

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

B.A. Journalism & Mass Communication **(Three Years Degree Course)** **(Semester: I–VI)**

Examinations: 2019-20



GURU NANAK DEV UNIVERSITY **AMRITSAR**

- Note:** (i) **Copy rights are reserved.**
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- (ii) **Subject to change in the syllabi at any time.**
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B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER SYSTEM)

SCHEME OF EXAMINATION

SEMESTER-I

Course Code	Paper	Theory Marks	Practical Marks	Total Marks
101	Communication Skill in English-I	50	-	50
110	Punjabi (Compulsory)	-	-	50
	OR			
111	*ਮੁੱਢਲੀ ਪੰਜਾਬੀ			
	OR			
	**Punjab History & Culture (From Earliest Times to C-320			
102	Principles of Communication	75	-	75
103	Reporting and Editing-I	75	-	75
104	Media and Politics	75	-	75
105	Photo Journalism	75	-	75
	Practical			
106	Print Media Lab.	-	25	25
107	Photography Lab	-	25	25
	***Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	50
			Total	450

- 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.

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		SEMESTER-II		
Course Code	Paper	Marks	Practical	Total
		Theory	Marks	Marks
201	Communication Skill in English-II	35	15	50
210	Punjabi (Compulsory)	-	-	50
	OR			
211	*ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR ** Punjab History & Culture (C-320 to 1000 B.C)			
202	Press Laws & Media Ethics	75	-	75
203	History of Print Media	75	-	75
204	Mass Communication : Concepts & Processes	75	-	75
205	Design & Graphics	75	-	75
		50	-	50
	Practical			
206	Communication Lab.	-	25	25
207	Design & Graphics Lab.	-	25	25
	***Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	50
			Total	450

Note: Soon after the End of Second Semester Examinations the students will undergo training for four weeks and will submit the report incorporating the work done at the end of fourth semester.

- 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.

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SEMESTER-III

Course Code	Paper	Marks	Practical	Total
		Theory	Marks	Marks
301	Cyber Journalism	75	-	75
302	Reporting and Editing - II	75	-	75
303	History of Broadcasting in India: Policies & Principles	75	-	75
304	News Feature Writing	75	-	75
305	Development and Communication	75	-	75
	Practical			
306	Reporting & Editing Lab.	-	25	25
307	Cyber Lab	-	25	25
308	Feature Writing Lab	-	25	25
			Total	450

SEMESTER-IV

Course Code	Paper	Marks	Practical	Total
		Theory	Marks	Marks
401	Media and Business Communication	75		75
402	Programme Formats: Radio & TV	75		75
403	Video Production: Idea to Screen	75		75
404	Folk Media	75		75
405	Advertising: Concepts & Principles	75		75
ESL-221	*Environmental Studies (Compulsory)	100		
	Practical			
406	Radio & TV Production Lab.	-	25	25
407	Operation & Handling of Video Equipments	-	25	25
408	Advertising Lab	-	25	25
			Total	450

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

Note : Soon after the End of Fourth Semester Examinations the Students shall undergo a Functional Exposure Training of four weeks duration in Print Media, Radio Journalism, Television Journalism and Television Production and will submit a Functional Exposure Report containing the actual experiential learning at least eight weeks before the commencement of End Term Examination of the Fifth Semester.

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Semester-V

Course Code	Paper	Marks Theory	Practical Marks	Total Marks
501	Event Management: Principles and Methods	75	-	75
502	Current Affairs: Contemporary Issue in Media-I	75	-	75
503	Media Research Methodologies	75	-	75
504	Cyber Journalism	75	-	75
505	Public Relations	75	-	75
Practical				
506	Event Management Lab	-	25	25
507	Cyber Lab	-	25	25
508	Pilot Study	-	25	25
			Total	450

Semester-VI

Course Code	Paper	Marks Theory	Practical Marks	Total Marks
601	Global Media	75	-	75
602	Current Affairs: Contemporary Issue in Media-II	75	-	75
603	Perspective of Audio Sound	75	-	75
604	Video Electronic Film Production	75	-	75
605	Specialized Reporting	75	-	75
Practical				
606	Audio Lab	-	25	25
607	Specialized Reporting Lab	-	25	25
608	Film Project	-	25	25
			Total	450

