

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS FOR THE BATCH FROM THE YEAR 2023 TO YEAR 2026

Programme Code: BAJMC

**Programme Name: Bachelors of Journalism & Mass Communication
(Semester I-II)**

Examinations: 2023-2026



Department of Journalism & Mass Communication

Khalsa College, Amritsar
(An autonomous college)

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(b) Subject to change in the syllabi at any time.

(c) Please visit the College website time to time.

| S.No. | PROGRAMME OBJECTIVES |
|--------------|---|
| 1. | To prepare students for the exciting profession of Journalism, |
| 2. | To make students socially responsible and responsive for the larger good of the people whom they serve, through the profession of Journalism. |
| 3. | To offer a sound theoretical knowledge and practical hands-on training and experiences in various areas of mass communication and mass media. |
| 4. | To create technically skilled and competent media professionals who can serve the media profession in the most effective way. |

| S.No. | PROGRAMME SPECIFIC OUTCOMES (PSOS) |
|--------------|--|
| PSO-1 | Provides in depth knowledge about the communication, punjabi language, reporting, media& politics,computer and drug abuse. |
| PSO-2 | Provides thorough information about the mass communication, design and graphics and print media |
| PSO-3 | Develops skills of photo journalism ,broadcasting media ,news feature, communication development and environmental studies |
| PSO-4 | Provides thorough information of business communication, programme formats, video production ,folk media and advertising |
| PSO-5 | Prepares the students for event management, current affairs ,research, cyber journalism and public relations |
| PSO-6 | Develops understanding about film projects, research projects and current affair |
| PSO-7 | Student will learn about how to work in the industry with the help of training |

BA. JOURNALISM & MASS COMMUNICATION

| COURSE SCHEME | | | | | | | | | | |
|------------------------------------|--------------------------------------|----------------|----------|----------|----------------------|------------------|----------|-----------|--------------|-----------------|
| SEMESTER – I | | | | | | | | | | |
| Course Code | Course Name | Credits | | | Total Credits | Max Marks | | | | Page No. |
| | | L | T | P | | Th | P | IA | Total | |
| Major Courses | | | | | | | | | | |
| BAJMC1101 | Principles of Communication | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 5-6 |
| BAJMC1102 | Reporting and Editing-I | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 7-8 |
| BAJMC1103 | Media and Politics | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 9-10 |
| CS-JMC111 | Computer Applications for Journalism | 3 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 11-12 |
| BAJMC1104 | Print Media Lab | 2 | 0 | 4 | 2 | 0 | 19 | 06 | 25 | 13 |
| CS-JMC112 | Computer Lab | 0 | 0 | 1 | 1 | 0 | 19 | 06 | 25 | 14 |
| Ability Enhancement Courses | | | | | | | | | | |
| BCSE1122 | Communication Skills in English-I | 3 | 0 | 1 | 4 | 60 | 15 | 25 | 100 | 15-16 |
| BHPB-1101 | Punjabi (Compulsory) | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 17 |
| BPBI-1102 | OR Basic Punjabi | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 18 |
| BPHC-1104 | Punjab History & Culture | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 19-20 |
| Value Added Courses | | | | | | | | | | |
| BDA111 | Drug abuse | 2 | 0 | 0 | 2 | 50 | 0 | 0 | 50 | 21-22 |

| SEMESTER – II | | | | | | | | | | |
|------------------------------------|--|----------------|----------|----------|----------------------|------------------|----------|-----------|--------------|-----------------|
| Course Code | Course Name | Credits | | | Total Credits | Max Marks | | | | Page No. |
| | | L | T | P | | Th | P | IA | Total | |
| Major Courses | | | | | | | | | | |
| BAJMC1205 | Press Laws and Media Ethics | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 23-24 |
| BAJMC1206 | History of Print Media | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 25-26 |
| BAJMC1207 | Mass Communication: Concepts and Processes | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 27-28 |
| BAJMC1208 | Design and Graphics | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 29-30 |
| BAJMC1209 | Communication Lab | 2 | 0 | 4 | 2 | 0 | 19 | 6 | 25 | 31-32 |
| BAJMC1010 | Design and Graphics Lab | 2 | 0 | 4 | 2 | 0 | 19 | 6 | 25 | 33 |
| Ability Enhancement Courses | | | | | | | | | | |
| BCSE1222 | Communication Skills in English-II | 3 | 0 | 1 | 4 | 60 | 15 | 25 | 100 | 34-35 |
| BHPB-1201 | Punjabi (Compulsory) | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 36 |
| BPBI-1202 | OR Basic Punjabi | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 37-38 |
| BPHC-1204 | Punjab History & Culture | 4 | 0 | 0 | 4 | 75 | 0 | 25 | 100 | 39-40 |
| Value Added Courses | | | | | | | | | | |
| BDA121 | Drug abuse | 2 | 0 | 0 | 2 | 50 | 0 | 0 | 50 | 41-42 |

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

(Session 2023-2026)

SEMESTER- 1

COURSE CODE: BAJMC-1101

PRINCIPLES OF COMMUNICATION

L-T-P

04-0-0

Credits : 4

Total Marks: 100

Time: 3 Hrs.

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

- 1 To understand human expression and growth has taken many forms over centuries.
- 2 To identify the use of media in providing meaningful information.
- 3 To understand Human communication-nature, process, concept, types and importance.
- 4 To understand the Theories and Models of Communication.
- 5 Understanding the barriers of Communication.

SECTION A

FUNDAMENTALS OF COMMUNICATION: Meaning and Elements/components of human communication, Concept of Communication, Communication as a Social, Human and Universal process. Seven C's of Communication, Communication- Objectives, Scope and Functions, Effective communication and Barriers

SECTION B

PROCESS OF COMMUNICATION: Transmission of ideas, Facts and Feelings from one person to another- elements of communication process (Sender, message, channel, receiver, encoding, decoding, acting and feedback).

SECTION C

FORMS OF COMMUNICATION: Intra personal Communication, interpersonal communication, group communication, public communication, mass communication, verbal and non verbal communication. Body language, Proxemics, kinesics, Artifacts, Haptics, Facial expressions

SECTION D

THEORIES OF COMMUNICATION: Hypodermic needle theory, Two step flow theory, Multi step flow theory, Uses and Gratification theory.

MODELS OF COMMUNICATION: Aristotle Model, SMR Model, SMCR, Shanon and Weaver Model, Lasswell Model, Dance Model, Gate keeping model.

Books Recommended:

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
2. VirBala Aggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001
3. Puneet Dhillon Mass Communication Abridged, Unistar Pvt. Ltd, 2014
4. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers, (2010)

Outcomes

- 1 Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, communication's other from multiple perspectives.
- 2 Students learn about the media as an information provider.
- 3 Students will be able to understand the communication models associated with the study of human communication and apply at least one of those approaches to the analysis and evaluation of human communication.
- 4 Students will learn how to communicate effectively orally and in writing.
- 5 With this course students will learn about the various barriers of Communication.

No Change

Syllabus for the batch of 2023 to 2026

**BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
SEMESTER- 1
COURSE CODE:BAJMC-1102
REPORTING AND EDITING-I**

**L-T-P
04-0-0**

Credits : 4

Total Marks: 100

Max. Marks: 75

Time: 3 Hrs.

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

- 1 Defining News and understanding its elements, news sources and different types of news.
- 2 Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective
- 3 Understanding the role of the news editor and its functions, duties and responsibilities.
- 4 Analyzing the duties and qualities of Chief Sub editor and Sub editors
- 5 Identifying the role of the reporter and his/her duties and responsibilities. Various duties responsibilities & qualities of a chief reporter, foreign correspondent, special correspondent, bureau chief, district correspondent.
- 6 Analyzing crime and legal reporting, science and financial reporting.
- 7 Understanding news writing and different structures of news writing (inverted pyramid structure). Intro, lead and language of news writing, objectivity, writing techniques on society, fashion, music and arts, education, employment opportunities, health, environment and financial reporting.
- 8 Analyzing feature and different types of features as a special kind of reporting.

SECTION-A

News: Definition, Elements, Principles, Sources, News Writing styles, Types of news, Principles of reporting, Functions and qualities of a good reporter

SECTION-B

Headlines: Principles, types and techniques, Lead and its types

Beats: Crime, courts, health, civil administration, civic society, culture, politics, education.

SECTION- C

Byline, dateline, cutline, Print line, Press note, Feature, column, middle, ear panels, Press Conferences

SECTION-D

Editing: Nature and need for editing. Principles of editing, Functions of the editor and sub editor, editorial desk, functions of editorial desk, copy editing, preparation of copy for press, style sheets, editing symbols, proof reading and their significance.

Books Recommended:

1. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers, 1979
2. Dalbir Singh, Pattarkari :HunnarTe Kala (Punjabi)
3. Asha Sharma, Samachar ParnaliTeSampadana (Punjabi).
4. V.S.Gupta, Handbook of Reporting and Communication Skills, Concept Publishing, 2003.
5. Parthasarthy Ranga Swamy,Basic Journalism, Macmillan India, 2016
6. NormGoldstein,The Associated Press Style Book, 2005

Outcomes

- 1 This course will help students to learn about news types, sources and elements of news. Students also learn the role, functions, responsibilities and duties of the chief editor and Sub-editor.
- 2 Students will be able to understand the reporter's duties, responsibilities, and qualities.
- 3 Students will learn about various kinds of reporting and students learn how to write a news story. With the help of this course students understand how to write on various beats.
- 4 Students will be able to understand feature and their different types

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

(Session 2023-2026)

SEMESTER- 1

COURSE CODE:BAJMC-1103

MEDIA AND POLITICS

L-T-P

04-0-0

Credits : 4

Total Marks: 100

Time: 3 Hrs.

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

- 1 To describe the functioning and structure of the state, Legislature, Executive and the Judiciary.
- 2 To identify forms of government, coalitions and alliances
- 3 To analyze political issues in the overall context of the Indian Political system
- 4 To describe various tools of political parties their strength and weaknesses.
- 5 Knowledge of election commission, election manifesto, electoral reforms

SECTION A

Preamble to the Constitution of India, Making of modern India: India's freedom struggle and its impact, 42nd Amendment, Role of media in Indian politics

SECTION B

Indian Politics: Major national and regional parties in India and their changing trend, Impact of media on political system of India: Parliamentary and Legislative reporting, Rajya Sabha Television, Lok Sabha Television and Sansad TV. Tools of communication for political parties, strength and weakness, propaganda and lobbying, paid news, communication of political parties and media.

SECTION C

Constitution and Governance: Union Territories, Citizenship, Fundamental rights, duties, directive principles of state policy. Union executive President, Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature, Rajya Sabha, Lok Sabha, functions of parliament. Judiciary- Supreme Court, High Courts and District Courts.

SECTION D

Administrative Set up: Ministries of the government, union territories, local government, municipalities, Panchayats. Election Commission, Election manifestos Electoral reforms, reservation of seats. General elections. UPSC, CIC.

Books Recommended:

1. S.P. Verma, Indian Judicial System, Kanishka Publishers, 2004
2. Brij kishore, Introduction to the Constitution of India, Phi Learning Pvt. Ltd, 2019
3. MP singh and Himanshu Roy, Indian Political System, Pearson pub.2018
4. T. B. Sathyamurthy, State and Nation in Context of Social Change, Oxford University Press 1997
5. M. Laxmikanth ,Indian Polity, McGraw Hill Education, 2016

Outcomes

- 1 Students will be able to understand the relation between media and politics with the help of this course students learn about the Functions and structure of state, Legislature, Executive and Judiciary.
- 2 With the help of this course students know about forms of government, coalitions and alliances and they know how to analyze political issues, various tools of political parties strengths and shortcomings.
- 3 Students gain knowledge about election commission, election manifesto, electoral reforms.

No Change

Syllabus for the batch of 2023 to 2026

B.A.JOURNALISM & MASS COMMUNICATION
(Session 2023-2026)
(SEMESTER-I)
COURSE CODE: CS-JMC111
Computer Applications for Journalism

Time: 3Hrs.
Credits: L(3)+T(1)

Total Marks: 100
Theory Marks:75
Theory Internal Assessment: 25

Instructions for Paper Setters:

Note: 1. Medium of Examination is English Language.
2. The paper will consist of three section as follows.

Section A: This section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this section is **15 marks**.

Section B: This section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question will carries **5 marks**. Total weightage of this section is **40 marks**.

Section C: This section comprises 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question will carries **10 marks**. Total weightage of this section is **20 marks**.

Course Objectives:

| |
|---|
| 1. To familiarize the various parts of computer. |
| 2. To study application of computers in different fields. |
| 3. To recall the evolution of computers through various generation. |
| 4. To acquire the knowledge of working of input and output devices. |
| 5. To familiarize with page formatting technique |
| 6. Hands on practice of MS office software. |
| 7. Corel Draw and Photoshop are graphics-based applications widely used for logo designing, brochures, pamphlets, product box packs, designing a visiting card, and for various advertisements and editing jpeg and other image formats related to graphic designing. |

UNIT-I

Introduction to Computers- History and Generations of Computers; Types of Computers, Hardware and Software; Digital Technology Keyboard Function, Input and Output Devices, Applications of computer.

MS office and its applications ; MS word with features; MS windows; Excel; MS Access, Presentation Manager; Import ant commands, Templates, Steps to create new Template, Spacing, Header and Footer,

working with Tables, working with Graphics: inserting pictures, clip art, shapes, charts, screenshots, smart art, merging and splitting cells

UNIT-II

Page Maker, Interfacing, Working with text, Page setup, Printing; Formatting Techniques; Graphics and Drawings.

Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines- Text Creation and Alignment- Bitmap Graphics- Conversions-Graphs-COREL SHOW-Cartoons-Use of colour sin publishing concepts, creating a Grid, setting Grid frequency, working with curves: drawing and editing curves, closed curves, editing curve nodes, Bezier curves, artistic media tool.

References:

1. Fundamentals of Computer-P.K.Sinha, BPB Publications (2010)
2. Fundamental of Computer-Rajaraman, PHI Publication 6th edition (2014)
3. Multimedia System–Joph in F.Koegel Bulford by Pearson education (2002)
4. Computer Graphics-Donald Hearn, Pearson Education 2nd edition (2002)
5. Adobe Photoshop7-Karlin
6. CorelDraw9-Karlin.15 june 1999 by SAMS
7. Anshuman Sharma (Fifth edition 2016). A Book of Fundamentals of Information Technology, Lakhanpal Publishers

Course Outcomes:

At the end of course students will be able to:

| | |
|--------------|---|
| CO-1. | Acquire the computer terminology |
| CO-2. | Gain insight of working of input and output devices. |
| CO-3. | Develop skills of working with MS-Word, MS-PowerPoint. |
| CO-4. | Possess the knowledge of importance of operating system in computer. |
| CO-5. | Understand the concept of page setup and formatting techniques |
| CO-6. | Work with CorelDraw, tools, boards and fundamental methods and understand the strategies of making and controlling vector (plan) articles, shapes and variety fill. |
| CO-7. | Work with imaginative text for the making of logos, marks and any other one-page print plan material. |

Change

Syllabus for the batch of 2023 to 2026

**BA JOURNALISM AND MASS COMMUNICATION
SEMESTER- 1
(Session 2023-2026)
COURSE CODE: BAJMC-1104
PRINT MEDIA LAB**

**L-T-P
0-0-04
Max. Marks: 25
Practical: 19
Internal: 6**

Credits: 2

Objectives

1. Understanding the importance of editorial and its choice of subjects, arrangement and style
 2. of presentation.
 3. Describing the principles of editing, copy testing, processing copies and computer
 4. editing
 5. Analyzing headlines of news stories and the different types of headlines. The role of
 6. computer application.
 7. Describing page make-up, typography, main type groups with recent changes and
 8. development.
-
- Discussions and analysis of newspapers and magazines.
 - Preparing display boards on important news/events/topical issues.
 - Camera lens and other accessories.
 - Camera shots, angles and movements.
 - Photo editing
 - Photography for advertising
 - Photo-feature
 - Field assignment and evaluation
 - Newspaper making with PageMaker, Quark, Coral.

Outcomes

1. This course provide information to students regarding discussions and analysis of newspapers and magazines.
2. With the help of this course students learn about camera shorts and lens etc.
3. Students able to understand the photo editing and photo feature.

Change

Syllabus for the batch of 2023 to 2026

**B.A. JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)
PRACTICAL
CS-JMC112 COMPUTER LAB**

Credits :L(0)+T(0)+P(1)

Total Marks:25

Practical Marks: 19

Practical Internal Assessment: 06

Course Objectives:

| |
|---|
| 1. To familiarize the various parts of computer. |
| 2. To recall the evolution of computers through various generation. |
| 3. To impart the knowledge of operating system and its types. |
| 4. Hands on practice of MS office software. |
| 5. Corel Draw and Photoshop are graphics-based applications widely used for logo designing, brochures, pamphlets, product box packs, designing a visiting card, and for various advertisements and editing jpeg and other image formats related to graphic designing. |

1. Word Processing-MSOffice-2000,MSWord,Other word processing programs
2. **Page Layout:** Adobe Page Maker, MS Publisher, Quark Xpress
3. **Graphics:** Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for presentations, Macro Media freehand, MS PowerPoint, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media fireworks
4. Scanning printed images, Editing photographs, Transferring photographs to pages.
5. Formatting type/font. Selecting backgrounds. Using colors. Creating tables. Working with images. Using frames.

Course Outcomes:

At the end of course students will be able to:

| | |
|--------------|--|
| CO-1. | Acquire the computer terminology |
| CO-2. | Gain insight of working of input and output devices. |
| CO-3. | Develop skills of working with MS-Word, MS-PowerPoint. |
| CO-4. | Possess the knowledge of importance of operating system in computer. |
| CO-5. | Understand the concept of storing of data in memory and its types. |

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
SEMESTER-I
COURSE CODE:BCSE-1122
COMMUNICATION SKILLS IN ENGLISH

Credits: 4

Time: 3 Hours

L-T-P
3- 0-1
Max. Marks: 100
Theory: 60
Practical: 15
Internal Assessment: 25

Suggested Pattern of Question Paper:

The question paper will be divided into two sections. Section A will consist of Twelve(12) questions of One(1) mark each. Section B will consist of Six questions of Eight(8) marks each. There will be internal choice wherever possible.

Section A

1. Do as directed
Articles, Conjunctions and Prepositions
(12X1=12 Marks)

Section B

1. Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes; Reading for direct meanings.
2. Comprehension questions of an unseen passage
3. Personal letter and Official/Business letters
4. Writing notices/agenda/minutes for public circulation on topics of professional interest.
5. Writing resume or converting a biographical note into resume
6. Translation from English to Vernacular (Punjabi/ Hindi) (Isolated Sentences) (6X8=48 Marks)

Course Objectives:

- I: To develop competence in written communication.
- II: To inculcate innovative and critical thinking among the students.
- III: To enable them to grasp the application of communication theories.
- IV: To acquire knowledge of the latest technology related to communication skills.
- V: To provide knowledge of multifarious opportunities in the field of this programme.

Course Contents:

1. Reading Skills: Reading tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- a) Active reading of passages on general topics
- b) Reading newspaper, articles, editorials etc.
- c) Short questions based on content and development of ideas of a given paragraph.
2. **Writing Skills:** Guidelines for effective writing; writing styles for application, resume, personal letter, official/ business letter, memo, notices etc.

Activities:

- a) Personal and business letters.
- b) Converting a biographical note into a sequenced resume.
- c) Writing notices for circulation/ boards.
- d) Making notes of given passage with headings and sub-headings
- e) Writing newspaper reports based on given heading.

Recommended Books:

1. Oxford Guide to Effective Writing and Speaking by John Seely.
2. The Written Word by Vandana R Singh, Oxford University Press.
3. Murphy's English Grammar (by Raymond Murphy) CUP.

Course Outcomes:

The completion of this course enables students to:

1. Identify common errors in language and rectify them.
2. Develop and expand writing skills through controlled and guided activities.
3. Develop coherence, cohesion and competence in written discourse through intelligible pronunciation.
4. Develop the ability to handle the interview process confidently and learn the subtle nuances of an effective group discourse.
5. Communicate contextually in specific and professional situations with courtesy.

PRACTICAL (Marks: 15)**Course Contents:-**

1. Reading dialogues (5 Marks)
2. Rapid reading (5 Marks)
3. Project File (5 Marks)

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

(Session 2023-2026)

Semester-I

Compulsory Course

lwzml pMjwbl

Credit & Marks Distribution, Eligibility and Pre-Requisites of the Course

| Course title & Code | Total Teaching Hours | Credits | Credit distribution | | | Total Marks 100 | | Time Allowed in Exam | Eligibility criteria | Pre-requisite of the course (if any) |
|---|----------------------|---------|---------------------|----------|-----------|-----------------|---------------------|----------------------|-------------------------------|--------------------------------------|
| | | | Lecture | Tutorial | Practical | Theory | Internal Assessment | | | |
| lwzml pMjwbl BHPB-1101 | 60 | 4 | 4 | 0 | 0 | 75 | 25 | 3 Hours | Class 12th pass in any stream | Studied Punjabi up to 10th Standard |

| | |
|--|---|
| <p>kors dw audyS Course Objective</p> <ul style="list-style-type: none"> ▪ ividAwRQIAW ivc swihq ruclAW pYdw krnw[▪ Awlocnwqmk ruclAW ivksq krnw[▪ mwq BwSw dl smJ f ivksq krnw[| <p>pwT-kRm nqljy Course Outcomes (COs)</p> <ul style="list-style-type: none"> ▪ aus ivc swihq ruclAW ivksq hoxglAW[▪ aus ivc swihq isrjxw dl smBwvwn vDygl[▪ aus ivc iksy vl ivSy dw gihn AiDAYn krn dw boD hovygw[▪ auh pMjwbl BwSw dy inkws qy ivkws bwry igAwn hwsI krgy |
|--|---|

AMk-vMf Aqy pRiKak lel hdwieqW

islybs dy cwr Bwg hn pr pRSn-p`qr dy pMj Bwg hoxgy[pihly Bwg ivc 1.5-1.5 (fyF-fyF) AMk dy Aiq-sMKyp (Objective Type)10 pRSn pu`Cy jwxgy jo ik swry islybs ivcoN hoxgy[islybs dy bwkl cwr BwgW ivc 02-02 lyK numw pRSn pu`Cy jwxgy[hryk Bwg ivcoN 01-01 pRSn krnw lwzml hovygw[hryk pRSn dy brwbr 15 AMk hoxgy[pypr sY`tr jykr cwhy qW pRSnW dl vMf A`goN v`D qoN v`D cwr aup-pRSnW ivc kr skdw hY[

not:ieMtrnl AsY`smYnt 25 AMkW dl hY[ies pypr dy ku`l AMk 75+25=100 hn[

pwT-kRm

Bwg-pihlw

swihq dy rMg, fw. mihl isMG (sMpw.), rvl swihq pRkwSn, AMimRqsr[

Bwg pihlw - kivqw Aqy khwxl, fw.mihl isMG Aqy fw. Awqm rMDwvw (sih sMpw.)

