

**FACULTY OF ARTS & SOCIAL SCIENCES**

**SYLLABUS**

**of**

**Bachelor of Arts (Journalism & Mass Communication)**

**(Semester- I-II)**

**(Under Credit Based Continuous Evaluation Grading System) (CBCEGS)**

**(Semester- III-VI)**

**(Under Continuous Evaluation System) (CES)**

**Session: 2023-24**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

**Kanya Maha Vidyalaya, Jalandhar (Autonomous)**

**Scheme and Curriculum of Examination of Three Year Degree Programme**

**Bachelor of Arts ( Journalism and Mass Communication)**

**Under Credit Based Continuous Evaluation Grading System (CBCEGS)(**

**Session 2023-24)**

<b>SEMESTER-I</b>										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks				Examination Time ( in Hours)
			L-T-P	L-T-P		Total	Ext.		CA	
							L	P		
BJML-1421	Punjabi(Compulsory)/ <sup>1</sup> BasicPunjabi/ <sup>2</sup> PunjabHistory and Culture	C	4-0-0	4-0-0	4	100	80	-	20	03
BJML-1031										
BJML-1431										
BJML-1102	Communication Skills in English	C	4-0-0	4-0-0	4	100	80	-	20	03
BJML-1313	Principles of Communication	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1314	Reporting and Editing-I	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1320	Media and Politics	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1316	Photo Journalism	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1317	Print Media Lab	C	0-0-2	0-0-2	2	50	-	40	10	03
BJML-1318	Photography Lab	C	0-0-2	0-0-2	2	50	-	40	10	03

ABCD-1161	Drug Abuse : Problem ,Management and Prevention (Compulsory)	AC	0-0-2	-	2	40		-	10	03
SCEF-1492	*Foundation Course	AC	2-0-0	2-0-0	2	50	4 0	-	10	01

		Total			32	700				
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**\*Credits/ Grade Points of these papers will not be added in SGPA/CGPA of the Semester/ Programme..**

**1. Special paper in lieu of Punjabi ( Compulsory)**

**2. Special paper in lieu of Punjabi ( Compulsory) for those students who are not domicile of Punjab.**

**C-Compulsory**

**E-Elective**

**AC-Audit Course**



**Kanya Maha Vidyalaya, Jalandhar (Autonomous)**

**Scheme and Curriculum of Examination of Three Year Degree Programme**

**Bachelor of Arts ( Journalism and Mass Communication)**

**Under Credit Based Continuous Evaluation Grading System (CBCEGS)(**

**Session 2023-24)**

<b>SEMESTER-II</b>										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks			Examination Time ( in Hours)	
			L-T-P	L-T-P		Total	Ext.	CA		
							L	P		
BJML-2421	Punjabi(Compulsory)/ <sup>1</sup> BasicPunjabi/	C	4-0-0	4-0-0	4	100	80	-	20	03
BJML-2031	<sup>2</sup> PunjabHistory and Culture									
BJML-2431										
BJML-2102	Communication Skills in English	C	4-0-0	4-0-0	4	100	50	-	20	03
BJML-2313	Press Laws and Media Ethics	C	3-1-0	3-1-0	4	100	80	30	20	03
BJML-2314	History of Print Media	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-2320	Mass Communication: Concepts and Processes	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-2316	Design and Graphics	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-	Communication	C	0-0-2	0-0-2	2	50	-	4	10	03

2317	Lab							0		
BJML-2318	Design and Graphics Lab	C	0-0-2	0-0-2	2	50	-	40	10	03
SCEF-1492	*Moral Education	AC	2-0-0	2-0-0	2	50	40	-	10	01
		Total			30	700				

**\*Credits/ Grade Points of these papers will not be added in SGPA/CGPA of the Semester/ Programme..**

**1. Special paper in lieu of Punjabi ( Compulsory)**

**2. Special paper in lieu of Punjabi ( Compulsory) for those students who are not domicile of Punjab.C-Compulsory**

**E- Elective**

**AC-Audit Course**

**Scheme and Curriculum of Examination of Three Year Degree Programme  
Bachelor of Arts (Journalism & Mass Communication)  
(Three Years Degree Course)  
(Session 2023-24)**

<b>Semester-III</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination Time (in Hours)</b>
			<b>Total</b>	<b>Ext.</b>		<b>C A</b>	
				<b>L</b>	<b>P</b>		
BJML-3311	Cyber Journalism	C	75	60	-	15	3
BJML-3312	Reporting and Editing - II	C	75	60	-	15	3
BJML-3313	History of Broadcasting in India: Policies and Principles	C	75	60	-	15	3
BJML-3314	News Feature Writing	C	75	60	-	15	3
BJML-3315	Development and Communication	C	75	60	-	15	3
BJMP-3316	Reporting and Editing Lab	C	25	-	20	5	3
BJMP-3317	Cyber Lab	C	25	-	20	5	2
BJMP-3318	Feature Writing Lab	C	25	-	20	5	3
SECG-3532	*Gender Sensitisation	AC	25	10	10	5	1
<b>Total</b>			<b>450</b>				

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

**C-Compulsory**

**E-Elective**

**AC- Audit Course**



**Semester-IV**  
**Scheme of Studies and Examination Bachelor of Arts (Journalism & Mass Communication)**  
**(Three Years Degree Programme)**  
**(Session 2023-24)**

<b>Semester-IV</b>							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext		C A	
				L	P		
BJML-4311	Media: Business Communication	C	75	60	-	15	3
BJML-4312	Programme Formats: Radio and TV	C	75	60	-	15	3
BJML-4313	Video Production: Idea to Screen	C	75	60	-	15	3
BJML-4314	Folk Media	C	75	60	-	15	3
BJML-4315	Advertising: Concepts and Principles	C	75	60	-	15	3
BJMP-4316	Radio and TV Production Lab	C	25	-	20	05	3
BJMP-4317	Operation and Handling of Video Equipment	C	25	-	20	05	3
BJMP-4318	Advertising Lab	C	25	-	20	05	3
AECE-4221	*Environmental Studies (Compulsory)	AC	100	60	20	20	3
SECS-4522	*Social Outreach	AC	25	-	20	05	-
<b>Total</b>			<b>450</b>				

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

**E-Elective**

**ACC- Audit Courses**

**Scheme and Curriculum of Examination of Three Year Degree Programme  
Bachelor of Arts (Journalism & Mass Communication)  
(Three Years Degree Course)  
(Session 2023-24)**

