

ABOUT UNIVERSITY

Dr. C.V. Raman University was established on 3 November, 2006, in the district of Bilaspur, Chhattisgarh by the “All India Society for Electronics and Computer Technology” (AISECT), the Sponsoring Body. The University was named after the first Nobel Laureate of the country in the field of science – Dr. C.V. Raman, an Indian physicist efforts influenced in the growth of science in our country. The University's principle goal is to evolve a new cadre of highly skilled technical professionals with deep academic insights and a strong sense of Indian ‘Values and ethics’, commemorating our forefathers who helped shape this nation.

The Sponsoring Body of the University-All India Society for Electronics and Computer Technology (AISECT) is an ISO 9001:2008 certified organization, established in 1985 and is today's one of The India's most reputed and trusted Education Groups which houses private Universities, Engineering Colleges, Professional Institutions & Education Centres across the country. Till date, AISECT has transformed the lives of over 19 lakh students and has uplifted the lives of millions of people in the community. AISECT has been lauded for its exceptional work and has won awards from the World Bank, NASSCOM, TiE, Government of India, Government of Madhya Pradesh and several others on account of its commitment to high quality education over the last 28 years. AISECT is also a partner institution with Gol, GoMP and GoCG in their Common Service Centre Program and several other Dissertations of state and national concern.

MAIN OBJECTIVES

- Provide quality higher education and make provisions for research
- Create higher levels of intellectual abilities among our students
- Establish state-of-the-art facilities for education, training and examination, including online training
- Carry out teaching, research and offer comprehensive learning for a bright professional career
- Create centers of excellence for R&D to promote an environment of innovation and research
- Provide consultancy to public organizations and the Industry
- Award and maintain the standard of degrees, diplomas, certificates and other academic distinctions in accordance with the norms laid down by UGC, AICTE, BCI, MCI and other regulatory bodies.

RECOGNITIONS

- The University is recognized under Section 2(f) of the UGC Act.
- Joint Committee Approval of DEB(UGC/AICTE/DEB)
- Other recognitions include AICTE, NCTE, BCI and DEB

- It is the first University in the state of Chhattisgarh to be awarded an ISO: 9001-2008 Certification.
- Membership of the Association of Indian Universities (AIU)
- NACC B+

THE FACULTIES OF STUDIES

The University has wide range of faculties which offers the traditional as well as the new era job oriented courses. The main emphasis is on providing a wide choice of courses at different levels. The following faculties currently are in operation in the University:

- Faculty of Arts
- Faculty of Commerce
- Faculty of Management
- Faculty of Science
- Faculty of Engineering
- Faculty of Information Technology
- Faculty of Education
- Faculty of Law

ABOUT INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE), CVRU

Education determines the quality of our life to a great measure, especially professional life. However, for many, in some circumstances, the path to education is ridden with many obstacles, including location, geographical inflexibility and lack of time. Fortunately, distance education is changing that scenario by providing an effective alternative platform to learn new skills and acquire a degree, such as distance education MBA, without having to attend traditional classes.

We, a UGC/DEB approved distance university (1 may 2009), offer various undergraduate and post-graduate degrees, along with a number of diplomas, which have benefitted many distance learners.

Our distance learning programmes are the shining light that many have been looking for; they unite conventional teaching approaches, including course materials in the form of books, and modern teaching methodologies, which include online access to the course. Our unique approach has made us the centre of distance education in Chhattisgarh, helping scores of professionals to obtain a degree and fly high in their careers.

With our distance learning programmes, we are bringing people into the fold of skilled workforce, which has changed the life of many.

What makes us a distinguished Chhattisgarh distance education university?

- Reaching various far-flung regions of the state through information technology
- Providing professional education, need- and knowledge-based
- Setting new national standards in distance education

IMPORTANT ACHIEVEMENTS

- AN ISO 9001: 2008 Certified University

- NIRF Ranking Under Top 200 University
- World Education Award
- Largest Network for Learning Support System.
- Declaration of Term end result Time to Time.
- Best in Skill Development Award 2015
- Best University in Open Distance and online Award 2017

ACADEMIC PROGRAMMES OFFERED BY THE UNIVERSITY IN OPEN AND DISTANCE LEARNING MODE

The University offers through the Institute of Open and Distance Education (IODÉ) both short term and long term programmes leading to Certificates, Diploma and Degrees, which are conventional as well as innovative. Most of these programmes have been developed after an initial survey of the demand for such Programmes in the job market. They are launched with a view to fulfil the learner's need for skill and employability.

