

## **Department of Journalism and Mass Communication**

*“What you see is news, what you know is background, what you feel is opinion.”*

### **ESTABLISHMENT**

Department of Journalism and Mass Communication is a pioneer in Journalism and Mass communication education in the Himachal Pradesh University since 1986 and it took about two and half decades to establish it as a major subject in a few government degree colleges in Himachal and G.B. Pant Memorial Degree College is one of them. Department of Journalism and Mass Communication was established in 2009.

**DEPARTMENT MOTTO:** तमसो मा ज्योतिर्गमय

### **VISION**

- To impart quality education in mass media.
- To educate students about how media can play effective role in national development and social change.
- To make the students creative and research oriented.
- To provide a platform to the students to exhibit their talents and creativity.

### **MISSION**

- To provide education not only to acquire knowledge but also to inculcate a sound philosophy for a holistic living.
- To encourage self evaluation, personality development and guide the students to strive towards perfection and competence.

### **FACULTY MEMBER**

**Gita Sharma**

Assistant Professor

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#### **Qualification:**

- M. Phil -Master's of Philosophy Journalism & Mass Communication
- M.A - Master's in Journalism and Mass Communication
- M.A -Master's in Sociology
- M.A- Master's in Hindi

**Teaching experience** - 16 years (July 2009-July 2025)



## COURSES

Courses offered by the Department

B.A.(Pass programme with Journalism and Mass communication)

List of Courses

B.A. 1st Year

Course Type	Course No.	Course Title	Credits
Core	1	Principles of Communication	6
Core	2	Introduction to Radio and T.V.	6

B.A. 2nd Year

Course Type	Course No.	Course Title	Credits
Core	1	Advertising and Public Relations	6
Core	2	New Media Communication	6

B.A. 3rd Year

Course Type	Course No.	Course Title	Credits
Discipline Specific Electives	1	Community and Traditional Media	6
Discipline Specific Electives	2	Introduction to Photojournalism	6

B.A. 2nd-3rd Year

Course Type	Course No.	Course Title	Credits
Skill Enhancement	3	Reporting, Editing and Feature Writing	4
Skill Enhancement	4	Skills for New Media	4
Skill Enhancement	3	Communication Skills	4
Skill Enhancement	4	Film Appreciation Skills	4

Generic Elective Course

B.A. 3rd Year

Course Type	Course No.	Course Title	Credit
Generic Elective	1	Media and Culture	6
Generic Elective	2	Introduction to Visual Communication	6

## COURSE OUTCOME

COURSE NAME AND CODE	COURSE OUTCOME
Principles of Communication BJMCPAC101	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses
Introduction to Radio and T.V. BJMCPAC102	This course aims to provide a basic understanding of the broadcast media to the students. The course contents will sensitise them towards television and radio media and their content.
Introduction to Advertising and Public Relations BJMCPAC201	This course will help students build a basic understanding about advertising and PR and their processes. The students will learn their importance and role in commerce, along with the ethical practices in the field.
New Media Communication BJMCPAC202	The course acquaints a student with conventional and the new media technologies, with a special focus on networking-central to the new media technologies. The course then introduces the student to the potential and pitfalls of this technology thus enabling them to engage with the technology meaningfully and efficiently.
Reporting, Editing and Feature Writing BJMCPAS203P(SEC)	The students will learn the basic arts of journalism, reporting, editing and feature writing. Basic skills and concepts of reporting, copy editing and feature writing dealt with in this course intend to prepare a student for entry level positions in a newspaper organisation.
Skills for New Media BJMCPAS204P(SEC)	This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.
Community and Traditional Media BJMCPADC301(DSE)	In a scenario where the big corporations and cross-media ownerships control the flow of information and opinion, community media is seen as an alternative voice. This course introduces the student to the concept of 'community' in the globalised world and alternatives to the mainstream media. The course sensitises the student to the potential of using community-based traditional, new and folk media.
Introduction to Photojournalism BJMCPADC302(DSE)	This course is targeted at developing the ability to conceptualise, capture and use photographs meaningfully. Although the focus of this course is to develop a student's skills as a photojournalist, it is useful in other areas of print communication as well. It even builds a foundation for a future career in photography.
Communication Skills BJMCPAS303P(SEC)	This course aims to build leadership and interpersonal skills of students. The skills learnt in this course will help a student in professional and personal life besides adding to their skills as a mass communication practitioner.

<b>COURSE NAME AND CODE</b>	<b>COURSE OUTCOME</b>
Film Appreciation Skills BJMCPAS304(SEC)	An average movie-goer may be content with entertainment or catharsis, a student of communication analyses films for technique, art, style, and most importantly narrative of the film 'text'. This course is intended to lay a foundation for such critical analysis of the film.
Media and Culture BJMCPAGE301(GE)	The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.
Introduction to Visual Communication BJMCPAGE302(GE)	This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.

### **TEACHING PLAN**

<b>S.No.</b>	<b>CLASS</b>	<b>No. Of Classes</b>	<b>No. Of Tutorial / Practicals</b>	<b>No. Of assignments/ seminar/quiz,etc</b>	<b>Class test/ Midterm test</b>
1	B.A. I Year	8/week	4	1+1	1/week
2	B.A. II Year	9/week	4	2+2	1/week
3	B.A. III Year	14/week	4	2+2	1/week

### **STUDENTS ENROLLED**

<b>B.A. (Journalism &amp; Mass Communication)</b>	<b>Total</b>
1st Year	20
2nd Year	35
3rd Year	31