<b>Semester-V</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination Time (in Hours)</b>
			<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
				<b>L</b>	<b>P</b>		
BJML-5311	Event Management: Principles and Methods	C	75	60	-	15	3
BJML-5312	Current Affairs: Contemporary Issue in Media-I	C	75	60	-	15	3
BJML-5313	Media Research Methodologies	C	75	60	-	15	3
BJML-5314	Social Media	C	75	60	-	15	3
BJML-5315	Public Relations	C	75	60	-	15	3
BJMP-5316	Event Management Lab	C	25	-	20	5	3
BJMP-5317	Operation and Handling of Video Equipment	C	25	-	20	5	3
BJMP-5318	Pilot Study	C	25	-	20	5	3
SECI-5541	*Innovation Entrepreneurship and Creative Thinking	AC	25	20	-	5	1
<b>Total</b>			<b>450</b>				

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

**C-Compulsory**

**E-Elective**

**AC- Audit Courses**

**Scheme of Studies and Examination**  
**Bachelor of Arts (Journalism & Mass Communication)**

**(Three Years Degree Programme)**

**(Session 2023-24)**

<b>Semester VI</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
			<b>Total</b>	<b>Ext</b>		<b>CA</b>	
				<b>L</b>	<b>P</b>		
BJML-6311	Global Media	C	75	60	-	15	3
BJML-6312	Current Affairs: Contemporary Issue in Media-II	C	75	60	-	15	3
BJML-6313	Perspective of Audio Sound	C	75	60	-	15	3
BJML-6314	Video Electronic Film Production	C	75	60	-	15	3
BJML-6315	Specialized Reporting	C	75	60	-	15	3
BJMP-6316	Audio Lab	C	25	-	20	5	3
BJMP-6317	Specialized Reporting Lab	C	25	-	20	5	3
BJMP-6318	Film Project	C	25	-	20	5	3
<b>Total</b>			<b>450</b>				

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

**Compulsory**

**E-Elective**

**ACC- Audit Course**

Session-2023-24

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)

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.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.

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: 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[iKro eoBk j?.

CO4: X[Bh ftT[As gVQD Bkb ftfdnkoEh X[BhnK dh T[ukoB gqDkbh s'A tke| j'Dr/.

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)

Semester I

Punjabi (Compulsory)

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

Maximum Marks

3

: 100

Theory : 80

CA: 20

gkmeqw 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.

(GkJh tho f;zx ,vkHi;tzs fz;zx B/eh,f;b/p; dk fjZ;k BjhA j?)

(ftPk t;s{)

16 nze

: {fBN-II

rZd gqtkj (o/yk fusq s/ jbe/ b/y), ;zgkHfpeow f;zx x[zwD, i;gkb f;zx ozXktk,r[o{ BkBe d/t :{Bhtof;Nh,nzfwqs;o.

(ftPk t;s{)

16 nze

: {fBN-III

(H) g?oQk ouBk

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

16 nze

: {fBN-IV

(T) gzikph X[Bh ftT[As LgfoGkPk s/ T[ukoB nze

(n) ;to, ftnziB

16 nze

nze tzv ns/ gohfyne bJh jdkfJsK

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

2H ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB eoBk bkIwh j?.  
gzitK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 16 nze jB.

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

Session 2023-24

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY) SEMESTER-I

**BASIC PUNJABI**

**In lieu of Punjabi(Compulsory)**

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/ BHSL/BCAL/BITL/BBTL -1031**

;wK L 3 xzN/

**Maximum Marks: 100**

**Theory : 80**

**CA 20**

gkmeqw

: {fBN-I

g?Ash nZyoh, nZyo eqw, g?o fpzdh tkb/ toD ns/ g?o ftu g?D tkb/ toD ns/ wksqtK  
(wZ[Ybh

ikD gSkD) brkyo (fpzdh, fNZgh, nZXe) L gSkD ns/ tos'A .

**16 nze**

: {fBN-II

gzikph Ppd pDso L wZ[Ybh ikD gSkD (;kXkoB Ppd, ;z:[es Ppd, fwPos Ppd, w{b

Ppd, nr/so ns/ fgS/so)

**16 nze**

: {fBN-III

fBZs tos'A dh gzikph Ppdktbh L pkIko, tgko, foPs/ Bks/, y/sh ns/ j'o XzfdnK nkfdBkb

;zpzXs.

**16 nze**

: {fBN-IV

j|s/ d/ ;Zs fdBK d/ BK, pkoQK wjhfbnK d/ BK, oZ[sK d/ BK, fJe s'A ;" se frDsh PpdKftu .

**16 nze**



nze tzv ns/ gohfyne bJh jdkfJsK

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

2H ftfdnkoEh B/ eZ[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB eoBk bkIwh j?.gzitK  
gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 16 nze jB.

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

**Bachelor of Arts/ Bachelor of Science (Medical) / Bachelor of Science (Non-Medical) / Bachelor of Science(Honours) Maths/ Bachelor of Science (Honours) Physics/Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration/ Bachelor of Arts (Journalism & Mass Communication) / Bachelor of .Science (Fashion Design) / Bachelor of Science (Home Science) / /Bachelor of Computer Application /Bachelor of Science(Information Technology)/ Bachelor of Science (Bio Technology) / Bachelor of Arts (Honours.)English**

**(Semester-I)  
Session 2023-24**

**Course Title: Punjab History and Culture (From Earliest Times to C 320) (Special paper in lieu of Punjabi Compulsory)**

**(For those students who are not domicile of Punjab)**

**Course Code: BARL-1431/ BSML-1431/ BSNL-1431/ BOML-1431/ BOPL-1431/ BCSL-1431/ BECL-1431/ BCRL-1431/ BBRL-1431/ BJML-1431/ BFDL-1431/ BHSL-1431/ BCAL-1431/ BITL-1431 / BBTL-1431/BOEL-1431**

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Credits L-T-P: 4-0-0**

**Theory: 80**

**Contact Hours: 4 Hrs/Week**

**CA: 20**

### **Instructions for the Paper Setter:**

1. Question paper shall consist of four Units
2. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.
3. Candidates shall attempt 5 questions in 1000 words, by at least selecting One Question from each Unit and the 5<sup>th</sup> question may be attempted from any of the four Units.
4. Each question will carry 16 marks

### **Unit-I**

1. Physical features of the Punjab
2. Sources of the ancient history of Punjab

### **Unit-II**

3. Harappan Civilization: social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home

### **Unit-III**

5. Social, Religious and Economic life during Early Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

#### UNIT-IV

7. Teachings of Buddhism
8. Teachings of Jainism

#### Suggested Readings

- B.N. Sharma, Life in Northern India, Delhi. 1966.
- Budha Parkash, Glimpses of Ancient Punjab, Patiala, 1983.
- Chopra, P.N., Puri, B.N., & Das, M.N. (1974). A Social, Cultural & Economic History of India, Vol. I, New Delhi: Macmillan India.
- L. M Joshi (ed.), History and Culture of the Punjab, Part-I, Patiala, 1989 (3<sup>rd</sup> edition)
- L.M. Joshi and Fauja Singh (ed.), History of Punjab, Vol.I, Patiala 1977.