- Certification,
- Improvement of skills,
- Acquisition of professional qualifications,
- Continuing education and professional development at work place,
- Self-enrichment,
- Diversification and updation of knowledge, and
- Empowerment.

PROMINENT FEATURES OF THE OPEN AND DISTANCE EDUCATION AT CVRU

The open and distance education at the Dr. C. V. Raman University has certain unique features such as

- Individual study - flexible in terms of place, pace and duration of study.
- Use of latest information and communication technologies.
- Modular approach to programmes.
- Cost-effective programmes.
- Socially and academically relevant programmes based on students need
- Convergence of open and conventional education systems.
- Take higher-education to the unreached sections of the society through the use of information technology.
- Provide need and knowledge-based professional education.
- Set the national standards for Distance Education.

PROGRAMME DELIVERY MODE

The methodology of instruction in the distance learning mode in the university is different from that of the conventional regular programs. The system adopted for this more learner oriented and the learner is an active participant in the pedagogical process. Most of the instructions are imparted through distance education methodology and face to face mode as per requirement. The programme delivery methodology used in the distance learning mode follows a multimedia approach for instructions, which comprises:

- **Self Instructional Written Material:** The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.
- **Audio-Visual Material Aids:** The learning package contains audio and video CDs which have been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened at the learner support centre during specific sessions which are duly notified for the benefit of the learners.
- **Counseling Sessions:** Normally counseling sessions are held as per schedule drawn by the IODE DR. C. V. RAMAN UNIVERSITY. These are mostly held outside the regular working hours of the learner support centre.
- **Teleconferences:** Live teleconferencing sessions are conducted via Internet/ satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the learner support centre.
- **Industrial Training/Practical/Dissertation work:** Some programmes have industrial training/practical/ Dissertation component also. Practical are held at designated institutions for which schedule is provided by the learner support centre. Attendance at practical is compulsory. For Dissertation Work, comprehensive Dissertation guide, in the form of booklet, is provided to the student along with the study material.
- The printed study materials will be dispatched periodically to the enrolled students for each paper of study. These materials will be as guide for the students for effective learning. The assignment for internal assessment shall also be dispatched along with the study material. Online modules are also available for some courses. These are in progress and as and when available, these will be available on the website of the students for registered candidates.
- The counseling sessions will be of 30 days duration for a course in a year. The actual schedule and place of contact program shall be announced and communicated to students in – time.

EVALUATION SYSTEM

The system of evaluation in open and distance learning system has a multi-tier system of evaluation.

1. Self-assessment exercise within each unit of study.

2. Continuous evaluation mainly through assignments which are tutor-marked practical assignments and seminar/workshop/extended.
3. The term-end examinations.
4. Dissertation work.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking term-end examination from time to time to complete an academic programme. A learner has to submit TMA responses to the learner support centre established by IODE Dr. C. V. Raman University. A learner should keep duplicate copies of assignments responses of TMA that may be required to be produced at Student Evaluation Division on demand. Term-end examination will be conducted at various examination centre approved by institute of open and distance education Dr. C. V. Raman university spread all over the Chhattisgarh. The weightage for Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

TERM-END EXAMINATION AND PAYMENT OF EXAMINATION FEE

The University conducts Term-end Examination in semester system and held in the month of Nov/Dec and May/June every year. Students will be permitted to appear in term-end examination subject to the conditions that:

1. Registration for the courses, in which they appeared is valid,
2. Minimum Time to pursue these courses is elapsed.
3. Submission of required number of assignment in respective courses by the due date.

Students can also submit on-line examination form as per guidelines through website at www.cvrु.ac.in. Examination fee is required to be paid online payment gateway as per the fee table. Please do all correspondence regarding the course admission and other detail at the following address:

The Director
Institute of Open and Distance Education (IODÉ)
Dr. C. V. Raman University
Kargi Road, Kota, Bilaspur, Chhattisgarh
Phone: 07753-253851, 8827920016, 8827920019
Email: cvrussd@gmail.com

LEARNER SUPPORT DESK:

Phone: 07753-253872, 07753-253873, 8359050061

Email: cvrussd@gmail.com

PROGRAMME GUIDE

DISTANCE EDUCATION PROGRAMMES

BACHELOR OF JOURNALISM (BJ)

- Scheme of Examination
- Detailed Syllabus & Reference Book
- Counseling and Study Structure
- Study Modules & Books Information
- Date Schedule & Instructions for Submitting Assignments
- Guideline For Preparation of Dissertation Report