(kivqw Bwg ivcoN pRSmg sihq ivAwikAw/ivSw-vsqu[khwxl Bwg ivcoN swr/ivSw-vsqu)

Bwg-dUjw

pMjwb dy mhwn klwkwr (sMpw. blvMq gwrgl)

gurU nwnk dyv XUnlvristl, AMimRqsr[

(AMimRqw Syrig`l qoN Bwel smuMd isMG qk)

(ivSw-vsqu/swr/nwiek ibMb)

Bwg-qljw

(a) pYrHw rcnw (iqMnW ivcoN iek)

(A) pYrHw pVH ky pRSnW dy auqr

Bwg-coQw

(a) BwSw vMngIAW: BwSw dw tkswll rUp, BwSw Aqy aup-BwSw ivclw AMqr,

pMjwblaup-BwSwvW dy pCwx-icMnH[
(A) pMjwbl BwSw: inkws qy ivkws[

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)

Semester-I

Compulsory Course

muFII pMjwbl

(In Lieu of Compulsory Punjabi)

Credit & Marks Distribution, Eligibility and Pre-Requisites of the Course

| Course title & Code | Total Teaching Hours | Credits | Credit distribution | | | Total Marks 100 | | Time Allowed in Exam | Eligibility criteria | Pre-requisite of the course (if any) |
|---|----------------------|---------|---------------------|----------|-----------|-----------------|---------------------|----------------------|-------------------------------|---|
| | | | Lecture | Tutorial | Practical | Theory | Internal Assessment | | | |
| muFII pMjwbl BPBI-1102 | 60 | 4 | 4 | 0 | 0 | 75 | 25 | 3 Hours | Class 12th pass in any stream | NOT Studied Punjabi up to 10th Standard |

| | |
|---|---|
| <p>kors dw audyS Course Objective</p> <ul style="list-style-type: none"> • ividAwrQI nMU gurmukI ilpl qoN jwxU krwaxw[• ividAwrQI nUM Su`D pMjwbl pVHnw-ilKxw isKwaxw[• pMjwbl BwSw dIAW ivAwkrnk bwrIkIAW qoN jwxU krwaxw[• Su`D sMcwr nUM ivksq krnw[| <p>pwT-kRm nqIjy Course Outcomes (COs)</p> <ul style="list-style-type: none"> • ividAwrQI pMjwbl BwSw Aqy gurmukI ilpl dl isKlweI ivc muhwrq hwsI krngy[• pMjwbl BwSw ivc muhwrnl, lgW-mwqrW, svr Aqy ivAMjn A`KrW dl pCwx Aqy vrqoN sMbMDI smJ ivkisq hovygl[• pMjwbl Sbd-joVW dl jwxkwrI hwsI krky auh Su`D pMjwbl ilKx-pVHn dy smr`Q hoxgy[• auh pMjwbl BwSw dy Su`D rUpW dl jwxkwrI hwsI krngy[|
|---|---|

AMk-vMf Aqy pRIiKak lel hdwieqW

islybs dy cwr Bwg hn pr pRSn-p`qr dy pMj Bwg hoxgy[pihly Bwg ivc 01-01 AMk dy Aiq-sMKyp au~qr vwly(Objective Type) 11 pRSn pu`Cy jwxgy jo ik swry islybs ivcoN hoxgy[pRSn p`qr dy dUsry Bwg ivc, islybs dy pihly Bwg ivcoN iqMn pRSn pu`Cy jwxgy[ijMnW ivcoN koel do pRSn h`l krny hoxgy[hryk pRSn dy brwbr 8-8 AMk hoxgy[iesy qrHW pRSn p`qr dy qIsry Bwg ivc iqMn pRSn pu`Cy jwxgy ijMnW ivcoN do pRSn h`l krny hoxgy[hryk pRSn dy brwbr 8-8 AMk hoxgy[Bwg cOQy ivc pMj pRSn pu`Cy jwxgy[ijMnW ivcoN cwr pRSn h`l krny hoxgy[hryk pRSn dy brwbr 4-4 AMk hoxgy[Bwg pMjvyN ivc ds pRSn pu`Cy jwxgy[ijMnW ivcoN 8 pRSn krny lwzml hoxgy[hr pRSn dy 2-2 AMk hoxgy[

not:ieMtrnl AsY~smYNt 25 AMkW dl hY[ies pypr dy ku`l AMk 75+25=100 hn[

pwT-kRm

Bwg-pihlw

(a) pMjwbl BwSw qy gurmukI ilpl:

nwmkrx qy sMKyp jwx-pCwx: gurmukI vrxmwIw, A`Kr kRm, svr vwhk (a, A, e), lgW-mwqrW, pYr ivc ibMdl vwly vrn, pYr ivc pYx vwly vrn, ibMdl, it`pl, A`Dk

(A) isKlweI qy AiBAws

Bwg-dUjw

gurmukI AwrQogrwPI Aqy aucwrn:

svr, ivAMjn: muFII jwx-pCwx Aqy aucwrn, muhwrnl, lgW-mwqrW dl pCwx

Bwg-qljw

pMjwbl Sbd-joV: mukqw (do A`KrW vwly Sbd, iqMn A`KrW vwly Sbd), ishwrl vwly Sbd, ibhwrl vwly Sbd, AONkV vwly Sbd, duLYNkV vwly Sbd, IW vwly Sbd, dulwvW vwly Sbd, hoVy vwly Sbd, knOVy vwly Sbd, IgwKr (ibMdl, it`pl, A`Dk) vwly Sbd

Bwg-cOQw

Suæ`D-ASu`D Sbd

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

(Session 2023-2026)

SEMESTER-I

PUNJAB HISTORY & CULTURE (From Earliest Times to C 320 BC)

(Special Paper in lieu of Punjabi compulsory)

(For those students who are not domicile of Punjab)

Course Code: BPHC-1104

Credit: 04

L- T- P

04-0-0

Total Marks: 100

Theory:75

Internal Assessment: 25

Instructions for the Paper Setters:

Question paper should consist of two sections—Section A and Section B. The paper setter must ensure that questions in Section–A do not cover more than one point, and questions in Section–B should cover at least 50 percent of the theme.

Section–A: The examiner will set 15 objective type questions out of which the candidate shall attempt any 10 questions, each carrying 1½ marks. The total weightage of this section will be 15 marks. Answer to each question should be in approximately one to two sentences.

