles, Constitutional Significance of Directive Principles, Differences between Directive Principles and Fundamental Rights

Unit -3 : THE UNION EXECUTIVE

Executive of the Government- President of India, Vice President of India

Unit -4 : THE PRIME MINISTER AND THE UNION COUNCIL OF MINISTERS

Prime Minister and Council of Ministers, Parliament- its composition, powers and functions

Unit - 5: UNION PARLIAMENT

Composition of the Parliament of India- the President, the Rajya Sabha, Lok Sabha, Powers and functions of the Parliament, Relation between the two houses of the Parliament, Legislative Procedure- Procedure for a money bill

Unit -6 : STATE GOVERNMENT : THE GOVERNOR

The state government- the Governor

Unit - 7: STATE COUNCIL OF MINISTERS AND THE CHIEF MINISTER

The State Council of Ministers and the Chief Minister- powers and functions of the state council of ministers, The Chief Minister- Powers and functions of the Chief Minister, The Legislature- Legislative Assembly or Vidhan Sabha, Legislative Council or Vidhan Parishad

Unit – 8 : CITIZENSHIP

Meaning of Citizenship, Constitutional and Legal Provisions regarding Citizenship in Indian context, Acquisition of Citizenship in India, Loss of citizenship in India

Unit -9 : PANCHAYATI RAJ SYSTEM IN INDIA

Growth of Local Self Government in India, Growth of Local Self Government in Assam, The Constitution (73rd Amendment) Act, 1992 and the Constitution (74th Amendment) Act 1992

UNIT- 10: EMERGENCY PROVISIONS UNDER INDIAN CONSTITUTION

Emergency and State of Emergency: Concepts- Emergency Provisions under the Constitution of India, Code of Conduct for the Press, 1971, Effect of Emergency Provisions on Media freedom

Unit- 11: PARLIAMENTARY AND LEGISLATIVE PRIVILEGES UNDER INDIAN CONSTITUTION

Parliamentary and Legislative Privileges: Concept- Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of speech, Right of publication of proceedings, Law Courts and Privileges, Some points on Parliamentary and Legislative Privileges, Effect of Parliamentary and Legislative Privileges on Media Reporting

Unit - 12 : INDIAN JUDICIARY

The Supreme Court of India, The High Court - subordinate courts, Judicial review, judicial activism and independence of the Judiciary in India

UNIT- 13 : LEGAL ASPECTS OF MEDIA FREEDOM

Media Freedom : concept- History of Media Freedom, Constitutional Guarantees and Reasonable Restrictions, Defamation: concept- kinds of defamation, Defamation and Law, Liabilities of Different Persons as regards Defamation; Official Secrets Act, 1923, Right to Information: Concept- Right to Information: a human right, Right to Information : International Standards, Right to Information : Indian Perspectives, Right to Information Act, 2005

Unit – 14 : AUTONOMOUS OFFICES UNDER THE CONSTITUTION

The Election Commission- composition of the Election Commission, powers and functions of the Election Commission, Means to ensure the independence functioning of the Election Commission, Electoral Reforms

Unit – 15 :JOURNALISM RELATED ASPECTS IN THE INDIAN CONSTITUTION (PRACTICAL BASED UNIT)

Read the Indian Constitution carefully and identify which provisions are related to the field of journalism and analyse whether these provisions have any impact on media freedom. Prepare a report on it.

Recommended books :

1. Aslam, M (2007), Panchayati Raj in India, National Book Trust, New Delhi
2. Chander, Prakash , Indian Government and Politics, Cosmos Bookhive (P) Ltd., New Delhi
3. Gupta, D.C (2010), Indian Government and Politics, Vikas Publishing House Pvt Ltd, New Delhi
4. Gupta, P.C (2009), Indian Government and Politics, Sublime Publications, Jaipur
5. Ghai, K.K (2007), Indian Government and Politics, Kalyani Publishers, New Delhi
6. Jayal, Niraja Gopal, Amit Prakash, Pradeep K. Sharma (2007), Local Governance in India, Oxford University Press, New Delhi
7. Upadhaya, Anjoo Sharan (Ed) (2005), Electoral Reforms in India, Concept Publishing Company, New Delhi

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DSM 6 : MEDIA MANAGEMENT

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Course Objectives ;

➢ Learners will be able to understand the different concepts related to the area of management studies

➢ Learners will be able to get a brief overview of the ownership patterns of the different media units

Course Outcome :
➢ To familiarize with modern management concepts
➢ To apply the managerial aspects and functions of mass media organizations
➢ To acquaint with business challenges and to tackle them in media organizations.
➢ To understand the legal and institutional framework of media organisations

UNIT-1:   BASICS OF MANAGEMENT

Meaning of management, importance of management in the organization, principles of management, Levels of management, managerial functions in the media organization Media as an industry and profession.

UNIT -2: MEDIA OWNERSHIP

Ownership patterns of mass media in India, individual owner, partnership, joint operations, trusts, vertical ownership, cross, conglomerate, group ownership

UNIT - : ECONOMICS OF DIFFERENT MEDIA IN INDIA

Newspapers, radio and television- small newspapers and their problems- Diwakar committee report

UNIT -3: MEDIA ORGANIZATIONS

Structure of a media organization**,** an account of different national and international media and communication organizations

UNIT -4 : LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organization, job performance, impact of technology on the performance of the employees, division of labour

UNIT -5: ORGANIZATIONAL STRUCTURE OF PRINT MEDIA ORGANIZATION

hierarchy, functions, editorial, business, circulation department, reference section, role and coordination between different departments, printing, packaging, transportation, distribution,

UNIT -6: ORGANIZATIONAL STRUCTURE OF RADIO STATION

Structure of AIR, structure of FM stations, role of different sections, role of different personnel, hierarchical set-up

UNIT -7: ORGANIZATIONAL STRUCTURE OF TV STATION

Organisational set up of DDK, organizational set up of private channels, hierarchical set-up, role of different sections, role of different personnel

UNIT -8: ORGANIZATIONAL STRUCTURE OF ADVERTISING AGENCY AND PR

Hierarchical set-up of ad agency, role of different sections, role of different personnel, Hierarchical set-up of PR firm, role of different sections, role of different personnel.

UNIT – 9 : MANAGEMENT OF MEDIA UNITS IN INDIA

Organisational set-up of the media units of the Government of India- Press Information Bureau, Directorate of Advertising and Visual Publicity, Registrar of Newspapers for India, Directorate of Field Publicity, Publication Division, Song and Drama Division, Research , Reference and Training Division, Photo Division

UNIT – 10 : OWNERSHIP PATTERNS OF PRINT MEDIA ORGANISATIONS

Newspaper ownership, types of newspaper ownership along with its advantages and disadvantages– Individual Ownership, Partnership, Corporation, Group or Chain Ownership, Employee Ownership, Vertical Ownership and Joint Operation

UNIT - 11: OBSERVATIONS OF FIRST AND SECOND PRESS COMMISSIONS ON NEWSPAPER MANAGEMENT

Magazine ownership in India, issues of decline in circulation and ad revenue

UNIT -12 : ISSUES RELATED TO REGULATION AND SELF-REGULATION OF MEDIA ORGANISATIONS

Need for Regulation , self-regulation by media companies, areas of legal concern

UNIT -13 : MANAGERIAL DECISIONS IN MEDIA ORGANIZATIONS

Types of decisions, pro-active and reactive decisions, the decision making process, problems encountered in the decision process

UNIT -14:CAREER IN MEDIA

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in media and mass communication

UNIT- 15 : MEDIA LEGISLATION, REGULATION AND GOVERNANCE

Primary Legislation, Regulatory Bodies , Registration and Licensing, Independent Regulatory Bodies, Regulatory codes, Governance of Media Organisations

Recommended books :

a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

b. Bovee, Courtland L. , John V. Thill (2005), Business Communication Today, Dorling Kindersley (India) Pvt Ltd, New Delhi

c. Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi

d. Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi

e. Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi

f. Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi

g. Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi

h. Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK

i. Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi

j. Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi

k. Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

SEMESTER – VII
DSC 16 : COMMUNICATION RESEARCH

Course Objectives :

➢ To understand the basics of communication research

➢ To get an overall idea about the different research tools, methods, design and plan as used in the field of communication research

➢ To introduce some basic concepts in research and explain their association with development of scientific methods.

➢ To introduce various approaches, elements, and data analysis methods used in media research

➢ To help learners prepare research design for various media topics and prepare a dissertation

Course Outcome :

➢ Learners would learn the definitions and basic concepts of research, communication research, media research and social research with its features and differences.

- Learners would gain knowledge about the need, role importance, functions and ethics of research.
- Learners would learn the concept of each element of research and the interrelations between various elements.
- Learners would learn the various types of research To develop basic research and analytical skills

UNIT – 1: INTRODUCTION TO RESEARCH

Meaning of research, Definition of research, Objectives of research, Importance of research

UNIT – 2: TYPES OF RESEARCH

Various Types of Research, Quantitative and Qualitative Research, Research Methods, Research Process

UNIT – 3: COMMUNICATION RESEARCH

Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research

UNIT – 4: RESEARCH METHODS

Importence of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll, Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis

UNIT – 5: RESEARCH PLAN

Research problem, Defining research problem, Formulation of objectives, Meaning of hypothesis

UNIT -6 : RESEARCH DESIGN

Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups, Treatments, Experiment

UNIT – 7: RESEARCH TOOLS

Data and its types, Methods of Primary Data Collection, Observation, Interview
Questionnaire and schedules, Other Methods of data collection, Secondary data collection

UNIT – 8: SAMPLING

Census and sample, Importance of Sampling, Sample designs, Sample size

UNIT – 9: DATA ANALYSIS

Data evaluation techniques, tabulation and classification of data, Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations, Report writing

UNIT -10 : MEASUREMENT

Levels of measurement – Nominal, Ordinal, Interval and Ratio

UNIT - 11: STATISTICAL ANALYSIS

Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation

UNIT – 12: AREAS OF COMMUNICATION RESEARCH

Print media research, Electronic media research, Advertising research, Public relation research

UNIT -13 : APPLICATIONS OF MASS MEDIA RESEARCH

Research in Print Media, Electronic Media, Advertising and Public Relations, Mass Media research and the Internet

UNIT - 14: ROLE OF COMPUTER IN RESEARCH

Important characteristics of computer, Applications of computer in the field of research- model processing, performing computations, research and data analysis, Limitations of computer based analysis- elaborate system of monitoring , lost of data due to malware

UNIT –15: RESEARCH ETHICS

Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research

Recommended books :

a.   Berger, Arthur Asa (2011), Media and Communication Research Methods, Sage Publications, USA

b.   Kothari, C.R (2013), Research Methodology, New Age International (P) Limited, Publishers, New Delhi

c.   Treadwell, Donald (2011),   Introducing Communication Research, Sage Publications, USA

d.   Wimmer, Roger D., Joseph R. Dominick (2006), Mass Media Research, Cengage Learning India Private Limited, New Delhi

DSC 17 : FILM STUDIES

Course Objectives:
- To trace the history of world cinema
- To understand the technicalities of film production

Course Outcome :
- To learn the aesthetics and principles of visual compositions
- To study the visual language and basics of sound design for visuals
- To Explain film movements and the history of world cinema
- To review the global cinema in its socio-cultural context

UNIT- 1: BIRTH OF THE MOVING IMAGE

Concept of persistence of vision, Birth of the moving images, Initiatives of Lumiere brothers, Precursors of film

UNIT- 2: HISTORY OF FILM

The silent era, sound era, Indian cinema, Indian New Wave, Indian New Wave Directors, Various Film Schools

UNIT - 3: FILM MOVEMENTS IN INDIA

The first film movement 1950-1964, the second film movement 1964-1976, the third film movement 1977-1991, the fourth film movement 1991-2006

UNIT - 4: CONTRIBUTIONS OF SOME OF THE ILLUSTRIOUS FILMMAKERS TOWARDS THE GROWTH OF FILMMAKING

Sergei Eisenstein, Andre Bazin, Jyotipradad Agarwala, Satyajit Ray, Dr. Bhabendranath Saikia

UNIT -5 : STAGES IN FILMMAKING

Development, pre-production, production, post-production, distribution

UNIT-6: FILM PRODUCTIONS

Shots, camera movements, Lighting, sets, directors, actors, costumes, storyboards, post-production

UNIT-7:FILM THEORIES

Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Aparatus theory

UNIT-8: CINEMATIC STORYTELLING

Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction-selection and omission of details, Sub-plots, Deviant Plot structure.

UNIT -9 : SCRIPTWRITING

Guide to writing dialogue for dummies, format and style of screenplay, theories on writing a screenplay

UNIT - 10: FILM BUDGETING

Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.)

UNIT-11: FILM GENRES AND SEMIOTICS

Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic

UNIT -12: CINEMA AND CENSORSHIP

Censorship and censor boards with special reference to India

UNIT-13: FILM CULTURE

Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences

UNIT-14: CINEMA OF NORTH-EAST INDIA

Beginning of films in North East India, problems of film making in North East, problems of Regional Cinema, film industry in Assam, state's initiative to promote regional cinema.

UNIT-15: FILM APPRECIATION

Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre

Recommended books :

a. Andrew, J. Dudley (2008) The major film theories. New York : Oxford University Press

b. Bhowmik, Someswar (2009) Cinema and Censorship. New Delhi : Orient Blackswan Private Limited

c. Barpujari, Manoj, Garima Kalita (Ed) (2007) Perspectives on Cinema of Assam. Guwahati : Gauhati Cine Club

d. Gokulsing, K. Moti, Wimal Dissanayake (1998) Indian Popular Cinema . New Delhi : Orient Longman Private Limited

e. Jain, Jabir, Sudha Rai (Ed) (2002) New Delhi : Rawat Publication

Course Objectives :

> To make the learners aware of the different types of reporting

> To teach the learners about the basics of editing

Course Outcome :

> To familiarize the basics of news editing

> To train students in verbal and factual accuracy

> To initiate students to write effective and meaningful headlines

> To coordinate and rehash news packages

UNIT- 1: CONCEPT AND DEFINITION OF NEWS

Concept of News- Definition, Types of news

UNIT- 2: NEWS VALUES

News values, Objectivity and Authenticity

UNIT- 3: CONCEPT OF REPORTING

Concept of Reporting, exclusive news, scoop

UNIT- 4: BEING A GOOD REPORTER

The News Reporter – Qualities, Responsibilities

UNIT- 5: SOURCES OF NEWS

Concept of source of news - source for a reporter, how reporters gather information- various sources

UNIT- 6: TYPES OF REPORTING

Types of reporting- objective, interpretative and investigative

UNIT- 7: BEAT REPORTING

Beat Reporting , Some important beats

UNIT- 8: CONCEPT OF EDITING

What is editing ? Definition

UNIT- 9: NEWS ROOM SET-UP

News room set-up , Role of editors

UNIT- 10: BEING A GOOD EDITOR

Concept of a Good Editor, Qualities of a Good Editor, Qualities and responsibilities of an Editor, Ethics of an Editor

UNIT- 11: NEWS EDITING

Concept of news editing, Principles of Copy Editing

UNIT- 12: HEADLINES

Headline types and styles

UNIT- 13: PHOTO EDITING

Photo Editing- Qualities of a good photograph, Cropping and scaling

UNIT- 14: NEWS AGENGY AND EDITING OF AGENCY COPY

News agencies, Role and Functions, History of News Agencies in India, Important News Agencies, Editing Wire Copy

UNIT- 15 : EDITING SYMBOLS AND PROOF READING

Language Editing, language for explaining graphs, charts, maps, Proof Reading

Recommended books :

a. Aggarwal, Vir Bala (2006) *Essentials of Practical Journalism.* New Delhi : Concept Publishing Company

b. Chakravarty, Suhas, N.C Pant (2009) News reporting, presentation and style. New Delhi : Kanishka Publishers, Distributors.

c. Ganesh, T.K. (2006) News reporting and editing in digital age. New Delhi : Gnosis.

d. Ganesh, T.K (2008) Essentials of Mass Media Writing . New Delhi : Authorspress

e. Tripathy, Manoranjan (2007) Introduction to News Reporting. New Delhi : Authorspress.

f. Usmani, B.D (2007) Writing and reporting in modern journalism. New Delhi : Anmol Publications Pvt. Ltd.

g. Bhattacharjee,Shymali (2010) News Coverage, Reporting and Editing. New Delhi : Kanishka Publishers, Distributors.

h. Chaturvedi, S.N (2007) Dynamics of Journalism and Art of Editing. New Delhi : Cyber Tech Publications.

i. Puri, Manohar (2006) Art of Editing. New Delhi : Pragun Publications.

j. Singh, Bhanu Pratap (2011) Art of Editing. New Delhi : Anmol Publications Pvt. Ltd.

DSM 7 : COMMUNICATION RESEARCH

Course Objectives :

➢ To understand the basics of communication research

➢ To get an overall idea about the different research tools, methods, design and plan as used in the field of communication research

- To introduce some basic concepts in research and explain their association with development of scientific methods.
- To introduce various approaches, elements, and data analysis methods used in media research
- To help learners prepare research design for various media topics and prepare a dissertation

Course Outcome :

- Learners would learn the definitions and basic concepts of research, communication research, media research and social research with its features and differences.
- Learners would gain knowledge about the need, role importance, functions and ethics of research.
- Learners would learn the concept of each element of research and the interrelations between various elements.
- Learners would learn the various types of research To develop basic research and analytical skills

UNIT – 1: INTRODUCTION TO RESEARCH

Meaning of research, Definition of research, Objectives of research, Importance of research

UNIT – 2: TYPES OF RESEARCH

Various Types of Research, Quantitative and Qualitative Research, Research Methods, Research Process

UNIT – 3: COMMUNICATION RESEARCH

Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research

UNIT – 4: RESEARCH METHODS

Importence of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll, Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis

UNIT – 5: RESEARCH PLAN

Research problem, Defining research problem, Formulation of objectives, Meaning of hypothesis

UNIT -6 : RESEARCH DESIGN

Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups, Treatments, Experiment

UNIT – 7: RESEARCH TOOLS

Data and its types, Methods of Primary Data Collection, Observation, Interview
Questionnaire and schedules, Other Methods of data collection, Secondary data collection

UNIT – 8: SAMPLING

Census and sample, Importance of Sampling, Sample designs, Sample size

UNIT – 9: DATA ANALYSIS

Data evaluation techniques, tabulation and classification of data, Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations, Report writing

UNIT -10 : MEASUREMENT

Levels of measurement – Nominal, Ordinal, Interval and Ratio

UNIT - 11: STATISTICAL ANALYSIS

Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation

UNIT – 12: AREAS OF COMMUNICATION RESEARCH

Print media research, Electronic media research, Advertising research, Public relation research

UNIT -13 : APPLICATIONS OF MASS MEDIA RESEARCH

Research in Print Media, Electronic Media, Advertising and Public Relations, Mass Media research and the Internet

UNIT - 14: ROLE OF COMPUTER IN RESEARCH

Important characteristics of computer, Applications of computer in the field of research- model processing, performing computations, research and data analysis, Limitations of computer based analysis- elaborate system of monitoring , lost of data due to malware

UNIT –15: RESEARCH ETHICS

Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research

Recommended books :

e.   Berger, Arthur Asa (2011), Media and Communication Research Methods, Sage Publications, USA

f.   Kothari, C.R (2013), Research Methodology, New Age International (P) Limited, Publishers, New Delhi

g.   Treadwell, Donald (2011),   Introducing Communication Research, Sage Publications, USA

h.   Wimmer, Roger D., Joseph R. Dominick (2006), Mass Media Research, Cengage Learning India Private Limited, New Delhi

SEMINAR PRESENTATION

Course Objective :

The objective of the project/dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical framework.

Course Outcome :

➢ To identify a research inquiry which is specific and workable
➢ To formulate research design
➢ To prepare and adopt suitable methods for research
➢ To practice academic writing in the area of Media research

Learners will have to choose any topic of their choice related to the field of mass communication and journalism, prepare a report on it and then will have to present it in front of a panel at their respective study centre. 4 credits have been assigned for this seminar presentation. Learners are cautioned not to copy reports made by others and if they are found doing so, no marks will be awarded for such reports.

DSC 19 :
SCIENCE COMMUNICATION

Course Objectives :

➢ To understand the basics of science communication
➢ To get an overall idea about the different science communication media

Course Outcome :

➢ To apply proper theoretical framework in science communication
➢ To inculcate the perspectives of media content in different contexts

UNIT 1: BASICS AND HISTORY OF SCIENCE COMMUNICATION

Emergence of modern science, history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.

UNIT 2: SCIENCE WRITING

Writing Science news, qualities of a science news reporter, sources of scientific information , writing science features and articles, suitable examples of science features and articles. Writing science fiction, examples of science fiction writers, some popular science fiction writers.

UNIT 3: SCIENCE AND TECHNOLOGY POLICY OF INDIA

Need and importance of science and technology policy, Scientific Policy Resolution of 1958, Technology Policy Statement of 1983, Science and Technology Policy 2003, Science, Technology and Innovation Policy 2013, Patent Act with International Property Rights

UNIT – 4 : SCIENCE AND TECHNOLOGY SET-UP IN INDIA

Science and Technology System in India- Central Government Science and Technology Departments/Ministries, Science and Technology in NGOs, Science and Technology Departments/Councils in the State Government, Recognised in-house Research & Development Units

UNIT - 5: SCIENCE COMMUNICATION MEDIA

Print media, audio-visual media, folk media, interactive media

UNIT -6: SCIENCE POPULARIZATION PROGRAMMES

Science Popularization - programmes, organizations, individuals, method of science popularization, Scientific Temperament, Role of CDAC, NCSTC, Vigyan Prasar, NCSTC etc.

UNIT -7 : PUBLIC UNDERSTANDING OF SCIENCE

Concept of public, Necessary of public understanding of science and technology, role of communication

UNIT -8 : SCIENCE COMMUNICATORS

Who is a science communicator? , training of science communicators

UNIT 9: SCIENTIFIC ADVERTISING

Concept of Scientific Advertising, an overview of the scientific advertising in India, Laws and ethics in scientific advertising Creating advertising appeals, and appreciation and presentation of some of a few scientific advertising.

UNIT 10: SCIENCE PROGRAMME PRODUCTION

Concepts of pre production, production and post production of science programmes

UNIT – 11 :SCIENCE COMMUNICATION FORMATS

Science News, report and reportage, Features and Articles, sources of scientific information-primary, secondary and tertiary, strengths and weaknesses of various formats

UNIT 12: SCIENCE COMMUNICATION IN NORTH EAST

History of science communication in Assam, Dak's proverbs, Contribution of *Arunodoi,* Present status

UNIT 13: CAREER IN SCIENCE COMMUNICATION

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in science communication

UNIT –14: HEALTH COMMUNICATION

Health Communication - Meaning of Health Communication, guidelines for effective Health Communication, Health communication issues related to the field of medicine, delivery of healthcare and environmental health, interpersonal dimensions of health communication, a brief history of Physician-Patient communication, Sources of news on health issues, communication strategies of NRHM

UNIT -15 : ENVIRONMENTAL COMMUNICATION

Environmental communication- meaning and definition, areas and issues of Environmental Communication, local and global problems, environmental movements in India- Chipko, Narmada Bachao Andolan, Silent Valley

Recommended Books –

a. Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA

b. Bauer, Martin W., Massimiano Bucchi (2007), Journalism, Science and Society, Routledge, New York

c. Gosling, David L. (2007),Science and the Indian Tradition, Routledge, New York

d. Kulshreshtha, S.P. (2011), Teaching of Science, R. Lass Book Depot, Meerut

e. Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad

f. Swami, Shashi Kant (2008) Media and Communication Management. New Delhi :Cyber Tech Publications.

g. Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK

DSC 20 : COMMUNICATION FOR DEVELOPMENT

Course Objectives :

➢ To make learners aware and sensitive about basic development issues such as poverty and employment disparity etc.

➢ To help learners understand the different concepts of Development and Development communication.

➢ To prepare learners to critically evaluate development approaches and programmes in the context of economic and development theories.

➢ To enable students to understand the various factors of economic development

➢ To enable to learn the problems of human development and required measures to overcome them.

➢ To introduce students to development issues in India and coverage of media on these issues

➢ To explain the role of folk media in development communication

➢ To inculcate the idea of social responsibility and create awareness of state and central government welfare measures.

➢ To train the students on various media programme formats of development communication

Learning Outcomes:

➢ Learners would learn the concepts, meaning, various models, problems and obstacles in Development Communication.

➢ Learners would understand the working of government and administration in development sector as well as will know different programs and policies prevailing.

> Learners would know the rural India in-depth and its problems and they also will come across the communication gap at various levels.

UNIT – 1 : DEVELOPMENT

Meaning of Development , Concept of Development , Alternative Approaches to Development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development ,Development as Economic Growth

UNIT – 2 : DEVELOPMENT JOURNALISM

Origin of Development Journalism ,Concept and Types of Journalism,Role and Importance of Development Journalism- National Perspectives, International Perspectives, Development Journalism in India, Experiments- Chhatera, Gramyavani

UNIT 3: INTRODUCTION TO DEVELOPMENT COMMUNICATION

Concepts of development and development communication, Introduction to the theories of development communication, Information as a measure of Development, Edutainment and Infortainment – media development

UNIT - 4 : THEORIES OF DEVELOPMENT COMMUNICATION
Theories of Development, Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency, Meaning and importance of Paradigms, Types of Paradigm- Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm

UNIT - 5 :   DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION
Positive Communication Strategies, IECM Strategies, Development Communication Strategies, Communication Strategy Framework, Mass Media and Extension Approach for Development Communication, Planned Development Communication, Public Dialogue Strategy, Negative Communication Strategies, Social Marketing

UNIT - 6: DEVELOPMENT COMMUNICATION IN INDIA

Relevance of Development Communication in India, Democratic Decentrailization, Narrowcasting, Panchyati Raj (PR) Institutions, A Brief background of the PR system, Key Objectives

UNIT - 7 :   DISSEMINATING INNOVATION

Diffusion of Innovation, Important stages in the diffusion of innovations, Media used for diffusion, Development Support Communication, Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT 8: RURAL AND AGRICULTURE COMMUNICATION

Rural development, Agricultural Communication, Media campaigns for development, diffusion of innovation, extension studies.

