

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism & Mass Communication

as a Subject) (Semester II,IV&VI)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-2313	JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts
Semester –II
(Session 2020-21)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
Course Code: BARM-2313
(THEORY)

Time: 3 Hrs

Max Marks: 100
Theory Marks: 60
Practical Marks :20
CA:20

Instructions for the Paper Setters: 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

-Development of Radio, TV, Cinema and Cable in India over the years. Basics of different formats for Radio and TV

Unit-II

Organs of I & B Ministry: FTII, NFAI, DAVP, Field Publicity, Song and Drama Division,
Directorate of film festivals, NFDC, RNI, Film Division

Unit-III

-Fundamentals of Hardware of electronic media (Studios, Microphones, Recording and editing equipments)

- Audio-Visual media and its characteristics

Unit-IV

-Print Media, its characteristics (News concept, elements, types, Basics of News reporting, Sources of News, Hard and soft news, specialized reporting, Problems in reporting)

Practical:

- Reporting the College Events.
- Visit to Newspapers Offices
- Rewriting the news (at least 10)

Books Recommended:

Professional Journalism M.V. Kamath Vikas

The Journalist's Handbook M.V. Kamath Vikas

Here is the News Rangaswamy Sterling Parthasarthy Sterling Press

Semester IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-4313	Journalism and Mass Communication Mass Media and Photography	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts
Semester –IV
(Session 2020-21)
Journalism and Mass Communication
Mass Media and Photography
Course Code: BARM-4313
(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

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

Traditional and Folk Media: Characteristics, Role in the age of Electronic Media. Radio: Characteristics & Principles of Broadcasting, Popular Radio Genres.

Unit-II

Television: Characteristics, Objectives of the medium, Advantages over other mediums, Educational TV, Satellite Invasion and Cable Television, Internet TV.

Unit-III

Photography: Introduction to Photography, Aperture, Shutter speed & ISO. Types of cameras Types of lens & their applications. Rules of Composition: Framing, Lighting control, depth of field, Rule of Thirds. Types of shots and angles.

Unit-IV

Photojournalism: Qualities of a good photo journalist, ethics of photo journalism.

Photo editing techniques & photo features. Candid.

PRACTICAL

Preparing an album of minimum 20 photographs on the given topics.

Books Recommended:-

- Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi.
- Photography: Barbara Upton, 1981, Little Borwn & Co., Boston.

Semester-VI							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-6313	JOURNALISM AND MASS COMMUNICATION (VOCATIONAL) PUBLIC RELATIONS	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts
Semester–VI
(Session 2020-21)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
PUBLIC RELATIONS
Course Code: BARM-6313
(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

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

PR-Definition, Concept and Role, Qualities of a PR professional, PR practices in public & private sector.

Unit-II

Difference between PR & Advertising, Various PR Organisations, Organising a Press Conference.

Unit-III

Various tools of PR, Writing Press Releases, Need for PR; Objectives & its Code of Ethics.

Unit-IV

Crisis management in PR, Public Relations Society of India, Event Management & Public Relation.

Books Recommended:-

- Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi.
- The Journalist's Handbook M.V. Kamath Vikas

Practical:

1. PR report of an organisation/industry etc. organise an event of the institution
2. Preparing the PR report of an organization.
3. Organizing an event of institution.