

# FACULTY OF ARTS & SOCIAL SCIENCES

## SYLLABUS

### FOR

## **B.A. Journalism & Mass Communication** **(Three Years Degree Course)** **(Semester: I–VI)**

**Examinations: 2017-18**



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# **GURU NANAK DEV UNIVERSITY**

## **AMRITSAR**

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**B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER SYSTEM)**

**SCHEME OF EXAMINATION**

**SEMESTER-I**

<b>Course Code</b>	<b>Paper</b>	<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
101	Communication Skill in English-I	50	-	50
110	Punjabi (Compulsory)	-	-	50
	OR			
111	ਮੁੱਢਲੀ ਪੰਜਾਬੀ			
102	Principles of Communication	75	-	75
103	Reporting and Editing-I	75	-	75
104	Media and Politics	75	-	75
105	Computer Applications for Journalism	75	-	75
	<b>Practical</b>			
106	Print Media Lab.	-	25	25
107	Computer Lab.	-	25	25
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	50
			<b>Total</b>	<b>450</b>

**\*Note :- This Paper marks are not included in the total marks.**

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**SEMESTER-II**

Course Code	Paper	Marks	Practical	Total
		Theory	Marks	Marks
201	Communication Skill in English-II	35	15	50
210	Punjabi (Compulsory)	-	-	50
	OR			
211	ਮੁੱਢਲੀ ਪੰਜਾਬੀ			
202	Press Laws & Media Ethics	75	-	75
203	History of Print Media	75	-	75
204	Mass Communication : Concepts & Processes	75	-	75
205	Design & Graphics	75	-	75
	<b>Practical</b>			
206	Communication Lab.	-	25	25
207	Design & Graphics Lab.	-	25	25
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	50
			<b>Total</b>	<b>450</b>

**Note:** Soon after the End of Second Semester Examinations the students will undergo training for four weeks and will submit the report incorporating the work done at the end of fourth semester.

**\*Note :- This Paper marks are not included in the total marks.**

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**SEMESTER-III**

Course Code	Paper	Marks	Practical	Total
		Theory	Marks	Marks
301	Photo Journalism	75	-	75
302	Reporting and Editing - II	75	-	75
303	History of Broadcasting in India: Policies & Principles	75	-	75
304	News Feature Writing	75	-	75
305	Development and Communication	75	-	75
ESL-221	*Environmental Studies (Compulsory)	50	-	
<b>Practical</b>				
306	Reporting & Editing Lab.	-	25	25
307	Photography Lab	-	25	25
308	Feature Writing Lab	-	25	25
			<b>Total</b>	<b>450</b>

**SEMESTER-IV**

Course Code	Paper	Marks	Practical	Total
		Theory	Marks	Marks
401	Media: Business Communication	75		75
402	Programme Formats: Radio & TV	75		75
403	Video Production: Idea to Screen	75		75
404	Folk Media	75		75
405	Advertising: Concepts & Principles	75		75
ESL-222	*Environmental Studies (Compulsory)	50		
<b>Practical</b>				
406	Radio & TV Production Lab.	-	25	25
407	Operation & Handling of Video Equipment	-	25	25
408	Advertising Lab	-	25	25
			<b>Total</b>	<b>450</b>

\*ਇਸ ਪੇਪਰ ਦੇ ਨੰਬਰ ਡੀ.ਐਮ.ਸੀ. ਵਿੱਚ ਨਹੀਂ ਜੋੜੇ ਜਾਣਗੇ ਅਤੇ ਡੀ.ਐਮ.ਸੀ. ਵਿੱਚ "ਇਨਵਾਇਰਨਮੈਂਟਲ ਸਟੱਡੀਜ਼ ਦਾ ਵਿਸ਼ੇਸ਼ ਵਿਸ਼ਾ ਪਾਸ ਕੀਤਾ" ਲਿਖਿਆ ਜਾਵੇਗਾ।

**Note :** Soon after the End of Fourth Semester Examinations the Students shall undergo a Functional Exposure Training of four weeks duration in Print Media, Radio Journalism, Television Journalism and Television Production and will submit a Functional Exposure Report containing the actual experiential learning at least eight weeks before the commencement of End Term Examination of the Fifth Semester.

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**Semester-V**

<b>Course Code</b>	<b>Paper</b>	<b>Marks Theory</b>	<b>Practical Marks</b>	<b>Total Marks</b>
501	Event Management: Principles and Methods	75	-	75
502	Current Affairs: Contemporary Issue in Media-I	75	-	75
503	Media Research Methodologies	75	-	75
504	Cyber Journalism	75	-	75
505	Public Relations	75	-	75
<b>Practical</b>				
506	Event Management Lab	-	25	25
507	Cyber Lab	-	25	25
508	Pilot Study	-	25	25
			<b>Total</b>	<b>450</b>

**Semester-VI**

<b>Course Code</b>	<b>Paper</b>	<b>Marks Theory</b>	<b>Practical Marks</b>	<b>Total Marks</b>
601	Global Media	75	-	75
602	Current Affairs: Contemporary Issue in Media-II	75	-	75
603	Perspective of Audio Sound	75	-	75
604	Video Electronic Film Production	75	-	75
605	Specialized Reporting	75	-	75
<b>Practical</b>				
606	Audio Lab	-	25	25
607	Specialized Reporting Lab	-	25	25
608	Film Project	-	25	25
			<b>Total</b>	<b>450</b>

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**101: COMMUNICATION SKILLS IN ENGLISH-I**

**Time: 3 Hours**

**Max. Marks: 50**

**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) Comprehension questions in multiple choice format
- c) Short comprehension questions based on content and development of ideas

**2. Writing Skills:** Guidelines for effective writing; writing styles for application, resume, personal letter, official/ business letter, memo, notices etc.; outline and revision.

**Activities:**

- a) Formatting personal and business letters.
- b) Organising the details in a sequential order
- c) Converting a biographical note into a sequenced resume or vice-versa
- d) Ordering and sub-dividing the contents while making notes.
- e) Writing notices for circulation/ boards

**Suggested Pattern of Question Paper:**

The question paper will consist of five skill-oriented questions from Reading and Writing Skills. Each question will carry 10 marks. The questions shall be phrased in a manner that students know clearly what is expected of them. There will be internal choice wherever possible.

**10x5=50 Marks**

- i) Multiple choice questions on the language and meanings of an unseen passage.
- ii) Comprehension questions with short answers on content, progression of ideas, purpose of writing etc. of an unseen passage.
- iii) Personal letter and Official/Business correspondence
- iv) Making point-wise notes on a given speech/ technical report OR  
Writing notices for public circulation on topics of professional interest
- v) Do as directed (10x1= 10 Marks) (change of voice, narration, combination of 2 simple sentences into one, subject-verb agreement, using appropriate tense, forms of verbs.

**Recommended Books:**

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

B.A. JOURNALISM & MASS COMMUNICATION  
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110: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),  
(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,  
ਅੰਮ੍ਰਿਤਸਰ।  
ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ  
ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
(ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ, ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ, ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਪੈਰਾ ਰਚਨਾ**
4. **ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।**
5. (ੳ) **ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ** : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ, ਸੁਰ।  
(ਅ) **ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ** : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ  
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
6. **ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ**  
(ੳ) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ  
(ਅ) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ । 10 ਅੰਕ
3. ਪੈਰਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ  
ਕਿਹਾ ਜਾਵੇ । 05 ਅੰਕ
4. ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ। 05 ਅੰਕ
5. ਨੰਬਰ 5 ਉਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ  
ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ,  
ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। 5×2=10 ਅੰਕ

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**111: ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
(In lieu of Punjabi Compulsory)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

**ਪਾਠ-ਕ੍ਰਮ**

1. ਪੈਂਤੀ ਅੱਖਰੀ; ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਲਗਾਂ ਮਾਤਰਾਂ
2. ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ)
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ,  
(ਅ) ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਲਿੰਗ ਅਤੇ ਵਚਨ

**ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪੈਂਤੀ ਅੱਖਰੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ  
(ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ)  
ਕਵਰਗ, ਚਵਰਗ, ਤਵਰਗ, ਟਵਰਗ ਆਦਿ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ
2. ਬਿੰਦੀ, ਟਿੱਪੀ ਅਤੇ ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ  
(ਅ) ਨਾਂਵ ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ ਅਤੇ ਲਿੰਗ ਵਚਨ ਸੰਬੰਧੀ ਮੁੱਢਲੀ ਕਿਸਮ ਦੇ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ



B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**102: PRINCIPLES OF COMMUNICATION**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

1. **Fundamentals of Communication:** Meaning & Elements/components of human communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication, Communication - Objectives, Scope & Functions, Factors responsible for growing importance of Communication, Effective communication & its Barriers.
2. **Process of Communication:** Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback).
3. **Forms of Communication:** Intra Personal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group), Mass Communication, Verbal, Non-Verbal Communication & Body Language
4. **Theories of Communication:** Hypodermic Needle Theory, Two-step & Multi-step Theory, Uses & Gratification Theory
5. **Models of Communication:** SMR Mode, SMRc Model, Shannon & Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

**Suggested Readings:**

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspective Human Communication: Aubrey B.Fisher, (Macmillan Publishing Co. New Delhi)
3. Communication – Concepts & Process: Joseph A. Devito,
4. Lectures on Mass Communication: S.S. Ganesh
5. The Process of Communication: David K. Berlo
6. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**103-Reporting and Editing-I**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Reporting:** Principles of reporting, functions and responsibilities, writing news- lead - types of leads; body - techniques of re-writing - news agency copy.
- Reporting techniques: Qualities of a reporter - news-elements, sources - types - pitfalls and problems in reporting,
- Types of Journalism
- **Headlines:** Principles, Types and 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 sheet - editing symbols, proof reading symbols and their significance
- Functions of editor, sub-editor and picture editor.
- Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

**Suggested Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**104: Media and Politics**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Indian Politics:** Major national and regional parties in India and their changing trend
- **Impact of media on political system of India:** Parliamentary / Legislative reporting
- **Rajya Sabha and Lok Sabha Television**
- Tools of Communication for political parties, strengths and weaknesses, Propaganda and lobbying Paid News, Communication of political parties and media
- **Making of Modern India:** Freedom Struggle and its impact
- **Constitution and Governance:** Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union-Executive President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament, Judiciary- Supreme Court, High Court and District Courts.
- **Administrative Set-Up:** Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. UPSC.

**Suggested Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**105-Computer Applications for Journalism**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

1. Introduction to Computers - History and Generations of Computers; Types of Computers Hardware and Software; Digital Technology Keyboard Functions.
2. MS office and its applications ; MS-word with features; MS windows; Excel; MS Access, Presentation Manager; Important commands
3. PageMaker, Interfacing, Working with text, Page setup, Printing; Formating Techniques; Graphics and Drawings.
4. Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons - Use of colours in publishing concepts.

**Suggested Readings:**

1. Fundamentals of Computer- P.K. Sinha
2. Fundamental of Computer- Rajaraman
3. Multimedia System – Jophin F. Koegel Bulford
4. Computer Graphics- Donald Hearh
5. Adobe Photoshop 7- Karlin
6. Corel Draw 9- Karlin.

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

**PRACTICAL**

**106- PRINT MEDIA LAB**

**Max. Marks: 25**

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Cameras, Lens and other Accessories
4. Different kind of Shots
5. Photo editing
6. Photography for Advertising
7. Photo - Feature
8. Field assignments and their evaluation

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**PRACTICAL**

**107- COMPUTER LAB**

**Max. Marks: 25**

- 1 Word Processing-MS Office-2000, MS Word, Other word processing programs
- 2 **Page Layout:** Adobe PageMaker, MS Publisher, QuarkXpress
- 3 **Graphics:** Adobe Illustrator, Classic Art Techniques, Adobe PhotoShop, CorelDRAW, Design for presentations, Macro Media free hand, MS PowerPoint, Web Graphics with Adobe PhotoShop, Web Graphics with Macro Media fireworks
4. Scanning printed images. Editing photographs. Transferring photographs to pages.
5. Formatting type/font. Selecting backgrounds. Using colours. Creating tables. Working with images. Using frames.

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**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION  
(COMPULSORY)**

**PROBLEM OF DRUG ABUSE**

**Time: 3 Hours**

**Max. Marks: 50**

**Instructions for the Paper Setters:**

**Section–A:(15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section–B: (20 Marks)** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section–C: (15 Marks)** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1) Meaning of Drug Abuse:** Concept and Overview, Historical Perspective of Drug Abuse, Drug Dependence, Drug Addiction, Physical and Psychological Dependence: Drug Tolerance and withdrawal symptoms.

**2) Types of Abused Drugs and their Effects.**

- 1) Stimulants: Amphetamines – Benzedrine, Dexedrine, Cocaine.
- 2) Depressants: Alcohol Barbiturates: Nembutal, Seconal, Phenobarbital and Rohypnol.
- 3) Narcotics: Heroin, Morphine, Oxycodone.
- 4) Hallucinogens: Cannabis, Marijuana, Hashish, Hash Oil, MDMA, LSD.
- 5) Steroids.

**3) Nature and Extent of the Problem:** Magnitude or prevalence of the menace of Drug Abuse in India and Punjab, Vulnerable groups by age, gender and economic status, Signs and Symptoms of Drug Abuse: Physical, Academic, Behavioural and Psychological Indicators.

**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.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.

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5. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
6. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
7. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
8. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
9. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
10. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
11. World Drug Report 2010, United Nations office of Drug and Crime.
12. World Drug Report 2011, United Nations office of Drug and Crime.



B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**201: COMMUNICATION SKILLS IN ENGLISH-II**

**Time: 3 Hours**

**Max. Marks: 50**  
**Theory Marks: 35**  
**Practical Marks: 15**

**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, News and TV reports
- b) Taking notes on a speech/lecture

- 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.

The study of sounds of English, stress  
Situation based Conversation in English  
Essentials of Spoken English

**Activities:**

- a) Making conversation and taking turns
- b) Oral description or explanation of a common object, situation or concept
- c) Giving interviews

**Suggested Pattern of Question Paper:**

The question paper will consist of seven questions related to speaking and listening Skills. Each question will carry 5 marks. The nature of the questions will be as given below:-

**Two** questions requiring students to give descriptive answers.

**Three** questions in the form of practical exercises requiring students to give an appropriate response to a question, a proposal, a proposition, an invitation etc. For example, the paper setter may give a proposition and ask the students to agree or disagree with it or introduce a character giving invitations and ask the students to accept or refuse it etc.

**Two** questions requiring students to transcribe simple words in IPA symbols, marking stress.

**PRACTICAL / ORAL TESTING**

**Marks: 15**

**Course Contents:**

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

**Questions:**

1. Oral Presentation will be of 5 to 10 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

**Note:** Oral test will be conducted by external examiner with the help of internal examiner.

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210: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)  
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007  
ਲੇਖ : ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) (ਕਹਾਣੀਆਂ)  
**ਪਠਾਣ ਦੀ ਧੀ** (ਸੁਜਾਨ ਸਿੰਘ), **ਸਾਂਝੀ ਕੰਧ** (ਸੰਤੋਖ ਸਿੰਘ ਧੀਰ), **ਉਜਾੜ** (ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ), **ਘੋਟਣਾ** (ਮੋਹਨ ਭੰਡਾਰੀ), **ਦਲਦਲ** (ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ** : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
4. **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**
5. **ਪੈਰ੍ਹਾ ਰਚਨਾ**
6. **ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**
7. **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਣ । 10 ਅੰਕ
- 3-4. 3-4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
5. ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ 05 ਅੰਕ  
ਕਿਹਾ ਜਾਵੇ ।
6. ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 05 ਅੰਕ
7. ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ।

5+ 5=10 ਅੰਕ

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

211: ਮੁੱਢਲੀ ਪੰਜਾਬੀ  
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ - ਕ੍ਰਮ

- |    |  |        |
|----|--|--------|
| 1. | ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ<br>ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ<br>ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ  | 20 ਅੰਕ |
| 2. | ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ<br>ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ   | 15 ਅੰਕ |
| 3. | ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ<br>ਸਾਧਾਰਨ ਵਾਕ: ਕਿਸਮਾਂ<br>ਸੰਯੁਕਤ ਵਾਕ: ਕਿਸਮਾਂ<br>ਮਿਸ਼ਰਤ ਵਾਕ: ਕਿਸਮਾਂ<br>ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ | 15 ਅੰਕ |

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

- ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ:** ਸੰਯੁਕਤ ਸ਼ਬਦ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ); ਦੋਹਰੇ ਸ਼ਬਦ / ਦੁਹਰਰੁਕਤੀ (ਜਿਵੇਂ ਧੂੜ ਧਾੜ / ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ: ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ: ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸੰਬੰਧਿਤ।
- I. ਭਾਸ਼ਾ ਅਤੇ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਮਹੱਤਵ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ  
II. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
- ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ:** ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ: ਵਿਭਿੰਨ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੋਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸੰਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।  
20 ਅੰਕ
- ਦੂਸਰੇ ਯੂਨਿਟ ਵਿੱਚ ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।  
15 ਅੰਕ
- ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ, ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।  
ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।  
15 ਅੰਕ

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**202: Press Laws and Media Ethics**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- Article-19 (1) (a) and freedom of press
- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- Constitutional Safeguards to Freedom of Press
- Press Commissions & their Recommendations: PCI
- Law of Defamation
- Contempt of Court
- Press Council Act
- Official Secret Act
- Right to Information
- Copyright Act
- Working Journalist Act
- Social Responsibility of Press
- Ethics, Self-Regulation & Freedom of Expression
- Code of Conduct: AIR, TV and Cable

**Suggested Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**203: History of Print Media**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- History of Indian Journalism
- The origin of Print Media in India, James Augustus Hickey, James Silk Buckingham; Raja Ram Mohan Roy, Young Bengal Movement
- Adam's Press Gagging Act, Charles Metcalfe Act
- Vernacular Press Act; Amrita Bazar Partika
- The statesman; The times of India; Journalistic contribution of Mahatma Gandhi
- History of Punjab Journalism: Ajit, Nawazamana, Jagbani, Tribune
- Role and contribution: Mahatma Gandhi, Raja Ram Mohan Roy, Dyal Singh Majithia, Gurbax Singh
- History of News Agencies: PTI, UNI

**Books Recommended**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**204: Mass Communication: Concepts and Processes**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Mass Communication:** Meaning & definitions, Characteristics & features, Scope the concept of Mass & Mass Culture of Mass Communication.
- **Mass Communication and other forms of Mass Communication:** Interface between Intra personal & Mass Communication., New Media as a tool for mass communication
- **Functions of Mass Communication:** To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media.
- **Theories of Mass Communication:**
  - (a) Authoritarian Theory                      (b) Libertarian Theory
  - (c) Social Responsibility Theory (d) Soviet Communist/Workers Theory.
- **Tools of Mass Communication:**
  - (a) Newspapers, Magazines, Radio, TV, Films
  - (b) Advertising, Public Relations & Public Affairs
  - (c) Traditional & Folk Media
  - (d) Internet: e-Paper, Online Paper, Blogs, Microblogs, other social networking sites
- **Audience:** Topologies and Characteristics,

**Suggested Readings:**

- |   |                                  |
|---|----------------------------------|
| 1. Mass Communication & Development       | Dr. Baldev Raj Gupta             |
| 2. Communication Technology & Development | I.P.Tiwari                       |
| 3. Mass Communication in India            | Keval J Kumar                    |
| 5. Cinema & Television                    | Jacques Hermabon & Kumar Shahani |
| 6. Mass Communication Journalism in India | D S Mehta                        |
| 7. Mass Media Today                       | Subir Ghosh                      |
| 8. The Communication Revolution           | Narayana Menon                   |

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**205: DESIGN AND GRAPHICS**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

- Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.
- Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.
- Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- Elements of Design and Graphics, Visualization, Convergence and
- Divergence - Conceptualizations Functions and significance
- Basic elements and principles of Graphics, Design Lay-Out and Production; Typeface families - Kinds - Principles of Good Typography; Spacing - Measurement - Point System.
- Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo
- DTP, Use of Computer Software, Character generation
- Use of Multi-Media.
- Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making.
- Types of Papers

**Suggested Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**PRACTICAL**

**206: COMMUNICATION LAB**

**Max. Marks: 25**

- 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, posture
  - Silence
  - Sign language
  
