

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS FOR THE BATCH FROM THE YEAR 2024 TO YEAR 2028

Programme Code: BAJMC

**Programme Name: Bachelors of Arts (Hons) Journalism & Mass
Communication
(Semester I-VIII)**

Examinations: 2024-2028



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.(HONS) JOURNALISM & MASS COMMUNICATION

COURSE SCHEME								
SEMESTER – I								
Course Code	Course Name	Credits	Total Credits	Max Marks				Page No.
				Th	P	IA	Total	
Major Courses								
BAJMC1101	Principles of Communication	4	75	0	25	100	10-11	
BAJMC1102	Reporting and Editing-I	4	75	0	25	100	12-13	
BAJMC1103	Media and Politics	4	75	0	25	100	14-15	
BAJMC1104	Print Media Lab	2	0	19	06	25	16	
BCSE1122	Communication Skills in English-I	4	60	15	25	100	17-19	
BHPB-1101	Punjabi (Compulsory)	4	75	0	25	100	20-21	
BPBI-1102	OR Basic Punjabi	4	75	0	25	100	22-23	
BPHC-1104	Punjab History & Culture	4	75	0	25	100	24-26	
ZDA111	Drug abuse	1	25	0	0	25	27-29	
SEC111T	Science & Technology	2	37	0	13	50	30-31	

SEMESTER – II

Course Code	Course Name	Credits	Total	Max Marks			Page No.
			Credits	Th	P	IA	
Major Courses							
BAJMC1205	Press Laws and Media Ethics	4	75	0	25	100	32-33
BAJMC1206	History of Print Media	4	75	0	25	100	34-35
BAJMC1207	Mass Communication: Concepts and Processes	4	75	0	25	100	36-37
BAJMC1208	Design and Graphics	4	75	0	25	100	38-39
BAJMC1209	Mass Communication Lab	2	0	19	6	25	40-41
BAJMC1010	Design and Graphics Lab	2	0	19	6	25	42
Ability Enhancement Courses							
BCSE1222	Communication Skills in English-II	4	60	15	25	100	43-45
BHPB-1201	Punjabi (Compulsory)	4	75	0	25	100	46
BPBI-1202	OR Basic Punjabi	4	75	0	25	100	47-48
BPHC-1204	Punjab History & Culture	4	75	0	25	100	49-51
Value Added Courses							
ZDA121	Drug abuse	1	25	0	0	25	52-53
SEC121P	Science & Technology	2	0	37	13	50	54

SEMESTER – III

Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
BAJMC2301	Photo Journalism	4	75	0	25	100	55-56
BAJMC2302	Reporting and Editing-II	4	75	0	25	100	57-58
BAJMC2303	Broadcasting in India: Policies and Principles	4	75	0	25	100	59-60
BAJMC2304	News Feature Writing	4	75	0	25	100	61-62
BAJMC2305	Development Communication	4	75	0	25	100	63-64
ESL-221	Environmental Studies	2	37	0	13	50	65-67
BAJMC2306	Reporting and Editing Lab	2	0	19	6	25	68
BAJMC2307	Photography lab	2	0	19	6	25	69
BAJMC2308	Feature Writing Lab	2	0	19	6	25	70

SEMESTER – IV

Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
BAJMC2409	Media: Business Communication	4	75	0	25	100	71-72
BAJMC2410	Programme Formats: Radio and TV	4	75	0	25	100	73-74
BAJMC2411	Video Production: Idea to Screen	4	75	0	25	100	75-76
BAJMC2412	Folk Media	4	75	0	25	100	77-78
BAJMC2413	Advertising: Concepts and Principles	4	75	0	25	100	79-80
ESL-222	Environmental Studies	2	37	0	13	50	81-83
BAJMC2414	Radio and TV Production Lab	2	0	19	6	25	84
BAJMC2415	Operation and Handling of Video Equipments Lab	2	0	19	6	25	85
BAJMC2416	Advertising Lab	2	0	19	6	25	86-87

SEMESTER -V

Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
BAJMC3501	Event Management: Principles and Method	4	75	0	25	100	88-89
BAJMC3502	Current Affairs: Contemporary issues In Media-I	4	75	0	25	100	90-91
BAJMC3503	Research Methodology for Media	4	75	0	25	100	92-93
BAJMC3504	Cyber Journalism	4	75	0	25	100	94-95
BAJMC3505	Public Relations	4	75	0	25	100	96-97
BAJMC3506	Event Management Lab	2	0	19	6	25	98
BAJMC3507	Cyber Lab	2	0	19	6	25	99
BAJMC3508	Pilot Study	2	0	19	6	25	100
PHR-301	Human Rights and Constitutional Duties	1	25	0	0	25	101-102

SEMESTER –VI

Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
BAJMC3609	Media Management	4	75	0	25	100	103
BAJMC3610	Current Affairs	4	75	0	25	100	104-105
BAJMC3611	Perspective of Audio Sound	4	75	0	25	100	106
BAJMC3612	Digital Photography Techniques	4	75	0	25	100	107
BAJMC3613	Social Media	4	75	0	25	100	108
BAJMC3614	Perspective of Audio Sound Lab	2	0	19	06	25	109
PHR-302	Human Rights and Constitutional Duties	1	25	0	0	25	110

SEMESTER –VII							
Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
BAJMC4701	Internship	4	0	75	25	100	111
BAJMC4702	Print Media Design & Production	4	75	0	25	100	112-13
BAJMC4703	Intercultural Communication	4	75	0	25	100	114
BAJMC4704	Creative Writing	4	75	0	25	100	115
BAJMC4705	Specialized Reporting	4	75	0	25	100	116-17
BAJMC4706	Specialized Reporting Lab	2	0	19	6	25	118
BAJMC4707	Creative Writing Lab	2	0	19	6	25	119

SEMESTER –VIII							
Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
BAJMC4808	Mass Communication Research	4	75	0	25	100	120
BAJMC4809	Digital Marketing	4	75	0	25	100	121-122
BAJMC4810	Theoretical Perspectives of Communication	4	75	0	25	100	123
BAJMC4811	Health Communication	4	75	0	25	100	124
BAJMC4812	Internship Report	4	75	0	25	100	125
BAJMC4813	Research Report Lab	2	0	19	06	25	126

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
SEMESTER- 1
COURSE CODE: BAJMC-1101
PRINCIPLES OF COMMUNICATION**

Credit : 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 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 2024-2028

BA (HONS) JOURNALISM AND MASS COMMUNICATION

SEMESTER- 1

COURSE CODE: BAJMC-1102

REPORTING AND EDITING-I

Credit : 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 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
SEMESTER- 1
COURSE CODE:BAJMC-1103
MEDIA AND POLITICS**

Credit : 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 2024-2028

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

**L-T-P
00-00-04
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 provides 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.

SEMESTER-I
COMMUNICATION SKILLS IN
ENGLISH
Code:BCSE-1122

L	T	P	Credits
3	1	0	4

Time: 3 Hours

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)

muFlI pMjwbI-1
(In Lieu of Compulsory Punjabi)

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

Course title & Code	Total Teaching Hours	Total Credits/ Hours per week	Credit distribution			Total Marks 100		Time Allowed in Exam	Eligibility criteria	Pre-requisite of the course (if any)
			L	T	P	Theory	IA			
muFlI pMjwbI-1 BPBI-1102	60	4	4	0	0	75	25	3 Hours	Class 12th pass in any stream	NOT Studied Punjabi up to 10th Standard

kors dwaudysCourse Objective	pWT-kRm nqIjyCourse Outcomes (COs)
<ul style="list-style-type: none"> • ividAwrQI nMUgurmKIilpIqoNjwxUkrwauwx[• ividAwrQI nUMSu`D pMjwbI pVHnw-ilKxwisKwauwx[• pMjwbI BwSwDIAWivAwkrnkbrIkIAWqoNjwxUkrwauwx[• Su`DsMcwrnUMivksqkrnw[<ul style="list-style-type: none"> • ividAwrQI pMjwbI BwSw Aqy gurmKIilpIdIisKlweIivcmuhwrqhwslkrngy[• pMjwbI BwSwivcmuhwrnI, lgW-mwqrW, svr Aqy ivAMjnA`KrWdIpCwx Aqy vrqoNsbMDIsmJivkisqhovgyI[• ividAwrQI Su`D pMjwbI ilKx-pVHndysmr`Qhoxgy[• auh pMjwbI BwSwdySu`DrUpWdIjwxkwrIhwslkrngy[

AMk-vMf Aqy pRIiKak leI hdwieqW

islybsdycwr Bwg hn pr pRSn-p`qrDypMj Bwg hoxgy[pihlyBwg ivc01-01 AMkdyAiq-sMKypau~qrvwly(Objective Type) 11 pRSnpu`Cyjwxgy jo ikswryislybsivcoNhoxy Aqy swrypRSnh`lkrnylwzmIhoxy[pRSnp`qrDyUsry Aqy qIsry Bwg ivc, islybsdypihly Aqy dUsry Bwg ivcoN 8-8 AMkWdy 3-3 pRSnpu`Cyjwxgy[ijMnHWivcoN ividAwrQI nykoeI 2-2 pRSnh`lkrnyhoxy[iesyqrHWpRSnp`qrDyCOQy Bwg ivc 4-4 AMkWdy 5 pRSnpu`Cyjwxgy[ijMnHWivcoN ividAwrQI ny 4 pRSnh`lkrnyhoxy[Bwg pMjvyNivc 2-2 AMkWdy 10 pRSnpu`Cyjwxgy[ijMnHWivcoN ividAwrQI ny 8 pRSnkrnylwzmIhoxy[

pWT-kRm

Bwg-pihlw

(a) pMjwbI BwSwqygurmKIilpI:

nwmkrxqysMKypjwx-pCwx: gurmKIivrXmwlw, A`KrkRm, svrvwhk (a, A, e), lgW-mwqrW, pYrivcibMdIvwlyvrn, pYrivcpYxvwlyvrn, ibMdI, it`pI, A`Dk

(A) isKlweIqyAiBAws

Bwg-dUjw

gurmKIAWrQogrWPI Aqy aucwrn:

svr, ivAMjn:muFlIjwx-pCwx Aqy aucwrn, muhwrnI, lgW-mwqrWdIpCwx

Bwg-qIjw

pMjwbI Sbd-joV:mukqw (do A`KrWvwlySbd, iqMnA`KrWvwlySbd), ishwrIvwlySbd, ibhwrIvwlySbd, AONkVvwlySbd, dULYNkVvwlySbd, lWvwlySbd, dulwvWvwlySbd, hoVYvwlySbd, knOVYvwlySbd, lgwKr (ibMdI, it`pI, A`Dk) vwlySbd

Bwg-cOQw

Suæ`D-ASu`DSbd

Semester-I
Punjabi (Compulsory)-1
pMjwbI (lwzmI) -1

Course title	Total	Total	Credit distribution	Total Marks 100	Time Allowed	Eligibility criteria	Pre- requisite of the course
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& Code	Teaching Hours	Credits/Hours per week	L	T	P	Theory	IA	in Exam		(if any)
pMjwbI (lwzmI) - 1 BPBI-1101	60	4	4	0	0	75	25	3 Hours	Class 12th pass in any stream	Studied Punjabi up to 10th Standard or working knowledge of Punjabi Language

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

<p>kors dwaudyS Course Objective</p> <ul style="list-style-type: none"> ivdAwRQIAW ivc swihq dy pRmuK rUp kivqw khwxI bwry jwxkwrI ivksq krnw[ivdAwRQIAW nUMpMjwbDIAWmhwnS^sIAqWqoNjwxUkrvauxw[ivdAwRQI ivcrcnwqmksUJivkiskrkw[ivdAwRQI pMjwbI BwSwieiqhws qyivkwsdynwl-nwlBwSweIvMngIAWqoNjwxUkrvauxw[<p>pwT-kRm nqIjy Course Outcomes (COs)</p> <ul style="list-style-type: none"> ivdAwRQI swihq dy pRmuK rUp kivqw khwxI bwr yjwxkwrI hwsI krygw[ivdAwRQI pMjwbDIAWmhwnS^sIAqWqoNjwxUhovyygw[ivdAwRQI ivcrcnwqmksUJivkiskrkw[ivdAwRQI pMjwbI BwSw ieiqhws qyivkwsdynwl-nwlBwSweIvMngIAWbwryjwxkwrIhwsIkrygw[
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AMk-vMf Aqy pRIiKak leI hdwieqW

islybsdycwr Bwg hn pr pRSn-p`qrdypMj Bwg hoxgy[pihly Bwg ivc 1.5-1.5 (fyF-fyF) AMkdyAiq-sMKyp (Objective Type) 10 pRSnpu`Cyjwxgy jo ikswryislybsivcoNhoxy Aqy swrypRSnh`lkrnylwzmIhoxy[islybsdybwkIcwrBwgWivc 02-02 lyKnumwpRSnpu`Cyjwxgy[hryk Bwg ivcoN 01-01 pRSnkrnlwzmIhovyygw[hrykpRSndybrwbr15AMkhoxy[pypr sY~trjykrwhyqWpRSnWdIvMfA`goNv`DqoNv`Dcwrap-pRSnWivckrskdwhY[

pwT-kRm

Bwg-pihlw

kwivkQw, (kivqw Aqy khwxI)mu`KsMpwdk- fw. mihlisMG, sMpwdk- fw.