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

101: 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

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Section–D

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

Activities:

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

Recommended Books:

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

110: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

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

ਸੈਕਸ਼ਨ-ਬੀ

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

ਸੈਕਸ਼ਨ-ਸੀ

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

ਸੈਕਸ਼ਨ-ਡੀ

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

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

111: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

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

ਸੈਕਸ਼ਨ-ਬੀ

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

ਸੈਕਸ਼ਨ-ਸੀ

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

ਸੈਕਸ਼ਨ-ਡੀ

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

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

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

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

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

Section A

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

Section B

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

Section C

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

Section D

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

Suggested Readings

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

102: PRINCIPLES OF COMMUNICATION

Time: 3 Hrs.

Max. Marks: 75

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

Fundamentals of Communication: Meaning & Elements/components of human communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication, Communication - Objectives, Scope & Functions, Factors responsible for growing importance of Communication, Effective communication & its Barriers.

SECTION-B

Process of Communication: Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback).

SECTION-C

Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group), Mass Communication, Verbal, Non-Verbal Communication & Body Language

SECTION-D

Theories & Models of Communication: Hypodermic Needle Theory, Two-step & Multi-step, SMR Mode, SMRc Model, Shannon & Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

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 A. Devito,
4. 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)

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

103: Reporting and Editing-I

Time: 3 Hrs.

Max. Marks: 75

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

Reporting: Principles of reporting, functions and responsibilities, writing news- lead - types of leads; body - techniques of re-writing - news agency copy. Reporting techniques: Qualities of a reporter - news-elements, sources - types - pitfalls and problems in reporting,

SECTION-B

Headlines: Principles, Types and Techniques. **Beats:** Crime, courts, health, civil administration, civic society, culture, politics, education.

SECTION-C

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, Functions of editor, sub-editor and picture editor. Copy editing, preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

SECTION-D

Types of Journalism, Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Suggested Readings:

1. Reporting & Communication Skill- V.S. Gupta.
2. Reporting – B.N. Ahuja
3. Editing – B.N. Ahuja
4. On editing- NBT
5. Handbook on Journalism & Mass Communication- B.R. Gupta.

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

104: Media and Politics

Time: 3 Hrs.

Max. Marks: 75

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 Modern India: Freedom Struggle and its impact

Indian Politics: Major national and regional parties in India and their changing trend

Impact of media on political system of India: Parliamentary / Legislative reporting

SECTION-B

Rajya Sabha and Lok Sabha Television

Tools of Communication for political parties, strengths and weaknesses, Propaganda and lobbying Paid News, Communication of political parties and media

SECTION-C

Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union-Executive President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament, Judiciary- Supreme Court, High Court and District Courts.

SECTION-D

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. UPSC.

Suggested Readings:

1. Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
2. State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
3. Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000
4. Om Heritage by Bhartiya Vidya Bhawan's series of Publications.

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)
105: PHOTO JOURNALISM

Time: 3 Hours

Max. Marks: 75

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

Qualities of a Good Photo Journalist. Ethical Aspects of Photo Journalism.

SECTION-D

Photo Features and Caption Writing, Candid

Glossary of Photography.

Book Recommended

- | | | |
|------------------------------------|---|-----------------|
| 1. Digital Photographer's Handbook | - | Tom |
| 2. The Photography | - | Graham Clarke |
| 3. Creative Photography Work Book | - | John Hedgecoe's |
| 4. Photography | - | Bill Apton |

Note: Paper 301 Communication Skills of B.A. (Journalism & Mass Communication) Semester-III to be replaced by Photo Journalism-301. The reason being that this Communication Skills paper is taught in Semester – I & II of this course as well.

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

PRACTICAL

106- PRINT MEDIA LAB

Max. Marks: 25

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Writing Letter to Editor, Hard Story, Soft Story.
4. Covering various beats.
5. Field assignments and their evaluation

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

PRACTICAL

107: PHOTOGRAPHY LAB

Time: 3 Hours

Max Marks: 25

Practical exercises involving:

- Camera Components – Shutter Speed, Aperture, Focal Length.
- Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Use of Lights, Role of Thirds, Depth of Field.
- Types of Shots & Angles & Composition.
- Photo Editing Techniques – Cropping, Editing

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-I)

Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

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

Section – A

Meaning of Drug Abuse:

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

Section – B

Consequences of Drug Abuse for:

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

Section – C

Management of Drug Abuse:

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

Section – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.