- 5. Methodology**
  - Each student will prepare & present six minutes presentation on the given topic
  - Face the Audio System/Camera
  - Record & Pre-listen/Pre-view
  - Pre-review
  - This Exercise will be repeated three times



B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**PRACTICAL**

**207: Design & Graphics Lab.**

**Time: 3 Hours**

**Max. Marks: 25**

- Visualizing concepts and ideas
- Designing, Layouting and Illustrations
- Graphic Designing exercises
- Composition
- Designing of Lay-outs for various magazines/newspapers
- Developing story books
- Designing of Cover-Page
- 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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION  
(COMPULSORY)**

**DRUG ABUSE: MANAGEMENT AND PREVENTION**

**Time: 3 Hours**

**Max. Marks: 50**

**Instructions for the Paper Setters:**

**Section–A:(15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section–B: (20 Marks)** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section–C: (15 Marks)** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1) Consequences of Drug Abuse for:**

- 1) Individual – Education, employment and income issues.
- 2) Family – Violence
- 3) Society – Crime.
- 4) Nation – Law and order problem.

**2) Management of Drug abuse:**

- 1) Medical Management: Medication for treatment and to reduce withdrawal effects, Drug De-addiction clinics, Relapse management.
- 2) Psycho-Social Management: Counselling, family and group therapy, behavioural and cognitive therapy, Environmental Intervention.

**3) Prevention of Drug Abuse:**

- 1) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- 2) School  
Counselling, Teacher as role-model. Parent-Teacher-Health Professional Coordination, Random testing on students.
- 3) Media:  
Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- 4) Legislaion: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER–II)

**References:**

1. 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. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
4. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
5. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
6. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
7. World Drug Report 2011, United Nations office of Drug and Crime.
8. World Drug Report 2010, United Nations office of Drug and Crime.

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

**301: PHOTO JOURNALISM**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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

**Book Recommended**

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

**Note:** Paper 301 Communication Skills of B.A. (Journalism & Mass Communication) Semester-III to be replaced by Photo Journalism-301. The reason being that this Communication Skills paper is taught in Semester – I & II of this course as well.

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

**302: Reporting and Editing-II**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **News Bureau:** Functions of news bureau, special beats like embassies, ministries, public sector undertakings, National headquarters of political parties.
- **Reporting:** Interpretative, investigative, advocacy, Yellow Journalism, Herd Journalism, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programmes reviews.
- **Edit Oriat & Op.Ed Page:** structure and purpose, Edits Oriat and middle, special articles, columns and letters to editor.
- **Specialized Writing/Editing:** Supplements, pullouts, features, interviews, news analysis, backgrounders.
- **Columnist, Syndicate Writers**
- **Difference between broadsheet, tabloid, magazine**
- **City Reporting Room, Wire Services, Understanding Style book**

**Suggested Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

**303: History of Broadcasting in India: Policies & Principles**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Radio as a Mass Medium:** Strength & weaknesses, Characteristics & edge over other media, Radio technology, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Microphones, Recording, Editing, Transmitter, Computer.
- **History of Broadcasting:** Radio came to India, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.
- **Policies & Principles:** 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.

**Suggesting Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

**304: News Feature Writing**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- Defining a feature: What is a feature?; Difference between feature and news report (Compare with examples); From facts to narratives; Originality and literary quality; discuss various feature stories published in newspapers and magazines
- Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.
- Elements of feature: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; 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, Reviews, Analysis, Feature Syndicates.
- Writing the features: Gathering and organizing information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations.

**SUGGESTED BOOKS:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

**305: Development and Communication**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

**Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 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
- (c) Four Approaches-
  - Development Communication
  - Communication for development
  - Communication support for development
  - Development support for communication

**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



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- (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**

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

**Suggested Readings:**

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

B.A. JOURNALISM & MASS COMMUNICATION  
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**ESL 221: ENVIRONMENTAL STUDIES (Compulsory)**

**Time: 3 Hrs.**

**Max. Marks: 50**

**Theory Lectures: 1½ Hours/ Week**

**Section–A: (15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section–B: (20 Marks):** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section–C: (15 Marks):** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1. The Multidisciplinary Nature of Environmental Studies:**

- Definition, scope & its importance.
- Need for public awareness.

