

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism and Mass Communication)

(Semester- I-VI)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme and Curriculum of Examination of Three Year Degree Programme
Bachelor of Arts (Journalism and Mass Communication)
(Three Years Degree Course)
(Session 2020-21)

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)/ ¹Basic Punjabi/ ²Punjab History and Culture	C	50	40	-	10	3
BJML-1102	Communication Skills in English	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)	AC	50	40	-	10	3
SECF-1492	*Foundation Course	AC	25	20	-	05	1
Total			450				

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

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 of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)
(Session 2020-21)

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/ **Punjab History & Culture	C	50	40	-	10	3
BJMM-2102	Communication Skills in English-II	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	20	-	5	1
Total			450				

*** Special Paper in lieu of Punjabi Compulsory**

****Special Paper in lieu of Punjabi Compulsory (For those students who are not domicile of Punjab)**

*****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 Cours

**Scheme and Curriculum of Examination of Three Year Degree Programme
Bachelor of Arts (Journalism and Mass Communication)
(Three Years Degree Course)
(Session 2020-21)**

Semester-III							
Course Code	Course Name	Course Type	Marks				Examination Time (in Hours)
			Total	Ext.		C A	
				L	P		
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
SECP-3512	* Personality Development Programme	AC	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

AC- Audit Course Scheme of Studies and Examination

Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)
Session 2020-21)

Semester IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BJML-4311	Media: Business Communication	C	75	60	-	15	3
BJML-4312	Programme Formats: Radio & 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 & Principles	C	75	60	-	15	3
BJMP-4316	Radio & TV Production Lab	C	25	-	20	5	3
BJMP-4317	Operation & Handling of Video Equipment	C	25	-	20	5	3
BJMP-4318	Advertising Lab	C	25	-	20	5	3
AECE-4221	*Environmental Studies	AC	100	75	-	25	3
SECS-4522	*Social Outreach	AC	-	-	-	-	-
Total			450				

**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 and Mass Communication)
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(Session 2020-21)

Semester-V							
Course Code	Course Name	Course Type	Marks				Examination Time (in Hours)
			Total	Ext.		CA	
				L	P		
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
Total			450				

3-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)
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Semester VI							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
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
Total			450				

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

Compulsory

E-Elective

ACC- Audit Course

Programme Outcomes

Bachelor of Arts (Journalism and Mass Communication)

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

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

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

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

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

Session 2020-21
BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
Semester I
General Punjabi
Course Code- BJML -1421

Time: 3 Hours

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.

(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

08 nze

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

(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

08 nze

: {fBN-III

(ੳ) g?oQk ouBk

(ਅ) 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, ਸੁਰ-ਪ੍ਰਬੰਧ.

(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 ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo :{fBN ftu'A fJe gqPB
bkIwh 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 2020-21
BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION) SEMESTER-
I
w[ZYbh gzikph

(In lieu of Compulsory Punjabi)
COURSE CODE- BJML-1031

Time: 3 Hours

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 pkIko, 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 ftfdnkoEh 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?.

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.

**BACHELOR OF ARTS (JOURNALISM AND MASS
COMMUNICATION)
(Session 2020-21)
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.

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

Course Objectives

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

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

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

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)

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2020-21)
SEMSTER-I
Course Code: BJML-1314
Reporting and Editing-I
(THEORY)

Course Objectives

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-I

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

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.

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-I

Media and Politics

Course Code: BJML-1315

(THEORY)

Course Objectives

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-I

Media and Politics

Course Code: BJML-1315

(THEORY)

Time: 3 Hrs.

Max. Marks: 75

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. Each question will carry 12 Marks

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

SEMSTER-I
PHOTO JOURNALISM
Course Code: BJML-1316
(THEORY)

Course Objectives

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-I

PHOTO JOURNALISM

Course Code: BJML-1316

(THEORY)

Time: 3 Hours

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

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 |

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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 AND MASS COMMUNICATION)

(Session 2020-21)

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

Session 2019-20

B.A. JMC
Semester II General
Punjabi

Course Code-BJML -2421

ਸ਼ਬਦਮਤਾ

Maximum Marks:50

Theory: 40

CA: 10

ਗੁਰਮਤਿ ਸ਼ਬਦਮਤਾ

ਸ਼ਬਦਮਤਾ-I

ਨਿਸ਼ਚਿਤ ਸ਼ਬਦ (ਜਿਹੜਾ ਕਿ ਗੁਰਮਤਿ ਵਿਚ ਵਰਤਿਆ ਜਾਂਦਾ ਹੈ), (ਜਿਹੜਾ ਕਿ ਗੁਰਮਤਿ ਵਿਚ ਵਰਤਿਆ ਜਾਂਦਾ ਹੈ) ਨਿਸ਼ਚਿਤ ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

