

Estd.1917

पटना विश्वविद्यालय

PATNA UNIVERSITY

NAAC Accredited B+ Grade

Letter No. Acad/1739

Dated: 09-12-2020

To:

1. The Dean,  
Faculty of Social Science,  
Patna University
2. The Programme Director-cum-Principal,  
Self-financing programmes,  
Patna College, Patna University
3. The Controller of Examinations,  
Patna University

Subject:-Regarding approval of the syllabus of Ge/SEC subjects for B.A.(Hons.) in Mass Communication, a self-financing programme received vide the letter No.188/20 dated 15/09/2020 of the Head, Department of Hindi, Patna University.

Sir/Madam,

With reference to the above-noted subject, I am directed to inform that the Academic council vide its agenda noted below has taken the following resolution:-

Agenda AC 20.2.22

Resolution:- It was resolved to approve the syllabus of Ge/SEC subjects for B.A.(Hons.) in Mass Communication, a self-financing programme received vide the letter No.188/20 dated 15/09/2020 of the Head, Department of Hindi, Patna University.

You are therefore requested to take further necessary action in this regard.

Enclosures:- As above, copies of the approved syllabus.

Yours faithfully,

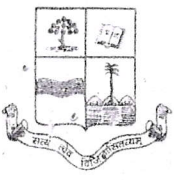
Registrar

Patna University, Patna

Dated: 09-12-2020

Memo No. Acad/1740

Copy forwarded to the Incharge, Patna University Computer Centre for



# स्नातकोत्तर पत्रकारिता एवं जन संचार

## M.A. IN JOURNALISM & MASS COMMUNICATION

हिन्दी विभाग, पटना विश्वविद्यालय, पटना- 800005

Ref: हि०/पत्र०/188/20

Date 15-09-2020

सेवा में,

उप कुलसचिव  
पटना विश्वविद्यालय  
पटना

विषय : BMC से संबंधित GE एवं SEC विषयों के Syllabus के संबंध में।

महोदय,

पटना कॉलेज, पटना विश्वविद्यालय में संचालित स्नातक स्तरीय स्ववित्तपोषित पाठ्यक्रम, बैचलर इन मास कम्यूनिकेशन (BMC) से संबंधित GE एवं SEC में निर्मांकित विषयों के Syllabus संलग्न हैं।

(A) GE

- (i) Human Rights
- (i) Environmental Law

(B) SEC

- (i) Computers and IT Skill
- (i) Web Designing



Dr. Head  
18/06/2020

भारतीय  
15/09/2020  
तरुण कुमार

अध्यक्ष-सह-निदेशक  
एमजेएमसी, हिन्दी विभाग  
पटना विश्वविद्यालय, पटना

Director  
Master in Journalism & M.C  
Hindi Dept. Patna University

65

# PATNA UNIVERSITY

## PATNA COLLEGE BACHELOR IN MASS COMMUNICATION (BMC) PAPER – GEBMC HUMAN RIGHTS

### Unit 1

- Nature and Scope of Human Rights
- Meaning of Human Rights
- Types of Human Rights
- Importance of Study of Human Rights
- Scope of the study of Human Rights
- Limitations of the study of Human Rights.

### Unit 2

- Different Perspectives in Human Rights
- Human Rights issues and Media
- Concepts of liberty, freedom, equality, justice and human dignity
- Concepts of individual and collective, state, civil society, power and immunity
- Relation between rights and Duties

### Unit 3

- Universal Declaration of Human Rights
- Civil and Political Rights
- Economic, Social and Cultural Rights
- Rights of Disadvantaged People: Stateless Persons, Sex Workers,
- LGBT and Migrant Workers

### Unit 4

- Human Rights in India: Constitutional Framework
- Human Rights and Role of Civil Society
- Minority Rights in India: Dalits, Tribal's and Women

### Unit 5

- Institutional Mechanism for protection of women: Constitutional mechanisms. Legislature contribution of judiciary)
- Statutory Mechanism National Human rights Commission & Executive and Judiciary (special State commissions )
- The Non-Governmental Organizations

### References

- Alston, Phillip (ed.), (1992), The United Nations and Human Rights: A Critical Appraisal, Oxford: Clarendon Press.
- Bachr, Peter R, (1999), Human Rights: Universality in Practice, New York: Palgrave.
- Baxi, Upendra, (2002), The Future of Human Rights, New Delhi: Oxford University Press.
- Bhagwati, P.N., (1987), Dimensions of Human Rights, Madurai: Society for Community Organization Trust.
- Davidson, Scott, (1993), Human Rights. Buckingham: Open University Press.
- Donnelly, Jack, (1989), Universal Human Right in Theory and Practice, Ithaca: Cornell University Press.
- Dube, M.P. and Neeta Bora, (ed.), (2000), Perspective on Human Rights. New Delhi: Anamika Publishers.

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17/09/2020

PATNA UNIVERSITY

PATNA COLLEGE  
BACHELOR IN MASS COMMUNICATION (BMC)  
PAPER – GEBMC

ENVIRONMENTAL LAW

Unit 1

- Meaning, Definition and Concept of Environment -Components of Environment, Biosphere and Ecosystem, Types of Environment.
- Concept of Pollution – Sources of Pollution, Types of Pollution, and Effects of Pollution.
- Nature and Scope of Environmental Law – Importance, Law as a tool for Environmental Protection.

Unit 2

- Environmental Protection in Ancient Indian Tradition and Culture - Protection of Environment in Ancient India and During Medieval Period.
- Introduction to National Environmental Laws , Directive Principles of State Policy - Fundamental Duties
- Environmental Law and the Indian Constitution
- Environment Protection Act, 1986
- Wildlife Protection Act, 1972

Unit 3

- Fundamental Principles of International Environmental Law, Right to Environment as Human Right.
- United Nations Conference on Human Environment Stockholm Declaration, 1972
- UNEP- Vienna Convention & Montreal Protocol
- Earth Summit Plus Five - Kyoto Protocol, 1997; Millennium Development Goals
- Johannesburg Conference 2002 (WSSD) - Johannesburg Declaration & Major Outcomes.
- Copenhagen Accord, 2010

Unit 4

Tribunals & Committees

- Introduction to Environment Tribunals
- The National Green Tribunal Act, 2010
- EIA Amendment

Unit 5

Case Studies

- Pollution in Ganga – Namami Gange Project
- Kosi Tragedy, Bihar Floods & Save Narmada Campaign
- Deforestation in Urban areas ; Chipko Andolan.
- Global Warming and Climate Change , Greta Thunberg effect.

Books & references

- Maheshwara Swamy, *Textbook on Environmental Law, (2nd Edn.), Asia Law House, Hyderabad, 2008.*
- I.A. Khan, *Environmental Law, (2nd Edn.), Central Law Agency, Allahabad, 2002.*
- Shyam Divan and Armin Rosencranz, *Environmental Law and Policy in India, Oxford University Press, New Delhi, 2005.*
- Maheshwara Swamy, *Textbook on Environmental Law, (2nd Edn.), Asia Law House, Hyderabad, 2008.*

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**PATNA UNIVERSITY**

**PATNA COLLEGE  
BACHELOR IN MASS COMMUNICATION (BMC)  
PAPER – SEC**

**COMPUTERS AND IT SKILL**

**Unit 1- Computer Skills for Business:**

MS Word – Creation manipulation of documents, Layout and Formatting, Mail merge  
MS Excel - Excel Formulas (VLOOKUP, IF statements) Graphs & Charts  
MS PowerPoint – Preparation of presentation, Custom animation & transitions

**Unit 2 Computer Skills for Media:**

Blogging & web publishing  
Social media skills (Twitter, facebook, Youtube etc)  
News fact checking

