

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

B.A. Journalism & Mass Communication

(Semester I-II)

(Under Continuous Evaluation System)

Session: 2018-19



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

Scheme of Studies and Examination
B.A. Journalism & Mass Communication

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BJML-1421 BJML-1031 BJML-1431	Punjabi (Compulsory)/ BasicPunjabi/ PHC	C	50	40	-	10	3
BJML-1102	Communication Skills in English-I	C	50	40	-	10	3
BJML-1313	Principles of Communication	C	75	60	-	15	3
BJML-1314	Reporting and Editing-I	C	75	60	-	15	3
BJML-1315	Media and Politics	C	75	60	-	15	3
BJML-1316	Photo Journalism	C	75	60	-	15	3
BJMP-1317	Print Media Lab	C	25	-	20	5	3
BJMP-1318	Photo Lab	C	25	-	20	5	3
AECD-1161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AECC	50	40	-	10	3
SECF-1492	*Foundation programme	VBCC	25	25	-	-	2
Total			450				

***Marks of these papers will not be added in total marks and only grades will be provided.**

B.A. Journalism & Mass Communication

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BJML-2421 BJML-2031 BJML-2431	Punjabi (Compulsory)/ Basic Punjabi/ PHC	C	50	40	-	10	3
BJMM-2102	Communication Skills in English-I	C	50	25	10	15	3+3
BJML-2313	Press Laws & Media Ethics	C	75	60	-	15	3
BJML-2314	History of Print Media	C	75	60	-	15	3
BJML-2315	Mass Communication: Concepts & Processes	C	75	60	-	15	3
BJML-2316	Design & Graphics	C	75	60	-	15	3
BJMP-2317	Communication Lab	C	25	-	20	5	3
BJMP-2318	Design & Graphics Lab	C	25	-	20	5	3
AECD-2161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AECC	50	40	-	10	3
SECM-2502	*Moral Education Programme	VBCC	25	25	-	-	1
Total			450				

***Marks of these papers will not be added in total marks and only grades will be provided.**

C-Compulsory

E-Elective

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Course

Session 2018-19
B.A. (JMC)
Semester I
General Punjabi
Course Code- BJML -1421

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Maximum Marks: 50

Theory : 40

CA: 10

gkm eqw ns/ gkm g[;seK

:{fBN-I

nksw nBksw (eftsk Gkr),(;zgh ;[fjzdo pho ns/ tfonkw f;zx ;zX{) r[o{ BkBe
d/t :{Bhtof;Nh, nzfwqs;o.

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08 nze

:{fBN-II

fJfsjk;e :kdK (fJfsjk;e b/y ;zrqfj) ;zgh ;H;Hnw'b,gzikph ;kfjs gqekPB,
b[fXnkDk (b/y 1 s'A 6)

ੴ ੴ ੴ

08 nze

:{fBN-III

g?oQk ouBk

g?oQk gVQ e/ gqPBK d/ T[so.

08 nze

:{fBN-IV

(T) gzikph X[Bh ftT[As L T[ukoB nZR, T[ukoB ;EkB s/ ftXhnK, ;to, ftnziB, ੴ ੴ .

**(n) GkPk tzBrhnK L GkPk dk Ne;kbh o{g, GkPk ns/ T[g-GkPk dk nzso, gzikph T[gGkPktK
d/ gSkD fuzBQ.**

08 nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko :{fBN j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr
jo :{fBN ftu' d' gqPB g[ZS/ ikDr/.

2H ftdnkoEh B/ e[b gzi gqPB eoB/ jB. jo :{fBN ftu'A fJe gqPB bklwh j?. gzik gqPB
fe;/ th :{fBN ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nr'A tX s'A tX
uko T[g gqPBK ftu eo ;edk j?.