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)/ BACHELOR OF SCIENCE (FASHION DESIGNING)/  
BACHELOR OF SCIENCE (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS / BACHELOR OF SCIENCE  
(INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)/ BACHELOR OF SCIENCE (HONOURS)  
MATHS / BACHELOR OF SCIENCE (HONOURS) PHYSICS**

**(Semester I)  
Session 2023-24**

**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.
- Organizing the details in a sequential order

**Unit IV**

Resume, memo, notices, agenda, minutes, Tips for effective blog writing

**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
- Writing blogs

**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).

## BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-I

### PRINCIPLES OF COMMUNICATION

Course Code: BJML-

1313(THEORY)

**Time: 3 Hrs.**

**Max. Marks:100**

**C.A.: 20**

**Theory : 80**

#### **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. Each question will carry 12 Marks

#### **UNIT-I**

**Fundamentals of Communication:** Meaning, Concept, definition, Elements and functions, The seven C's of Communication, Communication- Objectives and Scope. Communication as a Social, Human & Universal process. - Objective and Scope, Barriers to communication.

#### **UNIT-II**

**Process of Communication:** Exchange of ideas, Facts & feelings from one person to another- elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding, Action & Reaction).

#### **UNIT-III**

**Forms of Communication:** Intra Personal, Interpersonal, Group (Public, Crowd, Small, Medium and Large Group), Mass, Verbal, Vocal & Non-Verbal Communication.

#### **UNIT-IV**

**Theories & Models of Communication:** Bullet theory/Hypodermic Needle Theory, Two-step & Multi-step, SMR Mode, SMRC Model, Shannon & Weaver Model, Lasswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

### **Suggested Readings:**

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspectives on 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)

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-I**

**Reporting and Editing-I**

**Course Code: BJML-**

**1314(THEORY)**

**Time: 3 Hrs.**

**Max. Marks: 100**

**Theory:80**

**C.A.: 20**

**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. Each question will carry 12 Marks.

**UNIT-I**

Writing News- Definition, Parts of News- Headlines, Intro, Body, body - techniques of re-writing - news agency copy: Qualities of a reporter, News-Elements, Sources, Types, pitfalls and problems in reporting.

**UNIT-II**

**Reporting:** Principles of Reporting, Functions And Responsibilities. Reporting 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, associate editor, deputy editor, sub-editor and picture editor. Copy editing, preparation of copy for press, style sheet. Editing in digital age.

**UNIT-IV**

Structure and functioning of newsroom of a daily newspaper, 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.

## **BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-I**

**Media and Politics Course**

**Code: BJML-  
1320(THEORY)**

**Time: 3 Hrs.      Max. Marks: 100**

**Theory:8**

**O.C.A.: 20**

### **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. Each question will carry 12 Marks

### **UNIT-I**

**Making of Modern India:** Freedom Struggle and its impact

**Indian Politics:** Major national and regional parties (Punjab) in India and their changing trend

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

### **UNIT-II**

**RajyaSabha and LokSabha 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- President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament. Emergency Powers- Article 352, 356 & 380.

## UNIT-IV

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

### 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

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-I**

**PHOTO JOURNALISM**

**Course Code: BJML-**

**1316(THEORY)**

**Time: 3 Hours**

**Max. Marks: 100**

**Theory:8**

**0C.A.: 20**

**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. Each question will carry 12 Marks

**UNIT-I**

Camera Operations – Shutter Speed, Aperture, Focal Length,  
ISO

Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid,  
cannon, Nikon camera functioning.

Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye, Prime Lense, Kit Lense

**UNIT-II**

Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field.

Types of Shots- two shot, three shot, close up, wide angle, 380 degree shot, Angles &  
Composition.

**UNIT-III**

Photo Editing Techniques – Editing with cropping, Color Correction, Manipulation- its Importance & relevance. Qualities of a Good Photo Journalist. Ethical Aspects of Photo Journalism.

## UNIT-IV

Photo Features and Caption Writing, Candid  
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

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-I**

**PRINT MEDIA LAB**

**Course Code: BJMP-1317(PRACTICAL)**

**Time: 3 Hrs.**

**Practical:20**

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

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-I**

**PHOTO LAB**

**Course Code: BJMP-1318  
(PRACTICAL)**

**Time: 3 Hours**

**Practical: 20**

**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
- Give some practical exercise on manual and auto mode of camera with using different light.



□ Session 2023-24

□ BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)

□

(Semester II)

□

Punjabi (Compulsory)

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

-  
□

;wK L 3 xzN/  
Marks : 100

Maximum

□ Theory : 80  
□ CA: 20

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□ :{fBN-I

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16 nze

□ :{fBN-III

□ (T) Ppd Pq/DhnK L BKt,gVBKt,fe fonk,ftP/PD

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16 nze

□

□ :{fBN-IV

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

□ 2H ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bkIwh j?. gzik gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

□ 3H jo/e gqPB d/ 16 nze jB.

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

**SESSION 2023-24**

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY) SEMESTER-II

**BASIC PUNJABI**

**In lieu of Punjabi(Compulsory)**

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/ BHSL/BCAL/BITL/BBTL -2031**

smW: 3 GMty

**Maximum Marks: 100**

**Theory : 80**

**CA 20**

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: {fBN-I

Ppd P/qDhnK L gSkD ns/ tos'A (BKt, gVBKt, fefonk, ftP/PD, fefonk ftP/PD, ;pzXe,

: 'ie ns/ ft;fwe)

16 nze

: {fBN-II

gzikph tke pDso L w[ZYbh ikD gSkD

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(n) fpnkBhnk tke, gqPB tkue tke ns/ j[ewh tke (gSkD ns/ tos'A)

16 nze

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16 nze

nze tzv ns/ gohfyne bJh jdkfJsK

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

2H ftfdnkoEh B/ eZ[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bkIwh j?.gzitKgqPB  
fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 16 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK

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nykD

Uppercase and lowercase letters, numbers, and symbols repeated in a dense, repetitive pattern.

w[jkto/

Repetitive text consisting of various combinations of letters and symbols, appearing as a block of noise or filler text.

