

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

Bachelor of Vocation (B.Voc.)
(Journalism & Mass Communication)
(Semester: I–VI)

Examinations: 2019-20



GURU NANAK DEV UNIVERSITY AMRITSAR

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Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester System)

SEMESTER-I

Paper Code	Subject	Theory	Practical	Total Marks
I	Communication skills in English-I	50	--	50
II	Punjabi (Compulsory) OR *ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR **Punjab History & Culture (From Earliest Times to C 320)	50	--	50
III	Mass Communication	70	30	100
IV	News Reporting	70	30	100
V	Basics of Computer	70	30	100
VI	***Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	-
	Total Marks:			400

SEMESTER-II

Paper Code	Subject	Theory	Practical	Total Marks
I	Communication skills in English-II	35	15	50
II	Punjabi (Compulsory) OR *ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR **Punjab History & Culture (C. 320 to 1000 B. C)	50	--	50
III	Making of a newspaper and News Editing	70	30	100
IV	New Media Technology	70	30	100
V	Introduction to Electronic Media	70	30	100
VI	***Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	-
	Total Marks:			400

- Note :-**
1. *Special Paper in lieu of Punjabi compulsory
 2. **For those students who are not domicile of Punjab
 3. ***This Paper marks are not included in the total marks.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester System)

Semester-III

Paper Code	Paper Title	Theory	Practical	Total Marks
I	Print Media	70	30	100
II	Media Laws and Ethics	70	30	100
III	Advertising	70	30	100
IV	Public Relations	70	30	100
Total				400

Semester-IV

Paper Code	Paper Title	Theory	Practical	Total Marks
I	Radio and TV Journalism	70	30	100
II	Corporate Communication	70	30	100
III	Audio Production	70	30	100
IV	Photography	70	30	100
V	*ESL-221 Environment Studies (Compulsory)	100		
Total				400

***Note :- This Paper marks are not included in the total marks. Student can opt this Paper whether in 4th Semester.**

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester System)

Semester-V

Paper Code	Paper Title	Theory	Practical	Total Marks
I	General Awareness and Current Affairs	70	30	100
II	Event Management	70	30	100
III	Media Management	70	30	100
IV	Video Production	70	30	100
Total				400

Semester-VI

Paper Code	Paper Title	Theory	Practical	Total Marks
I	General Awareness and Current Affairs	70	30	100
II	Documentary	70	30	100
III	Film Studies	70	30	100
IV	Training			100
Total				400

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Paper-I: COMMUNICATION SKILLS IN ENGLISH-I

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section–A

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Section–B

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

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

Section–C

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

- Formatting personal and business letters.
- Organising the details in a sequential order

Bachelor of Vocation (B.Voc.)
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Section–D

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

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

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Paper-II: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 1 ਤੋਂ 6)
(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਪੈਰ੍ਹਾ ਰਚਨਾ
(ਅ) ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ-ਪ੍ਰਬੰਧ।
(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Paper-II: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੰਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

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

Section B

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

Section C

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

Section D

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

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Paper-III : MASS COMMUNICATION

Time: 3 Hours

Total Marks: 100
Theory Marks: 70
Practical Marks: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Meaning, definition, nature, need, process, functions, barriers, 7 c's Communication

Section-B

Types of Communication – Intrapersonal, Interpersonal, Group, Public and Mass Communication. Verbal and Non Verbal Communication. Traditional and Folk Media

Section-C

Communication models: Aristotle's Model, Laswell, Shannon and weaver, Wilbur Schramm, Berlo, Gerbner and Dance Model.

Section-D

Communication Theories: Two-step, Multi-step flow of communication; Individual Difference Theory; Personal Influence theory; Selective Exposure, Selective Perception & Selective Retention Theory; Uses & Gratification Theory; Cultivation Theory; Dependency Theory; Agenda Setting Theory

PRACTICAL

Practical Marks – 30

Skill Component

Instructions to the Examiners/Paper Setters:

Practical will be taken on the basis of Assignments and File Work

- Conducting Interviews
- Debate and Declamation competitions
- Group Discussions
- Poetry recitations/Speeches
- Vox Pop
- Announcements
- Anchoring

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Paper-IV : NEWS REPORTING

Time: 3 Hours

Total Marks: 100
Theory Marks: 70
Practical Marks: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

News: Types; Elements and Structure of News; Source of News: Interviews, Press Conference, Press Release, Meet the Press, Press Briefing. Basic News Writing

