

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism & Mass Communication)

(Semester I-IV)

(Under Continuous Evaluation System)

Session: 2019-20



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

Scheme of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)

(Session 2019-20)

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)	AECC	50	40	-	10	3
SECF-1492	*Foundation Course	VBCC	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

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Course

Scheme of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)
(Session 2019-20)

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 Course

Scheme of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)
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Semester-III							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				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 & 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 & 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

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Course

Scheme of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)
Session 2019-20)

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

PROGRAMME OUTCOMES

BA JMC

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 2019-20
B.A. JMC
Semester I
General Punjabi
Course Code- BJML -1421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ), (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ
ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ ਸੰਗ੍ਰਹਿ) ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ,

ਲੁਧਿਆਣਾ। (ਲੇਖ 1 ਤੋਂ 6)

(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

08 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਪੈਰਾ ਰਚਨਾ

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ।

08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ-ਪ੍ਰਬੰਧ।

(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ ਚਿੰਨ੍ਹ।

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਯੂਨਿਟ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਯੂਨਿਟ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2019-20
B.A. JMC SEMESTER-I
ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)
COURSE CODE- BJML-1031

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40
CA: 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੈਂਤੀ ਅਖਰੀ, ਅਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿਪੀ, ਅਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ । 08ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁਢਲੀ ਜਾਣ ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ) 08ਅੰਕ

ਯੂਨਿਟ-III

ਨਿਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ। 08 ਅੰਕ

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

08ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਯੂਨਿਟ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੱਠ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੇ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Session 2019-20
Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)
SEMESTER-I
Course Code- BJML-1431

Time: 3 Hours

Max. Marks: 50

Theory: 40

Continuous Assessment: 10

Instructions for the Paper Setters

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

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

Unit -I

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

Unit- II

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

Unit -III

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

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

Unit -IV

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

Suggested Readings

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

B.A. JMC
(Session 2019-20)
SEMESTER I
COMMUNICATION SKILLS IN ENGLISH -I
Course Code: BJML1102

Time: 3 Hours

Max. Marks: 50

Theory: 40

Continuous Assessment: 10

Instructions for the paper setter and distribution of marks:

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

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

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

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

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

Important Note:

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

The syllabus is divided in four units as mentioned below:

Unit I

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

Unit II

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

Activities:

- ☐ Comprehension questions in multiple choice format
- ☐ Short comprehension questions based on content and development of ideas

Unit III

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

Activities

- ☐ Formatting personal and business letters.
- ☐ Organising the details in a sequential order

Unit IV

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

Activities:

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

Recommended Books:

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

B.A. JMC
(Session 2019-20)
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.

B.A. JMC
(Session 2019-20)
SEMSTER-I
PRINCIPLES OF COMMUNICATION
Course Code: BJML-1313
(THEORY)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

Suggested Readings:

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspective Human Communication: Aubrey B.Fisher, (Macmillan Publishing Co. New Delhi)
3. Communication – Concepts & Process: Joseph A. Devito,

4. Lectures on Mass Communication: S.S. Ganesh
5. The Process of Communication: David K. Berlo
6. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)

B.A. JMC
(Session 2019-20)
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.

**B.A. JMC
(Session 2019-20)
SEMSTER-I
Reporting and Editing-I
Course Code: BJML-1314
(THEORY)**

Time: 3 Hrs.

**Max. Marks: 75
Theory: 60
CA:15**

Instructions for the Paper Setter

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

B.A. JMC
(Session 2019-20)
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

B.A. JMC
(Session 2019-20)
SEMSTER-I
Media and Politics
Course Code: BJML-1315
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions,

selecting at least one question from each section. The fifth question may be attempted from any Section. 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

B.A. JMC
(Session 2019-20)
SEMSTER-I
PHOTO JOURNALISM
Course Code: BJML-1316
(THEORY)

Course Objectives

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

B.A. JMC
(Session 2019-20)
SEMSTER-I
PHOTO JOURNALISM
Course Code: BJML-1316
(THEORY)

Time: 3 Hours

Marks: 75

Max.

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 Components – Shutter Speed, Aperture, Focal Length.

Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid.

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

UNIT-II

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

Types of Shots, Angles & Composition.

UNIT-III

Photo Editing Techniques – Cropping, Editing

Qualities of a Good Photo Journalist. Ethical Aspects of Photo Journalism.

UNIT-IV

Photo Features and Caption Writing, Candids

Glossary of Photography.

Book Recommended

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

B.A. JMC
(Session 2019-20)
SEMSTER-I

PRINT MEDIA LAB
Course Code: BJMP-1317
(PRACTICAL)

Time: 3 Hrs.

Max. Marks:25
Practical:20
CA:05

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

**B.A. JMC
(Session 2019-20)
SEMSTER-I
PHOTO LAB
Course Code: BJMP-1318
(PRACTICAL)**

**Time: 3 Hours
25**

Max Marks:

**Practical: 20
CA: 05**

Practical exercises involving:

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

Session 2019-20
B.A. JMC
Semester II
General Punjabi
Course Code-BJML -2421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ), (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ ਸੰਗ੍ਰਹਿ) ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ,
ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12)(ਸਾਰ, ਲਿਖਣ ਸ਼ੈਲੀ)

08 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2019-20

B.A. JMC

SEMESTER-II

ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In lieu of Compulsory Punjabi)

COURSE CODE- BJML-2031

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA: 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁਢਲੀ ਜਾਣ ਪਛਾਣ

(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

08 ਅੰਕ

ਯੂਨਿਟ-III

ਪੈਰ੍ਹਾ ਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਯੂਨਿਟ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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 Panjab under the Gurpta Emperor.
4. The Punjab under the Vardhana Emperors

Unit-III

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

Unit -IV

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

Suggested Readings

1. L. Joshi (ed): *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed); *History of Punjab* , Vol.I, Patiala 1977.
3. Budha Parkash : *Glimpses of Ancient Punjab*, Patiala, 1983.

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

B.A. JMC
(Session 2019-20)
SEMESTER-II
COMMUNICATION SKILLS IN ENGLISH-II
Course Code: BJMM -2102

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

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

Instructions for the paper setters and distribution of marks:

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

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

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

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

Important Note:

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

PRACTICAL / ORAL TESTING

Time: 3 hours

Marks: 15

Course Contents:

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

Questions:

- 1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.**
- 2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.**

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

Course Contents:

Unit I

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

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

Unit II

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

Unit III

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

Activities: 1) Making conversation and taking turns

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

Unit IV

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

Activities: Giving Interviews

Recommended Books:

- 1. Oxford Guide to Effective Writing and Speaking by John Seely.**
- 2. Business Communication by Sethi, A and Adhikari, B., McGraw Hill Education 2009.**
- 3. Communication Skills by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).**
- 4. A Course in Phonetics and Spoken English by J. Sethi and P.V. Dhamija, Phi Learning.**

B.A. JMC
Session 2019-20
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 law making.
- To understand the basic concepts related to Indian judicial system.

B.A. JMC
Session 2019-20
SEMSTER-II
Press Laws and Media Ethics
Course Code: BJML-2313
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

UNIT-I

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

UNIT-II

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

UNIT-III

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

- Right to Information
- Copyright Act

UNIT-IV

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

Suggested Readings:

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

B.A. JMC
(Session 2019-20)
SEMSTER-II
History of Print Media
Course Code: BJML-2314
(THEORY)

Course Objectives

- To trace the history of Indian press.
- To understand the evolution of various Indian newspapers.
- To aware the students about the role of Indian Press in freedom struggle.
- To understand the history of Vernacular Press.

**B.A. JMC
(Session 2019-20)
SEMSTER-II
History of Print Media
Course Code: BJML-2314
(THEORY)**

Time: 3 Hrs.

**Max. Marks: 75
Theory: 60
CA:15**

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

Books Recommended

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

B.A. JMC
(Session 2019-20)
SEMSTER-II
Mass Communication: Concepts and Processes
Course Code: BJML-2315
(THEORY)

Course Objectives

- To understand the basic concepts related to Mass Communication.
- To understand the various functions of Mass Communication.
- To understand the characteristics of various audience.
- To understand the various tools of Mass Communication.

B.A. JMC
(Session 2019-20)
SEMSTER-II
Mass Communication: Concepts and Processes
Course Code: BJML-2315
(THEORY)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

UNIT-I

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

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

UNIT-II

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

UNIT-III

Theories of Mass Communication:

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

UNIT-IV

Tools of Mass Communication:

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

Suggested Readings:

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

B.A. JMC
(Session 2019-20)
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 Page making.

B.A. JMC
(Session 2019-20)
SEMSTER-II
DESIGN AND GRAPHICS
Course Code: BJML-2316
(THEORY)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

Suggested Readings:

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

B.A. JMC
(Session 2019-20)
SEMSTER-II
COMMUNICATION LAB
Course Code: BJMP-2317
(PRACTICAL)

Time: 3 Hrs.

Max. Marks: 25

Practical: 18

CA: 07

1. Micro Communication Lab on Communication Dynamics

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

2. Communication Skills/Perception

- Speaking
- Listening
- Writing
- Reading

3. Verbal, Communication

- Verbal Language
- Public Speaking

4. Non-Verbal Communication

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

5. Methodology

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

B.A. JMC
(Session 2019-20)
SEMSTER-II
Design & Graphics Lab
Course Code: BJMP-2318
(PRACTICAL)

Time: 3 Hours

Max. Marks: 25

Practical: 20

CA: 05

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

B.A. (JMC)
Session 2019-20
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 2019-20
Semester-III
Cyber Journalism
Course Code: BJML-3311
(Theory)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA: 15

Instructions for the Paper Setter

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

Unit-I

- **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, Online Newspaper, M-paper, Blogs, Citizen Journalism
- 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

B.A. JMC
(Session 2019-20)
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.

B.A. JMC
(Session 2019-20)
Semester-III
Reporting and Editing-II
Course Code: BJML-3312
(Theory)

Time: 3 Hrs.

Max. Marks: 75
Theory: 60
CA: 15

Instructions for the Paper Setter

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

Unit-I

- **Reporting:** 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

B.A. JMC
(Session 2019-20)
Semester-III
History of Broadcasting in India: Policies & 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.

B.A. JMC
(Session 2019-20)
Semester-III
History of Broadcasting in India: Policies & Principles
Course Code: BJML-3313
(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

- **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:** Advent of radio in India, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, 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–Kewal J.Kumar

B.A. JMC
(Session 2019-20)
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

B.A. JMC
(Session 2019-20)
Semester-III
News Feature Writing
Course Code: BJML-3314
(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

- Defining a feature: Difference between feature and news report, From facts to narratives; Originality and literary quality; discuss various feature stories published in newspapers and magazines, 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: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; Human interest story, news features, brights, sidebars, personality profiles, professional 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)

B.A. JMC
(Session 2019-20)
Semester-III
Development and Communication
Course Code: BJML-3315
(Theory)

Course Objectives:-

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

B.A. JMC
(Session 2019-20)
Semester-III
Development and Communication
Course Code: BJML-3315
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

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

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. Ganes |

B.A. JMC
(Session 2019-20)
Semester-III
Reporting and Editing Lab
Course Code: BJMP-3316
(Practical)

Time: 3 Hrs.

Max. Marks: 25
Theory: 20
CA: 05

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.

**B.A. JMC
(Session 2019-20)
Semester-III
Cyber Lab
Course Code: BJMP-3317
(Practical)**

Time: 2 Hrs.

**Max. Marks: 25
Theory: 20
CA: 05**

- 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

B.A. JMC
(Session 2019-20)
Semester-III
Feature Writing Lab
Course Code: BJMP-3318
(Practical)

Time: 3 Hrs.

Max. Marks: 25
Theory: 20
CA: 05

- 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 2019-20)
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 2019-20)
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

Unit-III

- **Understanding - Proxemics, Kinesics**
- **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 2019-20)
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 2019-20)
Semester-IV
Programme Formats: Radio & TV
Course Code: BJML-4312
(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

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

Unit-II

- **Concept of Good Presentation :** Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, 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, Special audience.

Unit-IV

- **Television:** Understanding the medium and slope, 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 : KM Srivastva
2. TV Production : Gerald Millerson
3. Broadcast Journalism: PP Joshi

B.A. JMC
(Session 2019-20)
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 2019-20)
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 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 and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Unit-IV

- **Video Recording and Editing:** What is editing? Rules of editing, 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 2019-20)
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 2019-20)
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 channels of communication (Historic Perspective in India), 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

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, Folk media in the context of urbanization,

Unit-IV

- Punjabi Folk: Bhangra, Gidha and Vaar
- Units of Ministry of I & B: Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

Suggested Books

1. **Mass Communication in India by Kewal J Kumar**
2. Handbook of Journalism & Mass Communication by Vir Bala Aggarwal
3. Folk Dance – Tribal Richval & Martial Forms by Ashish Mohan khokar
4. Forms with A Smile by W S Retail

B.A. JMC
(Session 2019-20)
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 2019-20)
Semester-IV
Advertising: Concepts & Principles
Course Code: BJML-4315
(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 Advertising

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

Unit-II

Purpose of Advertising

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

Unit-III

Types of Advertising

- (i) Commercial & Non-commercial
- (j) Product & Consumer

- (k) Classified & Display
- (l) Retail & Wholesale
- (m) Regional, National & Co-operative
- (n) Govt. advertising
- (o) Comparative advertising

Unit-IV

Advertising as a Communication Tool

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

Role & Effects of Advertising

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

Suggested Readings:

- | | | |
|----------------------------|---|---------------------------------------|
| 1. Indian Broad Casting | : | 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 |

B.A. JMC
(Session 2019-20)
Semester-IV
Radio & TV Production Lab
Course Code: BJMP-4316
(Practical)

Time: 3 Hrs.

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

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

B.A. JMC
(Session 2019-20)
Semester-IV
Operation & Handling of Video Equipment
Course Code: BJMP-4317
(Practical)

Time: 3 Hrs.

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) Proper placement of lights & lighting equipment for principle 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

**B.A. JMC
(Session 2019-20)
Semester-IV
Advertising Lab
Course Code: BJMP-4318
(Practical)**

Time: 3 Hrs.

**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

B.A. JMC
(Session 2019-20)
Semester-IV
ENVIRONMENTAL STUDIES
Course Code: AECE-4221

Time: 3 Hrs.

Max. Marks: 100

Theory: 75

CA: 25

Unit 1

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Unit 2

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Unit 3

Ecosystems

- Concept of an ecosystem

- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit 4

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit 5

Environmental Pollution

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

Unit 6

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management

- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Unit 7

Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

Unit 8

Field Work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc