

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism & Mass Communication)

(Semester- I-II)

(Under Continuous Evaluation System)

Session: 2023-24



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

Scheme and Curriculum of Examination of Three Year Degree Programme

Bachelor of Arts (Journalism and Mass Communication)

Under Credit Based Continuous Evaluation Grading System (CBCEGS)

(Session 2023-24)

SEMESTER-I										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks				Examination Time (in Hours)
			L-T-P	L-T-P		Total	Ext.		CA	
							L	P		
BJML-1421	Punjabi(Compulsory)	C	4-0-0	4-0-0	4	100	80	-	20	03
BJML-1031	¹ BasicPunjabi/									
BJML-1431	² PunjabHistory and Culture									
BJML-1102	Communication Skills in English	C	4-0-0	4-0-0	4	100	80	-	20	03
BJML-1313	Principles of Communication	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1314	Reporting and Editing-I	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1315	Media and Politics	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1316	Photo Journalism	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-1317	Print Media Lab	C	0-0-2	0-0-2	2	50	-	40	10	03
BJML-1318	Photography Lab	C	0-0-2	0-0-2	2	50	-	40	10	03
ABCD-1161	Drug Abuse : Problem ,Management and Prevention (Compulsory)	AC	0-0-2	-	2	40		-	10	03
SCEF-1492	*Foundation Course	AC	2-0-0	2-0-0	2	50	40	-	10	01
		Total			32	700				

*Credits/ Grade Points of these papers will not be added in SGPA/CGPA of the Semester/ Programme..

1. Special paper in lieu of Punjabi (Compulsory)

2. Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

C-Compulsory

E-Elective

AC-Audit Course

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

Scheme and Curriculum of Examination of Three Year Degree Programme

Bachelor of Arts (Journalism and Mass Communication)

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(Session 2023-24)

SEMESTER-II										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks				Examination Time (in Hours)
			L-T-P	L-T-P		Total	Ext.		CA	
							L	P		
BJML-2421	Punjabi(Compulsory)	C	4-0-0	4-0-0	4	100	80	-	20	03
BJML-2031	¹ BasicPunjabi/									
BJML-2431	² PunjabHistory and Culture									
BJML-2102	Communication Skills in English	C	4-0-0	4-0-0	4	100	50	-	20	03
BJML-2313	Press Laws and Media Ethics	C	3-1-0	3-1-0	4	100	80	30	20	03
BJML-2314	History of Print Media	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-2315	Mass Communication: Concepts and Processes	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-2316	Design and Graphics	C	3-1-0	3-1-0	4	100	80	-	20	03
BJML-2317	Communication Lab	C	0-0-2	0-0-2	2	50	-	40	10	03
BJML-2318	Design and Graphics Lab	C	0-0-2	0-0-2	2	50	-	40	10	03
SCEF-1492	*Moral Education	AC	2-0-0	2-0-0	2	50	40	-	10	01
		Total			30	700				

***Credits/ Grade Points of these papers will not be added in SGPA/CGPA of the Semester/ Programme..**

1. Special paper in lieu of Punjabi (Compulsory)

2. Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

C-Compulsory

E-Elective

AC-Audit Course

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-I

PRINCIPLES OF COMMUNICATION

Course Code: BJML-1313(THEORY)

Time: 3 Hrs.

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setter

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

UNIT-I

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

UNIT-II

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

UNIT-III

Forms of Communication: Intra Personal, Interpersonal, Group (Public, Crowd, Small, Medium and Large Group), Mass, Verbal, Vocal & Non-Verbal Communication.

UNIT-IV

Theories & Models of Communication: Bullet theory/Hypodermic Needle Theory, Two-step & Multi-step, SMR Mode, SMRC Model, Shannon & Weaver Model, Lasswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

Suggested Readings:

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspectives on 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 2023-24)

SEMSTER-I

Reporting and Editing-I

Course Code: BJML-1314

(THEORY)

Time: 3 Hrs.

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setter

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

UNIT-I

Writing News- Definition, Parts of News- Headlines, Intro, Body, body - techniques of re-writing - news agency copy: Qualities of a reporter, News-Elements, Sources, Types, pitfalls and problems in reporting.

UNIT-II

Reporting: Principles of Reporting, Functions And Responsibilities. Reporting 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, associate editor, deputy editor, sub-editor and picture editor. Copy editing, preparation of copy for press, style sheet. Editing in digital age.

UNIT-IV

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

Suggested Readings-

1. Reporting & Communication Skill- V.S. Gupta.
2. Reporting – B.N. Ahuja
3. Editing – B.N. Ahuja
4. On editing- NBT
5. Handbook on Journalism & Mass Communication- B.R. Gupta.

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-I

Media and Politics Course

Code: BJML-1315(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

Making of Modern India: Freedom Struggle and its impact

Indian Politics: Major national and regional parties (Punjab) in India and their changing trend

Impact of media on political system of India: Parliamentary / Legislative reporting

UNIT-II

RajyaSabha and LokSabha Television

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

UNIT-III

Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union- President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament. Emergency Powers- Article 352, 356 & 360.

UNIT-IV

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections.

Suggested Readings:

1. Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
2. State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
3. Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000
4. Om Heritage by Bhartiya Vidya Bhawan's series of Publications

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-I

PHOTO JOURNALISM

Course Code: BJML-1316(THEORY)

Time: 3 Hours

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setter

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

UNIT-I

Camera Operations – Shutter Speed, Aperture, Focal Length,
ISO

Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid,
cannon, Nikon camera functioning.

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

UNIT-II

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

Types of Shots- two shot, three shot, close up, wide angle, 360 degree shot, Angles &
Composition.

UNIT-III

Photo Editing Techniques – Editing with cropping, Color Correction, Manipulation- its Importance &
relevance. Qualities of a Good Photo Journalist.Ethical Aspects of Photo Journalism.

UNIT-IV

Photo Features and Caption Writing, Candids

Glossary of Photography.

Book Recommended

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

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-I

PRINT MEDIA LAB

Course Code: BJMP-1317(PRACTICAL)

Time: 3 Hrs.

Practical:20

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

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-I

PHOTO LAB

Course Code: BJMP-1318

(PRACTICAL)

Time: 3 Hours

Practical: 20

Practical exercises involving:

- ☐ Camera Components – Shutter Speed, Aperture, Focal Length.
- ☐ Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- ☐ Use of Lights, Role of Thirds, Depth of Field.
- ☐ Types of Shots & Angles & Composition.
- ☐ Photo Editing Techniques – Cropping, Editing
- ☐ Give some practical exercise on manual and auto mode of camera with using different light.

Bachelor of Arts (Journalism & Mass Communication)

Session 2023-24

SEMSTER-II

Press Laws and Media Ethics

Course Code: BJML-2313(THEORY)

Time:3Hrs.

Max. Marks:75

Theory:60

CA:15

Instructions for the Paper Setter

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

UNIT-I

- Article-19 (1)- freedom of speech and expression.
- Ethics, Self-Regulation & Freedom of Expression
- Social Responsibility of 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 & Mass Communication)

(Session 2023-24)

SEMSTER-II

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

Time:3Hrs.

Max. Marks:75

Theory:60

CA:15

Instructions for the Paper Setter

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

UNIT-I

- History of Indian Journalism, The Tribune; The times of India
- History of 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, Dyal Singh Majithia, Gurbax Singh.

UNIT-III

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

- **UNIT-IV**

- History of Punjabi Journalism: Daily Ajit, Nawazamana, Jagbani, Punjabi Tribune.

Books Recommended

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

SEMSTER-II

Mass Communication: Concepts and Processes

Course Code: BJML-2315

(THEORY)

Time:3Hrs.

Max. Marks:75

Theory:60

CA:15

Instructions for the Paper Setter

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

UNIT-I

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

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

UNIT-II

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

Audience: Topologies and Characteristics,

UNIT-III

Theories of Mass Communication:

Bullet theory and two step flow theory.

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 Communicationin India | KevalJKumar |
| 5. Cinema&Television | Jacques Hermabon&KumarShahani |
| 6. Mass Communication Journalism inIndia | D SMehta |
| 7. Mass Media Today | SubirGhosh |
| 8. The Communication Revolution | NarayanaMenon |

**Bachelor of Arts (Journalism & Mass Communication)
(Session 2023-24)**

SEMSTER-II

**DESIGN AND
GRAPHICS**

Course Code: BJML-2316(THEORY)

Time: 3Hrs.

Max. Marks:75

Theory: 60

CA: 15

Instructions for the Paper Setter

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

UNIT-I

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

UNIT-II

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

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

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**SEMSTER-II
COMMUNICATION LAB**

Course Code: BJMP-2317(PRACTICAL)

Time:3Hrs.

Max. Marks:25

Practical:20

CA:05

1. Micro Communication Lab on Communication Dynamics

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

2. Communication Skills/Perception

- Speaking
- Listening
- Writing
- Reading

3. Verbal, Communication

- Verbal Language
- Public Speaking

4. Non-Verbal Communication

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

5. Methodology

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

SEMSTER-II

Design and Graphics Lab

Course Code : BJMP-2318

PRACTICAL

Time:3Hours

Max. Marks- 25

Practical : 20

CA:05

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