

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

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 to C 320)	50	-	50
III	Communication: Principles and Practices	50	25	75
IV	Basics of Computer	50	25	75
V	News reporting-I	50	50	100
VI	History of press	50	-	50
VII	***Drug Abuse (compulsory)	50*	-	-
	Total			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	Media and the Law	50	-	50
IV	News Reporting-II	50	25	75
V	Editing for newspapers	50	25	75
VI	Design and Pagination	50	50	100
VII	***Drug Abuse (compulsory)	50		
	Total			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 Media
(Semester System)

Semester-III

Paper code	Subject	Theory	Practical	Total marks
I	<u>Broadcasting in India</u>	50	-	50
II	<u>Business Communication</u>	50	25	75
III	<u>Photo Journalism</u>	50	25	75
IV	<u>Radio Journalism</u>	75	25	100
V	<u>Advertising</u>	75	25	100
	Total			400

Semester-IV

Paper code	Subject	Theory	Practical	Total marks
I	<u>Media Management</u>	50	-	50
II	<u>Public Relations</u>	50	25	75
III	<u>TV Journalism</u>	50	50	100
IV	<u>Camera, Lights and Sound</u>	50	50	100
V	<u>Cyber Journalism</u>	50	25	75
VI	*ESL-221 Environment Studies (Compulsory)	100		100
	Total			400

Note :-

- *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: 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) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ 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 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 Media (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, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ

(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੋਤਰ 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 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 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.
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 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

Brief Introduction to Computers: History of Computers, Generations, Hardware and Software, Keyboard Functions.
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
Understanding beats & their categories: Crime Reporting, City Reporting, Political Reporting, Legal Reporting, Health Reporting, Education, Art & Culture, Fashion & Lifestyle, Sports, Entertainment, Science & Technology, Defence .

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

Prominent Newspapers: The Hindu, The Statesman, Times of India, Amrit Bazar Patrika, Hindustan times, The Tribune, Indian Express, Punjab Kesari, Ajit.

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:

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.

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

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.
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 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.

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.ਅਮੋਲ,
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 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।

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

ਪੈਰ੍ਰਾ 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 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 Media (Semester-I)

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 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

rasar 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.
Opinion Writing : Editorial, Op-ed Page, Middles, Weekend pullouts, Letter to Editor, Supplements

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:50marks

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 dummies, 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

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

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

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.
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 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)

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

Semester-IV
Paper-I Media Management**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**
- 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

Theory-50

Practical 25

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**
- 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

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**
 - 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)

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

Paper-V Cyber Journalism**Max. Marks:75****Theory-50****Practical-25****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 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-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 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)

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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
- Lectures)**

(7

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)

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