Section–B: The examiner will set 8 questions, two from each Unit. The candidate will attempt 4 questions selecting one from each Unit in about 1000 words. Each question will carry 15 marks. The total weightage of this section will be 60 marks.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives: The main objective of this course is to educate the history and culture of the Ancient Punjab to the students who are not domicile of the Punjab. It aims to familiarize these students with the physical features of ancient Punjab and its impact on its history and culture. It also provides them information about the different sources to construct the history and culture of the ancient Punjab. The course intends to provide knowledge of social, economic, religious life of the Harappan civilization, Indo-Aryans, teachings and impact of Jainism and Buddhism in the Punjab.

Unit-I

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

Unit-II

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

Unit-III

1. Social, Religious and Economic life during Rig Vedic Age.

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

Unit-IV

3. Teachings and impact of Buddhism.

4. Jainism in the Punjab.

Suggested Readings:-

L.Joshi(ed), *HistoryandCultureofthePunjab*, Art-I, Patiala, 1989(3rdedition)

L.M.JoshiandFaujaSingh(ed), *HistoryofPunjab*, Vol. I, Patiala1977.

Budha Parkash, *GlimpsesofAncientPunjab*, Patiala, 1983.

B.N.Sharma, *LifeinNorthern India*, Delhi.1966.

Course Outcomes:

On Completing the Course, the Students will be able to :

CO-1 Learn the history and culture of the Ancient Punjab.

CO-2 Study the physical features of ancient Punjab.

CO-3 Understand about the sources of the history of the Punjab.

CO-4 Analyse the social, economic, religious life of the Harappan civilization and Vedic-Aryans.

CO-5 Learn the teachings and impact of Jainism and Buddhism in thePunjab.

No Change

Syllabus for the batch of 2023 to 2026

**BA JOURNALISM AND MASS COMMUNICATION
SEMESTER-I**

Course Code: ZDA111

Course Title-Drug Abuse: Problem, Management and Prevention

**PROBLEM OF DRUG ABUSE
(Compulsory for all Under Graduate Classes)**

Credit hrs./wk.:2

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:

- 1) There will be a total of 9 questions of which 5 are to be attempted.
- 2) Question 1 is compulsory and having 10 short answer type questions (1 mark each).
- 3) The remaining 8 questions (10 marks each) shall include 2 questions from each unit. Candidates shall be required to attempt 4 questions, one from each unit. Preferably, the question should not be split into more than two sub-parts.

Course Objectives- The course aims to:

| | |
|-------|--|
| CO-1. | Generate the awareness against drug abuse. |
| CO-2. | Describe a variety of models and theories of addiction and other problems related to substance abuse. |
| CO-3. | Describe the behavioral, psychological, physical health and social impact of psycho active substances. |
| CO-4. | Provide culturally relevant formal and informal education programs that raise awareness and support for substance abuse prevention and there covery process. |
| CO-5. | Describe factors that increase likelihood for an individual, community or group to beat risk of substance use disorders. |

UNIT-I

• **Meaning of Drug Abuse**

Meaning of drug abuse

Nature and Extent of Drug Abuse: State and National Scenario

UNIT-II

• **Consequences of Drug Abuse for**

Individual: Education, Employment, Income.

Family : Violence.

Society : Crime.

Nation : Law and Order problem.

UNIT-III

• **Management of Drug Abuse**

Medical Management: Medication for treatment of different types of drug abuses.

Medication to reduce withdrawal effects.

UNIT-IV

• **Psychiatric Management: Counseling, Behavioral and Cognitive therapy.**

• **Social Management: Family, Group therapy and Environmental Intervention.**

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications. 23
4. Jasjit Kaur Randhawa & Samreet Randhawa, "Drug Abuse-Problem, Management & Prevention", KLS, ISBN No. 978-81-936570-6-5, (2018).
5. Jasjit Kaur Randhawa & Samreet Randhawa, "Drug Abuse Problem, Management & Prevention", KLS, ISBN No. 978-81-936570-8-9, (2019).
6. Jasjit Kaur Randhawa & Samreet Randhawa, "voZrI d[otos'A^(BPky'oh) ;wZf;nk, gqpzXB ns/o'eEkw", KLS, ISBN No. 978-81-936570-7-1, (2018).
7. Jasjit Kaur Randhawa, "Drug Abuse -Management & Prevention", KLS, ISBN No. 978-93-81278-80-2, (2018).
8. Kapoor. T. (1985) Drug epidemic among Indian Youth, New Delhi: Mittal Pub.
9. Modi, Ishwar and Modi, Shalini (1997) Drugs: Addiction and Prevention, Jaipur: Rawat Publication.
10. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
11. Rama Gandotra & Jasjit Kaur Randhawa, "voZrI d[otos'A^(BPky'oh) gqpzXB ns/ o'eEkw", KLS, ISBN No. 978-93-81278-87-1, (2018).
12. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal Publications.
13. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar. Guru Nanak Dev University.
14. Singh, C. P. 2000. Alcohol and Dependence among Industrial Workers: Delhi: Shipra.
15. Sussman, S and Ames, S.L. (2008). Drug Abuse: Concepts, Prevention and Cessation, Cambridge University Press.
16. World Drug Report 2010, United Nations office of Drug and Crime.
17. World Drug Report 2011, United Nations office of Drug and Crime.

Course Outcomes:

The students will be able:

| | |
|-------|---|
| CO-1. | To describe issues of cultural identity, ethnic background, age and gender in prevention, treatment and recovery. |
| CO-2. | To describe warning sign, symptoms, and the course of substance use disorders. |
| CO-3. | To describe principles and philosophy of prevention, treatment and recovery. |
| CO-4. | To describe current and evidenced-based approaches practiced in the field of drug addiction. |

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
(SEMESTER-II)
COUSE CODE: BAJMC-1205
PRESS LAWS AND MEDIA ETHICS

Credits : 4

Time: 3 Hrs.

L-T-P
04-0-0

Total Marks: 100

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

1. To make students familiar with the history of Indian press laws .
2. To make them understand the law of defamation.
3. To make them understand the difference between right to information and official secrets act.
4. Students will be able to know about social responsibility and ethics of press.
5. To make them understand about copyright act.

SECTION A

Brief History of Press laws in India, Article-19 (1) (a) and freedom of press. Press, Law, Society and Democracy. Constitutional safeguards to freedom of press.

SECTION B

Press commissions and their recommendations. PCI, Law of defamation, Contempt of court, Press council act

SECTION C

Official secrets act, Right to information, Copyright act, working journalist act

SECTION D

Social responsibility of press, Ethics, self regulation and freedom of expression, Prasar Bharti Code of conduct, Cyber laws: cyber security

Books Recommended:

1. Dr. (Justice)Durga Das Basu, Law of the Press, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
3. VirBalaAggarwal,Handbook Of Journalism and Mass Communication, ConceptsPublishing Company, 2001
4. Seema HasanMass Communication Principles and Concepts, , CBS Publishers and

Distributers, 2010

5. Dr. Vartika Nanda, Media Laws and Ethics, Kanishka Pub, New Delhi, 2018

Outcomes

1. Students will be able to define the fundamental rights enjoyed by the citizens of India the fundamental principles of mass media law
2. Students will define the essential features of media laws of India
3. Students will know about defamation law and its types
4. Demonstrate an understanding of the privileges under freedom of speech and expression and also reasonable restrictions imposed on it by the students.

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
(SEMESTER-II)
COURSE CODE:BAJMC-1206
HISTORY OF PRINT MEDIA

Credits : 4

Time: 3 Hrs.