Section-B

Headlines, Lead, Attribution, off the record, embargo

Section-C

Introduction to Beats: Crime, courts, health, civil administration, sports, culture, politics, education, business, Interpretative and Investigative journalism, Yellow Journalism, Penny Press, Tabloid Press

Section-D

News Agencies, News Reporter: Qualities of a good reporter; functions and responsibilities

Skill Component

Practical Marks – 30

Instructions to the Examiners/Paper Setters:

Practical will be taken on the basis of Assignments and File Work

Writing Report of Events

Conducting Mock Press Conferences

Writing Press Releases

Writing Headlines for different news items

Creating leads for different news items

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

Paper-V :BASIC OF COMPUTERS

Time: 3 Hours

Total Marks: 100
Theory Marks: 70
Practical Marks: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Introduction to Windows – Basics, Windows Accessories, Using File and Program Manager, Computer applications in various fields.

Section-B

MS–Word: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents, creating lists and numbering. Headings, styles, fonts and font size Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, book marks, symbols and dates. Using tabs and tables, header, footer and printing.

MS–Power Point: Presentation overview, entering information, Presentation creation, opening and saving presentation, Power Point Elements, Exploring Power Point Menu, Working with Dialog Boxes, Saving Presentation, Printing Slides, Slide View, Slide Sorter view, notes view, outline view, Formatting and enhancing text formatting, inserting audio and video

Section-C

Corel Draw-9

Corel Tools (Pick, Shape, Knife, Eraser, Zoom, Freehand, Natural Pen, Dimensions, Ellipse, Polygon etc.), Transformations, Trimming, Welding, Intersection of Objects, Snapping, Using Object Manager. **Quark Express**

Section-D

Internet

Internet and its working, working of WWW, Web browsing (opening, viewing, saving and printing web page and bookmark), Latest net explorers installation, configuration and applications, search engines. How to make an e-mail id.

Adobe Photoshop

Features, Photo Editing tools and techniques

Skill Component

Practical Marks – 30

Instructions to the Examiners/Paper Setters:

Practical will be taken on the basis of Assignments and File Work

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)
Paper-VI: Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

Meaning of Drug Abuse:

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

Section – B

Consequences of Drug Abuse for:

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

Section – C

Management of Drug Abuse:

Medical Management: Medication for treatment and to reduce withdrawal effects.

Section – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-I)

6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper-I: COMMUNICATION SKILLS IN ENGLISH-II

Time: 3 Hours

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

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:

SECTION–A

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION–B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION–C

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.

Activities: 1) Making conversation and taking turns
2) Oral description or explanation of a common object, situation or concept

SECTION–D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

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 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.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper-II: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੇਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12)
(ਸਾਰ, ਲਿਖਣ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper-II: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Punjab History & Culture (C. 320 to 1000 B. C)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

1. Alexander's Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

Section B

3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

Section C

5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Section D

7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings

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

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper-III: MAKING OF NEWSPAPER AND NEWS EDITING

Time: 3 Hours

Total Marks: 100
Theory Marks: 70
Practical Marks: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Main Departments in Newspaper office, Newsroom, Structure of Editorial departments:
Reporting team, Desk team, Importance of News Desk,

Section-B

Principles of editing, Proof reading symbols, Duties of Editor, Deputy News Editor, Bureau Chief, Sub Editor, Basics of Good Layout,

Section-C

Photo Journalism, Cropping, Photo Editing, Dummy, layout, page make-up

Section-D

Role of RNI, How to register a Newspaper with RNI, Newspaper and political scenario in Punjab as well as in India, Challenges for newspapers in India,

Skill Component

Practical Marks: 30

Practical will be taken on the basis of Assignments and File Work

Assignments: Editing News items

Preparing news packages

Photography and photo editing

Course Activities: Every student will make a four-page Newspaper

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper-IV: New Media Technology

Time: 3 Hours

Total Marks: 100
Theory Marks: 70
Practical Marks: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

What is new media? Features

Section-B

Internet: Nature, Features, Advantages and Disadvantages, Convergence

Online journalism: Citizen Journalism, Accuracy and fairness, Writing for the web, Why Print & Electronic Media networks are going on the Net?

Creating online news packages, putting TV news online

Section-C

Social Media: Dynamic, strength, weaknesses, use for marketing

Blogs: Concept, creating and writing for blogs

Section-D

Cyber Crime, IT Act

ICT

Skill component

Maximum marks: 30 marks

Instructions for the Examiners/Paper Setters:

Practical will be taken on the basis of Assignments and File Work

Creating power point presentations

Writing news for web

Creating and maintaining blogs .