- Bachelor of Arts/ Bachelor of Science (Medical) / Bachelor of Science (Non-Medical) / Bachelor of Science(Honours) Maths/ Bachelor of Science (Honours) Physics/Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration/ Bachelor of Arts (Journalism & Mass Communication) / Bachelor of Science (Fashion Design) / Bachelor of Science (Home Science) / /Bachelor of Computer Application**
- /Bachelor of Science(Information Technology)/ Bachelor of Science (Bio Technology) / Bachelor of Arts (Honours) English**

**(Semester-II)**  
**Session 2023-24**  
**Course Title: Punjab History and Culture (C. 320 to 1000 A.D.)**  
**(Special paper in lieu of Punjabi Compulsory) (For those students who are not domicile of Punjab)**

**Course Code: BARL-2431/ BSML-2431/ BSNL-2431/ BOML-2431/ BOPL-2431/ BCSL-2431/ BECL-2431/ BCRL-2431/ BBRL-2431/ BJML-2431/ BFDL-2431/ BHSL-2431/ BCAL-2431/ BITL-2431 / BBTL-2431/BOEL-2431**

**Examination Time: 3 Hours**  
**Credits L-T-P: 4-0-0**  
**Contact Hours: 4 Hrs/Week**

**Max. Marks: 100**  
**Theory: 80**  
**CA: 20**

**Instructions for the Paper Setter:**

1. Question paper shall consist of four Units
2. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.
3. Candidates shall attempt 5 questions in 1000 words, by at least selecting One Question from each Unit and the 5<sup>th</sup> question may be attempted from any of the four Units.
4. Each question will carry 16 marks

**Unit-I**

1. Alexander's Invasion's and Impact
2. Administration of Chandragupta Maurya with special reference to reforms introduced by Ashok

**Unit-II**

3. The Kushans: Gandhar School of Art
4. Gupta Empire: Golden Period-Social and cultural life, Art and Architecture)

**Unit-III**

5. The Punjab under Harshvardhana-**Society and Religion During the time of Harshvardhana ( Delete)**
6. Socio-cultural History of Punjab from 7<sup>th</sup> to 1000 A.D.

**UNIT IV**

7. Development of Languages and Education with Special reference to Taxila
8. Development to Art and Architecture

**Suggested Readings**

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

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)/ BACHELOR OF SCIENCE (FASHION DESIGNING)/ BACHELOR OF SCIENCE (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS / BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY) / BACHELOR OF SCIENCE (HONOURS) MATHS**

**(Semester II)**

**Session 2023-24**

**COMMUNICATION SKILLS IN  
ENGLISH**

## Course Code: BJMM/BFDM/BHSM/BCAM/BITM/BBTM/BOMM-2102

### 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.

**Bachelor of Arts (Journalism & Mass Communication)**

**Session 2023-24**

**SEMSTER-II**

## **Press Laws and Media Ethics**

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

**Time:3Hrs.**

**Max. Marks:100**

**Theory:80**

**CA:20**

**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. Each question will carry 12 Marks

**UNIT-I**

- Article-19 (1)- freedom of speech and expression.
- Ethics, Self-Regulation & Freedom of Expression
- Social Responsibility of Media
- Constitutional Safeguards to Freedom of Media

**UNIT-II**

- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- Press Commissions & their Recommendations
- Press Council of India

**UNIT-III**

- Law of Defamation
- Contempt of Court
- Official Secrets Act

- Right to Information

**UNIT-IV**

- Copyright Act
- 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 deJouge, P.P. Singh

**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**SEMSTER-II**

**History of Print Media**

**Course Code: BJML-  
2314(THEORY)**

**Time:3Hrs.**

**Max. Marks:100**

**Theory:80**

**CA:20**

**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. Each question will carry 12 Marks

**UNIT-I**

- History of Indian Journalism, The Tribune; 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, Dyal Singh Majithia, Gurbax Singh.

**UNIT-III**

- Adam's Press Gagging Act
- Charles Metcalfe Act

- Vernacular Press Act

- Amrita Bazar Partika
- **UNIT-IV**
- History of Punjabi Journalism: Daily Ajit, Nawazamana, Jagbani, Punjabi 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              |



**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**SEMSTER-II**

**Mass Communication: Concepts and  
Processes Course Code: BJML-2320**

**(THEORY)**

**Time:3Hrs.**

**Max. Marks:100**

**Theory:80**

**CA:20**

**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. Each question will carry 12 Marks

**UNIT-I**

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

**Mass Communication and other forms of Mass Communication:** Interface between Intra personal, Interpersonal, Group and 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:

Bullet theory and two step flow theory.

Concept of Demassification.

### UNIT-IV

**Tools of Mass Communication:**

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) Internet: e-Paper, Online Paper and Offline 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 Communicationin India            | KevalJKumar                   |
| 5. Cinema&Television                     | Jacques Hermabon&KumarShahani |
| 6. Mass Communication Journalism inIndia | D SMEhta                      |
| 7. Mass Media Today                      | SubirGhosh                    |
| 8. The Communication Revolution          | NarayanaMenon                 |

**Bachelor of Arts (Journalism & Mass Communication)  
(Session 2023-24)**

**SEMSTER-II**

**DESIGN AND  
GRAPHICS**

**Course Code: BJML-2316(THEORY)**

**Time: 3Hrs.**

**Max. Marks:100**

**Theory: 80**

**CA: 20**

**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. Each question will carry 12 Marks

**UNIT-I**

- Design and Graphics: Elements & Principles
- Visualization,
- Convergence and Divergence - Conceptualizations, Functions and significance

**UNIT-II**

- Design Lay-Out and Production
- Typeface families & Kinds
- Principles of Good Typography: Spacing, Measurement, Point System

**UNIT-III**

- DTP
- Use of various Computer Softwares
- Character generation
- Use of Multi-Media.

**UNIT-IV**

- Types of Papers

- Printing Methods - Cylinder, Rotary, Gravure-Screen, Offset.

### **Suggested Readings:**

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

**Bachelor of Arts (Journalism & Mass**

**Communication)(Session 2023-  
24)**

**SEMSTER-II  
COMMUNICATION LAB**

**Course Code: BJMP-2317(PRACTICAL)**

**Time:3Hrs.**

**Max. Marks:25**

**Practical:20**

**CA:05**

**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

**Bachelor of Arts (Journalism & Mass Communication)(Session 2023-24)**

**SEMSTER-II**

**Design and Graphics Lab Course Code : BJMP-**

**2318PRACTICAL**

**Time:3Hours**

**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 storybooks
- Designing of Cover-Page
- Designing pamphlets, folders, flash cards, flipcharts
- Visit to printing press of various kinds

**B.A. (JMC)**  
**Session 2023-24**  
**Semester-III**  
**Cyber Journalism**  
**Course Code: BJML-3311**  
**(Theory)**

**Time: 3 Hrs.**

**Theory: 60**

**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**

- Cyber Journalism:** Introduction to Cyber Space. Information Super Highway, Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

**Unit-II**

- Writing for Web Media:** Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Impact of Web Journalism, Recent Trends.

**Unit-III**

- Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism
- Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance.

**Unit-IV**



- e-Paper, Blogs, Citizen Journalism, Online News Portals, Fake News
- MOJO, Virtual Reality, Information, Misinformation & Disinformation through New Media

**Suggested Readings:**

1. Cyberspace Aur Media : SudhirPachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems : Ramesh Agarwal& Bharat BhushanTiwari
4. IT in the New Millenium : V.D. Dudeja
5. IT : S L Sah
6. Electronic Media & the Internet : Y K D'souza

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2023-24)**  
**Semester-III**  
**Reporting and Editing-II**  
**Course Code: BJML-3312**  
**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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:** Interpretative, investigative, advocacy, Yellow Journalism, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programme reviews.

