

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course) (Credit Based Evaluation and Grading System)

(Semester: I-IV)

Examinations: 2019-20



GURU NANAK DEV UNIVERSITY AMRITSAR

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B.A (Hons.) Journalism & Mass Communication
(Three Years Degree Course) (CBCEGS) (Semester System)
SCHEME OF COURSE
Semester- I

Course No.	C/E/I	Course Title	L	T	P	Total Credits
JML-101	C	Introduction to Communication and Media	4	0	0	4
JML-102	C	Introduction to Journalism (Reporting & Editing)	3	0	0	3
JML-103	C	Introduction to Photo Journalism	3	0	0	3
JML-104	C	Media & Political Discourse	4	0	0	4
JML-105	C	Indian Social System	4	0	0	4
JMP-106	C	Projects	0	0	4	2
JMP-102	C	Introduction to Journalism (Reporting & Editing) Practical	0	0	2	1
JMP-103	C	Introduction to Photo Journalism Practical	0	0	2	1
ENL-101	C	Communicative English-I	2	0	0	2
PBL-121/ *PBL-122/ *HSL-101	C	Punjabi Compulsory/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ/ Punjab History & Culture (1450 to 1716)	2	0	0	2
**SOA 101		Drug Abuse: Problem, Management and Prevention (Compulsory ID Course)	3	0	0	3
Interdisciplinary Course						
		ID	4	0	0	4
Total Credits						30

NOTE :

1. *Special Paper in lieu of Punjabi compulsory, for those students who are not domicile of Punjab
2. ** Student can opt this Paper whether in 1st or 2nd Semester. (Compulsory ID Course)

B.A (Hons.) Journalism & Mass Communication
(Three Years Degree Course) (CBEGS) (Semester System)
Semester-II

Course No.	C/E/I	Course Title	L	T	P	Total Credits
JML-201	C	Mass Communication: Concept and Processes	4	0	0	4
JML-202	C	History of Print Journalism in India	4	0	0	4
JML-203	C	History of Electronic Media	4	0	0	4
JML-204	C	Media Laws and Ethics	4	0	0	4
JML-205	C	Computer Applications for Media	3	0	0	3
JMP-205	C	Computer Applications for Media Practical	0	0	2	
JMP-206	C	Projects	0	0	4	2
ENL-151	C	Communicative English-II	2	0	0	2
PBL-131/ *PBL-132/ *HSL 102	C	Punjabi Compulsory/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ/ Punjab History & Culture (1717 to 1947)	2	0	0	2
**SOA 101	C	Drug Abuse: Problem, Management and Prevention (Compulsory ID Cours)	3	0	0	3
PSL-053	C	ID Course Human Rights & Constitutional Duties (Compulsory ID Cours)				
Total Credits						26

NOTE:-

1. ***Special Paper in lieu of Punjabi compulsory, For those students who are not domicile of Punjab**
2. **** Student can opt this Paper whether in 1st or 2nd Semester. (Compulsory ID Course)**
3. **PSL-053 ID Course Human Rights & Constitutional Duties (Compulsory ID Course). Students can opt. this paper in any Semester except Ist. Semester. This ID Paper is one of the total ID Papers of this course.**

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System)**

Semester-III

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid-Semester Marks	End Semester Marks	Total Marks
JML-113	C	Basics of Radio Production	4	2	0	6	20	80	100
JML-114	C	Introduction to Advertising	4	2	0	6	20	80	100
JML-115	C	Business Communication	4	2	0	6	20	80	100
JML-116	C	Human Rights & Media	4	2	0	6	20	80	100
JML-117	C	Social Media	4	2	0	6	20	80	100
JMP-118	C	Projects	0	0	6	6	-	-	100
	ID Course		4	0	0	4	-	-	-
ESL-220		Environmental Studies(Compulsory)	4	0	0	4			
		Total Credits				40			600

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
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Semester-IV

Course No.	C/E/I	Course Title	L	T	P	Total Credits	Mid-Semester Marks	End Semester Marks	Total Marks
JML-119	C	Basics of TV Production	4	1	0	5	20	80	100
JML-120	C	Introduction to Public Relations	4	1	0	5	20	80	100
JML-121	C	Global Media	4	1	0	5	20	80	100
JML-122	C	Writing for Media	4	1	0	5	20	80	100
JML-123	C	Media & Society	4	1	0	5	20	80	100
JMP-124	C	Projects	0	0	6	6	-	-	100
	ID Course		4	0	0	4	-	-	-
		Total Credits				35			600

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

JML-101: INTRODUCTION TO COMMUNICATION AND MEDIA

L	T	P
4	0	0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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.

Objectives of the Course: On the completion of the course the student should be able to :

1. understand the importance, functions and scope of communication and media
2. describe the growth and development of communication and media
3. understand the periodic changes in media

Section-A

Communication & Media: Definition, meaning & concept; need, Elements and functions.
Different types and levels of communication: Verbal and written non-verbal, body language, intrapersonal, interpersonal, group, public and mass communication ; Scope and Process of Communication; Mass Communication: Concept & Characteristics

Section-B

7-c's of communication, Barriers to effective communication
Models of Communication- Scope, functions and limitations of Communication Models, Aristotle, SMCR, Harold Laswell, Wilbur Schramm, Osgood, Dance, Shannon & Weaver, Gate-keeping model

Section-C

Theories of Communication- Hypodermic Needle theory, Two-step & Multi- step flow theory, Agenda-setting theory, Uses and Gratification theory, Dependency theory, Cultivation theory, Four Rings of Defense.

Section-D

Mass media: Role, objectives functions & achievements, Relation between Mass Media and Mass Culture, Media as fourth pillar of democracy, Changing trends of Mass communication under the process of globalization, Technology in the development of Media, Media and Market.

