

# **FACULTY OF ARTS & SOCIAL SCIENCES**

## **SYLLABUS**

**of**

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

**(Semester- I, III and V)**

**(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)/ <sup>1</sup> Basic Punjabi/ <sup>2</sup> Punjab 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 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 and Curriculum of Examination of Three Year Degree Programme**  
**Bachelor of Arts (Journalism and Mass Communication)**  
**(Three Years Degree Course)**  
**(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	Social Media Lab	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**

## **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

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 2020-21  
BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION) SEMESTER-I

**ਮੁੱਢਲੀ ਪੰਜਾਬੀ**

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

Time: 3 Hours

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) ਲਗਾਘਰ (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, ਬਾਰਾਂ 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 ਅਗੋਂ ਵਧ ਤੋਂ ਵਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**Session 2020-21**  
**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 5<sup>th</sup> 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 (3<sup>rd</sup> 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 & MASS COMMUNICATION)**  
**(Semester I)**  
**Session 2020-21**  
**COMMUNICATION SKILLS IN ENGLISH**  
**(Theory)**  
**Course Code: BJML -1102**

**COURSE OUTCOMES**

At the end of this course, the students will develop the following Skills:

**CO 1:** Reading skills that will facilitate them to become an efficient reader

**CO 2:** The ability to realise not only language productivity but also the pleasure of being able to articulate well

**CO 3:** The power to analyse, interpret and infer the ideas in the text

**CO 4:** The ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

**CO 5:** Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

**CO 6:** Ability to plan, organise and present ideas coherently on a given topic

**CO 7:** The skill to use an appropriate style and format in writing letters (formal and informal)

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

**(Semester I)**

**Session 2020-21**

**COMMUNICATION SKILLS IN ENGLISH**

**(Theory)**

**Course Code: BJML -1102**

**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. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 8 marks.**

**Section-A:** Two questions of theoretical nature will be set from Unit I.

**Section-B:** Two comprehension passages will be given to the students based on Unit II.

**Section-C:** Two questions will be given from Unit III.

**Section-D:** Two questions will be set from Unit IV.

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Semester I)**  
**Session 2020-21**

**COMMUNICATION SKILLS IN ENGLISH**  
**(Theory)**  
**Course Code: BJML -1102**

**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**

**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, 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, 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**

**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.

**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**

**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

Various Political Systems of the World

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

Political Communication

### **UNIT-II**

**Three-Tier System of Indian Government**

**Rajya Sabha and Lok Sabha Television**

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

### **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, 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

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

**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      |

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

**(Session 2020-21)**

**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

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

**(Session 2020-21)**

**SEMSTER-I**

**PHOTO LAB**

**Course Code: BJMP-1318**

**(PRACTICAL)**

**Time: 3 Hours**

**Max Marks: 25**

**Practical: 20**

**CA: 05**

**Practical exercises involving:**

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

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

**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.

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

**Session 2020-21**

**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. Introduction to Cyber Crime, Ethics of Cyber Media.

### **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**

**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.
- 

### **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**

**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:** Development of Radio in India, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Community Broadcast, Different Services. Case Study of SITE.

**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

**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**

**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, 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: Sources of 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**

**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**

**Development- Concept & Process**

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

**Unit-II**

**Development & Communication-Concepts & Theories**

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

**Unit-III**

**Development Communication**

- (m) Concept, significance of development communication
- (n) Roadblocks, future of development communication

**Media & Development**

- (o) Mass Media as tool for development; Media as partner in development
- (p) Problems with use of media for development
- (q) Creativity in media presentation of development issues

- (r) 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<br>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.**

**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

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

**(Session 2020-21)**

**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

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

**(Session 2020-21)**

**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

**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**

**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**

- 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
- Localization of Events in the era of Social Media

### **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**

**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**

**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**

**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**

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. Research Report Writing.

### **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**

**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**

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, Issue of Privacy in 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**

**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**

- 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
- Credibility of PR professionals in today's world.

### **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 Jethwane

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

**(Session 2020-21)**

**Semester-V**

**Event Management Lab**

**Course Code: BJMP-5316**

**(Practical)**

**Time: 3 Hrs.**

**Max. Marks: 25**

**Theory: 20**

**CA: 05**

- 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.**

**Max. Marks: 25**

**Theory: 20**

**CA: 05**

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.**

**Max. Marks: 25**

**Theory: 20**

**CA: 05**

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