

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree)

SYLLABUS

Session 2017-2018

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Session: 2017-2018

Scheme of Examination

SEMESTER 1

Course Code	Paper	Theory	Internal	Total
101	Communication Skills in English-I	40	10	50
110	Punjabi (Compulsory) OR Basic Punjabi	40	10	50
102	Principles of Communication	60	15	75
103	Reporting & Editing- I	60	15	75
104	Media & Politics	60	15	75
105	Computer Applications for Journalism	60	15	75

PRACTICAL

Code	Paper	Practical	Internal	Total
106	Print Media Lab	20	5	25
107	Computer Lab	20	5	25

TOTAL= 450

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 2

Course Code	Paper	Theory	Internal	Total
201	Communication Skills in English-II	40	10	50
210	Punjabi (Compulsory) OR Basic Punjabi	40	10	50
202	Press Laws & Media Ethics	60	15	75
203	History of Print Media	60	15	75
204	Mass Communication: Concepts & Processes	60	15	75
205	Design & Graphics	60	15	75

PRACTICAL

Code	Paper	Practical	Internal	Total
206	Communication Lab	20	5	25
207	Design & Graphics Lab	20	5	25

TOTAL=450

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 3

Course Code	Paper	Theory	Internal	Total
301	Photo Journalism	60	15	75
302	Reporting & Editing-II	60	15	75
303	Broadcasting in India: Policies & Principles	60	15	75
304	News Feature Writing	60	15	75
305	Development & Communication	60	15	75
ESL-221	Environmental Studies	40	10	50

PRACTICAL

Code	Paper	Practical	Internal	Total
306	Reporting & Editing Lab	20	5	25
307	Photography lab	20	5	25
308	Feature Writing Lab	20	5	25

TOTAL=450

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 4

Course Code	Paper	Theory	Internal	Total
401	Media: Business Communication	60	15	75
402	Programme Formats: Radio & TV	60	15	75
403	Video Production: Idea to Screen	60	15	75
404	Folk Media	60	15	75
405	Advertising: Concepts & Principles	60	15	75
ESL-221	Environmental Studies	40	10	50

PRACTICAL

Code	Paper	Practical	Internal	Total
406	Radio & TV Production Lab	20	5	25
407	Operation & Handling of Video Equipments	20	5	25
408	Advertising Lab	20	5	25

TOTAL-450

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 5

Course Code	Paper	Theory	Internal	Total
501	Event Management: Principles & Method	60	15	75
502	Current Affairs: Contemporary Issues In Media-I	60	15	75
503	Media Research Methodologies	60	15	75
504	Cyber Journalism	60	15	75
505	Public Relations	60	15	75

PRACTICALS

Code	Paper	Practical	Internal	Total
506	Event Management	20	5	25
507	Cyber Lab	20	5	25
508	Pilot Study	20	5	25

TOTAL-450

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION***(Three Year Degree) (Semester System)***Scheme of Examination****SEMESTER 6**

Course Code	Paper	Theory	Internal	Total
601	Training 3 Month	200	--	200
602	Current Affairs	80	20	100
603	Film Project	75	--	75
604	Research Project	75	--	75

Total= 450

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2017-2018**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)****102: PRINCIPLES OF COMMUNICATION****Time: 3 Hrs.****Max.Marks:60****Internal: 15****Instructions for the paper Setters****Note:** The paper will consist of three sections as follows.**Section A:** This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.**Section B:** This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.**Section C:** This section comprises of 4 long essay types 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.

1. **FUNDAMENTALS OF COMMUNICATION:** Meaning & Elements/components of human communication, Concept of Communication, Communication as a social, Human & universal process. Seven C's of Communication, Communication- Objectives, Scope& Functions, factors responsible for growing importance of Communication, Effective communication and Barriers.
2. **PROCESS OF COMMUNICATION:** Transmission of ideas, Facts & Feelings from one person to another- elements of communication process (Sender, message, channel, receiver, encoding, decoding, acting & feedback).
3. **FORMS OF COMMUNICATION:** Intra personal Communication, interpersonal communication, group communication, public communication, mass communication, verbal and non verbal communication. Body language, Proxemics, kinesics.
4. **THEORIES OF COMMUNICATION:** Hypodermic needle theory, two step flow theory, multi step flow theory, uses& Gratification theory.
5. **MODELS OF COMMUNICATION:** SMR Model, SMCR, Shanon Weaver Model, Laswell Model, Dance Model, Gate keeping model.
6. **Glossary**

103: REPORTING & EDITING I

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- **Reporting:** Principles of reporting, functions & responsibilities of a reporter, writing news, lead, types of leads, and technique of rewriting, news agency copy.
- **Reporting Techniques:** Qualities of a good reporter, news elements, sources, types, pitfalls in reporting.
- **Headlines:** Principles, types & Techniques.
- **Beats:** Crime, courts, health, civil administration, civic society, culture, politics, education.
- **Editing:** Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy editing, preparation of copy for press, style sheets, editing symbols, proof reading and their significance.
- Functions of editor, subeditor.
- Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.
- Glossary

104: MEDIA & POLITICS

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Preamble to the Constitution of India
- Indian Politics: Major national and regional parties in India & their changing trend.
- Impact of media on political system of India: Parliamentary and Legislative reporting.
- Rajya Sabha & Lok Sabha Television
- Tools of communication for political parties, strength and weakness, propoganda and lobbying, paid news, communication of political parties and media.
- Making of modern India: India's freedom struggle and its impact.
- Constitution & 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.
- Administrative Set up: Ministries of the government, union territories, local government, municipalities, Panchayats. Election Commission, Electoral reforms, reservation of seats. General elections. UPSC.
- Glossary.

106: PRINT MEDIA LAB

MAX. MARKS 25

Practical: 20

Internal: 5

1. Discussions and analysis of newspapers and magazines.
2. Preparing display boards on important news/events/topical issues.
3. Camera lens and other accessories.
4. Camera shots, angles and movements.
5. Photo editing
6. Photography for advertising
7. Photo-feature
8. Field assignment & evaluation
9. Newspaper making with Pagemaker, Quark, Coral.

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2017-18**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)****202: PRESS LAWS & MEDIA ETHICS****Time: 3 Hrs.****Max.Marks:60****Internal: 15****Instructions for the paper Setters****Note:** The paper will consist of three sections as follows.**Section A:** This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.**Section B:** This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.**Section C:** This section comprises of 4 long essay types 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.

1. Brief History of Press laws in India
2. Article- 19 (1) (a) and freedom of press.
3. Press, Law, Society & Democracy.
4. Constitutional safeguards to freedom of press.
5. Press commissions and their recommendations. PCI
6. Law of defamation
7. Contempt of court
8. Press council act
9. Official secrets act.
10. Right to information
11. Copyright act
12. Working journalist act
13. Social responsibility of press
14. Ethics, self regulation & freedom of expression.
15. Prasar Bharti Code of conduct

203: HISTORY OF PRINT MEDIA

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- History of Indian Journalism
- Origin of print media in India, James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy.
- Vernacular press act; Amrit Bazar Patrika
- The Times of India. Journalistic contributions of Mahatma Gandhi.
- History of Punjabi journalism: Ajit, Nawazaman, Jagbani, Tribune.
- Role and contribution: Mahatma Gandhi, Raja Ram Mohan Roy, Dyal Singh Majithia, Gurbax Singh
- News agencies: PTI UNI AFP, Bhasha, Reuters UNIVARTA.

204: MASS COMMUNICATION CONCEPTS & PROCESSES

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Mass Communication: Meaning & Definitions, Characteristics & Features, Scope and concept of mass & Mass culture of mass communication
- Mass communication & other forms of communication: interface between intra personal & Mass communication, new media as a tool of mass communication
- 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.
- Tools of mass communication: newspapers, magazines, radio, TV and Films.
Advertising, Public Relations.
Traditional and folk media
Internet: epaper, online paper, blogs, microblogs and other social networking sites.
- Importance of body language, gestures, facial expressions etc. Kinesics.

205: DESIGN & GRAPHICS

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

1. **Elements of Design and Graphics, Visualization, Convergence.**
2. **Divergence- Conceptualizations Functions and significance.**
3. **Basic elements and principles of Graphics, Design Lay-Out and Production; Type Face families-kinds-Principles of Good Typography; Spacing- measurement-Point System**
4. **Type Composition- Manual-Mechanical-Lino-Mono-Ludlow-Photo**
5. **DTP, use of computer software**
6. **Use of multimedia**
7. **Printing methods-letterpress, cylinder, rotary, Gravure-Screen, Offset, Plate making.**
8. **Types of papers**
9. **Basics of Adobe Premier Video Editing Principles.**
10. **Color Theory**

206: COMMUNICATION LAB**Practical: 20****MAX. MARKS 25****Internal: 5**

1. Micro Communication Lab on Communication Dynamics
 - Simplicity & 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 & present six minutes presentation on the given topic.
 - Face the camera
 - Record & pre-listen/ pre-view
 - Pre-review
 - This exercise will be repeated three times

207: DESIGN & GRAPHICS LAB

MAX. MARKS 25

Practical: 20

Internal: 5

1. Visualization
2. Designing, layout and illustrations
3. Graphic designing exercises.
4. Composition.
5. Designing of layout for various magazines/newspapers.
6. Designing of cover pages
7. Designing pamphlets, folders, flash cards, flip charts.
8. Such other exercises as the faculty incharge may deem fit
9. Evaluation of all such assignments
10. Visit to printing press of various kinds.
11. Video editing

KHALSA COLLEGE AMRITSAR
(An Autonomous College)
BA JOURNALISM & MASS COMMUNICATION
 (Three Year Degree Course) (Semester System)
 Scheme of Examination
Session: 2017-18

BA JOURNALISM & MASS COMMUNICATION (SEMESTER–III)

301: PHOTO JOURNALISM

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Types of Shots, Angles, Movements
- Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field, Depth of Focus.
- Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid.
- Camera Components – Shutter Speed, Aperture, Focal Length & Photo Editing Techniques of Cropping, Editing
- Composition
- Ethical Aspects of Photo Journalism.
- Qualities of a Good Photo Journalist.
- Adobe Lightroom, Tips and tricks of Adobe Photoshop
- Glossary

302: REPORTING & EDITING II

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- News Bureau: Functions of news bureau
- Reporting: Interpretative, investigative
- Advocacy, Yellow Journalism, Herd Journalism and other types of journalism
- Covering sports, science and technology, fashion/lifestyles, page 3 journalism, economics and commerce, book reviews, films reviews
- TV programme reviews, theatre and cultural programmes reviews. & Op.Ed Page: structure and purpose, Editorial and middle, special articles, Specialized Writing/Editing: Supplements, pullouts, features, interviews, news analysis
- Columns and letters to editor. Understanding Style book.
- Columnist, Syndicate Writers
- Backgrounders, Rejoinders
- Glossary.

303: BROADCASTING IN INDIA: POLICIES & PRINCIPLES

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Radio as a Mass Medium: Strength & weaknesses, Characteristics & edge over other media, History of Broadcasting
- Radio Broadcasting Systems- MW, SW, FM; Internet Radio, Satellite Radio, Community Radio
- Importance of pronunciation and vocabulary
- Studio, Microphones, Recording, Transmitter, Education turned Entertainment, Commercial Policies
- Editing radio programme: Basics of Adobe Audition, Sound Forge
- Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar Bharti, Convergence, Relevance of Radio & Media Policy.

304: NEWS FEATURE WRITING

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Defining a feature: Difference between feature and news report (Compare with examples); From facts to narratives; Originality and literary quality; discuss Research: Looking for ideas, primary and secondary sources of information, use of library
- Various feature stories published in newspapers and magazines and other reference material, newspapers and magazines as resources; Developing focus Elements of feature: Kinds of features: Interview, utility, personal
- Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Writing the features: Gathering and organizing information; Structure: Title, body
- Reviews, Analysis, Feature Syndicates. Tools and techniques of writing

305: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

1. Development- Concept & Process (a) Definition & Meaning (b) Concept of development: Historical background in India (c) Concept in Third World Context (d) Models of development: Eastern, Western and Gandhian Model (e) Priority areas in development (f) Process of development
2. Development & Communication-Concepts & Theories (a) Development: a bottom-up approach (b) Communication: a trickle-down approach Development Communication (c) Four Approaches- Development support for communication, Communication support for development , Communication for development
3. Development Communication (a) Concept, significance of development communication (b) Roadblocks, future of development communication
4. Media & Development (a) Mass Media as tool for development; Media as partner in development (b) Problems with use of media for development (c) Creativity in media presentation of development issues (d) Role & performance record of each medium-Print, Radio & TV in Indian context.
5. Development Issues & Concepts
 - Concepts
 - (a) Sustainability
 - (b) Poverty Reduction
 - (c) Participation
 - (d) Human Development
 - (e) Social Relation (Inequality)
 - (f) Environmental Protection
 - (g) Structural Adjustment

(h) Institutional Development

306: REPORTING & EDITING LAB

Practical: 20

MAX. MARKS 25

Internal: 5

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

307: PHOTOGRAPHY LAB

Practical: 20

MAX. MARKS 25

Internal: 5

- 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.
- Basics of Adobe Lightroom, Tips & tricks of Adobe Photoshop
- Visit for outdoor photography assignments

308: FEATURE WRITING LAB**Practical: 20****MAX. MARKS 25****Internal: 5**

- Types of features (Overview); discuss various feature stories published in newspapers and
- Writing features / Articles Primary and secondary sources of information, use of library and other reference material
- magazines Gathering and organizing information; Structure: Title, body
- Developing focus themes and news pegs.
- newspapers and magazines as resources

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2017-18**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)****401: MEDIA: BUSINESS COMMUNICATION****Time: 3 Hrs.****Max.Marks:60****Internal: 15****Instructions for the paper Setters****Note:** The paper will consist of three sections as follows.**Section A:** This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.**Section B:** This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.**Section C:** This section comprises of 4 long essay types 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.

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
- Process of Business Communication
- Barriers to effective communication
- Communication Models
- Classification of Communication-
 - Formal & Informal
 - Personal, Inter-personal, Group and Mass
 - Vertical & Horizontal
 - Upward & Downward
 - One-way & Two-way
 - Verbal & Non – verbal
- 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
- Understanding - Proxemics, Kinesics
- Cross Cultural Communication
- Importance of Dressing, Manners & Etiquettes in Business Communication.
- Importance of Communication in:
 - Negotiation
 - Conflict Management

402: PROGRAMME FORMATS: RADIO & TV

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Writing for Radio: Writing for the ear, Spoken word, Radio Talk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show
- Concept of Good Presentation: Link Announcement Radio Commercial- Types, Copy Writing. & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station. Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible
- 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

403: VIDEO PRODUCTION: IDEA TO SCREEN

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- 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
- Lighting: Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors
- Selection of the Programme Topic: Developing programme briefs (Objectives, Contents Duration etc), Researching the topic, Programme Resources, Style and format, structuring
- Video Recording and Editing: What is editing? Rules of editing, Editing sound: U matic, the programme, Storyboard and Script Designing, Script Layout. Beta & VHS
- Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Types of editing, Cut to cut, A/B roll, Assembly and insert editing. Preview and Analysis of programme.

404: FOLK MEDIA

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- 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.
- Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Electronic media
- Flexibility of folk media, Folk media vis a vis the modern message (areas of conflict and Telling Forms compromise), Integrated use of Folk and Mass Media, Folk media in the context of urbanization
- Punjabi Folk: Bhangra, Gidha and Vaar
- Units of Ministry of I & B : Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

405: ADVERTISING: CONCEPTS & PRINCIPLES

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

1. Introduction to Advertising
 - (a) Definition
 - (b) Origin & development
 - (c) Growth of advertising in India
 - (d) Scope (Effects on Economy/Industry)
 - (e) Facets of advertising (As an act of commerce, as hidden persuader)
2. Purpose of Advertising
 - (a) Need for advertising
 - (b) Functions of advertising
 - (c) Benefits of advertising: To Seller, Buyer & Media
3. Types of Advertising
 - (a) Commercial & Non-commercial
 - (b) Product & Consumer
 - (c) Classified & Display
 - (d) Retail & Wholesale
 - (e) Regional, National & Co-operative
 - (f) Govt. Advertising
 - (g) Comparative advertising
4. Advertising as a Communication Tool
 - (a) Communication Process & Advertising
 - (b) Communication Principles, Theories applied to advertising
5. Role & Effects of Advertising
 - (a) Negative & Positive Effects

- (b) Advertising & Society
- (c) Advertising & Development
- (d) Role of Advertising in National Economy
- (e) Social/Public Advertising

406: RADIO & TV PRODUCTION LAB

Practical: 20

MAX. MARKS 25

Internal: 5

- 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

407: OPERATION & HANDLING OF VIDEO EQUIPMENTS LAB

Practical: 20

MAX. MARKS 25

Internal: 5

Practical exercises involving:

Camera:

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

Lights:

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

Sound:

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

408: ADVERTISING LAB**Practical: 20****MAX. MARKS 25****Internal: 5**

Practical exercises involving:

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

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2017-18**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-V)****501: EVENT MANAGEMENT: PRINCIPLES & METHODS****Time: 3 Hrs.****Max.Marks:60****Internal: 15****Instructions for the paper Setters****Note:** The paper will consist of three sections as follows.**Section A:** This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.**Section B:** This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.**Section C:** This section comprises of 4 long essay types 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.

