FACULTY OF ARTS & SOCIAL SCIENCES

FOR

Bachelor of Vocation (B.Voc.)
(Journalism and Media)
(Semester: I-IV)
Examinations: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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# Bachelor of Vocation (B.Voc.) Journalism and Media
(Semester System)

## Semester-I

<table>
<thead>
<tr>
<th>Paper code</th>
<th>Subject</th>
<th>Theory</th>
<th>Practical</th>
<th>Total marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Communication skills in English-I</td>
<td>50</td>
<td>-</td>
<td>50</td>
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<tr>
<td>II</td>
<td>Punjabi (Compulsory) OR Punjab History &amp; Culture (From Earliest to C 320)</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>III</td>
<td>Communication: Principles and Practices</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>IV</td>
<td>Basics of Computer</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>V</td>
<td>News reporting-I</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>VI</td>
<td>History of press</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>VII</td>
<td>***Drug Abuse (compulsory)</td>
<td>50</td>
<td>-</td>
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<td>Total</td>
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## Semester-II

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<tbody>
<tr>
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<td>Communication skills in English-II</td>
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<tr>
<td>II</td>
<td>Punjabi (Compulsory) OR Punjabi History &amp; Culture (C-320 to 1000 B.C)</td>
<td>50</td>
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<tr>
<td>III</td>
<td>Media and the Law</td>
<td>50</td>
<td>-</td>
<td>50</td>
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<tr>
<td>IV</td>
<td>News Reporting-II</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>V</td>
<td>Editing for newspapers</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>VI</td>
<td>Design and Pagination</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>VII</td>
<td>***Drug Abuse (compulsory)</td>
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<td>-</td>
<td>-</td>
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<td>Total</td>
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**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.
## Semester-III

<table>
<thead>
<tr>
<th>Paper code</th>
<th>Subject</th>
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<th>Practical</th>
<th>Total marks</th>
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<td>Broadcasting in India</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>II</td>
<td>Business Communication</td>
<td>50</td>
<td>25</td>
<td>75</td>
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<td>III</td>
<td>Photo Journalism</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>IV</td>
<td>Radio Journalism</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>V</td>
<td>Advertising</td>
<td>75</td>
<td>25</td>
<td>100</td>
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## Semester-IV

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<th>Theory</th>
<th>Practical</th>
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<tbody>
<tr>
<td>I</td>
<td>Media Management</td>
<td>50</td>
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<td>50</td>
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<tr>
<td>II</td>
<td>Public Relations</td>
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<td>25</td>
<td>75</td>
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<tr>
<td>III</td>
<td>TV Journalism</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>Camera, Lights and Sound</td>
<td>50</td>
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<td>V</td>
<td>Cyber Journalism</td>
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<tr>
<td>VI</td>
<td>*Environment Studies (Compulsory)</td>
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<td>100</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

**Note :-**

1. *This Paper marks are not included in the total marks.
Bachelor of Vocation (B.Voc.) Journalism and Media (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.

**The syllabus is divided in four sections as mentioned below:**

**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

**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 Media (Semester-I)

Paper-II: पीढ़ी (छत्राभी)

मार्ग : 3 अंक
भाषा-भाषा अधार प्रश्न-प्रश्नकर

मैत्रमत-पूर्व

भाषा भाषा (लिखित बोला).
(विषय: सूत्रां मध्य भाग अभ्यास भाषा संबंध)।

कुछ टिप्पणी दें और पुस्तीकोषिकें। अभीयुक्त।
(पूर्वम लिखित विधायक, संबच)

मैत्रमत-पूर्व

हितियामब लाबों (हितियामब लेख-मंगापिय)
भौत: म.भ.भुनिश, भौत: म.भ.भुनिश, पूज़मियों लिखित पुस्तक, भूमिका। (खंड 1 टू 6)
(हितियाम दें मार्ग, भिभट-मैत्री)

मैत्रमत-पूर्व

(3) पेचुर उपचर
(अ) पेचुर पत्ते भूमियों दें हिटव।

मैत्रमत-पूर्व

(3) पूज़मियों युदी विभिन्त : हितियामब भजं, हितियामब मध्य दे विभिन्त, मार्ग, विभिन्त, मार्ग-मुख़्य।
(अ) ब्रजा देसवीड़ : ब्रजा दे टबामसी वुह, ब्रजा भांड़ हित-ब्रजा दे अंतव, पूज़मियों हितियामब दे पहार-हिटव।

