

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.

BASIC PUNJABI

In lieu of Punjabi (Compulsory)

SEMESTER-I

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BOEL/BOML/ BACL/BCOL/BOPL-1031**

Course outcomes

CO1:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z gzikph GkPk B{z f;ykT[D dh gqfefonk ftu gk e/ fJe j'o GkPk f;ZyD dk w"ek gqdkB eoBk j?.

CO2:fJ; ftu ftfdnkoEh B{z pkohephBh Bkb GkPk dk nfXn?B eotkfJnk ikt/rk.

CO3:ftfdnkoEhnK B{z gzikph Ppd ouBk s'A ikD{ eotkfJnk ikt/rk.

CO4:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z fBZs tos'A dh gzikph Ppdktbh pko/ dZ;Dk j?.

CO5:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK dk Ppd x/ok ftPkb eoBk j?.

CO6:ftfdnkoEhnK B{z gzikph ftu j|s/ d/ ;Zs fdBK d/ BK, pkoQK wjhfbnK d/ BK, oZ[sK d/ BK, fJe s'A ;" sZe frDsh PpdK ftu f;ykT[Dk j?.

BASIC PUNJABI
In lieu of Punjabi (Compulsory)

SEMESTER-II

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BOEL/BOML/ BACL/BCOL/BOPL-2031**

Course outcomes

CO1:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z gzikph GkPk B{z f;ykT[D dh gqfefonk ftu gk e/ fJe j'o GkPk f;ZyD d/ w"e/ gqdkB eoBk j?.

CO2:fJ; ftu ftfdnkoEh B{z pkohephBh Bkb GkPk dk nfXn?B eotkfJnk ikt/rk.

CO3:ftfdnkoEhnK B{z gzikph Ppd ouBk s'A ikD{ eotkfJnk ikt/rk.

CO4:Ppd Pq/DhnK Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo gzikph GkPk dh nwhoh dk ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk j?.

CO5:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK dk Ppd x/ok ftPkb eoBk j?.

CO6:ftfdnkoEh tke dh gfoGkPk ns/ fJ;dh pDso s'A ikD{ j'Dr/ ns/ GkPk s/ geV wip{s j't/rh.

CO7:g?oQk ouBk dk wB'oE ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z T[i kro eoBk j?.

CO8: ;zy/g ouBk eoB Bkb ftfdnkoEh nkgDh rZb B{z ;zy/g ftu efjD dh iku f;ZyDr/ ns/ fJj fdwkrh e;os ftu ;jkJh j't/rh.

CO9:xo/b{ ns/ d|soh fuZmh gZso fbyD dk wB'oE ftfdnkoEhnK B{z fJ; ebk ftu fBg[zB eoBk j?.

CO10: w[jktfonK dh tos'A Bkb rZbpks ftu gogZesk nkT[Adh j?.fJj ftfdnkoEhnK dh rZbpks ftu fByko fbnkT[D dk ezW eoBr/.

Semester I

Punjabi (Compulsory)

Course Code-BJML/BFDL/BHSL/BCAL/BITL/BBTL-1421

COURSE OUTCOMES

CO1: nksw nBksw' g[[[;se d/ eftsk Gkr Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo eftsk gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j? sK fe T[j nkX[fBe d"o ftu uZb ojhnK ekft XkoktK ns/ ethnK pko/ frnkB jkf;b eo ;eD.

CO2: fJ; dk j'o wB'oE eftsk dh ftnkfynk, ftPb/PD s/ w[bzeD dh gqfefonk s'A ikD{ eokT[Dk th j? sK fe T[j ;wekbh ;wki dhnK ;wZf;nktK Bz{ ;wM ;eD ns/ nkb'uBkswe fdqPNh pDk ;eD.

CO3: rZd gqtkj (o/yk fusq s/ jbe/ b/y) g[[[;se B{z f;b/p; ftu Pkfwb eo e/ ftfdnkoEhnK nzdo gVQD dh o[uh Bz{ g?dk eoBk j? ns/ w[ZbtkB fJfsjk; s'A ikD{ eotkT[Dk j?.

CO4: g?oQk ouBk ns/ g?oQk gVQ e/ gqPBK d/ T[so d/D dk wBo'E ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z T[i kro eoBk j?.

CO5: X[Bh ftT[As gVQD Bkb ftfdnkoEh X[BhnK dh T[ukoB gqDkbh s'A tke| j'Dr/.

Punjabi (Compulsory)
(Semester II)

Course Code-BJML/BFDL/BHSL/BCAL/BITL/BBTL-2421

COURSE OUTCOMES

CO1: nksw nBksw g[[[;se d/ ejkDh Gkr B{z f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo ejkDh Bz{ gVQD dh o[uh Bz{ g?dk eoBk j? ns/ ejkDh irs Bkb i'VDk j?.

CO2: rZd gqtkj (o/yk fusq s/ jbe/ b/y) g[[[;se B{z f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo gVQD dh o[uh Bz{ g?dk eoBk j? ns/ w[ZbtkB fJfsjk; s'A ikD{ eotkT[Dk j?.

CO3:;zy/g ouBk dk wB'oE ftfdnkoEhnK B{z ;w/A ns/ fwjBs dh pZus eoB pko/ dZ;Dk j?.

CO4:g?oQk gVQ e/ gqPBK d/ T[so d/D dk wBo'E ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z T[iKro eoBk j?.

CO5:Ppd pDso ns/ Ppd ouBk gVQD Bkb ftfdnkoEh fJ;d/ w[ZYb/ ;zebgK B{z nkXko pDk e/ fJjBK ;zebgK s'A ikD{ j'Dr/ .

CO6:Ppd Pq/DhnK Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo gzikph GkPk dh nwhoh dk ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk j?.

CO7: w[jktfonK dh tos'A Bkb rZbpks ftu gogZesk nkT[Adh j?.fJj
ftfdnkoEhnK dh rZbpks ftu fByko fbnkT[D dk ezw eoBr/.

Session 2021-22

COMMUNICATION SKILLS IN ENGLISH

(Semester-I)

(Theory)

Course Code: BJML/BFDL/BHSL/BCAL/BITL/

BBTL/BACL/BOML/BOPL/BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVPL/ BVAI/BVHL-1102

COURSE OUTCOMES

At the end of this course, the students will develop the following Skills:

CO 1: Reading skills that will facilitate them to become an efficient reader

CO 2: The ability to realise not only language productivity but also the pleasure of being able to articulate well

CO 3: The power to analyse, interpret and infer the ideas in the text

CO 4: The ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

CO 5: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO 6: Ability to plan, organise and present ideas coherently on a given topic

CO 7: The skill to use an appropriate style and format in writing letters (formal and informal)

Session 2021-22

(Semester-II)

COMMUNICATION SKILLS IN ENGLISH

Course Code: BJMM/BFDM/BHSM/BCAM/BITM/

**BBTM/BACM/BOMM/BOPM/BVRM/BVMM/BVAM/BVTM/BVNM/BVBM/BVPM/
BVAI/BVHM-2102**

COURSE OUTCOMES

At the end of this course, the students will develop the following skills:

CO 1: Enhancement of listening skills with the help of listening exercises based on conversation, news and TV reports

CO 2: Improvement of speaking skills enabling them to converse in a specific situation

CO 3: Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking

CO 4: The capability to present themselves well in a job interview

CO 5: The ability of Note-Taking to be able to distinguish the main points from the supporting details and the irrelevant information from the relevant one

CO 6: Speaking skills of the students enabling them to take active part in group discussion and present their own ideas

CO 7: The capability of narrating events and incidents in a logical sequence

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2020-21)
SEMSTER-I
PRINCIPLES OF COMMUNICATION
Course Code: BJML-1313
(THEORY)

Course Objectives

- 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 2020-21)
SEMSTER-I

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

Course Objectives

- The unit will also 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.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-I

Media and Politics

Course Code: BJML-1315

(THEORY)

Course Objectives

- 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 define the role and responsibilities of journalists for the upliftment of the society

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-I

PHOTO JOURNALISM

Course Code: BJML-1316

(THEORY)

Course Objectives

- students will explore this immensely artistic as well as highly technical media in this unit.
- 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 2020-21
SEMSTER-II
Press Laws and Media Ethics
Course Code: BJML-2313
(THEORY)

Course Objectives

- 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 2020-21)

SEMSTER-II

History of Print Media

Course Code :BJML-2314

(THEORY)

Course Objectives

- To trace the history of Indianpress.
- To understand the evolution of various Indiannewspapers.
- To aware the students about the role of Indian Press in freedomstruggle.
- To understand the history of VernacularPress.

**B.A. JMC
(Session 2020-21)
SEMSTER-II**

**Mass Communication: Concepts and Processes
Course Code: BJML-2315
(THEORY)**

Course Objectives

- To understand the basic concepts related to MassCommunication.
- To understand the various functions of MassCommunication.
- To understand the characteristics of variousaudience.
- To understand the various tools of MassCommunication.

**B.A. JMC
(Session 2020-21)
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 Pagemaking.

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.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Reporting and Editing-II

Course Code: BJML-3312

(Theory)

Course Objectives:

- 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.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

History of Broadcasting in India: Policies and Principles

Course Code: BJML-3313

(Theory)

Course Objective:-

- 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.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

News Feature Writing

Course Code: BJML-3314

(Theory)

Course Objectives:-

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Development and Communication

Course Code: BJML-3315

(Theory)

Course Objectives:-

- 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

B.A.JMC

(Session 2020-21)

Semester- IV

Programme Formats : Radio & TV

Course Code:BJML-4312

(THEORY)

Course Objectives:-

- 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

B.A.JMC

(Session 2020-21)

Semester- IV

Video Production: Idea to Screen

Course Code: BJML-4313

(Theory)

Course Objectives:-

- ☐ 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 2020-21)

Semester- IV

FOLK MEDIA

Course Code: BJML-4314

(Theory)

Course Objectives:-

- This unit provides an introduction to the various forms of Folk Media available in ourcountry.
- The students will be made to trace the historical significance of various Folk Media of ourcountry..

B.A. JMC

(Session 2020-21)

Semester- IV

Advertising : Concepts & Principles

Course Code: BJML-4315

(Theory)

Course Objectives:-

- ☐ 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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJML-5311

(THEORY)

Course Objectives:

- 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 2020-21)

SEMSTER-V

Current Affairs: Contemporary Issue in Media-I

Course Code: BJML-5312

(THEORY)

Course Objectives:

- 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 prepare the students for various competitive examinations

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Media Research Methodologies

Course Code: BJML-5313

(THEORY)

Course Objectives:

- 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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Social Media

Course Code: BJML-5314

(THEORY)

Course Objectives:

- 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.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Public Relations

Course Code: BJML-5315

(THEORY)

Course Objectives:

- 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 mechanism of Public Relation in the context of New Media.