

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism and Mass Communication)

Sem. I-VI

(Under Credit Based Continuous Evaluation Grading System)

Session: 2024-25



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-I

PRINCIPLES OF COMMUNICATION

Course Code: BJML-1313

(THEORY)

Time: 3 Hrs.

Max. Marks: 100

Theory: 80

CA: 20

Instructions for the Paper Setters:-

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

UNIT-I

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

Transmission of ideas, Elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding & Feedback), Communication in Digital Age.

UNIT-III

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

UNIT-IV

Hypodermic Needle Theory, Two-step & Multi-step, SMR Model, Shannon & Weaver Model, Laswell Model, Osgood 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 & MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-I

Reporting and Editing-I

Course Code: BJML-1314

(THEORY)

Max. Marks: 75

Theory: 60

CA: 15

Time: 3 Hrs.

Instructions for the Paper Setters:-

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

UNIT-I

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, proofreading symbols and their significance.

UNIT-IV

Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Suggested Readings:

1. Handbook of Reporting and Communication Skill, Rahul Kumar and V.S. Gupta, 2022
2. Fundamentals of Reporting and Editing, Ambrish Saxena, 2017 Kanishka Publishers
3. A Concise Course in Reporting for Newspapers, Magazines, Radio and the TV, B.N. Ahuja, 2013

4. NewsReportingandEditing,K.M.Srivastava,SterlingPublishersPvt.Ltd.,2008
5. HandbookonJournalism&MassCommunication-B.R.Gupta.

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)
SEMSTER-I

History of Print Media
Course Code: BJML-
1315
(THEORY)

Time:3Hrs.

Max. Marks:100

Theory:80

CA:20

Instructions for the Paper Setters:-

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

UNIT-I

History of Indian Journalism, The Statesman; The times of India, Amrita Bazar Partika,
; 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, Vernacular Press Act, Copyright Act

UNIT-IV

History of Punjab Journalism: Ajit, Nawan zamana, Jagbani, The Tribune

Books Recommended

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

SEMSTER-I

Reporting and Editing-I Lab

Course Code: BJMP-1316

Time: 3 Hrs.

Practical Marks:25

PRACTICAL

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 2024-25**

**SEMSTER-II
Press Laws and Media Ethics**

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

Time:3Hrs.

Max. Marks:100

Theory:80

CA:20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

UNIT-I

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

UNIT-II

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

UNIT-III

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

- Right to Information

UNIT-IV

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

Suggested Readings:

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

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)
SEMSTER-II

Mass Communication: Concepts and Processes
Course Code: BJML-2314
(THEORY)

Time:3Hrs.

Max. Marks:75

Theory:60

CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

UNIT-I

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

Mass Communication and other forms of Mass Communication: Interface between Intra personal, Interpersonal, Group and Mass Communication, New Media as a tool for Mass Communication.

UNIT-II

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

Audience: Topologies and Characteristics,

UNIT-III

Theories of Mass Communication:

Bullet theory and two step flow theory.

Concept of Demassification.

UNIT-IV

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) Internet: e-Paper, Online Paper and Offline Paper, Blogs, Microblogs, other social networking sites

Suggested Readings:

- | | |
|---|----------------------------------|
| 1. Mass Communication & Development | Dr. Baldev Raj Gupta |
| 2. Communication Technology & Development | I. P. Tiwari |
| 3. Mass 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 |

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)
SEMSTER-II

Photography and Photo Journalism
Course Code: BJML-2315
(THEORY)

Time:3 Hrs.

Max. Marks:50

Theory:40

CA:10

Instructions for the Paper Setters:-

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

UNIT-I

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, Types of Photography (Still life, Fashion, Sports, Editorial and Aerial photography)

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, Candid, Chimping, Paparazzi
Styles of Photography (Lifestyle, Documentary, Artistic and Traditional photography)
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 2024-25)

SEMSTER-II

**DESIGN AND
GRAPHICS**

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

Time: 3Hrs.

Max. Marks:75

Theory:60

CA:15

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

- Types of Papers

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

Suggested Readings:

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2024-25)

SEMSTER-II

**Mass Communication:
Concepts and Processes Lab
Course Code: BJMP-2317
(PRACTICAL)**

Time:3Hrs.

Max. Marks:25

Practical:20

CA:05

Micro Communication Lab on Communication Dynamics : Simplicity & Complexity, Has the message been received, Use of Emphasis, Formality, Humor, Emotion, Staying in control

Communication Skills/Perception :Speaking, Listening, Writing, Reading

Verbal Communication: Verbal Language, Public Speaking

Non-Verbal Communication: Body movement, Eye movement, posture, Silence, Sign language

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)
SEMSTER-II

Photography and Photo Journalism
Course Code: BJMP-2318
(Practical)

Time: 3Hrs.

Max. Marks:25

Practical:20

CA:05

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

SEMSTER-II

**Design and
GraphicsLab**

Course Code:

BJMP-2319

(PRACTICAL)

Time: 3Hours

Max. Marks:25

Practical:20

CA:05

- Visualizing concepts and ideas
- Designing, Lay outing and Illustrations
- Graphic Designing exercises
- Composition
- Designing of Lay-outs for various magazines/newspapers
- Developing storybooks
- Designing of Cover-Page
- Designing pamphlets, folders, flash cards, flipcharts
- Visit to printing press of various kind

Bachelor of Arts (Journalism and Mass Communication)

Session 2024-25

Semester-III

Cyber Journalism

Course Code: BJML-3311

(Theory)

Max. Marks: 100

Theory: 80

C.A.: 20

Time: 3 Hrs.