(ਗੁਰਮਤਿ-ਵਸਤੂ, ਪ੍ਰਤਿਗਤਿ)

08ne

ਸ਼ਬਦਮਤਾ-II

ਜਿਹੜਾ ਕਿ ਗੁਰਮਤਿ ਵਿਚ ਵਰਤਿਆ ਜਾਂਦਾ ਹੈ, (ਜਿਹੜਾ ਕਿ ਗੁਰਮਤਿ ਵਿਚ ਵਰਤਿਆ ਜਾਂਦਾ ਹੈ) ਨਿਸ਼ਚਿਤ ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

08ne

ਸ਼ਬਦਮਤਾ-III

(ਉ) ਪ੍ਰਤਿਗਤਿ ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

(ਅ) ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

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ਸ਼ਬਦਮਤਾ-IV

(ਉ) ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

(ਅ) ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

08ne

ਨਿਸ਼ਚਿਤ ਸ਼ਬਦਮਤਾ

1H ਗੁਰਮਤਿ ਸ਼ਬਦਮਤਾ ਵਿਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ।

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3H

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B.A. JMC
SEMESTER-II
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COURSE CODE- BJML-2031

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Session 2019-20

**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 Punjab under the Gupta Emperors.
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. BudhaParkash :*Glimpses of Ancient Punjab*, Patiala, 1983.

B.N. Sharma: *Life in Northern India*, Delhi. 1966.

B.A. JMC
(Session 2019-
20) SEMESTER-II
COMMUNICATION SKILLS IN ENGLISH-II

Course Code: BJMM -2102

Time: 3hours(Theory)

Max. Marks:50

3hours(Practical)

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:3hours

Marks:15

Course Contents:

- 1. Oral Presentation with/without audio visual aids.**
- 2. GroupDiscussion.**
- 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 isdesirable.**
- 2. Group discussion comprising 8 to 10 students on a familiar topic. Time for eachgroup will be 15 to 20minutes.**

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, PhiLearning.**

B.A. JMC

Session 2020-21

SEMSTER-II

Press Laws and Media Ethics Course

Code: BJML-2313 (THEORY)

Course Objectives

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

B.A. JMC
Session 2020-
21SEMSTER-II
Press Laws and Media Ethics Course
Code: BJML-2313 (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

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

UNIT-II

- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- 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

- 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 |

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

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

Course Objectives

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

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

History of Print Media
Course Code: BJML-2314
(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

- History of Indian Journalism, The Tribune; The times of India
- History of NewsAgencies: 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, DyalSinghMajithia, Gurbax Singh.

UNIT-III

- Adam'sPressGaggingAct
- CharlesMetcalfeAct
- VernacularPressAct
- AmritaBazar Partika

UNIT-IV

- History of Punjab 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 |

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

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

(THEORY)

Course Objectives

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

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

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

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.

UNIT-IV

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) 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 CommunicationinIndia | KevalJKumar |
| 5. Cinema&Television | Jacques Hermabon&KumarShahani |
| 6. Mass Communication JournalisminIndia | D SMehta |
| 7. MassMediaToday | SubirGhosh |
| 8. TheCommunicationRevolution | NarayanaMenon |

B.A. JMC
(Session 2020-21)
SEMSTER-II DESIGN
AND GRAPHICS

Course Code: BJML-2316 (THEORY)

Course Objectives

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

B.A. JMC
(Session 2020-21)
SEMSTER-II DESIGN
AND GRAPHICS

Course Code: BJML-2316 (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

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

B.A. JMC
(Session 2020-21)
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

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

Design & Graphics
Lab Course Code:
BJMP-2318
(PRACTICAL)

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 2020-21
Semester-III
Cyber Journalism
Course Code: BJML-3311
(Theory)

Course Outcomes:

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

B.A. (JMC)
Session 2020-21
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 : Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems : Ramesh Agarwal & Bharat Bhushan Tiwari
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 AND MASS COMMUNICATION)
(Session 2020-21)
Semester-III
Reporting and Editing-II
Course Code: BJML-3312
(Theory)

Course Objectives:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

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, ministries, public sector undertakings, National headquarters of political parties.
-

Unit-III

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

Unit-IV

- Columnist, Syndicate Writers
- Difference between broadsheet, tabloid, magazines
- 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 AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

History of Broadcasting in India: Policies and Principles

Course Code: BJML-3313

(Theory)

Course Objective:-

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

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 & Weaknesses, Characteristics & Advantages of Radio, Radio technology, 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, Education turned Entertainment, 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. SatelliteInvasion– S.CBhatt
3. Broadcasting in India–H.R.Luthra
4. Broadcasting in India–P.CJoshi
5. Mass Communication in India–Kewal J.Kumar

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

News Feature Writing

Course Code: BJML-3314

(Theory)

Course Objectives:-

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

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.

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, brights, 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 (Shri Vidya Publication)

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Development and Communication

Course Code: BJML-3315

(Theory)

Course Objectives:-

- This course will develop an understanding of developmental issues in the mind of students
- Will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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 AND MASS COMMUNICATION)

(Session 2020-21)

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 AND MASS COMMUNICATION)

(Session 2020-21)

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 AND MASS COMMUNICATION)

(Session 2020-21)

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

B.A. JMC
(Session 2020-21)
Semester-IV

Media: Business Communication
Course Code: BJML-4311 (Theory)

- This unit provides an introduction to the principles, concepts and objectives of Media and Business Communication.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained.

B.A. JMC
(Session 2020-21)
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 12 Marks

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

- ***Understanding - Proxemics, Kinesics***

Unit-III

- **Business Correspondence in Media Organization**
 - Principles of Letter Writing
 - Types of Business Letters – Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals
 - Resume Writing
 - Report Writing

Unit-IV

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

B.A. JMC
(Session 2020-21)
Semester-IV Programme
Formats: Radio & TV

Course Code: BJML-4312
(Theory)

Course Objectives:-

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

B.A. JMC
(Session 2020-21)
Semester-IV 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 : Gerald Millerson
3. Broadcast Journalism: PP Joshi

B.A. JMC
(Session 2020-21)
Semester-IV

Video Production: Idea to Screen
Course Code: BJML-4313 (Theory)

Course Objectives:-

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

B.A. JMC
(Session 2020-21)
Semester-IV

Video Production: Idea to Screen
Course Code: BJML-4313 (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 12 Marks

Unit-I

- **Camera:**
 - (a) Video camera, Types of video camera
 - (b) Different types of shots, camera movements, Tilt, Track, Crane movement 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 (Teacher guidance notes),
- Designing Evaluation Tools and Techniques

- Evaluation and field testing of programme
- Preview and Analysis of programme

Suggested Readings:

1. TV Production: Gerald Millerson
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel.
4. Modern Radio Production: Carl Hansman

B.A. JMC
(Session 2020-21)
Semester-IV
Folk Media

Course Code: BJML-4314 (Theory)

Course Objectives:-

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

B.A. JMC
(Session 2020-21)
Semester-IV
Folk Media

Course Code: BJML-4314 (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 12 Marks

Unit-I.

- Introduction to folk media.
- Categorization of folk forms in India,
- Advantages of folk media
- Advantages of Folk over Electronic media

Unit-II

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

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

Suggested Books

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

B.A. JMC
(Session 2020-21)
Semester-IV Advertising:
Concepts & Principles

Course Code: BJML-4315
(Theory)

Course Objectives:-

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

B.A. JMC
(Session 2020-21)
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

Unit-III

Types of Advertising

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

Unit-IV

Advertising as a Communication Tool

- (o) Communication Process&Advertising
- (p) Communication Principles, Theories applied toadvertising

Role & Effects of Advertising

- (q) Negative & PositiveEffects
- (r) Advertising&Society
- (s) Advertising&Development
- (t) Role of Advertising in NationalEconomy
- (u) Social/PublicAdvertising

Suggested Readings:

- | | | |
|--------------------------|---|-------------------------------------|
| 1. IndianBroadCasting | : | H.R. Luthra(PublicationsDivision) |
| 2. TelevisionTechniques | : | HoylandBeltinger (Harper &Brothers) |
| 3. AdvertisingMadeSimple | : | Frank Jefkins(Rupa&Co.) |
| 4. OgilvyonAdvertising | : | David Ogilvy(PanBooks) |
| 5. AdvertisingManagement | : | Aaker, Myers&Batra |

B.A. JMC
(Session 2020-21)
Semester-IV

Radio & TV Production Lab Course
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,
- Shootingschedules
- Post-Production editing

B.A. JMC
(Session 2020-21)
Semester-IV

Operation & 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 Videorecording

Lights:

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back-lighting
- (c) Proper placement of lights & lighting equipment for principles subjects and sets; both on location and in the studio.