**Unit- 3 Digital Marketing:**

Introduction to digital marketing;  
Evolution of Digital Marketing from traditional to modern era,  
Role of Internet; Current trends, Info-graphics, implications for Business & society;  
Emergence of digital marketing as a tool;

**Unit - 4 Digital Marketing Skills:**

Keywords and SEO Basics  
Social Media Marketing  
Digital Advertising, PPC, E-mail marketing, Analytics

**Unit - 5 IT Skills for Media Production:**

Creating content for the web.  
Live broadcasts, Podcasts,  
Basics of PTC and Voice Over

**Books Recommended:**

- Seema Gupta Digital Marketing Mc-Graw Hill 1 st Edition - 2017
- Ian Dodson The Art of Digital Marketing Wiley Latest Edition
- Puneet Singh Bhatia Fundamentals of Digital Marketing Pearson 1 st Edition - 2017
- Vandana Ahuja Digital Marketing Oxford University Press Latest Edition
- Philip Kotler Marketing 4.0: – Moving from Traditional to Digital Wiley 2017
- Melissa S. Barker | Donald I. Barker | Nicholas F. Bormann | Debra Zahay | Mary Lou Roberts  
Social Media Marketing: A Strategic Approach Cengage Latest Edition
- Ward Hanson , KirthiKaly anam Internet Marketing & eCommerce Cengage Latest Editio

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**PATNA UNIVERSITY**

**PATNA COLLEGE  
BACHELOR IN MASS COMMUNICATION (BMC)  
PAPER – SEC**

**WEB DESIGNING**

**Unit 1 Introduction to Web Design**

Introduction of Internet, WWW, Website, Working of Websites, Web pages, Front End, Back End, Client and Server Scripting Languages, Responsive Web Designing, Types of Websites (Static and Dynamic Websites).

Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups,, Chat rooms, bulletin board services etc, Fundamentals of internet: WWW, IP, Web page, website, search engines. Working of internet : networking and its classification

**Unit 2 HTML Basics**

- What is HTML
- HTML Documents
- Basic structure of an HTML document
- Creating an HTML document
- Mark up Tags
- Heading-Paragraphs
- Line Breaks
- HTML Tags
- Elements of HTML
- Introduction to elements of HTML
- Working with Text
- Working with Lists, Tables and Frames
- Working with Hyperlinks, Images and Multimedia
- Working with Forms and controls.

**Unit 3 CSS**

Introduction to CSS, Types of CSS, CSS Selectors : Universal Selector ,ID selector, Tag Selector, Class Selector, Sub Selector, Attribute Selector, Group Selector, CSS Properties: Back Ground properties, Block Properties, Box properties, List properties, Border Properties, Positioning Properties, CSS Lists CSS Tables, CSS Menu Design CSS Image Gallery,

**Unit 4 Web Publishing**

- Introduction to Web Publishing or Hosting
- Creating the Web Site
- Saving the site
- Working on the web site
- Creating web site structure
- Creating Titles for web pages
- Themes-Publishing web sites.

**Unit 5 Web Graphics**


Introduction to Image optimization, size, resolution and number of Colours, Creating Homepage.File formats. Image mapping, Image manipulation (Effects)

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17/09/2020

Features of Photo Editing: Tools: Selection Tools, Paint Tools, Transform Tools, Text Tool, Layers, Brightness/ Contrast, Improve Colors and tone, Filters.

#### References & Books

- Name of Authors Title of the Book Publisher Kogent Learning Solutions Inc.
- HTML 5 in simple steps Dream tech Press
- A beginner's guide to HTML NCSA, 14th May, 2003 Murray, Tom/Lynchburg
- Creating a Web Page and Web Site College, 2002 Murray, Tom/Lynchburg
- Creating a Web Page and Web Site College, 2002 Phillip Krej carek Digital Photography-A hands on Introduction
- Delmer Publishers Adrian Davies and Phill Fennessy Digital for photographers Focal Press

  
7/2/09/2020

अध्यक्ष  
हिन्दी विभाग  
पटना विश्वविद्यालय