SESSION 2018-19
B.A. (JMC) SEMESTER-I
w[ZYbh gzikph
(In lieu of Compulsory Punjabi)
COURSE CODE- BJML-1031

;wK L 3 xzN/

Maximum Marks: 50
Theory : 40
CA: 10

gkm eqw

:{fBN-I

g?Ash nyoh, nyo eqw, g?o fpzdh tkb/ toD ns/ g?o ftu g?D tkb/ toD ns/
wksqtK (w[Ybh ikD gSkD) brkyo (fpzdh, fNgh, nXe) L gSkD ns/ tos'A .
08nze

:{fBN-II

gzikph Ppd pDso L w[Ybh ikD gSkD (;kXkoB Ppd, ;z:[es Ppd, fwPos
Ppd, w{b Ppd, nr/so ns/ fgS/so) 08nze

:{fBN-III

fBs tos'A dh gzikph Ppdktbh L pklko, tgko, foPs/Bks/, y/sh ns/ j'o XzfdnK
nkfd Bkb ;zpzXs. 08 nze

:{fBN-IV

j|s/ d/ ;s fdBK d/ BK, pkoQK wjhfBnK d/ BK, o[sK d/ BK, fJe s'A ;" se frDsh
PpdK ftu .

08nze

nze tzv ns/ gohfyne bJh jdkfJsK

- 1H gqPB gZso d/ uko :{FfBN j'Dr/..;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A
g[ZS/ ikDr/. jo :{fBN ftu d' gqPB g[S/ ikDr/.
- 2H ffdnkoEh B/ e[b gzi gqPB eoB/ jB. jo Gkr ftu'A fJe gqPB bkiwh j?.
gzitK gqPB fe;/ th Gkr ftu'_ ehsk ik ;edk j?.
- 3H jo/e gqPB d/ nZm nze jB.
- 4H g/go ;?N eoB tkbk i/eo ukj/ sK gqPBK dh tzv nr'A tX s'A tX uko T[g
gqPBK ftu eo ;edk j?.

Session 2018-19
Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)
SEMESTER-I
Course Code- BJML-1431

Time: 3 Hours

Max. Marks: 50

Theory: 40

Continuous Assessment: 10

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each section and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit -I

1. Physical features of the Punjab and impact on history.
2. Sources of the ancient history of Punjab

Unit- II

3. Harappan Civilization: Town planning; social, economic and religious life of the India Valley People.
4. The Indo-Aryans: Original home and settlement in Punjab.

Unit -III

5. Social, Religious and Economic life during later *Rig* Vedic Age.
6. Social, Religious and Economic life during later Vedic Age.

Unit -IV

7. Teaching and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings

1. L. Joshi (ed): *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed); *History of Punjab* , Vol.I, Patiala 1977.
3. Budha Parkash : *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

B.A. (JMC) (Session 2018-19)

SEMESTER I COMMUNICATION SKILLS IN ENGLISH -I Course Code: BJML1102

Time: 3 Hours

Max. Marks: 50

Theory: 40

Continuous Assessment: 10

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under:

Section-A: The question of theoretical nature will be set from Unit I of the syllabus with internal choice and it will consist of 8 marks.

Section-B: Two comprehension passages will be given to the students based on the Unit II and the candidates will have to attempt one carrying 8 marks.

Section-C: Two questions will be given based on the topics given in the Unit III and the candidates will have to attempt one carrying 8 marks.

Section-D: One out of the two questions will have to be attempted by the candidates based on the topics given in Unit IV of the syllabus. It will carry 8 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question may be attempted from any of the four sections. (8 x 5 = 40)

The syllabus is divided in four units as mentioned below:

Unit I

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Unit II

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

Comprehension questions in multiple choice format

Short comprehension questions based on content and development of ideas

Unit III

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

Formatting personal and business letters.

Organising the details in a sequential order

Unit IV

Resume, memo, notices etc.; outline and revision.

Activities:

Converting a biographical note into a sequenced resume or vice-versa
Ordering and sub-dividing the contents while making notes.
Writing notices for circulation/ boards

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication*, by Sinha, K.K. Galgotia Publishers, 2003.
3. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
4. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
5. *English Grammar in Use: A Self Study Reference and Practice Book Intermediate Learners Book* by Raymond Murphy, Cambridge University Press.