Suggested Readings:

1. Communication : C.S. Rayadu, Himalaya Publishing House, Mumbai
2. Perspective Human Communication: Aubrey B.Fisher, Macmillan Publishing Co. New Delhi
3. Communication–Concepts &Process : Joseph
4. A. Devito Lectures on Mass Communication: S.S. Ganesh

5. The Process of Communication: David K. Berlo
6. Communication Facts & Ideas in Business :L. Brown ,Prentice Hall
7. Theories of Mass Communication : De Fleur and B. Rokeach
8. Mass Communication Theory;Denis McQuail
9. Issues in Mass Communication: Y.S. Yadav and Pradeep Mathur
10. Reading in Mass Communication: Emery Smithe
11. Communication Models: Denis McQuail
12. Mass Media Today: Subir Ghosh
13. Communication & the Traditional Media: IIMC
14. Media and Society: R.K. Ravindran
15. Text book of Mass Communication and Media: Uma Joshi
16. Modern Communication Technologies: Y.K.D. Souza
17. Foundations of Inter-cultural Communication: Sitaram, Cogdell
18. Theories in Indian Communication, Metropolitan Book Company: Vivek Gupta
19. Body Language, Sage Publications, New Delhi: Lewis Hedwig
20. More effective Communication, Sage Publication, New Delhi : William J.V
21. The Art of Effective Communication, Excel Books: Charles J Margersion
22. Mass Communication Theory: Stanley J Baran, Dennis K. Devis
23. Effective Communication, Sublime Publication, Jaipur : Ravi Aggarwal
24. Handbook of Journalism & Mass Communication: VirBala Aggarwal,
Concept Publishing, New Delhi
25. Handbook of Communication: Uma Narula, Atlantic Publications, New Delhi

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

JML-102:Introduction to Journalism (Reporting & Editing)

Objectives of the Course: On completion of the course the student should be able to understand the art of writing, report and editing develop skills of writing report and editing.

**L T P
3 0 0**

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:-

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

Section- A

News: Meaning & definition, Inverted Pyramid Structure; Sources, types and elements of news; Characteristics of news; Principles of reporting, functions and responsibilities; Types of leads, Qualities of a reporter - pitfalls and problems in reporting; Various Beats: education, health, crime, finance, environment and climate, human interest, civil administration.

Section-B

Introduction to different types of reporting : Interpretative, investigative, advocacy, Yellow Journalism, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programmes reviews.

Section-C

News Bureaus: Function of News, Special beats like embassies, ministries, public sector undertakings, National headquarters of political Parties, understanding media and news. Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in newsroom, trial by media, gatekeepers. Objectivity and Politics of News. Neutrality and biases in news

Section-D

The Newspaper newsroom : Newsroom, Organizational setup of a newspaper, Editorial department. Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of photographs, selection of news photographs. Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents. Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Ed page

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

Suggested Readings:

1. The Complete Reporter : Jullian Harris and others Macmillan Publishing Co., New York.
2. News Reporting and Editing : K.M. Srivastava Sterling Publishers, New Delhi.
3. Modern News Reporting : Care H. Warren, Harper, New York.
4. Mass Communication and : D.S. Mehta, Allied Publishers Ltd., New Delhi.
Journalism in India
5. Sanchar : Ed. HarjinderWalia, BhupinderBatra, Sanchar Publishers, Patial
6. The Professional Journalist: John Hobenberg Oxford IEH Publishing Company, New Delhi.
7. Professional Journalism: Vikas Publishing House, Sahibabad, Ghaziabad.
8. Functions and Areas of : Y.K.D. Souza Journalism
9. Issues in Mass Communication: J.S. Yadava and Pradeep Mathur
10. Good News Bad News: Tharyan
11. News Writing: Haugh George A.
12. Pattarkari: Hunnar Te Kala : Dalbir Singh, Publication Bureau, Punjabi University, Patiala (Punjabi)
13. SamacharParnaliTe: Asha Sharma, Publication Bureau, Punjabi University, Sampadana (Punjabi) Patiala.
14. The Journalism Handbook: M.V. Kamath
15. Handbook of Journalism: AggarwalVirBala, Gupta V.S.

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

JML-103: Introduction to Photo Journalism

**L T P
3 0 0**

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Camera Components – Shutter Speed, Aperture, Focal Length.

Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid.

Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye

SECTION-B

Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field.

□Types of Shots, Angles & Composition.□

SECTION-C

□Photo Editing Techniques – Cropping, Editing□

Photojournalism: Selection of photograph, Qualities of a Good Photo Journalist. Ethical Aspects of Photo Journalism Photography as language. Types of Photography: Nature, culture, political, environment and climate, human interest.

SECTION-D

Photo Features and Caption Writing, Candid

Glossary of Photography.

Books Recommended:

1. Digital Photographer's Handbook : Tom
2. The Photography: Graham Clarke
3. Creative Photography Work Book: John Hedgecoe's
4. Photography: Bill Apton
5. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston
6. Photography, Barbara Upton, 1981, Little Brown & Co., Boston
7. Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

JML-104: MEDIA AND POLITICAL DISCOURSE

**L T P
4 0 0**

**Time : 3 Hrs.
TotalMarks 100**

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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.

Objectives of the Course: On completion of the course the student should be able to

1. understand the Indian political system.
2. describe the role, rights and duties of a citizen.
3. explain the power and functioning of democratic Institutions
4. apprise students of our electoral system.

Section-A

Indian Political System: Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties. Directive Principles of state policy. States and Union Territories & Centre-State Relations

Section-B

President and Vice President: Election and power, Prime Minister and the cabinet, Governor: Power & functions, Chief Minister and the cabinet, Parliament – Functions and powers

Section-C

Judicial System:

State legislature – Functions and powers; Superior Judiciary - Supreme Court, High Courts; Subordinate Judiciary

Section-D

Electoral System:

Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President, Multi Party System - National and Regional Parties.

Suggested Readings:

1. J. C. Johari, Principles of Political Science, Sterling Publishers, New Delhi.
2. S.P. Verma, Political Theory, Geetanjali Publishing House, New Delhi.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

3. A.C. Kapur, Principles of Political Science, S. Chand & Company, New Delhi.
4. E. Ashirvatham, Political Theory, S. Chand & Company, New Delhi. M.P. Jain, Political Theory, Authors Guild Publication, Delhi, (Punjabi & Hindi).
5. State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
6. Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000
7. A.C. Kapoor, Principles of Political Scienc, S. Chand & Company, New Delhi
8. Andrew Heywood, Foundations of Politics, MacMillan Foundation.
9. Chatterjee Parth (Ed.), State and Politics in India, Oxford University Press, New Delhi
10. Chande M.B, Betrayal of Indian Democracy, Atlantic Publishers, New Delhi

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)
JML-105: Indian Social System**

**L T P
4 0 0**

**Time : 3 Hrs.
Total Marks 100**

**Mid Semester Examination: 20% weightage Marks 20
End Semester Examination: 80% weightage Marks 80**

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 students should be able to:

understand the social structure of Indian society role and importance different factors in social change.

Section-A

[Society & Religions]

Concept and types of Society, Introduction to Indian Society: Structure, Characteristics & background, Definition and Concept of religions, Brief idea of religions: Hinduism, Muslims, Christianity, Buddhism, Jainism & Sikhism.