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 16 Marks.

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

Reporting and Editing-II

Course Code: BJML-3312

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory:80

C.A.: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

□ **Suggested Readings:**

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

History of Broadcasting in India: Policies and Principles

Course Code: BJML-3313

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory:80

C.A.: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggesting Readings:

1. Broadcast Journalism– Jan R Hakemuldaer, PP Singh
2. Satellite Invasion– S.C Bhatt
3. Broadcasting in India–H.R. Luthra
4. Broadcasting in India–P.C Joshi
5. Mass Communication in India–Kewal J. Kumar

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

News Feature Writing

Course Code: BJML-3314

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory:80

C.A.: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

SUGGESTED BOOKS:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

Development and Communication

Course Code: BJML-3315

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory:80

C.A.: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

Development- Concept & Process

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

Unit-II

Development & Communication-Concepts & Theories

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

Unit-III

Development Communication

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

Media & Development

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

Unit-IV

Development Issues & Concepts

Concepts

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

Suggested Readings:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

Reporting and Editing Lab

Course Code: BJMP-3316

(Practical)

Time: 3 Hrs.

Max. Marks:50

Practical:40

CA:10

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 2024-25)

Semester-III

Cyber Lab

Course Code: BJMP-3317

(Practical)

Time: 2 Hrs.

Max. Marks:50

Practical:40

CA:10

- ☐ 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 2024-25)

Semester-III

Feature Writing Lab

Course Code: BJMP-3318

(Practical)

Time: 3 Hrs.

Max. Marks:50

Practical:40

CA:10

- 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 2024-25)

Semester-IV

Media: Business Communication

Course Code: BJML-4311

(Theory)

Time: 3 Hrs.

Max. Marks:100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 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
- Online & Offline

Unit-III

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

Unit - IV

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

Books recommended:

Larry L. Barker: Communication
 Mcquail, Denis: Mass Communication Theory
 Mcquail and Windahl: Communication Models
 Keval J Kumar: Mass Communication in India
 Rogers and Singhal: India's Communication Revolution
 Emery, Ault & Agee: Introduction to Mass Communication
 Gupta and Agarwal: Handbook to Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)

Semester-IV
Programme Formats: Radio&TV

Course Code: BJML-4312
(Theory)

Time:3Hrs.

Max. Marks:100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

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

Unit-II

Concept of Good Presentation :

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

Unit-III

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

Unit-IV

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

Suggested Readings:

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-IV

Video Production: Idea to Screen

Course Code: BJML-4313

(Theory)

Time:3Hrs.

Max. Marks:100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings:

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-IV

Folk Media

Course Code: BJML-4314

(Theory)

Time: 3Hrs.

Max. Marks: 100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

- Punjabi Folk: Bhangra, Gidha and Vaar

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

Suggested Books

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-IV

Advertising: Concepts & Principles

Course Code: BJML-4320

(Theory)

Time: 3Hrs.

Max. Marks: 100

Practical: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 Marks

Unit-I

Introduction to Advertising

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

Unit-II

Purpose of Advertising

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

Unit-III

Types of Advertising

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

Unit-IV

Advertising as a Communication Tool

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

Role & Effects of Advertising

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

Suggested Readings:

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

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)

Semester-IV

Radio and TV Production Lab

Course Code: BJMP-4316
(Practical)

Time:3Hrs.

Max. Marks:50

Practical: 40

CA: 10

Radio

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

Practical exercises involving:

Television

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

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-25)

Semester-IV
Operation and Handling of Video Equipment
Course Code: BJMP-4317

(Practical)

Time:3Hrs.

Max. Marks:50

Practical: 40

CA: 10

Practical exercises involving:

Camera:

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

Lights:

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

Sound:

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

Bachelor of Arts (Journalism and Mass Communication)
(Session 2024-
25)
Semester-IV
Advertising Lab

Course Code: BJMP-4318 (Practical)

Time: 3Hrs.

Max. Marks:50

Practical:40

CA:10

Practical exercises involving:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJML-5311

(THEORY)

Time: 3 Hrs

Max. Marks: 75

Theory: 60

C.A.: 15

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

- Gauging Cost Effectiveness

Suggested Readings:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-V

Current Affairs: Contemporary Issue in Media-I

Course Code: BJML-5312

(THEORY)

Time: 3 Hrs

Max. Marks: 75

Theory: 60

C.A.: 15

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

NOTE: Issues pertaining to last six months only

Suggested Books / Magazine

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

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-V

Media Research Methodologies

Course Code: BJML-5313

(THEORY)

Time: 3 Hrs

Max. Marks: 75

Theory: 60

C.A.: 15

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

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

Unit-IV

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

Suggested Readings:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-V

Social Media

Course Code: BJML-5314

(THEORY)

Time: 3 Hrs

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings:

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

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMSTER-V

Public Relations

Course Code: BJML-5320

(THEORY)

Time: 3 Hrs

Max. Marks: 75

Theory: 60

C.A.: 15

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

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

Suggested Readings:

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-V

Event Management Lab

Course Code: BJMP-5316

(Practical)

Time: 3 Hrs.