पैक-रैंड अध्यापक पलियियब लाबी उपचित

1. भूमि हिटव दे चाच ब्रजा देशके। उद ब्रजा हिसें दे भूमि हिटव लायले।
2. हितियामबियों दे बौंड मध्य भूमि चाच देते उह। उद ब्रजा हिसें दिच भूमि लायें।
3. चुक्क भूमि दे घटक संबंध उह।
4. पेयत मैंट चाच द्वारा सेवक चाच उं भूमि दें हिच भूमि दें हिच उं भूमि दें हिच उं भूमि दें हिच उं भूमि दें हिच उं
अव-टैब अंि भविष्यव ोडी उपनिवेश

1. पूर्ण पेट से काट खडा देखें। उस खडा दिख्ये दें पूर्ण पेटे सहो।

2. हितिश्चबंधी से खेल पूरे पूर्ण जवरे दह। उस खडा दिख्ये दिख्ये खडा खडु़ही दें। पूर्ण पूर्ण दिख्ये दी खडा दिख्ये बीडा भाव मारवा दें।

3. उठें खडा पूरा दे घरस्त भरे उठ।

4. गेहुं, मैट बलब लड़का से करव दिये उंग पूर्ण ली देड़ आं पूरे देड़ देड़ खडा खडबूठ-पूरमां दिख्ये दें मारवा दें।
Bachelor of Vocation (B.Voc.) Journalism and Media (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.

Section C

5. Social, Religious and Economic life during Rig 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)
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-I)

Paper-III: Communication: Principles and Practices

Time: 3 hours                               Total Marks: 75
Theory: 50 marks
Practical: 25 marks

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
Communication: Meaning, definition, nature, process, functions, barriers, 7C’s of communication

Section–B
Types of communication: Intrapersonal, Interpersonal, Group, Public and Mass communication
   Verbal and Non-verbal communication

Section–C
Communication models: Aristotle, Lasswell, Shannon and Weaver, Wilbur Schramm, Berlo, Dance model, Gerbner model

Section–D
Communication theories: Two Step, Multi step flow of communication, Personal influence theory, selective exposure theory, selective perception and selective retention theory.
   Uses and Gratification theory, Cultivation theory, dependency theory, agenda setting theory
Practical:
   Group discussion, Debates
   Voxpop, Announcements
   Anchoring and debates
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-I)

Paper-IV: Basics of Computer

Time: 3 hours                    Total Marks: 75
Theory: 50 marks,
Practical: 25 marks

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

MS office and its applications: MS word and its features, MS Excel, Important commands of MS office.

Section–B

Power Point Presentation; An overview.
Corel Draw: Coral tools, use of object manager.

Section–C

Internet: Internet and its working, uses of internet, Web browsing, search engines, applications of internet.

Section–D

Page maker: Working with text, page setup, formatting techniques, graphics and drawings.
Quark express
Photoshop

Practical:
Making PPTs
Making 2 banners in coral draw
Working in Photoshop
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-I)

Paper-V: News Reporting-I

Time: 3 hours       Total Marks: 100
Theory: 50 marks,  Practical: 50 marks

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
Concept of news, Elements & Structure of News
Types of news- Hard & Soft News

Section–B
News Leads and their types
Sources of News
News writing styles
Headlines & its types

Section–C
Role, Functions & Qualities of a reporter, Chief Reporter & Bureau Chief

Section–D
Interpretative, Investigative, Descriptive, Analytical Reporting

Practical:
Event reporting
Visit to newspaper office
Writing headlines and making intros
Precision writing
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-I)

Paper-VI: History of Press

Time: 3 hours        Total 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

Early History of Press in India

Section–B

Magazines and News Agencies
Media in Punjab

Section–C

Media Organisations
Organs of I & B Ministry
Prasar Bharti

Section–D

Broadcast Regulatory Bodies- TRAI, BRAI, IBF
Editor’s Guild, IFWJ, IJU
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-I)

Paper-VII: 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:


Section – B

Consequences of Drug Abuse for:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Education, Employment, Income.</th>
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<tr>
<td>Family</td>
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<td>Society</td>
<td>Crime.</td>
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<tr>
<td>Nation</td>
<td>Law and Order problem.</td>
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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:

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

Paper-II: पंजाबी (छत्तीसगढ़)

भाग : 3 अंक

तुल्य अंक : 50

पांड-कुंड अंक पांड-युग्मत्व

मैत्रीते

अन्वेषण अन्वेषण (बराबर जनता).
(संपर्क, महत्वपूर्ण बीमा अध्याय विश्लेषण मंथन मैथु)
बाहुल सम्बन्ध रेड ग्रंथिले कृतांतो, अन्वेषण।
(हिंदी-मसूद, पत्र लिखना)