Section-B

[Family in Indian Society]

Marriage and kinship in India, Functions of family, Types of family, Changes in Indian family system, Evil practice of Dowry in Indian marriage.

Section-C

[Caste system in India]

Characteristics of caste system in India, Socio-cultural, economic, political dimension of caste system in India, Power dimension of caste system in India, Inter-caste relations, changes in caste system in India

Section-D

[Social Change]

Factors of social change, Education in social change: Importance & Need, Globalization & Social change, Media & Social change, Technology for Social change.

Suggested Readings:

- | | |
|---------------------|--|
| 1. Shyam Benegal | Bharat Ek Khoj (Series) |
| 2. Ram Chander Guha | India After Gandhi: The History of the
World's Largest Democracy, Perennial |
| 3. D.B. Vohra | History of Freedom Movement,
Delhi Admin |

- | | |
|---------------------|--|
| 4. H.R. Ghosal | An Outline History of Indian People |
| 5. A.L. Basham | A Cultural History of India: The Wonder
that is India: Volume-1 & 2 |
| 6. A.N. Aggarwal | Indian Economy |
| 7. Rajni Kothari | Caste in Indian politics |
| 8. Ministry of I &B | Facts about India |

**B.A (Hons.) Journalism & Mass Communication
(Three Years Degree Course) (CBCEGS) (Semester-I)**

JMP-106: PROJECTS

**L T P
0 0 4**

In this paper students will have to submit projects related to various subjects

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

JMP-102:Introduction to Journalism (Reporting & Editing) Practical

Objectives of the Course: On completion of the course the student should be able to understand the art of writing, report and editing develop skills of writing report and editing.

**L T P
0 0 2**

End Semester Examination: 100% weightage

Section A

Event Coverage

Section B

Content Writing for various beats such as crime, sports, politics, business, society, etc

Section C

Preparing Short duration video reports on any current news topics

Section D

Editing News Reports and Videos

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

JMP-103: Introduction to Photo Journalism Practical

**L T P
0 0 2**

End Semester Examination: 100% weightage

Section A

Introduction to DSLR Camera

Section B

Handling DSLR Camera

Section C

Photography using various types of Shots and Angles

Section D

Photography using various aspects of Photo Journalism

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

COMMUNICATIVE ENGLISH-I

Subject Code- ENL-101

Credits: 02 (L= 2, T=0, U=0)

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Objective: To introduce students to the skills and strategies of reading and writing by identifying organizational patterns, spotting classification systems and understanding associations between ideas. This course will prepare students to read a variety of texts and also to communicate more effectively through writing. The course will also pay special attention to vocabulary building.

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.

Prescribed Text books:

- *The Written Word* by Vandana R. Singh, Oxford University Press, NewDelhi.
- *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

Section–A

“Word List”, “Correct Usage of Commonly used words and Phrases” from the chapter “Vocabulary” given in *The Written Word* by Vandana R. Singh.

Section–B

Letter- writing as prescribed in *The Written Word* by Vandana R. Singh.

Report writing as prescribed in *The Written Word* by Vandana R. Singh.

Section–C

Section 1 from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

Section–D

Section 2 from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

B.A. (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)

PBL 121 :ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ - I (Credit Based)

Credit : 2-0-0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

ਸੈਕਸ਼ਨ-ਏ

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :
(ੳ) ਭਾਈ ਵੀਰ ਸਿੰਘ
(ਅ) ਧਨੀ ਰਾਮ ਚਾੜ੍ਹਕ
(ੳ) ਪ੍ਰੋ. ਪੂਰਨ ਸਿੰਘ
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਗੁਰਮੁਖੀ ਔਰਥੋਗਰਾਫੀ ਦੀ ਜੁਗਤ (ਪੈਂਤੀ, ਮੁਹਾਰਨੀ, ਬਿੰਦੀ, ਟਿੱਪੀ ਤੇ ਅੱਧਕ); ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹ, ਸ਼ਬਦ ਜੋੜ (ਸੁਧ-ਅਸੁਧ)

ਸੈਕਸ਼ਨ-ਬੀ

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :
(ੳ) ਫਿਰੋਜ਼ਦੀਨ ਸ਼ਰਫ
(ਅ) ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਲੇਖ ਰਚਨਾ (ਜੀਵਨੀ-ਪਰਕ, ਸਮਾਜਕ ਅਤੇ ਚਲੰਤ ਵਿਸ਼ਿਆਂ ਉੱਤੇ) : 10 ਲੇਖ ਲਿਖਵਾਉਣੇ
(ਕਲਾਸ ਵਿਚ ਅਤੇ ਘਰ ਲਈ ਅਭਿਆਸ)

ਸੈਕਸ਼ਨ-ਸੀ

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :
(ੳ) ਨੰਦ ਲਾਲ ਨੂਰਪੁਰੀ
(ਅ) ਅਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ
(ੳ) ਡਾ. ਹਰਿਭਜਨ ਸਿੰਘ
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਸੁੱਧ, ਅਸੁੱਧ : ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿੱਚੋਂ ਅਸੁੱਧ ਸ਼ਬਦਾਂ ਨੂੰ ਸੁੱਧ ਕਰਨਾ
(15 ਪੈਰ੍ਹਿਆਂ ਦੇ ਸੁੱਧ ਅਸੁੱਧ ਅਭਿਆਸ ਕਰਵਾਉਣੇ)

B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)**(Credit Based Evaluation and Grading System) (Semester-I)****ਸੈਕਸ਼ਨ-ਡੀ**

- I. ਦੋ ਰੰਗ(ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :
(ੳ) ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ
(ਅ) ਸੁਰਜੀਤ ਪਾਤਰ
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਅਖਬਾਰੀ ਇਸ਼ਤਿਹਾਰ : ਨਿੱਜੀ, ਦਫ਼ਤਰੀ ਤੇ ਸਮਾਜਕ ਗਤੀਵਿਧੀਆਂ ਨਾਲ ਸੰਬੰਧਤ

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 ਚਾਰਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

**PBL-122: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Punjabi Compulsory)**

Time : 3 Hrs.