- 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
- Role & importance of exhibitions
- Objectives of the exhibition
- Advantage of exhibition over other devices
- Importance of direct contact
- 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
- Publicity inputs or visible aids for promoting an event
- Print & Display material
- Stand Design

- Trade Fair: Uses & Abuses
- Gauging Cost Effectiveness

Suggested Readings:

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

502: CURRENT AFFAIRS: CONTEMPORARY ISSUES IN MEDIA-I**Time: 3 Hrs.****Max.Marks:60****Internal: 15****Instructions for the paper Setters**

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

• **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

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

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

• **International organization:** SAARC, ASEAN, G-8, G-20, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU

• **National organizations:** CIC, NSG, FICCI, CII, RBI, CVC

NOTE: Issues pertaining to last six months only

Suggested Books / Magazine

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

503: MEDIA RESEARCH METHODOLOGIES

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

• **Research:** Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

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

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

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

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

Suggested Readings:

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

504: CYBER JOURNALISM

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- **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 & Disadvantages of Cyber Journalism.

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

- Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism

- Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance.

- e-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

Suggested Readings:

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

505: PUBLIC RELATIONS

Time: 3 Hrs.

Max.Marks:60

Internal: 15

Instructions for the paper Setters

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

Section A: This section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this section is 10 marks.

Section B: This section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this section is 30 marks.

Section C: This section comprises of 4 long essay types 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.

- Role of Public Relations in Corporate Image Building
- Functions of Public Relations
- PR as distinguished from Marketing, Sales Promotion & Advertising
- PR Techniques
- Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct
- Functions of PR Department & Manager-Advantages & Disadvantages
- PR consultancy-Its advantages & disadvantages
- PR programme planning
- Evaluating results of PR work
- Press Relation & its principles
- The News Release-Seven point formula & its importance
- Writing techniques, Press Event & Organising them
- Internal PR-Media & Techniques
- Employee Relations
- Exhibition PR & its Planning
- Uses & kinds of Exhibition PR
- Role of Photography In PR
- Importance of Marketing Research for the PR Practitioner

Suggested Readings:

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

PRACTICAL

506: EVENT MANAGEMENT LAB

MAX. MARKS 25

Practical: 20

Internal: 5

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

PRACTICAL

507: CYBER LAB

MAX. MARKS 25

Practical: 20

Internal: 5

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

PRACTICAL**508: PILOT STUDY****MAX. MARKS 25****Practical: 20****Internal: 5**

• Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester.

The study can be conducted in any of the following areas for example:

1. Media: Advantages and Disadvantages
2. Popular newspaper
3. Popular TV channel
4. Favourite Radio Programme
5. Favourite Ad
6. Social Media: Advantages and Disadvantages

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

BA JOURNALISM & MASS COMMUNICATION (SEMESTER–VI)

601: TRAINING 3 MONTHS**Max.Marks: 200**

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.

602: CURRENT AFFAIRS**Time: 3 Hrs.****Max. Marks: 80****Internal: 20****Instructions for the paper Setters**

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

Section A: This section will have 10 questions. All are compulsory and carry 2 mark each. Total weightage of this section is 20 marks.

Section B: This section will have 10 short answer type questions out of which 8 are to 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 types 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.

• **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

- Competition Success Review
- Manorama Year Book
- Yojna
- Pratiyogita Darpan
- Focal Study

603: FILM PROJECT**Max. Marks: 75**

Each student will prepare a 5-6 minutes film on contemporary issues including political, social and cultural. The student must submit the copy of script and the budget along with the movie.

The student will appear for Viva and will be evaluated on the basis of:

- Theme and treatment
- Cinematography
- Editing and use of special effects

604: RESEARCH PROJECT

Max. Marks: 75

Each student will submit full report of the data collected in Pilot Study lab in Sem V in the form of a short dissertation. The report will include following:

- Title
- Intro
- Objectives
- Hypothesis
- Review of Literature
- Research Methodology
- Sampling
- Data Collection
- Data Analysis and Interpretation
- Findings
- Discussion
- References