Max. Marks:25

Practical: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 2024-25)

Semester-V

Social Media Lab

Course Code: BJMP-5317

(Practical)

Time: 3 Hrs.

Max. Marks:25

Practical: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 2024-25)

Semester-V

Pilot Study

Course Code: BJMP-5318

(Practical)

Time: 3 Hrs.

Max. Marks:25

Practical: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.

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Global Media

Course Code: BJML-6311

(Theory)

Time:-3 Hours

Total Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setters

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Books:

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

One world many voices, Macbride commission.

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Current Affairs: Contemporary Issue in Media-II

Course Code: BJML-6312

(Theory)

Time:-3 Hours

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setters

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

UNIT-I

☐ **Events and happening of last six months with special reference to:**

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

Suggested Books / Magazine

1. Competitor SuccessReview
2. ManoramaYearBook
3. FocalStudy

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Perspective of Audio Sound

Course Code: BJML-6313

(Theory)

Time:-3 Hours

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setters

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

Audio Editing: Linear and Non-Linear Audio Editing

Types of Sound Effects

Mixing and Dubbing Techniques

Suggested Books

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Video Electronic Film Production

Course Code: BJML-6314

(Theory)

Time:-3 Hours

Max. Marks: 75

Theory: 60

C.A.: 15

Instructions for the Paper Setters

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Books

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Specialized Reporting

Course Code: BJML-6315

(Theory)

Time:-3 Hours

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setters

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

Unit-I

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

Unit-II

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

Unit-III

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

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

Unit-IV

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

Suggested Books

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Audio Lab

Course Code: BJMP-6316

(Practical)

Time:3Hours

Max Marks:25

Practical:20

C.A.:05

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

Bachelor of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-VI

Specialized Reporting Lab

Course Code: BJMP-6317

(Practical)

Time:3Hours

Max Marks:25

Practical:20

C.A.:05

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

**Bachelor of Arts (Journalism & Mass
Communication)
(Session 2024-25)
Semester- VI
Film Project
Course Code: BJMP-6318
(Practical)**

Time:3Hours

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

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

FACULTY OF ARTS & SOCIAL SCIENCES
SYLLABUS

of

Master of Arts (Journalism & Mass Communication)
Sem. I-IV

Under Credit Based Continuous Evaluation Grading System (CBCEGS)

Session: 2024-25



The Heritage Institution

KANYAMAHAVIDYALAYA
JALANDHAR
(Autonomous)

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMESTER-I

**Introduction to
Communication Course
Code: MJML-1311
(THEORY)**

Time: 3 Hrs.

Maximum Marks :100

Theory: 80

CA: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit - I

Introduction to communication, definitions of communication, functions and barriers to communication, 7 Cs, Principles for effective communication. Types – intrapersonal, interpersonal, group, public & mass communication. Concept of Gate Keeping.

Unit- II

Communication models- linear, interactive and transactional models, models of Aristotle, Lasswell, Berlo, Osgood and Schramm, Dance's helical model, Newcomb's ABX model, Wesley and McLean model, DeVito's Interactive Model, Davis Foulger ecological model

Unit – III

Individual Difference theory – Selective Exposure, Selective Attention, Selective Perception and Selective Retention, Personal influence theories - Two-step flow and Multi-step flow, Sociological theories – Cultivation theory, Agenda Setting theory, Diffusion of Innovation, The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory.

Unit-IV

Traditional media, Media's role in society, New media technologies- satellite, cable, digital, internet. Spiral of silence, hot media and cold media.

Books recommended:

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication

Theory Mcquail and Windahl:

Communication Models Keval J Kumar:

Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault & Agee: Introduction to Mass

Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

**(Session 2024-
25)**

SEMESTER-I

**History of Print Media
in India Course Code:
MJML-1312 (THEORY)**

Time: 3 Hrs.

**Maximum Marks
100**

Theory: 80

CA: 20

Instructions for the Paper Setter (80 Marks)

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 16 marks.

Unit-I

Origin and growth of newspapers in India - pre and post-independence era, Introduction to main newspapers and pioneers of Indian journalism: Robert K Night, James Augustus Hickey, Development of Indian news agencies.

Unit-II

The Indian press and freedom movement-Mahatma Gandhi and his contribution in journalism; issues before Independence and the Indian press, Important personalities of journalism - James Silk Buckingham, Kalinath Ray, DyalS.Majithia, Sadhu Singh Hamdard, LalaJagat Narayan &Narinder Mohan.

Unit -III

Important newspapers and magazines & their history- Times of India - Amrita Bazar Patrika - Hindustan Times - The Hindu - The Tribune -The Indian Express - The Telegraph - DainikJagran - Punjab Kesri - AmarUjala - Hindustan - Rajasthan Patrika.

Unit-IV

Press in Punjab: Origin & development of Punjabi Press. Brief History of Ajit, Present status of Punjabi press.

Leading Punjabi newspapers - Jag Bani, Punjabi Tribune, Nawan Zamana. Short history of leading regional magazines.