L-T-P

04-0-0

Total Marks: 100

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

1. Describing invention and development of paper and printing, history of Indian journalism.
2. Understanding of history of language newspapers.
3. Role of print media in Indian independence.
4. Understanding of History of Punjabi journalism.
5. Basic understanding of Times of India, the Hindu, the Tribune and Indian express.

SECTION A

Invention and Development of Paper and Printing, History of Indian Journalism: Origin of Print Media in India, Role of James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy and Mahatma Gandhi, Role of print media in Indian independence

SECTION B

Vernacular Press Act, History of Language Newspapers, Amrit Bazar Patrika, Bombay Samachar, Jansatta, Amar Ujala, Punjabi Kesari, Navbharat Times, Dainik Jagran, Dainik Bhaskar

SECTION C

History of Punjabi Journalism: Gadar, 'Shaheed' Ajit, Nawazamana, Jagbani, Punjabi Tribune.

Role and Contribution: Dyal Singh Majithia, Gurbaksh Singh Preetlari, Sadhu Singh Hamdard, Jagjit Singh Anand.

SECTION D

The Times of India, The Hindu, The Tribune, Indian Express, News agencies: PTI, UNI, AFP, Bhasha, Reuters, UNIVARTA.

Books Recommended:

1. R. Parthasarthy, Journalism in India, Sterling Publishers Pvt. Ltd, 1989
2. M. Chalapathi Rau, The Press in India by, Allied Publishers, 1968
3. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers, 1979

4. Punjabi Patarkari Nikas Vikas Te Samasiavan, Sandhu & Johal (ed.), Publication Bureau, Punjabi University, Patiala, 1999
5. Dr. Narinder Singh Kapoor, Punjabi Patkarita Da Vikas, Lokgeet Parkashan, 201
6. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994

Outcomes

1. To understand role played by the pioneers of journalism by the students
2. To understand the role and contribution of pioneers of Punjabi journalism by the students.
3. Students will understand the role of print media in Indian independence.

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
(SEMESTER-II)
COURSE CODE: BAJMC-1207
MASS COMMUNICATION CONCEPTS AND PROCESSES

Credits : 4

Time: 3 Hrs.

L-T-P
04-0-0

Total Marks: 100

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

1. Apply critical thinking skills to the understanding of mass media.
2. Display an understanding of the historical, ethical and current legal framework in which mass communication has evolved in a global society.
3. Develop and use original content for different media formats, including written, visual, radio, internet, apps.
4. Demonstrate an understanding of mass media communication values including timeliness, impact, and storytelling ability as portrayed in written, visual and spoken formats.
5. Demonstrate usage of mass media writing and speaking skills necessary in a multimedia environment

SECTION A

Mass Communication: Meaning and Definitions, Characteristics and Features, Scope and concept of mass communication; Mass culture, Mass communication and other forms of communication: interface between intra personal and Mass communication, new media as a tool of mass communication

SECTION B

Functions of mass communication: persuade, inform, educate, and entertain other functions and impact. Theories of mass communication: Authoritarian theory, libertarian theory, social responsibility theory, soviet communist workers theory.

SECTION C

Tools of mass communication: newspapers, magazines, radio, TV and Films, Social Media Advertising, Public Relations. Traditional and folk media

SECTION D

Internet: e-paper, online paper, blogs, micro blogs and other social networking sites.
Importance of body language, gestures, facial expressions, Kinesics

Books Recommended:

1. Dr. Baldev Raj Gupta, Mass Communication & Development
2. I.P.Tiwari, Communication Technology & Development
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
5. Jacques Hermabon & Kumar Shahani Cinema & Television
6. D S Mehta Mass Communication Journalism in India
7. Subir Ghosh, Mass Media Today
8. Narayana Menon, The Communication Revolution
9. Vir Bala Aggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001

Outcomes

1. Students will understand the process of communication, including different forms, levels and barriers.
2. Students will have Knowledge about communication models and its application
3. Understanding Media Systems and Communication Theories by the students.
4. Understanding of various tools of mass communication by the students

No Change

Syllabus for the batch of 2023 to 2026

**BA JOURNALISM AND MASS COMMUNICATION
(SEMESTER-II)
(Session 2023-2026)
COURSE CODE: BAJMC1208
DESIGN AND GRAPHICS**

Credits : 4

Time: 3 Hrs.

L-T-P

04-0-0

Total Marks: 100

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Objectives

1. To understand the concept of design and graphics
2. To understand the importance of visualization in design.
3. To understand the principles of video editing. Adobe premiere pro.
4. To understand the methods of Printing Press, Letterpress, cylinder, Rotary etc.
5. To understand the type composition, Lino, Mono, Ludlow, Photo.
- 6.

SECTION A

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

SECTION B

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

SECTION C

DTP, use of computer software, Use of multimedia, Printing methods-letterpress, cylinder, rotary, Gravure-Screen, Offset, Plate making, Types of papers

SECTION D

Basics of Adobe Premier Video Editing Principles, Applications related to Editing; Android enable Apps, Color Theory

Books Recommended:

1. Ved Parkash Gandhi, Mass Communication, Animation and multimedia, Kaniska Publishers, 2015
2. Shaughnessy Adrian, How to be a Graphic Designer, Laurence King Publishing, 2010
3. Ellen Lupton, Thinking with Type, Princeton Architectural Press, 2010
4. Robert Bringhurst, The Elements of Typographic Style, Hartley & Marks Publishers, 1992
5. Shaughnessy Adrian, Graphic Design: A User's Manual, Laurence King Publishing, 2009

Outcomes

1. Students will demonstrate an understanding of design principles by applying design theory and process from an artistic perspective;
2. Understanding of adobe premiere video editing principles by the students.
3. Students will learn the usage of multimedia and various printing methods.

Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
(SEMESTER-II)
COURSE CODE: BAJMC-1209
COMMUNICATION LAB

Credits: 2

L-T-P
00-00-4
Max. Marks: 25
Practical: 19
Internal: 6

Objectives

1. To enhance the communication skills of students.
2. To uplift the confidence of students while speaking in front of masses.
3. To make them understand about non-verbal communication.
4. To make them prepare to speak in front of camera.
5. To improve the body language of students.

1. Micro Communication Lab on Communication Dynamics

Simplicity and Complexity

- Has the message been received
- Use of emphasis
- Formality
- Humour
- 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
- Silence
- Sign language

5. Each student will prepare and present six minutes presentation on the given topic.

- Face the camera
- Record and pre-listen/ pre-view
- Pre-review
- This exercise will be repeated three times

Outcomes

1. To help students to understand the micro communication lab on communication dynamics.
2. Enable students learn various communication skills
3. Make students prepare for the presentation skills.

Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
(SEMESTER-II)
COURSE CODE:BAJMC-1210
DESIGN AND GRAPHICS LAB

Credits: 2

L-T-P
00-00-4
Max. Marks: 25
Practical: 19
Internal: 6

Objectives

1. To enhance the video editing skills.
2. To uplift the knowledge about designing layout and illustration.
3. To make them understand about design of layout for various magazine and newspapers.
4. To enhance the designing skills for pamphlets, folders, flash cards etc.
5. To make them understand the importance of visualization.
 - Visualization
 - Designing, layout and illustrations
 - Graphic designing exercises.
 - Composition.
 - Designing of layout for various magazines/newspapers.
 - Designing of cover pages
 - Designing pamphlets, folders, flash cards, flip charts.
 - Such other exercises as the faculty Incharge may deem fit
 - Evaluation of all such assignments
 - Visit to printing press of various kinds.
 - Video editing

Outcomes

1. To understand picture composition by the students.
2. To make students learn about designing of various magazines and newspapers.
3. To make students learn about video editing .