Credits: 2-0-0

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ,
ਮਾਤ੍ਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

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

ਸੈਕਸ਼ਨ-ਸੀ

ਸ਼ੁੱਧ ਅਸ਼ੁੱਧ : ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿੱਚੋਂ ਅਸ਼ੁੱਧ ਸ਼ਬਦ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ।
ਸਮਾਨਾਰਥਕ ਤੇ ਵਿਰੋਧਾਰਥਕ ਸ਼ਬਦ

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਮ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿੱਚ।

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 ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

**Punjab History & Culture (1450-1716)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
HSL:101**

**Time : 3 Hrs.
Credits: 2-0-0**

TotalMarks 100

**Mid Semester Examination: 20% weightage Marks 20
End Semester Examination: 80% weightage Marks 80**

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. Land and the People.
2. Bhakti Movement

Section-B

3. Life and Teaching of Guru Nanak Dev.
4. Contribution of Guru Angad Dev, Guru Arjun Dev ,Guru Amar Das and Guru Ram Das.

Section-C

5. Guru Hargobind.
6. Martyrdom of Guru Teg Bahadur

Section-D

7. Guru Gobind Singh and the Khalsa.
8. Banda Singh Bahadur: Conquests and Execution.

Suggested Reading

1. Kirpal Singh(ed.), *History and Culture of the Punjab, Part-ii, Punjabi University, Patiala.* 1990.
2. Fauja Singh (ed.), *History of Punjab, Vol, III Punjabi University, Patiala, 1987.*
3. J.S. Grewal, *The Sikhs of the Punjab, Cup, Cambridge, 1991.*
4. Khushwant Singh, *A History of the Sikhs, Vol. I, OUP, New Delhi, 1990*

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-I)**

**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
(Student can opt this Paper in 1st or 2nd Semester)(Compulsory ID Course)**

SOA : 101 - PROBLEM OF DRUG ABUSE

Time: 3 Hours

**Credit 3-0-0
TotalMarks 100**

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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:

- (i) Meaning, Nature and Extent of Drug Abuse in India and Punjab.
- (ii) Consequences of Drug Abuse for:

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

Section – B

Management of Drug Abuse:

- (i) Medical Management: Medication for treatment and to reduce withdrawal effects.
- (ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
- (iii) Social Management: Family, Group therapy and Environmental Intervention.

Section – C

Prevention of Drug abuse:

- (i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- (ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Section – D

Controlling Drug Abuse:

- (i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- (ii) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (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.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

JML-201: MASS COMMUNICATION: CONCEPTS & PROCESSES

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TotalMarks 100

Time : 3 Hrs.Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Mass Communication- Meaning & Definitions, Characteristics, Scope of mass communication, Interface between Intrapersonal and Mass Communication, functions of mass communication, impact & influence of mass media,Media and the Public Sphere

Section-B

Theories of Mass Communication-Authoritarian, Libertarian, Socialistic Social-responsibility, Developmentparticipatory, Democratic participant theory, MassMedia: Public Opinion and Democracy, Social Influence or Identification Theory, Mc Luhan's

Theory, Issues of media monopoly- cross media ownership, ownership patterns of mass media.

Section-C

Tools of Mass Communication- Newspapers, Magazines, Radio, Television, Films, Internet, Advertising, Public Relations & Public Affairs and lobbying.

Section-D

Traditional & Folk Media, ethical aspects of mass media, freedom of speech and expression, media accountability, infotainment and IEC, Globalisation and Mass Media

Suggested Readings:

- 1.Mass Communication in India: Kewal J. Kumar, Jaico Books, Mumbai
- 2.Handbook of Journalism & Mass Communication: Virbala Aggarwal, Concept Pub. Company, New Delhi
- 3.Handbook of Communication: Uma Narula, Atlantic Publications, New Delhi
- 4.Theories of Mass communication: De Fleur & B. Rokeach

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

5. Mass Communication: Whitney, Wartella and Windohl Review Yearbook (Vol. 3)
6. Perspectives in Mass Communication: Agee, Ault, Emery
7. Issues in Mass Communication: J. S Yadav & Pradeep Mathur
8. Reading in Mass Communication: Emery Smithe
9. Textbook of Mass Communication: Uma Joshi
10. Media & Society: R. K Ravindran
11. Communication between Cultures: Larry A
12. Introduction to Mass Communication: William Francois
13. Mass Media Today: Subir Ghosh
14. The Dynamics of Mass Communication: Joseph R. Dominick
15. Mass Communication Theory & Practice: Dennis Stanley & J. Baran
16. Effective Communication: Ravi Aggarwal
17. The Art of Effective Communication: Charles J Margersions
18. Understanding Mass Communication: Dennis De Fleur
19. The Media of Mass Communication: John Vivian
20. Foundations of Inter-cultural Communication : Sitaram, Cogdell
21. Business Communication Today: Bahl Sushil, Sage Publication, New Delhi.
22. Studies in Communication: Asher Cashden & Martin Jordin
23. Modern Communication Technologies: Y.K. Dsouza
24. Media Ethics and Laws : Jan R. Hakeculdar
25. The Media in your life : Jean Folkerts
26. Mass Communication and Journalism in India: D.S. Mehta, Allied Publishers Ltd., New Delhi.
27. Issues in Mass Communication : J. S. Yadava and Pardeep Mathur
28. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar
29. Information Technology : Danis P. Curtin.
30. Illustrated World of Internet :Anil Madan.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

JML-202: HISTORY of PRINT JOURNALISM IN INDIA

**L T P
4 0 0**

TotalMarks 100

Time : 3 Hrs.Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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 press

Invention and development of printing press, Father of the Indian Press-First language newspaper of India-Role of press in freedom struggle

Section-B

Prominent personalities related to Print Journalism

Contribution of Raja Ram Mohan Roy and Mahatma Gandhi, Important personalities of journalism. James Silk Buckingham, Surendra Nath Banerjee, Kalinath Ray, Dyal S.Majithia, Sadhu Singh Hamdard, Lala Jagat Narayan, TOI, The Tribune, The Statesman, Anand Bazar Patrika, HT, The Indian Express, The Asian Age, The Hindu.

Section-C

The major regulations regarding the press during British rule

Censorship of Press Act, Licensing Regulations of 1823 and 1857, Press Act of 1835, Registration Act, 1867, Gagging Act- Vernacular Press Act, Indian Press Act 1910, Indian Press Act 1931

Section-D

Indian News Agencies

Birth of the Indian news agencies, Major news agencies: Reuters, UNI, PTI, AP, AFP, Taas, Mudra, ANI

Press in Punjab: Origin & development of Punjabi Press, Ajit, Punjab Kesri, Punjabi Press, **Punjab Tribune, Jagbani, Preetlari**, During emergency, Present status of language press in Punjab, its future problems & prospects.