Book Recommended:

RangaswamyParthasarthy: Journalism in India.
Conboy Martin: Journalism: A Critical History.
Natarajan J: History of Indian Journalism
Report of The First & Second Press Commission
Lovett Pat: Journalism in India

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMESTER-I

**Reporting and
Editing Course
Code: MJML-1313
(THEORY)**

Time: 3 Hrs.

Maximum Marks 100

Theory: 80

CA: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit - I

Basic concepts and principles of reporting, Characteristics and qualities of a reporter, Writing lead and sourcing facts, hard and soft news writing, Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration & rural etc.

Unit - II

Covering press conference and press briefing, Investigative, interpretative, in-depth reporting. Writing curtain raisers, interview techniques, reporting fashion and lifestyle.

Unit - III

Editing – meaning, principles and process; computer based editing, Structure and functioning of a newsroom. Role, responsibilities and qualities of an editor and news editor, sub editorHeadline – meaning, significance, types, writing effective headlines, Different types of copy - Agency copy, Bureau Copy, District Copy. News values and selection of news.

Unit - IV

Different methods of printing – letter press, Off-set and Gravure. Reproduction of graphics and photographs, Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc., Dealing with redundancies and importance of brevity, Copy writing.

Books recommended:

VirBalaAgarwal: Essentials of Practical Journalism

K. M. Srivasthava: Reporting and

EditingTJS George: Editing

Maloney &Rubenstein: Writing for

MediaBurack: The Writers Handbook

Cambell: Professional Writing

Dewbo and Pondrow: The Contemporary

WritingUsha Raman: Writing for media

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMESTER-I

Media Law and

Ethics Course

Code: MJML-1314

(THEORY)

Time: 3 Hrs.

Maximum Marks
100

Theory: 80

CA: 20

Instructions for the Paper Setter (80 marks)

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

Basics of Indian Constitution—Preamble, Fundamental Rights and Duties, concept of PIL, Report of First and Second Press Commission, Need for Third Media Commission, PCI& Editor's Guild of India.

Unit-II

Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Indecent Representation of Women Prohibition Act, Censorship Act, Official Secrets Act, Law of Defamation.

Unit-III

Right to Information Act, 2005. Cyber Laws - cyber awareness, advantages and disadvantages, Cyber crime and fraud, IT Act 2000 and further amendments, Intellectual Property Rights and Copyright Act.

Unit-IV

Introduction to Yellow Journalism, Media and Human and Civil Rights, NHRC, PHRC, Media Trial & Fakenews. Right to Privacy, Sensationalism. Biasness, News Imbalance. Commercialization of media

Books recommended:

A.G. Noorani: India's Constitution &
Politics
Durga Das Basu: Constitution of
India
Durga Das Basu: Law of the Press
B.N. Ahuja: History of Press and Press
Laws
Press Institute of India: Press and
the Law
Sita Bhatia: Freedom of the
Press
PCI Reviews and Annual Reports.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

SEMESTER-I

Advertising

Course Code: MJMM-1315

(THEORY)

Time: 3 Hrs.

Maximum Marks :100

Theory: 60

C.A.: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit-I

Advertising – definition, functions and classification, various media for advertising, National and global advertising scene; Structure and functioning of ad agency. AIDA. Advertising Appeals, classification of advertising.

Unit-II

National and global advertising scene, socio-economic effects of advertising, women in advertising, ad appeals, AAI, ASCI and its code of conduct.

Unit-III

The Marketing Plan, Situation Analysis to the Marketing Mix, Introduction to the concepts, Market Share, TargetSegment, Positioning Relationship of advertising to the marketing process.

Unit-IV

Ad agency management, various specialist departments in an ad agency and activities like account planning, account servicing, creative media planning & HRD.

Books recommended:

Sandage and others: Advertising Theory and Practice.

Sethia and Chunawala: Advertising- Principles and Practice. Otto Kleppner: Advertising Procedure.

Cutlip&Center: Effective Public Relations. Ravindran: Handbook of Public Relations. Ahuja and Chandra: Public Relations.

Master of Arts (Journalism and Mass Communication)

(Session 2024-25)

SEMESTER-II

Development Communication

Course Code:

MJML-2311

(THEORY)

Time: 3 Hrs.

Maximum Marks 100

Theory: 80

CA: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit - I

Development and underdevelopment - meaning, definition, concept. Development vs Growth, Theories and models of development, approaches and issues. Development dichotomies, gap between developed and developing societies - strategies. Cultural, political & economic

barriers. Dominant paradigm, modernization, empowerment, Gender bias, participation, sustainable development, HDI - concept and criticisms.

Unit - II

Alternative models of development, different perspectives; Western and Indian view points. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Food Security, NITI Aayog, LPG, MGNREGA.

Unit - III

Nature and concept of development communication. Development Support Communication. Role of different media in development communication—print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development-support-communication. Issues

-Education, health, agriculture, environment, women and child development.

Unit- IV

India's rural scene, rural social structure, social change, patterns of rural communication. Panchayati Raj-planning at national, state, regional, district, block and village levels. Agricultural

communication and rural development, The genesis of agricultural extension, extension approach system- approach in agricultural communication- diffusion of innovation model of agricultural extension.