मैत्रीते-शी

हिंदीकाश जाना (हिंदीमन्त्र लेख-मंथनार्थ)
(माध्यम, पंथमेलेत).
पंजाबी माहिँद पुस्तकालय, सरस्वती (संख्या 7 से 12)
(मध्य, दिशात सैलेन)

मैत्रीते-शी

(२) मिश्र-हनुमत अंक मिश्र तत्त्व : वरियंगम, भंडार मेंजर
(अ) संक्षेप सैलेन

मैत्रीते-शी

(३) मध्य परामर्श
(अ) भुजापी अंक अभ्यास

अंब-डेड अंक तीनि तीनि उपग्रहित

1. धृष्टि पंडेत दे सुन जाना तंत्र। उन जन्तु हिंदें दे पृथक पृंडे संपत।
2. दिव्यप्रतिक के बुलंद पंड पृथक संपते रह। उन जन्तु हिंदें हिंद ध्रुव तीनि जाना।
3. उन्द्रेश पृथक दे बचाव भींक रह।
4. धेरुत मैं बंधन ब्रह्म भ्रमवर चाहें उंग पृथक सी डॉट डॉट दंप दंप चाह वृंद-पृथक हिंद श्रद्ध श्रद्ध।
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-II)

**Paper-II: प्रैक्टिकल प्रश्न**
(In lieu of Compulsory Punjabi)

मार्क: 3 अंके

पाठ-वृह्द

मैचमल-दे

मार्क मूलीभाषा: पहला अंके लड़ने
(लं, भंतर, विकल्प, विशेष, विशिष्ट, विकल्प, विशेष, अंके विकल्प)

मैचमल-वी

भारतीय लघु घटनाओं: पहली सत्ता-पहला
(श) मध्यस्थ लघु, मध्यस्थ लघु अंकों मिलाए लघु (पहला अंके लड़ने)
(अ) विभाजित मध्यस्थ, मध्यस्थ लघु अंकों गुणवत्ता लघु (पहला अंके लड़ने)

मैचमल-त्री

भेना उत्तर
मेक्स उत्तर

मैचमल-चत्ती

हिंदी पॉन्ट (पहले अंके दृष्टि)
अभाष अंके भुजापत

अंब-दंड अंके पत्रिकापत्र स्वतः उत्तरित

1. पृष्ठ पॉन्ट ने छाँट जाता रहता। उत जाता उद्देश्य ने पृष्ठ पॉन्ट रहता।
2. लिखितवर्ण ने छाँट पृष्ठ पृष्ठ नवनर रहता। उत जाता विचार दिये पृष्ठ लघुभाषी रहता।
3. छाँट पृष्ठ पृष्ठ ने घटता रहता।
4. पृष्ठ भूत पृष्ठ रहता देखता स्वतः नवनर रहता। पृष्ठ पृष्ठ रहता विचार दिये पृष्ठ पृष्ठ लघुभाषी रहता।
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

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

Paper-III Media and the Law

Time: 3 hours        Total 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

Fundamental rights
Freedom of speech and expression

Section–B

Press Commission
PCI and RNI

Section–C

Press and Registration of books act, 1867
rsar Bharti act
Intellectual Property rights
Copyright act 1957
Official secrets act 1923
Right to information act 2005
Defamation Act
General acts: Juvenile justice Act, domestic violence act, NDPS act, working journalist act

Section–D

Guidelines for Parliamentary coverage
AIR code for election coverage
Doordarshan commercial code
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-II)

Paper-IV News Reporting-II

Time: 3 hours                     Total Marks: 75
Theory: 50 marks
Practical: 25 marks

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
Features & articles, columns
Difference between news, feature, articles & editorial

Section–B
Editorial Department: Structure of Editorial Department, Editor, Managing Editor, Ombudsman, Sub-Editor, News Editor.

Section–C
Interviews-Types & techniques
Backgrounders, Reviews (Books/Films/Documentaries)

Section–D
Magazine Reporting: Current trends, style and future
Covering press conferences and writing from press releases, events and meets

Practical:-
Conducting Interviews
Writing features and human interest stories
Writing letter to the editor
Writing a review of any book/film/documentary
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-II)

Paper-V Editing for News Papers

Time: 3 hours                    Total Marks: 75
Theory: 50 marks
Practical: 25 marks

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
Editing: concept, process and significance
Editorial Values: objectivity, facts, impartiality and balance
Concept of news and news making

Section–B
Difference between newspaper/ radio and TV news editing
Challenges before editor : bias, slants and pressures
Editorial structure of newspaper/magazines/ news agencies /radio & TV
Editorial hierarchy and job of various functionaries

Section–C
Functioning of News Desk, Integrated News Room
News Flow and Editing: Role and Responsibility of Gatekeepers
News Selection: News Value and Other Parameters

Section–D
Handling a News Copy, Planning and Visualizing of News
Rewriting News Stories
Headlines and Intro,Style Book, Style Sheet
Translation: Concept and definition of translation, types of translation, need and importance of translation in journalism, guidelines for translation

Practical:
Copy Editing (Editing of Copy Given in the Class)
Translating news
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-II)

**Paper-VI Design and Pagination**

**Time: 3 hours**

**Total Marks: 100**

**Theory: 50 marks**

**Practical: 50 marks**

**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**

Concept and theory of design: Principles of Design, Basic elements of design and layout
Printing methods- Letter press, gravure, offset and screen printing
Printing paper-types and sizes

**Section–B**

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion and unity
Principles of page makeup, mechanics of dummying, positioning, vertical and horizontal

**Section–C**

Traditional and contemporary make-up concepts.
Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup

**Section–D**

Brief introduction to Design and pagination software – QuarkXPress (page design), Photoshop, Corel Draw, Illustrator

**Practical:-**

Designing pages of a newspaper
Designing posters
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-II)

Paper-VII: 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

References:

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

Paper-I Broadcasting in India

Time: 3 hours        Total 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

- Development of radio broadcasting: evolution and development of broadcasting in India, present status
- Types of broadcast: AM and FM, Short wave, analogue and digital
- Community radio and internet radio

Section–B

- Equipments for broadcasting
- Education turned entertainment

Section–C

- Radio’s role in nation building, AIR code of broadcasting, commercial code of broadcasting
- Privatization and autonomy of broadcasting in India

Section–D

- Prasar Bharti, Convergence, Media policy for broadcasting
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-III)

Paper-II Business Communication

Time: 3 hours        Total Marks: 75
Theory: 50 marks
Practical: 25 marks

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
  • An overview of economic theories, Indian economic policies, industrial policies, corporate structure in India, financial institutions, Multinationals
  • Understanding and analysis of budget and the share market, corporate and governance, glossary of stock market

• Section–B
  • Mass media and business: major business publications, reporting commerce, reporting stock market
  • Business organisations: chambers of commerce and other financial institutions

• Section–C
  • Preparing articles for business publications
  • Business pages of the newspapers, trends in business reporting

• Section–D
  • Business correspondence: Letter writing, sales letters, requests, complaint letters, response letters, inquiries

Practical: 25 Marks
  • Writing for business pages of the newspapers
  • Writing business correspondence
  • Visiting newspaper business desk
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-III)

**Paper-III Photo Journalism**

Max. Marks: 75
Theory-50: Marks
Practical 25: Marks

Time allowed: 3 Hours

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 Photography: role of photography in communication and journalism, famous photojournalists
  - Photojournalism: meaning and concept, scope and functions
  - Qualification and responsibilities of photojournalists
  - Sources and covering issues, legal and ethical requirements

- **Section–B**
  - Understanding the camera; types of camera(still and video), lens, films and filters
  - Types of shots and angles
  - Focusing, shutter speed, aperture, depth of field, exposure, lighting composition, flash photography

- **Section–C**
  - Types of photography; portrait, candid shots, news photo, photo feature, landscape, nature and wildlife, sports
  - Digital photography; digital effects and techniques

- **Section–D**
  - Photo editing, Light designing
  - Ethics in photo journalism

**Practical:- 25 Marks**
- News Photo (5 Nos.)
- Preparing a photo feature
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-III)

**Paper-IV Radio Journalism**

Time allowed: 3 hours

Max. Marks: 100

Theory 75: Marks

Practical 25: Marks

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 S

Section–A

- Radio as medium of mass communication, characteristics of radio, limitations of radio
- Main Features of radio Broadcasting

Section–B

- Principles of script writing, types of scripts, creative writing for radio.
- Introduction to Radio Programming; Interviews, discussion, drama, features, news, rural programmes, women, children, youth, phone-in-programs, commentary, voxpop, radio commercial, radio talk.