AwqmismGrMDwvw

ksqUrIlwlAYNfsnz, AMimRqsr[

(kivqw Bwg ivcoNpRsMgsihqivAwikAw/kivqwdswr/ivSw-vsqu)

(khwxI Bwg ivcoNswr/ivSw-vsqu)

Bwg-dUjw

pMjwbDymhwnklwkwr (blvMqgwrgI)

gurUnwnkdyvXUnIvristI, AMimRqsr[

(AMimRqwSyrig`lqoNBweIsmuMdisMGqk)

(ivSw-vsqu/swr/nwiekibMb)

Bwg-qIjw

(a) pYrHwrcnw

(A) pYrHwpVHkypRSnWdyauqr[

Bwg-coQw

(a) BwSwvMngIAW : BwSwdwtkswlIrUp, BwSw Aqy aup-BwSwdwAMqr,
:pMjwbI aupBwSwvWdypCwx-icMnH
(A) pMjwbI BwSw :inkwsqyivkws[

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

Time: 3 Hours

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 per cent 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

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

Unit-III

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

Unit-IV

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

Suggested Readings:-

L. Joshi (ed), *History and Culture of the Punjab*, Art-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 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 the Punjab.

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
SEMESTER-I**

Course Code: ZDA111

**Course Title-Drug Abuse: Problem, Management and Prevention
PROBLEMOF DRUG ABUSE
(Compulsory for all Under Graduate Classes)**

Time: 3 Hours

Credit hrs./wk.:1
Max. Marks: 25

Instructions for the Paper Setters:

- 1) There will be two sections A and B.
- 2) Section A is compulsory and will be of 5 marks consisting of 8 short answer type questions carrying 1 mark each covering the whole syllabus. The candidates are required to attempt 5 questions out of 8 short answer type questions. The answer should not exceed 50 words.
- 3) Candidates shall be required to attempt 4 questions from Section B, selecting one question from each unit and each question carries 5 marks. 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 psychoactive substances.
CO-4.	Provide culturally relevant formal and informal education programs that raise awareness and support for substance abuse prevention and their cover process.
CO-5.	Describe factors that increase the likelihood for an individual, community or group to bear 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.

SEC111T
Science and Technology
(THEORY)

Teaching Hours (per week): 2

Total Credit: 2

Credits:LTP:200

Time: 3 Hours

Total Hours: 30

Maximum Marks: 37+Internal Assessment 13

Pass Marks: 35%

Max Marks:50

Course Objectives: The purpose of the course is to provide the basic information about physical units, force, pressure, current, resistance, telescope, nuclear energy.

Course Contents:

Instructions for the Paper Setter:

Section A:-Fifteen (15) questions will be set in section A from unit I. Students are required to attempt any eleven (11) questions. Each question carries two (2) marks.

Section B:-Five (05) questions will be set in Section B from unit II. Students are required to attempt any three (03) questions. Each question carries five (5) marks

UNIT-I

Scientific terms and basic concepts of science: -

Brief introduction to units of Physical Quantities, Conversion of Units (CGS To SI Units), Concept of Force (Centripetal and centrifugal), Torque, Pressure, Density, sound, basic idea about Electromagnetic Radiations and their types, LASER and its applications in daily life. Basic introduction to: Electric current (AC/DC), Voltage, Resistance, Voltmeter, ammeter, Electric Power, Multimeter, Electric fuse, Basic introduction to: Reflection, refraction, Identification of Lenses (Concave, Convex). Matter, Periodic table, Nuclear energy (Fission and fusion). Common names and scientific names of commonly used chemicals, Antiseptics, antibiotics.

UNIT-II

Famous Indian personalities: C.V. Raman (Physicist), Salim Ali (Ornithologist), Srinivasan Ranganujan (Mathematician), Satyendranath Bose (Mathematician/Physicist), Homi Jehagir Bhabha (Physicist), Hargobind Khurana (Biochemist), Abdus Salam, Yash Pal (Physicist), APJ Abdul Kalam, N.S. Kapany (Physicist), Dr. S.S Bhatnagar (Chemistry), Prof. Pura Singh (Chemistry)

Prescribed Reading: -

1. What, Why and How Series (Government of India publication)
2. Science reporter

3. General Knowledge 2020(Arihant Publications)
4. Introduction to Computers. (P.K. Sinha)
5. Website (www.wikipedia.com)
6. Website (www.ipcc.ch)

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-II)
COUSE CODE: BAJMC-1205
PRESS LAWS AND MEDIA ETHICS**

Credit : 4

Time: 3 Hrs.

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 2024-2028

BA (HONS) JOURNALISM AND MASS COMMUNICATION

(SEMESTER-II)

COURSE CODE: BAJMC-1206

HISTORY OF PRINT MEDIA

Credit : 4

Time: 3 Hrs.

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 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-II)
COURSE CODE:BAJMC-1207
MASS COMMUNICATION CONCEPTS AND PROCESSES**

.Credit : 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. 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 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-II)**

**COURSE CODE: BAJMC1208
DESIGN AND GRAPHICS**

Credit : 4

Time: 3 Hrs.

Total Marks: 100

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

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.

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.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-II)**

**COURSE CODE:BAJMC-1209
MASS COMMUNICATION LAB**

Credits: 2

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.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-II)**

**COURSE CODE:BAJMC-1210
DESIGN AND GRAPHICS LAB**

Credits: 2

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 .

SEMESTER-II

COMMUNICATION SKILLS IN ENGLISH

BCA/B.Sc IT/ Bio Tech/ BFST/BJMC/B.Sc(Fashion Designing)/ B.Mm /BIMT/B.Sc. (Artificial Intelligence and Data Science)/ B.Sc (Data Analysis)/ B.A (Audio Video Recording, Animation & Photography)/B.Sc (Travel & Tourism)/ B.Com (Tax Planning and Management)

Code:BCSE-1222

L	T	P	Credits
3	1	0	4

Time: 3 Hours

**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=12 Marks)

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)

Semester-II
Punjabi (Compulsory)-2
pMjwbI (1wzmI) -2
Credit& Marks Distribution and Pre-Requisites of the Course

Course title & Code	Total Teaching Hours	Total Credits/ Hours per week	Credit distribution			Total Marks 100		Time Allowed in Exam
			L	T	P	Theory	IA	
pMjwbI (1wzmI) -2 BHPB-1201	60	4	4	0	0	75	25	3 Hours

kors dwaudysCourse Objective	pwT-kRm nqIjyCourse Outcomes (COs)
<ul style="list-style-type: none"> ▪ ividAwrQIAW ivc swihqk rucIAWpYdwkrnw[▪ AwlocnwqmkrucIAW f ivksqkrnw[▪ ividAwrQI nMUD&qrI Aqy GrylUic`TIp`qrqoNjwxUkrvwauxw[▪ BwSweIigAwnivcvwDwkrnw[<ul style="list-style-type: none"> ▪ ausAMdr swihqk rucIAWpRPuil~qhoxgIAW[▪ ausAMdr swihq isrjxwdIsuBwvvnwvDygI[▪ ividAwrQI ic`TI-p`qrdIilKxSYLIqoNjwxUhovygw[▪ auhBwSweIbxqrqoNjwxUhovygw[

AMk-vMf Aqy pRIiKak leI hdwieqW

islybsdycwr Bwg hn pr pRSn-p`qrdypMj Bwg hoxgy[pihly Bwg ivc 1.5-1.5 (fyF-fyF) AMkdyAiq-sMKyp (Objective Type) 10 pRSnpu`Cyjwxgy jo ikswryislybsivcoNhoxy Aqy swrypRSnh`lkrnylwzmIhoxy[islybsdybwkIcwrBwgWivc 02-02 lyKnumwpRSnpu`Cyjwxgy[hryk Bwg ivcoN 01-01 pRSnkrnwIwzmIhoxygw[hrykRSndybrwbr15AMkhoxy[pypr sY~trjykrchwyyqWpRSnWdIvMfA`goNv`DqoNv`Dcwraup-pRSnWivckrskdwhY[

pwT-kRm

Bwg-pihlw

vwrqkdyrMg, (inbMD Aqy ryKw-icqr) (sMpwdk) fw. mihlisMG,ksqUrIlwlAYNfsnz, AMimRqsr[

(inbMD Bwg ivcoNswr/ivSw-vsqu[ryKw-icqr Bwg ivcoNswr/nwiekibMb)

Bwg-dUjw

pMjwbDymhwnklwkwr (blvMqgwrGI) gurUnwnkdyvXUnIvristI, AMimRqsr[(sqISgujrlqoNsuirMdrkOrqk) (ivSw-vsqu/swr/nwiekibMb)

Bwg-qIjw

(a) d&qrIic`TIp`qr
 (A) muhwvry Aqy AKwx

Bwg-coQw

(a) Sbd-bxqr Aqy Sbd-rcnw - pirBwSw Aqy muFlysMklp
 (A) Sbd-SRyxIAW

Semester-II
Basic Punjabi-2
muF1I pMjwbI-2
(In Lieu of Compulsory Punjabi)

Credit & Marks Distribution and Pre-Requisites of the Course

Course title & Code	Total Teaching Hours	Total Credits/ Hours per week	Credit distribution			Total Marks 100		Time Allowed in Exam
			L	T	P	Theory	IA	
muF1I pMjwbI-2 BPBI-1202	60	4	4	0	0	75	25	3 Hours

kors dwaudysCourse Objective	pwT-kRm nqIjyCourse Outcomes (COs)
<ul style="list-style-type: none"> • ividAwrQI AMdrSdbbxqrdIsmJivksqkrnw[• ividAwrQI nMUSbdpRkwrwbwryjwxkwrIpRdwnkrnw[• pMjwbI BwSwdyivAwkrnkpRbMDsbMDIigAwnkrwau xw[• isKlweIqyAiBAwsduAwrw pMjwbI SbdBMfwrvDwau xw[<ul style="list-style-type: none"> • auh pMjwbI Sbd-bxqrdIjwxkwrIhwsIkrkyBwSweIigAwnnUMivkiskrny[• pMjwbI Sbd-rcnwsbMDImuhwrqhwslkrngy[• ividAwrQI SbdWdIAWiBMn-iBMniksmWqoNjwxUhovygw[• ividAwrQIAW 'cin`qvrqoNdI pMjwbI SbdvvlIBMfwr 'c vwDwhovygw[