No Change

Syllabus for the batch of 2023 to 2026
BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
SEMESTER-II
COURSE CODE:BCSE-1222
COMMUNICATION SKILLS IN ENGLISH

Credits: 4

Time: 3 Hours

L-T-P

3- 0- 1

Max. Marks: 100

Theory: 60

Practical: 15

Internal Assessment: 25

Suggested Pattern of Question Paper:

The question paper will be divided into two sections. Section A will consist of Twelve(12) questions of One(1) mark each. Section B will consist of Six questions of Eight(8) marks each. There will be internal choice wherever possible.

Section A

1. Do as directed

Tenses and Change of voice

(12X1=12Marks)

Section B

1. **Listening Skills:** Barriers to listening; effective listening skills; feedback skills.
2. **Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.
3. Drafting of a short speech on a given topic.
4. Transcoding (given dialogue to prose or given prose to dialogue).
5. Taking notes on a speech/lecture/telephonic conversations .
6. Translation from Vernacular (Punjabi/ Hindi) to English (Paragraph)
(6X8=48 Marks)

Course Objectives:

- I: To develop competence in oral and visual communication.
- II: To inculcate innovative and critical thinking among the students.
- III: To enable them to grasp the application of communication theories.
- IV: To acquire knowledge of the latest technology related to communication skills.
- V: To provide knowledge of multifarious opportunities in the field of this programme.

Course Contents:

1. **Listening Skills:** Barriers to listening; effective listening skills; feedback skills, attending telephone calls; note taking.

Activities:

- a) Listening exercises – Listening to conversation, speech/ lecture and taking notes.
2. **Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics, situation based Conversation in English; essentials of Spoken English

Activities:

- a) Conversation; dialogue and speech
- b) Oral description or explanation of a common object, situation or concept.

c) Interviews and group discussion

Recommended Books:

1. Oxford Guide to Effective Writing and Speaking by John Seely.
2. The Written Word by Vandana R Singh, Oxford University Press
3. Murphy's English Grammar (by Raymond Murphy) CUP

Course Outcomes:

The completion of this course enables students to:

1. Identify common errors in language and rectify them.
2. Develop and expand Oral skills through controlled and guided activities.
3. Develop coherence, cohesion and competence in oral discourse through intelligible pronunciation.
4. Develop the ability to handle the interview process confidently and learn the subtle nuances of an effective group discourse.
5. Communicate contextually in specific and professional situations with courtesy.

PRACTICAL (Marks: 15)

Course Contents:-

1. Oral Presentation. (5 Marks)
2. Group Discussion. (5 Marks)
3. Mock Interview (5 Marks)

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2026)
Semester-II
 Compulsory Course
lwzml pMjwbl

Credit & Marks Distribution, Eligibility and Pre-Requisites of the Course

| Course title & Code | Total Teaching Hours | Credits | Credit distribution | | | Total Marks 100 | | Time Allowed in Exam |
|---|----------------------|---------|---------------------|----------|-----------|-----------------|---------------------|----------------------|
| | | | Lecture | Tutorial | Practical | Theory | Internal Assessment | |
| lwzml pMjwbl BHPB-1201 | 60 | 4 | 4 | 0 | 0 | 75 | 25 | 3 Hours |

| | |
|--|---|
| <p>kors dw audyS Course Objective</p> <ul style="list-style-type: none"> ▪ ividAwRQIAW ivc swihqk ruclAW pYdw krnw[▪ Awlocnwqmk ruclAW f ivksq krnw[▪ ividAwRQI nMU d&qrl Aqy GryLU ic`TI p`qr qoN jwxU krwauwxw[▪ BwSwel igAwn ivc vwdw krnw[| <p>pwT-kRm nqljy Course Outcomes (COs)</p> <ul style="list-style-type: none"> ▪ aus AMdr swihqk ruclAW pRPuil`q hoxglAW[▪ aus AMdr swihq isrxw dl sµBwvvnw vDygl[▪ ividAwRQI ic`TI-p`qr dl ilKx SYII qoN jwxU hovygw[▪ auh BwSwel bxqr qoN jwxU hovygw[|
|--|---|

AMk-vMf Aqy pRliKak lel hdwieqW

islybs dy cwr Bwg hn pr pRSn-p`qr dy pMj Bwg hoxgy[pihly Bwg ivc 1.5-1.5 (fyF-fyF) AMk dy AiQ-sMKyp (Objective Type)10 pRSn pu`Cy jwxgy jo ik swry islybs ivcoN hoxgy[islybs dy bwkl cwr BwgW ivc 02-02 lyK numw pRSn pu`Cy jwxgy[hryk Bwg ivcoN 01-01 pRSn krnw lwzml hovygw[hryk pRSn dy brwbr 15 AMk hoxgy[pypr sY`tr jykr cwhy qW pRSnW dl vMf A`goN v`D qoN v`D cwr aup-pRSnW ivc kr skdw hY[

not:ieMtrnl AsY`smYnt 25 AMkW dl hY[ies pypr dy ku`l AMk 75+25=100 hn[

pwT-kRm

Bwg-pihlw

swihq dy rMg, fw. mihl isMG (sMpw.), rvl swihq pRkwSn, AMimRqsr[

Bwg dUjw - vwrqk Aqy ryKw-ic`qr, fw. primMdr isMG, fw. BuipMdr isMG Aqy fw.kuldip isMG iF`loN (sih sMpw.)

(vwrqk Bwg ivcoN swr/ivSw-vsQU[ryKw-ic`qr Bwg ivcoN swr/nwiek ibMb)

Bwg-dUjw

pMjwb dy mhwn klwkwr (sMpw. blvMq gwrgl)

gurU nwnk dyv XUnlvristl, AMimRqsr[

(sqIS gujrwI qoN suirMdr kOr qk)

(ivSw-vsQU/swr/nwiek ibMb)

Bwg-qljw

(a) d&qrl ic`TI p`qr

(A) muhwvry Aqy AKwx

Bwg-cOQw

(a) Sbd-bxqr Aqy Sbd-rcnw – pirBwSw Aqy mu`Fly sMklp
(A) Sbd-SRyxIAW

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

Semester-II

Compulsory Course

muFII pMjwbl

(In Lieu of Compulsory Punjabi)

Credit & Marks Distribution, Eligibility and Pre-Requisites of the Course

| Course title & Code | Total Teaching Hours | Credits | Credit distribution | | | Total Marks 100 | | Time Allowed in Exam |
|---|----------------------|---------|---------------------|----------|-----------|-----------------|---------------------|----------------------|
| | | | Lecture | Tutorial | Practical | Theory | Internal Assessment | |
| muFII pMjwbl BPBI-1202 | 60 | 4 | 4 | 0 | 0 | 75 | 25 | 3 Hours |

kors dw audyS Course Objective

- ividAwRQI AMdr Sbd bxqr dl smJ ivksq krnw[
- ividAwRQI nMU Sbd pRkwr bwry jwxkwrl pRdwn krnw[
- pMjwbl BwSw dy ivAwkrnk pRbMD sMbMDI igAwn krwaxw[
- isKlweI qy AiBAws duAwrw pMjwbl Sbd BMfwr vDwaxw[

pwT-kRm nqljy Course Outcomes (COs)