UNIT 9: DEVELOPMENT REPORTING

Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT 10 :MEDIA AND DEVELOPMENT

Media and National Integration, Media in Development, Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society, Gandhian Model of Development

UNIT 11 :USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION

Traditional folk media , Advantages of Traditional Folk Media, Folk Media reflects social changes, Traditional Folk Media as Development Media : case studies, role of government and third sector agencies.

UNIT - 12 : CONCEPT OF INTERNATIONAL COMMUNICATION

International Communication, Political, Economic and Cultural Dimensions of International Communication, Communication and Information as a tool of Equality and Exploitation

UNIT - 13 : ROLE OF UNO

Concepts of 'communication' and 'human rights', Communication as Human Rights, Classification of communication rights, Right to Communicate Vs. Communication Rights, UNO's Universal Declaration of Human Rights and Communication, UNESCO's efforts in removal of

imbalance in news flow, Debate on New World Information and Communication Order (NWICO), New International Economic Order (NIEO), MacBride's Commission Report

UNIT - 14: TECHNOLOGY AND INTERNATIONAL COMMUNICATION

Concepts, Impact of New Communication Technology on News Flow, Satellites, Artificial Satellites and Satellite Communication, Historical background of Satellites and Satellite Communications – status – progress – Effects, Information Super Highways, International Telecommunication and Regulatory Organisationsa

UNIT - 15: ISSUES IN INTERNATIONAL COMMUNICATION

Democratisation of information flow and media systems, Professional standards, International media institutions and professional organizations – code of Conduct, Transnational media ownership and issues of sovereignty and security, Effects of globalisation on media systems and their functions, Violence against media persons, International intellectual property rights

a. Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi

b. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

c. Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi

d. Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi

e. Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi

f. Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi

g. Pushkar, Niranjan (2009), Development Communication, Authorspress, New Delhi

h. Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

DSM 8 : COMMUNICATION FOR DEVELOPMENT

Course Objectives :

➢ To make learners aware and sensitive about basic development issues such as poverty and employment disparity etc.
➢ To help learners understand the different concepts of Development and Development communication.
➢ To prepare learners to critically evaluate development approaches and programmes in the context of economic and development theories.
➢ To enable students to understand the various factors of economic development
➢ To enable to learn the problems of human development and required measures to overcome them.
➢ To introduce students to development issues in India and coverage of media on these issues
➢ To explain the role of folk media in development communication
➢ To inculcate the idea of social responsibility and create awareness of state and central government welfare measures.
➢ To train the students on various media programme formats of development communication

Learning Outcomes:

➢ Learners would learn the concepts, meaning, various models, problems and obstacles in Development Communication.
➢ Learners would understand the working of government and administration in development sector as well as will know different programs and policies prevailing.
➢ Learners would know the rural India in-depth and its problems and they also will come across the communication gap at various levels.

UNIT – 1 : DEVELOPMENT

Meaning of Development , Concept of Development , Alternative Approaches to Development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development ,Development as Economic Growth

UNIT – 2 : DEVELOPMENT JOURNALISM

Origin of Development Journalism ,Concept and Types of Journalism,Role and Importance of Development Journalism- National Perspectives, International Perspectives, Development Journalism in India, Experiments- Chhatera, Gramyavani

UNIT 3: INTRODUCTION TO DEVELOPMENT COMMUNICATION

Concepts of development and development communication, Introduction to the theories of development communication, Information as a measure of Development, Edutainment and Infortainment – media development

UNIT - 4 : THEORIES OF DEVELOPMENT COMMUNICATION
Theories of Development, Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency, Meaning and importance of Paradigms, Types of Paradigm- Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm

UNIT - 5 :   DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION
Positive Communication Strategies, IECM Strategies, Development Communication Strategies, Communication Strategy Framework, Mass Media and Extension Approach for Development Communication, Planned Development Communication, Public Dialogue Strategy, Negative Communication Strategies, Social Marketing

UNIT - 6: DEVELOPMENT COMMUNICATION IN INDIA
Relevance of Development Communication in India, Democratic Decentrailization, Narrowcasting, Panchyati Raj (PR) Institutions, A Brief background of the PR system, Key Objectives

UNIT - 7 :   DISSEMINATING INNOVATION
Diffusion of Innovation, Important stages in the diffusion of innovations, Media used for diffusion, Development Support Communication, Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT 8: RURAL AND AGRICULTURE COMMUNICATION
Rural development, Agricultural Communication, Media campaigns for development, diffusion of innovation, extension studies.

UNIT 9: DEVELOPMENT REPORTING
Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT 10 :MEDIA AND DEVELOPMENT

Media and National Integration, Media in Development, Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society, Gandhian Model of Development

UNIT 11 :USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION

Traditional folk media , Advantages of Traditional Folk Media, Folk Media reflects social changes, Traditional Folk Media as Development Media : case studies, role of government and third sector agencies.

UNIT - 12 : CONCEPT OF INTERNATIONAL COMMUNICATION

International Communication, Political, Economic and Cultural Dimensions of International Communication, Communication and Information as a tool of Equality and Exploitation

UNIT - 13 : ROLE OF UNO

Concepts of 'communication' and 'human rights', Communication as Human Rights, Classification of communication rights, Right to Communicate Vs. Communication Rights, UNO's Universal Declaration of Human Rights and Communication, UNESCO's efforts in removal of imbalance in news flow, Debate on New World Information and Communication Order (NWICO), New International Economic Order (NIEO), MacBride's Commission Report

UNIT - 14: TECHNOLOGY AND INTERNATIONAL COMMUNICATION

Concepts, Impact of New Communication Technology on News Flow, Satellites, Artificial Satellites and Satellite Communication, Historical background of Satellites and Satellite Communications – status – progress – Effects, Information Super Highways, International Telecommunication and Regulatory Organisationsa

UNIT - 15: ISSUES IN INTERNATIONAL COMMUNICATION

Democratisation of information flow and media systems, Professional standards, International media institutions and professional organizations – code of Conduct, Transnational media

ownership and issues of sovereignty and security, Effects of globalisation on media systems and their functions, Violence against media persons, International intellectual property rights

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c. Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi

d. Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi

e. Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi

f. Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi

g. Pushkar, Niranjan (2009), Development Communication, Authorspress, New Delhi

h. Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

PROJECT / DISSERTATION

Course Outcome :

➢ To identify a research inquiry which is specific and workable
➢ To formulate research design
➢ To prepare and adopt suitable methods for research
➢ To practice academic writing in the area of Media research

I. OBJECTIVE:

The objective of the project/dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical framework.

II. TIME SCHEDULE FOR THE PROJECT:

The project is of three months duration and it is mandatory to submit either of the reports at least one month prior to the completion of the programme.

III. TYPES OF PROJECT: The dissertation may be undertaken (not limited to) on any one of the following areas:

➤ The project should be done in core specialisation area of respective course only.
➤ It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research, etc.
➤ Journalism, its related fields, any media related issues, or media related organisations.
➤ Any   area   of   Public   Relations/Web   Journalism/Advertising/Media Management/Online media/Science Communication/Media Sociology/ Event Management/ Film Making/ Political Science/English literature etc.
➤ Evolution of any new conceptual / theoretical framework.
➤ Field study (empirical study).
➤ The project can be based on primary or secondary data.

IV. PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project Proposal (synopsis):

a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

➤ Title of the study
➤ Objectives and importance (significance) of the Study
➤ Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
➤ Limitations and scope of the study

b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he/she will have to justify his/her new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.

c. In any case, major changes in project proposal will not be allowed after submitting the second review of the proposal. The second review will be considered as final.

d. It is necessary that the learners finalize their project proposal well ahead of time.

e. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.

f. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. Their time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

V. PROJECT GUIDE

➤ The University will provide a database for selection of project guide/supervisor. If the learner wants to select a guide from a different discipline, prior approval from the University is a must.
➤ A faculty who is presently engaged with the Bhupen Hazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably Mass Communication department) of the designated colleges under KKHSOU.
➤ Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience.

➢ Any academician who is associated with any research organisation and having a minimum of 5 years of research experience.

VI. PROJECT REPORT:
➢ Each Project Report must adequately explain the research methodology adopted and the directions for future research.
➢ The report should not be less than 30 pages and not more than 150 pages.
➢ The report will be subject to plagiarism check
➢ The Project Report should also contain the following:
  • Copy of the approved Project Proforma.
  • Certificate of originality of the work duly signed by the learner and project guide.
  • Resume of the guide should be attached along with the project report.

VII. PROJECT PROFORMA
• The Project Report should be typed in Ariel, font 11, double line space, with 1.5 inches of margin in left size and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be hard bound.

• The project report or dissertation should include the following items –
  a. Cover page
  b. Certificate from the supervisor/guide
  c. Acknowledgement
  d. Abstract
  e. Contents (a brief outline of the different chapters including a list of tables/list of figures (if need be)

A brief overview of how a chapterisation should be conceptualized is given below-
  a. Introduction
      ➢ Background of the study
      ➢ Objectives of the study
      ➢ Rationale for the research
      ➢ Hypothesis to be tested/research questions
      ➢ Review of past literature
  b. Research Methodology
      ➢ Area/Place of research
      ➢ Sample size
      ➢ Sampling method
      ➢ Nature of research
      ➢ Tools of research
  c. Details about the different aspects of the research study
  d. Data analysis and interpretation
  e. Limitations and scope of the study
  f. Bibliography
  g. Annexure (pictures, paper clippings, questionnaires, etc.)

AUDIO-VISUAL REPORT:
In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in

the form of CD or DVD (in MPEG, MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handycam /camera and edit it properly before submitting it. It is imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission, the learner must keep in mind to submit three CDs/DVDs, one for the Study Centre, one for the University and one for the learner himself/herself. At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written or typed.

VIII. SUBMISSION OF DISSERTATION/AUDIO VISUAL PRODUCTION

Learners should prepare three copies of the dissertation/CD or DVD whereby one copy will be for the University, one for the Study Centre and one for the learner him/herself. They should bring all the copies during the Viva-Voce which will be intimated to the learners beforehand. On the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written/ typed.

IX. VIVA-VOCE

After the submission of the dissertation/audio-visual reports, viva voce will be conducted in the presence of both an Internal and External Evaluator at designated study centres or at the University headquarter.

Learners should keep their copies of project report/dissertation for future reference. The University may ask the learners to present a brief overview of their project work even after the submission of the project anytime within commencement of the programme. Therefore, the learners should preserve their copies till the final result is declared.

X. Cover page and certificate of authenticity

Learners have to follow the following format for cover page and the certificate of authenticity (to be given in the second page of the project report)

FORMAT OF THE PROJECT REPORT/DISSERTATION

A Project Report on ———————— | **Font type: Arial**
| **Size: 12, Bold**

TITLE OF THE PROJECT/DISSERTATION ———— | **Font type: Arial**
| **Size: 16, Bold**

**In fulfillment of the requirement for the
Bachelor of Arts in Journalism and Mass Communication**

Submitted by
……………………………
**(Name of the Learner)
Enrollment No.: …………………
Session: ……………………**

| **Font type: Arial**
| **Size: 12, Bold**

Under the Guidance of
……………………………………………
(Name of the Project Guide)

Study Centre
……………………………………
(Name of the Study Centre)
……………………………………
(Location)

Information to be put in the second page of the project/dissertation

CERTIFICATE OF ORIGINALITY FROM THE GUIDE

This is to certify that the project report/dissertation entitled .... submitted to **Krishna Kanta Handiqui State Open University** for partial fulfilment of the requirement for the award of the degree of Bachelor of Arts in Journalism and Mass Communicationis an original work carried out by Mr./Ms.. Enrolment No.: .... under the supervision of   Dr./Mr./Ms... The matter embodied in this project is a genuine work done by the student and has not been submitted either to this University or to any other University/Institute for the fulfilment of the requirement of any course of study.

Signature of the Learner   Signature of the Guide

Name   Name
Address   Designation
Enrolment No.:   Address

Study Centre's Seal
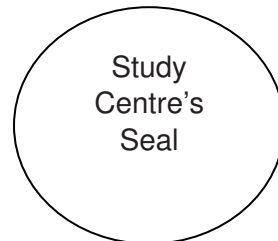
Annexure III: Course-wise Faculty allotment of BA in Journalism and Mass Communication

Semester	Title of the Course	School	Discipline	Faculty/Course Coordinator
Semester 1	DSC1 and DSM 1: Introduction to Mass Communication (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	IDC 1 : Media Studies (3)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
Semester 2	DSC 2 and DSM 2 : Journalism (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	IDC 2 : Issues in Development Communication	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
Semester 3	DSC 3 and DSM 3 : History of the Media (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 4 : Traditional Folk Media (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	IDC 3 : Business Communication and Media Management	BHSoMC	Journalism and Mass Communication, Management	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Smritisikha Choudhury
Semester 4	DSC 5 and DSM 4 : Media Laws and Ethics (4)	BHSoMC	Journalism and Mass Communication, Philosophy	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Tejasha Kalita
	DSC 6 : Regional Economy of North East	BHSoMC	Journalism and Mass	Jayanta Kr. Sarma Juri Hazarika

	India (4)		Communication, Economics	Trisha Dowerah Baruah Utpal Deka
	DSC 7 : Electronic Media- Radio	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	AEC : English for Media Studies (4)	BHSoMC	Journalism and Mass Communication, English	Prasenjit Das Pallavi Gogoi
Semester 5	DSC 8 : Advertising (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 9 : Public Relations (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 10 : Electronic Media – Television (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 11 and DSM 5 : New Media and Computer Application (4)	BHSoMC	Journalism and Mass Communication, Computer Science	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Sruti Sruba Bharali
Semester 6	DSC 12 : Theories and Models of Communication (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 13 and DSM 6 : Media Management	BHSoMC	Journalism and Mass Communication, Management	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Smritisikha Choudhury
	DSC 14 : Writing for the Media (4)	BHSoMC	Journalism and Mass Communication,	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah

			English	Baruah Prasenjit Das Pallavi Gogoi
	DSC 15 : Indian Constitution (4)	BHSoMC	Journalism and Mass Communication, Political Science	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah Abhijit Bhuyan Jahnabi Devi
Semester 7	DSC 16 and DSM 7 : Communication Research (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 17 : Film Studies (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 18 : Reporting and Editing (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
Semester 8	DSC 19 : Science Communication(4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah
	DSC 20 and DSM 8 : Communication for Development (4)	BHSoMC	Journalism and Mass Communication	Jayanta Kr. Sarma Juri Hazarika Trisha Dowerah Baruah

**Common Basket of Interdisciplinary Courses (IDC), Ability Enhancement Courses (AECs).
Value Added Courses (VACs) and Skill Enhancement Courses (SECs)**

Along with Detailed Syllabus

List of Courses Semester-wise

Semester	Course Type	Course Name
I	**IDC** (any one course needs to be selected from the basket)	101 Functional Assamese* *(open to all except those with Assamese as major or minor)*
		102 Reading and Writing Skills*
		103 Media Studies*
		104 Distance Education *(open to all except those with Education and Sociology as major or minor)*
		105 Constitution of India *(open to all except those with Political Science as major or minor)*
		106 Economy of the North East India *(open to all except those with Economics as major or minor)*
		107 Understanding Indian Society *(open to all except those with Sociology as major or minor)*
		108 Introduction to Indian History *(open to all except those with History as major or minor)*
	AEC	101 General English*
	VAC	101 Environmental Studies and Disaster Management*
	SEC (any one Course only)	101 Office Management*
		102 Organic Farming*
		103 Introduction to Geo-informatics*
II	**IDC** (any one course needs to be selected from the basket)	201 Select Assamese Literary Texts*
		202 General Principles of Writing*
		203 Environmental Education *(open to all except those with Education as major or minor)*
		204 Issues in Development Communication*
		205 Perspectives on Indian Economy *(open to all except those with Economics as major or minor)*
		206 Introduction to Ethics *(open to all except those with Philosophy as major or minor)*
		207 Understanding Social Problems *(open to all except those with Sociology as major or minor)*
		208 Introduction to History of Assam *(open to all except those with History as major or minor)*
	AEC (any one Course only)	201 MIL Assamese*
		202 Alternative English*
		203 MIL Bengali*
		204 MIL Hindi*
		205 MIL Bodo*
	VAC	201 Introduction to Yoga*

	SEC (any one Course only)	201 Tea Cultivation and Management*
		202 Electricity and Electrical Wiring*
III	IDC (any one Course needs to be selected from the basket)	301 English for Professional Studies*
		302 Economics of Education* *(open to all except those with Education as major or minor)*
		303 Business Communication and Media Management*
		304 Understanding North East India *(open to all except those with Sociology s as major or minor)*
		305 Rural Development in India *(open to all except those with Economics as major or minor)*
		306 Essentials of Indian Philosophy *(open to all except those with Philosophy as major or minor)*
	AEC	301 Life Skills*
	SEC	301 Cyber Security*
IV	AEC (any one Course only)	401 Studies of Assamese Culture* *(open to all except those with Assamese as major or minor)*
		402 Spoken English*
		403 English for Media Studies*
VII	SEC	701 Research Methodology

*Note: All Courses marked by * are open to all irrespective of Choices of Major and Minor Subjects*

Detailed Syllabi of Interdisciplinary Courses (IDCs)

IDC 101 Functional Assamese

Course Objective:

After going through this course, a learner will be able to:
- Achieve a clear view of the Assamese Grammar.
- Familiar with the writing style of Assamese language.

Course Outcomes:
- Develop the ability to write in the Assamese language.
- Make use of Assamese grammar and style of writing.

Syllabus

অধ্যায় ১ :   **অসমীয়া ভাষাৰ ব্যাকৰণৰ কেইটামান বিশেষ দিশ —১**

আখৰ, ধ্বনি আৰু বৰ্ণ/আখৰ, বৰ্ণ আৰু ধ্বনিৰ সম্পৰ্ক, অসমীয়া ধ্বনি, উপধ্বনি আৰু তাৰ শ্ৰেণীবিভাজন, বিশিষ্ট ধ্বনি বা বৰ্ণ: বিশিষ্ট স্বৰধ্বনি, বিশিষ্ট ব্যঞ্জনধ্বনি

অধ্যায় ২ :   **অসমীয়া ভাষাৰ ব্যাকৰণৰ কেইটামান বিশেষ দিশ —২**

চন্দ্ৰবিন্দুৰ ব্যৱহাৰ,ণত্ববিধি আৰু ষত্ববিধি, যতিচিহ্ন

অধ্যায় ৩:   **অসমীয়া ভাষাৰ বিভক্তি আৰু প্ৰত্যয়**

বিভক্তি আৰু প্ৰত্যয়,অসমীয়া ভাষাৰ বিভক্তিৰ শ্ৰেণী বিভাগ: শব্দ বিভক্তি বা কাৰক বিভক্তি, পুৰুষবাচক সম্বন্ধবাচক বিভক্তি, ক্ৰিয়া বিভক্তি.অসমীয়া ভাষাৰ প্ৰত্যয়ৰ শ্ৰেণী বিভাগ: কৃৎ প্ৰত্যয় আৰু তদ্ধিৎ প্ৰত্যয়, নিৰ্দিষ্টতাবাচক প্ৰত্যয়

অধ্যায় ৪ :   **অসমীয়া ভাষাৰ বাক্যৰীতি**

বাক্যৰীতিৰ সংজ্ঞা,বাক্যৰ শ্ৰেণী বিভাজন,উদ্দেশ্য আৰু বিধেয়,বাক্য,উক্তি,বাক্যত পদৰ ক্ৰম

অধ্যায় ৫:   **অসমীয়া ভাষাৰ পদ**

পদ,পদৰ শ্ৰেণী বিভাজন: সব্যয় আৰু অব্যয়,বিশেষ্য,বিশেষণ,সৰ্বনাম,ক্ৰিয়া

অধ্যায় ৬:   **অসমীয়া ভাষাৰসন্ধি, সমাস, বচন আৰু লিংগ**

সন্ধি,সমাস,বচন,লিংগ

অধ্যায় ৭:   **জতুৱা ঠাঁচ আৰু খণ্ডবাক্য**

জতুৱা ঠাঁচ আৰু খণ্ডবাক্যৰ সংজ্ঞা, অসমীয়া জতুৱা ঠাঁচ আৰু খণ্ডবাক্যৰ প্ৰয়োগ আৰু অৰ্থ

অধ্যায় ৮ :   **শব্দৰ ভুল প্ৰয়োগ, সমোচ্ছাৰিত শব্দ, সমাৰ্থক শব্দ, বিপৰীত শব্দ, বাক-সংহতি**

শব্দৰ ভুল প্ৰয়োগ,সমোচ্ছাৰিত শব্দ,সমাৰ্থক শব্দ,বিপৰীত শব্দ,বাক-সংহতি

অধ্যায় ৯ :   **সাম্প্ৰতিকদৈনন্দিন জীৱনত ব্যৱহৃত অসমীয়া ভাষা**

দৈনন্দিন জীৱনত ব্যৱহৃত অসমীয়া ভাষা – শব্দৰ ভুল প্ৰয়োগ,এফ এম তথা ভিন ভিন দৃশ্য-শ্ৰাব্য মাধ্যমৰ অসমীয়া ভাষা, নিদিষ্টতাবাচক প্ৰত্যয়,কাৰক আদিৰ পৰিহাৰ

অধ্যায় ১০ : **প্ৰবন্ধ লিখন,সমীক্ষালিখনআৰুপৰিভাষাৰ প্ৰাথমিক ধাৰণা**

প্ৰবন্ধৰ সংজ্ঞা, অৰ্থ আৰু ইতিহাস, লিখন পদ্ধতি – গুৰুত্ব দিবলগীয়া কিছু দিশ,সমীক্ষাৰ সংজ্ঞা, অৰ্থ আৰু ইতিহাস, লিখন পদ্ধতি, বিভিন্ন প্ৰকাৰৰ সমীক্ষা, পৰিভাষাৰ সাধাৰণ পৰিচয়

অধ্যায় ১১ : **চিঠি, আবেদন পত্ৰ, কাৰ্যালয়ৰটোকাপ্ৰস্তুতআৰুসভাৰকাৰ্যক্ৰমণিকালিখন**

চিঠিৰ বিভাগ আৰু লিখন পদ্ধতি,আবেদনপত্ৰৰ ভাগসমূহ, লিখন পদ্ধতি, কাৰ্যালয়ৰ টোকা প্ৰস্তুতিৰ পদ্ধতি, সভাৰ কাৰ্যক্ৰমণিকা লিখন

Reading List

Bora Satyanath (1998).*Bohol Byakoron.* Guwahati.

Deka, Dharma Singha (2018). *Rachana Bichitra.* Guwahati: Asom Book Depot.

Goswami, Upendranath (1997). *Axamiya Bhasar Byakoron*. Guwahati: Moni-Manik Prakash

Goswami, Golokchandra (1996). *Axamiya Bornoprokash*. Guwahati: Bina Library

Anker.S(1998). *Real Writing.*Boston:Bedford Books

Misra.P.S.(2009).*An Introduction to Stylistics: Theory and Practice*. New Delhi: Orient Black Swan

Puri, Manohar (2006). *Art of Editing*. New Delhi: Pragun Publications.

IDC 102 Reading and Writing Skills

Learning Objectives
The objectives of the course are to:
- develop reading and writing skills
- provide an idea on the methods and techniques of good reading skills
- provide a detailed study on various aspects and types of writing skills
- enhance the learner's communication skills
- equip the learner with a sound knowledge and good practice of these skills in their practical life

Learning Outcomes
After going through the course, the learner will be able to:
- enhance reading and writing skills
- discuss the methods and techniques of good reading skills
- study the various aspects and types of writing skills in a detailed manner
- enhance the learner's communication skills as it would help in real life contexts and situations
- develop knowledge of different literary forms and their stylistic variations

UNIT 1: SOME CONCEPTS IN READING
Introduction, the Skills of Reading, Reading a Text, The Reading Process, Key Words

UNIT 2: READING A STORY
Introduction, Pre-reading Activities, While Reading a Story, Post-reading Activities

UNIT 3: READING A POEM
Introduction, Pre-reading Activities, Reading the Poem, Post-reading Activities

UNIT 4: READING A PROSE TEXT
Introduction, Pre-reading Activities, While Reading a Prose Text, Post-reading Activities

UNIT 5: READING A PLAY
Introduction, Pre-reading Activities, Reading the Play, Post-reading Activities

UNIT 6: SOME CONCEPTS IN READING I
Introduction, Features of Good Writing: Cohesion

UNIT 7: SOME CONCEPTS IN WRITING II
Introduction, Coherence, Punctuation

UNIT 8: PRÉCIS WRITING
Introduction, Techniques of Faster Reading, Writing a Good Précis, Language Work, Worked out Examples

UNIT 9: REPORT WRITING
Introduction, Language and Style of Reporting, Headlines, Writing a Report

UNIT 10: WRITING FORMAL LETTERS AND FIR WRITING
Introduction, the Structure of a Letter, A Format of FIR

UNIT 11: COMMUNICATION SKILLS
Introduction, What is Communication? Listening Skill, Speaking Skill, Soft Skill, Face-to-Face Oral Communication, Oral Communication and Soft skills, Non-verbal Communication, Telephone

Communication, Formal & Informal Telephone Communication, Non- verbal Communication, Cutting in a Long-winded Speech, Analysing Soft Skills, Assertiveness, Social Graces

Reading List

Bishop, Wendy. (1992). Working Words: The Process of Creative Writing. California: Mayfield Publishing Company

Burroway, Janet. (1992). Writing Fiction: A Guide to Narrative Craft. New York: Harper Collins

Drabble, Margaret. Ed. (2008). The Oxford Companion to English Literature. Sixth Edition.

Hudspn, William Henry. (1995). An Introduction to the Study of Literature. New Delhi: Kalyani Publishers.

Kirszner, Laurie and Stephen Mandall. (2004). Literature: Reading, Reacting, Writing. Fifth Edition. Canada: Thomas Wadsworth

Scholes, Robert and Nancy R. Combey et al. (eds.) (1997). Elements of Literature. Fourth Edition. New York: Oxford University Press.

IDC 103 Media Studies

Course Objectives
- To provide an overview of the different types of mass media
- To acquaint learners with the functional process of the media industry
- To provide ground for analyzing the usefulness of different media forms in the society

Course Outcomes
On completion of this course, the learners will be able to
- describe the various forms of media and their functionality
- critically analyze the media forms and their role in society
- examine how the media industry and media content shape our views

Syllabus

UNIT 1: THE MASS MEDIA
Media of Mass Communication, Characteristics of different mass media, Audience, Reach and Access, Role of media, Creating public opinion, Agenda-setting role

UNIT 2: DEVELOPMENT OF MASS MEDIA
Early Communication systems in India, Role of media in India, Freedom struggle and the role of media, Pre-independence era of mass media, Development of Mass Media in the Post Independence Era – Press, Television, Radio, Films, Advertising, Public Relations

UNIT 3: TRADITIONAL FOLK MEDIA
Traditional Folk Media, Advantages of Traditional Folk Media, Folk Media Reflects Social Changes, Traditional Folk Media as Development Media

UNIT 4: PRINT MEDIA
Print media – an introduction, Types of Print Media, Relevance and importance of Print Media — Problems and prospects, History of newspaper - World scenario, Indian scenario, Newspaper categories and formats

UNIT 5: AUDIO MEDIA - RADIO
What is audio media?, Audio media vs print media vs audio-visual media, Radio Contents, Classification of programmes, Various radio programmes, Assamese programmes on radio, The elementary knowledge of radio productions

UNIT 6: VISUAL MEDIA: PHOTOGRAPHY
Concept of Photography, Photography – Basic Idea, Beginning of Photography, Still photography, Technical concepts of Photography, Types of Camera, Types, Parts of a still camera, Movie Camera, Shots and Camera Movements- Shot, Camera Movement

UNIT 7: PHOTOJOURNALISM
Concept of photojournalism, Basics of photojournalism, Photo feature or Photo essay, qualities of a photojournalist, ethics of photography, writing and editing captions

UNIT 8: AUDIO-VISUAL MEDIA: FILM
Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Commercial movie, Concept of film appreciation, Film in India- Regional film, Assamese film, A few important film makers of India, Central Board of Film Certification, Concept of documentaries

UNIT 9: AUDIO VISUAL MEDIA: TELEVISION
Introduction to Television, Brief History of Television in India, *Doordarshan*

UNIT 10: TELEVISION PROGRAMMES AND PRODUCTION

Television programmes – new items, current affairs programme, Television production, Writing for television

UNIT 11: INTRODUCTION TO NEW MEDIA

Concept of new media- Definition, Difference between conventional media and new media, Characteristics of new media, Most common vehicles of new media

UNIT 12: REPORTING FOR MEDIA

Concept of Reporting, The News Reporter- Qualities, Responsibilities, Basic facts about reporting

UNIT 13: MEDIA CONVERGENCE

Convergence – an introduction, Relevance of convergence in the present circumstances, Impact of convergence on conventional forms of media

UNIT14: WRITING FOR RADIO PROGRAMME (PRACTICAL BASED)

Prepare a detailed report for the preparation of a radio programme in the programme format of your choice, based on a minor research, as instructed in the unit.

UNIT 15: FILM REVIEW (PRACTICAL BASED UNIT)

Film review is a great way of analyzing a film by way of expressing your opinion of a movie. In this unit, learners will be required to submit a report on film reviews of any two films of their own choice. One film should be any English language film and the other should be either a mainstream Hindi film or any regional language

Reading List

- Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing Company
- Narula, Uma. (2006) Communication Models. New Delhi: Atlantic Publishers & Distributors.
- Desai, Amit (2003) Journalism and Mass Communication. New Delhi : Reference Press
- Hodkinson, Paul (2011), Media, Culture and Society, Sage Publications, New Delhi

IDC 104 Distance Education

Course Objectives
- To orient the learners with the nature and need of Distance Education in the present day Indian society.
- To provide the exposure to the learners to different kinds of Information and Communication Technologies (ICT) and apprise them with their use in teaching-learning process.
- To help the learners understand various modes of student support service (SSS) and develop their skills to manage such services for various kinds of programmes through Distance Education.

Course Outcomes
After going through this course, the graduates will be able to:
- acquire knowledge and understanding on the current field of education, particularly distance education
- develop the basic understanding on the emerging issues of open and distance education
- gather the procedural knowledge which are required for performing multidisciplinary and skill based programmes in the 21st century
- apply the acquired specialized technical or theoretical knowledge, cognitive and practical skills in the practical field of life
- employ the right approach to generate solutions to problems related to various approaches of modern higher education.
- acquire the cognitive and technical skills for performing and accomplishing complex tasks relating to the subject on education and other interdisciplinary courses

Syllabus

UNIT 1: DISTANCE EDUCATION
Growth of distance education, distance education in India

UNIT 2: LEARNER-SUPPORT SERVICE
Role of study centre, counselling classes, self-learning materials, different audio-visual aids and other electronic devices

UNIT 3: SELF LEARNING MATERIAL
Need of Self Study Materials in distance education, designing and preparing self-learning material, Planning and development of Study materials, modification and up-gradation of Study Materials.

UNIT 4: STUDY SKILLS
Study skills in distance education, strategies for developing study skills

UNIT 5: CURRICULUM
Concept, curriculum development process-major approaches

UNIT 6: CURRICULUM AND EVALUATION
Need for curriculum evaluation, aspects of curriculum evaluation

UNIT 7: ROLE OF DISTANCE EDUCATION
Distance education for rural development, Distance education for women empowerment

UNIT 8: QUALITY ASSURANCE IN DISTANCE EDUCATION
Quality enhancement, monitoring, feedback and evaluation

UNIT 9: ASSESSMENT IN DISTANCE EDUCATION
An overview on assessment, purposes of assessment, assessment in open and distance learning

UNIT 10: INTERVENTION STRATEGIES
Information and communication technologies and their application in distance education.

UNIT 11: NEW INTERVENTIONS IN OPEN AND DISTANCE LEARNING
MOOCs and Open Educational Resources and its application for opening knowledge movement in India

Reading List

Aggarwal, D.D. Future of Distance Education, Sarup & Sons, New Delhi, 2007
Bansal, Aarti: Distance Education in 21st Century, Sublime Publications, Jaipur, 2004
Rao, V.K.: Distance Education, APH Publishing Corporation, New Delhi, 2007
Siddiqui, Mujibul Hasan: Distance Education, Theory and Research, A.P.H. Publishing Corporation, Ansari Road, New Delhi, 2007
Shardindu: Open and Dual Mode University System in India, Vani Prakasan, New Delhi, 2008

IDC 105 Constitution of India

Course Objectives
The course aims to providing learner
- An understanding of the background and process of making of the Constitution of India
- An awareness about the core values of principles underlying the Constitution of India
- An account of basic constitutional provisions and framework of governments' operation in service of the people of the country
- A sense of duties and responsibilities of as a citizen of the country

Course Outcomes
After completing the course, a learner will be able to
- Understand and appreciate the background, context and process of making of the Indian Constitution
- Appreciate and imbibe the core values and principles of the Constitution of India
- Act as a responsible citizen of the country performing her/his duties and responsibilities

Syllabus

UNIT 1: HISTORICAL BACKGROUND OF THE INDIAN CONSTITUTION
Constitutional Developments during the British Period: 1773 to 1947

UNIT 2: MAKING OF THE INDIAN CONSTITUTION
Formation of the Constituent Assembly, Drafting Committee, Adoption of the Constitution of India

UNIT 3: PHILOSOPHY AND IDEALS OF THE INDIAN CONSTITUTION
Philosophy and Ideals of the Indian Constitution: The Preamble of the Constitution of India; Sources of the Indian Constitution

UNIT 4: FEATURES OF THE INDIAN CONSTITUTION
Salient Features of the Indian Constitution

UNIT 5: FUNDAMENTAL RIGHTS AND FUNDAMENTAL DUTIES
Meaning, Historical Background, Nature, Importance, Categories of Fundamental Rights, Limitations of Fundamental Rights; Fundamental Duties: Background, Types and Significance of Fundamental Duties

UNIT 6: DIRECTIVE PRINCIPLES OF STATE POLICY
Meaning, Nature and Classification of Directive Principles of State Policy; Difference between Fundamental Rights and Directive Principles of State Policy

UNIT 7: RELATIONS BETWEEN FUNDAMENTAL RIGHTS AND DIRECTIVE PRINCIPLES
Relationship between Fundamental Rights and Directive Principles of State Policy

UNIT 8: GOVERNMENT AT THE UNION AND STATE LEVELS
Government at the Union level: The President of India, The Vice-President of India, The Union Council of Ministers, The Prime Minister; Government at the State level: The Governor, The State Council of Ministers and the Chief Minister

UNIT 9: THE PARLIAMENT OF INDIA AND THE STATE LEGISLATURE
Composition of the Parliament of India: The President, The Rajya Sabha, The Lok Sabha; Powers and Functions of the Parliament; Relation between the two Houses of the Parliament; Legislative

Procedure: Procedure for a Money Bill; The State Legislature: The Legislative Assembly or Vidhan Sabha, The Legislative Council or Vidhan Parishad

UNIT 10: JUDICIARY IN INDIA
Supreme Court and High Courts; The Supreme Court; The High Court: Subordinate Courts; Judicial Review, Judicial Activism and Independence of the Judiciary in India: Judicial Review, Judicial Activism, Independence of the Judiciary in India

UNIT 11: NATURE OF INDIAN FEDERALISM
Nature of Indian federalism: Federal features, Unitary or non-federal features; Centre-State Relations-Division of powers between the Union and State governments: Legislative Relations, Administrative Relations, Financial Relations; An estimate of Indian federalism

Reading List

Basu, D. D. (2009). Introduction to the Constitution of India. New Delhi: Prentice Hall of India.

Brass, Paul R. (1997). The Politics of India Since Independence. New Delhi: Cambridge University Press.

Chander, Prakash (2000). Indian Government and Politics. New Delhi: Cosmos Bookhive Pvt. Ltd.

Dev, B.J and Lahiri, D.K. (1985). Assam Muslims- Politics and Cohesion. Delhi: Mittal Publication.

Ghai, K. K. (2007). Indian Government and Politics. New Delhi: Kalyani Publishers.

Kapur, Anup Chand &Misra, K. K. (2006). Select Constitutions. New Delhi: S. Chand and Company.

Kothari, Rajni. (2009). Politics in India. New Delhi: Orient BlackSwan Private Limited.

Palanithurai, G. (2000). Grass-root Democracy in Indian Society. New Delhi: Concept Publishing Company.

Pylee, M. V. (2006). Constitutional Government in India. New Delhi: S. Chand and Company.

Singh Sisodia, Yatindra (2005). Functioning of Panchayati Raj System. Jaipur: Rawat Publication.

Jayal, Niraja Gopal; Mehta Pratap, Bhanu (eds) (2010). Oxford Companion to Politics in India. New Delhi. Oxford University Press.

IDC 106 Economy of the North East India

Course Objectives
- To provide knowledge on different aspects of the Indian economy
- Help to analyse the service sector growth and recent important issues in the Indian economy

Course Outcomes
- This course will enable the learners to explain various important aspects of the Indian economy
- This course will also help the learners to analyse the different factors relating to the recent service sector growth and other important issues in the Indian economy

Syllabus

UNIT 1 : INDIAN ECONOMY: ITS BASIC CHARACTERISTICS, DEVELOPMENT AND GROWTH
Indian Economy in the pre-independence period, Characteristics of India as a developing economy; Emerging Issues of development in the Indian economy National Income: Trends, size and Composition

UNIT 2 : POPULATION AND HUMAN RESOURCES
Size, and growth of Population; Characteristics of the population: sex ratio, age composition, density, rural-urban ratio and occupational distribution. Indicators of Human Development: Life Expectancy, Infant Mortality and Literacy

UNIT 3: INFRASTRUCTURE IN THE INDIAN ECONOMY
Infrastructural Facilities in India: Energy, Power, Transport and Communication, Urban Infrastructure in India, Industrial Corridor and Smart Cities

UNIT 4: INDIAN AGRICULTURE & GREEN REVOLUTION
Role of agriculture in Indian economy; Nature of India's agriculture; Trends in Agricultural Production and Productivity; Factors Influencing Productivity; The new agricultural strategy and the Green Revolution; Impact of Green Revolution

UNIT 5: AGRICULTURAL FINANCE, RURAL CREDIT AND AGRICULTURAL MARKETING
Need for agricultural finance; Sources; Role of Rural co-operatives; commercial banks and Regional rural banks; Role of NABARD. Agricultural marketing: Concept and basic requirements; Limitations of agricultural marketing; Role of the Government in promoting agricultural marketing

UNIT 6: FOOD SECURITY AND PUBLIC DISTRIBUTION SYSTEM IN INDIA
Concept of Food Security; Salient Features of Food Security Act 2013, Public Distribution Systems and Its Impact on Poverty; Problems of the PDS and Suggestive Measures

UNIT 7: INDIAN INDUSTRY – DEVELOPMENTAL EXPERIENCE
Strategy of Industrial Development in India; Industrial Development since Independence; Problems of Industrialisation in India; Industrial Policy Resolution, 1956; New Industrial Policy, 1991; Recent Policy Reform Measures in Initiated in the Industrial Sector

UNIT 8: THE ROLE OF THE TERTIARY SECTOR IN THE INDIAN ECONOMY
Changing role of the Tertiary Sector in the Indian Economy; The Recent Growth of the IT and other service sectors; Major Issues in faced by the Service Sector and Suggestive Policy Measures

UNIT 9: UNORGANISED SECTOR, LABOUR PROBLEMS AND LABOUR POLICY
Unorganised Sector and India's Informal Economy; Size and Features; Major Issues; Suggestive Measures; Present Status of Agricultural Labours in India; Major Recommendations of the National

Commission on Rural Labour; Features of Industrial Labour; Trade Union Movement in India; Settlement of Industrial Disputes; Social Security Measures introduced for the welfare of the labours; Problems in the Labour Market and Suggestive Measures.

UNIT 10: PLANNING FOR DEVELOPMENT
Economic Planning in India; Overall Objectives of Economic Planning; Overall Achievements and Failures of Economic Planning; The Current Five Year Plan: Objectives and Targets Major Objectives, Targets and Achievements of the Last Five Year Plan; Critical Assessment.

UNIT 11: ECONOMIC REFORMS AND GLOBALISATION
Economic Crisis prior to 1991 Economic Reforms; New Economic Policy of 1991; Indian Economy since Economic Reforms

Reading List

Agarwal, A.N. (2015): *Indian Economy: Problems of Development and Planning*, Ed., New Age International.
Datt and Mahajan (2015): *Indian Economy*, 71st Ed., S. Chand & Co. Ltd.
Dhingra, I. C. (2014): Indian Economy: Environment and Policy, Sultan Chand & Sons
Kapila, U (2015): *Indian Economy: Performance and Policies*, 15th Edition, Academic Foundation.
Misra and Puri (2016): *Indian Economy: Its Development Experience*, 31st Ed., Himalaya Publishing House.

IDC 107 Understanding Indian Society

Learning Objectives
This course intends to:
- enable the learners to understand about different types of Indian Society
- enable the learners to know about the major social institutions like Family, Marriage, Kinship, Caste, and Tribe of India
- enable the learners to know about the status of Women in India

Learning Outcomes
After going through this course, learners will be able to:
- Understand about different types of Indian Society
- know about the major social institutions like Family, Marriage, Kinship, Caste, and Tribe of India
- know about the status of Women in India

Syllabus

UNIT 1: INDIAN SOCIETY: UNITY IN DIVERSITY
Meaning and Definition of Society and Culture; Indian Society and Culture; Unity and Diversity: Meaning and Concept; Forms of Diversity in India: Geo-physical diversity, Racial diversity, Linguistic diversity, Religious diversity.

UNIT 2: TYPES OF INDIAN SOCIETY
Urban Society; Classification of Cities; Problems of Urban Society; Rural Society in India, Types of Indian Villages, Local Self-governance in the Rural Areas, Criticisms of local self-governance system; Tribal Society in India; Approaches towards tribal society, Significance of 5th and 6th schedule of the Indian Constitution

UNIT 3: MARRIAGES AND FAMILY IN INDIA
Family and marriage, Concepts, Types, Criteria of family formation; Some important dimensions of family: Household, Patriarchy, Gender division of labour

UNIT 4: KINSHIP SYSTEM
Meaning; Definition; Types; degree of Kinship Rules; Taboos; Kinship structure and pattern in the different geographical zones across India

UNIT 5: CASTE IN INDIA
Caste –Meaning and Characteristics; Jati and Varna; difference between Caste and Class; Jajmani system; Dominant Caste; Caste through the Ages; Administrative Interpretation of Caste: Scheduled Castes and their problems; Abolition of Untouchability

UNIT 6: CHANGING NATURE OF CASTE
Casteism – Meaning and causes; Relationship between Caste and Politics; Caste and Voting behaviour; Political Elite, Caste Mobilisation

UNIT 7: TRIBES IN INDIA
Tribe: Definition and Meaning; Characteristics; T.B. Naik's Characterisation of Tribe; Anthropological Convention; Constitution of India and Scheduled Tribes; Common Characteristics; Classification and Distribution of Tribes; British Policy towards the Tribes; Policy during the Post-Independence Period

UNIT 8: WOMEN IN INDIAN SOCIETY
Women in Ancient India: Vedic and Post – Vedic Periods; Buddhist period; Medieval Period; Reform Movements and Struggle for Independence; Gender Relation in different period; Women Empowerment.

UNIT 9: ECONOMY OF INDIAN SOCIETY

Economy and types of Economies; Traditional Economic system and its characteristics; Command Economic system and its characteristics; Market Economic system and its characteristics, Mixed Economic system and its characteristics; Indian Economy before Independence; Indian Economy Post Independence Period; New Economic Policies: Liberalization, Globalization, Privatization

UNIT 10: POLITICS IN INDIA

Evolution of Indian Political Structure; Indian Structure Post Independence; Society; Decentralisation of power; Political Elite; Political Parties; Emergence of Electoral System

UNIT 11: RURAL LIFE IN INDIA

Evolution of Indian Villages; Characteristics of Indian villages; Agrarian Societies: Agrarian Class Structure; Land Reforms and Changes: Land Reforms in post-independence period, Current Scenario of Land Reforms in India

Reading List

Beteille, A., 1969, (ed.): Social Inequality: Selected Readings. Harmondsworth: Penguin Books.
Srinivas, M.N., 1962, Caste in Modern India and other essay. Bombay: Asia Publishing House.
Dumont, L., 1991, "Hierarchy Status and Power: The Caste System and its implications" in Dipankar Gupta (ed.), Social Stratification .Delhi: Oxford University Press..
Berreman, G. D., 1991, "The Brahmanical View of Caste" in Dipankar Gupta (ed.), Social Stratification. Delhi: Oxford University Press.

IDC 108 Introduction to Indian History

Course Objectives
- This course is an introductory course intending to introduce Indian history to the learners
- To give a brief idea about the different sources of Indian history
- To discuss important political events of Indian history throughout the ages

Course Outcomes
After completing this course
- Learners are expected to have a fair knowledge about the history of India
- Learners will able to understand different sources of Indian history
- Learners will be able to analyse major political events of India from different historical perspectives

Syllabus

UNIT 1: INTRODUCTION TO HISTORY
What is History, Scope and Meaning of History, Relationship of History with other Social Sciences

UNIT 2: SOURCES OF ANCIENT INDIAN HISTORY
Literary Sources, Archaeological Sources, Foreign Sources

UNIT 3: EARLY INDIAN CIVILIZATIONS
Harappan Civilization, Vedic Civilization

UNIT 4: POLITICAL DEVELOPMENTS IN MEDIEVAL INDIA
The Delhi Sultanate, Advent of the Mughals and Second Afghan Empire

UNIT 5: SOCIETY, ECONOMY, RELIGION AND CULTURE IN MEDIEVAL INDIA
Social Condition, Economy, Bhakti Movement and Sufi Movement; Art, Architecture and Literature of the Sultanate Period, Social Condition in the Mughal Period, Economy in Mughal India, Religious Conditions during Mughal Rule, Cultural Activities under the Mughals

UNIT 6: ADVENT AND ESTABLISHMENT OF BRITISH RULE IN INDIA (UP TO 1857)
Foundation, Expansion and Consolidation of the British Empire, Constitutional and Administrative Changes, British Economic Policy, revolt of 1857

UNIT 7: SOCIO-RELIGIOUS MOVEMENTS
Causes of the Socio-Religious Movements, Socio-Religious Movements under Colonial rule, Movement for emancipation of Women

UNIT 8: EMERGENCE OF NATIONALISM AND FOUNDATION OF INC
Emergence of Organised Nationalism, Different Political Associations, Foundation of Indian National Congress, Uprising of different peasant and tribal Movements

UNIT 9: INDIAN NATIONAL MOVEMENT UP TO 1916
Partition of Bengal and Swadeshi Movement, Revolutionary National Movements

UNIT 10: INDIAN NATIONAL MOVEMENT FROM 1916 TO 1939
Rise of Gandhi and his Ideology, Non-Cooperation Movement, Khilafat Movement Civil Disobedience Movement and Government of India Act 1935

UNIT 11: INDIAN NATIONAL MOVEMENT FROM 1939 TO 1947
August Offer and Quit India Movement, Subhas Chandra Bose and Indian National Army

UNIT 12: PARTITION AND TRANSFER OF POWER
Post-War Development-Change in British Attitudes, Communal Policies and Partition

Reading List

Chandra, Satish. (1990). Medieval India, NCERT, New Delhi

Chandra, Sathish(2007) A History of Medieval India, Orient Black Swan, New Delhi

Chattopadhyaya, Brajadulal (2012). The Making of Early Medieval India, Second edition, Oxford Press, New Delhi

Jha, D.N. (1977), AncientIndia-An Introductory Outline, Peoples' Publishing House, New Delhi-110055

Kosambi, D.D. (2001): The cultural and Civilization of Ancient India in Historical Outline, Vikas Publishing House

IDC 201 Select Assamese Literary Texts

Course Objectives
After going through this course, a learner will be able to:
- Identify the accent of different literary genera of Assamese literary texts.
- Discuss the writing style of diverse Assamese literary texts.

Course Outcomes
After going through this course, a learner will be able to:
- Evaluate the history and trends of distinct Assamese literary genera.
- Formulate the trends of Assamese poetry, drama, novel, and prose since inscriptions.

Syllabus

অধ্যায় ১:   অসমীয়া লোক কবিতা
অসমীয়া লোকগীত/লোক কবিতাৰ সাধাৰণ পৰিচয়, শ্ৰেণীবিভাজন. *প্ৰাণগোপাল, পাতিলামায়াৰেখেলা*: কামৰূপী লোকগীতৰ সাধাৰণ পৰিচয়, গীতটিৰ সাধাৰণ আলোচনা

অধ্যায় ২:   শংকৰদেৱ: নন্দোৎসৱ
শংকৰদেৱ : *নন্দোৎসৱ*– মূলপাঠ : কবিপৰিচয়, কবিতাটিৰ মূলভাব, কবিতাটিৰ সাধাৰণ আলোচনা, শব্দাৰ্থ

অধ্যায় ৩:   ছাহমিলান : অধমেলইলোঁ, অধমেলগুঁ, আল্লাৰনাম
ছাহমিলান :অধমেলইলোঁ, অধমেলগুঁ, আল্লাৰনাম (জিকিৰ) – মূলপাঠ : কবিপৰিচয়, জিকিৰৰসাধাৰণপৰিচয়, কবিতাটি (জিকিৰ)ৰমূলভাব, কবিতাটি (জিকিৰ)ৰসাধাৰণআলোচনা, শব্দাৰ্থ

অধ্যায় ৪ :   অম্বিকাগিৰীৰায়চৌধুৰী : গঢ়াকৰিমোকঝাড়ুদাৰ
অম্বিকাগিৰী ৰায়চৌধুৰী: গঢ়া কৰি মোক ঝাড়ুদাৰ – মূলপাঠ: কবিপৰিচয়, কবিতাটিৰ মূলভাব, কবিতাটিৰ সাধাৰণ আলোচনা

অধ্যায় ৫:   হেমবৰুৱা : মমতাৰচিঠি
হেমবৰুৱা: মমতাৰচিঠি – মূলপাঠ: কবিপৰিচয়, কবিতাটিৰ সাধাৰণ আলোচনা

অধ্যায় ৬:   লক্ষ্মীনাথবেজবৰুৱা : ভদৰী
লক্ষ্মীনাথ বেজবৰুৱা: ভদৰী – মূলপাঠ : জীৱন আৰু কৃতি, গল্পটিৰ সাধাৰণ আলোচনা

অধ্যায় ৭:   যোগেশ দাস : পৃথিৱীৰ অসুখ
যোগেশ দাসৰ জীৱন আৰু কৃতি: যোগেশ দাসৰ গল্পৰ মূলসুৰ, পৃথিৱীৰ অসুখ: গল্পটোৰ বিষয়বস্তু আৰু সাধাৰণ আলোচনা, চুটিগল্প হিচাপে পৃথিৱীৰ অসুখ

অধ্যায় ৮ :   বাণীকান্ত কাকতি : সাহিত্যত কৰুণ ৰস
বাণীকান্ত কাকতিৰ জীৱন আৰু কৃতি: সাহিত্য সমালোচক হিচাপে বাণীকান্ত কাকতি, কাকতিৰ প্ৰবন্ধশৈলীৰ বৈশিষ্ট্য, সাহিত্যত কৰুণ ৰস: প্ৰবন্ধটোৰ বিষয়বস্তু, সাধাৰণ আলোচনা

অধ্যায় ৯ :   ৰজনীকান্ত বৰদলৈ : নিৰ্মলভকত — ১
ৰজনীকান্ত বৰদলৈৰ জীৱন আৰু কৃতি, নিৰ্মল ভকত উপন্যাসখনৰ সাধাৰণ আলোচনা

অধ্যায় ১০: ৰজনীকান্ত বৰদলৈ : নিমৰ্লভকত — ২
উপন্যাসখনৰ চৰিত্ৰ চিত্ৰণ, উপন্যাসখনৰ বৈশিষ্ট্যসমূহ

অধ্যায় ১১: শংকৰদেৱ – কালিদমন
অংকীয়ানাট: 'অংকীয়ানাট' শব্দ দুটাৰ তাৎপৰ্য আৰু ইয়াৰ উৎপত্তি, অংকীয়া নাট ৰচনাৰ কলা-কৌশল, অংকীয়া নাটৰ বৈশিষ্ট্য,নাট্যকাৰ শংকৰদেৱ, কালিদমন: নাটৰ মূল আৰু বিষয়বস্তু, সাধাৰণ আলোচনা, ৰসবিচাৰ

Reading List

Bora, Mahendra (1976*). Ramanyasbaad*. Pathshala: Bani Prakash

Baruah, Prahlad Kumar (2005). *Asomia Chutigalpa Adhyayan.* Guwahati: Banalata.

Bharali, Sailen (2003). *Upanyas: Bichar Aru Bislekhon*. Guwahati: Chandra Prakash.

Deva Goswami, Keshavananda (1979). *Ankmala*. Guwahati: Banalata

Gogoi, Lila (1968). *Asomia Luka-SahityarRuprekha.* Golaghat: Nabin Pustak Bhandar.

Goswami, Trailukyanath (2006). *AdhunikGalpa Sahitya.* Guwahati: Bani Prakash Pvt Ltd.

Hazarika, Atulchandra (1988). *Manchalekha.* Guwahati: Lawyers Book Stall.

Kataki, Prafulla (1995). *Swarajuttor Axamiya Upanyas Samiksha*. Guwahati: Bina Library.

Pujari, Archana (Edited).(2000). *Axamiya Kobitar Bichar Bishlekhon*. Panbazar, Guwahati: Jyoti Prakashan

Sharma, Hemanta Kumar (1998). *Axamiya Lokagiti Sanchayan*. Panbazar, Guwahati: Bina Library

Sharma, Satyendranath (2009). *Axamiya Natya Sahitya*. Guwahati: Saumar Prakash

Thakur, Nagen (Edited)(2012). *Axo Bosoror Axamiya Upanyas*. Guwahati: Jyoti Prakashan.

IDC 202 General Principles of Writing

Learning Objectives
The objectives of the course are to:
- provide an idea of certain general principles of writing
- highlight some of the important aspects of English Grammar
- take up the important skills of editing, copy editing and proof reading
- enable the learner to develop adequate writing skills in English

Learning Outcomes
After going through the course, the learner will be able to:

- gain a systematic idea of the various aspects and principles of writing
- take into account some of the important aspects of English Grammar
- practice the important skills of editing, copy editing and proof reading
- take up writing as a career option after completion of the course

Syllabus

UNIT 1: THE WRITER AS AN ARTIST
Introduction, Art and Aestheticism, Narration and Narrative, Narrative and Plot, The Author and the Writing, Point of View and Voice

UNIT 2: WORDS
Introduction, Words and Word Classes

UNIT 3: NARRATION AND VOICE
Introduction, Direct and Indirect Narration, Assertive Sentences, Imperative Sentences, Interrogative Sentences, Exclamatory Sentences, The Category of Voice in English, Assertive Sentence Forms, Interrogative Sentence Forms, Imperative Sentence Forms, Miscellaneous Sentence Forms

UNIT 4: TIME, TENSE AND ASPECTS
Introduction, Time and Tense, Tense and Aspect, The Present Tense, Simple Present Tense, Present Continuous Tense, Present Perfect Tense, Present Perfect Continuous Tense, The Past Tense, Simple Past Tense, Past Continuous Tense, Past Perfect Tense, Past Perfect Continuous Tense, The Future Tense, Simple Future Tense, Future Continuous Tense, Future Perfect Tense, Future Perfect Continuous Tense

UNIT 5: PHRASES AND IDIOMS
Introduction, Samples of Phrases and Idioms

UNIT 6: AMPLIFICATION OF AN IDEA
Introduction, Process Analysis of Amplification, Amplifications Worked Out

UNIT 7: REVIEW WRITING
Introduction, Techniques of Book Review, Techniques of Film Review, Techniques of Play Review, Techniques of Musical Review

UNIT 8: WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE
Introduction, Column Writing, Science Write- up, Press Release

UNIT 9: EDITORIAL WRITING
Introduction, Introduction to the Editorial Page, Writing the Editorial, Writing the Feature, Writing the Article, Writing the Middle, Letters to the Editor

UNIT 10: COMPREHENSION OF AN UNSEEN PASSAGE
Comprehension, Intelligent Reading, Tackling Unseen Passages, Answering Unseen Passages, Examples with Answers

UNIT 11: SHORT COMPOSITION [NOTICE, CLASSIFIED, ADS. ETC.]
Introduction, Notice Writing, Format of a Notice, Worked Out Examples, Advertisements, Classified Advertisements, Worked Out Examples, Commercial Advertisements, Worked Out Examples

Reading List

Anker, S. (1998). Real Writing, Boston: Bedford Books.

Bell, Madison Smartt (1997). Narrative Design: Working with Imagination, Craft and Form, New York: WW. Norton.

Brande, Dorothea. (1981). Becoming a Writer, New York: Penguin.

Earnshaw, Steve (ed.) (2007). The Handbook of Creative and Media Writing, Edinburg University Press.

Geddes and Gresset. (2003). Spelling Grammar and Usage, Webster Reference Library.

Kirszner & Mandell. (2004) Literature: Reading, Reacting, Writing. Fifth Edition. Thomson Wadsworth: Massachusetts.

Seely, John (1998), Oxford Guide to Effective Writing and Speaking, Oxford: Oxford University Press

IDC 203 Environmental Education

Course Objectives
- To make the learners aware of environmental problems and to familiarize the students with the concept and importance of environmental education.
- To make the learners aware of the various mechanisms of environmental protection and promotion.

Learning Outcome
After going through this course, the graduates will be able to:
- acquire knowledge and understanding on the subject like Environmental education
- develop the basic understanding on the emerging issues of environmental education as a subject as a whole.
- gather the procedural knowledge which are required for performing multidisciplinary and skill based programmes in the 21st century
- acquire the cognitive and technical skills for performing and accomplishing complex tasks relating to the subject on education and other interdisciplinary courses
- formulate coherent arguments about ethical and moral issues, including environmental and sustainable development issues, from multiple perspectives.

Syllabus

UNIT 1: ENVIRONMENTAL EDUCATION
Meaning, nature, importance, scope, goals and objectives of Environmental Education

UNIT 2: METHODS OF ENVIRONMENTAL EDUCATION
Observation, Fieldtrips, Project method, co-curricular activities, dramatization, discussion, problem-solving method

UNIT 3: ENVIRONMENTAL MOVEMENTS IN INDIA
Appiko Movement, the Silent Valley Movement, Chipko Movement, the Chilika Bachao Andolan, Narmada Bachao Andolan

UNIT 4: MEDIA OF ENVIRONMENTAL EDUCATION
Concept of Instructional media, magazine, seminar, workshop, exhibitions, models, audio-visual aids

UNIT 5: PROGRAMME OF ENVIRONMENTAL EDUCATION
Programme for primary level, Secondary level and higher level

UNIT 6: ENVIRONMENTAL DEGRADATION
Concept of Environmental degradation, types, causes and prevention of environmental degradation

UNIT 7: ENVIRONMENTAL POLLUTION
Meaning of Environmental Pollution, types of Environmental Pollution- air, water, land or soil, solid-waste, noise, and radio-active pollution

UNIT 8: CONSERVATION AND PROTECTION OF ENVIRONMENT
Meaning of conservation and protection of Environment, need and importance of conservation and protection of environment, role of individual and society towards conservation and protection of Environment

UNIT 9: ENVIRONMENT AND LEGAL PROVISIONS
Legal and Constitutional Provisions for Conservation and Protection of Environment

UNIT 10: SUSTAINABLE DEVELOPMENT
Concept of Sustainable development, characteristics and education for sustainable development

UNIT 11: ENVIRONMENTAL EDUCATION
Its problems and prospects with special reference to Assam

Reading List
R. C. Sarma: Environmental Education, Surya Publication, Meerat, 1997.
R.A Sharma: Environmental Education, Metro Politary Book Co. Pvt,Ltd, New Delhi.
Mahapatra D: Environmental Education.

IDC 204 Issues in Development Communication

Course Objectives
- To familiarize learners with the concepts of development communication
- To provide knowledge on process of development communication and its importance
- To provide understanding on the need and importance of development communication
- To provide knowledge about the global issues related to development communication

Course Outcomes
- On completion of this course, the learners will be able to-
- explain the concepts and importance of development communication
- describe the need of international communication
- identify the issues related with the concept and its implications

Syllabus

UNIT 1: DEVELOPMENT
Meaning of Development, Concept of Development, Alternative Approaches to Development, Indices to Development, Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development, Critique of Dominant Paradigm of Development, Modernisation and Dependency Approach, Core Areas of Development ,Development as Economic Growth

UNIT 2: INTRODUCTION TO DEVELOPMENT COMMUNICATION
Concepts of development and development communication, Introduction to the theories of development communication, Information as a measure of Development, Edutainment and Infortainment – media development

UNIT 3: THEORIES OF DEVELOPMENT COMMUNICATION
Theories of Development, Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency, Meaning and importance of Paradigms, Types of Paradigm- Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm

UNIT 4: DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION
Positive Communication Strategies, IECM Strategies, Development Communication Strategies, Communication Strategy Framework, Mass Media and Extension Approach for Development Communication, Planned Development Communication, Public Dialogue Strategy, Negative Communication Strategies, Social Marketing

UNIT 5: DEVELOPMENT COMMUNICATION IN INDIA
Relevance of Development Communication in India, Democratic Decentrailization, Narrowcasting, Panchyati Raj (PR) Institutions, A Brief background of the PR system, Key Objectives

UNIT 6: DISSEMINATING INNOVATION
Diffusion of Innovation, Important stages in the diffusion of innovations, Media used for diffusion, Development Support Communication, Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT 7: RURAL AND AGRICULTURE COMMUNICATION
Rural development, Agricultural Communication, Media campaigns for development, diffusion of innovation, extension studies

UNIT 8: DEVELOPMENT REPORTING
Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT 9: MEDIA AND DEVELOPMENT
Media and National Integration, Media in Development, Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society, Gandhian Model of Development

UNIT 10: USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION
Traditional folk media, Advantages of Traditional Folk Media, Folk Media reflects social changes, Traditional Folk Media as Development Media: case studies, role of government and third sector agencies.

Reading List

Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi

Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi

Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi

Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi

Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi

Pushkar, Niranjan (2009), Development Communication, Authorspress, New Delhi

Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

IDC 205 Perspectives on Indian Economy

Course Objectives
- To provide knowledge on different aspects of the Indian economy
- Help to analyse the service sector growth and recent important issues in the Indian economy

Course Outcomes
- This course will enable the learners to explain various important aspects of the Indian economy
- This course will also help the learners to analyse the different factors relating to the recent service sector growth and other important issues in the Indian economy

Syllabus

UNIT 1 : INDIAN ECONOMY: ITS BASIC CHARACTERISTICS, DEVELOPMENT AND GROWTH
Indian Economy in the pre-independence period, Characteristics of India as a developing economy; Emerging Issues of development in the Indian economy National   Income: Trends,   size   and Composition

UNIT 2 : POPULATION AND HUMAN RESOURCES
Size, and growth of Population; Characteristics of the population: sex ratio, age composition, density, rural-urban ratio and occupational distribution. Indicators of Human Development: Life Expectancy, Infant Mortality and Literacy

UNIT 3: INFRASTRUCTURE IN THE INDIAN ECONOMY
Infrastructural Facilities in India: Energy, Power, Transport and Communication, Urban Infrastructure in India, Industrial Corridor and Smart Cities

UNIT 4: INDIAN AGRICULTURE & GREEN REVOLUTION
Role of agriculture in Indian economy; Nature of India's agriculture; Trends in Agricultural Production and Productivity; Factors Influencing Productivity; The new agricultural strategy and the Green Revolution; Impact of Green Revolution

UNIT 5: AGRICULTURAL FINANCE, RURAL CREDIT AND AGRICULTURAL MARKETING
Need for agricultural finance; Sources; Role of Rural co-operatives; commercial banks and Regional rural banks; Role of NABARD. Agricultural marketing: Concept and basic requirements; Limitations of agricultural marketing; Role of the Government in promoting agricultural marketing

UNIT 6: FOOD SECURITY AND PUBLIC DISTRIBUTION SYSTEM IN INDIA
Concept of Food Security; Salient Features of Food Security Act 2013, Public Distribution Systems and Its Impact on Poverty; Problems of the PDS and Suggestive Measures

UNIT 7: INDIAN INDUSTRY – DEVELOPMENTAL EXPERIENCE
Strategy of Industrial Development in India; Industrial Development since Independence; Problems of Industrialisation in India; Industrial Policy Resolution, 1956; New Industrial Policy, 1991; Recent Policy Reform Measures in Initiated in the Industrial Sector

UNIT 8: THE ROLE OF THE TERTIARY SECTOR IN THE INDIAN ECONOMY
Changing role of the Tertiary Sector in the Indian Economy; The Recent Growth of the IT and other service sectors; Major Issues in faced by the Service Sector and Suggestive Policy Measures

UNIT 9: UNORGANISED SECTOR, LABOUR PROBLEMS AND LABOUR POLICY
Unorganised Sector and India's Informal Economy; Size and Features; Major Issues; Suggestive Measures; Present Status of Agricultural Labours in India; Major Recommendations of the National

Commission on Rural Labour; Features of Industrial Labour; Trade Union Movement in India; Settlement of Industrial Disputes; Social Security Measures introduced for the welfare of the labours; Problems in the Labour Market and Suggestive Measures.

UNIT 10: PLANNING FOR DEVELOPMENT
Economic Planning in India; Overall Objectives of Economic Planning; Overall Achievements and Failures of Economic Planning; The Current Five Year Plan: Objectives and Targets Major Objectives, Targets and Achievements of the Last Five Year Plan; Critical Assessment.

UNIT 11: ECONOMIC REFORMS AND GLOBALISATION
Economic Crisis prior to 1991 Economic Reforms; New Economic Policy of 1991; Indian Economy since Economic Reforms

Reading List

Agarwal, A.N. (2015): *Indian Economy: Problems of Development and Planning*, Ed., New Age International.
Datt and Mahajan (2015): *Indian Economy*, 71st Ed., S. Chand & Co. Ltd.
Dhingra, I. C. (2014): Indian Economy: Environment and Policy, Sultan Chand & Sons
Kapila, U (2015): *Indian Economy: Performance and Policies*, 15th Edition, Academic Foundation.
Misra and Puri (2016): *Indian Economy: Its Development Experience*, 31st Ed., Himalaya Publishing House.

IDC 206 Introduction to Ethics

Course Objectives
- To help the learners to know the important issues in moral sense
- To help the learners to explore the basic education of human life through the different issues of ethics
- To help the learners to determine the issues of what is good or right and bad or wrong

Course Outcomes
- Will know the meaning of ethics and moral philosophy
- Will know the different theories of ethics and will know the difference between normative ethics, meta-ethics and applied ethics
- Will help people to lead a better and ethical life, which will finally create some ethical human resource for the society.

Syllabus

UNIT 1: NATURE AND SCOPE OF ETHICS
Definition of Ethics, Nature of Ethics, Scope of Ethics

UNIT 2: THE CONCEPT OF MORALITY
Definition of Morality, The Nature of Morality, Different Moral Concepts, Moral theory

UNIT 3: FACT AND VALUE
What is fact, What is value, Classification of values, Distinction between fact and value

UNIT 4: MORAL CONCEPTS
Good, Right, Duty, Virtue, Good, Right, Duty, Virtue

UNIT 5: THEORIES OF MORAL STANDARD: HEDONISM
Hedonism in Moral Philosophy, Classification of Hedonistic Theories, Psychological HedonismCritical Comments on Psychological Hedonism, Ethical Hedonism, Critical Comments on Ethical Hedonism, Egoistic Ethical Hedonism, Gross Egoistic Ethical Hedonism, Refined Egoistic Ethical Hedonism, Criticism, Altruistic or Universalistic Gross Hedonism: Bentham, CriticismAltruistic or Universalistic Refined Hedonism : J. S. Mill, Criticism

UNIT 6: UTILITARIANISM: BENTHAM AND MILL UTILITARIANISM
Historical Background of Utilitarianism, Bentham and his Philosophy, Universalistic Hedonism Bentham's View of Utilitarianism, Principle of Utility is the Basis of Legal and Social reforms Criticism, Mill's Life and Works, Mill and Hedonism, Mill's Utilitarianism , Bentham and Mil

UNIT 7: FREEDOM AND DETERMINISM
Determinism: Its Meaning, Arguments in Support of Determinism, What is Freedom or Free Will, Arguments In Support of Free Will, Brief Note On Predestation, Fatalism and Scientific Determinism, The Case Of Freedom and Determinism

UNIT 8: TELEOLOGICAL ETHICS AND DEONTOLOGICAL ETHICS
Normative Ethics and its difference from other three types of ethics, Types of Normative Ethics, Differences between Deontological and Teleological ethics, Critical Evaluation

UNIT 9: PURUSARTHA
Artha, Kama, Dharma, Moksa, Four Basic Sciences

UNIT 10: THEORIES OF PUNISHMENT NOTION OF CRIME AND PUNISHMENT

Theories of Punishment, Deterrent Theory, Reformative Theory, Retributive Theory, Capital Punishment

UNIT 11: META-ETHICS: ITS NATURE AND DISTINCTION FROM NORMATIVE ETHICS
What is Meta-ethics, Ethical Naturalism, Ethical Non-Cognitivism, Ethical Non-Naturalism (Intuitionism) , What is Normative ethics? Teleological Ethics, De-ontological Ethics, Virtue Ethics, Difference between Meta-Ethics and Normative Ethics

Reading list
S.P. Sharma: *Nature and Scope of Ethics*
Ravi, I: *Foundations of Indian Ethics*
J.N. Sinha: *A Manual of Ethics*
J.N. Mohanty: *Classical Indian Philosophy*
I.C. Sharma: *Ethical Philosophies of India*
J.N. Mohanty: *Explorations in Philosophy*
P. Benn: Ethics: *Fundamentals of Philosophy*

IDC 207 Understanding Social Problems

Learning Objectives
This course intends to:
- enable the learners to understand about different types of Social Problems and the various problems existing in our society
- enable the learners to know about the meaning and significance of social welfare along
- enable the learners to know the various social welfare measures undertaken by the government as well as nongovernmental organisations for the benefit of the society

Learning Outcomes
- After going through this course, the learners will be able to:
- Understand about different types of Social Problems and the various problems existing in our society
- Know about the meaning and significance of social welfare along
- Know the various social welfare measures undertaken by the government as well as nongovernmental organisations for the benefit of the society

Syllabus

UNIT 1: SOCIAL PROBLEM
Meaning and nature, characteristics, causes, types and approaches

UNIT 2: CRIME
Meaning and Concept, characteristics and type Crime

UNIT 3: POPULATION EXPLOSION AND ILLITERACY
Meaning; Trends and Patterns of Population Explosion, Causes of Overpopulation, Effects of Overpopulation in India, India's population policy, Meaning of Illiteracy, types of illiteracy, Causes of illiteracy, consequences of illiteracy, Illiteracy in Assam

UNIT 4: POVERTY AND UNEMPLOYMENT
Meaning, causes and measures to control poverty; meaning types and consequences of unemployment

UNIT 5: YOUTH UNREST
Meaning, types and causes of Youth Unrest

UNIT 6: SOCIAL PROBLEMS RELATING TO WOMEN
Prostitution, dowry, violence against women

UNIT 7: SUPERSTITIONS
Meaning, Causes and Effect of superstition

UNIT 8: CHILD LABOUR AND CHILD ABUSE
Meaning, types and causes of child labour child abuse

UNIT 9: PROBLEMS OF THE BACKWARD CLASSES
Socio-economic Problems of the SCs, STs and OBCs, Policies and measures to solve the Problems

UNIT 10: TERRORISM
Concept, Origin, Development, causes and consequences of terrorism

UNIT 11: SOCIAL PROBLEMS AND SOCIAL WELFARE

Meaning, importance, nature and scope

Reading List

Beteille, Andre, 1992, Backward classes in Contemporary India, New Delhi

Berreman, G. D. 1979, Caste and other inequalities: Essays in inequality, Meerut: Folkore Institute.

Dube, Leela. 1997. Woman and Kinship. Comparative perspective on Gender in South and Southeast Asia. New Delhi: Sage Publications.

Gadgil, Madhav and Guha, Ramchandra. 1996. Ecology and Equity: The Use and abuse of nature in Contemporary India. New Delhi. OU

IDC 208 Introduction to History of Assam

Course Objectives
The main objective of this course is to
- Introduce the learners with the historical processes of Assam
- Provide an understanding of the state formation in Assam in the ancient and medieval time
- Give an idea about the cultural and architectural development of the region under different political regime
- Situate Assam in the freedom struggle of India

Course Outcomes
After completing the course
- Learners will be introduced to the historical events and processes of Assam
- Learners will be able understand the state formation process of Assam
- Learners will acquire the knowledge of cultural and architectural progress of the specific period
- Learners will able to analyse the role of Assam in the freedom struggle of India

Syllabus

UNIT 1: SOURCES OF ANCIENT ASSAM
Literary Sources, Archaeological Sources, Foreign Sources

UNIT 2: LEGENDARY PERIOD
Naraka and his successors, Different stories of Naraka

UNIT 3: RULING DYNASTIES OF ANCIENT ASSAM
Varmanas, Salastambhas, Palas

UNIT 4: SOCIETY, ECONOMY, RELIGION AND ADMINISTRATION OF ANCIENT ASSAM
Social Condition, Economic Condition, Religious Condition, Administrative System of Ancient Assam

UNIT 5: SOURCES OF HISTORY OF MEDIEVAL ASSAM
Literary Sources, Archaeological Sources, Foreign Sources

UNIT 6: THE AHOMS
Origin of the Ahoms, Advent of the Ahoms, Events from 1228 A.D. to 1826 A.D.

UNIT 7: THE KOCHES
Origin of the Koches, VisvaSimha, Naranarayan, Partition of the Koch Kingdom

UNIT 8: SOCIETY, ECONOMY, RELIGION AND ADMINISTRATION OF MEDIEVAL ASSAM UNDER THE AHOMS
Social condition, Economic condition, Religious beliefs, Neo-Vaishnavite Movement, the Ahom system of Administration-the Paik System

UNIT 9: ESTABLISHMENT OF THE BRITISH RULE AND ANTI-BRITISH MOVEMENTS
Anglo-Burmese Wars, Treaty of Yandaboo and British Conquest of Assam, British Administrative Set Up, Revolt of 1857

UNIT 10: SOCIO-ECONOMIC TRANSFORMATION OF ASSAM DURING COLONIAL PERIOD
Changes in the Economic Structure, Agrarian Revolts, Social transformation of Assam towards modern age

UNIT 11: EMERGENCE OF POLITICAL CONSCIOUSNESS
Rise of Assamese Nationalism, Establishment of different organisations

UNIT 12: PARTICIPATION OF ASSAM IN THE NATIONAL MOVEMENT
Partition of Bengal and its Impact, the Non Co-operation Movement in Assam, Civil Disobedience Movement and Assam, Quit India Movement in Assam, Grouping Controversy and Independence

Reading List

Barpujari, H.K.(2003): The Comprehensive History of Assam, Vol. I, Vol. II, Vol.III, Vol. IV& Vol. V, 2nd ed., Publication Board Assam, Guwahati

Baruah, S.L.,(2004): A Comprehensive History of Assam, 3rd ed., Munshiram Manoharlal, Delhi

Bhuyan, A.C., (1999): Political History Assam, Publication Board Assam, Vol. I, II, III, 2nd ed., Guwahati

Dutt, K.N (1993): Landmarks in the Freedom Struggle in Assam, Lawyers' Book Stall

Gait, E.,(2004): A History of Assam, Eastern Book House, Revised, Guwahati

Saikia Rajen (2000): Social and Economic History of Assam 1853-1921, Munshiram Manoharlal, Delhi

IDC 301 English for Professional Studies

Learning Objectives
The objectives of the course are to:
- provide a general introduction to some important grammatical concepts
- take up various aspects of English Grammar such as Vocabulary and Punctuation
- highlight some of the common errors made in English Grammar and its correct use
- provide a detailed study on the areas of writing and communication skills in professional context
- To engage the learner in developing skills of office management and correspondence, business communication and presentation of curriculum vitae

Learning Outcomes
- After going through the course, the learner will be able to:
- revise some of the important grammatical concepts
- develop a good idea on various aspects of English Grammar such as Vocabulary and Punctuation
- gain a broad idea on the areas of writing and communication skills
- develop skills of office management and correspondence, business communication and presentation of curriculum vitae
- groom himself or herself with sound communication and professional skills

Syllabus

UNIT 1: SOME CONCEPTS OF GRAMMAR I
English Grammar: An Introduction, Nouns- Kinds of Nouns, Forms of Nouns, Functions, The Noun Phrase, Agreement, Determiners – Articles, Demonstratives, Possessives, Quantifiers, Wh-determiner, Pre-determiners, Verb Forms

UNIT 2: SOME CONCEPTS OF GRAMMAR II
Adjectives, Adverbs, Prepositions

UNIT 3: VOCABULARY
Synonyms and Antonyms, One word Expression, Words Used as Different Word Classes, Phrasal Verbs, Distinction between Similar Words Often Confused

UNIT 4: PUNCTUATION, SYNTHESIS AND TRANSFORMATION OF SENTENCES
Introduction, Punctuation, Synthesis of Sentences, Transformation of sentences

UNIT 5: COMMON ERRORS AND PHRASES AND IDIOMS
Introduction, Common Errors, Phrases and Idioms

UNIT 6: NOTE MAKING
Note making and note taking, Skimming and Scanning, Format of note making, Samples

UNIT 7: COMMUNICATION
Defining Communication, Significance and Process of Communication, Communication Network, Communication Media or Methods, Barriers To Communication, Effective Communication.

UNIT 8: INTRODUCTION TO OFFICE MANAGEMENT
Meaning of Office, Introduction to Office Management, Functions of Office, Relationship of Office with Other Departments, Office Accommodation, Layout and Environment, Office Furniture and Stationery, Office Correspondence and Filing System

UNIT 9: CORRESPONDENCES
Letter Writing, How to Write a Letter, Format of an Official/Business Letter

UNIT 10: PRESENTATION
Writing Executive Summaries, Making a Formal Presentation

UNIT 11: WRITING CURRICULUM VITAE/RESUME
Difference between CV and Resume, Tips for writing CV/Resume, Essentials for writing CV/Resume, Facing Interviews based on CV/Resume, Telephonic Interviews based on CV/Resume

Reading List

Aggarwala, N.K. (2001). Essentials of English Grammar and Composition, New Delhi: Goyal Brothers.

Brown, M. Henry. (1977). The Contemporary College Writer. New York: D Van Nostrand Company.

Chal, Harold Hoontz (1986). Essentials of Management. McGraw Hill Book Company: New York.

Chopra, R.K. Office Management. Himalaya Publishing House.

De Sarkar, P.K. (2007). Higher English Grammar and Composition, Kolkata; Book Syndicate Limited.

Dowerah, Sawpon. A Students' Grammar of English. Guwahati: Students' Stores.

Lewis, Roger. (1979). How to Write Essays. Heinemann & National Exnt. College, London.

Sherlekar, S.A. (1984). Principles of Management. Bombay: Himalaya Publishing House

IDC 302 Economics of Education

Course Objectives
To make the learners aware about:
- The meaning, importance and scope of economics of education
- Educational expenditure as productive consumption and returning investment through the function of human capital and planned manpower development.
- The concept and relationship between input and output of education
- The financial resource management.

Learning Outcomes
After going through this course, the graduates will be able to:
- acquire knowledge and understanding on the subject like economics of education
- develop the basic understanding on the emerging issues of economics of education
- know the basic knowledge regarding the various core courses of Education as a subject as a whole.
- gather the procedural knowledge which are required for performing multidisciplinary and skill based programmes in the 21st century
- Produce efficient and effective leaders in the field of teaching, educational administration and educational finances
- acquire the cognitive and technical skills for performing and accomplishing complex tasks relating to the subject on education and other interdisciplinary courses
- Produce quality educational practitioners having sound knowledge of various dimensions of economics of education and economic policies

Syllabus

UNIT 1: ECONOMICS OF EDUCATION
Concept, scope and significance

UNIT 2: EDUCATION AND ECONOMIC DEVELOPMENT
Concept, relationship between education and economic development

UNIT 3: ECONOMICS OF EDUCATION POLICY
Nature of economic policy, education as a Public Good

UNIT 4: EDUCATION AS A PUBLIC GOOD
Meaning of public good, difference between public goods and private goods, education as public good, education as mixed good, education as merit good

UNIT 5: HUMAN CAPITAL FORMATION
Concept, Human capital Approaches to education

UNIT 6: EDUCATION AND MANPOWER PLANNING
Education and manpower planning, manpower planning and economic growth, problems of manpower planning in India

UNIT 7: FINANCING IN HIGHER EDUCATION AND TECHNICAL EDUCATION
Pattern of financing, need of financing, financial policy for higher and technical education in India

UNIT 8: LIVELIHOOD, LABOUR MARKET AND LABOUR MOBILITY
Sectoral growth, unemployment and underemployment, labour mobility in northeast India

UNIT 9: EDUCATION AND BRAIN DRAIN
Concept, factors for brain drain, out-migration of the skilled personnel

UNIT 10: ACCESS AND EQUITY IN EDUCATION
Meaning of equity, improving access in education and reservation policy in education in India

UNIT 11: SELF-FINANCING AND FIND MOBILIZATION IN THE EDUCATIONAL INSTITUTIONS
Fund mobilization in the educational institution

Reading List

Hunter, W.W.: Economic History of India, Vols.2, Cosmo Publication, 2008
Habison& Myers: Education, Manpower and Economic Growth
Peer,M: Higher Education and Employment, Rawat Publications, 2007-08
Rao, P: Economics of Primary Education, Rawat Publication, 1998.
Rajaiah, B: Economics of Education
Singh, R.P.: Educational Finance and the Planning Challenge, Eastern Book House, 2008
Shuukla, P.D.: New Education Policy in India.
Psachupouls, Y: Economics of Education

IDC 303 Business Communication and Media Management

Course Objectives
- To provide understanding of the field of business communication and business journalism
- To acquaint learners with the concept of media management and its role in the society
- To equip learners with necessary skills required to work in the field of business communication

Course Outcomes
On completion of this course, the learners will be able to
- recognize the various contexts in which business communication takes place
- determine the need of business communication and business journalism
- analyse the issues related with the media management
- equip themselves with skills required for a business journalist

Syllabus

UNIT 1: BUSINESS COMMUNICATION
Concept of Business Journalism, Success through proper communication, History of business communication, Need for business journalism, Essential Characteristics of Business Communication, The Benefits of Effective Communication, Present Scenario, Five rules of good writing or communication, Five Ps of marketing mix, Target audience, Specific Characteristics of a Target Audience, Consumerist culture

UNIT 2: MEDIA FOR BUSINESS
Concept, Importance of media in business, Types of media, Selection of Appropriate Communication Media, Incorrect choice of Medium, Setting Up business goals, Communication Structure In a Business Organisation, Communication in corporate world, Effective business or economic writing, Importance of writing skills in business communication, Purpose of writing, The Principles of effective writing, Economic newspapers, The Economic Times, The Business standard, Public Relations and Marketing, Ethics in communication, Audience Analysis.

UNIT 3: BUSINESS PRESENTATION-I
Report Writing, Process of Writing a Report, Determining the purpose of the report, Determining the factors, Gathering the information needed, Interpreting the findings, Organizing the report information, Writing the report, Project Report Writing, Criteria of a Good Project, Advantages of a Good Project, Disadvantages of Project Method, Format of a Project Report

UNIT 4: BUSINESS PRESENTATION II
Writing Executive Summaries, Making Business Presentations

UNIT 5: INTRODUCTION TO MANAGEMENT
Concept Of Management, Characteristic of Management, Scope of Management, Evolution Of Management Thought, Management Vs Administration, Levels Of Management, Functions Of Management, Planning, Organizing, Staffing, Controlling, Coordination, Management Styles in Indian context

UNIT 6: MEDIA MANEGEMENT
Media as an industry and profession, Importance of media management, Ownership patterns of mass media in India

UNIT 7: MEDIA ORGANISATIONS
Structure of a media organisation, an account of different national and international media and communication organisations

UNIT 8: ORGANISATONAL STRUCTURE OF A PRINT MEDIA ORGANIZATION
Organizational structure of print media establishments, Editorial Department, Business Department, Production Department, Reference Section, Role and coordination among the different departments, Printing, Packaging, Transportation and Distribution

UNIT 9: ORGANISATIONAL STRUCTURE OF AN ELECTRONIC MEDIA ORGANIZATION
Electronic media organization, News and programme sections, News section in a radio station, News section in a TV station, Programme section in TV and radio, Electronic News Gathering (ENG), Electronic Field Production (EFP), Personnel involved in production and news, Viewership/ Listenership, Content creation and role of advertising, Genre or types of programmes, Types of programmes in radio, Types of programmes in TV

UNIT 10: LEADERSHIP AND WORK MOTIVATION
Importance of leadership in a media organisation, job performance, impact of technology on the performance of the employees, division of labour

Reading List

Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi

Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi

Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi

Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi

Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi

Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK

Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi

Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi

Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

IDC 304 Understanding North East India

Learning Objectives
This course intends to:
- enable the learners to know about the north-eastern region of India.
- enable the learners to understand the features and concerns that are common to all the eight states of this region

Learning Outcomes
After going through this unit, the learner will be able to:
- Know about the north-eastern region of India.
- Understand the features and concerns that are common to all the eight states of this region

Syllabus

UNIT 1: THE CONCEPT OF NORTHEAST INDIA
Northeast India in the Ancient, Colonial and Post period

UNIT 2: LOCATION AND ECOLOGY OF NORTHEAST INDIA AND ASSAM IN PARTICULAR
Location; Boundaries; Ecology of Northeast India; Flora, Fauna, Rare species and Ecological Hotspots

UNIT 3: STATE FORMATION DURING POST-INDEPENDENCE PERIOD
Creation of different states and Autonomous Councils

UNIT 4: DEMOGRAPHIC COMPOSITION OF NORTHEAST INDIA
Racial; Linguistic; Caste; Religious; Tribal groups of Assam

UNIT 5: SOCIAL INSTITUTIONS AMONG THE MAJOR TRIBAL GROUPS OF THE NORTH EASTERN STATES
Family, Marriage and Kinship; Religion, Economy and Polity among the major tribal groups of the north eastern states

UNIT 6: IMMIGRATION TO NORTHEAST INDIA AND ASSAM IN PARTICULAR
Immigrant groups, Occupation; Consequences of Immigration; Insider versus Outsider feuds

UNIT 7: ETHNIC IDENTITY IN NORTHEAST INDIA
Ethnicity: Meaning and Characteristics; Intercommunity relations and its changing nature; Ethnic Conflict

UNIT 8: INSURGENCY IN NORTHEAST INDIA
Origin and Development of insurgency in the region; Major insurgent groups

UNIT 9: LAND RELATION IN NORTHEAST INDIA
Land holding patterns, agrarian structure

UNIT 10: ECONOMIC PROBLEMS IN NORTH EAST INDIA
Unemployment, Infrastructure, Industrialization

UNIT 11: DEVELOPMENT IN NORTHEAST INDIA
North Eastern Council (NEC), The Ministry of Development of North Eastern Region (MDoNER), Look East Policy

Reading List

Baruah, Sanjib, 2005, Durable Disorder: Understanding the Politics of North East India, New Delhi: Oxford University Press.

Bordoloi, B. N., 1990, Constraints of Tribal Development in North-East India, Guwahati: Tribal Research Institute.

Fernandes, Walter and Gita Bharali, 2011, Uprooted for whose benefits-Development induced displacement in Assam-1947-2000, Guwahati: North Eastern Social Research Centre.

Fernandes, Walter and Sanjay Barbora, 2008, Tribal Land Alienation in the Northeast; An Introduction: An Introduction in Walter Fernandes and Sanjay Barbora (ed) Land, people and politics: Contest Over Tribal Land in Northeast India, Guwahati and Denmark: North Eastern Social Research Centre and International Workgroup for Indigenous Affairs, pp 1-15.

Goswami, Atul; August, 1984; Tribal Development with special Reference to North-East India in Social Scientist ; vol12, no8; pp 55-60.

Hussain, Monirul, 2008, Interrogating Development: State, Displacement and Popular Resistance in North East India, New Delhi: Sage Publication.

Karna, M. N. 1990, The Agrarian Scene in Seminar, vol 366, pp 30-37.

Karna, M.N., 1999, Ethnic identity and Socio-economic Processes in North-east India in Kailash S. Aggarwal edited Dynamics of Identity and Intergroup relations in North-east India, IIAS-Shimla, pp29-38.

IDC 305 Rural Development in India

Course Objectives
- Acquaint learners with the concept, nature and characteristics of rural society.
- Make the familiar with the causes of Rural Backwardness, Rural Problems, and prospectus of rural life.
- Conceptualise them with nature of the rural consumer, rural finance and rural credit.

Course Outcomes
- Analyse the concept, indicators and strategies of Rural Development.
- Inculcate the knowledge of Rural society and culture
- Evaluate problems of rural society and draw reasonable conclusion thereof.
- Develop understanding of various credit, loan and saving approaches for rural society.

Syllabus

UNIT 1: BASIC CONCEPTS OF RURAL DEVELOPMENT
Concept of Rural Development; Why Rural Development?, Some Dilemmas in Development – Rural Vs Urban Development, Agriculture Vs Industrial Development, Capital Vs Labour Dogma, Autonomous Vs Induced Development

UNIT 2: RURAL ECONOMY OF INDIA
Size and Structure of the Indian Rural Economy; Importance and Role of the Rural Sector in India; Economic, social and Demographic Characteristics of the Indian Rural Economy; Causes of Rural Backwardness (Indian Context)

UNIT 3: APPROACHES TO RURAL DEVELOPMENT
Community Development Programmes; Gandhian Approach to Rural Development; Balancing Rural and Urban Development

UNIT 4: COTTAGE INDUSTRIES IN INDIA
Role of Cottage Industries in Indian Economy; Various Cottage Industries of India; Government Policies for Cottage Industries

UNIT 5: RURAL INDEBTEDNESS IN INDIA
Meaning; Nature; Consequences of Rural Indebtedness; Programmes for Removal of Rural Indebtedness

UNIT 6: RURAL UNEMPLOYMENT IN INDIA
Characteristics; Incidence of Rural Unemployment in India; Employment Generation Measures

UNIT 7: POVERTY IN RURAL INDIA
Characteristics; Incidence of Rural Poverty in India; Poverty Eradication Measures

UNIT 8: ROLE OF TECHNOLOGY IN RURAL DEVELOPMENT
Importance of Rural Technology in Agriculture and Allied Sectors; Issues with Use of Technologies

UNIT 9: ROLE OF COMMERCIAL BANKS IN RURAL FINANCE IN INDIA
Progress of Commercial Banks; Priority Sector Lending; The Lead Bank Scheme; Analysis of Major Schemes of the Government of India undertaken since 1990 in different sectors – Agriculture, Animal Husbandry, Fishery, Cottage Industries; Difficulties faced in Implementation of these Schemes

UNIT 10: REGIONAL RURAL BANKS
Objectives and Functions of RRBs; Evaluation of Progress and Activities of RRBs; Critical Assessment of Functions of RRBs

UNIT 11: NABARD
Objectives and Functions of NABARD; Evaluation of Progress and Activities of NABARD; Critical Assessment of Functions of NABARD

Reading List

Arora ,R.C., K.(1979): Integrated Rural Development, S. Chand & Co.
Datt and Mahajan (2015): Indian Economy, 71st Ed., S. Chand & Co. Ltd.
Reddy, K. V.(2007):Rural Development in India (Poverty and development):Himalaya Publishing House.
Singh, K.(2010):Rural Development: Principles, Policies and Management, Sage Publications India Pvt. Ltd.
Sisodia, Y. S.(2007): Rural Development: Macro-Micro Realities, Rawat Publications.
Sundaram, I.S.: Rural Development. Himalaya Publishing House

IDC 306 Essentials of Indian Philosophy

Course Objectives
- To help the learners to know the Indian context of education in spiritual, religious and moral sense
- To help the learners to explore the basic education of human life through the systems of Indian philosophy

Course Outcomes
- To know that Indian philosophy shows us different paths to realize the highest truth in life under different schools
- Will know that Indian philosophy is essentially spiritual in nature
- Will know the different āstika and nāstika schools of Indian Philosophy

Syllabus

UNIT 1: THE NATURE AND SCOPE OF INDIAN PHILOSOPHY
Nature of Indian Philosophy, Scope of Indian Philosophy

UNIT 2: CARVAKA – EPISTEMOLOGY
Accidentalism and naturalism, The denial of inference, The denial of the validity of the Vedas

UNIT 3: BUDDHISM – FOUR NOBLE TRUTHS
A Brief Sketch of Buddhism, Concept of Four Noble Truths, There is Suffering, There is a Cause of Suffering, Dependent Origination, The Cessation of Suffering, Concept of Nirvana, The Path of Cessation of Suffering

UNIT 4: JAINISM – SYADVADA
A brief account of Jainism: Jaina Epistemology, Jaina Metaphysics, Syadvada or The Sapta-bhangi-naya, Criticism of Syadvada, Let us sum up

Unit 5: Nyaya – Concept of Prama
Definition of prama, Nyaya: Sources of knowledge, Anuman, Inference, Upamana, Testimony

UNIT 6: VAISESIKA – DRAVYA, GUNA, SAMANYA
Vaisesika Epistemology, Valid Knowledge, Invalid Knowledge, Kinds of Categories: What they are? Substance, Quality, Generality, Non-existence

UNIT 7: SAMKHYA – PURUSA & PRAKRTI
Nature and Characteristics of Prakrti, Proofs for the existence of Prakrti, Prakrti and the Gunas, Different products of Prakrti, Teleological Evolution, Criticism of the evolution theory, Nature and Characteristics of Purusa, Proofs for the existence of Purusa, Plurality of Purusa

UNIT 8: YOGA – THE CONCEPT OF CITTA-VRITTI
Brief Description on Yoga philosophy, Concept of Citta-Vritti, Astāṅga Yoga

UNIT 9: MIMAMSA – INTRINSIC VALIDITY OF KNOWLEDGE
Nature of Valid knowledge, Mimamsaka theory of Svatahpramanyavada, Nyaya theory of Paratahpramanyavada, Paratahpramanyavada and Svatahpramanyavada: A Comparison

UNIT 10: SAMKARA – BRAHMAN AND MAYA
AvdaitaVedānta, The Concept of Brahman, Nature of Brahman, Svarupalaksana of Brahman Tatastha Laksana of Brahman, NetiNeti Concept of Brahman, Meaning of Māyā, Māyā is a fact of experience, The two functions of Māyā, Nature of Māyā

UNIT 11: RAMANUJA – GOD

Ramanuja's Concept of God, Significance of God, God is qualified (visista), God is Trisatvatmaka, God has internal distinction (SvagataBheda), Aprthakasidhi, God is the cause of the world, Ramanuja's concept of God (Thesim), Forms of God, Archa, Vibhava, VyuhaSusksamaAntaryami

Reading list

    S. Dasgupta: A History of Indian Philosophy
    J. N. Sinha: Indian Philosophy
    Radhakrishnan: Indian Philosophy
    C.D. Sarma: A Critical Survey Of Indian Philosophy
    S.Chatterjee: An Introduction to Indian Philosophy

Detailed Syllabi of Ability Enhancement Courses (AECs)

AEC 101 General English

Learning Objectives
The objectives of the course are to:
- introduce the learner to various poetical works written by some of the major English poets
- introduce a play written by the English dramatist William Shakespeare
- encourage the learner towards learning important techniques of comprehension and intelligent reading

Learning Outcomes
After going through the course, the learner will be able to:
- study the various poetical works written by some of the major English poets
- grasp the textual content and message contained in them
- appreciate the play Macbeth written by William Shakespeare
- discuss some important concepts of comprehension and intelligent reading

Syllabus

UNIT 1: WILLIAM BLAKE: "HOLY THURSDAY"
William Blake: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 2: WILLIAM COWPER: "THE SOLITUDE OF ALEXANDER SELKIRK"
William Cowper: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 3: WILLIAM WORDSWORTH: "SIMON LEE"
William Wordsworth: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 4: ALFRED TENNYSON: "TEARS IDLE TEARS"
Alfred Tennyson: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 5: W.B. YEATS: "AN IRISH AIRMAN FORESEES HIS DEATH"
W. B. Yeats: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 6: D.H. LAWRENCE: "THE SNAKE"
D.H. Lawrence: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 7: KEKI N. DARUWALLA: "WOLF"
Keki N. Daruwalla: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 8: CHINUA ACHEBE: "AS ONE LISTENS TO THE RAIN"
Chinua Achebe: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 9: WILLIAM SHAKESPEARE: MACBETH I
William Shakespeare: Life and Works, Background of the Play

UNIT 10: WILLIAM SHAKESPEARE: MACBETH II
Explanation of the Text, Major Characters, Major Themes,   Style and Language

UNIT 11: COMPREHENSION AND INTELLIGENT READING
Comprehension and Intelligent Reading, Reading and Grasping Skills

Reading List

Aggarwala, N.K. (2001). Essentials of English Grammar and Composition. New Delhi: Goyal Brothers.

Albert, Edward. (2000). History of English Literature. Fifth Edition. Oxford : Oxford University Press.

Birch, Dinah. (2009). The Oxford Companion to English Literature. Seventh Edition. Oxford : Oxford University Press.

De Sarkar, P. K. (2007). Higher English Grammar and Composition. Kolkata: Book Syndicate Limited.

Dowerah, Sawpon. A Students' Grammar of English. Guwahati: Students' Store

Eastwood, John. (1994). Oxford Guide to English Grammar. Oxford University Press.

Eckersley & Ekersley. (1960) (ed). A Comprehensive English Guide. Harlow: Pearson Education Limited.

Palmer, R. F. (1988). The English Verb. Longman Linguistics Library

AEC 201 MIL Assamese

Course Objectives
After going through this course, a learner will be able to:
- Familiar with the writing style of diverse Assamese literary texts
- Discover the underlying spirit of the writing of selected Assamese literary texts
- Develop basic ideas of Assamese grammar

Course Outcomes
After going through this course, a learner will be able to:
- Outline the trends of Assamese poetry, drama, novel, and prose
- Improve the writing style of Assamese

Syllabus

অধ্যায় ১: মাধৱদেৱ – তেজৰে কমলাপতি (বৰগীত)
কবি পৰিচয়, 'তেজৰে কমলাপতি' কবিতাটিৰ পাঠ: শব্দাৰ্থ, বৰগীতৰ সাধাৰণ পৰিচয়, 'তেজৰে কমলাপতি' কবিতাটিৰ আলোচনা: বিষয় বস্তুৰ আভাস, কাব্যিক সৌন্দৰ্য

অধ্যায় ২: চন্দ্ৰকুমাৰ আগৰৱালা: বন কুঁৱৰী
ৰমন্যাসবাদ আৰু ৰমন্যাসবাদী কবিতাৰ বৈশিষ্ট্য, অসমীয়া ৰোমাণ্টিক কবিতাৰ সাধাৰণ আলোচনা, কবিপৰিচয়, 'বনকুঁৱৰী' কবিতাটিৰ পাঠ, 'বনকুঁৱৰী' কবিতাটিৰ আলোচনা: বিষয়বস্তু আৰু মূলভাব, ৰমন্যাসিক চিন্তাৰ প্ৰতিফলন

অধ্যায় ৩: নৰকান্ত বৰুৱা: ইয়াত নদী আছিল
আধুনিক কবিতাৰ পটভূমি, আধুনিক অসমীয়া কবিতা, নৰকান্ত বৰুৱাৰ কাব্য-চিন্তা, 'ইয়াত নদী আছিল' কবিতাটিৰ পাঠ, ইয়াত নদী আছিল: বিষয়বস্তু, সাধাৰণ আলোচনা

অধ্যায় ৪: নিৰ্মলপ্ৰভা বৰদলৈ: মৰ্মান্তিক
নিৰ্মলপ্ৰভা বৰদলৈৰ কাব্য-চিন্তা, 'মৰ্মান্তিক' কবিতাটিৰ মূলপাঠ, মৰ্মান্তিক: বিষয়বস্তু, সাধাৰণ আলোচনা

অধ্যায় ৫: গুৰু-শিষ্যৰ মণি-কাঞ্চন সংযোগ
গুৰু-শিষ্যৰমণি-কাঞ্চনসংযোগ: চৰিত পুথিৰ উদ্ভৱ আৰু বিকাশ, পাঠটিৰ উৎস, মূলপাঠৰ আভাস, বিষয়বস্তুৰ পৰিচয়, মাধৱদেৱৰ ব্যক্তিত্ব, মাধৱদেৱৰ গুৰুভক্তি, গদ্যৰীতি, কঠিন শব্দৰ টোকা

অধ্যায় ৬: বাণীকান্ত কাকতি : নামঘোষা
সাহিত্য সমালোচক বাণীকান্ত কাকতি, নামঘোষাৰ পৰিচয়, পুণ্যশ্লোক শংকৰ-স্মৃতি, মাধৱদেৱৰ আত্মলঘিমা, নামঘোষাৰ ৰসবিচাৰ

অধ্যায় ৭: লক্ষ্মীনাথ বেজবৰুৱা: কন্যা
লক্ষ্মীনাথ বেজবৰুৱা: কন্যা – লক্ষ্মীনাথ বেজবৰুৱাৰ জীৱন আৰু কৃতি, গল্পটোৰ সাধাৰণ আলোচনা

অধ্যায় ৮: ভবেন্দ্ৰনাথ শইকীয়া: ঢোৰাসাপ
ভবেন্দ্ৰনাথ শইকীয়া: ঢোৰাসাপ – ভবেন্দ্ৰনাথ শইকীয়াৰ জীৱন আৰু কৃতি, গল্পটিৰ সাধাৰণ আলোচনা

অধ্যায় ৯: ৰজনীকান্তবৰদলৈ: মনোমতী
ঔপন্যাসিক ৰজনীকান্ত বৰদলৈ আৰু তেওঁৰ উপন্যাসৰ প্ৰধান বৈশিষ্ট্যসমূহ, মনোমতী উপন্যাসৰ কাহিনীভাগ, ঐতিহাসিক উপন্যাস হিচাপে মনোমতী, মনোমতী উপন্যাসৰ চৰিত্ৰ চিত্ৰণ, মনোমতী উপন্যাসৰ সামাজিক চিত্ৰ

অধ্যায় ১০: জ্যোতিপ্ৰসাদ আগৰৱালা: শোণিত কুঁৱৰী
জ্যোতিপ্ৰসাদ আগৰৱালাৰ পৰিচয়, জ্যোতিপ্ৰসাদ আগৰৱালাৰ নাট্যপ্ৰতিভা, জ্যোতিপ্ৰসাদ আগৰৱালাৰ নাটকৰ বৈশিষ্ট্য, শোণিত কুঁৱৰী নাটকৰ কাহিনী, শোণিত কুঁৱৰী নাটকৰ চৰিত্ৰ, শোণিত কুঁৱৰী নাটকৰ সংলাপ

অধ্যায় ১১: অসমীয়া ব্যাকৰণ

কৃৎপ্ৰত্যয়, তদ্ধিতপ্ৰত্যয়, বিভক্তি: নাম বিভক্তি বা কাৰক বিভক্তি, ক্ৰিয়া বিভক্তি, বিভক্তি আৰু প্ৰত্যয়ৰ পাৰ্থক্য, উপসৰ্গ.সমাস :দ্বন্দ্বসমাস, দ্বিগুসমাস, বহুব্ৰীহিসমাস, কৰ্মধাৰয়সমাস, তৎপুৰুষসমাস, অব্যয়ী ভাবসমাস, লিঙ্গ

Reading List

Ahmed, Kamaluddin (2005). Adhunik Asomia Kobita. Guwahati: Banalata

Barua, Birinchi Kumar (1997). Asomia Katha Sahitya. Nalbari: Universal Emporium.

Baruah, Prahlad Kumar (2005). Asomia Chutigalpar Adhyayan. Guwahati: Banalata.

Bharali, Sailen (1993). Upanyash bischar aru bisleshan. Guwahati: Chandra Prakashan.

Bharali, Sailen (2009). Banikanta Kakatirpora Bhaben Barualoi. Guwahati: Chandra Prakashan.

Bora, Mahendra (1985). Sahitya Upakramanika Golaghat: Bharati Book Stall

Deka, Dharmasingha (2007) Rachana Bichitra. Guwahati.

Dutt, Uday (1995).Chutigalpa. Guwahati: Student's Stores.

Gogoi, Leela (Ed.) (2002). Adhunik Asomia Sahityar Porichoy. Guwahati: Banalata.

Goswami, Tralokyanath (2006). Adhunik Galpa Sahitya. Guwahati: Vani Prakash Limited.

Goswami, Upendranath (2007). Asomia Bhasar Byakaran. Guwahati: Mani-Manik Prakasha

Hazarika, Karbi Deka (2008). Assamese poets and poems. Dibrugarh: Banalata.

Mahanta, Baapchandra (Ed.) (2000). Borgeet. Guwahati: Student's Stores.

Majumdar, Bimal (2011). Sahityar Tattwa aaru Prayog. Guwahati: Jyoti Prakashan.

Neog, Maheswar (2000). Asomia Sahityar Ruprekha. Guwahati: Chandra Prakash.

Neog, Maheswar (Ed.) (2004). Snatakar Kathabandha. Guwahati: Guwahati University.

PhukanPatgiri, Dipti (1999) Adhunik Asomia Byakaran. Guwahati: Book Hive.

Rajbangshi, Paramananda (Ed.) (1995). Asomia Natak: Para. Guwahati: Chandra Prakashan.

Sharma, Dalai Harinath (1992). Asomia Gadya Sahityar Gatipath. Nalbari: Padmapriya Library.

Sharma, Satyendra Nath (1997). Asomia Upanyasar Bhumika. Guwahati: Soumar Prakash.

Sharma, Satyendra Nath (2009). Asomia Sahityar Samikshatmak Itibritta. Guwahati: Soumar Prakash

Sharma, Satyendranath (2005). Asomia Natya Sahitya. Guwahati: Soumar Prakash.

Talukdar, Nanda (2006). Kobi aaru Kabita. Guwahati: Banalata.

Thakur, Nagen (Ed.) (2000). Esha Basarar Asomia Upanyash. Guwahati: Jyoti Prakashan.

AEC 202 Alternative English

Learning Objectives
The objectives of the course are to:
- encourage the learners towards exploring various literary texts prescribed in the course
- stir an interest in the learners towards developing an analytical bent of mind in exploring these literary texts
- provide the scope of grasping various thematic concerns, contexts, issues and aspects reflected in the prescribed literary texts

Learning Outcomes
After going through the course, the learner will be able to:
- study the various literary texts prescribed in a detailed manner
- develop an analytical bent of mind in exploring these literary texts
- grasp various thematic concerns, contexts, issues and aspects reflected in the prescribed literary texts
- appreciate the ideas, reflections, literary representations and the core message contained in these texts

Syllabus

UNIT 1: E.P. GEE: "THE RHINO OF KAZIRANGA"
E. P. Gee: Life and Works, Explanation of the Essay, Style and Language

UNIT 2: THE KING JAMES BIBLE: "THE STORY OF CREATION"
The Story of Creation, Major Themes, Style and Language

UNIT 3: SALMAN RUSHDIE: "IMAGINARY HOMELANDS"
Salman Rushdie: Life and Works, Explanation of the Text, Major Themes, Style and Language

UNIT 4: BERTRAND RUSSELL: "PROLOGUE" TO AUTOBIOGRAPHY
Bertrand Russell: Life and Works, Text of the Prologue, Explanation of the Prologue, Major Themes, Style and Language

UNIT 5: MATTHEW ARNOLD: "LITERATURE AND SCIENCE"
Matthew Arnold: Life and Works, Explanation of the Text, Major Themes, Style and Language

UNIT 6: RICHARD KEARNEY: "ON STORIES"
Richard Kearney: Life and Works, Explanation of the Text, Major Themes, Style and Language

UNIT 7: MARTIN LUTHER KING: "I HAVE A DREAM"
Martin Luther: Life and Works, Context of the Speech, Explanation of the Speech, Style and Language

UNIT 8: LORD CHESTERFIELD: LETTER TO HIS SON
Lord Chesterfield: Life and Works, Text of the Letter, Explanation of the Text, Major Themes, Style and Language

UNIT 9: R.L. STEVENSON: EXTRACTS FROM TRAVEL WITH A DONKEY
R. L. Stevenson: Life and Works, Explanation of the Extract, Major Themes, Style and Language

UNIT 10: DEREK WALCOTT: "THE ANTILLES: FRAGMENTS OF EPIC MEMORY"
Derek Walcott: Life and Works, Explanation of the Speech, Major Themes, Style and Language

UNIT 11: ANTOINE DE SAINT EXUPERY: THE LITTLE PRINCE
Antoine de Saint Exupery: Life and Works, The Title of the Novella, The Context of the Novella, Explanation of the Novella

Reading List

Alfred, Julius Ayer. (1972). Russell. London: Fontana

Allen, Walter. (1958). The English Novel: A Short Critical History. Penguin Books.

Birch, Dinah. (2009). The Oxford Companion to English Literature, Seventh Edition. Oxford: Oxford University Press.

Bloom, Harold. (2003). Bloom's Modern Critical Views: Derek Walcott. Chelsea House Publishers.

Edward, Bough. (2006). Derek Walcott. Cambridge University Press

Humberstone, Barbara. Et al. (2015). Routledge International Handbook of Outdoor Studies, London: Routledge.

Hudson, W.H. Introduction to Study of Literature. Macmillan

Kearney, Richard. (2002). On Stories. London: Routledge.

Page, Norman. The Language of Literature. Casebook Series

Chatterjee, Partha. (1993). The Nation and its Fragments: Colonial and Postcolonial Histories. New Jersey: Princeton University Press

Syllabi of

Semester 2 : AEC 2 (MIL-Bengali)

For Four Year Undergraduate Programme

Name of the Course: Select Bengali Literary Texts, Grammar and Composition
নির্বাচিত বাংলা সাহিত্য, ব্যাকরণ ও রচনা

Course Objective:

After going through this course, a learner will be able to:

- Outline the history and trends of Bengali Literature from the beginning.
- Summarize a basic understanding of Bengali Grammar and Composition.

Course Outcomes:

- Develop knowledge of the history and recent trends of Bengali Literature.
- Explore the underlying spirit of Bengali Literature.
- Identify the heritage and basic spirit of the different aspects of Bengali Grammar and Composition.

Detailed Syllabus

অধ্যায় ১ ঃ   **কবিতা — ১**
নবদ্বীপ — বৃন্দাবন দাস ঃ কবি-পরিচয়, সারসংক্ষেপ, কবিতার বিশ্লেষণ, শব্দার্থ; রুপাই —
জসিমউদ্দীন ঃ কবি-পরিচয়, সারসংক্ষেপ, কবিতার বিশ্লেষণ, শব্দার্থ

অধ্যায় ২ ঃ   **কবিতা — ২**
পুরাতন ভৃত্য — রবীন্দ্রনাথ ঠাকুর ঃ কবিতার সার-সংক্ষেপ, কবিতার বিশ্লেষণ, শব্দার্থ

অধ্যায় ৩ ঃ   **উপন্যাস - *কপালকুণ্ডলা* — ১**
ঔপন্যাসিক বঙ্কিমচন্দ্র ঃ বঙ্কিমচন্দ্রের জীবনকথা, উপন্যাস-পরিচয়; কাহিনিসার

অধ্যায় ৪ ঃ   **উপন্যাস - *কপালকুণ্ডলা* — ২**
চরিত্র-বিচার ঃ নবকুমার, কপালকুণ্ডলা, মতিবিবি বা লুৎফউন্নিসা, কাপালিক; অলৌকিকতা

অধ্যায় ৫ ঃ   **বনফুল — জাগ্রত দেবতা**
বনফুলের জীবন ও সাহিত্য; জাগ্রত দেবতা ঃ গল্পের সার সংক্ষেপ, গল্প-বিশ্লেষণ

অধ্যায় ৬ ঃ   **সাজাহান — ১**
নাট্যকারের পরিচিতি ও ইতিহাসের কাহিনি; ঐতিহাসিক নাটক হিসাবে 'সাজাহান'; 'সাজাহান'
নাটকের নায়ক বিচার ও নামকরণ;   'সাজাহান'নাটকের সংগীত ও সংলাপ

অধ্যায় ৭ ঃ   **সাজাহান — ২**
সাজাহান নাটকের চরিত্র-বিচার ঃ মুখ্য চরিত্র, গৌণ চরিত্র

অধ্যায় ৮ ঃ   *জীবনস্মৃতি — ১*

গ্রন্থকার ও গ্রন্থ পরিচয়; *জীবনস্মৃতি*ঃ সাধারণ আলোচনা; ঘর ও বাহির — মূল পাঠ ঃ পাঠ বিশ্লেষণ; ভৃত্যরাজক তন্ত্র —মূলপাঠ ঃ পাঠ বিশ্লেষণ; নানা বিদ্যার আয়োজন— মূলপাঠ ঃ পাঠ বিশ্লেষণ

অধ্যায় ৯ ঃ   *জীবনস্মৃতি — ২*

ভানুসিংহের কবিতা — মূলপাঠ ঃ পাঠ বিশ্লেষণ; স্বাদেশিকতা — মূল পাঠ ঃ পাঠ বিশ্লেষণ; মৃত্যুশোক — মূল পাঠ ঃ পাঠ বিশ্লেষণ

অধ্যায় ১০ ঃ   **বাংলা ব্যাকরণ**

শব্দ, পদ, বাক্য ঃ পদ পরিবর্তন; বাগ্‌ধারা বা বিশিষ্টার্থক বাক্যাংশ; বাংলা বানান ঃ বানান রীতি, অশুদ্ধ বানান ও তার সংশোধিত রূপ; শব্দভাণ্ডার ঃ শ্রেণিবিভাগ, মৌলিক শব্দ, আগন্তুক শব্দ; সমার্থক ও বিপরীতার্থক শব্দ ঃ সমার্থক শব্দ, বিপরীতার্থক শব্দ

অধ্যায় ১১ ঃ   **সংবাদ, অনুচ্ছেদ ও সারাংশ রচনা**

রচনার নানা প্রকারভেদ; সংবাদ রচনা; অনুচ্ছেদ রচনা

Reference Books for this Course

আনন্দ পাবলিশার্স প্রকাশনা; *বাংলা কী লিখবেন কেন লিখবেন।*

ঘোষ, অজিতকুমার; *বাংলা নাটকের ইতিহাস।*

ঘোষ, অজিতকুমার (সম্পাঃ); *দ্বিজেন্দ্র রচনাবলী, ২য় খণ্ড।*

চক্রবর্তী, অজিত কুমার; *কাব্যপরিক্রমা।*

চট্টপাধ্যায়, সুনীতিকুমার; *ভাষা-প্রকাশ বাংলা ব্যাকরণ।*

দাস, শিশির কুমার; *আত্মজীবনী ঃ জীবনী ও রবীন্দ্রনাথ।*

দাস, শ্রীশচন্দ্র; *সাহিত্য-সন্দর্শন।*

দে, অধীব; *আধুনিক বাংলা প্রবন্ধ সাহিত্যের ধারা, ২য় খণ্ড।*

পশ্চিমবঙ্গ বাংলা আকাদেমি; *আকাদেমি বানান অভিধান।*

পশ্চিমবঙ্গ বাংলা আকাদেমি প্রকাশনা; *আকাদেমি বিদ্যার্থী বাংলা অভিধান।*

পশ্চিমবঙ্গ বাংলা আকাদেমি প্রকাশনা; *প্রসঙ্গ ঃ বাংলা ভাষা।*

পশ্চিমবঙ্গ সংসদ; *সংসদ বানান অভিধান।*

পাল, প্রশান্তকুমার; *রবিজীবনী, ১-৯ খণ্ড।*

ভট্টাচার্য, আশুতোষ; *বাংলা নাট্যসাহিত্যের ইতিহাস (দ্বিতীয় খণ্ড)।*

ভট্টাচার্য, সুভাষ; *বাঙালির ভাষা।*

মুখোপাধ্যায়, অরুণকুমার; *রবীন্দ্র পরিক্রমা।*

মুখোপাধ্যায়, অশোক; *সংসদ সমার্থ শব্দকোষ।*

মুখোপাধ্যায়, দুর্গাশঙ্কর; *দ্বিজেন্দ্রলাল রায় ঃ জীবন ও সাহিত্য।*

মুখোপাধ্যায়, প্রভাতকুমার; *রবীন্দ্র-জীবনী, ১-৪ খণ্ড।*

রায়, রথীন্দ্রনাথ; *দ্বিজেন্দ্রলাল ঃ কবি ও নাট্যকার।*

সিংহ, মীনাক্ষী; *রবীন্দ্র প্রবন্ধের রূপরেখা।*

সরকার, পবিত্র; *বাংলা বানান সংস্কার ঃ সমস্যা ও সম্ভাবনা*

সরকার, পবিত্র; *ভাষা-জিজ্ঞাসা ১, ২ ও ৩।*

সেন, সুকুমার; *ভাষার ইতিবৃত্ত।*

সেন, সুকুমার; *বাঙ্গালা সাহিত্যের ইতিহাস, ৪র্থ খণ্ড।*

Syllabi of

Semester 2 : AEC 2 (MIL-Bodo)

For Four Year Undergraduate Programme

Name of the Course: Select Bodo Literary Texts, Grammar and Composition
(नायखां बिलाइ)

Course Objective:
After going through this course, a learner will be able to:

- Outline the history and trends of Bodo Literature from the beginning.
- Summarize a basic understanding of Bodo Grammar and Composition.

Course Outcomes:
- Develop knowledge of the history and recent trends of Bodo Literature.
- Explore the underlying spirit of Bodo Literature.
- Identify the heritage and basic spirit of the different aspects of Bodo Grammar and Composition.

Detailed Syllabus

खोन्दो 1 : **मोनाबिलि – इसान चन्द्र मोसाहारि**
खन्थाइगिरिनि सिनायथि; फरा; खन्थाइनि गुबै बाथ्रा; मोनाबिलि खन्थाइनि र 'मान्टिक सानस्रि; खन्थाइनि सायाव बिजिरनाय

खोन्दो 2 : **अख्रां गंसे नांगौ – ब्रजेन्द्र कुमार ब्रह्म**
खन्थाइगिरिनि सिनायथि झ; फरा; खन्थाइनि गुबै बाथ्रा; गोदान खन्थाइनि सोमोन्दै सुंद फोरमायथिनाय; अख्रां गंसे नांगौ खन्थाइनि सायाव सावरायनाय

खोन्दो 3 : **थुनलायाव रहस्य सानथौ : कमल कुमार ब्रह्म**
लिरगिरिनि सुंद सिनायथि – कमल कुमार ब्रह्म; फरानि गुबै बाथ्रा; फरानि सायाव बिजिरनाय : थुनलायाव रहस्य सानथौ

खोन्दो 4 : **सुबुं माहारियाव खाना फोथायनाय – ब्रजेन्द्र कुमार ब्रह्म**
लिरगिरिनि सिनायथि – ब्रजेन्द्र कुमार ब्रह्म; फरानि गुबै बाथ्रा; फरानि सायाव बिजिरनाय : सुबुं माहारियाव खाना फोथायनाय

खोन्दो 5 : **मोदै आरो गोलोमदै – नीलकमल ब्रह्म**
लिरगिरिनि सिनायथि; सुंद सलनि सल; सलनि सायाव बिजिरनाय; आखु बिजिरनाय

खोन्दो 6 : **फर्बज 'रानि बिहामजो – जनिल कुमार ब्रह्म**
लिरगिरिनि सिनायथि; सुंद सलनि सल; आखु बिजिरनाय; समाजारि सावगारि

खोन्दो 7 :   मैहुर – धरणीधर औवारी
सलमागिरिनि सिनायथि; फरानि गुबै बाथ्रा; सलमानि सायाव बिजिरनाय; आखु बिजिरनाय; मैहुर सलमायाव समाजारि सावगारि

खोन्दो 8:   राजा निलाम्बर – दोरेन्द्रनाथ बसुमतारि
लिरगिरिनि सिनायथि; जारिमिनारि थुनफावथाय महरै राजा निलाम्बर; थुनफावथायनि सायाव बिजिरनाय; आखु एरनाय

खोन्दो 9 :   हरबादि खोमसि– कमल कुमार ब्रह्म
थुनफावथाय लिरगिरिनि सिनायथि; थुनफावथायनि सायाव बिजिरनाय; समाजारि फावथाय महरै हरबादि खोमसि; आखु एरनाय; फावथायारि आदब

खोन्दो 10 :   बायदि मैया रनसाय आरो बाथ्रा फाव, बाथ्रा खोन्दो
रनसाय आरो रायथाइनि फारागथि; रनसाय : बिजाब बाख्रि, आसामनि दैबाना, भारतनि हाबा गैजारोडिनि जेंना, फरायसा आरो राजखान्थि; बाथ्रा फाव, बाथ्रा खोन्दो, सुंथाबै लिरनाय आरो बेखेवनानै लिरनाय

खोन्दो 11 :   रावखान्थि
बर' रावनि गारां आरो खौरां रिंसारथि : थायजा, सानराय, महर

Reference Books for this Course

औवारी, धरणीधर; *मैहुर।*

चैनारि, स्वर्ण प्रभा; *बर' फावथायनि बिजिरनाय।*

नारजारी, इन्द्रमालती; *लाइसिनि बिखायाव इन्द्रमालती।*

नारजारी, इन्द्रमालती; *मायनाव बरायनाय।*

नारजारी, इन्द्रमालती; *बर' हारिमु आरो थुनलाइ बिजिरनाय।*

फोसावगिरि बि. ए. सि. सिलेबास कमिटि; *खन्थाइ माला।*

बर', अनिल; *सेरजा सिफुं।*

बर', थुनलाइनि महर; *धरणीधर औवारी।*

बर', मधुराम; *जारिमिननि नोजोराव बर' थुनलाइ।*

बर', मधुराम; *गोजौ रावखान्थि।*

बर', मधुराम; *सुजु बिजाब।*

बड' टेक्स बुक प्रडाकसन कमिटि : *रायथाइ बिहुं*

बड' आयदा फोरोंगिरि गौथुम; *फोरोंलाइ Vol- VI।*

बसुमतारि, बिजितगिरि; *नोजोर आरो सानस्रि।*

बसुमतारि, सुनिल फुकन (सुजुनाय); *रायथाइ बिहुं।*

ब्रह्म, अनिल कुमार; *थुनलाइ आरो थुनलाइ बिजिरनाय।*

ब्रह्म, कमल कुमार; *कमल कुमार ब्रह्मनि जिव आरो सानस्रि।*

ब्रह्म, कमल कुमार; *गोनां रावखान्थि।*

ब्रह्म, कमल कुमार; *हरबादि खोमसि।*

ब्रह्म, नीलकमल; *हाग्रा गुदुनि मै।*

ब्रह्म, रुपनाथ आरो ब्रह्म, मदाराम (1992). *खन्थाइ–मेथाय (1992)*; झारबारि : नौनोगोर पाब्लिकेसन।

ब्रह्म, ब्रजेन्द्र कुमार; *थुनलाइ आरो सानस्रि।*

ब्रह्म, ब्रजेन्द्र कुमार; *थुनलाइ आरो थुनलाइ*

ब्रह्म, ब्रजेन्द्र कुमार; *रायथाइ माला।*

मोसाहारि, इसान; *सनानि माला।*

मोसाहारि, गुनेश्वर; *थुनलाइ बिजिरनाय।*

मसाहारि, तुलन; *बर' फावथाय थुनलाइ।*

लाहारी, मन'रन्जन; *बर' थुनलाइनि जारिमिन।*

हाजवारि, मंगलसिं (1996). *जथाइबिदां*; कक्राझार : बड' पाब्लिकेसन्स बर्ड, बड' साहित्य सभा।

हायार सेकेण्डारि थाखोफोरनि थाखाय; *सुजुनाय बिजाब।*

33 थि बिसान बर' थुनलाइ आफादनि खुगा लाइसि; *डि बड'।*

Syllabi of

Semester 2 : AEC 2 (MIL-Hindi)

For Four Year Undergraduate Programme

Name of the Course: Gadya-Padya Abang Hindi Byakaran
(गद्य, पद्य एवं हिन्दी व्याकरण)

Course Objective:

After going through this course, a learner will be able to:

- Outline the history and trends of Hindi Literature from the beginning.
- Summarize a basic understanding of Hindi grammar.

Course Outcomes:

- Develop knowledge of the history and recent trends of Hindi literature.
- Explore the underlying spirit of Hindi Literature.
- Identify the heritage and basic spirit of the different aspects of Hindi grammar.

Detailed Syllabus

इकाई 1 ः　**भक्ति काव्य**
सूरदास : जीवन दर्शन एवं साहित्य, भ्रमर गीत, पाठ का सारांश ; तुलसीदास : जीवन दर्शन एवं साहित्य, केवटप्रसंग, पाठ का सारांश

इकाई 2 ः　**सूर्यकान्त त्रिपाठी 'निराला' : 'तोड़ती पत्थर'**
सूर्यकान्त त्रिपाठी 'निराला' : जीवन दर्शन एवं साहित्य, 'तोड़ती पत्थर' का पाठ, पाठ का सारांश

इकाई 3 ः　**रामधारी सिंह 'दिनकर' : किसको नमन करूँ मैं**
रामधारी सिंह 'दिनकर' : जीवन दर्शन एवं साहित्य, '**किसको नमन करूँ मैं**' का पाठ, पाठ का सारांश

इकाई 5 ः　**मुक्तिबोध : 'अंधेरे में'**
मुक्तिबोध : जीवन दर्शन एवं साहित्य, 'अंधेरे में' पाठ, पाठ का सारांश

इकाई 4 ः　**भगवती चरण वर्मा : चित्रलेखा**
भगवती चरण वर्मा : व्यक्तित्व एवं कृतित्व, भगवती चरण वर्मा की औपन्यासिक विशेषताएँ ; चित्रलेखा : कथावस्तु तथा जीवन दर्शन, चरित्र चित्रण, कथोपकथन, वातावरण, भाषाशैली, भावात्मक शैली एवं लक्ष्य

इकाई 5 ः　**प्रेमचन्द : ठाकुर का कुआं**
प्रेमचन्द : जीवन दर्शन एवं साहित्य, ठाकुर का कुआं – कहानी, प्रतिपाद्य विषय की समीक्षा

इकाई 6 ः   **आचार्य रामचन्द्र शुक्ल : मित्रता**
आचार्य रामचन्द्र शुक्ल ; मित्रता : कथ्य एवं उद्देश्य ; मित्रता : महत्त्वपूर्ण प्रसंग

इकाई 7 ः   **आचार्य शिवपूजन सहाय : साहित्य**
आचार्य शिवपूजन सहाय : का जीवन एवं साहित्य ; साहित्य : कथ्य एवं उद्देश्य ; साहित्य :
महत्वपूर्ण प्रसंग

इकाई 8 ः   **डॉ. बिरिंचि कुमार बरूआ : कौआ**
डॉ. बिरिंचि कुमार बरूआ : जीवन एवं साहित्य ; कौआ : कथ्य एवं उद्देश्य ; कौआ :
महत्वपूर्ण प्रसंग

इकाई 9 ः   **डॉ. राम कुमार वर्मा : कौमुदी महोत्सव**
एकांकी की परिभाषा ; एकांकी के तत्व ; डॉ. राम कुमार वर्मा: जीवन एवं साहित्य; कौमुदी
महोत्सव : कथावस्तु : चरित्र चित्रण, संलाप, वातावरण, उद्देश्य, भाषा शैली, रंगमंच निर्देश

इकाई 10 ः   **जगदीश चन्द्र माथुर : बन्दी**
जगदीश चंद्र माथुर : व्यक्तित्व एवं कृतित्व ; बन्दी : एकांकी की कथावस्तु एवं विश्लेषण :
चरित्र चित्रण, संवाद, वातावरण, भाषा शैली, उद्देश्य, रंगमंच निर्देश

इकाई 11 ः   **हिन्दी व्याकरण**
कारक और विभक्ति, लिंग, वाक्य विचार, लोकोक्ति और मुहावरा

Reference Books for this Course

अमृत राय : *प्रेमचन्द : कलम का सिपाही*

अली सरदार जाफरी : *कबीर वाणी*

अशोक चक्रधर : *मुक्तिबोध की काव्य प्रक्रिया*

आचार्य रामचन्द्र शुक्ल : *हिन्दी साहित्य का इतिहास*

आचार्य हजारी प्रसाद द्विवेदी : *हिन्दी साहित्य उद्भव एवं विकास*

आचार्य हजारी प्रसाद द्विवेदी : *हिन्दी साहित्य की भूमिका*

डॉ कपिलदेव द्विवेदी : *भाषाविज्ञान एवं भाषाशास्त्र*

कुमार कृष्ण : *कहानी के नये प्रतिमान*

डॉ. केदारनाथ सिंह : *आधुनिक हिन्दी कविता में बिम्ब विधान*

गणपतिगुप्त : *हिंदी साहित्य का इतिहास*

डॉ. नगेन्द्र (सं) : *हिन्दी साहित्य का इतिहास*

नलिन विलोचन शर्मा : *हिन्दी उपन्यास : तथा प्रेमचन्द*

प्रसाद, वासुदेव नन्दन ; *आधुनिक हिन्दी व्याकरण और रचना* ; पटना :भारती भवन ।

डॉ वासुदेवनन्दन प्रसाद : *सरल हिन्दी व्याकरण और रचना*

AEC 301 Life Skills

Course Objectives
The objectives of the course are to:
- Enhance the ability of developing self-knowledge and self-awareness by overcoming all fears and insecurities
- Increase emotional competency and emotional intelligence at the place of study/work
- Provide the opportunity for realizing self-potential through practical examples
- Develop interpersonal skills and adopt good leadership behaviour for self-empowerment and the empowerment of others