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper-V : Introduction to Electronic Media

Time: 3 Hours

Total Marks: 100
Theory Marks: 70
Practical Marks: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Electronic Media: Meaning, definition, characteristics, advantages and disadvantages

Section-B

History of Radio in India: All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment.

Section-C

Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR, Three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast. Entry of private FM, Community radio

Section-D

History of T.V in India: Origin and development of television in India, Formation of Doordarshan (DD) as separate entity, SITE.

Doordarshan as an information, education and entertainment media.

Doordarshan—Organizational structure, functions of different divisions and Departments/ units & Doordarshan News.

Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters

Skill component

Practical Marks -30

Practical will be taken on the basis of Assignments and File Work

Radio jockey and other radio formats

TV formats

Production process

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

Paper: VI-Drug Abuse: Problem, Management and Prevention
DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours

Max. marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

Prevention of Drug abuse:

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

Section – B

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

Section – C

Controlling Drug Abuse:

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

Section – D

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

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
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.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-II)

7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-III)

Paper-I PRINT MEDIA

Time: 3 Hours

Max. Marks - 100
Theory: 70
Practical: 30

General Education

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

History of Print Media in India: The origin of Print Media in India, James Augustus Hicky, James Silk Buckingham; Raja Ram Mohan Roy, Mahatma Gandhi, Gurbax Singh Preetladi

Section B

History of famous Newspapers: Ajit, Punjab Kesri, Amar Ujala, The Tribune, The Hindu, Hindustan Times, Indian Express, History of News Agencies: PTI, UNI

Section C

Apex bodies: ABC, INS, RNI, PIB, Prasar Bharti, Book review and film review

Section D

Editorial page: Editorial, feature, features, articles, column, letter to the Editor Role and responsibilities of editorial staff Scoops, exclusive and specialized reporting

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-III)

Skill Component

Marks-30

Practical will be taken on the basis of Assignments and File Work

Writing letters to the editor

Writing articles

Feature writing

Writing editorials

Writing book reviews and film reviews

Designing front page of a newspaper

Paper-III ADVERTISING

Time: 3 Hours

Max. Marks - 100
Theory: 70
Practical: 30

General Education

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

Evolution and growth of advertising: Meaning and growth of advertising,
Classification of advertising , Various media for advertising

Section B

Socio-economic effects of advertising: Consumer behaviour and various factors: Culture, Sub culture, Social class, Social group, Family learning, Personality, Lifestyle, Attitude

Section C

Brand management: Definition, Concept and evolution of brand management,
Image and personality of corporate brand

Advertising agency: working and departments

Section D

Making advertisements: Copy writing, Layout, Media planning, Scheduling, Targetmarket, Positioning, Reach and frequency. Advertising appeals. Laws and ethics of advertising

Skill component

Instructions for the Examiners/Paper Setters:

Practical will be taken on the basis of Assignments and File Work

Marks-30

Making Print, Radio and TV Advertisements

Creating Logos

Designing pamphlets and posters

Paper-IV PUBLIC RELATIONS

Time: 3 Hours

Max. Marks - 100

Theory: 70

Practical: 30

General Education

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

What is Public Relations: Definition and purpose of public relations; Difference between public relations, advertising, publicity and propaganda.

Section B

Role of PR in different sectors: Government sector, Corporate, Defence, Educational institutions, Hospitals, Individual political parties, NGO's, etc.

Section C

Publics for a PRO, Qualities of PRO, PR tools for internal and external publics: Media relations as a function of PR, Importance of media publicity in PR

Section D

Organizing press conference, Press release, arranging publicity material (audio, video, CD's) corporate crisis management

Marks-30

Skill component

Instructions for the Examiners/Paper Setters:

Practical will be taken on the basis of Assignments and File Work

Conducting mock press conferences

Writing press releases

Writing speeches

Paper-I: RADIO AND TV JOURNALISM
(Theory)

Time: 3 Hours

Max marks-100

Theory: 70

Practical: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

Radio Formats: Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries, Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio.

Section B

Radio News-Radio News defined, Main characteristics of Radio News as against news in other media. Writing for the Ear: Introduction; Characteristics of spoken word; Knowing your audience; Developing your style; Writing for different formats and 30

Section C

Fundamentals of TV reporting: Reporting skills, Ethics for TV reporting, Writing and Reporting for TV: Finding the story and Developing the sources.

Section D

Interview for TV news Anchoring live shows and news shows and preparing packages Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away)

30

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-IV)

Paper-I: RADIO AND TV JOURNALISM
(Practical)

Skill component

Practical will be taken on the

basis of Assignments and File Work

30 marks

Creating and recording radio programs of various genres

Writing TV news

Creating news packages

Paper-II CORPORATE COMMUNICATION

Time: 3 Hours

Max. Marks - 100

Theory: 70

Practical: 30

General Education

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

Definition and importance of business communication- meaning, definition and scope, choice of communication channels in communication strategy. Channels of communication

Section B

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

Section C

Business correspondence: business letters/reports (annual committees, etc.), resume writing, report writing, Guidelines for effective communication.

Section D

Audience research and feedback, Importance of Communication in: Negotiation, Conflict/Crisis Management

Skill component

Practical will be taken on the basis of Assignments and File Work

Marks-30

Writing business letters, reports and resume

Creating press statements for crisis and conflict management

Paper III AUDIO PRODUCTION

Time: 3 Hours

Max. Marks: 100

Theory: 70

Practical: 30

General education

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

Characteristics of sound waves and its propagation, Acoustics, echo, reverberation

Section B

Microphones and its types, Types of cables and connectors and their uses

Section C

Audio Production techniques: Microphone placement, console, monitoring, recording, equalizing, noise reduction,

Section D

Sound effects, silence, Mixing and editing

Skill component

Marks: 30

basis of Assignments and File Work

Practical will be taken on the

Recording audio programs

Recording voice-overs

Recording jingles

Creating programs

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-IV)

Paper-IV: PHOTOGRAPHY

Time: 3 Hours
General education

Max. Marks: 100
Theory: 70
Practical: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

Introduction to photography, Camera and types of camera, Aperture setting
Shutter speed, Focus, Depth of field, Lens and types of lens, Photo caption

Section B

Principles of Photo Composition: Focal point, Rule of thirds, Straight and converging
lines, Diagonal and s-shaped composition, Repetition and rhythm

Section C

Editing a photograph Essentials of good press photograph Qualities of good
photojournalist, Photo feature, Press photography, Sources of photographs, Selection of
photographs

Section D

Cartooning, Difference between cartoon and caricature, Cartoon strips, Computerized
caricature, Qualities of cartoon artist

Skill component**Marks: 30****Question paper will be set on the spot.**

- Photo Exhibition
- Practice of Camera Handling
- Photo Collage Making
- Caricature Making
- Photo features

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-IV)
ESL 221 ENVIRONMENTAL STUDIES (COMPULSORY PAPER)

Time: 3 Hrs.

Max. Marks: 100

Teaching Methodologies

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2019.

Exam Pattern: End Semester Examination- 75 marks

Project Report/Field Study- 25 marks [based on submitted report]

Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII.

Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-IV)

Unit-I

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

(2 lectures)

Unit-II

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)

Unit-III

Ecosystems

- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)

Unit-IV

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-IV)

Unit-V

Environmental Pollution

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

(8 Lectures)

Unit-VI

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and 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, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)

Unit-VII

Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- 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

(6 Lectures)

Unit-VIII

Field Work

- 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

(Field work equal to 5 lecture hours)

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-IV)

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1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. &Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. &Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. &Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
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Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-V)

Paper-I GENERAL AWARENESS AND CURRENT AFFAIRS

Time: 3 Hours

Max. Marks: 100

Theory: 70

Practical: 30

General Education

Instructions for the Examiners/Paper Setters:

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

Indian Political System

Indian Social System

Indian Economic System

Indian Election System

Landmarks of social- economic development in India

Freedom of press and media

Press commission of India

Press Council of India

Skill component

Marks: 30

Instructions for the Examiners/Paper Setters:

Question paper will be set on the spot.

General awareness about current affairs

Debate and Discussions

Quiz

Group Discussions

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-V)

Paper-II**EVENT MANAGEMENT****Time: 3 Hours****Max. Marks: 100****Theory: 70****Practical: 30****General Education****Instructions for the Examiners/Paper Setters:**

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

- **Introduction to event management:** Size and types of event, event team, code of ethics.
- **Principles of Event Management:** Concept and designing, analysis of concept, feasibility and SWOT Analysis
- **Organizing various events:** Exhibitions, seminars and conferences, trade fares, sports events, rallies, press events, weddings
- **Marketing for events:** Creating publicity material, Sponsorship, Advertising, Publicity and Public Relation
- Major Risks and Emergency Planning, Incident Reporting.
- **Preparing Budgets:** Breakeven point, cash flow analysis, profit and loss statement, balance sheet, panic payment, financial control system.
- Presentation skills and use of computers in events.