Books recommended:

O.P. Bhatnagar: Education, Communication and Development

Srinivas R. Melkote: Communication for Development in Third world Countries

K.N. Singh & S.N. Singh: Effective Media for Rural Audience

P.R.R. Sinha: Communication and Rural Development

B. Balaswamy: Communication for Sustainable Development

J.B. Ambedkar: Communication and Rural Development

L.Vinod Kumar: Rural Development in India

ShyamParmar: Traditional Folk Media in India

R.K.Samanta: Development Communication for Agriculture.

Alan Hancock: Technology transfer and Communication

Master of Arts (Journalism and Mass Communication)

(Session 2024-25)

SEMESTER-II

MEDIA MANAGEMENT

Course Code: MJML-2312

(THEORY)

Time: 3 Hrs.

Maximum Marks 100

CA: 20

Theory: 80

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit-I

Principles of Media Management, Functions & Significance, Media as profession and industry, Ownership pattern : Private Ltd., Public Ltd. Individual ownership, Cross Media Ownership,

Partner, Trust, Society. Conglomerate

Unit-II

Organisation / Theories, Organisational Structure, Policy Formulation, Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity, Budgeting. FDP.

Unit-III

Advertising, PR, Brand Promotion & Marketing Strategies, Employee / Employer relationship(Customer Relation) Human Resource Development, (Space / time, circulation) reach- promotion market survey techniques

Unit-IV

Management of TRP and related issues, Editorial Staff Management: Changing role of editorial staffs and other media persons, Media Circulation & Distribution. Ethical issues in media management.

Books recommended:

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni.,
Netherland. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept
Pub. Co., New Delhi.SamacharPatarParbandh (Punjabi), Nagpal, 1991, Punjabi
Uni. Patiala

Newspaper Organisation& Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi. 13
Audience measurement- TRP, RRP and GRP.DAVP, INS, RNI, ABC, Editorial
Management: Changing role of editorial staffs and other media persons,Media Circulation
& Distribution.

Master of Arts (Journalism and Mass Communication)
(Session 2024-25)

SEMESTER-II

Current Affairs

Course Code: MJML-2313

(THEORY)

Time: 3 Hrs.

Maximum Marks 100

Theory: 80

CA: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

This paper would cover events of regional, national and international importance during the preceding year affecting Indian, social, political, sports, health, entertainment, economic and security concerns. - Last six months issues -

Suggested Readings - CSR - India Today - Chronicle –Pratiyogita darpan, Newspapers and magazines.

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

(Session 2024-25)

SEMESTER-II

**Communication
Research-I Course
Code: MJML-2314
(THEORY)**

Time: 3 Hrs.

Maximum Marks -100

Theory: 80

CA: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit-I

Communication Research- Meaning, concept, scope and definition. Pure and applied research, scientific approach to social science research - Concept and scope of communication research, Difference between Communication research and other research.

Unit-II

Research problem, criteria for selecting a research problem - Formulation of research problem,

Research Design, its types and components - Synopsis, its meaning and importance -
Concept, variables and hypothesis. Statistical Tools: SPSS

Unit-III

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation - Sampling – Probability and Non-Probability sampling. Random sampling, Stratified sampling, Snowball sampling, Cluster sampling. Survey Design.

Unit-IV

Writing the research report, significance of bibliography & its styles, index, Appendices & footnotes, Latest trends in MCR

Books:

Research Methodology, C.R.Kothari.

SancharKhojVidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.

Arthur A Berger, Media Research Techniques, Sage, New Delhi, 1996

Gupta S. C., and Kapoor K. V., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, Delhi, 1994

Master of Arts (Journalism and Mass Communication)

(Session 2024-25)

SEMESTER-II

Radio and TV Programming

Course Code: MJMM-2315

Time: 3 Hrs.

Max. Marks: 100

Theory :60

C.A.: 20

Instructions for the Paper Setter (80 marks)

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 16 marks.

Unit-I

Radio as a medium & its characteristics, Radio vs other mediums, radio in modern times: challenges & prospects, organization structure of Radio station. -Making of a radio station - Acoustics – Microphones. Formats of writing for radio.

Unit-II

Voice modulation - Announcement, talks, features, documentaries, plays, script writing, dialogue writing, newsreel, discussion, interviews, news-writing, compilation of news bulletin

Commercial/jingles, Importance of silence, Internet radio. Synchronization between audio and video.

Unit-III

Television Characteristics, History, development, organization structure of TV station - Making of a television studio, crew - Key elements of television writing, Television news writing & production, documentary/feature, discussions, interview, drama. Production of TV Advertisements. Presentation of TV Programme.

Unit-IV

Picture composition., Camera placement- camera shots ,angles, movements. Logging, editing, dubbing graphics, special effects - Lighting - Art direction - Costumes, Make up. Types of video cameras.

Practical: Each student should make programme on any format of both Radio & TV on the subject.

Books recommended:

P.C. Chatterji: Broadcasting in India

Lynne Gross: An Introduction to Radio, TV and the Developing Media

Herbert Zettle: Television Production

Campbell, Meath & Johnson: A Guide to Radio, TV Writing

Robert McLeish: The Technique of Radio Production

Pane Sureyat: Broadcast News Writing

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

Mass Communication Research-

II Course Code: MJML-3311

(Theory)

Time: 3 Hrs.

Maximum Marks -100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

Longitudinal Studies comprising Cohort and panel Study methods, Payne Fund Study, Psychology of panic, Chapel Hill study, Medium is the message.