B.A. JMC (Session 2018-19)
SEMSTER-I
PRINCIPLES OF COMMUNICATION
Course Code: BJML-1313
(THEORY)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Fundamentals of Communication: Meaning & Elements/components of human communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication, Communication - Objectives, Scope & Functions, Factors responsible for growing importance of Communication, Effective communication & its Barriers.

UNIT-II

Process of Communication: Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback).

UNIT-III

Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group), Mass Communication, Verbal, Non-Verbal Communication & Body Language

UNIT-IV

Theories & Models of Communication: Hypodermic Needle Theory, Two-step & Multi-step, SMR Mode, SMRc Model, Shannon & Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

Suggested Readings:

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspective Human Communication: Aubrey B.Fisher, (Macmillan Publishing Co. New Delhi)
3. Communication – Concepts & Process: Joseph A. Devito,
4. Lectures on Mass Communication: S.S. Ganesh
5. The Process of Communication: David K. Berlo
6. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)

B.A. JMC (Session 2018-19)
SEMSTER-I
Reporting and Editing-I
Course Code: BJML-1314
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Reporting: Principles of reporting, functions and responsibilities, writing news- lead - types of leads; body - techniques of re-writing - news agency copy. Reporting techniques: Qualities of a reporter - news-elements, sources - types - pitfalls and problems in reporting,

UNIT-II

Headlines: Principles, Types and Techniques. **Beats:** Crime, courts, health, civil administration, civic society, culture, politics, education.

UNIT-III

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, Functions of editor, sub-editor and picture editor. Copy editing, preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

UNIT-IV

Types of Journalism, Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Suggested Readings:

1. Reporting & Communication Skill- V.S. Gupta.
2. Reporting – B.N. Ahuja
3. Editing – B.N. Ahuja
4. On editing- NBT
5. Handbook on Journalism & Mass Communication- B.R. Gupta.

B.A. JMC (Session 2018-19)
SEMSTER-I
Media and Politics
Course Code: BJML-1315
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Making of Modern India: Freedom Struggle and its impact

Indian Politics: Major national and regional parties in India and their changing trend

Impact of media on political system of India: Parliamentary / Legislative reporting

UNIT-II

Rajya Sabha and Lok Sabha Television

Tools of Communication for political parties, strengths and weaknesses, Propaganda and lobbying Paid News, Communication of political parties and media

UNIT-III

Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union-Executive President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament, Judiciary- Supreme Court, High Court and District Courts.

UNIT-IV

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. UPSC.

Suggested Readings:

1. Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
2. State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
3. Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000
4. Om Heritage by Bhartiya Vidya Bhawan's series of Publications.

B.A. JMC (Session 2018-19)
SEMSTER-I
PHOTO JOURNALISM
Course Code: BJML-1316
(THEORY)

Time: 3 Hours

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Camera Components – Shutter Speed, Aperture, Focal Length.
Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid.
Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye

UNIT-II

Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field.
Types of Shots, Angles & Composition.

UNIT-III

Photo Editing Techniques – Cropping, Editing
Qualities of a Good Photo Journalist. Ethical Aspects of Photo Journalism.

UNIT-IV

Photo Features and Caption Writing, Candids
Glossary of Photography.

Book Recommended

- | | |
|------------------------------------|-------------------|
| 1. Digital Photographer's Handbook | - Tom |
| 2. The Photography | - Graham Clarke |
| 3. Creative Photography Work Book | - John Hedgecoe's |
| 4. Photography | - Bill Apton |

B.A. JMC (Session 2018-19)
SEMSTER-I
PRINT MEDIA LAB
Course Code: BJMP-1317
(PRACTICAL)

Time: 3 Hrs.

Max. Marks:25
Practical:20
CA:05

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Writing Letter to Editor, Hard Story, Soft Story.
4. Covering various beats.
5. Field assignments and their evaluation

B.A. JMC (Session 2018-19)
SEMSTER-I
PHOTOGRAPHY LAB
Course Code: BJMP-1318
(PRACTICAL)

Time: 3 Hours

Max Marks: 25

Practical: 20

CA: 05

Practical exercises involving:

- Camera Components – Shutter Speed, Aperture, Focal Length.
- Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Use of Lights, Role of Thirds, Depth of Field.
- Types of Shots & Angles & Composition.
- Photo Editing Techniques – Cropping, Editing

Session 2018-19
B.A. (JMC)
Semester II
General Punjabi
Course Code-BJML -2421
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Maximum Marks: 50
Theory: 40
CA: 10

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:{fBN-I

nksw nBksw (ejkDh Gkr),(;zgH ;[fjzdo pho ns/ tfonkw f;zx ;zX{)
r[o{ BkBe d/t :{Bhtof;Nh, nzfwqs;o.

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08 nze

:{fBN-II

fJfsjk;e :kdK (fJfsjk;e b/y ;zrqfj) ;zgkH ;H;Hnw'b,gzikph ;kfjs gqekPB,
b[fXnkDk (b/y 7 s'A 12) ਾ ਾ

08 nze

:{fBN-III

Ppd pDso ns/ Ppd ouBk L gfoGkPk, w[Yb/ ;zebg

ਾ ਾ ਾ

08 nze

:{fBN-IV

;zy/g ouBk

w[jkto/ ns/ nykD

08 nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gso d/ uko Gkr j'Dr/. jo Gkr ftu d' gqPB g[S/ ikDr/.

2H ftdnkoEh B/ e[b gzi gqPB eoB/ jB. jo Gkr ftu'A fJe gqPB bklwh
j?. gzik gqPB fe;/ th Gkr ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?N eoB tkbk i/eo ukj/ sK gqPBK dh tzv nr'A tX s'A tX uko

T[g gqPBK ftu eo ;edk j?.

SESSION 2018-19

B.A. (JMC)

SEMESTER-II

w[ZYbh gzikph

(In lieu of Compulsory Punjabi)

COURSE CODE- BJML-2031

smW: 3 GMty

Maximum Marks: 50

Theory : 40

CA: 10

gkm eqw

:{fBN-I

Ppd P/qDhnK L gSkD ns/ tos'A (BKt, gVBKt, fefonk, ftP/PD, fefonk
ftP/PD, ;pzXe, :ie ns/ ft;fwe)

08 nze

:{fBN-II

gzikph tke pDso L w[Ybh ikD gSkD
(T) ;kXkoB tke, ;z:[es tke ns/ fwPos tke (gSkD ns/ tos'A)
(n) fpnkBhnk tke, gqPBtkue tke ns/ j[ewh tke (gSkD ns/ tos'A)

08 nze

:{fBN-III

g?oQk ouBk
;zy/g ouBk

08 nze

:{fBN-IV

fumh gZso (xo/b{ ns/ d|soh)
nykD ns/ w[jkto/

08 nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko :{fBN j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/
ikDr/. jo :{fBN ftu d' gqPB g[ZS/ ikDr/.

2H ftdnkoEh B/ e[b gzi gqPB eoB/ jB. jo Gkr ftu'A fJe gqPB bklwh j?.
gzitK gqPB fe;/ th Gkr ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK
gqPBK dh tzv nr'A tX s'A tX uko T[g
gqPBK ftu eo ;edk j?.

Session 2018-19
Punjab History & Culture (C 321 to 1000 A.D.)
(Special Paper in lieu of Punjabi compulsory)
SEMESTER-II
Course Code- 2431

Time: 3 Hours

Max. Marks: 50

Theory: 40

Continuous Assessment: 10

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-I

1. Punjab under Chandragupta Maurya and Ashoka.
2. The Kushans and their Contribution to the Punjab.

Unit -II

3. The Panjab under the Gupta Emperor.
4. The Punjab under the Vardhana Emperors

Unit-III

5. Political Developments 17th Century to 1000 A.D. (Survey of Political)
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Unit -IV

7. Development of languages and Literature.
8. Development of art & Architecture

Suggested Readings

1. L. Joshi (ed): *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed); *History of Punjab* , Vol.I, Patiala 1977.
3. Budha Parkash : *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

B.A. (JMC) (Session 2018-19)
SEMESTER-II
COMMUNICATION SKILLS IN ENGLISH-II
Course Code: BJMM -2102

Time: 3 hours (Theory)
3 hours (Practical)

Max. Marks: 50
Theory: 25
Practical: 15
Continuous Assessment: 10

Instructions for the paper setters and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under: Section-A: Two questions with internal choice will be set from Unit I of the syllabus and these questions will be theoretical in nature corresponding to the syllabus of Section-I. Each will carry 5 marks.

Section-B: Two questions with internal choice will be set from Unit II of the syllabus. One will be theoretical and the second will be practical in nature. Each will carry 5 marks

Section-C: Two questions with internal choice will be set from Unit III of the syllabus and these will be theoretical in nature. Each will carry 5 marks.

Section-D: Two questions with internal choice will be set from Unit IV of the syllabus. One question will be theoretical in nature and the other will be practical in nature (based on phonetic transcription and stress). Each will carry 5 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question may be attempted from any of the four sections. (5 x 5 = 25)

PRACTICAL / ORAL TESTING

Time: 3 hours

Marks: 15

Course Contents:

- 1. Oral Presentation with/without audio visual aids.**
- 2. Group Discussion.**
- 3. Listening to any recorded or live material and asking oral questions for listening comprehension.**

Questions:

- 1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.**

2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

Course Contents:

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

Unit III

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

Activities: 1) Making conversation and taking turns

2) Oral description or explanation of a common object, situation or concept

Unit IV

The study of sounds of English, stress Situation based Conversation in English Essentials of Spoken English

Activities: Giving Interviews

Recommended Books:

1. Oxford Guide to Effective Writing and Speaking by John Seely.

2. Business Communication by Sethi, A and Adhikari, B., McGraw Hill Education 2009.

3. Communication Skills by Raman, M. & S. Sharma, OUP, New Delhi, India (2011). 4. A

Course in Phonetics and Spoken English by J. Sethi and P.V. Dhamija, Phi Learning.

B.A. JMC (Session 2018-19)
SEMSTER-II
Press Laws and Media Ethics
Course Code: BJML-2313
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

- Article-19 (1) (a) and freedom of press,
- Ethics, Self-Regulation & Freedom of Expression
- Social Responsibility of Press

UNIT-II

- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- Constitutional Safeguards to Freedom of Press
- Press Commissions & their Recommendations: PCI
- Press Council Act

UNIT-III

- Law of Defamation
- Contempt of Court
- Official Secret Act
- Right to Information
- Copyright Act

UNIT-IV

- Working Journalist Act
- Code of Conduct: AIR, TV and Cable

Suggested Readings:

1. Mass Media Laws & Regulations : C.S. Rayudu, S B Nageshwar Rao
2. Press in the Indian Constitution : R.K. Ravindran
3. Principles & Ethics of Journalism : Dr. Jan R. Hakemuldar, Dr. Fay AC de Jouge, P.P.Singh

B.A. JMC (Session 2018-19)
SEMSTER-II
History of Print Media
Course Code: BJML-2314
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

- History of Indian Journalism, The statesman; The times of India; History of News Agencies: PTI, UNI

UNIT-II

- The origin of Print Media in India, James Augustus Hickey, James Silk Buckingham; Raja Ram Mohan Roy, Young Bengal Movement, Role and contribution: Mahatma Gandhi, Raja Ram Mohan Roy, Dyal Singh Majithia, Gurbax Singh, Journalistic contribution of Mahatma Gandhi.