Practicals: Preparing profiles of magazines and personalities (national and regional), Visit to various newspaper offices.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

Suggested Readings:

1. Journalism in India : Parthasarthy, R.
2. The Press : Rau, M. Chelapati
3. Mass Communication and Journalism in India : Mehta, D.S.
5. History of the Press in India : Natrajan, J.
6. Mass Communication in India : Kumar, Kewal J.
7. The Story of Journalism : Elizabeth Grey
8. The Newspaper : An-International History : Anthony Smith
9. Punjabi Patarkari Da Vikas (Punjabi) : Kapoor, N.S.
10. Punjabi Patarkari Nikas, Vikas Te Samasiavan: Sandhu & Johal (ed)
11. Indian Reporter's Guide : Critchfield, Richard
12. Professional Journalism : Sethi, Patanjali
13. Media Credibility : Aggarwal, S.K.
14. Mass Media: Laws and Regulations : Rayudu, C.S.
15. History of Press, Press Laws & Communication: Ahuja, B.N.
16. Laws of the Press : Durga Das Bas
19. Press and Press Laws in India : Ghosh, Hemendra Prasad
20. Bharti Press Kanoon (Punjabi) : Kuldip Singh, Giani
21. Modern History of Indian Press : Sumit Ghosh
23. Punjabi Sahatik Patarkari : Walia, Harjinder
24. Handbook of Journalism and Mass Communication: Vir Bala Aggrawal and V. S. Gupta
The Press in India-A New History: G.N.S. Raghavan

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

JML- 203: HISTORY OF ELECTRONIC MEDIA

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4 0 0**

TotalMarks 100

Time : 3 Hrs. Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

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

Section-A

Characteristics of Radio ; Development Of Radio ; Early Experiments ; Pioneers of radio ; History Of radio in India

Section-B

Radio during World War, Radio since 1947, Commercial radio, Organisational Structure of radio, Growth of private FM radio channels, Community radio.

Section-C

Characteristics of television; Early years of television; Development of TV in India; SITE, Satellite channels and Cable TV (STAR, Zee group, NDTV , SONY,BBC,CNN)

Section-D

Characteristics of films; Documentaries and short films; introduction to Indian documentaries; Documentary photography; Films for Social change

Suggested Readings:

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.
2. Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications, New Delhi.
3. Editing Film and Video on the Desktop: Thomas A.
4. TV Production: Gerald Millerson.
5. Film Production: Steven Bernstein.
6. Creating Special Effects for TV and Video: Barnard Wilkie.
7. Single Camera Video Production: R.B. Musburger.
8. Documentary for the small screen: P. Kriwaczek.
9. The Art of Recording: William Moylan.s
10. Editing and Postproduction: Declan McGrath.
11. T.V Journalism – KM Srivastva
12. Radio Production– Robert Macleish
13. Broadcast Journalism- PC Chatterjee
14. Arvind Singhal and Everett M. Rogers, India’s Communication Revolution- Sage Pub. 2007

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)
JML-204: MEDIA LAWS & ETHICS**

**L T P
4 0 0**

TotalMarks 100

Time : 3 Hrs.

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

- Articles-19 (1) (a) and Freedom of Press
- Vernacular Press Act/ Gagging Act
- Press, law, Society & Democracy
- Constitutional safeguards to Freedom of Press

Section-B

- Press Commissions & their Recommendations, Press Council of India
- Law of Defamation
- Contempt of Court
- Press Council Act
- Parliamentary Privileges: Article 105, 193, 361A of constitution.

Section-C

- Official Secrets Act
- Right to Information, Right to Privacy
- Copyright Act
- Introduction to intellectual Property rights
- Working Journalist Act

Section-D

Social Responsibility of Press

- Ethics, Self- regulation & Freedom of Expression

Code of Conduct: AIR, TV and Cable

- Self- regulatory guidelines for media, broadcasting Content Complaint Committee, News Broadcaster Association

Suggested Readings:

1. Mass Media Laws & Regulations: C.S Rayudu, S .B Nageshwar Rao.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Press in Indian Constitution: R. K. Ravindran
4. Principles & Ethics of Journalism: Jan R. Hakemuldar, Fay AC de Jounge, P.P Singh

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

JML-205: COMPUTER APPLICATIONS FOR MEDIA

**L T P
3 0 0**

TotalMarks 100

Time : 3 Hrs.Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Origin and growth of computer, Need and Importance of Computer,
Various parts and functioning of computer
Computer hardware and software

Section-B

Use of Internet
Basics of Corel Draw-
Corel Tools, Transformations, Trimming, Welding, Intersection of Objects, Snapping, Using Object.

Section-C

Adobe Photoshop, PageMaker
MS–Word Office- Word, Excel, PowerPoint

Section-D

Social Networking sites- Facebook, Twitter, Google+
Blogging, Introduction to Web Portal

Practical:

Use of MS-Word, Power Point presentations and web conferencing, Blogging, Use of Corel Draw, QuarkXPress and Photoshop

Suggested Readings:

1. The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi.
2. A Journalist's Guide to the Internet: The Net as a Reporting Tool: Callahan
3. Information Technology: Danis P. Curtin.
4. How the Internet Works :Preston Gralla.
5. MS Power Point 2010 Training Guide-: S. Jain, BPB Publishers
6. Microsoft Office PowerPoint 2007: Torben Lage Frandsen

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

JMP-205: COMPUTER APPLICATIONS FOR MEDIA (Practical)

**L T P
0 0 2**

End Semester Examination: 100% weightage

Section A

Use of MS Office including MS-Word, MS-Powerpoint and MS-Excel

Section B

Use of Coral Draw

Section C

Web Conferencing and Blogging

Section D

Use of QuarkXPress and Photoshop

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

JMP-206: PROJECTS

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In this paper students will have to submit projects related to

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)
COMMUNICATIVE ENGLISH–II**

Subject Code- ENL-151

Credits: 02 (L= 2, T=0, U=0)

TotalMarks 100

Time : 3 Hrs.Mid Semester Examination: 20% weightage Marka 20

End Semester Examination: 80% weightage Marks 80

Objective: To introduce students to the skills and strategies of reading and writing by identifying organizational patterns, spotting classification systems and understanding associations between ideas. This course will prepare students to read a variety of texts and also to communicate more effectively through writing. The course will also pay special attention to vocabulary building.

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.