Sound:

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

BA JMC
(Session2020-21)
Semester-IV
Advertising Lab

Course Code: BJMP-4318 (Practical)

Time:3Hrs.

Max. Marks:25

Theory:20

CA:05

Practical exercises involving:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJML-5311

(THEORY)

Course Objectives:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

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: 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
- Why exhibitions sell? Concept of neutral territory
- PR for an exhibition
- Role of the Press 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 AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Current Affairs: Contemporary Issue in Media-I

Course Code: BJML-5312

(THEORY)

Course Objectives:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

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, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU

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 AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Media Research Methodologies

Course Code: BJML-5313

(THEORY)

Course Objectives:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

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, Statistical Analysis, Findings, Report Writing.

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,

Content Analysis etc.

Unit-IV

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

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 AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Social Media

Course Code: BJML-5314

(THEORY)

Course Objectives:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

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 Forms : Facebook, Twitter, Instagram, Snapchat etc. Brief history.

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: Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems: Ramesh Agarwal & Bharat Bhushan Tiwari
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 AND MASS COMMUNICATION)

(Session 2020-21)

SEMSTER-V

Public Relations

Course Code: BJML-5315

(THEORY)

Course Objectives:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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

- Role of Public Relations in Corporate Image Building
- 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 consultancy-Its advantages & disadvantages
- PR programme planning
- Evaluating results of PR work
- 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 – Jaishree Jethwaney

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**(Session 2020-21)****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 AND MASS COMMUNICATION)
(Session 2020-21)
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 AND MASS COMMUNICATION)
(Session 2020-21)
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

B.A. JMC (Session 2020-21)

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 Newspaper : Wall Street Journal/ Tabloid of UK, Dawn, Jung
- 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 Media Companies (Reuters, AP, AFP, Xinhua, CNA)
 - Present Media scenario in Asia (Special reference to SAARC, NAM Countries)
 - Concept of Media Imperialism

Unit-III

- **Media and MarketForce**
 - 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

B.A. JMC (Session 2020-21)
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 referenceto:**
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 socialissues

UNIT-II

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

UNIT-III

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Business sports and security: Current issues of business, Current issues of entertainment and sports, Current issues of internal and externalsecurity

UNIT-IV

- **Critical studies:** Media as an educator, Media and violence, Feminist media perspective, Media and marginalizedgroup

Suggested Books / Magazine

1. Competitor SuccessReview
2. Manorama YearBook
3. FocalStudy

B.A. JMC (Session 2020-21)

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
3. Audio Production & Critical Listening: Technical Ear Training by JasonGorey

B.A. JMC (Session 2020-21)
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 Sheet 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, StudioMixing,
- **Media Appreciation:** Film Review, Film Criticism, FilmJournalism
- **Film distribution &Marketing**

Suggested Books

1. Production Management for Film & Video by RichardGates
2. Video: Digital Communication& Production by JimStinson
3. Television Production by GeraldMillerson
4. Production Algebra: Handbook of Production Assistant by MarkAdl

B.A. JMC (Session 2020-21)

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

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- **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

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- **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
Suhas Chakravarthy Specialized Reporting by
David Remick

B.A. JMC (Session 2020-21)

Semester-VI

Audio Lab

Course Code: BJMP-6316

(Practical)

Time:3Hours

Max Marks:25

Practical:20

C.A.:05

- **Microphones:** Uses and selection ofMicrophones,
- **Understanding different types ofMicrophones**
- **Digital RecordingSystems**
- **Audio Cables & Connectors:** Use andSelection
- **Working on Audio console, Mixing Audio**
- **Understanding techniques of VoiceModulation**
- **Audio Editing:** Linear and Non-Linear AudioEditing
- **Types of SoundEffects**

B.A. JMC (Session 2020-21)

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 humanrights
- Writing feature on celebrities
- Reporting various events of city / college for your in-house publication
- Editing and designing in-house publication

B.A. JMC (Session 2020-21)

Semester-VI

Film Project

Course Code: BJMP-6316

(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 filmCD.