**2. Natural Resources:**

- Natural resources and associated problems:
  - a) **Forest Resources:** Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
  - b) **Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) **Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) **Food Resources:** World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.
  - e) **Energy Resources:** Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
  - f) **Land Resources:** Land as a resource, land degradation, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

**3. Ecosystem:**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems:
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

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#### 4. Social Issues and Environment:

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- 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 holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- 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.

#### 5. 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.

#### 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. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

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**PRACTICAL**

**306: Reporting & Editing Lab**

**Time: 3 Hours**

**Max Marks: 25**

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

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**PRACTICAL**

**307: Photography Lab**

**Time: 3 Hours**

**Max Marks: 25**

**Practical exercises involving:**

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

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**PRACTICAL**

**308: Feature Writing Lab**

**Time: 3 Hours**

**Max Marks: 25**

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

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

**401: Media and Business Communication**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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

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**402: Programme Formats: Radio & TV**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Writing for Radio:** Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, Copy Writing.
- **Concept of Good Presentation :** Link Announcement & 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 point, Intimacy with listener, knowing the target, Channel Identity, Special audience.
- **Television:** Understanding the medium and slope, Writing for visuals, Piece to Camera, Presentation, Reporting, Interview, Reportage, Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories

**Suggested Readings:**

1. Radio & TV Journalism : KM Srivastva
2. TV Production : Gerald Millerson
3. Broadcast Journalism: PP Joshi



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**403: Video Production: Idea to Screen**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

**Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 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 the programme, Storyboard and Script Designing, Script Layout.
- **Video Recording and Editing:** What is editing? Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing, Cut to cut, A/B roll, Assembly and insert editing.
- **Media Research Methodology:** Writing support materials (Teacher guidance notes), Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.

**Suggested Readings:**

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

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**404: Folk Media**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

**Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 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 Electronic media
- Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Telling Forms
- Flexibility of folk media, Folk media vis a vis the modern message (areas of conflict and 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

**Suggested Books**

1. Mass Communication in India by Kewal J Kumar
2. Handbook of Journalism & Mass Communication by Vir Bala Aggarwal
3. Folk Dance – Tribal Richval & Martial Forms by Ashish Mohan khokar
4. Forms with A Smile by W S Retail

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**405: Advertising: Concepts & Principles**

**Time: 3 Hours**

**Max. Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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**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

**Suggested Readings:**

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

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**ESL 222: ENVIRONMENTAL STUDIES (Compulsory)**

**Time: 3 Hrs.**

**Max. Marks: 50**

**Theory Lectures: 1½ Hours/ Week**

**Section–A: (15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section–B: (20 Marks):** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section–C: (15 Marks):** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1. 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 option values.
- 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.
- Endangered and endemic species of India.
- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

**2. Environmental Pollution:**

- 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
- Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.

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- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster Management: Floods, Earthquake, Cyclone and Landslides.

### 3. Human Population and the Environment

- Population growth, variation among nations.
- Population explosion-Family welfare programme.
- Environment and human health.
- Human rights.
- Value education.
- HIV/AIDS.
- Women and child welfare.
- Role of information technology in environment and human health.
- 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.

### 4. 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.

### 5. 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.

**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.

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**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. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

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**PRACTICAL**

**406: Radio and TV Production Lab.**

**Max. Marks: 25**

**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



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**PRACTICAL**

**407: Operation & Handling of Video Equipments**

**Max. Marks: 25**

**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

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**PRACTICAL**

**408: Advertising Lab**

**Max. Marks: 25**

**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

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**501: Event Management: Principles & Methods**

**Time : 3 Hours**

**Max Marks : 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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**502: Current Affairs: Contemporary Issue in Media-I**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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**503: Media Research Methodologies**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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**504: CYBER JOURNALISM**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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**505: PUBLIC RELATIONS**

**Time : 3 Hours**

**Max Marks : 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

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**PRACTICAL**

**506: EVENT MANAGEMENT LAB**

**Time: 3 Hours**

**Max Marks: 25**

- 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



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**PRACTICAL**

**507: CYBER LAB**

**Time: 2 Hours**

**Max. Marks: 25**

- 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

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**PRACTICAL**

**508: PILOT STUDY**

**Time: 3 Hours**

**Max. Marks: 25**

- 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

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**601: Global Media**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

- Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.
- Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.
- Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- Introduction to main International Newspaper : Wall Street Journal/ Tabloid of UK, Dawn, Jung
- Major international television channels
- BBC, CNN, AL JAZEERA, IBN
- Major International Radio channels: BBC, Voice of America, AIR
- **Media Scenario**  
Introduction to major Global Media Companies (Reuters, AP, AFP, Xinhua, CNA)  
Present Media scenario in Asia ( Special reference to SAARC, NAM Countries  
3) Concept of Media Imperialism
- **Media and Market Force**  
Misinformation and information war, Role of Media in promoting humanity and peace,  
Market forces and Media
- **Global Technology**  
Global satellite system  
Global internet service  
IPTV  
UNESCO Mass Media Declaration

**Suggested Books:**

1. New Media Nation – Indigenous People & Global Communication by Valerie Alia
2. Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.
3. The No-Nonsense Guide to Global Media by Peter Steven
4. Escaping the Global Village: Media, Language & Protest by Niamh Hourigan

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**602: Current Affairs: Contemporary Issue in Media-II**

**Time: 3 Hours**

**Max. Marks - 75**

**Instructions for the Paper Setters:**

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

- Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.
- Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.
- Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 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**

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

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**603: Perspective of Audio Sound**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Sound:** Meaning, Characteristics, Propagation, Acoustic Reverberation
- **Microphones:** Selection of Microphones, Types of Microphones on the basis of principles, uses and polarization, Wireless Microphones
- **Principles of Magnetic Recording and Digital Recording Systems**
- **Audio Cables & Connectors:** Types & Uses
- **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

**Audio Editing:** Linear and Non-Linear Audio Editing

**Types of Sound Effects**

**Mixing and Dubbing Techniques**

**Suggested Books**

5. Basic of Video Sound by Das Lyver
6. Radio Production by Robert Mc Leish
7. Audio Production & Critical Listening: Technical Ear Training by Jason Gorey

B.A. JOURNALISM & MASS COMMUNICATION  
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

**604: Video Electronic Film Production**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

**Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

**Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

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

- **Process of Film Production:** Pre-Production, Production and Post-Production
- **Pre-Production:** Programme Proposal, Budgeting, Casting, Location Survey, Indoor and Outdoor Shooting, Shooting Script, Pre-Production Meetings
- **Production:** Understanding various concepts of Production, Single Camera and Multi Camera Shooting, Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer) and other technical staff,
- Understanding the use of EDL, Continuity, Log Sheets etc
- **Post-Production:** Editing- Meaning, Need, Types (Online, Offline, Linear & Non-linear, Transitional Devices (Cut, Fade, Dissolve, Mix, Superimposition, Wipe & Montage)
- **Special Effects & Narration:** Audio Special Effects, Video Special Effects, Recording Special Effects
- **Sound Mixing:** Basics, Dubbing, Studio Mixing,
- **Media Appreciation:** Film Review, Film Criticism, Film Journalism
- **Film distribution & Marketing**

**Suggested Books**

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

B.A. JOURNALISM & MASS COMMUNICATION  
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**605: Specialized Reporting**

**Time: 3 Hours**

**Max Marks: 75**

**Instructions for the Paper Setters:**

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

- Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.
- Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.
- Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

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

**Suggested Books**

1. Journalism: Editing, Reporting & Feature Writing by N.Basu, N.Prabhakar
2. Handbook of Reporting & Communication Skills by V. S. Gupta
3. News Reporting & Editing: An Overview by Suhas Chakravarthy
4. Specialized Reporting by David Remick

B.A. JOURNALISM & MASS COMMUNICATION  
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**PRACTICAL**

**606: Audio Lab**

**Time: 3 Hours**

**Max Marks: 25**

- **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**



B.A. JOURNALISM & MASS COMMUNICATION  
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**PRACTICAL**

**607: Specialized Reporting Lab**

**Time: 3 Hours**

**Max Marks: 25**

- 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

B.A. JOURNALISM & MASS COMMUNICATION  
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**PRACTICAL**

**608: Film Project**

**Time: 3 Hours**

**Max Marks: 25**

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