Prescribed Text books:

- *The Written Word* by Vandana R. Singh, Oxford University Press, NewDelhi.
- *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

SECTION–A

Practical question on Note Making, Summarizing and Abstracting as given in *The Written Word* by Vandana R. Singh

SECTION–B

Practical question on Paragraph writing as prescribed in *The Written Word* by Vandana R. Singh

SECTION–C

Theoretical questions based on ABC of Good Notes as prescribed in *The Written Word* by Vandana R. Singh.

Section C from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

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SECTION–D

Practical question on Essay writing from *The Written Word* by Vandana R. Singh
Section 4 from *Making Connections: A Strategic Approach to Academic Reading* by
Kenneth J. Pakenham, Second Edition.

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PBL 131 :ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ - II (Credit Based)

Credit : 2-0-0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

ਸੈਕਸ਼ਨ-ਏ

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :
(ੳ) ਨਾਨਕ ਸਿੰਘ : **ਭੂਆ**
(ਅ) ਗੁਰਮੁਖ ਸਿੰਘ ਮੁਸਾਫਿਰ : **ਬਾਰੀ ਦੀ ਧੀ**
(ੲ) ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ : **ਪੇਮੀ ਦੇ ਨਿਆਣੇ**
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਧਾਤੂ/ਮੂਲ, ਵਧੇਤਰ (ਅਗੇਤਰ, ਪਿਛੇਤਰ, ਵਿਉਂਤਪਤ ਅਤੇ ਰੁਪਾਂਤਰੀ),ਸਮਾਸ।

ਸੈਕਸ਼ਨ-ਬੀ

- I. **ਦੋ ਰੰਗ**(ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :
(ੳ) ਸੁਜਾਨ ਸਿੰਘ : **ਬਾਰਾਂ ਦਾ ਰਾਖਾ**
(ਅ) ਕਰਤਾਰ ਸਿੰਘ ਦੁੱਗਲ : **ਤੈਂ ਕੀ ਦਰਦ ਨਾ ਆਇਆ**
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਪੈਰੂਾ ਰਚਨਾ : ਕਲਾਸ ਵਿਚ 10 ਵਿਸ਼ਿਆਂ (ਸਭਿਆਚਾਰ, ਧਾਰਮਕ ਅਤੇ ਰਾਜਨੀਤਕ) 'ਤੇ ਪੈਰੂਾਰਚਨਾ ਦੇ ਅਭਿਆਸ ਕਰਵਾਉਣੇ।

ਸੈਕਸ਼ਨ-ਸੀ

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :
(ੳ) ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ : **ਧਰਤੀ ਹੇਠਲਾ ਬੋਲਦ**
(ਅ) ਨਵਤੇਜ ਸਿੰਘ : **ਦੂਜੀ ਵਾਰ ਜੇਬ ਕੱਟੀ ਗਈ**
(ੲ) ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ : **ਲੱਛਮੀ**
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਮੁਹਾਵਰੇ ਤੇ ਅਖਾਣ (ਅਖਾਣ ਤੇ ਮੁਹਾਵਰਾ ਕੋਸ਼ ਵਿਚ) 200 ਮੁਹਾਵਰਿਆਂ ਅਤੇ 100 ਅਖਾਣਾਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤਣ ਦੇ ਅਭਿਆਸ ਕਰਵਾਉਣੇ (ਕਲਾਸ ਵਿਚ ਤੇ ਘਰ ਲਈ)।

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

ਸੈਕਸ਼ਨ-ਡੀ

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਵਿੱਲੋ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :
(ੳ) ਅਜੀਤ ਕੌਰ : **ਬੁੱਤ ਸ਼ਿਕਨ**
(ਅ) ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ : **ਬੱਸ ਕੰਡਕਟਰ**
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ

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 ਚਾਰਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

**PBL-132:ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Punjabi Compulsory)**

Credits: 2-0-0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

(ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ)

ਸੈਕਸ਼ਨ-ਬੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰਧੰਦਿਆਂ ਨਾਲ ਸਬੰਧਤ ।

ਸੈਕਸ਼ਨ-ਸੀ

ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ

ਸਾਧਾਰਨ-ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੰਯੁਕਤ-ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਮਿਸ਼ਰਤ-ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਡੀ

ਪੈਰਾ ਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
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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 ਚਾਰਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

**Punjab History & Culture (1717-1947)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
HSL:102**

Credits: 2-0-0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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. Sikh Struggle for Sovereignty.
2. Ranjit Singh : Conquests, Administration and the Anglo-Sikh Relations.

Section-B

3. Anglo-Sikh Wars and the Annexation.
4. The Punjab under the British: New Administration, Education and social Change.

Section-C

5. Economic Changes: Agricultural
6. Socio-Religious Reform Movements.

Section-D

7. Role of Punjab in the Freedom Struggle.
8. Fairs and Festivals.

Suggested Reading

1. Kirpal Singh (ed.), *History and Culture of the Punjab*, Part-II, Punjabi University, Patiala, 1990.
2. Fauja Singh (ed.), *History of Punjab*, Vol, III, Punjabi University, Patiala, 1987.
3. J.S. Grewal, *The Sikhs of the Punjab, Cup, Cambridge, 1991.*
4. Khushwant Singh, *A History of the Sikhs*, Vol. I, OUP, New Delhi, 1990

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-II)**

**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
(Student can opt this Paper in 1st or 2nd Semester)(Compulsory ID Course)**

SOA : 101 - PROBLEM OF DRUG ABUSE

Time: 3 Hours

Credit 3-0-0

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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:

- (i) Meaning, Nature and Extent of Drug Abuse in India and Punjab.
- (ii) Consequences of Drug Abuse for:
 - Individual : Education, Employment, Income.
 - Family : Violence.
 - Society : Crime.
 - Nation : Law and Order problem.

Section – B

Management of Drug Abuse:

- (i) Medical Management: Medication for treatment and to reduce withdrawal effects.
- (ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
- (iii) Social Management: Family, Group therapy and Environmental Intervention.

Section – C

Prevention of Drug abuse:

- (i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- (ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Section – D

Controlling Drug Abuse:

- (i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- (ii) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (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.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

JML-113: Basics of Radio Production

Time : 3 Hrs.

**L T P
4 2 0**

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Making of a Radio Studio, Recording and other Equipment, Formats of Radio-Talk, Interviews, Discussions, Announcements, Commercials, Road Shows, Radio Documentaries, Features, Docudrama

Section-B

Qualities of a good RJ, Moderating skills, Audience Feedback, Field reporting, Special Programs, AM & FM Radio, Role of music in Radio, Social Campaigns by Channels,

Section-C

Radio Personnel, Types of Mics, Voice Modulations & Voice Culture, Pronunciation, Dubbing, Writing and producing News bulletins

Section-D

Use of Location Sounds and other effects, Narration, Radio Editing Softwares, Teasers and promos, web radio

Suggested Readings:

1. Mcleish , Robert, Radio Production 5 Rev ed Edition, Focal Press, 2005
2. McLuhan, Marshall, Understanding media, Routledge Classics, 2001
3. Reese, David, Gross, Lynne, Gross, Brian, Radio Production Worktext, 5TH Edition, focal press publishers, 2005
4. Robert.C.Qiu et. al, Cognitive Radio and communications networking, John Wiley, 2012

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

JML-114: Introduction to Advertising

Time : 3 Hrs.

L T P

4 2 0

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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 & Meaning of Advertising, Role and functions of Advertising, Nature & Scope of Advertising, Growth & Development of Advertising in India & World, AAI & ASCI and its code of conduct

Section B

Advertising as a Communication Tool: Communication Process & Advertising, Communication Principles, Theories applied to advertising

Advertising as a Marketing Tool: Concept of Marketing & advertising, Marketing Mix-5 P's of marketing, Segmentation of consumer & positioning of product

Advertising as a PR Tool: Relationship of Advertising & Public Relation, Corporate/Institutional Advertising

Section C

Advertising Media: Print Media-Newspapers, Magazines, Pamphlets, Handbills, Posters, Souvenirs, Brochures, Electronic Media-Radio, TV, Cassettes & CDs, Other Media-Direct Mail, Outdoor Media, Characteristics, Merits & Limitations of various media

Advertising Copy: Translating advertising message into copy, Preparing effective copy, Punch lines, Elements of a print copy- Headlines, Body copy, Illustration, Slogan, Logo, Role of colours, Elements of a broadcast copy, Copy writing techniques for audio & video, Use of visual signs, sound, audio-video effects, Script writing for radio & television ad

Section D

Concept of advertising agencies, Ad agency-Role, Types, Structure & functions, Role & effects of Advertising: Negative & Positive Effects, Advertising & Society, Advertising & Development, Social/Public Advertisements

Suggested Readings:

1. Bulmore Jeremy, Behind the Scenes in Advertising; NTCPublishers, Henley
2. Douglas Torin, The Complete Guide to Advertising: Macmillan, London
3. Jethwaney Jaishri, Advertising: Phoenix Publishing House Pvt.Ltd., New Delhi
4. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt.Ltd, Chennai

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

5. Mohan Mahender, Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
6. Ogilvy David, Ogilvy on Advertising; Prion Books Ltd.
7. Sandage C H, Fryburger, Advertising Theory and Practice: Vernon & Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi
8. White Roderick, Advertising: What it is and How to do it: McGraw-Hill Book Company, London

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

JML-115: Business Communication

Time : 3 Hrs.

L T P

4 2 0

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Business Communication – meaning & importance, Basic forms of Communication, Barriers to effective communication, Basic models of business communication, 7C's of for effective business communication

Section B

Organizational Communication: Importance of communication in management, Formal and Informal Communication, Grapevine and how to handle it, Developing positive personal attitudes, Communication training for managers, Communication structure in an organization

Section C

Oral Business Communication: First Impressions, Attire, Presentations: PowerPoint, Capturing Audience, Listening Skills, Tone, Behaviour, Telephone Etiquette

Section D

Written Business Communication: Letters/Cover Letter, Letter for Job Application, Thank You Letter
Letter of Complaint, Memos, Resumes, Electronic Communication (Email/ Social Media/ Website Copy)
Reports

Suggested Readings:

1. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
2. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai
6. Sinha, K. K; Business Communication, Galgotia Publishers, 2003
7. Wren &Mertin; English grammar and composition, 2003

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

JML-116: Human Rights & Media

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Media and the social world; Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

Section B

Human Rights: Evolution of Human Rights, Universal Declaration of Human Rights, Media and Human Rights in International Perspective, Amnesty International, Human Rights Watch, National / State Human Rights Commission, Fundamental rights, Freedom of Speech and Expression under Indian Constitution, Freedom of Press, Right to Know, Right to Privacy, RTI, Politics of Human Rights, AFSPA, Custodial Deaths

Section C

Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, UNCRC, Child Labour, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media

Section D

Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Investigative Journalism, Media Activism, Advocacy Journalism

Suggested Readings:

1. B.P. Singh, Human Rights in India: Problems and Perspectives, New Delhi: Deep & Deep, 2008.
2. Aftab Alam, Human Rights in India: Issues and Challenges, Delhi: Raj Publications, 2004
3. SAHRDC, Human Rights and International Law, OUP, New Delhi, 2008.
4. M. R. Ishay, The History of Human Rights, Orient Longman, New Delhi, 2004.
5. Kalin and Kunzli, The Law of International Human Rights Protection, OUP, Clarendon, 2009.
6. Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
7. Conor Greaty and Adam Tomkins (Eds). Understanding Human Rights, London: Manshell, 1996.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

JML-117: Social Media

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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 social media, history of social media, scope and its importance, Characteristics of social media, social media and society, social media and its use in mainstream media

Section B

Social media Platforms

Facebook and its usage, Instagram as new photo sharing platform, Emails and its usage, Introduction to twitter, Introduction to various other sites like linkedin, tumblr, snapchat, Youtube and its implications, Pinterest a creative online pinning board

Section C

Content development for Social Media

Facebook pages, Instagram pages, YouTube channel, Blogs, Vlogs, twitter handle & tweet
Social media as news generator, various online news portals, Social media as a creative platform

Section D

Social media laws & ethics, Social media advertising, Use of social media in public relations
Concept of ebooks, online shopping

Suggested Readings:

1. Ronal Dewolk, Introduction to Online Journalism, Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik, New Media Technology, Allyn & Bacon, ISBN 020527093X
3. Barbara Mogrenstorn, Policy & Impact of Focal Press, 4th edition ISBN 0240804295
4. Suresh Kumar, Internet Patrakarita, Takshila Publication, New Delhi

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

JMP-118: PROJECTS

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In this paper students will have to submit projects related to various subjects.

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

ESL 220 ENVIRONMENTAL STUDIES (COMPULSORY)

Credits: 4-0-0

Time: 3 Hr.

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.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

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)**

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(Credit Based Evaluation and Grading System) (Semester-III)**

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)

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)

**B.A (Hons.) Journalism & Mass Communication (Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-III)**

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)

References:-

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. &Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. &Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. &Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

JML-119: Basics of TV Production

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Difference between TV & Radio, TV & Films, TV Studio, Floor Manager, OB Vans, Formats of TV, Stages of Production-Pre Production, Production & Post Production,

Section-B

Story Ideas,Script Writing, Skills, Types of Scripts- Full Page, Split Page, Camera Script, Frame, Shot, Scene, Sequence, Types of shots, angles and camera movements, camera supports

Section-C

Types of Cameras, Crew, Director & Producer, Make-up, Costumes, Sound, Lighting, Studio v/s Outdoor Shooting, Single v/s Multi-camera Production

Section-D

Importance of Editing, Transition devices, Sound Editing, Single v/s multitrack recording, Voice Over. Marketing and promotion

Suggested Readings

1. TV Production:Gerald Millerson, Focal Press
2. Film Production: Steven Bernstein, Focal Press
3. Creating Special Effects for TV and Video:Barnard Wilkie
4. Television Production Handbook:Zettl, Herbert, Published, Thomson Wadsworth

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

JML-120: Introduction to Public Relations

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Public Relations: Meaning, Definition & Concept, Objectives of Public Relations, Need, nature and scope of Public Relations, History and growth of PR in India, How PR is different from advertising, publicity and propaganda

Section B

Tools and techniques of Public Relations, Press Release: Importance and need, Media relations - press conference and press tours

Section C

House journal, Annual report, Corporate film, Speech writing, minutes and official memo, Use of Internet as a major PR Tool, Emerging Trends in PR

Section D

Organizational Set-up of PR agency and department, Effect of Public Relations, Role of PR in government organization, Role of PR in Public sector, Role of PR in Private Sector

Suggested Readings:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Joseph Fernandez, Corporate Communications A 21st Century Primer. New Delhi Response Books.

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

7. C.S. Rayadu& K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.
8. CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books
9. Sharon Gerson, Technical Writing: Process and Product, Pearson Education
10. Prabhakar Naval & Basu Narendra, Public Relations; Nature and scope, Commonwealth Publishers, New Delhi
11. B.N.Ahuja& S.S.Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications
12. Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt. Ltd
13. Scott.M. Cutlip, Allen H.Center. Effective Public Relations.New Jersey-Pentice Hall.Books
14. Applied Public Relations and Communication by K.R. Balan

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

JML-121: Global Media

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Media: Media, Types of Media, Concepts of Global Media, Introduction to main international newspapers, Major international television channels: BBC, CNN, NHK, CCTV
Major International radio channels: BBC, Voice of America

Section-B

Global advertising: Global advertising, global agencies, global media, choice of global media, Global campaign: Global campaign, global consumer research.

Section-C

Global market place: Global market place, Requirement of global market place, types of global markets, doing business abroad.

Section-D

Global media environment: Global media environment, Emergence of Global village of media, the policies of global communication, Global communication & culture, Democratization of communication

Ethical and legal considerations in global media environment

Suggested Readings:

1. Terry Flew: Understanding Global Media, Macmillan Publications
2. Jaap van Ginneken: Understanding global news: a critical introduction
3. Doug Newsom: Bridging the gaps in global communication, Blackwell Publishing
4. Ahyar Kamplipur: Global Communication, Wadsworth Publication
5. Dr. K. Chandrakanan & Dr. S. Palaiswamy: Advances in Communication Technology, Indian Publisher Distributor, New Delhi
6. Belmont C.A : Technology Communication Behavior, Wadsworth Publication, New Delhi
7. Zettle Herbert: Video Basics, Wadsworth Publication, New Delhi
8. Ramesh Babu: Glocalization, SAP Publication House, New Delhi
9. Jan R. Hakemulder, Ray AC DE Jough, P.P.Singh: Broadcast Journalism-Anmol Publication, New Delhi

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

JML-122: Writing for Media

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Basics of writing a news report: Structuring a news report: Inverted Pyramid, Hourglass, Chronological, suspended interest and other news structures, Headlines: types, function and importance, techniques of writing headlines, Lead and its various types ,Article, Feature, Editorial, Reviews, Middle, Columns and Letter to editor

Section-B

Principles of script writing for Radio, Introduction to various formats of Radio Programs and writing scripts: Interviews, discussion, drama, features, news, rural programmes, women, children, youth, phone-in-programs, commentary, voxpop, radio commercial, radio talk etc, Importance of pronunciation and voice modulation

Section-C

Basic principles of TV news writing, Various TV formats: meaning and needs, Fictional programs: soap operas, sitcoms and serials, Writing for News based programme: talk, discussion and interview

Section-D

Characteristics of cyber journalism, Traditional v/s web journalism, Principles and Features of web writing, Writing for web news; writing blogs

Suggested Readings:

1. Vir Bala Aggarwal:Essentials of Practical Journalism
2. Robert Mcleish, 1999, Radio Production, Focal Press, Oxford Publications
3. Ralph Donald & Thomas Spann, 2004, Television Production, Surjeet Publications, New Delhi

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

JML-123: Media & Society

Time : 3 Hrs.

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TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

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

Media from profession to industry, Changing role of media and its impact on society, Media and development , Emerging Concept of Paid news and Fake news, Media and human rights ,The Power of media.

Section-B

Media As cultural manufacturing industry, Globalisation and its impact on society, Culture as a social institution, Popular culture and Mass culture, Psychology of Panic and role of media, Corporate culture and media, Medium as the message, Cultural imperialism.

Section-C

Media Effects Theories: Direct effect theory, Marshal McLuhan's Influence on Media Studies, Social learningTheory, Symbolic Interactionism, Spiral of Silence, Media Logic, Cultivation Analysis

Section-D

News world information communication order, MacBride Commission report, Role of media in promoting humanity and peace, Media in the era of information age, Social media and protest movmentsa

Suggested Readings:

1. John B Thompson, Ideology and Modern Culture: Critical Social Theory in the era of mass communication
2. Michael Gurevitch and Tony Bennet, Culture, Media and Society
3. John Fiske, Introduction to Communication Studies
4. John Heartly Communication, Culture and Media Studies: Key Concepts
5. Many Voices; One World: Mac.Bride Commission

**B.A (Hons.) Journalism & Mass Communication(Three Years Degree Course)
(Credit Based Evaluation and Grading System) (Semester-IV)**

JMP-124: PROJECTS

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In this paper students will have to submit projects related to various subjects.