AMk-vMf Aqy pRIiKAK leI hdwieqW

islybsdycwr Bwg hn pr pRSn-p`qrdypMj Bwg hoxgy[pihlyBwg ivc01-01 AMkdyAiq-smKypau~qrvwly(Objective Type) 11 pRSnpu`Cyjwxgy jo ikswryislybsivcoNhoxy Aqy swrypRSnh`lkrnylwzmIhoxy[pRSnp`qrdydUsry Aqy qIsry Bwg ivc, islybsdypihly Aqy dUsry Bwg ivcoN 8-8 AMkWdy 3-3 pRSnpu`Cyjwxgy[ijMnHWivcoN ividAwrQI nykoeI 2-2 pRSnh`lkrnyhoxy[iesyqrHWpRSnp`qrdycOQy Bwg ivc 4-4 AMkWdy 5 pRSnpu`Cyjwxgy[ijMnHWivcoN ividAwrQI ny 4 pRSnh`lkrnyhoxy[Bwg pMjvyNivc 8-8 AMkWdy 3 pRSnpu`Cyjwxgy[ijMnHWivcoN ividAwrQI ny 2 pRSnkrnylwzmIhoxy[

pwT-kRm
Bwg-pihlw

pMjwbI Sbd-bxqr:
DwqU, vDyqr (Agyqr, mDyqr, ipCyqr), pMjwbI koSgqSbd Aqy ivAwkrnkSbd

Bwg-dUjw

pMjwbI Sbd-pRkwr:
(a) sMXukqSbd, smwsISbd, dojwqISbd, dohry/duhrukqISbd Aqy imSrqSbd
(A) isKlweIqyAiBAws

Bwg-qIjw

pMjwbI Sbd-rcnw:

iek-vcn/bhu-vcn, ilMg-puilMg, bhuArQkSbd, smwnArQkSbd,
bhuqySbdW leI iekSbd, Sbdju`t, ivroDArQkSbd, smnwmISbd

Bwg-cOQw

in`qvrqoNdI pMjwbI SbdwvII

Kwx-pIx, swkwdwrI, ru`qW, mhIinAW, igxqI, mOsm, bjæwr,
vpwr, DMidAWnwlsMbMiDq

SEMESTER-II

PUNJAB HISTORY & CULTURE (C 321 BC TO 1000 A.D.)
(Special Paper in lieu of Punjabi compulsory)
(For those students who are not domicile of Punjab)

Course Code: BPHC-1204

Credit: 04
L- T- P
04-0-0

Time: 3 Hours

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 per cent 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 Khushans, 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 1000 A.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 1000 AD.
- 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.

Semester II

S. No.	Course Code	Course Title	Credits			Total Credit	Period/wk.	Max.Marks	Total Marks
			L	T	P				
		Value Added Course							
1	ZDA121	Drug abuse: Management and Prevention	1	-	-	1	2	25	25NC

Course Code: ZDA121

**Course Title-DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
DRUG ABUSE: MANAGEMENT AND PREVENTION**

(Compulsory for all Under Graduate Classes)

Credits/wk.: 1

Time: 3 Hours

Max.Marks: 25

Instructions for the Paper Setters:

- 1) There will be two sections A and B.
- 2) Section A is compulsory and will be of 5 marks consisting of 8 short answer type questions carrying 1 mark each covering the whole syllabus. The candidates are required to attempt 5 questions out of 8 short answer type questions. The answer should not exceed 50 words.
- 3) Candidates shall be required to attempt 4 questions from Section B, selecting one question from each unit and each question carries 5 marks. 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 knowledge about various legislation and Acts against drug abuse.

UNIT-I

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

UNIT-II

School: Counselling, 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. Ahuja,Ram(2003), Social Problems in India, Rawat Publication, Jaipur. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment Government of India, 2004.
2. Inciardi,J.A.1981. The Drug Crime Connection.Beverly Hills: Sage Publications.
3. Jasjit Kaur Randhawa &Samreet Randhawa,“Drug Abuse Problem, Management& Prevention”, KLS, ISBN No. 978-81-936570-8-9, (2019).
4. Kapoor.T.(1985)DrugepidemicamongIndian Youth,NewDelhi:Mittal Pub.
5. Modi,IshwarandModi,Shalini(1997)Drugs:AddictionandPrevention,Jaipur:RawatPublicati on.
6. Sain,Bhim1991,DrugAddictionAlcoholism,SmokingobscenityNewDelhi:Mittal Publications.
7. Sandhu,RanvinderSingh,2009,DrugAddictioninPunjab:ASociologicalStudy. Amritsar. Guru Nanak Dev University.
8. Singh,C.P. 2000.Alcoholand DependenceamongIndustrial Workers:Delhi: Shipra.
9. Sussman,SandAmes,S.L.(2008).DrugAbuse:Concepts,PreventionandCessation, Cambridge University Press.
10. WorldDrugReport2011, UnitedNations officeof Drugand Crime.

CourseOutcomes:Thestudents will be ableto:

CO-1.	Understandtheimportanceoffamilyand itsrolein drugabuseprevention.
CO-2.	Understandtheroleofsupportsystemespeciallyinschoolsandinter-relationships betweenstudents, parentsandteachers.
CO-3.	Understandimpactofmediaionsubstanceabuse prevention.
CO-4.	Understandtheroleofawarenessdrives,campaignsetc.indrugabuse management.
CO-5	Learnaboutthe LegislationsandActsgoverningdrugtraffickingandAbuseinIndia.

SEC121P

Science and Technology (Practical)

Compulsory for Semester II Undergraduate classes of Arts and Commerce Streams

Teaching Hours (per week): 2

Total Credit: 1

Credits:LTP:001

Total Hours: 30

Maximum Marks: 37+Internal Assessment 13

Pass Marks: 35%

Time: 3 Hours

General Guidelines for Practical Examination:

I. The distribution of marks is as follows: **37 Marks**

i) One experiment: **15 Marks**

ii) Brief Theory :**7Marks**

iii) Viva–Voce: **10 Marks**

iv) Record (Practical file): **5Marks**

II. There will be one sessions of 3 hours duration. The paper will have one session.

Paper will consist of 8 experiments out of which an examinee will mark 6 experiments and one of these is to be allotted by the external examiner.

III. Number of candidates in a group for practical examination should not exceed 12.

IV. In a single group no experiment be allotted to more than three examinee in any group.

Course Objectives: Course objective of this subject is to follow the basic experimental skills in the students. They will be able to demonstrate and able to evaluate the resistance, use of voltmeter ammeter, use of telescope, microscope.

List of experiments

1. Identification of electrical/electronic components.
2. Use of Multimeter in the measurement of resistance, capacitance.
3. Working with mirrors and lenses.
4. Working with microscope.
5. Working with telescope.
6. Taking measurements using various scales.
7. Demonstration of reflection and refraction phenomenon.
8. Demonstration and formation of wave.
9. Measurement of temperature using analog/digital thermometer.
10. Detection of charge using gold leaf electroscope.

*Visit to science museum

Books Prescribed:

1. Practical Physics Vol. I, II T.S. Bhatia, Gursharan Kaur, Iqbal Singh, Vishal Publications.
2. Practical Physics, C.L. Arora, S. Chand & Co.

Sr. No.	On completing the course, the students will be able to:
CO1	<i>Determine resistance, capacitance, AC/DC current</i>
CO2	<i>Study the working of voltmeter, ammeter.</i>
CO3	<i>Working with lens, mirror, telescope, microscope.</i>

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER–III)**

COURSE CODE: BAJMC2301

PHOTO JOURNALISM

Credit : 4

Time: 3 Hrs.

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 them understand the camera components such as shutter speed, aperture etc.
- 2 To make them know about types of shots, angles and movements.
- 3 Students will be able to understand the difference between depth of field and depth of focus.
- 4 Students will be able to know about essentials of good photography.
- 5 To make them understand about types of camera.

SECTION A

Types of Shots, Angles, Movements, Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field, Depth of Focus.

SECTION B

Types of Cameras – Pinhole, SLR, TLR, DSLR, Large Format, Polaroid. Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye, Difference between Mirror and Mirrorless Camera

SECTION C

Camera Components – Shutter Speed, Aperture, Focal Length, Photo Editing Techniques of Cropping, Editing, Composition

SECTION D

Ethical Aspects of Photo Journalism, Qualities of a Good Photo Journalist, Essentials of a press photography, Tips and tricks of Adobe Photoshop.

Books Recommended:

1. Herbert Zettl, Television Production Handbook, Michael Rosenberg Pub, Canada. 2012
2. Kenneth Koper, Photojournalism, Focal Press, Boston. 1996,
3. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors, 2010
4. Martin Keene, Practical Photojournalism: A Professional Guide, Focal Press, Boston. 1993
5. Chris Gatcum dk, The beginner's Photography Guide, DK; Revised. 2016

Outcomes

1. Students will be able to understand the camera, its various components, different types of shots, angles and movements.
2. With the help of this course students know the difference between depth of field and depth of focus.
3. Students gain knowledge about different types of cameras and what are the requirements for good photography.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)
COURSE CODE: BAJMC2302
REPORTING AND EDITING II**

Credit : 4

Time: 3 Hrs.

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 importance and functions of news bureau.
- 2 To understand the difference between various types of reporting such as interpretative, investigative, yellow journalism etc.
- 3 To understand the purpose and structure of Op-ed.
- 4 To make them understand the difference between columns, feature and letters to editors
- 5 To enhance the knowledge about writing film reviews, book reviews.

SECTION A

News Bureau: Functions of news bureau, special beats like embassies, ministries, public sector Undertakings, National headquarters of political parties

SECTION B

Reporting: Interpretative, investigative, advocacy, Yellow Journalism, Herd Journalism, covering Sports, science and technology, economics and commerce

SECTION C

Editorial & Op-ed Page: structure and purpose, Editorial and middle, special articles, columns and Letters to editor, Specialized Writing/Editing: Supplements, pullouts, features, interviews, news Analysis, backgrounders

SECTION D

Columnist, Syndicate Writers, Difference between broadsheet, tabloid, magazine City Reporting Room, Wire Services

Books recommended:

1. K.M.Shrivastava, News reporting and editing.. Sterling Publishers Pvt. Ltd.1987
2. D.S.Mehta, Mass Communication and Journalism in India. Allied Publishers Ltd., New Delhi.1996
3. V.S. Gupta, Handbook of Reporting and Communication skills. Concept publishing Company. 1989
4. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House,1994
5. VirBala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001

Outcomes

- 1 Students will be able to understand the importance and functions of news bureau.
- 2 With the help of this course students know the difference between various types of reporting, difference between columns, feature and letters to editors
- 3 This course will help students to learn about purpose and structure of Op-ed.
- 4 Students will learn that how to write reviews of films and books.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)**

COURSE CODE: BAJMC2303

BROADCASTING IN INDIA: POLICIES AND PRINCIPLES

Credit : 4

Total Marks: 100

Max. Marks: 75

Internal: 25

Time: 3 Hrs.

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 understand about how radio act as a mass medium its strengths and weaknesses.
- 2 Understanding of history of broadcasting and various radio broadcasting systems.
- 3 Radio's role in nation building, public broadcast and commercialization.
- 4 Knowledge of Prasar Bharti and relevance of radio.
- 5 Various media policies.

SECTION A

Radio as a Mass Medium: Strength and weaknesses, Characteristics and edge over other media, History of Broadcasting, Radio Broadcasting Systems- MW, SW, FM, AM Internet Radio, Satellite Radio, Community Radio

SECTION B

Importance of pronunciation and vocabulary, Studio, Microphones, Recording, Transmitter, Education turned Entertainment, Editing radio programme: Basics of Adobe Audition, Sound Forge

SECTION C

Radio's role in Nation building, Public broadcast and Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast

SECTION D

Privatization and Autonomy, Prasar Bharti, Relevance of Radio and Media Policy.

Books recommended:

1. Kaushalendra Saran Singh, History of Broadcasting in India Policies and Principles, Kaniska Publication, New Delhi.
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
3. VirBalaAggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001
4. Puneet Dhillon, Mass Communication Abridged, Unistar Pvt. Ltd, 2014
5. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors 2010

Outcomes

- 1 With the help of this course students know how radio act as a mass medium its strengths and weaknesses.
- 2 Students will be able to understand the history of broadcasting and various radio broadcasting systems.
- 3 This Course will teach students the role of radio in nation building, commercialization and public broadcast.
- 4 Students gain knowledge about various media policies ,Prasar Bharti and other relevance of radio.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)
COURSE CODE: BAJMC2304
NEWS FEATURE WRITING**

Credit : 4

Time: 3 Hrs.