UNIT-III

- Adam's Press Gagging Act, Charles Metcalfe Act, Vernacular Press Act; Amrita Bazar Partika,

UNIT-IV

- History of Punjab Journalism: Ajit, Nawazamana, Jagbani, Tribune

Books Recommended

- | | | |
|----------------------------------|---|--------------------------------|
| 1. Mass Communication in India | | Keval J Kumar |
| 2. Mass Media Laws & Regulations | : | C.S. Rayudu, S B Nageshwar Rao |
| 3. Journalism in India | | Rangaswamy Parthasarthy |
| 4. Mass Communication | | Vir Bala Aggarwal |

B.A. JMC (Session 2018-19)
SEMSTER-II
Mass Communication: Concepts and Processes
Course Code: BJML-2315
(THEORY)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Mass Communication: Meaning & definitions, Characteristics & features, Scope the concept of Mass & Mass Culture of Mass Communication.

Mass Communication and other forms of Mass Communication: Interface between Intra personal & Mass Communication., New Media as a tool for mass communication

UNIT-II

Functions of Mass Communication: To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media. **Audience:** Topologies and Characteristics,

UNIT-III

Theories of Mass Communication:

- (a) Social Responsibility Theory
- (b) Soviet Communist/Workers Theory.

UNIT-IV

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) Advertising, Public Relations & Public Affairs
- (c) Traditional & Folk Media
- (d) Internet: e-Paper, Online Paper, Blogs, Microblogs, other social networking sites

Suggested Readings:

- | | |
|---|----------------------------------|
| 1. Mass Communication & Development | Dr. Baldev Raj Gupta |
| 2. Communication Technology & Development | I.P.Tiwari |
| 3. Mass Communication in India | Keval J Kumar |
| 5. Cinema & Television | Jacques Hermabon & Kumar Shahani |
| 6. Mass Communication Journalism in India | D S Mehta |
| 7. Mass Media Today | Subir Ghosh |
| 8. The Communication Revolution | Narayana Menon |

B.A. JMC (Session 2018-19)
SEMSTER-II
DESIGN AND GRAPHICS
Course Code: BJML-2316
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Elements of Design and Graphics, Visualization, Convergence and Divergence - Conceptualizations Functions and significance

UNIT-II

Basic elements and principles of Graphics, Design Lay-Out and Production; Typeface families - Kinds - Principles of Good Typography; Spacing - Measurement - Point System. Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo

UNIT-III

DTP, Use of Computer Software, Character generation, Use of Multi-Media.

UNIT-IV

Types of Papers, Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making.

Suggested Readings:

1. Art in Production- N.N. Sarkar
2. Newspaper & Magazine Layout- S.S. Kumar
3. Principles of Printing Technology- N. Ghosh

B.A. JMC (Session 2018-19)
SEMSTER-II
COMMUNICATION LAB
Course Code: BJMP-2317
(PRACTICAL)

Time: 3 Hrs.

Max. Marks: 25
Practical: 18
CA: 07

1. Micro Communication Lab on Communication Dynamics

- Simplicity & Complexity
- Has the message been received
- Use of Emphasis
- Formality
- Humor
- Emotion
- Staying in control

2. Communication Skills/Perception

- Speaking
- Listening
- Writing
- Reading

3. Verbal, Communication

- Verbal Language
- Public Speaking

4. Non-Verbal Communication

- Body movement
- Eye movement, posture
- Silence
- Sign language

5. Methodology

- Each student will prepare & present six minutes presentation on the given topic
- Face the Audio System/Camera
- Record & Pre-listen/Pre-view
- Pre-review
- This Exercise will be repeated three times

B.A. JMC (Session 2018-19)
SEMSTER-II
Design & Graphics Lab
Course Code: BJMP-2318
(PRACTICAL)

Time: 3 Hours

Max. Marks: 25
Practical: 20
CA: 05

- Visualizing concepts and ideas
- Designing, Layouting and Illustrations
- Graphic Designing exercises
- Composition
- Designing of Lay-outs for various magazines/newspapers
- Developing story books
- Designing of Cover-Page
- Designing pamphlets, folders, flash cards, flip charts
- Such other exercises as the faculty incharge may deem fit
- Evaluation of all such assignments
- Visit to printing press of various kinds
- Typing Techniques