INSTITITUTE OF OPEN AND DISTANCE EDUCATION (IODE)

DR. C.V.RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH

PHONE : 07753253851, 8827920016, 8827920019 FAX : 07753-253728

E-mail: cvrussd@gmail.com Website: www.cvrु.ac.in

BACHELOR OF JOURNALISM (BJ)

Duration : 12 Months

Eligibility : Graduation in any Discipline

SCHEME OF EXAMINATION

Course Code	Name of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments	
				Max	Min	Max	Min	Max	Min
Semester									
BJ1	Principles of communication	6	100	70	24	-	-	30	10
BJ2	Principles of Journalism	6	100	70	24	-	-	30	10
BJ3	Advertising & Public Relations	6	100	70	24	-	-	30	10
BJ4	Practicals & Viva Voce	6	100			100	36	-	-
Total aggregate required to pass		24	400	210	72	100	36	90	30
Semester									
BJ5	Media law and ethics	6	100	70	24	-	-	30	10
BJ6	Mass Media and democracy	6	100	70	24	-	-	30	10
BJ7	Media related IT applications	6	100	70	24	-	-	30	10
BJ8	Practicals & Viva Voce	6	100			100	36	-	-
Total aggregate required to pass		24	400	210	72	100	36	90	30

Each theory Paper & Assignment Passing Marks is 33%.

Practical & Aggregate is 36%.



Dr. C.V. RAMAN UNIVERSITY

Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- **First Semester**

PROGRAMME: BJ

COURSE CODE: 1BJ1, CREDIT:-6

COURSE: - PRINCIPLES OF COMMUNICATION

THEO. MAX. M: 70 MIN. M: 24

ASSIG. MAX.M: 30 MIN. M: 10

1. Communication: Concepts and definition, Nature and process
2. Development of communication and its history
3. Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication,
4. Elements in the Process of Communication (Input, sender, channel, Noise, receiver, output)
5. Tribal, cultural and international communication.
6. Importance and effects of Communication
7. Effective Communication
8. Traditional and Folk media and its importance.

REFERENCE BOOK

Subject Name	Book Name	Writer	publication
Principles Communication	संचार के सिद्धांत	संजीव भानावत	रिसर्च पब्लिकेशन



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SEMESTER- **First Semester**

PROGRAMME: BJ

COURSE CODE: 1BJ2, CREDIT:-6

COURSE: - PRINCIPLES OF JOURNALISM

THEO. MAX. M: 70 MIN. M: 24

ASSIG. MAX.M: 30 MIN. M: 10

3. Journalism: Concepts and definition, Nature and process, Basic terms.
4. Development of journalism and its history
5. Role of journalism in Indian freedom struggle movement.
6. types and specialize areas of journalism. political, Business, sports, crime, Bollywood, automobile. Parliamentary, defense and judicial
7. Different forms of writing: News, feature, article, editorial and photo caption.
8. Contents of news: Headline, sub headline, flag, Intro and body text.
9. Quote, Interview, vox-pop, byte, voice over. Anchor read, package, special
10. package and script for programming.
11. Reporting: concept, terms and definition, general and special reporting.(
12. Event, accident and incident reporting, statement, press conference)
13. Introduction to Editing, Principles and functions of editing, Editorial Desk,
14. Copy editing, editing symbols, Proof reading symbols and their significance.
15. Source of news and News agencies.
16. Introduction to Photojournalism

REFERENCE BOOK

Subject Name	Book Name	Writer	publication
Principles of Journalism	पत्रकारिता के सिद्धांत	महेंद्र कुमार मिश्रा	कल्पना प्रकाशन



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SEMESTER- **First Semester**

PROGRAMME: BJ

COURSE CODE: 1BJ3, CREDIT:-6

COURSE: - ADVERTISING AND PUBLIC RELATIONS

THEO. MAX. M: 70 MIN. M: 24

ASSIG. MAX.M: 30 MIN. M: 10

- Public Relations – Definition, history and Growth of PR in India, Publicity, Propaganda and Public opinion, PR as a management function.
- Stages of PR : Planning, implementations, research, evaluation, PR Practitioners and media relations, Press conference, Press releases, house journals.
- PR: Public and Private sectors, PR agencies.
- Code of ethics for PR, Public Relations society of India.
- Lobbying - Introduction to advertising, Advertising concept, function and definition.
- Type of Advertising, Consumer, corporate, industrial and social.
- Advertising strategies, appeals and target audience, advertising as marketing tools.

REFERENCE BOOK

Subject Name	Book Name	Writer	publication
Advertising & Public Relations	जनसंपर्क प्रचार एवं विज्ञापन	fo t ; d y J " B	राजस्थान प्रकाशन



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SEMESTER- **First Semester**

PROGRAMME: BJ

PRACTICAL MAX.M:100MIN.M:36

COURSE CODE: 1BJ4, CREDIT:-6

COURSE: - PRACTICALS & VIVA VOCE

My City Newspaper: Daily news analysis, Find out how many newspapers are published from your city/town? Read at least three newspapers for a week to find issues concerning the tribal, women and child. Analyze the issues and make a presentation to the class about the same with comparative analysis among three papers, if they took the same issues.

Media & Democracy: Make a list of news stories whose publication or broadcast have strengthened democracy around you.



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SEMESTER- **Second Semester**

PROGRAMME: BJ
COURSE CODE: 2BJ1, CREDIT:-6
COURSE: - MEDIA LAW AND ETHICS

THEO. MAX. M: 70 MIN. M: 24
ASSIG. MAX.M: 30 MIN. M: 10

1. Journalism as a profession
2. Careers in Journalism and mass media
3. Journalists- Their role and responsibilities
4. Working journalist act.
1. Copy right act
2. Indian Constitution and freedom of Media.
3. Freedom of Press- Role of Press Council of India
4. Ethics and journalism
5. Media laws in India

REFERENCE BOOK

Subject Name	Book Name	Writer	publication
Media law and ethics	Textbook on Media Law and Ethics	M. K. Jha	1998



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SEMESTER- **Second Semester**

PROGRAMME: BJ
COURSE CODE: 2BJ2, CREDIT:-6
COURSE: -MASS MEDIA AND DEMOCRACY

THEO. MAX. M: 70 MIN. M: 24
ASSIG. MAX.M: 30 MIN. M: 10

Press: The World of Print Media. Types and Characteristics of Print Media. Page dummy and layout. Contents of a news paper and magazine.

Radio : Development of Radio Broadcasting in India. Characteristics of radio. News bulletin, Emergence of FM, and community radio.

Trends in Indian Television: From SITE to Opening of Skies. Formats of Television. Programmes. TV Programme Production. Key Professional, Involved in the TV Production.

Web: emergence of web media, brief history, Website, Blog, News portal, Social networking sites and New Media V/S traditional media.

Role of Mass Media in a Democracy

REFERENCE BOOK

Subject Name	Book Name	Writer	publication
Mass Media and Democracy	ehfM;k \$k% ykd r&	'(k- jfon(uk)k feJk	*kk+kh (dk"ku





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SEMESTER- **Second Semester**

PROGRAMME: BJ
COURSE CODE: 2BJ3, CREDIT: -6
COURSE: - MEDIA RELATED IT APPLICATIONS

THEO. MAX. M: 70 MIN. M: 24
ASSIG. MAX. M: 30 MIN. M: 10

Introduction to

1. Ms Office.
2. Coral Draw.
3. Quark Express.
4. Adobe PageMaker.
5. Adobe Photoshop.
6. Adobe premier.
7. Internet surfing.
8. Font converter.
9. Mailing, chatting and blogging.

REFERENCE BOOK

Subject Name	Book Name	Writer	publication
Media related IT application	Repidex Computer Course	Singhal	



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SEMESTER- **Second Semester**

PROGRAMME: BJ

PRACTICAL MAX.M:100MIN.M:36

COURSE CODE: 2BJ4,CREDIT:-6

COURSE: - PRACTICALS & VIVA VOCE

Visit a News channel, radio station and press. see how it functions. Submit a paper of your understanding.

internship: work for two months in any press, Radio or TV channel and submit a dissertation and find out how it is organized and how it produces programme And works for special coverage.

COUNSELLING AND STUDY STRUCTURE

Course	Title of the Course	Credit	Total Hours of Study	Counselling and Study Structure (hours)				Dissertation
				Face to Face Counselling	Self study	Practical	Assignments	
First Semester								
BJ1	Principles of communication	6	180	24	102	-	54	-
BJ2	Principles of Journalism	6	180	24	102	-	54	-
BJ3	Advertising & Public Relations	6	180	24	102	-	54	-
BJ4	Practicals & Viva Voce	6	180			180		-
Second Semester								
BJ5	Media law and ethics	6	180	24	102	-	54	-
BJ6	Mass Media and democracy	6	180	24	102	-	54	-
BJ7	Media related IT applications	6	180	24	102	-	54	-
BJ8	Practicals & Viva Voce	6	180			180		-

STUDY MODULES AND BOOKS INFORMATION

Course	Title of the Course	Module/Books to be used
First Semester		
BJ1	Principles of communication	CVRU Module
BJ2	Principles of Journalism	CVRU Module
BJ3	Advertising & Public Relations	CVRU Module
BJ4	Practicals & Viva Voce	-
Second Semester		
BJ5	Media law and ethics	CVRU Module
BJ6	Mass Media and democracy	CVRU Module
BJ7	Media related IT applications	CVRU Module
BJ8	Practicals & Viva Voce	-

DATE SCHEDULE AND INSTRUCTIONS FOR SUBMITTING ASSIGNMENTS

DUE DATE OF SUBMISSION OF ALL ASIGNMENTS AT THE STUDY CENTRE		
Year	Assignment No.	Due Date
Semester - I	BJ1	April 30 (for January Session) October 31 (for July Session)
	BJ2	
	BJ3	
	BJ4	
Semester - II	BJ5	April 30 (for July Session) October 31 (for January session)
	BJ6	
	BJ7	

INSTRUCTIONS TO STUDENTS FOR FORMATTING THE ASSIGNMENTS

सत्रीय कार्य हेतु छात्रों के लिये निर्देश

1. This booklet contains the assignments for the entire (All Semester) programme. Each course has one assignment. All assignments should be completed and submitted at IODE CVRU/ study centre before the due date.

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2. Please note that you will not be allowed to appear for the Term End Examinations for the course, until the assignments are submitted before the due date.

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3. The assignments constitute the continuous component of the evaluation process and have 30% weightage in the final grading. You need to score minimum marks as per Examinations Scheme of Particular Programme in assignment in each course in order to clear the continuous evaluation component.

l&h; dk;4 lrr. e=; kdu dk egRo +k4 \$# g% , o; \$f9re #fM# e; >? f6kr \$d fu/kk4jr g% lrr. e=; kdu e; mRrh+k4 dju gr; R; d l&h; dk;4e; l; f/kr dk;4e; d jh8kk ; ktuk d; \$ul kj 9; ure \$d f'r djuk \$fuok; 4g%

4. The assignment should be hand written on a A-4 size paper with proper cover which contains all the required information as given on the next page. You can use the photocopy of the cover for each assignment.

l&h; dk;4 , @A l k, t j j g-rfyfBkr gkuk 7kfg, r)kk ml j \$#y; 0B j fn; #; doj d; \$ul kj l1kh tkudkjh fyBkh gkuh 7kfg, 5 0\$ \$ 7kg; rk doj dh Ek2k f'r R; d l&h; dk;4 j y#kdj (;Fr dj l dr; g%

5. Leave at least 4cm margin on the left, top and bottom of your answer sheets for the evaluator's comments.

R; d 0B j ; k; < G j , o; uh7; de l; de A l e-h- t#g HkMl tk e=; kdudrk4 \$ uh f2' +kh d fy; ; (;k# dj#k5

6. Your answers should be brief, precise and in your own words. Please do not copy the answers from the study material.

l&h; dk;4 d; fuk; d; mRrj l8k < - D2 , o; -*k; d; 6k!nk; e; gkuk 7kfg, 5 mRrj -2Mh e2fj; y dh dkl h ugh; gkuk 7kfg; 5

7. Please do not copy the assignment from other student.

: ; k l&h; dk;4nl j; Hk& l; dkl h u dj; 5

8. While solving the questions, clearly indicate the question number along with the part being solved. Recheck your work before submitting it.

fuk; d; mRrj fyBkr; l e; < fu l B; k \$)kok ml d; 1kk# dk - D2 m=yBk dj; 5 l&h; dk;4 tek dj; l e; , d ; kj uK tk7 dj y; 5

9. You may retain a copy of your assignment response to avoid any unforeseen situation.

l&h; dk;4dh , d f rfyf \$ u; kl jBk; rkfd fd l h \$ugkuh Lk2uk l; ; 7k tk l d; 5

10. You can resolve the difficulties you may face while studying the course material by sending an e-mail to Programme coordinator IODE CVRU/ study centre coordinator. However, the coordinator will not provide solutions to the assignment questions, since they constitute an evaluation component.

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Note: Assignments of the course are available for download at the CVRU Website <http://www.cvr.ac.in> . You can download the assignments as per your course, follow the instructions given and submit it before due dates at the IODE CVRU/study centre.

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