Course Outcomes
After successfully completing the course, learners will be able to
- Gain Self-competency and Confidence
- Gain Emotional Competency
- Gain Intellectual Competency
- Gain an Edge through Professional Competency
- Aim for a High Sense of Social Competency
- Imbibe the attributes of an Integral Human Being

Syllabus

UNIT 1: LISTENING AND SPEAKING
Techniques of Effective Listening and speaking, Listening and Comprehension, Probing Questions, Barriers to Listening, Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

UNIT 2: READING, WRITING AND DIFFERENT MODES OF WRITING
Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating and Interpreting the Text; Avoiding Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of Issues; Being structured and sequenced; Using Different Modes of Writing like E-mails, Proposal, Recording the Proceedings of Meetings

UNIT 3: DIGITAL LITERACY AND SOCIAL MEDIA, DIGITAL ETHICS AND CYBER SECURITY
Basic Computer Skills on MS Office Suite, MS Excel, MS Word, MS PowerPoint; Basic Virtual Platforms like Zoom, Google Meet, Cisco Webex, MS Teams; Cyber Security and Threats, Vulnerabilities of Cyber Attacks; Digital Ethics, Digital Etiquette and Digital Life Skills

UNIT 4: NONVERBAL COMMUNICATION
Meaning of Nonverbal Communication; Advantages of Using Nonverbal Communication, Modes of Nonverbal Communication like Eye Contact and Facial Expression, Hand Gestures; Do's and Don'ts in NVC

UNIT 5: GROUP DISCUSSION SKILLS AND INTERVIEW SKILLS
Meaning and Methods of Group Discussion; Procedure of Group Discussion; Group Discussion — Common Errors; Meaning and types of interviews; Dress code, background research; Do's and Don'ts; Situation, task, action, and response (STAR concept) for facing an interview; Interview procedure; Important questions generally asked at a job interview; common errors that candidates generally make at an interview

UNIT 6: EXPLORING CAREER OPPORTUNITIES, RÉSUMÉ SKILLS
Knowing yourself — Personal characteristics; Knowledge about the world of work, requirements of jobs, including self-employment; Sources of career information; Preparing for a career based on potential and availability of opportunities; Introduction of résumé and its importance; Difference between a CV, résumé and biodata; Essential components of a good résumé; Common errors while preparing a résumé

UNIT 7: COGNITIVE AND NON-COGNITIVE SKILLS, PRESENTATION SKILLS, AND LISTENING AS A TEAM SKILL

Cognitive Skills: Meaning and Types of Cognitive Skills, Strategies to Develop Cognitive Skills like Critical Thinking Skills, Problem-solving skill; Non-cognitive Skills: Meaning and Types of Non-cognitive Skills; Strategies to Develop Non-cognitive Skills like Empathy, Creativity, Teamwork; Types of Presentations; Knowing the Purpose; Knowing the Audience; Opening and Closing a Presentation; Using Presentation Tools; Handling Questions; Ways to Improve Presentation Skills over Time

UNIT 8: TRUST AND COLLABORATION, BRAINSTORMING, SOCIAL AND CULTURAL ETIQUETTES, INTERNAL COMMUNICATION

Importance of Trust in Creating a Collaborative Team; Spirit of Teamwork; Understanding Fear of Being Judged and Strategies to Overcome Fear; Advantages of Effective Listening; Listening as a Team Member and Team Leader; Brainstorming as a Technique to Promote Idea Generation; Need for Etiquette; Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork; Use of Various Channels for Transmitting Information to Team Members

UNIT 9: LEADERSHIP SKILLS, INNOVATIVE LEADERSHIP AND DESIGN THINKING

Understanding Leadership and its Importance; Traits and Models of Leadership; Key characteristics of an effective leader; Leadership styles; Basic Leadership Skills like Motivation, Teamwork, Negotiation, Networking; Concept of emotional and social intelligence; Design thinking and its key elements; Learning through Biographies - Drawing insights on how leaders sail through difficult situations

UNIT 10: MANAGERIAL SKILLS

Basic managerial skills like planning for effective management, organizing teams, recruiting and retaining talent, delegation of tasks, coordinating, managing conflict; Self-management skills like understanding self-concept, developing self-awareness, self-examination, self-reflection and introspection, self-regulation, managing personal finance; Aspects of budgeting like setting personal goals, estimating likely expenses and managing saving, investment and spending

UNIT 11: ENTREPRENEURIAL SKILLS, ETHICS AND INTEGRITY

Basics of entrepreneurship- meaning of Entrepreneurship, classification and types of entrepreneurships, traits and competencies of entrepreneur; creating business plan - problem identification and idea generation, idea validation, pitch making; ethics and conduct - importance of ethics, personal and professional moral codes of conduct, creating a harmonious life

UNIT 12: LOVE AND COMPASSION, TRUTH, NON-VIOLENCE

Forms of love; love, compassion, empathy, sympathy and non-violence, narratives and anecdotes from history and literature including local folklore on gains and losses in practising love; Truth- truth as value, truth as fact- narratives and anecdotes from history and literature including local folklore on gains and losses in practicing truth; Non-violence – Ahimsa, individuals and organizations that are known for their commitment to non-violence; Narratives and anecdotes about non-violence from history and literature, including local folklore on gains and losses in practicing non-violence

UNIT 13: PEACE, SERVICE, RENUNCIATION

Peace- its need, relation with harmony, and balance; Narratives and anecdotes about peace from history and literature, including local folklore on gains and losses in practicing peace; Service and its forms; Narratives and anecdotes dealing with instances of service from history and literature, including local folklore on gains and losses in practicing service; Renunciation and sacrifice; self-restrain and ways of overcoming greed; narratives and anecdotes from history and literature, including local folklore on gains and losses in practicing renunciation and sacrifice

UNIT 14: CONSTITUTIONAL VALUES, JUSTICE AND HUMAN RIGHTS, RIGHTEOUSNESS

Righteousness, dharma and propriety; Fundamental Values like Justice, Liberty, Equality, Fraternity, Human Dignity; Fundamental Rights and Fundamental Duties as stated in Indian Constitution

Reading List

Sen, Madhuchanda. 2010. An Introduction to Critical Thinking. Delhi: Pearson.

Silvia, P. J. 2007. How to Read a Lot. Washington DC: American Psychological Association

EH McCrath, 1999; Basic Managerial Skills for All; Prentice Hall of India

Ashokan, M. S. 2015. Karmayogi: A Biography of E. Sreedharan. London, UK: Penguin

Chandra, P. 2017. Financial Management: Theory & Practice. 9th edition. New York: McGraw Hill Education

Leading with Cultural Intelligence: The New Secret to Success, New York: American Management Association

McCormack, M.H. 1986. What They Don't Teach You at Harvard Business School: Notes from A Street-Smart Executive. New York: Bantham

Sinek, S. 2009. Start With Why: How Great Leaders Inspire Everyone to Take Action. London: Penguin

Basham, A.L. 1954. First edition. The Wonder That Was India. London: Picador Press.

Ghosh, Shantikumar. 2004. Universal Values. Kolkata: The Ramakrishna Mission.

Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.

Joshi, Kireet. 1997 Education for Character Development, Delhi: Dharma Hinduja Centre of India Studies

AEC 401 Studies of Assamese Culture

Course Objectives
The course aims at enabling a learner to:
- Discover the underlying spirit of Assamese culture and milieu
- Explain the different aspect of Assamese culture

Course Outcomes
After going through this course, a learner will be able to:
- Identify the rich cultural heritage of Assam.
- Formulate the difference between heritage and contemporary trends.

Syllabus

অধ্যায় ১: ঐতিহাসিক প্ৰেক্ষাপটত অসম
প্ৰাগ্জ্যোতিষপুৰ, কামৰূপ, অসম নামৰ উৎপত্তি, অসমৰ ভৌগোলিক অৱস্থিতি, জাতি – জাতিৰ ধাৰণা, অসমীয়া জাতি, অসমীয়া জাতি গঠন প্ৰক্ৰিয়া

অধ্যায় ২: সংস্কৃতি – চমুপৰিচয়
সংস্কৃতি – সাধাৰণ পৰিচয়, সংস্কৃতিৰ সংজ্ঞা, সংস্কৃতিৰ স্বৰূ, .সংস্কৃতিৰ উপাদান, সংস্কৃতিৰ বৈশিষ্ট্য, সংস্কৃতিৰ বিভিন্ন ভাগ :অভিজাত সংস্কৃতি বা মাৰ্গীয় সংস্কৃতি, লোক সংস্কৃতি বা জনকৃষ্টি, জনজাতীয় সংস্কৃতি

অধ্যায় ৩: অসমৰ সংস্কৃতি – বৈচিত্ৰ্যৰ মাজত ঐক্য
অসমৰ সংস্কৃতি – সমন্বয় আৰু সমাহৰণৰ বিভিন্ন বিষয়: ভাষা, সাহিত্য, ধৰ্ম, উৎসৱ-অনুষ্ঠান, সামাজিক লোকাচাৰ, নৃত্য-গীত, খাদ্য, সাজ-পাৰ

অধ্যায় ৪: অসমীয়া সংস্কৃতিত বিভিন্ন জাতীয়-জনগোষ্ঠীয় উপাদান আৰু অৱদান
অসমীয়া সংস্কৃতিত বিভিন্ন জনজাতীয় উপাদান, টাই (আহোম) উপাদান, মুছলমানসকলৰ অৱদান

অধ্যায় ৫: অসমৰ ধৰ্মীয় পৰম্পৰা
শৈৱধৰ্ম: অসমৰ শৈৱধৰ্ম, অসমৰ শৈৱ মঠ-মন্দিৰ, অসমৰ শৈৱ সাহিত্য; শাক্তধৰ্ম: অসমৰ শাক্তধৰ্ম, অসমৰ শক্তিপীঠ আৰু মঠ-মন্দিৰ, অসমৰ শাক্ত সাহিত্য; বৈষ্ণৱধৰ্ম :অসমৰ বৈষ্ণৱ আৰু নৱ-বৈষ্ণৱ ধৰ্ম, অসমৰ বৈষ্ণৱ সাহিত্যৰ চমু আভাস

অধ্যায় ৬: সত্ৰীয়া সংস্কৃতি
সত্ৰীয়া সংস্কৃতি:সত্ৰৰ সংজ্ঞা, উৎপত্তি, সত্ৰৰ বিভিন্ন বিভাগ আৰু বিস্তৃতি, সত্ৰৰ বিষয়ববীয়া তথা প্ৰশাসন, সত্ৰৰ নিত্যকৰ্ম – সত্ৰীয়া নাম-প্ৰসংগ, সত্ৰৰ নৈমিত্তিক কাৰ্য তথা সত্ৰৰ উৎসৱ-অনুষ্ঠান, সত্ৰৰ কেতবোৰ পালনীয় আচাৰ-ৰীতি, সত্ৰীয়া গীত, নৃত্য, বাদ্য আৰু ভাওনা

অধ্যায় ৭: নামঘৰ — চমুপৰিচয়
নামঘৰ : চমুপৰিচয়, নামঘৰৰ কাৰ্যপ্ৰণালী — ধৰ্মীয়-চৰ্চা তথা শিল্প-চৰ্চাৰ কেন্দ্ৰ, নামঘৰৰ সামাজিক কতৃৰ্ত্ব

অধ্যায় ৮: সত্ৰীয়া পৰিৱেশ্যকলা
সত্ৰীয়া পৰিৱেশ্য কলা; সত্ৰীয়া সংগীত: বৰগীত, কীৰ্তন, নামঘোষা আৰু আনুষংগিক ধাৰা; সত্ৰীয়া নৃত্য আৰু বাদ্য; অংকীয়া নাট আৰু ভাওনা

অধ্যায় ৯: লোক সংস্কৃতিৰ চমু আভাস
লোক সংস্কৃতি – সাধাৰণ পৰিচয়; অসমৰ লোক সংস্কৃতি: বাচিক সংস্কৃতি, ভৌতিক সংস্কৃতি, সামাজিক লোক প্ৰথা বা লোকাচাৰ, লোক পৰিৱেশ্য কলা

অধ্যায় ১০: মৌখিক সাহিত্য
মৌখিক সাহিত্য; অসমীয়া মৌখিক সাহিত্য

অধ্যায় ১১: সামাজিক লোকাচাৰ

সামাজিক লোকাচাৰ: লোক বিশ্বাস আৰু লোক ধৰ্ম, লোক উৎসৱ-অনুষ্ঠান, অৱসৰ-বিনোদন আৰু খেল-ধেমালি, লোক ঔষধ আৰু লোক চিকিৎসা

অধ্যায় ১২: ভৌতিক সংস্কৃতি

ভৌতিক সংস্কৃতি: লোক শিল্প, লোক কলা, লোক স্থপতিবিদ্যা, লোক আভৰণ, লোক ৰন্ধনপ্ৰণালী

অধ্যায় ১৩: লোক পৰিৱেশ্য কলা

লোক পৰিৱেশ্য কলা; অসমৰ লোক পৰিৱেশ্য কলা: লোক সংগীত, লোক নাট্য

অধ্যায় ১৪: অসমৰ কেইটিমান নিৰ্বাচিত লোক পৰিৱেশ্য কলা

অসমৰ কেইটামান নিৰ্বাচিত লোক পৰিৱেশ্য কলা: ওজাপালি, কুশানগান, ঢুলীয়াভাওনা, খুলীয়াভাওনা

Reading List

Asom Sahitya Sabha (1962), Asomor Janajati. Jorhat.

Baruah, Birinchi Kumar (1985). Asomor Loka Sanskriti. Guwahati¨Bina Library

Bhattacharjya, Pramod Chandra (1999). Asomor Janajati. Guwahati Lawyer's Book Stall.

Gogoi, Lila (1994). Asomor Sanskriti. Dibrugarh: Banalata.

Goswami, Narayan Chandra (2005). Satra Sanskritr Swarnarekha. Guwahati: Lawyer's Book Stall.

Hakacham, Upen Rabha (2000). Asomor Janajatiya Sanskriti. Guwahati: Bani Mandir.

Narjee, Bhaben (1966). Bodo-Kacharir Samaj aaru Sanskriti, Guwahati: Lawyer's Book Stall.

Neog, Hariprasad and Gogoi, Lila (Compl. And Ed.) (1989). Asomia Sanskriti.: Dibrugarh: Banalata.

Padun, Nahendra (1993). Asomia Sanskritiloi Janajtiya Borongani. Guwahati: Lawyer's Book Stall.

AEC 402 Spoken English

Learning Objectives
The objectives of the course are to:
- acquaint the learners with the basic elements that make up English speech
- provide a general study on some of the key areas of English functional grammar
- enable the learner to develop a proper idea on the use of various grammatical forms
- develop in learners the necessary skills and techniques of oral communication, day-to-day conversations, interview etc. in English
- encourage the development of public speaking skills and speech skills on special occasions
- highlight the importance of Spoken English

Learning Outcomes
- After going through the course, the learner will be able to:
- discuss the importance of English in the 21st century global context
- develop a proper idea on the use of various grammatical forms
- develop the necessary skills and techniques of oral communication, day-to-day conversations, interview etc. in English
- appreciate the importance of Spoken English in the present context

Syllabus

UNIT 1: IMPORTANCE OF SPOKEN ENGLISH
Knowing the importance of English in the Global Context, Skills of Better Communication

UNIT 2: ISSUES ON ORAL COMMUNICATION I
Skills Involved in Oral Communication, Listening and Speaking Skills, Reading and Writing Skills, The Process of Speech, Non-verbal Communication

UNIT 3: ISSUES ON ORAL COMMUNICATION II
Conversation as a speech event, Turn-Taking, The Language of Conversation, Phrasal Verbs

UNIT 4: GRAMMAR IN CONTEXT I
Grammaticality and Appropriateness, Eliciting Information, Question Patterns in Context, Some Verb Forms in Context

UNIT 5: GRAMMAR IN CONTEXT II
Modals in Conversation, Uses of Will and Would, Uses of May, Might and Must, Uses of Other Modals, Uses of Shall, Should and Shouldn't, Miscellaneous Uses of Modals

UNIT 6: INFORMAL AND FORMAL SPEECH
Features of Informal speech, Ellipsis, Discourse Markers in Informal Speech, Discourse Markers of Formal Speech

UNIT 7: SOUNDS OF ENGLISH I
Units of Speech Sounds, The Vowel Sounds, The Consonant Sounds, Minimal Pairs, Vowel Contrasts, Consonant Contrasts

UNIT 8: SOUNDS OF ENGLISH II
Word Stress, Placement of Word Stress, Stress in Compound Words, Grammatical Function of Stress, Sentence Stress and Intonation

UNIT 9: COMMUNICATION SKILLS
What is Communication? Types of Communication, Written Communication, Spoken Communication, Non-Verbal Communication, Essentials of Written Communication, Essentials of Oral Communication

UNIT 10: TELEPHONE SKILLS
Understanding Telephone Communication, Handling Calls, Making Requests, Request to Do Things, Giving Instructions

UNIT 11: INTERVIEW SKILLS
The Art of Interviewing, Examples of Interviews—Job Interviews, Media Interviews

UNIT 12: PUBLIC SPEAKING
The art of Public Speaking, Techniques of Persuasive Speech, Techniques of Informative Speech

UNIT 13: SPEECHES FOR SPECIAL OCCASIONS
Public Speaking on Special Occasions—Address of Welcome, Introducing the Speaker, Vote of Thanks, Group Discussion

UNIT 14: DIALOGUES IN CONTEXTS
Importance of Dialogues in Social Interactions, Some Dialogues of Contexts—At the Post Office, At the Doctor's, Buying a Shirt, At the Market, In the Library, At the Railway Station, At the Tea Stall, An Interview, At the Book Seller's, At the Garage, Hiring a Taxi, At the Restaurant, At the Bank, At the Hotel

Reading List

Carmen, Robert. (ed.) Spoken English: Flourish Your Language. Abhishek Publication: Chandigarh.
Eastwood, J. (1994). Oxford Guide to English Grammar. Oxford University Press.
Karal, Rajeevan et al. (2016). English for Successful Communication. Oxford University Press.
Koneru, Aruna. (2013). Professional Speaking Skills. Oxford University Press
Sasikumar, V. and Dhamija, P.V. (1993). Spoken English: A Self- Learning Guide to Conversation Practice. Tata McGraw-Hill Publishing Company Limited.
Seely J. (2004). Oxford Guide to Effective Writing and Speaking. Oxford University Press.
Sethi, J. et al. (2004). A Practical Course in English Pronunciation. Prentice Hall of India.
Sethi, J and P.D. Dhamija. (1999). A Course in Phonetics and Spoken English. Prentice Hall.

AEC 403 English for Media Studies

Course Objectives
- To familiarise the learners with the process of writing for the media
- To identify the specific use of English in the field of media
- To equip learners with basic writing skills required for media

Course Outcomes
- On completion of this course, the learners will be able to-
- Familiarize oneself with the process of writing for different forms of media
- Make proper utilization of the English language in media
- Acquire the basic writing skills in English for various media forms

Syllabus

Unit 1: INTERVIEWING AND NOTE TAKING
Definition of Interview, preparing for interview, conducting the interview, text of interview, language for audio-visual interview, note taking

Unit 2: EDITORIAL WRITING
Defining Editorial, Introduction to the editorial page, writing the editorial, rules for Editorial writing, writing the Feature, writing the Article, writing the middle, Letters to the Editor

Unit 3: ART OF COLUMN WRITING
Types of columns, distinguishing characteristics of an op-ed, steps to be followed while writing a column

Unit 4: ELEMENTS OF GOOD WRITING
Characteristics- precision, clarity in writing, use of simple sentences, grammar and punctuation, avoiding clichés, pacing, use of transitions

Unit 5: PREPARING COPY
Copy editing- use of quotes, paraphrases, attribution, writing the lead, grammatical mistakes- confusion in the use of 'who' and 'whom', possessive pronouns, use of active voice, copy reading symbols

Unit 6: MASTERING THE LANGUAGE OF EDITING
Importance on vocabulary, sentence construction, participles, pronouns, verbs, nouns, foreign words, prepositions, paragraphs, selection of right words

Unit 7: REVIEW WRITING
Book review- fiction, adverse criticism, non-fiction, the collection, poetry, drama, Steps to be followed while doing a book review, drama review, Film review

Unit 8: NEWS WRITING
Language and style of Indian Media, Language and style for print and cyber media, Language and style for Radio, Language and style for Television

Unit 9: HEADLINE WRITING
Meaning of headline, Types of headline, Functions of a headline, Factors to be kept in mind while writing headlines, Headline writing skills- use of verbs, use of Articles and Voices, Use of Decks, The Five Ws, use of short synonyms, Abbreviations, Punctuation, Line Balance, Guidelines for headline writing

Unit 10: WRITING FOR ADVERTISING COPY
Introduction, Key concepts in advertising, Copywriting, Radio copy, Television copy

Unit 11: WRITING AND REWRITING FOR PUBLIC RELATIONS
Preparing news releases- Announcement releases, Backgrounders, Position Papers, Tip Sheets, Rewriting news releases, Writing newsletter stories

Unit 12: GRAMMAR AND USAGE
Sequence of tenses, Voice, Narration, Punctuation, Vocabulary

Unit 13: COMMON ERRORS IN THE USE OF ENGLISH LANGUAGE
Errors of concord, Errors of construction, Errors of order, Errors in prepositions, Errors in conjunctions
UNIT 14: REPORTING PUBLIC SPEECH
Reporting public speeches- background information, covering the speech, using a prepared text, writing the speech story for print

Unit 15: STYLE AND THE STYLEBOOK
Need of a stylebook, -consistency, preference and tradition, Guidelines of different stylebooks, Mechanical rules

Reading List

Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi

Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi

Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi

Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi

Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi

Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi

Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK

Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi

Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

Detailed Syllabi of Skill Enhancement Courses (SECs)

SEC 101 Office Management

Course Objectives

The objectives of the Course are to help the learner's in
- Understanding the concepts of office management and office administration
- Understanding of Office Automation, space management, workplace environment
- Acquiring the knowledge of official terms used in workplace
- Understanding the key concepts of office communication
- Understanding the significance of mailing section, Arrangements with post offices, inward Mail routine and Dealing with correspondence
- Informing with various types of stationeries, drafts, noting, equipment and knowledge in the use of appliances

Course Outcomes

Upon successful completion of the course, the learners will be able to:
- Familiar with office management and office administration
- Acquire skills needed by an administrative assistant to function in such office environment.
- Use human relations skills, interpersonal interactions, as well as verbal and written communications.
- Develop skills in arrangement of papers for filing, methods of filing and indexing

Syllabus

UNIT 1: INTRODUCTION TO OFFICE MANAGEMENT
Meaning and importance of office, Nature and functions of Office, Relationship of office with other departments, Functions-basic and auxiliary, Position and role of an office manager

UNIT 2: OFFICE ADMINISTRATION
Administrative office management, objectives of administrative office management, functions of administrative office manager, scientific office management

UNIT 3: OFFICE LAYOUT
Office Layout and Working Condition, Location of office, Office building, Office layout-nature, principles, types, Open and private offices,

UNIT 4: OFFICE ENVIRONMENT
Lighting, ventilation, safety from physical hazards, sanitary requirements, cleanliness, security and Temperature and interior decoration

UNIT 5: OFFICE SERVICES
Centralization versus decentralization of office services, departmention of office, departments of a modern office

UNIT 6: WORKFLOW IN OFFICE
Workflow in Office, Concept of work-flow and flow charts, Difficulties in work flow.

UNIT 7: OFFICE ORGANIZATION
Office Organization Principles, Types - line, line and staff and services Organization, Office charts and manuals.

UNIT 8: OFFICE COMMUNICATION

Basic Principles, Internal Communication and External communication, Handling Inward and Outward communication; Mail Organization of the mailing section, Arrangements with post offices, Inward Mail routine, Dealing with correspondence, Outward mail routine, Mechanizing mail service.

UNIT 9: FILING AND INDEXING

Concept and Meaning of Filing, Objectives and Importance of Filing, Classification and Arrangement of Papers for Filing, Methods of Filing, Centralized and Decentralized Filing System, Indexing

UNIT 10: OFFICE STATIONARY

Concept and meaning of office stationery, Types of office stationery, Control of office stationary and supplies, Standardization of Office supplies, Purchasing Office Stationeries and Supplies, storage and Office Manager and Stationary control

UNIT 11: OFFICE AUTOMATION

Uses and abuses of Labour saving appliances and various types of commonly used appliances

Reading List

Balachandran, V. and Chandrasekaran, V. (2009), Office Management, Tata McGraw Hill Education Private Limited

Balachandran (2009); Office Management; Tata McGraw-Hill Education, India

Bhatia, Dr. R. C. (2005); Principles of Office Management; Lotus Press; India

Bhatnagar, S. K. (2011); Office Management; Frank Brothers; India

Chakravarti, B. K. (2006); Concept of Front Office Management, APH Publishing; India

Chopra, R. K. and Chopra, Ankita (2009), Office Management, Published by Himalaya Publishing House

Dix, Colin and Baird, Chris (2006); Front Office Operations, Pearson Education India

Dubey, N. B. (2009); Office Management: Developing Skills for Smooth Functioning, Global India Publications; India.