Unit-II

Psychoanalysis-Social learning theory, Cognitive Dissonance, Normative theories, Theory of logical positivism, functionalism and functionalist theory in the age of media.

Unit-III

Semiotic Analysis, Rhetoric Analysis, Textual Analysis, Basic understanding of Convergence of theoretical perspectives in evolving research paradigms in media, such as, Frankfurt School and American Empirical school.

Unit-IV

Research in Newspaper and Magazines, Research in Cinema-Analyzing the moving image and New Media, Basic understanding of Internet and its use in MCR & Discourse analysis.

Books:

1. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
2. Mass Media Research: An Introduction, Dominick & Wimmer, 2010, Wadsworth publishing company.
3. Horning Priest Susanna-Doing Media Research, SAGE, 1996
4. David E Gray, Doing Research in the real world, SAGE, 2014 Milestones in Mass

Communication Research.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

New Media Technology

Course Code: MJML-3312

(Theory)

**Time: 3
Hrs**

Maximum Marks -100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

New Media- Evolution, Definition, Characteristics. Use of internet in Journalism. The Changing landscape of Media, New Media vs Legacy & Traditional Media.

Unit-II

Blogs, MicroBlogs, Social Networking, Mobile Communication-Governance.

Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks Elements of digital storytelling Blogging and Journalism; Live blogging Podcasting, Video casting.

Unit-III

-Impact of New Media Technology on Media Messages

-New Media & freedom of speech & expression.

-Online Media regulation.

Unit-IV

Important social networking sites, blogging and micro-blogging, Social media literacy, Uses/Abuses of Social Media, Ethics of Online Journalism, Online Journalism Glossary, Online Journalism in India

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Books:

1. Handbook of New Media, Liverow.
2. Understanding Media by Marshall McLuhan (1964), McGraw-Hill, paperback
3. Journalism & New Media by John V Pavlik (2001), Columbia University Press
4. Introduction to Online Journalism, Publishing news and information by Roland DeWolk (2001), Allyn and Bacon
5. Journalism Online by Mike Ward (2002), Taylor & Francis

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

Public Relations and Corporate Communication

Course Code: MJML-3313

(Theory)

Time: 3 Hrs.

Maximum Marks -100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

Public Relations: Concept and definition, Evolution and growth of Public Relation, PR in India, Tools of PR: Press release, House Journals, Exhibitions, Brochures, Audio Visual presentations, Public Relations and Advertising, Public Relations and Propaganda

Unit-II

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers, Corporate culture, corporate philosophy, corporate citizenship, Media Planning, Creativity- Media selection, Visualization-Idea Generation Techniques, Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo, Principles of Design and Layout

Unit-III

Groupware-Introduction, tools, requirement and uses, producing a newspaper and managing meetings using groupware using computer networks, HRD Practices, Recruitment, Selection & Training

Unit-IV

Brand Management:

-Definition, concepts and evolution

-Components of a brand

-Strategy&structure-brandequityandcorporatebrands PR

as a profession; qualities required for PRO

Crisismanagement;PRstrategyandcampaign

Books:

1. CorporateCommunication,GoodwinNewman, State Uni.ofNewYork,NewYork.
2. PRManagement,JayshreeJethwani,2015,SterlingPublishers.
3. AlRiesAl,JackTrout,Positioning:TheBattleforYourMind,McGraw-Hill,1stEdition,2000
4. SACHunawala,FoundationsofAdvertising:TheoryandPractice,HimalayaPublishingHouse,NewDelhi

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2024-25)

Semester-III

Science

Journalism

Course Code: MJML-3314

(Theory)

Time: 3 Hrs.

Maximum Marks -100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

Need for Science Journalism: Science has potential for breaking news, Role of science and technology in human development. Science communication for popularization of science.

Unit-II

Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. Writing a feature story on science and technology. Interviewing scientists, science journals like- Nature, Lancet, Current Science, etc.

Unit-III

Health communication, public health policies, general hospitals, patient care, Components of Health Communication, Challenges in Health Communication, Factors affecting health literacy, New diseases like Swine Flu, HIV/AIDS, COVID-19 etc., Epidemics, Pandemics and response of government, society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc.

Unit-IV

Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc. Green Revolution, uses & abuses of Fertilizers & pesticides, bio-technology, Genetically Modified (GM) seeds, Global warming and climate change.

**.MASTER OF ARTS (JOURNALISM AND MASS
COMMUNICATION)**

(Session 2024-25)

Semester-III

Photography

Course Code: MJMM-3315

Time: 3 Hrs.

Maximum Marks: 100

Theory: 60

CA: 20

Instructions for the Paper Setter

P-20

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

Basic process of professional still photography; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focal length of various types of lenses. Relationship between shutter speed, film speed (ISO) and aperture for different genres of photography, Depth of field.

Unit-II

Types of Photography: Food Photography, Product Photography, Street Photography, Portrait Photography etc. Circles of confusion and their role in photography, Multiple exposure photography, Sources of light- Natural and artificial; Flash photography and its use in professional photography. Fashion Photography.

Unit-III

Principles of composition -Focal points, Rule of thirds, Framing and fitting the frame; Diamond Gaze, Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm. Golden Mean Ratio, Headroom, Nose room, Aesthetics in Photography. Principles of cropping and photo editing. Photography in the age of I.T.

Unit-IV

Photo journalism: Definition and concept, Text Vs Photograph; Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition, Adobe Photoshop.

Books Recommended:

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston.
3. Mass Communication in India, Keval J. Kumar, 2018, Jaico Books, Mumbai

Master of Arts (Journalism and Mass Communication)

Session-2023-24

Semester-IV

International Communication

CourseCode:MJML-4311

(Theory)

Time:3 Hrs.

Maximum Marks: 100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

Definition, Scope & Characteristics of International Communication, Political, economic and cultural dimensions of international communication- communication international news flow-imbalance. New World Information Order, Collaboration of Indian and international news agencies.

Unit-II

Communication as a human right -UNO's Universal Declaration of Human Rights and Communication- international news agencies, their organizational structure and functions.

Unit-III

Satellite communication-its historical background-status-progress- effects-information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news. New Media and its role.

Unit-IV

Issues in international communication~democratization of information flow and media systems-professional standards; cultural imperialism; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.

Recommended Books:

1. Handbook of International Communication, William B. Gudykunst
Bella Mody, 2002, Sage Pub. India Pvt. Ltd., New Delhi

Many Voices, One World

Master of Arts (Journalism and Mass Communication)

(Session 2024-25)

Semester-IV

Human

Rights

Course Code: MJML-4312

(Theory)

Time: 3 Hrs.

Maximum Marks: 100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

- Concept of Human Rights
- Human Rights and Media

Coverage of Human rights by

various media.

- Human Rights in Indian Context
- Human Rights & Education

Unit-II

- Human Rights and environmental issues
- Social Problems of Human Rights in India
- Constitutional aspects of Human Rights in India

Unit-III

- Human Rights of Accused persons
- Human Rights for children, women and Dalit.
- Human Rights and death, torture in police lockups
 - State Commission for Human Rights

Unit-IV

- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression
- Conflicts & violation of human rights, war & human rights.

Books:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
3. Jeremy Waldron, (ed) 1984, Theories of Rights, Oxford University Press.

Richard Tuck, Natural Rights Theories, Their origin and Development, 1979, Cambridge University Press.

4. Prof. H. Sanajaoba, 2004, Human rights in the New Millennium, Manas Publications.

Master of Arts (Journalism and Mass Communication)

(Session 2023-24)

**Semester-IV
Intercultural**

Communication Course

Code: MJML-4313

(Theory)

Time: 3 Hrs.

Maximum Marks -100

Theory: 80

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

Culture: definition and concept, culture as a social institution. World Capitalistic & Socialistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Diversity in Indian culture.

Unit-II

Communication as a concept in western and eastern cultures- Culture and Civilization, Intercultural Communication; Human Communication, Identities; Socio-linguistic exchange, Ethos and Values; Subcultures; Global culture.

Unit-III

Inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry-- mass media as a cultural institution.

Unit-IV

Culture, communication and folk media- character, content and functions-- dance and music as instruments of inter-cultural communication: UN efforts in the promotion of intercultural communication. Basics characteristics of Punjabi culture.

Suggested Readings:

1. An Introduction to Intercultural Fred.E.Jandt.Communication,2004, Sage Pub.India Pvt., New Delhi.
2. Samovar,Porter,Understanding Intercultural Communication:The Working Principles(2009).
3. Thombre,A,Ramesh N.Rao Specification of Intercultural Communication:The Indian Context (SAGE Publications India Pvt Ltd, 2015)
4. Handbook of International & Intercultural Communication, William Gudykunst and Michael Mody, 2002, Sage Pu. India Pvt., New Delhi.

Master of Arts (Journalism & Mass Communication)

(Session 2024-25)

Semester-IV

Film Studies

Course Code: MJMM-4314

(Theory)

Time: 3Hrs.

Total marks: 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 16 marks.

Unit-I

A Brief History of Indian Cinema. Regional and National Cinema in India, A Brief History of World cinema, Film Movements; The rise of Multiplex cinema in India.

Unit-II

Characteristics of the film medium. The art of film and relationship with other arts such as literature, theater and other arts. Technical process of film making- Scripting, Shooting and Editing in filmmaking process. Hindi cinema and Indian society. Social issues and Indian cinema. "New wave" in Indian cinema.

Unit-III

Film Studies: feminist, structuralism, psychoanalysis and post-colonialism. Realism & Neo Realism in cinema, Auteurist, Ideological.

How to read films, Film Criticism/Appreciation. Writing Film Reviews.

Unit-IV

The Development of Punjabi Cinema

Genres in Indian Cinema - Romance, Action, Thriller, Horror, Mythology

Practical:-Max.Marks-20

Make assignment/ file on various aspects of cinema

Suggested Readings:

- Eric Baranenn & Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).
1. Khwaja Ahamad Abbas, How films are made (National Book Trust, 1977).
 2. Maric Setton; Film as an art and appreciation, (NCERT, New Delhi).
 3. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
 4. How to Read a Film by James Monaco

Master of Arts (Journalism & Mass Communication)
(Session 2024-25)

Semester-IV

Dissertation

Course Code: MJMD-4315

Max. Marks: 100

Practical: 80

CA: 20

Time: 3 Hrs.

Since M.A. (Mass Communication) is an integrated four semester (two year course), each student is required to start initial work on his/her dissertation in the second semester. The student will choose her guide.

The student will finalize the title of their dissertation within a month of the start of the second semester. The college will submit the synopsis by the 31 March of the fourth semester to the university. Each student will have to submit three copies of the dissertation by the 31 March of the fourth semester in the department of the concerned college. The dissertation will be evaluated by the external examiners during the viva-voce. Guide will be allotted to the students.

Guidelines for Dissertation:

-Review of Literature

Reviewing minimum 5 books, 5 Research Journals/Newspapers/Magazines.

50-60 Pages.

-UGC guidelines - Times Roman 12 Font Size printed on both sides of pages.

-Bibliography should be in specified format (APA/MLA)

-References

Master of Arts (Journalism & Mass Communication)
(Session 2024-25)

Semester-IV

Compulsory Training

Course Code: MJMI-4316

Max.Marks:50

Practical: 50

Each student has to undergo a compulsory internship/training of one month and has to submit the training certificate in the department.

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts

Sem. I-VI

(Under Credit Based Continuous Evaluation Grading System)

Session: 2024-25



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

**Bachelor of Arts
SEMESTER-I
(Session 2024-25)**

**JOURNALISM AND MASS COMMUNICATION
(VOCATIONAL)**

**Course Code: BARM-1313
(THEORY)**

Time: 3 Hrs

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

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

UNIT-I

Communication- Definition, Meaning, Nature, Need, Process and Functions

Types of Communication (Intrapersonal, Interpersonal, Group and Mass Communication)

UNIT-II

7C's of Communication, Barriers of Communication

Verbal and Non-Verbal Communication

Latest trend (Internet)

Invasion of Satellite Channels

UNIT-III

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Wilbur Schramm, Berlo, Osgood, Dance, Gatekeeping Model

UNIT-IV

Theories of Communication: Hypodermic Needle Theory, Two-step and Multi step theory, Uses and Gratification Theory

Practical:

- Training in Communication Skills Classroom Discussions and Seminars
- Making a Power point presentation and presenting it (Time limit 5 Minutes)

Books Recommended:

Mass Communication in India Keval J. Kumar Jaico, Bombay.

Mass Communication, Uma Narula Harvard, N. Delhi.

Thoery& Practical Media

Communication and Management.

Bachelor of Arts
Semester –II
(Session 2024-25)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
Course Code: BARM-2413
(THEORY)

Time: 3 Hrs

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

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

Unit-I

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

Unit-II

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

Unit-III

-Fundamentals of Hardware of electronic media (Studios, Microphones, Recording and editing equipments)
- Audio-Visual media and its characteristics

Unit-IV

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

Practical:

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

Books Recommended:

Professional Journalism M.V. KamathVikas

The Journalist's Handbook M.V. KamathVikas

Here is the News Rangaswamy Sterling Parthasarthy Sterling Press

Bachelor of Arts
SEMESTER–III
(Session 2024-25)
Journalism and Mass Communication
(Vocational)
(Writing for Print Media)
Course Code: BARM-3313
(THEORY)

Time: 3 Hrs

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

Instructions for the Paper Setter:

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

Unit-I

News: Writing a News Story; Chronological, Inverted Pyramid Styles, Headlines: Types of Headlines. Leads; Types of Leads, Sources of News, Elements of News.

Unit-II

Organisational setup of a newsroom of a Newspaper; Role of Editor, Deputy Editor, News Editor.

Unit-III

Newspaper Production Process, Registration of Newspaper, Various Newspaper Printing Processes, Qualities of a Journalist

Unit-IV

New Technology in Print Media, Editing the news story: Editing symbols, Structure of a newspaper office. Middles, Editorial, Columns and Letter to Editor, Online Journalism

PRACTICAL:

Writing news stories in various news writing styles Writing features and articles Writing letter to editor and getting it published

Books Recommended:-

1. Newspaper Editing: K.M. Srivastava, Sterling Publishers Pvt. Ltd. (1987).
2. Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi

Bachelor of Arts
Semester –IV
(Session 2024-25)
Journalism and Mass Communication
Mass Media and Photography
Course Code: BARM-4313
(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter-

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Photo editing techniques & photo features. Candid.

PRACTICAL

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

Books Recommended:-

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

Bachelor of Arts
Semester –V
(Session 2024-25)

JOURNALISM AND MASS COMMUNICATION

(VOCATIONAL)

(ADVERTISING)

Course Code: BARM 5313

(THEORY)

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

Time: 3 Hrs

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

Unit-I

Advertising: Concept, Definition, Need, and Role; Difference between Publicity, Advertising, Propaganda.

Unit-II

Advertising and its impact, Types of advertising, Ad agencies-Organisational setup and functions

Unit-III

Parts of an advertisement ,Copy Writing, Attributes of an effective copy, types, design and layout.

Unit-IV

Modes of Advertising, Advertising appeals, Advertising Code, Advertising in Various media, Online advertising

PRACTICAL

Making 10 advertising portfolios

Books Recommended:-

1. Newspaper Editing: K.M. Srivastava, Sterling Publishers Pvt. Ltd. (1987).
2. Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., NewDelhi

Bachelor of Arts

Semester–VI

(Session 2024-25)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

PUBLIC RELATIONS

Course Code: BARM-6313

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Practical:

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

Books Recommended:-

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