Skill Components**Max. Marks: 30****Instructions for the Examiners/Paper Setters:****Practical will be taken on the basis of Assignments and File Work**

Preparing proposals for organizing

- Press conferences
- Seminars
- Rallies

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-V)

Paper III**MEDIA MANAGEMENT****Time: 3 Hours****Max. Marks: 100****Theory: 70****Practical: 30****General Education****Instructions for the Examiners/Paper Setters:**

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

Unit-I

- Management : Definition, Nature, Principles and Need for Management
- Management Functions-Planning, organizing, staffing, directing, controlling
- Responsibility, Authority and Accountability of Management
- Human Resource Planning
- Leadership – Importance and major types

Unit-II

- Media Organizations: Meaning, Nature, Process and Importance
- Ownership patterns of media organizations
- Cross media ownership, conglomerates
- Newspaper economics: Circulation & Advertising as source of revenue.

Unit-III

Various Types of Media Organization: Brief Idea of Government Media Organization:

DAVP, Photo Division, PIB, Song and Drama Division & CBFC.

Practical**Marks: 30****Practical will be taken on the basis of Assignments and File Work**

Understanding the working of different media organizations

Bachelor of Vocation (B.Voc.)
(Journalism and Mass Communication) (Semester-V)

Paper IV**VIDEO PRODUCTION****Time: 3 Hours****Max. Marks: 100****Theory: 70****Marks: 30****General education****Instructions for the Examiners/Paper Setters:**

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

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

3 Ps of production: Production crew

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.

Skill component**Marks: 30****Instructions for the Examiners/Paper Setters:****Practical will be taken on the basis of Assignments and File Work**

Practice of various camera shots and angles

Recording various TV formats

Making short videos

Shooting advertisements

Paper I GENERAL AWARENESS AND CURRENT AFFAIRS

Time: 3 Hours

Max. Marks: 100

Theory: 70

Practical: 30

General Education

Instructions for the Examiners/Paper Setters:

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

- Indian educational System
- Indian Judicial System
- Indian culture, diversity and unity
- Landmarks of ancient, medieval and modern history of India.

- Regulation of media Content
- Accounting and credibility of media
- Status of media persons in India
- Terrorism and media

Skill component

marks: 30

Instructions for the Examiners/Paper Setters:

Question paper will be set on the spot.

General awareness about current affairs

Debate and Discussions

Quiz

Group Discussions

Paper II**DOCUMENTARY****Time: 3 Hours****Max. Marks: 100****Theory: 70****Practical: 30****General Education****Instructions for the Examiners/Paper Setters:**

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

- Meaning
- Types of Documentary
- Characteristics
- Difference between documentary film and feature film
- Importance of Documentary
- Documentary Movies in Film Industry
- Obstacles of Documentary Films

Skill Components**Marks: 30****Instructions for the Examiners/Paper Setters:**

Question paper will be set on the spot.

- Writing scripts for documentary films
- Making of Documentary Film

Paper III**FILM STUDIES****Time: 3 Hours****Max. Marks: 100**
Theory: 70
Practical: 30**General Education****Instructions for the Examiners/Paper Setters:**

Question paper will consist of 10 questions of two marks and seven questions of 10 marks each out of which candidate has to attempt any five questions.

Brief Introduction to world cinema

History of cinema in India: Dadasaheb Phalke, Silent Era, Talkies, Superstars, Angry Young man, cinema in 1950s, 60s, 70s, 80s, 90s; Parallel Cinema, crossover cinema,

Genres of films: Romance, Comedy, Action, Drama, Horror, Mythological, thriller

Profiles of Famous directors: Dadasaheb Phalke, Satyajit Ray, Bimal Roy, Raj Kapoor, Yash Chopra, BR Chopra, Shyam Benegal, Guru Dutt

Growth of Punjabi cinema: NRI genre, popularity of romantic comedies; Profiles of Punjabi movie superstars; Contribution of Jimmy Sheirgill and Manmohan Singh in popularity of Punjabi cinema.

Film Appreciation and Film review

Skill Components**Max. Marks: 30****Instructions for the Examiners/Paper Setters:**

Question paper will be set on the spot.

- Film appreciation
- Film screenings

Paper IV**TRAINING****Max. Marks: 100**

The student will have to attend two months compulsory training in a reputed institute related to Media Industry. On the completion of the training each student will submit his performance report and the certificate from where he has got his training. Then Viva Voce will be conducted by the external examiner.