

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism and Mass Communication)

(Semester- I-VI)

(Under Continuous Evaluation System)

Session: 2022-23



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Programme Outcomes

Bachelor of Arts (Journalism and Mass Communication)

PO 1: Students will be introduced to the basic aspects of mass communication and its various components.

PO 2: Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood.

PO 3: In this course they will be introduced to the traditional modes of communication and as well as the digital modes of communication.

PO 4: During the course the students will be able to evaluate mass media within a wider context.

PO 5: Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2022-23)
SEMSTER-I
PRINCIPLES OF COMMUNICATION
Course Code: BJML-1313
(THEORY)

Course Outcomes:

- Understand the role of communication in personal & professional success.
- Develop awareness of appropriate communication strategies.
- Prepare and present messages with a specific intent.
- Analyze a variety of communication acts.
- Ethically use, document and integrate sources.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2022-23)
SEMSTER-I

Course Code: BJML-1314
Reporting and Editing-I
(THEORY)

Course Outcomes:

- The unit will teach the basics of journalism and news reporting.
- News structure, interview skills and news values will be made clear
- Agency and magazine journalism will also be taught.
- Structure and function of a daily newsroom will be taught.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2022-23)
SEMSTER-I
Media and Politics
Course Code: BJML-1315
(THEORY)

Course Outcomes:

- To understand role of press in freedom struggle of the India
- To impart knowledge about duties, responsibilities, principal and directions given by India constitution
- To understand the democratic setup and contribution of local, regional and national political parties for the development of the country
- To understand the democratic setup of our country

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMSTER-I

PHOTO JOURNALISM

Course Code: BJML-1316

(THEORY)

Course Outcomes:

- Students will explore this immensely artistic as well as highly technical media in this unit.
- The essentials of good photography will be made clear to the students.
- The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them.
- Functioning of Photo agencies and publicity units will be made clear to them

B.A. JMC

Session 2022-23

SEMSTER-II

Press Laws and Media Ethics

**Course Code: BJML-2313
(THEORY)**

Course Outcomes:

- To understand the laws related to press.
- To gain legal perspective on various media issues.
- To aware the students about the role of press in lawmaking.
- To understand the basic concepts related to Indian judicial system.

B.A. JMC
(Session 2022-23)
SEMSTER-II

History of Print Media
Course Code: BJML-2314
(THEORY)

Course Outcomes:

- To trace the history of Indian press.
- To understand the evolution of various Indian newspapers.
- To aware the students about the role of Indian Press in freedom struggle.
- To understand the history of Vernacular Press.

B.A. JMC
(Session 2022-23)
SEMSTER-II

Mass Communication: Concepts and Processes
Course Code: BJML-2315

(THEORY)

Course Outcomes:

- To understand the basic concepts related to Mass Communication.
- To understand the various functions of Mass Communication.
- To understand the theories of mass communication.
- To understand the various tools of Mass Communication.

B.A. JMC
(Session 2022-23)
SEMSTER-II
DESIGN AND GRAPHICS

Course Code: BJML-2316
(THEORY)

Course Objectives

- To understand the Printing methods & techniques.
- To understand the basic concepts of various designing software.
- To understand the basic rules of design.
- To understand the rules of Page designing and Page making.

B.A. (JMC)
Session 2022-23
Semester-III
Cyber Journalism
Course Code: BJML-3311
(Theory)

Course Outcomes:

- The unit will aware the students about the basic concepts of Cyber Journalism and its fundamental concepts.
- Students will be given hands-on training as to how to write for Web Media.
- Students will be taught the analysis of various web news portal and their impact in the media industry.
- To understand the concept of e-papers & Citizen Journalism.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

Semester-III

Reporting and Editing-II

Course Code: BJML-3312

(Theory)

Course Outcomes:

- The unit will teach the basics of journalism and news reporting.
- News structure, interview skills and news values will be made clear
- Agency and magazine journalism will also be taught.
- Various newspaper style & sizes will be taught.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

Semester-III

History of Broadcasting in India: Policies and Principles

Course Code: BJML-3313

(Theory)

Course Outcomes:

- Students will be taught the inception of broadcasting in India
- The commencement of AIR in India will also be unveiled to the students.
- The beginning of Television and Doordarshan in India will be taught in the course.
- The relevance of radio in the age of TV & internet will be taught.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2022-23)
Semester-III
News Feature Writing
Course Code: BJML-3314
(Theory)

Course Outcomes:

- The students will be taught the basic concepts of feature writing.
- The students will be taught the process of research needed for feature writing.
- Various elements of feature writing will be taught to the students.
- Students will be given hands-on training as to how to write a well-balanced feature

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-3)

Semester-III

Development and Communication

Course Code: BJML-3315

(Theory)

Course Outcomes:

- This course will develop an understanding of developmental issues in the mind of students
- Will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators.
- Relationship between Media and Development will be taught to the students.
- Various concepts & issues related to the development will be taught.

B.A. JMC
(Session 2022-23)
Semester-IV
Media: Business Communication
Course Code: BJML-4311
(Theory)

Course Outcomes:

- This unit provides an introduction to the principles, concepts and objectives of Media and Business Communication.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained.
- Business Correspondence in media organizations will be taught.
- The process of Cross-Cultural Communication will be elaborated.

B.A. JMC
(Session 2022-23)
Semester-IV
Programme Formats: Radio & TV
Course Code: BJML-4312
(Theory)

Course Outcomes:

- The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them.
 - The objectivity of the program will be explained to the students.
 - Television as a medium will be taught to the students.

B.A. JMC
(Session 2022-23)
Semester-IV
Video Production: Idea to Screen
Course Code: BJML-4313
(Theory)

Course Outcomes:

- The basic concepts and fundamental elements of Video Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the video production equipment and inculcate in them the creative techniques to use them.
- The concept of Editing and its practical aspect will also be taught to the students.

B.A. JMC
(Session 2022-23)
Semester-IV
Folk Media

Course Code: BJML-4314
(Theory)

Course Outcomes:

- This course provides an introduction to the various forms of Folk Media available in our country.
- The students will be made to trace the historical significance of various Folk Media of our country.
- The integrated use of folk and mass media will be taught to the students.

B.A. JMC
(Session 2022-23)
Semester-IV
Advertising:
Concepts &
Principles
Course Code: BJML-4315
(Theory)

Course Outcomes:

- The challenging and very competitive world of Advertising will be unveiled in this module.
- This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field.
- The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained

SEMSTER-V
Event Management: Principles and Methods
Course Code: BJML-5311
(THEORY)

Course Outcomes:

- To understand the scope & concept of Event Management
- To understand the practical dimensions of Event Management.
- To understand the role of PR in Event Management
- To acquaint the students about various tools, concepts & strategies of Event Management

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMSTER-V

Current Affairs: Contemporary Issue in Media-I

Course Code: BJML-5312

(THEORY)

Course Outcomes:

- To understand the various political & social issues of the country.
- To inculcate newspaper reading habit in the students.
- To understand the functioning of various International organizations.
- To understand the functioning of various National organizations.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMSTER-V

Media Research Methodologies

Course Code: BJML-5313

(THEORY)

Course Outcomes:

- This course will enable the students to have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will learn about how to conduct research individually and in a group in a clear and imaginative manner.
- To make the students learn how to access, analyze and use the information by using a range of research tools for their projects.
- The field of media research will be explained to the students.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMSTER-V

Social Media

Course Code: BJML-5314

(THEORY)

Course Outcomes:

- The limitless potential of Social Media in today's world will be revealed in this course
- The primary goal is to help students use the power of the Internet as a powerful tool for the Mass Communication.
- To understand the functioning & mechanism of various social media platforms.
- How social media acts as a source of information for the journalists will be explained.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMSTER-V

Public Relations

Course Code: BJML-5315

(THEORY)

Course Outcomes:

- This course provides an introduction to the principles, concepts & objectives of Public Relations.
- To understand the concept of Media Planning & Handling which are integral parts of successful Public Relation strategy.
- To understand the techniques of Public Relation in the context of New Media.
- To understand the role of PR in exhibition.

B.A. JMC (Session 2022-23)

Semester-VI

Global Media

Course Code: BJML-6311

(Theory)

Course Outcomes:

- The introduction to major international newspapers & TV channels will be provided.
- The primary goal is to help students understand the media scenario at a global level.
- To understand the relationship between Media and Market Force.
- The working of Global Technology will be taught.

B.A. JMC (Session 2022-23)

Semester-VI

Current Affairs: Contemporary Issue in Media-II

Course Code: BJML-6312

(Theory)

Course Outcomes:

- To understand the various political & social issues of the country.
- To inculcate newspaper reading habit in the students.
- To understand the issues of business and sports.
- To understand the critical studies.

B.A. JMC (Session 2022-23)

Semester-VI

Perspective of Audio Sound

Course Code: BJML-6313

(Theory)

Course Outcomes:

- To understand the meaning of sound as a medium.
- To understand the principles of magnetic recording and digital recording.
- To understand the various terms related to audio.
- To understand the concept of audio editing.

B.A. JMC (Session 2022-23)
Semester-VI
Video Electronic Film Production
Course Code: BJML-6314
(Theory)

Course Outcomes:

- To understand the process of film production.
- To understand the principles of production stage of film making.
- To understand the concept of Post-Production.
- To understand the concept of Film Appreciation

B.A. JMC (Session 2022-23)

Semester-VI

Specialized Reporting

Course Code: BJML-6315

(Theory)

Course Outcomes:

- To understand the process of Specialised Reporting.
- To understand the concept of Investigative Journalism.
- To understand the concept of special forms of Journalism.
- To understand the concept of Embedded Journalism.