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 understand about feature, news feature and how to write a feature.
- 2 Understanding of structure of feature, writing feature from facts to narratives.
- 3 Understanding of primary and secondary sources of information.
- 4 How to research for writing a feature article.
- 5 Describing various kinds of features in detail.

SECTION A

Defining a feature: What is feature? Difference between Feature and News Report (Compare with examples). Writing the features: Gathering and organizing information; Structure: Title, body, Writing a feature from facts to narratives; Originality and Literary Quality, Developing focus Elements of Feature, Tools and Techniques of Writing.

SECTION B

Discuss Research: Looking for Ideas, Primary and Secondary Sources of Information, Use of Library, Newspapers, Magazines and Other Reference Material as resources, News Feature Syndicates.

SECTION C

Kinds of features: Middle, Interview, Utility, Human Interest Story, News Feature, Color Stories, Reviews, Analysis. Sidebars: Fact box, Chronology, Backgrounder.

SECTION D

Kinds of Features: Personality Profiles, Professional Profiles, Seasonal Stories, Enterprise Stories, Saturation Feature Stories. Fly on the wall/Behind the Scenes, Testimony, Vox Pop/ Expert Views/ Opinion Poll, Bright.

Books recommended:

1. Craig M. Allen, 'News is People', Surjeet Publications.2005
2. K.M Shrivastava, 'News Reporting and Editing, Sterling Publishers Private Limited. 1987
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
4. VirBala Aggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001

Outcomes

1. This course will help students to understand feature, news feature and how to write a feature, they also gain knowledge regarding structure of feature, writing feature from facts to narratives.
2. With the help of this course student learn about primary and secondary sources of information.
3. Students gain knowledge about various types of features.
4. Students will be able to understand that how to research for writing a feature article

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)**

**COURSE CODE: BAJMC2305
DEVELOPMENT COMMUNICATION**

Credit : 4

Time: 3 Hrs.

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. Understanding different approaches to development, its problems and issues
2. Knowledge about characteristics of developing societies and finding gaps between developed and developing societies
3. Knowledge about meaning, concept, definition about several paradigms
4. Understanding the role of developmental and rural extension agencies in development
5. Students will be able to describe use of different media in development communication.

SECTION A

Development- Concept and Process, Definition and Meaning, Concept of development: Historical background in India, Concept in Third World Context, Models of development: Eastern, Western and Gandhian Model , Priority areas in development in India, Process of development

SECTION B

Development and Communication-Concepts and Theories, Development: a bottom-up approach Communication: a trickle-down approach Development Communication, Four Approaches, Effects of Communication on development and Vice versa Development Communication, Concept, significance of development communication, Roadblocks, future of development communication

SECTION C

Media and Development , Mass Media as tool for development; Media as partner in development and Problems with use of media for development , Creativity in media presentation of development issues , Role and performance record of each medium-Print, Radio and TV in Indian context.

SECTION D

Development Issues and Concepts –Sustainability, Poverty Reduction, Participation, Human Development, Social Relation (Inequality), Environmental Protection, Structural Adjustment, Institutional Development

Books recommended:

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books, 1969.
2. Alam Chakels, A Manual of Development Journalism, Vikas Publication, 1970.

3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center, 1976
4. B. Kupu Swamy Communication & Social Development in India, Sterling Publishers 1976
5. Uma Narula, Development Communication, Har Anand Publications Pvt. Ltd, 1999
6. DR. Mita Rajpura, Development communication, Cyber Tech Publications, 2017

Outcomes

1. Students will learn about different approaches to development and what are the barriers and issues in development they also know about the characteristics of developing societies and find gaps between developed and developing societies.
2. Students will be able to understand the paradigms and its various types.
3. This Course will teach students the role of developmental and rural extension agencies in development.
4. Students will be able to gain knowledge about use of different media in development communication.

B.A./B.Sc. (Biotech., Food Sci., Comp. Sci., Eco., FD., IT., Med., Non Med.)/B.Sc. (Hons.- Physics, Chemistry, Maths)/B.B.A./B.C.A./B.Com./B.Com. (Hons.)/BJMC/BA Social Sciences/BA (Hons.) Punjabi, BA (Hons.) English, B.Voc (Food Processing, Theatre and Stage Craft, Software Development, Textile Design & Apparel Tech)

SEMESTER-III

Course code: ESL-221

Course Title: ENVIRONMENTAL STUDIES-I (COMPULSORY)

Credit Hours (Per Week): 2

Maximum Marks : 50 Marks

Instructions for Paper Setters: The question paper will consist of three sections. Candidate will be required to attempt all the sections. Each unit of the syllabus should be given equal weightage of marks. Paper to be set in English, Punjabi and Hindi

Section–A: (16 Marks): It will consist of five short answer type questions. Candidates will be required to attempt four questions, each question carrying four marks. Answer to any of the questions should not exceed two pages.

Section–B: (24 Marks): It will consist of five questions. Candidates will be required to attempt four questions, each question carrying six marks. Answer to any of the questions should not exceed four pages.

Section–C: (10 Marks): It will consist of two questions. Candidate will be required to attempt one question (carrying ten marks) only. Answer to the question should not exceed 5 pages.

Course Objectives:

CO-1	The main goal of Environmental studies is to create the environmental awareness to create a safe, green and sustainable environment.
CO-2	To make students aware about the importance of ecosystem, types of ecosystem, energy flow in an ecosystem, ecological succession, food chain and food web.
CO-3	To make students aware of water conservation, global warming, consumerism and waste products and also about the environmental protection acts.
CO-4	Role of National Service Scheme (NSS). Health and hygiene.

Unit-I

The Multidisciplinary Nature of Environmental Studies: Definition, components, scope and importance of environment/environmental studies, Need for public awareness.

Natural Resources: Definition, types, use, over exploitation, benefits, case studies (if any) and associated problems of following natural resources: Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land Resources *etc.*

Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit-II

Ecosystem: General introduction, types (Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems *viz.* ponds, streams, lakes, rivers, oceans, estuaries), Structure and functions of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Unit-III

Social Issues and Environment: Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting. Resettlement and rehabilitation of people: its problems and concerns. Case studies, Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and its cause. Case studies. Wasteland reclamation.

Environmental Protection Act: Air (prevention and Control of Pollution) Act. Water (prevention and Control of Pollution) Act. Wildlife Protection Act, Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness

Unit-IV

National Service Scheme

Introduction and Basic Concepts of NSS: History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge *etc.*; Organizational structure, roles and responsibilities of various NSS functionaries.

Health, Hygiene & Sanitation: Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

Suggested Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2013 . Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Basu, M., Xavier, S. 2016. Fundamentals of Environmental Studies, Cambridge University Press, India
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. and Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pvt. Ltd., Delhi.
6. Kaushik, A. and Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Mahapatra, R., Jeevan, S.S. and Das, S. 2017. Environment Reader for Universities, Centre for Science and Environment, New Delhi.
8. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
9. Raven, P.H., Hassenzahl, D.M. and Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
10. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
11. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
12. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.
13. Saroj A., Kaur R., Walia H., Kaur T, 2021. Environmental Studies - A Holistic Approach, KLS Publishers.

Suggested Websites:

1. <https://nss.gov.in>
2. <https://moef.gov.in>
3. <http://punenvis.nic.in>
4. <https://www.unep.org>

Course Outcomes:

CO-1	To learn about the sustainable environment.
CO-2	To gain the knowledge ecosystem and its functioning.
CO-3	To know about the water conservation programs like rain water harvesting and water shedding and to gain knowledge of environmental (air, water and pollution) protections acts.
CO-4	To know about the role and importance of NSS– a volunteer organization, in making up a better environment and to maintain better health and hygiene.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)
COURSE CODE: BAJMC2306
REPORTING AND EDITING LAB**

Credits: 2

**Max Marks: 25
Practical: 19
Internal: 6**

Objectives

1. Understanding Parliament, State Legislature and coverage of their proceedings.
2. To learn how to write book reviews, film reviews, TV programmes, theatre performances.
3. Re-writing the copies of stringers, editing political and foreign copy.
4. To understand the basics of Page maker.
5. To understand the reporting for different media.

- Exercises in bureau beats-political, diplomatic
- Visit to Parliament, State Legislature and coverage of their proceedings
- Assignments of covering sports events, business reporting
- Writing book reviews, film reviews, TV programmes, theatre performances
- Re-writing the copies of stringers, editing political and foreign copy.
- Basics of Page maker
- Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns.
- Reporting for different beats
- Voxpop
- Reporting for different media

Objectives

1. This course also sets one's mind in terms of news one can become chief in news editor, one can become a reporter based on various types of reporting.
2. It helps to understand the exact meaning of how we can differentiate between columns, features, communication.
3. It will help us to know how we can use language and how one can write letters to editors.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)
COURSE CODE: BAJMC2307
PHOTOGRAPHY LAB**

Credits: 2

**Max Marks: 25
Practical: 19
Internal: 6**

Objectives

1. To enhance the photography skills of students.
2. To make them prepare to handle DSLR camera.
3. Students will be able to take various kinds of camera shots.
4. Students will be able to make themselves perfect in camera composition .
5. Students will be able to judge the correct lighting while doing photography.

- Types of Shots
- Use of Lights, Role of Thirds, Depth of Field.
- Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Camera Components – Shutter Speed, Aperture, Focal Length.
- Tips and tricks of Adobe Photoshop
- Visit for outdoor photography assignments
- Composition for photography
- Different genres of Photography

Outcomes

1. Students will be able to understand the camera, its various components, different types of shots, angles and movements.
2. With the help of this course students know the difference between depth of field and depth of focus.
3. Students gain knowledge about different types of cameras and what are the requirements for good photography.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-III)
COURSE CODE: BAJMC2308
FEATURE WRITING LAB**

Credits: 2

**Max Marks: 25
Practical: 19
Internal: 6**

Objectives

1. To introduce a writing process that carries a story from concept to publication.
 2. To introduce tools for finding and framing interesting features.
 3. To sharpen skills at focusing stories along a single, clearly articulated theme.
 4. To evaluate the importance of background in establishing the context, focus and sources of soundly reported stories.
 5. To analyze the connection between strong information and strong writing.
 6. To evaluate the varied types of such information in feature writing.
 7. To introduce and practice skills of interviewing for story as well as facts.
- Types of Features (Overview): Discuss various feature stories published in Newspapers.
 - Writing Features/Articles: Developing Features in the Classroom. Converting an Idea into a topic and writing a complete feature based on the topic.
 - Exploring Primary and Secondary Sources of Information, use of library and other reference materials
 - Collecting Feature Clippings, Magazines, Gathering and Organizing
 - Developing focus themes and news pegs.

Outcomes

1. This course will help students to understand feature, news feature and how to write a feature, they also gain knowledge regarding structure of feature, writing feature from facts to narratives.
2. With the help of this course student learn about primary and secondary sources of information.
3. Students gain knowledge about various types of features.
4. Students will be able to understand that how to research for writing a feature article

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2409
MEDIA: BUSINESS COMMUNICATION**

Credit : 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. To provide basic and emerging concepts and principles in relation to better decision-making in business Communication.
2. To provide knowledge about various barriers to business communication.
3. To understand the various business correspondences used in media organizations.
4. To make students understand various business letters used in media organizations and conflict management.
5. To identify various forms of business communication and to make students understand cross-cultural communication.

SECTION A

Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Barriers to effective communication, Communication Models

SECTION B

Classification of Communication- Formal and Informal, Personal, Inter-personal, Group and Mass Vertical and Horizontal, Upward and Downward, One-way and Two-way, Verbal and Non-verbal

SECTION C

Business Correspondence in Media Organization, Principles of Letter Writing, Types

of Business Letters – Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals, Resume Writing, Report Writing

SECTION D

Understanding - Proxemics, Kinesics, Cross Cultural Communication, Importance of Dressing, Manners and Etiquettes in Business Communication. Importance of Communication in: Negotiation, Conflict Management

Books recommended:

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
2. VirBalaAggarwal, HandbookOf Journalism and Mass Communication, Concepts Publishing Company, (2001
3. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers, 2010
4. Denis McQuail's 'Mass Communication Theory', Sage Publication, 2010.
5. C.S Rayudu 'Communication', Himalaya Publishing House, 2016.

Outcomes

1. Students will acquire knowledge of business communication and its principles in relation to better decision-making in business Communication.
2. This course will teach them about various problems are generated during communication.
3. They also know about various business correspondences used in media organizations.
4. Students will be able to understand various business letters used in media organizations and conflict management.
5. With the help of this course they know about various forms of business communication and also know about cross cultural communication.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2410
PROGRAMME FORMATS: RADIO AND TV**

Credits :4

Total Marks: 100

Max.Marks: 75

Time:3Hrs.

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. Writing for Radio: Radio Talk, News, Slogans, Interview.
2. Understanding Concept of Good Presentation.
3. Understanding the medium and scope of Television.
4. Learning Programme Production, Packaging for a channel, Packaging Stories.
5. Managing and performing Reporting, Interview, Reportage, Live Shows.

SECTION A

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

SECTION B

Concept of Good Presentation: Link Announcement Radio Commercial- Types, Copy Writing. and Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture.

SECTION C

Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station. Programme objectivity, Information.

SECTION D

Entertainment and Television: Understanding the medium and scope, writing for visuals, Piece to Camera, point, Intimacy with listener, knowing the target, Channel Identity, Special audience. Presentation, Reporting, Interview, Reportage, Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories.

Books recommended:

1. Herbert Zettle, 'Television Productions Handbook+ Workbook', Wadsworth Cenage Learning. 2002
2. Dr. Nagendra, 'History of Radio and Programme Production, KanishaPublishers, 2016
3. Vartika Nanda 'Radio Journalism in India', Kanishka Publishers and Distributers. 2017
- 4.K.M Shrivastva , 'Radio and TV Journalism' Sterling Publishers Private Limited. 19893.
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , (2010)
6. Sue Teddern, Writing for TV and Radio: A Writers' and Artists' Companion (Writers' and Artists' Companions), Bloomsbury Academic (November 19, 2015)

Outcomes

1. In this course students learn how to write for Radio, News , Slogans and interviews.
2. They understand concept of good presentation also gain knowledge regarding TV scope.
3. Students learn programme production, Packaging for a channel, Packaging stories.
4. Students will be able to understand how to managing and performing reporting, interview and Live Shows.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)**

**COURSE CODE: BAJMC2411
VIDEO PRODUCTION: IDEA TO SCREEN**

Credits :4

Total Marks: 100

Max.Marks: 75

Time:3Hrs.

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. Application of Video camera and Understanding Types of video camera.
2. Learning Lighting, Basics of lighting and Techniques of lighting.
3. Phases of Production; Pre-production, Production, Post-production.
4. Types of editing, Cut to cut, A/B roll, Assembly and insert editing.
Understanding VFX, Dubbing and Sound Effects.

SECTION A

Camera :(a) Video camera, Types of video camera

(b) Different types of shots, camera movements, Tilt, Track, Crane movements etc

(c) Lenses: Different types of lenses and their application

SECTION B

Lighting: Lights and lighting, Basics of lighting, Techniques of lighting, Different types of lights used in videography, Types of filters and reflectors and their uses

SECTION C

Production steps ; Pre-production, Production, Post-production, Idea, Script, Location scouting, Story boards, Shooting script, Budget, Production management, Shooting, Selection of the Programme Topic: Developing programme briefs (Objectives, Contents Duration etc), Researching the topic, Programme Resources, Style and format, structuring.

SECTION D

Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Types of editing, Cut to cut, A/B roll, Assembly and insert editing. Editing, VFX, Dubbing and Sound Effects Preview and Analysis of programme.

Books recommended:

1. Herbert Zettl, Television Production Handbook and Workbook, Michael Rosenberg Pub.Canada, 2012
2. Dr. Dilip Kumar, Shalini Guliani, Basics of Television Production, Kanishka Publishers, 2018
3. Mridula Menon, Indian Television and Video Programmes, Kanishka Publishers, 2008,
4. Fred Shook, John Larson and John Detarsio, Television Field Production and Reporting, Routledge publishers, 2018
5. Nirmal Kumar Chawdhary, How to Write Film Screenplays, Kanishka Publishers, 2009,
6. Vasuki Balavadi, Video Production, Oxford Higher Education, 2013
7. Ralph Donald and Thomas Span, Fundamental of Television Production, surjeet Publications, 2004

Outcomes

1. With the help of this course students know the various types of camera and applications for video camera.
2. Students will be able to understand Lighting, its techniques and basics of lighting.
3. This Course will teach students phases of production and various kinds of editing.
4. Students understand the VFX , dubbing and sound effects.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2412
FOLK MEDIA**

Credits :4

Total Marks: 100

Max.Marks: 75

Time:3Hrs.

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. Application of Video camera and Understanding Types of video camera.
2. Learning Lighting, Basics of lighting and Techniques of lighting.
3. Phases of Production; Pre-production, Production, Post-production.
4. Types of editing, Cut to cut, A/B roll, Assembly and insert editing.
5. Understanding VFX, Dubbing and Sound Effects.

SECTION A

Introduction to folk channels of communication (Historic Perspective in India), Categorization of folk forms in India, Advantages of folk media, Advantages of Folk over other media, Relevance of folk and traditional media in the contemporary world

SECTION B

Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, Flexibility of folk media.

SECTION C

Folk media vis a vis the mainstream cinema (areas of conflict and Telling Forms compromise), Integrated use of Folk and Mass Media, Folk media in the context of urbanization

SECTION D

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

Books Recommended:

1. Dr. Raghavendra Mishra,,Traditional Folk Media In India Practice & Relevance, Bharati Prakashan, Varanasi. 2016
2. Shyam Parmar, Traditional Folk Media in India, Routledge Pub. , 1994
- 3.Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
4. Nitin Singhania, Indian Art and Culture, McGraw Hill Education, 2017
- 5.Facets of Indian Culture, Spectrum Books Pvt. Ltd. 2016

Outcomes

1. With the help of this course students know the various types of camera and applications for video camera.
2. Students will be able to understand Lighting, its techniques and basics of lighting.
3. This Course will teach students phases of production and various kinds of editing.
4. Students understand the VFX , dubbing and sound effects.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2413
ADVERTISING: CONCEPTS AND PRINCIPLES**

Credits :4

Total Marks: 100

Max.Marks: 75

Time:3Hrs.

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 impart knowledge about Folk Media and its classification.
2. Understanding of various folk forms of Punjab.
3. Knowledge about various units of Information and broadcasting.
4. Introduction of folk channels of communication.
5. Describing integrated use of folk media and mass media.

SECTION A

Introduction to Advertising: Definition, Origin and development, Growth of advertising in India, Scope (Effects on Economy/Industry), Facets of advertising (As an act of commerce, as hidden persuader)

SECTION B

Purpose of Advertising, Need for advertising, Functions of advertising, Benefits of advertising: To Seller, Buyer and Media. Advertising Agency DAVP, ASCI

SECTION C

Types of Advertising- Commercial and Non-commercial, Product and Consumer, Classified and Display, Retail and Wholesale, Regional, National and Co-operative ,G Advertising ,Comparative advertising.

SECTION D

Advertising as a Communication Tool- Communication Process and Advertising, Communication Principles, Theories applied to advertising. Role and Effects of Advertising- Negative and Positive Effects, Advertising and Society, Advertising and Development, Role of Advertising in National Economy, Social/Public Advertising

Books Recommended:

1. Kewal J. Kumar 'Mass Communication in India', Jaico Publishing House, 1994.
2. K.C. Sethia, S.A, Chunawalla 'Foundations of Advertising through Practice', Himalaya Publishing House, 1985.
3. John S. Wright, Willis L. Winter Jr. , Sherilyn K. Zeigler ' Advertising', TATA McGraw- Hill Publishing Company Limited, New Delhi, 1984.
4. James S. Norris , 'Advertising' Prentice Hall of India Private Limited, 1987.
5. B.N Ahuja, S.S Chabra,' Advertising' Surjeet Publications, 1995.

Outcomes

1. Understanding consumer behavior and it's various factors .
2. Students will understand apex bodies in advertising.
3. Students will understand advertising and its concepts.
4. Students will understand ad agency management in detail.

B.A./B.Sc. (Biotech., Food Sci., Comp. Sci., Eco., FD., IT., Med., Non Med.)/B.Sc. (Hons.- Physics, Chemistry, Maths)/B.B.A./B.C.A./B.Com./B.Com. (Hons.)/BJMC/BA Social Sciences/BA (Hons.) Punjabi, BA (Hons.) English, B.Voc (Food Processing, Theatre and Stage Craft, Software Development, Textile Design & Apparel Tech)

SEMESTER-IV

Course Code: ESL-222

Course Title: ENVIRONMENTAL STUDIES-II (COMPULSORY)

Credit Hours (Per Week): 2

Maximum Marks : 50Marks

Instructions for Paper Setters: The question paper will consist of three sections. Candidate will be required to attempt all the sections. Each unit of the syllabus should be given equal weightage of marks. Paper to be set in English, Punjabi and Hindi

Section-A: (16 Marks): It will consist of five short answer type questions. Candidates will be required to attempt four questions, each question carrying four marks. Answer to any of the questions should not exceed two pages.

Section-B: (24 Marks): It will consist of five questions. Candidates will be required to attempt four questions, each question carrying six marks. Answer to any of the questions should not exceed four pages.

Section-C: (10 Marks): It will consist of two questions. Candidate will be required to attempt one question (carrying ten marks) only. Answer to the question should not exceed 5 pages.

Course Objectives:

CO-1	To study the concept of Biodiversity – role, importance, values and its conservation. Hot spots and threats to biodiversity.
CO-2	To create awareness regarding environmental pollution, its causes and effects and preventive measure to control the different types of pollution.
CO-3	To make students aware of growing human population – causes and concern. Family welfare programs. Road safety (Traffic) rules.
CO-4	To know about entrepreneurship development and civil/self defense.

Unit-I

Biodiversity and its Conservation:

- Definition: Genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and optionvalues.
- Biodiversity of global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts. Threatened and endemic species of India.
- Endangered species, vulnerable species, and rare species.

- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity. National Parks, Wild life sanctuaries, Biosphere reserve, Project Tiger, Project Elephant.

Unit-II

Environmental Pollution:

Environmental Pollution: Concepts and Types

- Definition, causes, effects and control measures of:
 - a) Air Pollution
 - b) Water Pollution
 - c) Soil Pollution
 - d) Marine Pollution
 - e) Noise Pollution
 - f) Thermal Pollution
 - g) Nuclear Hazards
 - h) Electronic Waste
- Concepts of hazards waste & human health risks.
- Solid Waste Management: Causes, effects and control measures of municipal, biomedical and e-waste
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster Management: Floods, Earthquake, Cyclone and Landslides.

Unit-III

Human Population and the Environment

- Human population growth: impacts on environment.
- Population explosion-Family welfare programme.
- Environment and human health: Concept of health and disease, common communicable and non communicable diseases, public awareness
- Human rights.
- Value education.
- Women and child welfare.
- Role of information technology in environment and human health.
- Environment movements in India: Chipko movement, Silent valley movement and other case studies.
- Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.
- Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

Unit-IV

National Service Scheme:

- **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.
- **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self-defense training.

Field Visits:

- Visit to a local area to document environmental assets—river/forest/grassland/ hill/mountain.
- Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems—pond, river, hill slopes etc.
- Contribution of the student to NSS/any other social cause for service of society.
- Visit to Museum/Science City
- Municipal solid waste management and handling.

Note: In this section the students will be required to visit and write on the environment of an area/ ecosystem/village industry/disaster/mine/dam/agriculture field/waste management/hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Asthana, D.K. 2006. Text Book of Environmental Studies, S. Chand Publishing.
11. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.
12. Basu, M., Xavier, S. 2016. Fundamentals of Environmental Studies, Cambridge University Press, India.
13. Mahapatra, R., Jeevan, SS, Das S. 2017. Environment Reader for Universities, Centre for Science and Environment, New Delhi.

Course Outcomes:

CO-1	To know about the meaning of Biodiversity and its role in environment.
CO-2	To know about the causes of different forms of pollution and their control measures.
CO-3	To know about the causes and challenges of growing human population. Women and child welfare programs.
CO-4	To know the development of entrepreneurship and techniques of civil/self defense.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2414
RADIO AND TV PRODUCTION LAB**

Credits: 2

**Max Marks: 25
Practical: 19
Internal: 6**

Objectives

1. Student will perform on camera in an appropriate style for broadcast TV acting roles.
2. Intro to radio and TV Research and design a radio station format.
3. Intro to radio and TV Lab Develop a TV program idea and write a script for studio production.
4. Students will understand the fundamentals of successful development of a Network Prime Time TV Show.
5. Plan, organize and set-up specific audio, video, computer and ancillary equipment to industry event standards.
6. Develop original story ideas into professional script formats.
7. Students will work in a team to create, design and produce a short video that reflects proper camera, lighting and audio composition

Practical exercises involving:

Radio:

- Writing for different formats of Radio
- Radio recording of different formats: RJ, Interview, Radio Talk, Drama
- Practical exercises involving: Television:
- Story treatment
- Scripts
- Storyboards
- Budgets
- Floor plan, sets, make-up, costume, jewelry, lights, audio, graphic rehearsals
- Shooting schedules
- Post-Production editing

Outcomes

1. In this course students learn how to write for Radio, News, Slogans and interviews.
2. They understand concept of good presentation also gain knowledge regarding TV scope.
3. Students learn programme production, Packaging for a channel, Packaging stories.
4. Students will be able to understand how to managing and performing reporting, interview and Live Shows

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2415
OPERATION AND HANDLING OF VIDEO EQUIPMENTS LAB**

Credits: 2

**Max Marks: 25
Practical: 19
Internal: 6**

Objectives

1. Practical exercises involving Cameras and Recorders controls.
2. Improving Shooting techniques and Basic theory of Video recording.
3. Providing theory, rules and principles of quality lighting.
4. Demonstration of various pieces of audio recording equipment.
5. Creative use of sound effects and music tracks.

Practical exercises involving:

Camera:

- Focuses on Cameras and Recorders controls
- Shooting techniques
- Basic theory of Video recording

Lights:

- Providing theory, rules and principles of quality lighting
- Shows the creative use of back-lighting
- Proper placement of lights and lighting equipment for principle subjects and sets; both on location and in the studio.

Sound:

- Demonstration of various pieces of audio recording equipment
- Creative use of sound effects and music tracks

Outcomes

1. This Course will teach students phases of production and various kinds of editing
2. With the help of this course students know the various types of camera and applications for video camera.
3. Students will be able to understand Lighting, its techniques and basics of lighting. .
4. Students understand the VFX , dubbing and sound effects.

Changed

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-IV)
COURSE CODE: BAJMC2416
ADVERTISING LAB**

Credits: 2

**Max Marks: 25
Practical: 19
Internal: 6**

Objectives

1. To make students prepare to write good content for TV advertisement.
2. To make them able to write spectacular content for radio advertisement.
3. Students will be able to write tag lines for both television and radio advertisement.
4. Students will be able to do advertising campaign, themes and promotion.
5. Students will be able to write good content for newspaper advertisement.

Practical exercises involving:

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- YouTube Advertisement transcript and review
- Advertisement Review (Economic Times)
- Controversial Ads no more broadcasted
- Tag Lines
- Case Studies of Ad Agencies.
- Covert Advertisement and their examples
- Seminar and Workshops on Advertising Agencies and their respective personalities.
- Understanding different types of Advertising:
 - (a) Commercial and Non-commercial
 - (b) Product and Consumer
 - (c) Classified and Display
 - (d) Retail and Wholesale
 - (e) Regional, National and Co-operative
 - (f) Govt. Advertising
 - (g) Comparative advertising

Outcomes

1. Students will be able to write tag lines for both television and radio advertisement.
2. Students will be able to write good content for newspaper advertisement
3. Students will be able to understand different types of Advertising.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3501
EVENT MANAGEMENT: PRINCIPLES AND METHODS**

**Credits: 4
Time: 3 Hrs.**

**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 understand about definition and scope of event management.
2. Students will be able to understand various events such as conferences, trade fair, wedding, fashion shows etc.
3. Students will be able to understand the role and importance of exhibitions.
4. Students will know the objectives of exhibition.
5. Students will know the concept about neutral territory

SECTION A

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

SECTION B

Role and importance of exhibitions, Objectives of the exhibition, Advantage of exhibition over other devices, Importance of direct contact

SECTION C

Choosing the right exhibition-Where to participate, why exhibitions sell? Concept of neutral territory, PR for an exhibition, Role of the Press in promotion of an event

SECTION D

Publicity inputs or visible aids for promoting an event Print and Display material, Stand Design, Trade Fair: benefits and risks.

Books Recommended:

1. Stephen P. Robbins and Mary Coulter, Management, Prentice Hall of India, 2007
2. Arun Bhattacharyajee, The Indian Press – Profession to Industry, Vikas Pub 1972.
3. Wagen, Event Management, Pearson Education 2005.
4. Jaishri Jethwaney, N.N. Sarkar, Public Relations Management, Sterling Pub 2015.
5. Iqbal Sachdeva, Public Relations: Principles and Practices, Oxford University Press 2019.

Outcomes

1. With the help of this course students learn about the event managements and its scope.
2. Students able to understand the role and importance of exhibitions.
3. Students learn about the role of press in promotion of an event.
4. They are able to understand various stand design and trade fairs advantages and risks.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3502
CURRENT AFFAIRS: CONTEMPORARY ISSUES IN MEDIA-I**

**Credits: 4
Time: 3 Hrs.**

**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. Compare the contents of different newspaper and write news blogs.
2. Discuss different aspects of public speaking.
3. Communicate effectively in oral, written, and visual forms.
4. Demonstrate knowledge of current affairs.
5. Communicate effectively to various types of audience.
6. Prepare effective presentations using different online and offline tools.

SECTION A

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

SECTION B

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

SECTION C

Current issues in health, Women and Child Rights, Human Rights and Education System

SECTION D

International organization: SAARC, ASEAN, G-7, G-20, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU

National organizations: CIC, NSG, FICCI, CII, RBI, CVC, NITI Aayog

NOTE: Issues pertaining to last six months only

Books / Magazine Recommended:

1. Competitor Success Review
2. Manorama Year Book
3. Frontline
4. India Today
5. The Week

Outcomes

1. This course will teach students about current affairs .
2. The students gain knowledge about various aspects of the society.
3. Students learn about politics , economic and social issues.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3503
RESEARCH METHODOLOGY FOR MEDIA**

**Credits: 4
Time: 3 Hrs.**

**Total Marks: 100
Max. Marks: 75
Internal: 25**

Mediums: Punjabi/Hindi/English

1. **Instructions for the paper Setters**
2. **Note:** The paper will consist of three Sections as follows.
3. **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.
4. **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.
5. **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.
6. Research definition, concept of research.
7. Levels of measurement in research, tools for data collection, survey, Media tools.
8. Data analysis tools and techniques.
9. Research design, elements of research.
10. Media research, measuring impact and evaluation

SECTION A

Research: Definitions, Methods, Selection and Formulation of Research Problem, Review of literature, Hypothesis, Sampling, Research Designs, Processing and Analysis of data, Statistical Analysis, Findings, Report Writing. Types of variables, Elements of research, Research Ethics, Plagiarism.

SECTION B

Survey: Meaning, Concept, Utility, Planning, Organizing and Conducting survey, Public, Opinion Survey, Readership Survey. Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

SECTION C

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

SECTION D

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Books Recommended:

1. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors, 2010
2. Kewal J. Kumar 'Mass Communication in India', Jaico Publishing House, 1994.
3. Research Methodology–Methods and Techniques: C.R. Kothari. 1985
4. Wimmer & Dominick, 1987 Mass Media Research: An Introduction. London: Thomson/ Wadsworth Publishers.
5. Dr. Priti R. Majhi, Dr. Prafull K. Khatua 'Research Methodology', Himalaya Publishing House, 2016.

Outcomes

1. This subject deals with the mass communication research techniques which involves various steps of research methodology. This subject also gives the exposure to communication research areas.
2. Students will understand the theoretical , conceptual and operational framework of research.
3. Understanding the various research process steps like literature review , data collection , data interpretation , etc .

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V
COURSE CODE: BAJMC3504
CYBER JOURNALISM**

**Credits: 4
Time: 3 Hrs.**

**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. Understanding of cyber journalism, cyber space, information super highway.
2. Writing for web media, do's and don'ts, writing news stories.
3. Presentation and layout of web newspapers and magazines.
4. Describing various trends in cyber reporting and editing, impact of globalization on web journalism.
5. Detailed understanding of cyber laws, concepts of e- governance and Citizen Journalism.

SECTION A

Cyber Journalism: What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages and Disadvantages of Cyber Journalism.

SECTION B

Writing for Web Media: Basic rules, Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends in Web Journalism

SECTION C

Presentation and Layout of Web Newspapers and Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism, Difference between M paper and E paper

SECTION D

Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting and Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance, E-Paper, Online Newspaper, M-paper, Blogs, Vlog, Podcast, WebTV, Citizen Journalism, Cyber Crime

Books Recommended:

1. Tapas Ray, Online Journalism: A Basic Text, Cambridge University Press India Private Limited, 2006
2. Dan Gillmor, We the Media: Grassroots Journalism By the People, For the People, O'Reilly Media, 2008
3. Online Journalism: Reporting, Writing, and Editing for New Media, Richard Craig, Thomson/Wadsworth, 2005
4. Journalism Next: A Practical Guide to Digital Reporting and Publishing Paperback, CQ Press, 2012
5. Deepak Bharihoke, Fundamentals of Information Technology, Excel Book, 2002

Outcomes

1. Students can understand by this subject regarding cyber journalism and its fundamentals.
2. With the help of this course students know about the advantages and disadvantages of cyber journalism.
3. Students will gain information that how writing for web.
4. Students understand the presentation and layout of web newspaper and magazines.
5. This course will teach students student about trends in cyber journalism.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3505
PUBLIC RELATIONS**

**Credits: 4
Time: 3 Hrs.**

**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. Understanding Public Relations concepts, importance, functions and elements. Gain knowledge of corporate identity and image,
2. Learn about the various tools of public relations and practice writing press release
3. PR consultancy, advantages and disadvantages, programme planning.
4. internal and external media and techniques and international codes of conduct
5. Role of PR in private and public sector, press events and organizing events.

SECTION A

Role of Public Relations in Corporate Image Building, Functions of Public Relations, PR as distinguished from Marketing, Sales Promotion and Advertising, PR Techniques, Functions of PR Department and Manager-Advantages and Disadvantages

SECTION B

Relationship and Duties of the PR Practitioner-Value of IPR Code and the International Codes of Conduct, PR consultancy-Its advantages and disadvantages, PR programme planning, Evaluating results of PR work, Press Relation and its principles, The News Release-Seven point formula and its importance, Writing techniques, Press Event and Organizing them

SECTION C

Internal PR-Media and Techniques, External PR-Media and Techniques, Employee Relations Exhibition PR and its Planning, Uses and kinds of Exhibition

SECTION D

PR in Private and Public sector, PR Models, Crises Management, Role of Photography In PR, Importance of Marketing Research for the PR Practitioner.

Books Recommended:

1. C.S Rayudu, K.R Bala 'Principles' of Public Relations' Himalaya Publishing House, 1987
2. Ved Prakash Gandhi 'Handbook of Advertising and Public Relations' Kanisha Publishers & distributors, 2018.
3. JaishriJethwaney, N.N Sarkar 'Public Relations Management' Sterling Publishers Private Limited , 2009.
4. H. Frazier Moore, Ph.D, Frank B. Kalupa, Ph.D'Public Relations Principles', Cases, and Problems, Surjeet Publications. 1987
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010

Outcomes

1. Students able to understand the role of PR.
2. This course will teach students about sale ,promotion and advertising
3. Students will gain information about responsibilities and duties of PRO.
4. Students gain knowledge about role of photography in PR.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3506
EVENT MANAGEMENT LAB**

Practical:
Credit hours (per week):2
Practical: 19

Max Marks: 25

Internal: 6

Objectives

1. Designing and Development of print and display
2. Organizing different events at department level along with publicity and promotion.
3. Understanding and writing exhibition along with publicity and promotional material for the event.
4. Visiting Trade Fair and understanding benefits and risks.
5. Understanding Role of the Press in promotion of an event.

- Designing and Development of print and display material for an event along with publicity and promotional material for the event.
- Organizing different events at department level along with publicity and promotion.

Outcomes

1. Students will learn about the event management.
2. They know how to design material for promotion of an event.
3. With the help of this course students learn that how to organize an event.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3507
CYBER LAB**

Practical:
Credit hours (per week):2
Practical: 19

Max Marks: 25

Internal: 6

Objectives

1. Understanding different social networking sites and their relevance in media.
 2. Writing content for e-paper / online newspaper.
 3. Understanding M-paper, difference between M-paper, e-paper and online editions.
 4. Designing a page for online newspaper.
 5. Creating account on twitter and understanding tweets.
- 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, Vlog, Podcast, WebTV and contents
 - Creating account on twitter and understanding tweets
 - Creating online pages with the help of HTTP, HTML
 - Designing a page for online newspaper.

Outcomes

1. This course will help students to understand different social networking sites and their relevance in media.
2. With the help of this course students learn about e-papers and online newspaper.
3. Students are able to understand blogs, Micro blogs, Vlog, Podcast, WebTV and contents.
4. They know how to create online pages and a Twitter account.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)
COURSE CODE: BAJMC3508:
PILOT STUDY**

Max. Marks: 25

Credit hours (per week): 2

Practical: 19

Internal: 06

Objectives

1. Understanding research and preparing report on Media: Advantages and Disadvantages.
2. Preparing Research report on Popular newspaper and TV channel.
3. Preparing Research report on Favorite Radio Programme.
4. Preparing Research report on Favorite Ad.
5. Preparing Research report on Social Media: Advantages and Disadvantages.

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:

- Media: Advantages and Disadvantages
- Popular newspaper
- Popular TV channel
- Favorite Radio Programme
- Favorite Ad
- Social Media: Advantages and Disadvantages.

Outcomes

1. With the help of this course Students able to learn about research and preparing report on Media: Advantages and Disadvantages.
2. They also prepare a report on media studies.
3. Students will learn about how to do research.

Syllabus for the Batch 2024-28

SEMESTER V
VALUE-ADDED COURSE
COURSE CODE: PHR-301
HUMAN RIGHTS AND CONSTITUTIONAL DUTIES-I
(Compulsory for all Under-Graduate Classes)

Credit Hours (Per Week) : 1

Max. Marks: 25

Time: 03 Hours Theory: 25 Marks

Instructions for Paper Setters:

Question paper consists of two sections.

Section-A will have eight short answer questions to be set from the entire syllabus. The students are to attempt five questions each carrying one mark in approximately 50 words.

Section-B will have two units having two questions from unit-I and unit-II of the syllabus. The students are to attempt one question from each unit approximately in 300 words carrying seven marks.

Course Objectives:

The objective of the course is to provide knowledge about the Human rights and foster understanding about evolution of Human Rights. It will also familiarize the students with the concept of Human Duties and their relevance.

Unit-I

Introduction to Human Rights

1. Human Rights: Meaning, Nature and Classification.
2. Evolution of Human Rights.
3. Generation of Human Rights.

Unit II

Introduction to Human Duties

3. Human Duties: Meaning, Nature and Characteristics.
2. Classification and Relevance of Human Duties.
3. Relationship of Duties with Human Rights.

Suggested Readings

1. United Nations. *The United Nations and Human Rights 1945-1995*. Geneva: United Nations Blue Books Series, Vol. VII, 1996.
2. Sastry, S.N. *Introduction to Human Rights and Duties*. Pune: University of Pune Press, 2011.
3. Donnelly, Jack. *Universal Human Rights in Theory and Practice*. New York: Cornell University Press, 2013.

4. Hammarberg, Thomas. *Taking Duties Seriously- Individual Duties in International Humanitarian Law*. Versoix: International Council on Human Policy, 1999.
5. Cinganelli, Davis Louis. *Human Rights- Theory and Measurements*. London: Macmillan Press, 1988.
6. Ishay, M. R. *The History of Human Rights*. New Delhi: Orient Longman, 2004.
7. Upendra Baxi (ed.), *The Right to be Human*, New Delhi: Lancer International, 1987.
8. V.K. Anand, *Human Rights*, Faridabad, Allahabad: Law Agency, 2000.

Syllabus for the Batch 2024-28

Course Outcomes:

- CO-1** Acquaints the students with the meaning and significance of Human Rights.
- CO-2** Enhances the skills of the students by discussing key approaches of Human Rights.
- CO-3** Discusses historical events and agreements that proved bed rock for discipline's growth.
- CO-4** Familiarize the students with the concept of Human Duties and their relevance.

BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER–VI)
COURSE CODE: BAJMC3609
MEDIA MANAGEMENT

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week):4

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.

SECTION-A

Principles of Media Management, Functions & Significance Media as profession and industry. Advertising, PR, Brand Promotion & Marketing Strategies Management problems for newspaper of media organization DAVP, INS, RNI, ABC

SECTION-B

Ownership pattern : Private Ltd., Public Ltd. Individual ownership, Partner, Trust, Society, Vertical ownership meaning and implementation. Organization / Theories, Organizational Structure, Policy Formulation. Editorial Management: Changing role of editorial staffs and other media persons, Editorial response system

SECTION-C

Personal Management, Financial Management Production Cost, Capital Cost, Commercial Polity Budgeting, Production Scheduling, Media Scheduling, Record Keeping.

SECTION-D

Employee / Employer relationship (Customer Relation) Human Resource Development (Space / time, circulation) – reach-promotion market survey techniques

Books :

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Samachar Patar Parbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala
4. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.

No Change

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VI)
COURSE CODE: BAJMC3610
CURRENT AFFAIRS**

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week):4

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. Students will be able to know about the happenings of world
2. Students will be able to uplift their general knowledge
3. It will improve the reading habit of students
4. Students will be able to understand contemporary political issue

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

Health and Education: Current issues in health, Current issues of women and child right,

Issue related to human rights, Current issues in education system.

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

Critical studies: Media as an educator, Media and violence, Feminist media perspective,

Media and marginalized group

Suggested Books / Magazine

1. Competitor Success Review
2. Manorama Year Book
3. Frontline
4. India Today
5. The Week

Outcomes

1. This course will help students to stay in touch with what's happening in the world.
2. Students will develop newspaper reading habits.
3. It will generate awareness amongst them.
4. This course will help to stay connected to the world.

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VI)**

COURSE CODE: BAJMC3611

Perspective of Audio Sound

**Credits: 4
Time: 3 Hrs.**

**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.

SECTION-A

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

SECTION-B

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

SECTION-C

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

SECTION-D

Audio Editing: Linear and Non-Linear Audio Editing Types of Sound Effects
Mixing and Dubbing Techniques

Suggested Books

1. Basic of Video Sound by Das Lyver
2. Radio Production by Robert McLeish
3. Audio Production & Critical Listening: Technical Ear Training by Jason Gorey

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VI)
COURSE CODE: BAJMC3612
DIGITAL PHOTOGRAPHY TECHNIQUES**

**Credits: 4
Time: 3 Hrs.**

**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.

SECTION A

Introduction to the Digital Camera: Working of a Digital Camera, Camera Features, Type of Shots

SECTION B

Types of Lenses - Fixed & Zoom Lens Cameras, F-stop, focal lengths, Exposure, ISO, Iris, Shutter Speed, Depth of Field, Aperture

SECTION C

Different Format of Photographs, Resizing the Image, Black and White Photo, Compression, Composition, Framing, Filters, Diffusers, White Balance, Color Tones, Contrast, Lighting, Balance, Portraits, Landscapes. Three-point lighting.

SECTION D

Photo Editing & Correction – Image size, Resolution, Selection tools and techniques, Retouching tools, Layers, Digital Manipulation: Applying selective effects to images, and filters with masks and different digital darkroom effects.

Reference Books:

1. The Digital Photography Handbook, Doug Harman, Quercus Publishing Plc, 2010.
2. Digital Photography an Introduction, Tom Ang, Darling Kindersley Limited, 2018.
3. The Digital Photography, Kim Doty & Cindy Snyder, 2012, Peachpit Press.

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VI)
COURSE CODE: BAJMC3613
SOCIAL MEDIA**

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week):4

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.

SECTION-A

Social Media: Meaning, Concept and Scope, Social Media for developing nations like India. Social Media Forms: Facebook, Twitter, Instagram, Snapchat etc. Brief history.

SECTION-B

Uses and Abuses of social media, Challenges for Mainstream Media.

SECTION-C

Social Media & PR, Social Media Advertisement, Marketing & Information for Mainstream & traditional Media.

SECTION-D

Social Media for Breaking news, Social Media as a source of information for Journalism, Social Media and citizens journalism.

Suggested Reading:

1. Cyber Space Aur Media Fundamental of information : Sudhir Pachauri
2. Technology: Deepak Bharihoke Ramesh Agarwal & Bharat Bhushan
3. Multimedia Systems, Tiwari
4. Information Technology in the New Millennium: what Every Modern Manager Should Know, V.D Dudeja, 2000
5. Information Technology for Future, Seema Shah, 2008
6. Now Media The Evolution of Electronic Communication, Norman J. Medoff, Barbara K. Kaye, 2021
7. Introduction to Electronic Media and Broadcasting, Antonio Farrell, 2022
8. Understanding Social Media, Varinder Taprial, Priya Kanwar, 2012

Syllabus for the batch of 2024-2028

**BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-V)**

COURSE CODE: BAJMC3614

Perspective of Audio Sound Lab

Max. Marks: 25

Credit hours (per week): 2

Practical: 19

Internal: 06

PRACTICAL

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 Effects

Syllabus for the Batch 2024-28
SEMESTER VI
VALUE-ADDED COURSE
COURSE CODE: PHR-302
HUMAN RIGHTS AND CONSTITUTIONAL DUTIES-II
(Compulsory for all Under-Graduate Classes)

Credit Hours (Per Week) : 1
Time: 03 Hours

Max. Marks: 25
Theory: 25 Marks

Instructions for Paper Setters:

Question paper consists of two sections.

Section-A will have eight short answer questions to be set from the entire syllabus. The students are to attempt five questions each carrying one mark in approximately 50 words.

Section-B will have two units having two questions from unit-I and unit-II of the syllabus. The students are to attempt one question from each unit approximately in 300 words carrying seven marks.

Course Objectives:

The objective of the course is to provide knowledge about the Human Rights at the International as well as at the National level. It will also familiarize the students with redressal mechanism available relating to protection of Human Rights.

Unit-I

Human Rights at International level

1. Universal Declaration of Human Rights. (1948): Relevance and Criticism.
2. Redressal Mechanism of Human Rights at International Level: CCPR(1966), ICESCR(1966), Human Rights Council, Office of the High Commissioner for Human Rights
3. Role of NGO's in protecting Human Rights at International level.

Unit- II

Human Rights in India

3. Fundamental Rights (Part III) and Fundamental Duties (Part IV A) in Constitution of India.
4. National Human Rights Commission (NHRC): Composition, Powers and Functions.
5. Role of NGO's in protecting Human Rights in India.

Recommended Books:-

1. Mertus, Julie. *The United Nations and Human Rights - A Guide for a New Era*. London: Routledge, 2009.
2. V.P. Srivastav and R.S. Narayan (ed.), *United Nations on Human Rights*, Vol. II, Indian Pub. Distributor, New Delhi, 2002.
3. Miller P. Frederic, et al. *Fundamental Rights, Directive Principles and Fundamental Duties in India*. New York: VDM Publishing, 2009.
4. Mohapatra, Arun Ray. *National Human Rights Commission of India: Formation, Function in and Future Perspectives*. New Delhi: Atlantic, 2004.
- 5.

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE:BAJMC4701
INTERNSHIP

Credit hours (per week):4
Max.Marks:100

Objectives

1. Students can Establish Connections
2. Students Learn how the Industry Operates
3. Obtaining Real World Experience
4. Budding Inquisitive Skills

The students have to work as a trainee in a reputed media house for a period of three months. They must submit a full report of training with supporting documents in the form of bylines, photographs or credits.

Student must follow the format given by the Department including the following:

- Training certificate issued on company letterhead with authorized signatures and stamp.
- Profile of media house or company
- Activities performed during the period of training with supporting documents or proofs.

Outcomes

1. Student will learn how to work in the industry
2. It will help them to understand how to tackle the pressure
3. It will help them submit the reports on time. Students will be able to explore different their interests and passion.

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE: BAJMC4702
PRINT MEDIA DESIGN & PRODUCTION

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week): 4

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.

Section-A

Trends in Print Journalism, Agenda setting role of newspapers- Ownership, Revenue, Editorial policy, Citizen Journalism, Investigative journalism, Sting operations and Celebrity/ Page 3 journalism. Ethical debates in print journalism - Paid news, Advertorials

Section-B

Specialized Reporting Business, Parliamentary, Agriculture /Rural, International Affairs, Entertainment

Section-C

Production of a Newspaper, Planning for print : size, anatomy, grid, design, Format, typography, copy, pictures, advertisements Plotting text: headlines, editing pictures, captions Page-making : Front page, Editorial page, Supplements

Section-D

Technology and Print Technology and Page making techniques: layout, use of graphics and photographs in print media , Printing Processes: Traditional vs modern Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc
The Invention of the Printing Press

BOOKS REFERENCES

- Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
- Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
- Sarkar, N.N. Principles of Art and Production, Oxford University Press
- Stuart Allan, Journalism: Critical Issues, Open University Press
- Communication in History: Technology, Culture, Society: David Crowley, Paul Heyer-Pearson
- History of Indian Journalism by J Natarajan
- A History of Communications: Media and Society from the Evolution of Speech to the Internet by Marshall T. Poe

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE: BAJMC4703
INTERCULTURAL COMMUNICATION

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week): 4

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.

Section-A

Culture- definition-process-culture as a social institution - value systems-- primary secondary-- eastern and western perspective, Inter-Cultural communication- definition process- philosophical and functional dimensions

Section-B

Cultural symbols in verbal and non-verbal communication, Communication as a concept in western and eastern cultures- Dwaitha, Adwaitha- Vishisht adwaitha- Chinese- Dao Tsu and Confucius- Shinto, Buddhism and Sufism

Section-C

Modern mass media as vehicles of inter-cultural communication- barriers in inter-cultural communication- religious, political and economic pressures: inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication;

Section-D

Mass media as a culture manufacturing industry-- mass media as a cultural institution; mass culture typologies-- criticism and justification, 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- other organizations- code of ethics.

Books:

1. An Introduction to Intercultural Communication, 2010, Fred. E. Jandt, Sage Pub. India Pvt.
2. Handbook of International & Intercultural Communication, Willam B. Gudykunst and Bella Mody, 2002, Sage Publications India Pvt.
3. Global Perspectives on Intercultural Communication, 2017, Stephen M. Croucher, Taylor & Francis

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE: BAJMC4704
CREATIVE WRITING

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week): 4

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.

Section A

General Principles of Writing, Aspects of Creativity in Literature, Public Speeches, Presentations, Interviews

Section B

Short Story: Theme, Plot, Character, Point of View and Setting

Section C

Poetry: Theme, Fiction, Tone, Imagery, Symbolism, Figures of Speech-metaphor, Simile, Alliteration, Onomatopoeia

Section D

Drama: Theme, Plot, Character and Dialogue, Scripting for Radio, Television, Documentary and Ad Film Assignments: 1. Classroom presentation on any five topics (Current Events) in English Language.

Suggested Readings:

1. How to Write Short Stories by S. Peterson
2. The Art of Fiction: Notes on Craft for Young Writers by John Gardner
3. The Creative Writing Coursebook: 40 Authors share Advice and Exercises for Fiction and Poetry by Julia Bell and Paul Magrs
4. How does a Poem Mean? By J. Ciardi and Miller William
5. The Writing Book: A Wordbook for Fiction Writers by Kate Grenville
6. A Glossary of Literary Terms by M.H. Abrams and GG Harpham
7. Scripting for Film, Television and New Media by Alan C. Hueth
8. Scripts: Writing for Radio and Television by Arthur A Berger

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE: BAJMC4705
SPECIALIZED REPORTING

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week): 4

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.

SECTION-A

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

SECTION-B

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

SECTION-C

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

SECTION-D

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 And Editing: An Overview, Suhas Chakravarty, 2006
4. Reporting : Writing from the New Yorker, David Remick, 2007
5. Advanced reporting: Mastering the Art of In-Depth Journalism, Osman Karakas, 2023

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE: BAJMC4706
SPECIALIZED REPORTING LAB

Time: 3 Hrs.

Total Marks: 25

Credit hours (per week): 2

Max. Marks: 19

Internal: 06

Mediums: Punjabi/Hindi/English

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

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VII)
COURSE CODE: BAJMC4707
CREATIVE WRITING LAB

Time: 3 Hrs.

Total Marks: 25

Credit hours (per week): 2

Max. Marks: 19

Internal: 06

Mediums: Punjabi/Hindi/English

- Types of Features, Articles , editorial (Overview): Discuss various stories published in Newspapers.
- Writing Features/Articles: Developing Features in the Classroom. Converting an Idea into a topic and writing a complete feature based on the topic.
- Exploring Primary and Secondary Sources of Information, use of library and other reference materials
- Collecting Feature Clippings, Magazines, Gathering and Organizing
- Developing focus themes and news pegs.

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VIII)
COURSE CODE: BAJMC4808
MASS COMMUNICATION RESEARCH

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week):4

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.

SECTION-A

Communication and Research: Meaning of research, pure and applied research, scientific approach to social science research, Concept and scope of communication research, need and importance in the Indian context, Areas of research in communication: source analysis, message analysis audience analysis, media analysis and effect analysis

SECTION-B

Research Problem: 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, hypothesis

SECTION-C

Data Collection and Analysis: Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation, Sampling, Measuring variables, levels of measurement, measure of central tendency, validity and reliability, measures of dispersion, correlation and co-efficient of correlation

SECTION-D

Research Report: Writing the research report, significance of bibliography, index Appendices, footnotes

Books:

1. Research Methodology, C.R.Kothari.
2. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VIII)
COURSE CODE: BAJMC4809
DIGITAL MARKETING

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week): 4

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.

SECTION A

Introduction to Digital Marketing, Identification of Various Digital Marketing Channels and Strategies. Digital Marketing V/s Traditional Marketing, Search Engine Optimization(SEO), Search Engine Marketing, Inbound V/s Outbound Marketing, B2B(Buyer to Buyer) v/s B2C(Buyer to Consumer) Digital Marketing Strategies, Opportunities in Digital Marketing in India, Understanding Digital Marketing Perspectives with Case Studies

SECTION B

Search Engine Optimization (SEO) Fundamentals: Importance of SEO, SEO Tools and Techniques, Google Analytics, Google Search Console, SEO Softwares, Paid and Organic Search, Google AdWords Content Marketing: Creating Content, Blogs, Videos, Infographics, Podcasts, Content Distribution Channels, Call-To-Action(CTA)

SECTION C

Social Media Marketing: Overview of Major Platforms like Facebook, Instagram, Twitter, LinkedIn, Tik Tok, Engagement Techniques and Community Management, Social media Analytics Email Marketing: Building and Segmenting Email Lists, Crafting Effective Email Campaigns

SECTION D

Scope of Digital Advertising, History of Digital Advertising, Pay for Click (PPC), Cost Per Click (CPC), Cost Per Mille(CPM), Digital Ad Campaigns, Digital V/s Traditional Advertising, Ad Copywriting and Creative's, Glossary related to Digital Advertising

Suggested Readings:

1. Taxmann's Digital Marketing, Satinder Kumar and Supreet Kaur 2023 Taxmann's Publications Pvt. Ltd.
2. Digital Communication Systems, Simon Haykin, 2013 Willey

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER–VIII)
COURSE CODE: BAJMC4810
THEORETICAL PERSPECTIVE OF COMMUNICATION

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week):4

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.

SECTION-A

Medium Theory, Cultural imperialism theory, Linguistic theory of communication, Soviet communist theory, Theories of selectivity knowledge, Integrated model of media effects, Stimulus response model, Media Richness Theory, MCODE Management Theory

SECTION-B

Communication Models: Scope, functions and limitations of communication models Aristotle, SMCR, Shannon and weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, Defleur, Convergent, Becker's Mosaic Model, Westley and Mclean's Model, Transactional Model(BARNKINDS), Sadha kanikaran Model

SECTION-C

Communication Theories: Agenda setting, Uses and Gratification, Cultivation, Dependency, Cognitive dissonance.

SECTION-D

Stiphenson's Play Theory, Mass media: public opinion and democracy. Spiral of silence, Adaptive structurization Theory, Attribution Theory, Communication Accommodation Theory, Action Assembly Theory

Suggested Readings:

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VIII)

COURSE CODE: BAJMC4811
HEALTH COMMUNICATION

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week):4

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.

SECTION-A

Concept, need, scope of health communication, Role of science and technology in human development, role and functions of public health promotion programmes, importance of public health.

SECTION-B

Ethical issues in health communication, communicating health crisis, health communication campaign, covering pandemics, infodemics and epidemics (with special reference to covid-19, HIV/ AIDS)

SECTION-C

Reporting of seminars, fairs, exhibitions, workshops etc., scientific culture, Different genres of scientific writing:-print, radio, tv, internet. Ethics in science reporting.

SECTION-D

Role of WHO in communicating health policies, Role of media in public scientific controversies, Science and fiction Role of Research Institutes in India - ICMR, Indian Institution of Science, NARI, CDFD, CCMB, CSIR, Indian Medical Association, Department of Science and Technology, Government of India, etc.

Suggested Readings:

1. "Health Communication: Strategies for Developing Global Health Programs" by Rajiv N. Rimal and Maria K. Lapinski, published by Wiley in 2015.
2. "Health Communication: From Theory to Practice" by Renata Schiavo, published by Jossey-Bass in 2013.
3. "Health Communication in Practice: A Case Study Approach" by Sandra Crouse Quinn, published by Routledge in 2014.
4. "Health Communication: Theory and Practice" by Dianne Berry, published by Palgrave Macmillan in 2007.

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER-VIII)
COURSE CODE: BAJMC4812
INTERNSHIP REPORT

Time: 3 Hrs.

Total Marks: 100

Credit hours (per week): 4

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

The students have to work as a trainee in a reputed media house for a period of three months. They must submit a full report of training with supporting documents in the form of bylines, photographs or credits.

Student must follow the format given by the Department including the following:

- Training certificate issued on company letterhead with authorized signatures and stamp.
- Profile of media house or company
- Activities performed during the period of training with supporting documents or proofs.

Syllabus for the batch of 2024-2028
BA (HONS) JOURNALISM AND MASS COMMUNICATION
(SEMESTER–VIII)
COURSE CODE: BAJMC4813
RESEARCH REPORT LAB

Credit hours (per week):2
Max. Marks: 25

Objectives

1. Students will be able to prepare research report for data to be collected for their final dissertation work .
2. Students will be able to collect data in the form of short dissertation.
3. Students will be able to collect data by using various research methods.
4. Students will be able to do review of literature related to their research topics
5. Students will try to find out objectives and hypotheses of their research work.

Each student will submit full report of the data collected in Research Report lab in VIII Semester in the form of a short dissertation. The report will include following:

- Title
- Intro
- Objectives
- Hypothesis
- Review of Literature
- Research Methodology
- Sampling

Outcomes

1. Students will be able to collect data about particular topic and research on it .
2. It will help them to have detailed information about the topic they choose .
3. While researching they will understand the whole process of research methodology.