**Unit-II**

- News Bureau:** Functions of news bureau, special beats like embassies, politics, ministries, public sector undertakings.

**Unit-III**

- Editorial & Op-Ed Page:** structure and purpose, Editorial and middle, special articles, columns and letters to the editor, edutainment.
- Specialized Writing/Editing:** Supplements, Pullouts, Features, Interviews, News Analysis, Backgrounders.

**Unit-IV**

- Columnist, Syndicate Writers, Freelancers
- Difference between broadsheet & tabloid.
- City Reporting Room, Wire Services, Understanding Style book/style sheet

□ **Suggested Readings:**

1. News Writing – George A. Hough
2. Editing – B.N. Ahuja
3. Reporting – B.N.Ahuja
4. Reporting & Editing – V.S.Gupta

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2023-24)**  
**Semester-III**  
**History of Broadcasting in India: Policies and Principles**  
**Course Code: BJML-3313**  
**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

- Radio as a Mass Medium:** Strength & Limitations, Characteristics & Advantages of Radio, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Radio Studio, Microphones, Recording, Editing.

**Unit-II**

- History of Broadcasting:** Development of Radio in India, Diversification of broadcast, Edutainment, Commercial attempt, 3-tiers of Radio Broadcast, Community Broadcast, Different Services.

**Unit-III**

- Policies & Principles:** Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, Guidelines for Election Broadcast,

**Unit-IV**

- Autonomy for Broadcast Media, Prasar Bharti, Convergence, Media Policy, Radio in the age of TV & New Media.

***Suggesting Readings:***

1. Broadcast Journalism– Jan R Hakemuldaer, PPSingh
2. Satellite Invasion– S.CBhatt
3. Broadcasting in India–H.R.Luthra
4. Broadcasting in India–P.CJoshi
5. Mass Communication in India–KewalJ.Kumar

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2023-24)**  
**Semester-III**  
**News Feature Writing**  
**Course Code: BJML-3314**  
**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

- Defining a feature: Difference between feature and news report, from facts to narratives; Originality and literary quality, Types of Features, Language of a Feature.

**Unit-II**

- Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

**Unit-III**

- Elements of feature: Interview, utility, personal experiences, confessions, narrative, columns and columnists; Human interest story, news features, sidebars, personality profiles, sensational features, seasonal features, enterprise features, saturation feature stories, Fact box, Chronology, Backgrounder, Testimony.

**Unit-IV**

- Writing the features: Gathering and organizing information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus,

anecdotes, description, quotations.

**SUGGESTED BOOKS:**

1. The art of Feature Writing by Contractor, Huned (Icon Publication)
2. Feature Writing for Newspapers by Williamson, Daniel R. (Hastings House)
3. Feature Writing by Prassan Kumar (ShriVidya Publication)



**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**Semester-III**

**Development and Communication**

**Course Code: BJML-3315**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

***Development- Concept & Process***

- (a) Definition & Meaning
- (b) Concept of development: Historical background in India
- (c) Concept in Third World Context
- (d) Models of development: Eastern, Western and Gandhian Model
- (e) Priority areas in development
- (f) Process of development
- (g) Difference between Growth & Development

**Unit-II**

***Development & Communication-Concepts & Theories***

- (h) Development: a bottom-up approach
- (i) Communication: a trickle-down approach
- (j) Four Approaches-
  - Development Communication
  - Communication for development
  - Communication support for development
  - Development support for communication

### Unit-III

#### ***Development Communication***

- (k) Concept, significance of development communication
- (l) Roadblocks, future of development communication

#### ***Media & Development***

- (m) Mass Media as tool for development; Media as partner in development
- (n) Problems with use of media for development
- (o) Creativity in media presentation of development issues
- (p) Role & performance record of each medium-Print, Radio & TV in Indian context.

### Unit-IV

#### ***Development Issues & Concepts***

##### Concepts

- Sustainability
- Poverty Reduction
- Social Relation (Inequality)
- Human Development
- Participation
- Institutional Development
- Structural Adjustment
- Environmental Protection

#### ***Suggested Readings:***

1. Media & Development : M.R. Dua & V.S. Gupta
2. Mass Communication & Development : Dr. Baldev Raj Gupta
3. Mass Communication in India : Keval J. Kumar
4. Modern Media in Social Development : Harish Khanna
5. The Changing Conceptions of Development :  
An Article by S.L. Sharma in the Journal of  
National Development, Vol. 1, 1980.
6. Lectures on Mass Communication : S. Gane

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2023-24)**  
**Semester-III**  
**Reporting and Editing Lab**  
**Course Code: BJMP-3316**  
**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

1. Exercises in bureau beats-political, diplomatic
2. Visit to Parliament, State Legislature and coverage of their proceedings
3. Assignments of covering sports events, business reporting
4. Writing book reviews, film reviews, TV programmes, theatre performances
5. Re-writing the copies of stringers, editing political and foreign copy.
6. Exercises in on-line editing
7. Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2023-24)**  
**Semester-III**  
**Cyber Lab**  
**Course Code: BJMP-3317**  
**(Practical)**

**Time: 2 Hrs.**

**Theory: 20**

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding Media
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2023-24)**  
**Semester-III**  
**Feature Writing Lab**  
**Course Code: BJMP-3318**  
**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

- Writing features /Articles
- Types of features (Overview); discuss various feature stories published in newspapers and magazines
- Primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources;
- Developing focus themes and newspegs.
- Gathering and organizing information; Structure: Title, body

**Bachelor of Arts (Journalism & Mass Communication)**

(Session 2023-24)

**Semester-IV**

**Media: Business Communication**

**Course Code: BJML-4311**

**(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. Each question will carry 12Marks

**Unit-I**

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
- Process of Business Communication
- Communication Models
- Barriers to effective communication,

**Unit-II**

**Classification of Communication-**

- Formal & Informal
- Personal, Inter-personal, Group and Mass
- Vertical & Horizontal
- Upward & Downward
- One-way & Two-way
- Verbal & Non-verbal
- Online & Offline

**Unit-III**

- **Business Correspondence in Media Organization**
  - Principles of Letter Writing
  - Types of Business Letters– Salesletters,Requests,ResponseLetters,ComplaintLetters,Adjustment letters, Inquiry appeals
  - Resume Writing
  - Report Writing

Unit - IV

- **Cross Cultural Communication**
- **Importance of Dressing, Manners & Etiquettes in Business Communication.**
- **Importance of Communication:**
  - Negotiation
  - Conflict & Crisis Management

**Books recommended:**

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication Theory

Mcquail and Windahl: Communication Models

Keval J Kumar: Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault& Agee: Introduction to Mass Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

**Bachelor of Arts (Journalism & Mass Communication)**

(Session 2023-24)

**Semester-IV**

**Programme**

**Formats: Radio**

**&TV**

**Course Code: BJML-4312**

**(Theory)**

**Time:3Hrs.**

**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. Each question will carry 12 Marks

**Unit-I**

- Writing for Radio:** Writing for the ear, Spoken word
- Radio Talk, News, Interview, Discussion, Feature & Documentary, Drama & Serial, Special audience
- Music Programmes, Voice Cast, Phone In, Radio Bridge, Chat Show, Outside Broadcast (OB), Commentary, Radio Commercial- Types, Copy Writing, Slogans.

**Unit-II**

**Concept of Good Presentation :**

- Link Announcement & Continuity Presentation
- Pronunciation, Use of silence, Voice Culture
- Keeping Rapport with the Listener, Forming a personality for the programme/station.

**Unit-III**

- Programme objectivity:** Information, Entertainment & Education
- Fixed point & Flexible point
- Intimacy with listener, knowing the target, Channel Identity



## Unit-IV

- Television:** Understanding the medium and Scope
- Writing for visuals, Piece to Camera, Presentation
- Reporting, Interview, Reportage, Live Shows, Anchoring a Show
- Programme Production, Packaging for a channel, Packaging Stories

### **Suggested Readings:**

1. Radio & TV Journalism : KMSrivastva
2. TV Production : GeraldMillerson
3. Broadcast Journalism: PP Joshi

**Bachelor of Arts (Journalism & Mass Communication)**

(Session 2023-24)

**Semester-IV**

**Video Production: Idea to Screen**

**Course Code: BJML-4313**

**(Theory)**

**Time:3Hrs.**

**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. Each question will carry 12 Marks

**Unit-I**

- Camera:**
  - (a) Video camera, Types of video camera
  - (b) Different types of shots, camera movements, Track, Crane movements etc
  - (c) Lenses: Different types of lenses and their application
- Lighting:** Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors

**Unit-II**

- Selection of the Programme Topic:** Developing programme briefs (Objectives, Contents, Duration etc),
- Researching the topic, Programme Resources,
- Style, format and structuring the programme,
- Storyboard, Script Designing and Script Layout.

**Unit-III**

- Video Recording and Editing:** Editing: Meaning and Rules
- Editing sound: U-matic, Beta & VHS, Types of editing,
- Cut to cut, A/B roll, Assembly and insert editing.

## Unit-IV

- Media Research Methodology:** Writing support materials,
- Designing Evaluation Tools and Techniques
- Evaluation and field testing of programme
- Preview and Analysis of programme

### **Suggested Readings:**

1. TV Production: GeraldMillerson
2. Media Writing:Samuelson
3. Modern Radio Production: Carl HansmanDonnel.
4. Modern Radio Production: CarlHansman

**Bachelor of Arts (Journalism & Mass Communication)**

(Session 2023-24)

**Semester-IV**

**Folk Media**

**Course Code: BJML-4314**

**(Theory)**

**Time:3Hrs.**

**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. Each question will carry 12 Marks

**Unit-I**

- Introduction to folk media.
- Categorization of folk forms in India,
- Relevance of folk media in the age of modern media

**Unit-II**

- Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Telling forms. Folk forms in India and their relevance, Nakal.

**Unit-III**

- Flexibility of folk media
- Folk media vis-a-vis the modern message (areas of conflict and compromise)
- Integrated use of Folk and Mass Media
- 

**Unit-IV**

- Punjabi Folk: Bhangra, Gidha and Vaar

- Units of Ministry of I & B:, PIB,FTII,NFAI, Bureau of Outreach and Communication

### **Suggested Books**

- 1. Mass Communication in India by KewalJKumar**
- 2. HandbookofJournalism&MassCommunicationbyVirBalaAggarwal**
- 3. FolkDance–TribalRichval&MartialFormsbyAshishMohankhokar**
- 4. Forms with A Smile by W S Retail**

**Bachelor of Arts (Journalism & Mass Communication)**

(Session 2023-24)

**Semester-IV**

**Advertising:**

**Concepts &**

**Principles**

**Course Code: BJML-4315**

**(Theory)**

**Time:3Hrs.**

**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. Each question will carry 12 Marks

**Unit-I**

**Introduction to Advertising**

- (a) Definition
- (b) Growth of advertising in India
- (c) Scope ( Effects on Economy/Industry)
- (d) Facets of advertising ( As an act of commerce, as hidden persuader)

**Unit-II**

**Purpose of Advertising**

- (e) Need for advertising
- (f) Functions of advertising
- (g) Benefits of advertising: To Seller, Buyer & Media
- (h) Relationship between advertising & marketing

## Unit-III

### **Types of Advertising**

- (i) Commercial & Non-commercial
- (j) Product & Consumer
- (k) Classified & Display
- (l) Retail & Wholesale
- (m) Surrogate advertising
- (n) Regional, National & Co-operative
- (o) Govt. advertising

## Unit-IV

### **Advertising as a Communication Tool**

- (p) Communication Process & Advertising
- (q) Communication Principles, Theories applied to advertising
- (r) AIDA Model

### **Role & Effects of Advertising**

- (s) Negative & Positive Effects
- (t) Advertising & Society
- (u) Advertising & Development
- (v) Role of Advertising in National Economy
- (w) Social/Public Advertising

### **Suggested Readings:**

- |                            |   |                                       |
|----------------------------|---|---------------------------------------|
| 1. Indian Broadcasting     | : | H.R. Luthra (Publications Division)   |
| 2. Television Techniques   | : | Hoyland Beltinger (Harper & Brothers) |
| 3. Advertising Made Simple | : | Frank Jefkins (Rupa & Co.)            |
| 4. Ogilvy on Advertising   | : | David Ogilvy (Pan Books)              |
| 5. Advertising Management  | : | Aaker, Myers & Batra                  |

**Bachelor of Arts (Journalism & Mass Communication)**  
(Session 2023-24)

**Semester-IV**  
**Radio and TV Production**  
**LabCourse Code: BJMP-**  
**4316**  
**(Practical)**

**Time:3Hrs.**

**Max. Marks:25**

**Theory: 20**

**CA: 05**

**Radio**

- Writing for different formats of Radio
- Radio recording of different formats: RJ, Interview, Radio Talk, Drama

**Practical exercises involving:**

**Television**

- Storytreatment,
- Scripts,
- Storyboards,
- Budgets,
- Floor plan, sets, make-up, costume, jewellery, lights, audio, graphic rehearsals,
- Shooting schedules
- Post-Production editing



**Bachelor of Arts (Journalism & Mass Communication)**

(Session 2023-24)

**Semester-IV**

**Operation and Handling of Video Equipment**

**Course Code: BJMP-4317**

**(Practical)**

**Time:3Hrs.**

**Max. Marks:25**

**Theory: 20**

**CA: 05**

**Practical exercises involving:**

**Camera:**

- (a) Focuses on Cameras &Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

**Lights:**

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back-lighting
- (c) Properplacementoflights&lightingequipmentforprinciplesubjectsandssets;bothonlocationandinthestudio.

**Sound:**

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracks

**Bachelor of Arts (Journalism & Mass Communication)**  
**(Session 2023-**  
**24)Semester-IV**  
Advertising Lab

**Course Code: BJMP-4318 (Practical)**

**Time:3Hrs.**

**Max. Marks:25**

**Theory:20**

**CA:05**

**Practical exercises involving:**

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- Understanding different types of Advertising:
  - (a) Commercial & Non-commercial
  - (b) Product & Consumer
  - (c) Classified & Display
  - (d) Retail & Wholesale
  - (e) Regional, National& Co-operative
  - (f) Govt. advertising
  - (g) Comparative advertising

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-V**

**Event Management: Principles and Methods**

**Course Code: BJML-5311**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

- Definition and scope of event management
- Understanding Various events: Online and offline Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc
- Importance of budget and buffer
- Concept of clean zone

**Unit-II**

- Role & importance of exhibitions
- Objectives of the exhibition
- Advantage of exhibition over other devices
- Importance of direct contact

**Unit-III**

- Choosing the right exhibition-Where to participate
- Concept of neutral territory
- PR for an exhibition
- Role of the Media in promotion of an event

**Unit-IV**

- Publicity inputs or visible aids for promoting an event
- Print & Display material
- Stand Design
- Trade Fair: Uses & Abuses
- Gauging Cost Effectiveness

**Suggested Readings:**

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-V**

**Current Affairs: Contemporary Issue in Media-I**

**Course Code: BJML-5312**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

**Political and Social Issue:** Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

**Unit-II**

**Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security  
Current issues in health, Women and Child Rights, Human Rights and Education System

**Unit-III**

**International organization:** SAARC, ASEAN, G-8, G-20, WHO, UNESCO.

**Unit-IV**

**National organizations:** CIC, NSG, FICCI, CII, RBI, CVC.

**NOTE: Issues pertaining to last six months only**

**Suggested Books / Magazine**

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-V**

**Media Research Methodologies**

**Course Code: BJML-5313**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data,

**Unit-II**

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

**Unit-III**

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation & Participatory Observation, Content Analysis etc.

**Unit-IV**

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation Statistical Analysis & Interpretation of data, Findings, Report Writing.

**Suggested Readings:**

1. Social Research : S.R. Vajpayee
2. Doing Your Research Project : Judith Bell
3. Research Methodology–Methods & Techniques : C.R. Kothari
4. Research Methodology in Social Sciences : Sandhu & Singh
5. Communication & Research for Management : V.P. Michael
6. Research in Mass Media : S.R. Sharma & Anil Chaturvedi
7. Research-How to Plan, Speak & Write About It : Clifford Hawkins & Marco Sorgi

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-V**

**Social Media**

**Course Code: BJML-5314**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

Social Media : Meaning, Concept and Scope, Social Media for developing nations Like India..

**Unit-II**

Social Media Platforms : Facebook, Twitter, Instagram, Youtube, Wikipedia, Snapchat etc. Impact over mainstream media. Tools and Techniques to be used to boost post and video on social networking sites, Live Streaming, Switcher and its role during live streaming.

**Unit-III**

Uses & Abuses of social Media, Challenges for Mainstream Media, Social Media & PR, Social Media Advertisement, Marketing & information for Mainstream & traditional Media.

**Unit-IV**

Social Media for Breaking news, Social Media as a source of information for journalists, Social Media & citizens journalism.

**Suggested Readings:**

1. Cyberspace Aur Media: SudhirPachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems: Ramesh Agarwal& Bharat BhushanTiwari
4. IT in the New Millenium: V.D. Dudeja
5. IT: S L Sah



6. Multimedia Systems: Ramesh Agarwal& Bharat BhushanTiwari
7. IT in the New Millenium: V.D. Dudeja
8. IT: S L Sah
9. Electronic Media & the Internet: Y K D'souza

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**SEMSTER-V**

**Public Relations**

**Course Code: BJML-5315**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 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. Each question will carry 12 Marks

**Unit-I**

- Public Relations- Definition & Concept
- Functions of Public Relations
- PR as distinguished from Marketing, Sales Promotion & Advertising
- PR Techniques
- Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct

**Unit-II**

- Functions of PR Department & Manager-Advantages & Disadvantages
- PR Process
- PR consultancy-Its advantages & disadvantages
- Press Relation & its principles

**Unit-III**

- The News Release-Seven point formula & its importance
- Writing techniques, Press Event & Organising them
- Internal PR-Media & Techniques
- Employee Relations

**Unit-IV**

- Exhibition PR & its Planning
- Uses & kinds of Exhibition PR

- Role of Photography In PR
- Importance of Marketing Research for the PR Practitioner

**Suggested Readings:**

1. PR concept, Tools, Stragies – NN Sarkar
2. Handbook on Public Relations – D.S Mehta
3. Public Relations Management – C.S. Raydu
4. Business Public Relations – S.R. Sardana
5. Public Relations – JaishreeJethwaney

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**Semester-V**

**Event Management Lab**

**Course Code: BJMP-5316**

**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

- Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.
- Organizing different events at department level along with publicity and promotion

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**Semester-V**

**Social Media Lab**

**Course Code: BJMP-5317**

**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

Creating account on Social Media Platforms Facebook, Instagram, Twitter etc.

Writing for social media: Articles, News story Photographs etc.

Facebook Live- Interviews, Discussions, Reporting.

Creating account on twitter & understanding media.

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2023-24)**

**Semester-V**

**Pilot Study**

**Course Code: BJMP-5318**

**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester. The study can be conducted in any of the following areas for example:

1. Media: Advantages and Disadvantages
2. Popular Newspaper
3. Popular TV Channel
4. Favourite Radio Programme
5. Favourite Ad
6. Social Media: Advantages and Disadvantages.

**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Global Media**

**Course Code: BJML-6311**

**(Theory)**

**Time:-3 Hours**

**Total Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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**

- Introduction to main International Newspapers : Wall Street Journal, New York Times, Dawn & The Washington Post, The Times London.
- Major international television channels: BBC, CNN, AL JAZEERA,IBN
- Major International Radio channels: BBC, Voice of America, AIR

**Unit-II**

- Media Scenario**
  - Introduction to major Global News Agencies (Reuters, AP, AFP, Xinhua, CNA)
  - Present Media scenario in Asia ( Special reference to SAARC, NAM Countries)
  - Concept of Media Imperialism

**Unit-III**

- Media and Market Force**
  - Misinformation and information war
  - Role of Media in promoting humanity and peace
  - Market forces and Media

## Unit-IV

- **Global Technology**
  - Global satellite system
  - Global internet service
  - IPTV
- UNESCO Mass Media Declaration

### **Suggested Books:**

1. New Media Nation – Indigenous People & Global Communication by ValerieAlia
2. HandbookofGlobalMedia&CommunicationPolicybyRobinMansell&MarcRaboy.
3. The No-Nonsense Guide to Global Media by PeterSteven
4. Escaping the Global Village: Media, Language & Protest byNiamhHourigan

One world many voices, Macbride commission.



**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Current Affairs: Contemporary Issue in Media-II**

**Course Code: BJML-6312**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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**

- Events and happening of last six months with special reference to:**  
Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

**UNIT-II**

- Health and Education:** Current issues in health, Current issues of women and child right, Issue related to human rights, Current issues in education system

**UNIT-III**

- **Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security

**UNIT-IV**

- Critical studies:** Media as an educator, Media and violence, Feminist media perspective, Media and marginalized group.

## **Suggested Books / Magazine**

1. Competitor SuccessReview
2. ManoramaYearBook
3. FocalStudy

**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Perspective of Audio Sound**

**Course Code: BJML-6313**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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**

- **Sound:** Meaning, Characteristics, Propagation, Acoustic Reverberation
- **Microphones:** Selection of Microphones, Types of Microphones on the basis of principles, uses and polarization, Wireless Microphones

**Unit-II**

- **Principles of Magnetic Recording and Digital Recording Systems**
- **Audio Cables & Connectors:** Types & Uses

**Unit-III**

- **Understanding various terms and concepts in Audio**  
Noise & Distortion Ratio, Dope Sheet/Exposure Sheet, Sound Recordist's role in production crew, Audio console, Voice Modulation, Mono, Stereo and Surround Sound

**Unit-IV**

**Audio Editing:** Linear and Non-Linear Audio Editing

**Types of Sound Effects**

**Mixing and Dubbing Techniques**

**Suggested Books**

1. Basic of Video Sound by DasLyver
2. Radio Production by RobertMcLeish 1
3. Audio Production & Critical Listening: Technical Ear Training by JasonGorey

**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Video Electronic Film Production**

**Course Code: BJML-6314**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory: 60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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**

- Process of Film Production:** Pre-Production, Production and Post-Production
- Pre-Production:** Programme Proposal, Budgeting, Casting, Location Survey, Indoor and Outdoor Shooting, Shooting Script, Pre-Production Meetings

**Unit-II**

- Production:** Understanding various concepts of Production, Single Camera and Multi Camera Shooting, Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer) and other technical staff,
- Understanding the use of EDL, Continuity, Log Sheets etc

**Unit-III**

- Post-Production:** Editing- Meaning, Need, Types(Online, Offline, Linear & Non-linear)
- Transitional Devices (Cut, Fade, Dissolve, Mix, Superimposition, Wipe &Montage)
- Special Effects & Narration:** Audio Special Effects, Video Special Effects, Recording Special Effects

**Unit-IV**

- **Sound Mixing:** Basics, Dubbing, Studio Mixing,
- Film Review, Film Criticism, Film Journalism
- **Film distribution &Marketing**

### **Suggested Books**

1. Production Management for Film & Video by Richard Gates
2. Video: Digital Communication & Production by Jim Stinson
3. Television Production by Gerald Millerson
4. Production Algebra: Handbook of Production Assistant by Mark Adl

**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Specialized Reporting**

**Course Code: BJML-6315**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). 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**

- Specialized Reporting:** Concepts and Its relevance in the field of journalism
- Area of Specialized Reporting:** Science Reporting, Health Journalism, Development, Journalism, Page 3 Reporting, Science & Technology, War & Sports, Environment Reporting and Issues of Gender bias and Human Rights
- 

**Unit-II**

- Concept of Investigative Journalism:** Origin and growth, Pioneers, Role and Scope. Modern Techniques in investigative Journalism, Duties and responsibilities of investigative Journalist, Problems and obstacles faced by investigative Journalists
- Features:** Definition and scope in specialized reporting, Effective Specialized Reporting, Celebrating Journalism, Tabloid Journalism
- 

**Unit-III**

- Advocacy Journalism:** History, Objective and Criticism
- Environment Journalism:** History, Scope, Advocacy Debate, Genres (Nature Writing, Science Writing, Environmental Interpretation)
- Gonzo Journalism:** Definition and origin

- **New Journalism:** History, Characteristic, Criticism

#### **Unit-IV**

- **Embedded Journalism:** History, Characteristic, Criticism
- **Video Game Journalism:** Ethics, New Media and video game journalism
- Reporting social events and mal practices like corruption, Manual Scavenger and their Rehabilitation Act 2013.

#### **Suggested Books**

1. Journalism: Editing, Reporting & Feature Writing by N.Basu,N.Prabhakar
2. Handbook of Reporting & Communication Skills by V. S.Gupta
3. News Reporting & Editing: An Overview by SuhasChakravarthy  
Specialized Reporting by DavidRemick

**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Audio Lab**

**Course Code: BJMP-6316**

**(Practical)**

**Time:3Hours**

**Max Marks:25**

**Practical:20**

**C.A.:05**

- ❑ **Microphones:** Uses and selection of Microphones,
- ❑ **Understanding different types of Microphones**
- ❑ **Digital Recording Systems**
- ❑ **Audio Cables & Connectors:** Use and Selection
- ❑ **Working on Audio console, Mixing Audio**
- ❑ **Understanding techniques of Voice Modulation**
- ❑ **Audio Editing:** Linear and Non-Linear Audio Editing
- ❑ **Types of Sound Effect**



**Bachelor of Arts (Journalism & Mass Communication)**

**(Session 2023-24)**

**Semester-VI**

**Specialized Reporting Lab**

**Course Code: BJMP-6317**

**(Practical)**

**Time:3Hours**

**Max Marks:25**

**Practical:20**

**C.A.:05**

- Understanding different areas of specialized reporting, writing stories on various areas of specialized reporting like science, health, page 3, environment, gender and human rights
- Writing feature on celebrities
- Reporting various events of city / college for your in-house publication
- Editing and designing in-house publication

**Bachelor of Arts (Journalism & Mass  
Communication)  
(Session 2023-24)  
Semester- VI  
Film Project  
Course Code: BJMP-6318  
(Practical)**

**Time:3Hours  
Max. Marks- 25  
Practical - 20  
C.A.:05**

Each student will prepare a 5-10 minutes film on any subject or theme keeping in mind the process and technicalities of film making. The student must also submit the copy of script and the budget along with film CD.