S.S. Khanka (2007), 'Human Resource Management: Text and Cases', 1st Edition, S. Chand and Company Ltd, New Delhi

SEC 102 Organic Farming

Course Objectives
The main objectives of the course are to:
- create awareness about organic production system
- familiarize with organic crop management practices, organic standards and certification
- promote self-employment and income generation

Course outcomes
- Develop critical understanding of various aspect of organic production
- Apply their knowledge and skills by establishing their own organic farm
- Comprehend the importance of eco-friendly fertilizers and pesticides

Syllabus

UNIT 1: PRINCIPLES OF ORGANIC FARMING
The Science of Modem Farming, Development of Organic Farming: Definitions of Organic Farming Concept of Organic Farming: Organic Concept, Holistic Concept, Living Soil Concept, Healthy Plant Concept; Principles of Organic Farming: The Principle of Health, The Principle of Ecology, The Principle of Fairness, The Principle of Care; Role of International Organisations

UNIT 2: ORGANIC NORMS
Certification and Inspection in Organic Farming, National Norms: Certified organic farmer, Basic requirements in an organic farm, Certification, group certification, Organic Certification agencies in North East India, International norms: International Organic Standards: The IFOA and Its Norms: IFOAM Basic Standards (IBS) and IFOAM Accreditation Criteria, The European Union (EU)Council's Regulation on Organic Production; Japanese Organic Standards; United States of America Organic Standards; Comparison of EU, JAS and USDA Organic Standards; Private Certification in Some Countries

UNIT 3: FARM SOIL MANAGEMENT
Farm Design, Components of an Organic Farm, Planning and Layout of the Farm; Farm Components in Different Agro Eco-Systems; Field Crops in Organic Farms, Trees in Organic Farms: Border Trees, Agro forestry, Farm Forestry, Benefits of Trees in organic Farm; Farm Biodiversity, Field Bunds; Farm Structures: Cattle Shed, Storehouse, Farm Office; Land Preparation: Implements Used for Land Preparation, Factors Influencing Land Preparation, Summer Ploughing, Wetland Preparation; Types of Tillage: Conventional Tillage, Minimum Tillage, Zero Tillage, Conservation Tillage; Organic mulching, green cropping, cover cropping, biochar and its application, Buffer Zone

UNIT 4: SEEDS, PLANTING AND FARM IMPLEMENTS
Seeds: Structure and germination, Seed dormancy: causes and method of breaking dormancy, Seeds sowing/ Planting of some important crops, Different Farm implements: Ploughing, sowing, inter-cultivation and other

UNIT 5: WATER MANAGEMENT AND CONTAMINATION CONTROL
Quality and standard of irrigation water, Schedule of irrigation, Preparation of land for irrigation, Methods of irrigation, Critical Stages in Crop Development: Cereals and Millets, Legumes and Oil Seed, Vegetables and Fruit Crop, Contamination: Soil, water and air, Control of contamination: National Guidelines, Protecting Farm Ponds and Wells, Decontaminating Farm Wells, Contamination Control for Pesticide Spill, Human Relation

UNIT 6: CROP ROTATION AND CROPPING SYSTEM
Principles of Crop Rotation, Effect of crop rotation; Selection of crops for rotation Advantages and disadvantages of Crop Rotation, relay cropping

UNIT 7: COMPOSTING AND MANURING

Organic Resources Available for Manuring and Composting; Compost and Composting; Stages of Composting: Mesophilic Stage, Thermophilic Stage, Curing; Principles of Composting Types of Composting: Aerobic Decomposition, Anaerobic Decomposition, Methods of Composting, Vermicomposting; Factors Affecting Composting: C/N Ratio of the Bedding Materials, Blending and Shredding, Moisture, Temperature, Oxygen or Aeration, pH

UNIT 8: BIO FERTILIZERS, BIO PESTICIDES AND BIOCONTROL AGENTS

Types of bio fertilizers, biopesticides; Methods of Bio fertilizer application: Seed, root ad Soil; Biocontrol agents: Uses and application

UNIT 9: MARKETING OF ORGANIC PRODUCE

Markets - Concepts and Classification: Definition of Market, Classification of Markets, Channel of Distribution and Role of Middlemen, Understanding the Marketing Process, Marketing of Agricultural Products ; Marketing of Organic Produce: Current Status of World Organic Market, Organic Market in India Limitation of Organic Market in India

UNIT 10: GOVERNMENT SCHEMES AND OTHER FINANCIAL RESOURCES

National Programme for Organic Production; Schemes of Ministry of Agriculture (MoA) Govt. of India; Scheme on Organic Farming under National Horticulture Mission; Supports for Organic Farming under Technology Mission for Integrated Development of Horticulture in the North Eastern States; Scheme on Capacity Building for Organic Products; Other Financial Resources

Practical

Unit 1: Visit to organic farm and bio fertilizer production unit
Unit 2: Seed Treatment of important crops
Unit 3: Sowing and Planting of important crops
Unit 4: Preparation and application of Compost
Unit 5: Preparation of Plant protection inputs like organic pesticides, neem cake.
Unit 6: Preparation of vermicompost and Vermiwash

SEC 103 Introduction to Geo-informatics [Credits: 2 Theory+1 Practical]

Course Objectives
- To provide the basic concepts and significance of Geoinformatics
- To give an idea to understand maps used in Geographic Information System (GIS)
- To familiarize with the GIS and its applications
- To get an idea of various GIS data types
- To describe the applications of geoinformatics in different areas

Course Outcomes
At the end of the course, a learner will be able to
- Understand the relationship between people, climate, landforms, river system, vegetation and much more
- Develop the computer and management skills as a part of geospatial technology using GIS tools

UNIT 1: UNDERSTANDING MAPS
Definition of a map; Properties of maps; Types of maps; Present day significance of maps; Map Projection Systems; Map Projections for Hemispheres and the World; Map Projections for Continents and Regions; Concept of Datum; Universal Transverse Mercator projection; International Terrestrial Reference Frame in GIS

UNIT 2: INTRODUCTION TO GIS
Basic Concepts of Geographic Information System; Components of a GIS; Spatial Data Creation; Data Types: Spatial Data, Non-Spatial Data, Raster Data, Vector Data, TIN; Data Editing and Analysis; Topological Relationships; Advantages of GIS; Social and Institutional Context of GIS; Contemporary Development of GIS; Web GIS

UNIT 3: INTRODUCTION TO GNSS
Introduction to GPS; GPS Applications: Asset Mapping, Navigation Services, Location Based Services; Introduction and Surveying

UNIT 4: BASICS OF REMOTE SENSING
Introduction to Remote Sensing; Types of Remote Sensing; Indian Remote Sensing Programmes

UNIT 5: OPEN DATA SOURCES AND SOFTWARE FOR GEOINFORMATICS
Open-Source Data: Bhuvan, USGS, Google Earth, Gram Manchitra; Open source Digital Elevation Model; Open Source Software: QGIS.

UNIT 6: APPLICATIONS OF GEOINFORMATICS
Application of Geoinformatics in Natural Resource Management, Watershed Management, Disaster Management, Rural Development, Urban Planning, Monitoring and Evaluation of Projects.

Reading List
George Joseph, (2005), Fundamentals of Remote Sensing (2nd ed.), University Press, pp.1-474
DeMers M. N., 2000: Fundamentals of Geographic Information Systems, John Wiley & Sons
Lillesand, T.M., Kiefer, W.R. and Chipman, W.J, (2004), Remote Sensing and Image Interpretation, (5th ed.), Wiley India Publication, pp.1-763
Clarke K. C., 2001: Getting Started with Geographic Information Systems, Prentice Hall
French, G. T. 1996: Understanding the GPS: An Introduction to the Global Positioning System, Geo Research Inc.
Burrough. P.A. & McDonnell. R. (1998), Principles of Geographic Information   Systems, OUP

SEC 201 Tea Cultivation and Management

Course Objectives
- impart both theoretical and practical knowledge in the functional areas of tea plantation and management
- encourage the small tea cultivation among the unemployed youth
- help those who have already engaged themselves in Tea Plantation sector

Course outcomes
After completing the course a learner will be able to
- apply their knowledge and skills by establishing their own tea plantation
- get employability in various sectors like tea gardens, Tea Processing Units, Tea brokering houses, Tea Research Institute
- Integrate knowledge of tea cultivation and management in a scientific way

Syllabus

UNIT 1: INTRODUCTION TO TEA AND ITS CULTIVATION
Beginning of tea cultivation in India, the tea plant and its cultivation, tea growing areas in India, small scale tea cultivation in Assam, tea cultivation in non traditional areas and other N.E. states, tea industry and its role in national economy, developmental agencies

UNIT 2: SOIL AND CLIMATIC REQUIREMENTS
Soil requirements-physical, chemical and biological properties, land features slope, altitude and aspects, climatic requirements- rainfall, temperature, R.H., day length and wind velocity, selection of sites for tea, soil and water conservation.

UNIT 3: PLANTING MATERIALS OF TEA AND PROPAGATION

Planting materials-clone, clonal seed, differences between clone and clonal seeds, choice of planting materials, production of planting materials-clonal nucleus plot, tea seed barie; Seed propagation, vegetative propagation, tea nursery, nursery techniques for V.P. nursery techniques for seed propagation, nursery management

UNIT 4: LAND PREPARATION AND PLANTING
Land preparation-land preparation in virgin, uprooted and marginal lands; Planting-age and size of plant, stacking, spacing, pit digging, planting time, after care, infilling, planting in undulating hilly areas-catchment planning

UNIT 5: YOUNG TEA MANAGEMENT
Objectives of training, frame formation-operations, methods of bringing up for plain areas of N.E. India and hilly areas, cultural practices adopted in young tea management

UNIT6: PRUNING OF TEA
Pruning - Objectives of pruning, skiffing, different types of pruning and skiffing, method of pruning, pruning cycle

UNIT7: PLUCKING OF TEA
Objectives of Plucking, plucking-tipping, maintenance foliage, plucking systems, standard of plucking, plucking round, creep, breaking back, banjhi shoot, plucking baskets/ bag care and handling of green leaf

UNIT 8: PLANT PROTECTION
Weeds in Tea plantation, weeds control methods-manual or mechanical, chemical control, Weed Control in Nursery, young tea areas and immature tea; Tea pests- leaf and shoot pests, stem and branch pests, other pests. Sprayers, and application of pesticides, - sprayers, target sites for

application, integrated pest management; tea diseases-casual agencies and classification, common tea diseases, description of common tea diseases and their management, seedling diseases, primary and secondary diseases

UNIT9: PHYSIOLOGICAL DISORDERS AND COLD WEATHER OPERATIONS
Adverse climatic and soil conditions, external agencies, cold weather management

UNIT10: COST DEVELOPMENT OF TEA PLANTATION AND RECORD KEEPING IN TEA GARDEN
Cost development of Tea Plantation – requirement of labour, cost of labour and inputs, income, Record keeping-definition, good record keeping systems, branches of record keeping, books and accounts, information to be maintained in tea garden

Practical
Unit 1: Land Preparation for Planting of Tea
Unit 2: Planting of Tea
Unit 3: Methods of Frame Formation in Tea
Unit 4: Fertilizer Application in Young and Mature Tea.
Unit 5: Pruning and Skiffing of Mature tea
Unit 6: Tipping and Plucking of Tea

Reading list

C.R., Harler. (2022) "teaproduction". Encyclopedia Britannica.

https://www.britannica.com/plant/tea-plant. Accessed 20 July 2022.

Panda,H. (2016). The Complete book on Cultivation and Manufacture of Tea. Asia Pacific Business Press Inc

Barua, D.N. (2008). Science and Practice in Tea Culture. Tea Research Association, Kolkata.

Ghosh Haira,N. (2001). Tea Cultivation-Comprehensive Treatise, International Book Distributing Co., Lucknow

Willinson, K.C. and Clifford, M.N. (1992). 'Tea' Cultivation to Consumption, Springer Dordrecht

The Tea Plant. http://teaworld.kkhsou.in/lessons_details.php?lesson=The-Tea-Plant&urltitlepage=4c59b38ba721a5ad8713

Climate and Soil for Tea Cultivation.http://teaworld.kkhsou.in/lessons_details.php?lesson=Climate-and-Soil-for-Tea-Cultivation&urltitlepage=387bc6c0428d2cd31be8

Propagation of Tea and Nursery Management http://teaworld.kkhsou.in/lessons_details.php?lesson=Propagation-of-Tea-and-

SEC 202 Electricity and Electrical Wiring [2 Theory+1 Practical]

Course Objectives

- To provide the basic concepts of various forms of energy and their sources
- To familiarize with the basic principle of electrical current flow, different terms, their relations and different laws, measurement of current, voltage, power and energy
- To give an idea about magnet, magnetic materials, properties and electromagnetic induction
- To learn wires, cable, house wiring, materials required for house wiring and earthing
- To familiarize with diode, transistor, devices using diode and transistor
- To learn about electrical safety precaution and shock treatment
- To understand the Indian Electricity Rule

Course Outcomes

- After the completion of this course, the learner will be able to-
- describe the fundamental concept of electricity
- define various terms and applications of laws of electric circuits
- select appropriate tools and measuring instruments to carry out electrical works
- identify house wiring components according to their size and specification
- explain the earthing, necessity of earthing and how earthing is done
- perform the tests on newly installed house wiring
- explain about the functioning of semiconductor and devices using semiconductor
- follow the safety precautions, electrical shock treatment and Indian Electricity Rule

Syllabus

UNIT 1: FUNDAMENTALS OF ELECTRICITY
Forms of Energy: Types, their units, advantages of Electrical Energy; Sources of Electricity: conventional and non conventional; Atomic structure; Static and dynamic electricity; Basic terms used in electricity and their definitions: electric potential, potential difference, electrical power, energy and problems; Ohm's Law; Resistance and Specific Resistance: Definition, Effect of temperature on resistance; Conductor and Insulator: Types, properties and applications.

UNIT 2: FUNDAMENTALS OF ELECTRICAL CIRCUIT
Familiarization of common components: Interconnection of passive components; Resistance in series and parallel; Advantages and disadvantages of series and parallel circuit; Voltage and current divider rule; Kirchhoff's Laws.

UNIT 3: INTRODUCTION TO MAGNETISM
Magnet and types of magnet; Permeability and type of magnetic materials on the basis of permeability; Magnetic property of materials; Magnetic effect of electric current; Electromagnetic induction and Faraday's Laws of Electromagnetic Induction; Familiarization with some common devices

UNIT 4: FUNDAMENTALS OF ALTERNATING CURRENT
Direct current (DC) and alternating current (AC): comparison between AC and DC; Electro Motive Force equation: Cycle frequency, time period, amplitude, phase, rms value, average value; Ac Circuit: Inductance, Inductive reactance, capacitance, capacitive reactance, impedance; Power factor and power

UNIT 5: ELECTRICAL MEASUREMENT INSTRUMENT
Multimeter: Analog Multi-meter, Digital Multi-meter; Tong Tester; Measuring Instrument: Permanent Magnet Moving Coil, Moving Iron, Induction type instrument; Measurement Meters: Watt-meter, Energy-meter, Power factor meter; Voltmeter and Ammeter: Extension of range of voltmeter, loading effect of voltmeter, calibration of voltmeter, Extension of range of ammeter, voltage drop effect of

ammeter, calibration of ammeter; Current Transformer and Potential Transformer; Earth resistance meter.

UNIT 6: WIRES AND ACCESSORIES
Types of wires and cables: Characteristics, Current carrying capacity; Types of joints and termination; Safety consideration and regulations

UNIT 7: ELECTRICAL HOUSE WIRING
Method of house wiring; Types of surface wiring and concealed wiring; Wiring accessories and their specifications; Wiring diagram; Types of connections of lamps including staircase connection; Testing of house wiring.

UNIT 8: EARTHING
Importance of earthing; Ground connection and size of GI wire for ground connection; Various types of earthing; Measurement of earth resistance

UNIT 9: SAFETY REQUIREMENT
Hazards of electricity: Fire hazard and electric shock; Safety precautions and electrical safety sign; Shock treatment; Firefighting equipment for fire involving electrical equipment; Indian Electricity Rules and Indian Electricity Act

UNIT 10: SEMICONDUCTOR DEVICES
Semiconductor: Type of semiconductor, Examples; PN junction diode: formation of PN junction diode, forward bias and reverse bias characteristics, application; zener diode; Transistor: Type of transistor, configuration, Working of transistor, operation mode; Field effect transistor; power transistor; LDR.

UNIT 11: INTRODUCTION TO ELECTRICIAN TRADE
Electrician trade: Scope of electrician trade, Employment opportunity; Responsibilities of electrician and wiremen; Training of electrician.

Reading List

Kothari D. P. and I. J. Nagrath, Basic Electrical Engineering, 3rd edn, McGraw Hill Education (India) Private Limited, New Delhi.

Gupta J. B., Electrical and Electronics Engineering Materials, 3rd edn, S. K. Kataria & Sons, New Delhi.

Meheta V. K., Rohit Meheta, Basic Electrical Engineering, 5th edn, S. Chand & company Ltd, New Delhi.

Meheta V. K., Rohit Meheta, Principle of Electrical Engineering, 2nd edn, S. Chand & company Ltd, New Delhi.

Thereja B. L., A. K. Thereja, A Text Book of Electrical Technology Volume- I, 23rd edn, S. Chand & company Ltd, New Delhi.

Mittle V. N., Basic Electrical Engineering, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Anwani M. L., Basic Practicals in Electrical Engineering, Dhanpat rai &Co, New Delhi

Singh Tarlok., Fundamentals of Electrical Engineering, S. K. Kataria & Sons, New Delhi.

Dr Das Basudev, D. Haloi, Dr Mitali Chakravorty, Yasmin Zaman, Basics of Electrical Engineering, Book Land Publication, Guwahati.

SEC 301 Cyber Security

Course Objectives
- Learn the foundations of Cyber security and threat landscape
- To equip students with the technical knowledge and skills needed to protect and defend
- against cyber threats
- To develop skills in students that can help them plan, implement, and monitor cyber
- security mechanisms to ensure the protection of information technology assets
- To expose students to governance, regulatory, legal, economic, environmental, social and
- ethical contexts of cyber security
- To expose students to responsible use of online social media networks
- To systematically educate the necessity to understand the impact of cyber crimes and
- threats with solutions in a global and societal context
- To select suitable ethical principles and commit to professional responsibilities and
- human values and contribute value and wealth for the benefit of the society

Course Outcomes

- On completion of this course, the learners will be able to
- Understand the cyber security threat landscape
- Develop a deeper understanding and familiarity with various types of cyber attacks,
- cyber crimes, vulnerabilities and remedies thereto
- Analyse and evaluate existing legal framework and laws on cyber security
- Analyse and evaluate the digital payment system security and remedial measures against
- digital payment frauds
- Analyse and evaluate the importance of personal data its privacy and security.
- Analyse and evaluate the security aspects of social media platforms and ethical aspects
- associated with use of social media.
- Analyse and evaluate the cyber security risks.
- Based on the Risk assessment, plan suitable security controls , audit and compliance.
- Evaluate and communicate the human role in security systems with an emphasis o n
- ethics, social engineering vulnerabilities and training.
- Increase awareness about cyber-attack vectors and safety against cyber-frauds.
- Take measures for self-cyber-protection as well as societal cyber-protection.

Syllabus

UNIT 1: INTRODUCTION TO CYBER SPACE
Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology

UNIT 2: INTRODUCTION TO INTERNET AND CYBER SECURITY
Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security

UNIT 3: CYBER CRIME 1
Classification of cyber-crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children

UNIT 4: CYBER CRIME 2
Financial frauds, Social engineering attacks, malware and ransomware attacks, zero day and zero click attacks

UNIT 5: CYBER LAW

Cybercriminals modus-operandi , Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organisations dealing with Cyber crime and Cyber security in India, Case studies

UNIT 6: INTRODUCTION TO SOCIAL MEDIA

Introduction to Social networks, Types of Social media, Social media platforms

UNIT 7: HANDLING SOCIAL MEDIA

Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social networks.

UNIT 8: SECURITY ISSUES IN SOCIAL MEDIA

Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.

UNIT 9: INTRODUCTION TO E-COMMERCE

Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices

UNIT 10: INTRODUCTION TO DIGITAL PAYMENTS

Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhaar enabled payments

UNIT 11: SECURITY ASPECTS IN DIGITAL PAYMENTS

Digital payments related common frauds and preventive measures; RBI guidelines on digital payments and customer protection in unauthorised banking transactions; Relevant provisions of Payment Settlement Act, 2007

UNIT 12: DIGITAL DEVICES SECURITY 1

End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software.

UNIT 13: DIGITAL DEVICES SECURITY 2

Device security policy, Cyber Security best practices, Significance of host firewall and Anti-virus, Management of host firewall and Antivirus

UNIT 14: WI-FI SECURITY

Introduction to Wi-Fi, Types of Wireless security: Wired Equivalent Privacy (WEP), Wi-Fi Protected Access (WPA), Wi-Fi Protected Access 2 (WPA 2), Wi-Fi Protected Access 3 (WPA 3); Threats and risks to Wi-Fi Security, Ways to protect Wi-Fi network, Types of Wi-Fi network security devices, Configuration of basic security policy and permissions

Reading List

Cyber Crime Impact in the New Millennium, by R. C Mishra ,Auther Press. Edition 2010.
Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13th November, 2001)
Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.
Fundamentals of Network Security by E. Maiwald, McGraw Hill.

Detailed Syllabi of Value Added Courses (VACs)

VAC 101 Environmental Studies and Disaster Management

Course Objectives
- Help the undergraduate students to obtain in-depth knowledge on natural processes and resources that sustain life and govern economy.
- Understand the consequences of human activities on the environment, global economy, and quality of human life.
- Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.

Course Outcomes
- Interpret the impacts of human activities on the environment.
- Comprehend the importance of natural resources and its conservation
- Recognize the disasters and Hazards and enable the new generation to face the new challenges.
- Encourage engaging in hazard and disaster related learning in order to develop measures for mitigation.

Syllabus

UNIT 1: CONCEPT OF ENVIRONMENTAL STUDIES

Definition of Environmental Studies and its Scope Environmental Studies and its Multi-Disciplinary, Nature; Rules and Regulations of Environmental Studies and Public Awareness

UNIT 2: NATURAL RESOURCES
Natural Resources; Types of Natural Resources; Forest Resources; Water Resources; Mineral Resources; Food Resources; Energy Resources; Land Resources; Conservation of Natural Resources; Sustainable Development

UNIT 3: ECOSYSTEM
Ecosystem; Food Chain; Food Web; Energy Flow; Ecological Pyramid; Main Ecosystems

UNIT 4: BIODIVERSITY AND ITS CONSERVATION
Definition of Biodiversity; Values of Biodiversity; Biodiversity at Global, National and Local Levels; Hotspots of Biodiversity; Endangered and Endemic Species; Threats to Biodiversity Conservation of Biodiversity

UNIT 5: ENVIRONMENTAL POLLUTION
Environmental Pollution-Definition; Air Pollution; Water Pollution; Soil Pollution; Noise Pollution; Thermal Pollution; Role of Individual in Prevention of Pollution

UNIT 6: CONCEPT OF DISASTER
Defining Disasters; Types of Disasters; Difference Between Hazard: Disaster, Risk and Vulnerability; Causes, Effects and Mitigation Measures of Some Natural Disasters; Man-made Disasters

UNIT 7: DISASTER MANAGEMENT
Disaster Management; Safety Measures Immediately before a Disaster; Emergency Aid; Methods or Steps Taken for Disaster Management; NGO and Participation of Civil Society; Regional Disaster Management and Planning

Activities:
- Visit to an area to document environmental assets; river/forest/flora/fauna, etc.
- Visit to a local polluted site – Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river

Reading List

Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.

Gadgil, M., &Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.

Gleeson,B.and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.

Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.

Grumbine, R.Edward, andPandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.

McCully, P.1996. Rivers no more: the environmental effects of dams (pp. 29-64).Zed Books.

McNeil, John R. 2000. Something New Under the Sun: An Environmental

VAC 201 Introduction to Yoga

Course Objectives
One Course on Foundation of Yoga of four credit aims to promote positive health, prevention of stress related health problems and rehabilitation in a proper way. It aims to approach cure common ailments and imparting skills in them to introduce Yoga for health is for general public.

Course Outcomes
This Yoga course is designed for total personality development of students in Colleges and Universities. It will invoke scientific attitude and team spirit to channelize their energies in to creative and constructive endeavours. The syllabus of this course will fulfil these objectives containing one theory paper of hundred marks.

Syllabus

UNIT 1: INTRODUCTION TO YOGA
Definition, principles, goals and benefits of yoga

UNIT 2: A NOTE ON PATANJAL YOGA SUTRA
Description, classification,

UNIT 3: A NOTE ON GHERANDA SAMHITA
Brief Introduction, Important Asanas

UNIT 4: A NOTE ON HATHA YOGA PRADIPIKA
Brief Introduction, Important Pranayamas

UNIT 5: INTRODUCTION TO AYURVEDA
Meaning, Origin, Benefits

UNIT 6: PRINCIPALS OF AYURVEDA
Aim, objective, Laws of Healing

UNIT 7: SWASTHA VRITTA
Symptoms, Significane, Daily routine for health

UNIT 8: INTRODUCTION TO ALTERNATIVE SYSTEM OF MEDICINES
Definition, Types, Methods, Benefits

UNIT 9: PRINCIPLES OF DIET IN YOGA AND AYURVEDA
Classification of food, rules, Foods to be taken

UNIT 10: INTRODUCTION TO INDIAN PHILOSOPHY
Classification of Schools, Development, Characteristics

UNIT 11: YOGA IN ANCIENT SANSKRIT TEXT
Tradition of Yoga in Ancient Indian Literature

UNIT 12: YOGA PRACTICE FOR NON-COMMUNICABLE DISEASES
The Key Facts of non-communicable diseases

UNIT 13: RELEVANCE OF YOGA THERAPY WITH MODERN MEDICAL SCIENCE
Principles of Yoga therapy, Components, Relevance

UNIT 14 YOGA THERAPY FOR COMMON DISORDERS
Yoga therapy for Various Common disorders

UNIT 15 YOGA THERAPY FOR MENTAL ILLNESS

Yoga therapy for Various Mental disorders

Readings

Mukta Biswas: Samkhya Yoga Epistomology, D K Print world Pvt. Ltd, New Delhi
S RadhaKrishnan: Indian Philosophy, Vol. II, Oxford University Press, New Delhi
S N Dasgupta: Yoga as Philosophy and religion, Motilal Banarashidas, Delhi