Section–C

- Basic concept of sound and handling sound equipments
- Types of microphones, recording and mixing of sound
  - Section–D

- Qualities of an anchor/presenter
- Importance of pronunciation and voice modulation

**Practical: 25 Marks**

- Reporting of Events and Sound Bites
- Production of Bulletin
- Write a feature for radio
- Research and drafting of questions for interview.
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-III)

**Paper-V Advertising**

**Time allowed: 3 hours**

**Max. Marks:**
- Theory: 75
- Practical: 25

**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**
  - Advertising: definition, meaning and concept, role of advertising, need, nature and scope of advertising, functions of advertising, Advertising and its impact
  - Advertising media
  - Ad budget

- **Section–B**
  - Role, functions and organs of ad agencies
  - Organising ad campaigns

- **Section–C**
  - Copy writing, parts of an ad, attributes of an effective copy
  - Types, design and layout
  - Advertising appeals, code of ethics

- **Section–D**
  - Advertising as a social process: advertising consumer welfare, advertising standard of living, advertising and cultural values
  - Ethics in advertising: code of advertising

**Practical: 25 Marks**

- Analyse 2 print advertisements
- Critically evaluate 2 print ads of competing brands
- Design display advertisement, classified and display classified (2 each)
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
  - Management-definition and nature
  - Principles and need for management
  - Management functions

- Section–B
  - Media management: definition and concept
  - Principles and significance of media management

- Section–C
  - Media as an industry and profession
  - Organisational patterns of print media

- Section–D
  - Types of newspaper ownership patterns in India
  - Functions of editorial, advertising, circulation and printing departments
  - Newspaper economics: Circulation and advertising as source of revenue
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-IV)

**Paper-II Public Relations**

Max. Marks: 75

Time allowed: 3 Hours

Practical 25

**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 concept
  - Functions of Public relations, need for PR

- **Section–B**
  - PR different from advertising, propaganda and Publicity
  - Duties and qualities of PR person
  - PR programme planning
  - Organising a press conference

- **Section–C**
  - Various tools of PR; house journal, annual report, corporate film, media relations, press releases.
  - Internal and external Public for PR
  - Role of PR in government, public and private sector
  - Organisational set up of PR agency

- **Section–D**
  - Media relations-press conference and press tours
  - Code of ethics in Public relations

**Practical: 25 Marks**

- Writing press releases
- CSR strategy planning, Visit of a PR agency
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-IV)

**Paper-III TV Journalism**

Max. Marks: 100
Theory: 50
Practical: 50

Time allowed: 3 Hours

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 Television: Public and private channels
- Distinguishing characteristics of TV as compared to other media
- SITE, cable and satellite, DTH, IPTV, TV on mobile, 3G and notebook

**Section-B**
- Organisational structure and working of TV news channel, TV news production desk and functions, duties and functions of a TV reporter.

**Section-C**
- Basic principles of TV news writing, writing for visual medium: thinking audio and video
- TV formats: meaning and needs
- Fictional programs: soap operas, sitcoms and serials.
- Writing for News based programme: talk, discussion and interview

**Unit-4**
- Sources of TV news, types of TV news bulletins and their structure
- Planning and conducting various types of interviews

**Practical:-50 Marks**
- Writing, Presenting and Recording PTCs
- Production of a TV show (group)
Bachelor of Vocation (B.Voc.) Journalism and Media (Semester-IV)

**Paper-IV Camera, Lights and Sound**

Max. Marks: 100

**Time allowed: 3 Hours**

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**
  - Basic concepts of videography: learning the job of cast and crew
  - Producer, director, associates, floor manager, cameraman, lighting director, audio operator, technical director, graphics artist

- **Section–B**
  - Camera types: Camera setting up, using a tripod
  - Lighting: types of light, usages of other lighting instruments, basic lighting
  - Aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects.

- **Section–C**
  - Camera movements, Shots and types, camera angles, Trolley and crane shots
  - Innovative methods of shooting, Indoor and outdoor shooting

- **Section–D**
  - Video editing, types of editing, sound effects, titling and subtitling, merging, finalising the disc.

**Practical: 50 Marks**
- A project on various lighting adjustments
- Making a video project in group.(any format)
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 and definition of cyber journalism
  - Characteristics of cyber journalism
  - Characteristics of internet

- **Section–B**
  - Websites and its types
  - Web tools: blogs, social media and search engine
  - Brief history of e newspapers in English and Hindi
  - Reasons for the growing popularity of e-newspapers
  - Present and future of e-newspaper
  - Limitations of online newspapers

- **Section–C**
  - Traditional v/s web journalism
  - Reporting, writing, editing for cyber journalism

- **Section–D**
  - Cyber journalism and law
  - IT act 2000 and copyright act

**Practical:**
- Make a list of different types of websites.
- Analyse the content of news portal
- Write comments in website
Bachelor of Vocation (B.Voc.) Journalism and Media  (Semester –IV)

ESL 220 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 PM$_{10}$) 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 Media (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 Media (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 Media (Semester –IV)

References:-
2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi