FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

Bachelor of Vocation (B.Voc.)
( Media And Communication)
(Semester: I–IV)

Examinations: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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(ii) Subject to change in the syllabi at any time. Please visit the University website time to time.
# Bachelor of Vocation (B. Voc) Media & Communication

## SEMESTER-I

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Subject</th>
<th>Theory</th>
<th>Practical</th>
<th>Maximum 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 *ਪੰਜਾਬੀ ਪੰਜਾਬੀ OR **Punjab History &amp; Culture (From Earliest Times to C-320)</td>
<td>50</td>
<td>--</td>
<td>50</td>
</tr>
<tr>
<td>III</td>
<td>Writing For Media</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>Reporting</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>V</td>
<td>Basics of Computer</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>VI</td>
<td>***Drug Abuse: Problem, Management and Prevention (Compulsory)</td>
<td>50</td>
<td>-</td>
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<tr>
<td></td>
<td><strong>Total Marks:</strong></td>
<td></td>
<td></td>
<td>400</td>
</tr>
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</table>

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-II

<table>
<thead>
<tr>
<th>Paper Code</th>
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<th>Practical</th>
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<tbody>
<tr>
<td>I</td>
<td>Communication skills in English-II</td>
<td>35</td>
<td>15</td>
<td>50</td>
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<tr>
<td>II</td>
<td>Punjabi (Compulsory) OR *ਪੰਜਾਬੀ ਪੰਜਾਬੀ OR **Punjab History &amp; Cultur (C-320 to 1000 B.C)</td>
<td>50</td>
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<td>50</td>
</tr>
<tr>
<td>III</td>
<td>Writing For Media &amp; Editing</td>
<td>60</td>
<td>40</td>
<td>100</td>
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<tr>
<td>IV</td>
<td>Business Communication</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>V</td>
<td>MS Word/Excel</td>
<td>60</td>
<td>40</td>
<td>100</td>
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<tr>
<td>VI</td>
<td>***Drug Abuse: Problem, Management and Prevention (Compulsory)</td>
<td>50</td>
<td>-</td>
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<td><strong>Total Marks:</strong></td>
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Bachelor of Vocation (B. Voc) Media & Communication
SEMESTER-III

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<tr>
<td>I</td>
<td>Introduction to Radio</td>
<td>60</td>
<td>40</td>
<td>100</td>
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<tr>
<td>II</td>
<td>Radio in India</td>
<td>60</td>
<td>40</td>
<td>100</td>
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<tr>
<td>III</td>
<td>RJ Skills &amp; Script</td>
<td>60</td>
<td>40</td>
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<tr>
<td>IV</td>
<td>Project Report</td>
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SEMESTER-IV

<table>
<thead>
<tr>
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<th>Subject</th>
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<th>Maximum Marks</th>
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</thead>
<tbody>
<tr>
<td>I</td>
<td>Radio Formats</td>
<td>60</td>
<td>40</td>
<td>100</td>
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<tr>
<td>II</td>
<td>Radio Programming &amp; Recording</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>III</td>
<td>Radio Editing</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>Industrial Training</td>
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<td></td>
<td>100</td>
</tr>
<tr>
<td>V</td>
<td>*Environment Studies (Compulsory)</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Marks:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: 1. * This Paper marks are not included in the total marks.
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

Paper-I: COMMUNICATION SKILLS IN ENGLISH-I

Time: 3 Hours  Max. Marks: 50

Instructions for the Paper Setters:-

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

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) Media & Communication (SEMESTER-I)

Paper-II: उपनामी (लघुभाषी)

समय : 3 घंटे                 चक्र अंक : 50
पद-चूह अंके पद-मार्गовः

मेलासल-धे

आवाह अवलोक (विधित व्रजः).
(मेधा मुद्रित धीवा अड़े विविध लिपि मेन्यः)
जागुर तण्डव लेदे पुलिज्ञामिती। अभिनुभुमता।
(पूर्वे तणित विभागित, मधु)

मेलासल-धी

डिडिगमब जन्म (डिडिगमब टेक-मेन्युंडी)
मेधा, म.म.मेरेल, व्याकरण व्यविधि पुलिज्ञान, लघुभाषा। (खंद 1 औं 6)
(रिश्यप ल मधु, रिश्यत-भैरी)

मेलासल-धी

(२) पेठु पुस्तक

(३) पेठु पन्ने प्यारले परफू ले पुस्तक।

मेलासल-धी

(२) भैषजी पूरी विंधुः : लिंगपुर अंगः। लिंगपुर महावले विलीयां, मन्दव, विकृतसत्त, मुद-पूर्णियः।

(३) आयम शौकियनः : आयम चा टिमा बधः। आयम अड़े शैध-फार्स उ आउर, शैषबी शैघ्रमारा दे फल्क-पिंडुः।

अव-वैंड अड़े विभागित लघु उच्चरित्वः

1. प्यारले प्यंडले चाँद दशा चढ़े। उद चण्डा विच से प्यार पुंडे संजळे।

2. विकृतसत्त धी हरे भेंट प्यार पंडले चढ़े। उद चण्डा विच से प्यार सहमे।

3. उदवर प्यार पंडले बजवर अंग चढ़े।

4. धेकर मैंट ताकन विकृत नेवल हरे उ न्याक पंडले पींड उ न्याक चाँ शैध-पुस्तक से विच बजवर दे।
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

Paper-II: प्रेमली भीमाधी
(In lieu of Compulsory Punjabi)

समय : 3 घंटे
ब्यूटी मार्क : 50

पाठ-चूहः

मैकाह-धेरे

पेड़ी जैविक, फौटेब बूढ़, पेड़ बिंदी बाले लकड़ी आउँ पेड़ हिंद घंटे
ढ़ते लकड़े आउँ मादुर (प्रेमली सट-पड़हट)
संदर्भ (बिंदी, टिप्पी, ऐलेब) : पाठ-चूह आउँ लकड़े

मैकाह-धीरी

प्रौंधी महत-महाद : प्रेमली सट-पड़हट
(महाद महत, मैकाह-महत, भिमलुड महत, भूड महत, भवरूड आउँ धिंधोड)

मैकाह-मही

हिंद लकड़े सी प्रौंधी महतपली : पता, राजन, हिंदु-सच्, पेड़ी आउँ रेड पाठ्यां आचि महत मैकाह.

मैकाह-धीरी

उड़े दे मैं विड़ दे तां, घरुं अहीलिंग दे तां, तूं दे तां, हिंद दे मै उब विड़ती मस्तरों हिंद

आक-दूंग अखे पठीविभव सठी उपचिंठां

1. पुमल मैं दे चन बना ठंडी। तह बना डिंडे दे पुमल बुड़े मटोटे।
2. धिंधोड़री हों तूं लें पुमल पुमल बढ़े गए। तह बना डिंडे पीड़ पुमल रुपानी है।
3. तवेल पुमल दे पकड़त भर गए।
4. तैल मैं बढ़ा डिंडे विनत चढ़े दे पुमल सी दूंग अखे रेड दे रेड बना दूंग-पुमल दिंडे बन मटपने गए।
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

Paper-II: 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) Media & Communication (SEMESTER-I)

Paper-III: Writing For Media

Time: 3 Hours

Max. Marks: 100
Theory: 60
Practical: 40

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


Section-B

Characteristics of Good writing, Writing skills, Creative Thinker, Critical literate & Effective communication

Section-C

Types of Mass Media, Traditional Media, Print, Electronic online & Social Media, Various Media , Strength & Weaknesses , Media ethics

Section-D

Photography- Importance of Photography, Photo Journalism, Photo feature, Qualities of good Photo journalist.

Skill Component: Practical will be taken on the basis of assignments and file work.

1. Communication Skills- Written, Spoken (Each Student must be able to introduce him/herself to the examiner Verbally or in writing.
2. Must know and write profile of any media channel/personality
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

Paper- IV: Reporting

Time: 3 Hours       Max. Marks: 100
Theory: 60       Practical: 40

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 of News Writing a news story, Pyramid Style, Inverted Pyramid style,
Qualities of a Reporter,

Section-B

Elements of news, soft & hard news, sources of news, Beats, various Beats,
Journalism Glossary

Section-C

Headlines, types of headlines, lead, types of leads,

Section-D


Skill Component: Practical will be taken on the basis of assignments and file work.

1. Report writing on various beats.
2. Must know and write profile of any media channel/personality
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

Paper-V: BASICS OF COMPUTER

Time: 3 hours

Maximum marks: 100
Theory: 60
Practical: 40

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 Computers and its Applications:

Computer as a system, basic concepts, functional units and their inter relation, Milestones in Hardware and Software, Batch oriented / on–line / real time applications, Application of computers.

Section-B

Interacting with the Computer:

Input Devices: Keyboard, mouse, pens, touch screens, Bar Code reader, Joystick, source data automation, (MICR, OMR, OCR).

Section-C

Output Devices: Monitor, Serial line page printers, plotters, voice response units.

Section-D

Data Storage Devices and Media: Primary storage (Storage addresses and capacity, type of memory), Secondary storage, Magnetic storage devices and Optical Storage Devices

Lab: Practical would be conducted on syllabus covered in theory.
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

Paper-VI: Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

Time: 3 Hours        Max. Marks: 50

Instructions for the Paper Setters:-

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

Section – A
Meaning of Drug Abuse:

Section – B
Consequences of Drug Abuse for:
Individual     : Education, Employment, Income.
Family        : Violence.
Society       : Crime.
Nation        : Law and Order problem.

Section – C
Management of Drug Abuse:
Medical Management: Medication for treatment and to reduce withdrawal effects.

Section – D
Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

15. World Drug Report 2017, United Nations office of
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

Paper-I: COMMUNICATION SKILLS IN ENGLISH-II

Time: 3 Hours                Max. Marks: 50
Theory Marks: 35
Practical Marks: 15

Instructions for the Paper Setters:-

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

Course Contents:

SECTION–A

Listening Skills: Barriers to listening; effective listening skills; feedback skills.
Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION–B

Attending telephone calls; note taking and note making.
Activities: Taking notes on a speech/lecture

SECTION–C

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.
Activities: 1) Making conversation and taking turns
2) Oral description or explanation of a common object, situation or concept

SECTION–D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.
Activities: Giving Interviews
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-I)

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) Media & Communication (SEMESTER-II)

Paper-II: पत्रकारी (खपतांशी)

समय : 3 घंटे 
पूर्व अंक : 50
पूर्व-न्यून अंक यह न्यून-पूर्वकज के नामितों

मैबचत-दे
अध्यक्ष कलाकार (विभाजन तत्व),
(मह. मुखिया वीर अंक दलितनन्म मिश्र मंजू)
बांध तात्क्षेत्र रेंड युवकसामग्री, भविष्यमान।
(किशा-बहुत, नाटक हिदातल)

मैबचत-दी
दिशितांमध्य कार्यत् (दिशितांमध्य रेख-संज्वूधि)
मिश्र. म.म.मानिक,
अंकाधीण माध्यम पुस्तकाल, भविष्यमान। (खेख 7 वं 12)
(माल, शिखर शेली)

मैबचत-मी
(ढ) मजबूत-घठन के मजबूत तत्तक : परिक्रमा, भौंड़े मंत्रकाल
(४) संकेत में तीर्थान

मैबचत-बी
(ढ) मिश्रित तत्तक
(४) प्रभावदेव अंके अधिक

अध्य-देव अंके पत्रकारित्व लटी जलाणितां

1. पुस्तक ख्याति ने चतुर झंजा दोहटो। ऊज झंजा दिखें दे पुस्तक पट्ठे मार्जी।
2. दिशितांमध्य के धंध रेंड पूस्तक भरते रहो। ऊज झंजा दिखें देह रेंड खपतांशी दे। पैंड़े पूस्तक दिमें दी झंजा दिखें वीडियो मा मजबूत दे।
3. उक्तदेव पुस्तक मे पश्चिम अंक रहो।
4. पैंड़े मेंट खटल बाहर भेकत संधे ओं खपतांशी खेड़ अंकौं संधे संधे खट दृश्य-खपतांशी दिख सत्त दे।
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

Paper-II: ਪ੍ਰਬੰਧਦੀ ਪ੍ਰਸ਼ਨਾਂ (In lieu of Compulsory Punjabi)

ਵੇਵ: 3 ਪੇਟੇ

ਪ੍ਰਸ਼ਨ-ਸੂਚੀ

ਐਕਾਟੀ-ਪੀੜੀ

ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਵਿਦੇਸ਼: ਪੰਜਾਬ ਅਤੇ ਇਕਾਕੀ

(ਲਗੇ, ਕੰਦਤਾਂ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਸਾਧਨ, ਪ੍ਰਸ਼ਨ ਅਤੇ ਟੈਲੀਸੇਨਸ)

ਐਕਾਟੀ-ਪੀੜੀ

ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਵਿਦੇਸ਼: ਪੰਜਾਬ ਅਤੇ ਇਕਾਕੀ

(ਲਗੇ, ਕੰਦਤਾਂ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਵਿਕਲਪ, ਸਾਧਨ, ਪ੍ਰਸ਼ਨ ਅਤੇ ਟੈਲੀਸੇਨਸ)

ਐਕਾਟੀ-ਪੀੜੀ

ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਵਿਦੇਸ਼: ਪੰਜਾਬ ਅਤੇ ਇਕਾਕੀ

ਅਕਾਟੀ ਅਤੇ ਪੰਜਾਬੀ ਵਿਕਲਪਾਂ ਉਤਪਨਨਾਂ

1. ਪ੍ਰਸ਼ਨ ਦੀਆਂ ਦੋ ਰੋਕਣਾ ਵੀ ਦੇਖੋ। ਤਾਂ ਰੋਕਣਾ ਦੀਆਂ ਦੋ ਪ੍ਰਸ਼ਨ ਦੇ ਸਟੋਲੇ।
2. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵਿਵਿਧ ਵਜ੍ਹਾਂ ਲਗਦੀਆਂ ਹਨ। ਤਾਂ ਰੋਕਣਾ ਦੀਆਂ ਦੋ ਪ੍ਰਸ਼ਨ ਦੀ ਵਿਵਿਧ ਵਜ੍ਹਾਂ ਹਨ।
3. ਦੋ ਪ੍ਰਸ਼ਨ ਦੇ ਵਿਕਲਪ ਇੱਕ ਹੋਣਾ ਵਾਲੇ।
4. ਦੋ ਪ੍ਰਸ਼ਨ ਦੇ ਵਿਕਲਪ ਇੱਕ ਹੋਣਾ ਵਾਲੇ।
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

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

Time: 3 Hours                         Max. Marks :50

Instructions for the Paper Setters:-

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

Section A

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

Section B

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

Section C

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

Section D

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

Suggested Readings

1. L. M Joshi (ed), History and Culture of the Punjab, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

Paper-III: Writing for Media & Editing

Time: 3 Hours

Max. Marks: 100
Theory: 60
Practical: 40

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
Writing formats: News/Features/Article/editorial/Middle, letter to editor

Section-B
Organisational Set up of a Newsroom, Concept of Electronic Newsroom, News Copy, Structure, Style Sheet, Dummy.

Section-C
Copy editing/preparation of copy for press-Editing symbols, Proof Reading Symbols and Their significance

Section-D
5Ws & H, Editing, Principles of Editing, Editor, Sub-Editor, Functions

Skill Component: Practical will be taken on the basis of assignments and file work.

1. Student must make a file covering various types of news related to different beats
2. Must be able to edit a rough copy.
3. Proof reading symbols.
4. Letter to editor.
5. Types of headline/Leads

Suggested Reading:
- Reporting & communication skill – VS Gupta
- Reporting – BN Ahuja
- Editing – BN Ahuja
- On Editing-NBT
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

Paper: IV-Business Communication

Time: 3 Hours         Max. Marks: 100
Theory: 60
Practical: 40

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 Business communication, Types of Business communication, Writing for Business Communication, Various Formats .

Section-B

Types of Business letters, Sales letter, Complaint Letter, Response Letters, Resume writing ,Notices, Job Interviews.

Section-C


Section-D

Use of Internet , Making Power Point Presentations , Use of Audio-Video aids.

Skill Component: Practical will be taken on the basis of assignments and file work.

1. Student must prepare a file on technical writing.
2. Writing for Annual report/Business magazine.
4. Power point Presentation on technical writing (Any format)
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

Paper: V-MS WORD & EXCEL

Time: 3 hours                         Maximum marks: 100
                                      Theory: 60
                                      Practical: 40

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 MS–Office

Introduction to Word (Word for Windows)

Introduction to Word, Introduction to Parts of a Word Window (Title bar, Menu bar, Tool bar,
the Ruler, Status area), Creating new document, Opening an existing document, To insert a
second document into an open document, Editing a document, Deleting text, replacing text,
moving and copying text.

Section-B

Page setup, Margins and gutters, Changing fonts and front size, To make text bold, italic or
underline, Line spacing, Centering, right alignment and left alignment, Page breaks Headers and
footers, Putting page numbers in headers and footers, Saving documents, naming word
document, saving in different formats, saving on different disks, Spell checker, Printing,

Section-C

Creating a table using the table menu, entering and editing text in tables, selecting in tables,
adding rows, changing row heights, deleting rows, inserting columns, changing columns and cell
width, Borders and shading, Templates and wizards, Working the graphics, Drawing objects,
Using frames, position objects, Mail merge, Using word and word documents with other
applications

Section-D

MS–EXCEL

Introduction to Worksheet/Spreadsheets, Creating a simple Worksheet, Computations in a
Worksheet, Printing the Worksheet, Graphs, What if Analysis (Data Sort, Fill, Query, Filter).

Lab: Practical would be conducted on syllabus covered in theory.
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-II)

Paper: VI-Drug Abuse: Problem, Management and Prevention

DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours        Max. marks: 50

Instructions for the Paper Setters:-

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

Section – A
Prevention of Drug abuse:
Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

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

Section – C
Controlling Drug Abuse:
Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

Section – D

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-III)

Paper-I INTRODUCTION TO RADIO

Time: 3 Hours Max. Marks: 100
Theory: 60
Practical: 40

Instructions for the Paper Setters:-

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

Section-A
Radio as a Mass Medium, Strength and Weaknesses, Characteristics, Edge over other Media.

Section-B
Radio as a Hot Media, Objectives of Radio Broadcasts, Convergence

Section-C
Radio for Community Development, Science and Technology

Section-D
Types of Broadcast- AM, FM, Short Wave, Analogue & Digital and Online Radio.

Skill Component:

Prepare File on various types of Broadcast.

Write Script for development Program.

Visit to AIR.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-III)

Paper-II  
RADIO IN INDIA

Time: 3 hours  
Max. Marks: 100

Theory: 60  
Practical : 40

Instructions for the Paper Setters:-

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

Section-A

History of Broadcasting, Radio in India, commercial Broadcasting service in India, Community Broadcast, Vivid Bharti.

Section-B


Section-C

FM Radio in India, History of Radio MIRCHI, MY FM, BIG FM, RADIO CITY, RED FM, AIR RAINBOW.

Section-D

Prasar Bharti, Relavance of Radio and Media Policy, Privatization of Radio in India & Autonomy.

Skill Component:

Profile & Programming of any Radio Station

Visit to any FM Radio.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-III)

Paper-III                RJ Skills & Script Writing

Time: 3 Hours                Max. Marks: 100

Theory : 60
Practical: 40

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

RJing Radio Anchor, Qualities of a RJ & Anchor, Writing for Radio: Writing for the Ear, Spoken Word.

Section-B

Characterstics of a Good script, Different types of Radio Script, Radio Vocabulary, Concept of good Presentation, News Reading, Pronunciation.

Section-C

Use of Silence, Pause, Voice Culture: Tone, Pitch, Volume Sound.

Section-D

Keeping Rapport with the Listener, Presenting Programs, Information, Entertainment & Education.

Skill Component :

Voice Culture as RJ, Writing Script/ Prog. Based on Information/ Entertainment/Education.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-III)

Paper-IV: PROJECT REPORT

Max. Marks: 100

Each student will make a Project on any of the formats of Radio Production, must include a Written Script. The duration of the Program must be 10 to 15 minutes.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-IV)

PAPER-I                          RADIO FORMATS

Time: 3 Hours                    Max. Marks: 100
Theory : 60                      Practical: 40

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

Section-A
Radio Talk, Slogans, Commentry, Voice Cast, Vox Pops.

Section-B
News, Interviews, Types of Intervies : Personality/ social/Political/Historical.

Section-C
Features, Types of Features- Environmental Issues, Development, Historical/Religious/Cultural, Documentaries, Drama & Serials.

Section-C
Phone-in programs, Radio Bridge, Chat Shows, Radio Commercial, Outside Broadcast.

Skill Component :
Practical will be taken on the basis of Assignments and File work.
Each student will prepare one Prog. On any of the formats, minimum of 5 Mins.
Copy Writing for any Radio Formats.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-IV)

Paper-II  RADIO PROGRAMMING & RECORDING

Time: 3 Hours

Max. Marks: 100

Theory : 60

Practical: 40

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

Section-A

Radio Studio, Acoustics.

Section-B


Section-C

Studio Recording, Digital Recording, Outdoor Recording, Single Track door and Multi Track Recording, Mono & Stereo, Noise.

Section-D

Essentials of various types of Recording, Sound and its Importance, Natural Sound, Creating Sound Effects.

Skill Component:

Each Student will make Program using sound effects. Studio/outdoor/digital recording.
Bachelor of Vocation (B. Voc) Media & Communication (Semester-IV)

Paper-III                                    RADIO EDITING

Time: 3 Hours        Max. Marks: 100
Theory : 60
Practical: 40

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, Radio Editing, Importance, Do’s and Dont’s of Editing, Timeline.

Section-B
Sound Editing Tools- Cut, Copy, Paste, Delete, Insert, Silence, Auto Trim, Compression, Pitch Shifting, Audio Effects: Amplify, Normalize, Equalizer, Envelope, Reverbration, Echo, Reverse.

Section-C
Various Radio softwares, Audacity, Adobe Audition, Logic Pro, their Pros and Cons

Section-D
Various Saving Formats: MP3, Window Audio Media, DSD, Types of Audio Formats-Uncompressed.

Skill Component :
Each Student will make a Program of minimum 5 mins. On any of the formats with a written description about the Editing done.
Bachelor of Vocation (B. Voc) Media & Communication (SEMESTER-IV)

Paper-IV               INDUSTRIAL TRAINING

Max. Marks: 100

Each Student will undergo Radio Channel for a month spending 6 hours a day. The performance of the student will be evaluated by the organization by which student has undergone training with.
Bachelor of Vocation (B. Voc) Media & Communication (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