- auh pMjwbl Sbd-bxqr dl jwxkwrl hwsI krky BwSwel igAwn nUM ivkisq krngy[
- pMjwbl Sbd-rcnw sMbMDI muhwrq hwsI krngy[
- ividAwRQI SbdW dIAW iBMn-iBMn iksmW qoN jwxU hovygw[
- ividAwRQIAW 'c in`q vrqoN dl pMjwbl Sbdwvll BMfwr 'c vwDw hovygw[

AMk-vMf Aqy pRiIKak lel hdwieqW

islybs dy cwr Bwg hn pr pRSn-p`qr dy pMj Bwg hoxgy[pihly Bwg ivc 01-01 AMk dy AiQ-sMKyp au~qr vwly(Objective Type) 11 pRSn pu`Cy jwxgy jo ik swry islybs ivcoN hoxgy[pRSn p`qr dy dUsry Bwg ivc, islybs dy pihly Bwg ivcoN iqMn pRSn pu`Cy jwxgy[ijMnW ivcoN koel do pRSn h`l krny hoxgy[hryk pRSn dy brwbr 8-8 AMk hoxgy[iesy qrHW pRSn p`qr dy qlsry Bwg ivc iqMn pRSn pu`Cy jwxgy ijMnW ivcoN do pRSn h`l krny hoxgy[hryk pRSn dy brwbr 8-8 AMk hoxgy[Bwg cOQy ivc pMj pRSn pu`Cy jwxgy[ijMnW ivcoN cwr pRSn h`l krny hoxgy[hryk pRSn dy brwbr 4-4 AMk hoxgy[Bwg pMjvyN ivc iqMn pRSn pu`Cy jwxgy[ijMnW ivcoN do pRSn krny lwzml hoxgy[hryk pRSn dy brwbr 8-8 AMk hoxgy[

not:ieMtrnl AsY~smYnt 25 AMkW dl hY[ies pypr dy ku`l AMk 75+25=100 hn[

pwT-kRm Bwg-pihlw

pMjwbl Sbd-bxqr:

DwqU, vDyqr (Agyqr, mDyqr, ipCyqr), pMjwbl koSgq Sbd Aqy ivAwkrnk Sbd

Bwg-dUjw

pMjwbl Sbd-pRkwr:

(a) sMXukq Sbd, smwsl Sbd, dojwql Sbd, dohry/duhrukql Sbd Aqy imSrq Sbd

(A) isKlweI qy AiBAws

Bwg-qljw

pMjwbl Sbd-rcnw:

iek-vcn/bhu-vcn, ilMg-puilMg, bhArQk Sbd, smwnArQk Sbd, bhuyq SbdW lel iek Sbd, Sbd ju`t,

ivroDArQk Sbd, smnwml Sbd

Bwg-cOQw

in`q vrqoN dl pMjwbl Sbdwvll

Kwx-plx, swkwdwrl, ru`qW, mhlinAW, igxql, mOsm, bjæwr, vpwr, DMidAW nwl sMbMiDq

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

(Session 2023-2026)

SEMESTER-II

Course Code: BPHC-1204

PUNJAB HISTORY & CULTURE (C321 BC TO 1000A.D.)

(Special Paper in lieu of Punjabi compulsory)

(For those students who are not domicile of Punjab)

Credits: 04

Time:3 Hours

L- T- P

04-0-0

Total Marks:100

Theory:75

Internal Assessment:25

Instructions for the Paper Setters:

Question paper should consist of two sections—Section A and Section B. The paper setter must ensure that questions in Section–A do not cover more than one point, and questions in Section–B should cover at least 50 percent of the theme.

Section–A: The examiner will set 15 objective type questions out of which the candidate shall attempt any 10 questions, each carrying 1½ marks. The total weightage of this section will be 15 marks. Answer to each question should be in approximately one to two sentences.

Section–B: The examiner will set 8 questions, two from each Unit. The candidate will attempt 4 questions selecting one from each Unit in about 1000 words. Each question will carry 15 marks. The total weightage of this section will be 60 marks.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives: The main objective of this course is to educate the students who are not domicile of the Punjab about the history and culture of the Ancient Punjab. It is to provide them knowledge about the social, economic, religious, cultural and political life of the people of the Punjab during the rule of various dynasties such as The Mauryans, The Kushans, The Guptas, The Vardhanas and other ancient ruling dynasties of the period under study.

Unit-I

1. The Punjab under Chandragupta Maurya and Ashoka.
2. The Kushans and their Contribution to the Punjab.

Unit-II

3. The Punjab under the Gupta Emperors.
4. The Punjab under the Vardhana Emperors

Unit-III

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

Unit-IV

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

Suggested Readings:-

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

Course Outcomes:

On completing the course, the students will be able to:

- CO-1** Understand the history and culture of the Punjab in Ancient Period.
- CO-2** Analyse social, economic, religious, cultural and political life of Ancient Indian dynasties.
- CO-3** Study about the political developments from 7th century to 1000AD.
- CO-4** Understand socio-cultural history of the Punjab from 7th century to 1000 AD.
- CO-5** Analyse language, literature, art and architecture of Ancient Punjab.

No Change

Syllabus for the batch of 2023 to 2026

BA JOURNALISM AND MASS COMMUNICATION

(Session 2023-2026)

SEMESTER-II

Course Code: ZDA121

**Course Title-DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION DRUG ABUSE: MANAGEMENT AND PREVENTION
(Compulsory for all Under Graduate Classes)**

Time: 3 Hours

**Credit hrs/wk.: 2
Max. Marks: 50**

Instructions for the Paper Setters:

- 1) There will be a total of 9 questions of which 5 are to be attempted.
- 2) Question 1 is compulsory and having 10 short answer type questions (1 mark each).
- 3) The remaining 8 questions (10 marks each) shall include 2 questions from each unit. Candidates shall be required to attempt 4 questions, one from each unit. Preferably, the question should not be split into more than two sub-parts.

Course Objectives:

The course aim is to

| | |
|--------------|---|
| CO-1. | Describe the role of family in the prevention of drug abuse. |
| CO-2. | Describe the role of school and teachers in the prevention of drug abuse. |
| CO-3. | Emphasize the role of media and educational and awareness program. |
| CO-4. | Provide know how about various legislation and Acts against drug abuse. |

UNIT-I

• **Prevention of Drug abuse**

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

UNIT-II

- School: Counseling, Teacher as role-model.
- Parent-teacher-Health Professional Coordination, Random testing on students.

UNIT-III

• **Controlling Drug Abuse**

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

UNIT-IV

- Legislation: NDPS act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

1. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
2. Gandotra, R. and Randhawa, J.K. 2018. *voZrI d[otos'A (BPky'oh) gqzXB ns o'eEkw*. Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
5. Randhawa, J.K. and Randhawa, Samreet 2018. *Drug Abuse-Management and Prevention*. Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.
6. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
7. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
8. Singh, C. P. 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
9. *World Drug Report 2011*, United Nations office of Drug and Crime.
10. *World Drug Report 2010*, United Nations office of Drug and Crime

Course Outcomes:**The students will be able to:**

| | |
|--------------|---|
| CO-1. | Understand the importance of family and its role in drug abuse prevention. |
| CO-2. | Understand the role of support system especially in schools and inter-relationships Between students, parents and teachers. |
| CO-3. | Understand impact of media on substance abuse prevention. |
| CO-4. | Understand the role of awareness drives, campaigns etc. in drug abuse management. |
| CO-5 | Learn about the Legislations and Acts governing drug trafficking and Abuse in India. |