4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism. Harmond Worth*: Penguin Books.
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. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

201: 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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

PRACTICAL/ ORAL TESTING

Marks: 15

Course Contents:

1. Oral Presentation with/ without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

1. Oral Presentation will be of 5 to 10 minutes duration (Topic can be given in advance or it can be student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

210: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

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

ਸੈਕਸ਼ਨ-ਬੀ

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

ਸੈਕਸ਼ਨ-ਸੀ

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

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

211: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

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

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ

(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰ੍ਰਾ ਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

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

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

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

Section A

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

Section B

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

Section C

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

Section D

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

Suggested Readings

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

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

202: Press Laws and Media Ethics

Time: 3 Hrs.

Max. Marks: 75

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

- Article-19 (1) (a) and freedom of press,
- Ethics, Self-Regulation & Freedom of Expression
 - Social Responsibility of Press

SECTION-B

- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- Constitutional Safeguards to Freedom of Press
- Press Commissions & their Recommendations: PCI
- Press Council Act

SECTION-C

- Law of Defamation
- Contempt of Court
- Official Secret Act
- Right to Information
- Copyright Act

SECTION-D

- Working Journalist Act
- Code of Conduct: AIR, TV and Cable

Suggested Readings:

- | | | |
|--------------------------------------|---|---|
| 1. Mass Media Laws & Regulations | : | C.S. Rayudu, S B Nageshwar Rao |
| 2. Press in the Indian Constitution | : | R.K. Ravindran |
| 3. Principles & Ethics of Journalism | : | Dr. Jan R. Hakemuldar, Dr. Fay AC de Jouge, P.P.Singh |

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

203: History of Print Media

Time: 3 Hrs.

Max. Marks: 75

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 Indian Journalism, The statesman; The times of India; History of News Agencies: PTI, UNI

SECTION-B

- The origin of Print Media in India, James Augustus Hickey, James Silk Buckingham; Raja Ram Mohan Roy, Young Bengal Movement, Role and contribution: Mahatma Gandhi, Raja Ram Mohan Roy, Dyal Singh Majithia, Gurbax Singh, Journalistic contribution of Mahatma Gandhi.

SECTION-C

- Adam's Press Gagging Act, Charles Metcalfe Act, Vernacular Press Act; Amrita Bazar Partika,

SECTION-D

- History of Punjab Journalism: Ajit, Nawazamana, Jagbani, Tribune

Books Recommended

- | | | |
|----------------------------------|---|--------------------------------|
| 1. Mass Communication in India | | Keval J Kumar |
| 2. Mass Media Laws & Regulations | : | C.S. Rayudu, S B Nageshwar Rao |
| 3. Journalism in India | | Rangaswamy Parthasarthy |
| 4. Mass Communication | | Vir Bala Aggarwal |

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

204: Mass Communication: Concepts and Processes

Time: 3 Hrs.

Max. Marks: 75

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 & features, Scope the concept of Mass & Mass Culture of Mass Communication.

Mass Communication and other forms of Mass Communication: Interface between Intra personal & Mass Communication., New Media as a tool for mass communication

SECTION-B

Functions of Mass Communication: To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media. **Audience:** Topologies and Characteristics,

SECTION-C

Theories of Mass Communication:

- (a) Social Responsibility Theory
- (b) Soviet Communist/Workers Theory.

SECTION-D

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) Advertising, Public Relations & Public Affairs
- (c) Traditional & Folk Media
- (d) Internet: e-Paper, Online Paper, Blogs, Microblogs, other social networking sites

Suggested Readings:

- | | |
|---|----------------------------------|
| 1. Mass Communication & Development | Dr. Baldev Raj Gupta |
| 2. Communication Technology & Development | I.P.Tiwari |
| 3. Mass Communication in India | Keval J Kumar |
| 5. Cinema & Television | Jacques Hermabon & Kumar Shahani |
| 6. Mass Communication Journalism in India | D S Mehta |
| 7. Mass Media Today | Subir Ghosh |
| 8. The Communication Revolution | Narayana Menon |

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

205: DESIGN AND GRAPHICS

Time: 3 Hrs.

Max. Marks: 75

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

Elements of Design and Graphics, Visualization, Convergence and Divergence - Conceptualizations Functions and significance

SECTION-B

Basic elements and principles of Graphics, Design Lay-Out and Production; Typeface families - Kinds - Principles of Good Typography; Spacing - Measurement - Point System. Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo

SECTION-C

DTP, Use of Computer Software, Character generation, Use of Multi-Media.

SECTION-D

Types of Papers, Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making.

Suggested Readings:

1. Art in Production- N.N. Sarkar
2. Newspaper & Magazine Layout- S.S. Kumar
3. Principles of Printing Technology- N. Ghosh

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

PRACTICAL

206: COMMUNICATION LAB

Max. Marks: 25

- 1. Micro Communication Lab on Communication Dynamics**
 - Simplicity & Complexity
 - Has the message been received
 - Use of Emphasis
 - Formality
 - Humour
 - Emotion
 - Staying in control

- 2. Communication Skills/Perception**
 - Speaking
 - Listening
 - Writing
 - Reading

- 3. Verbal, Communication**
 - Verbal Language
 - Public Speaking

- 4. Non-Verbal Communication**
 - Body movement
 - Eye movement, posture
 - Silence
 - Sign language

- 5. Methodology**
 - Each student will prepare & present six minutes presentation on the given topic
 - Face the Audio System/Camera
 - Record & Pre-listen/Pre-view
 - Pre-review
 - This Exercise will be repeated three times

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

PRACTICAL

207: Design & Graphics Lab.

Time: 3 Hours

Max. Marks: 25

- Visualizing concepts and ideas
- Designing, Layouting and Illustrations
- Graphic Designing exercises
- Composition
- Designing of Lay-outs for various magazines/newspapers
- Developing story books
- Designing of Cover-Page
- Designing pamphlets, folders, flash cards, flip charts
- Such other exercises as the faculty incharge may deem fit
- Evaluation of all such assignments
- Visit to printing press of various kinds
- Typing Techniques

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-II)

Drug Abuse: Problem, Management and Prevention

DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours

Max. marks: 50

Instructions for the Paper Setters:-

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

Section – A

Prevention of Drug abuse:

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

Section – B

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

Section – C

Controlling Drug Abuse:

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

Section – D

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

References:

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

5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
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. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

301: CYBER JOURNALISM

Time: 3 Hours

Max Marks: 75

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

- **Cyber Journalism:** What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

Section –B

- **Writing for Web Media:** Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Why Print & Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

Section – C

Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism

Section – D

- Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance.
- e-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

Suggested Readings:

- | | | |
|--|---|--|
| 1. Cyberspace Aur Media | : | Sudhir Pachauri |
| 2. Fundamentals of Information Technology: | | Deepak Bharihoke |
| 3. Multimedia Systems | : | Ramesh Agarwal & Bharat Bhushan Tiwari |
| 4. IT in the New Millenium | : | V.D. Dudeja |
| 5. IT | : | S L Sah |
| 6. Electronic Media & the Internet | : | Y K D'souza |

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-III)
302: Reporting and Editing-II

Time: 3 Hours

Max. Marks: 75

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 Bureau: Functions of news bureau, special beats like embassies, ministries, public sector undertakings, National headquarters of political parties

Section-B

Reporting: Interpretative, investigative, advocacy, Yellow Journalism, Herd Journalism, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programmes reviews

Section-C

Editorial & Op.Ed Page: structure and purpose, Editorial and middle, special articles, columns and letters to editor, Specialized Writing/Editing: Supplements, pullouts, features, interviews, news analysis, backgrounders

Section-D

Columnist, Syndicate Writers, Difference between broadsheet, tabloid, magazine
City Reporting Room, Wire Services, Understanding Style book

Suggested Readings:

1. News Writing – George A. Hough
2. Editing – B.N. Ahuja
3. Reporting – B.N. Ahuja
4. Reporting & Editing – V.S. Gupta

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-III)

303: History of Broadcasting in India: Policies & Principles

Time: 3 Hours

Max. Marks: 75

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 & weaknesses, Characteristics & edge over other media, Radio technology, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Microphones, Recording, Editing, Transmitter, Computer.

Section-B

History of Broadcasting: Radio came to India, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.

Section-C

Policies & Principles: Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, News objectives Guidelines for Election Broadcast

Section-D

Privatization & Autonomy, Prasar Bharti, Convergence, Relevance of Radio & Media Policy

Suggesting Readings:

1. Broadcast Journalism– Jan R Hakemuldaer, PP Singh
2. Satellite Invasion– S.C Bhatt
3. Broadcasting in India–H.R. Luthra
4. Broadcasting in India–P.C Joshi
5. Mass Communication in India–Kewal J. Kumar

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304: News Feature Writing

Time: 3 Hours

Max. Marks: 75

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

Defining a feature: What is a feature?, Difference between feature and news report (Compare with examples); From facts to narratives; Originality and literary quality; discuss various feature stories published in newspapers and magazines

Section-B

Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

Section-C

Elements of feature: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Reviews, Analysis, Feature Syndicates

Section-D

Writing the features: Gathering and organizing information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations.

SUGGESTED BOOKS:

1. The art of Feature Writing by Contractor, Huned (Icon Publication)
2. Feature Writing for Newspapers by Williamson, Daniel R. (Hastings House)
3. Feature Writing by Prassan Kumar (Shri Vidya Publication)

B.A. JOURNALISM & MASS COMMUNICATION
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305: Development and Communication

Time: 3 Hours

Max Marks: 75

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- Concept & Process: Definition & Meaning , Concept of development: Historical background in India, Concept in Third World Context, Models of development: Eastern, Western and Gandhian Model, Priority areas in development, Process of development

Section-B

Development & Communication-Concepts & Theories

Development: a bottom-up approach, Communication: a trickle-down approach, Four Approaches- Development Communication, Communication for development, Communication support for development, Development support for communication

Section-C

Development Communication: Concept, significance of development communication
Roadblocks, future of development communication

Development Issues & Concepts: Sustainability, Poverty Reduction, Social Relation (Inequality), Human Development, Participation, Institutional Development, Structural Adjustment, Environmental Protection

Section-D

Media & Development: Mass Media as tool for development; Media as partner in development, Problems with use of media for development, Creativity in media presentation of development issues, Role & performance record of each medium-Print, Radio & TV in Indian context.

Suggested Readings:

- | | | |
|-------------------------------------|---|-----------------------|
| 1. Media & Development | : | M.R. Dua & V.S. Gupta |
| 2. Mass Communication & Development | : | Dr. Baldev Raj Gupta |
| 3. Mass Communication in India | : | Keval J. Kumar |

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4. Modern Media in Social Development : Harish Khanna
5. The Changing Conceptions of Development :
An Article by S.L. Sharma in the Journal of
National Development, Vol. 1, 1980.
6. Lectures on Mass Communication : S. Ganesh

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PRACTICAL

306: Reporting & Editing Lab

Time: 3 Hours

Max Marks: 25

1. Exercises in bureau beats-political, diplomatic
2. Visit to Parliament, State Legislature and coverage of their proceedings
3. Assignments of covering sports events, business reporting
4. Writing book reviews, film reviews, TV programmes, theatre performances
5. Re-writing the copies of stringers, editing political and foreign copy.
6. Exercises in on-line editing
7. Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns.

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PRACTICAL

307: CYBER LAB

Time: 2 Hours

Max. Marks: 25

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

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(THREE YEARS DEGREE COURSE) (SEMESTER-III)

PRACTICAL
308: Feature Writing Lab

Time: 3 Hours

Max Marks: 25

- Writing features / Articles
- Types of features (Overview); discuss various feature stories published in newspapers and magazines
- Primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources;
- Developing focus themes and news pegs.
- Gathering and organizing information; Structure: Title, body

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

401: Media and Business Communication

Time: 3 Hours

Max. Marks: 75

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, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Communication Models
Barriers to effective communication

Section-B

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

Section-C

Business Correspondence in Media Organization, Principles of Letter Writing, Types of Business Letters – Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals, Resume Writing, Report Writing

Section-D

Cross Cultural Communication, Importance of Dressing, Manners & Etiquettes in Business Communication, Importance of Communication in: Negotiation, Conflict Management

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

402: Programme Formats: Radio & TV

Time: 3 Hours

Max. Marks: 75

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 for Radio: Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, Copy Writing.

Section-B

Concept of Good Presentation : Link Announcement & Continuity Presentation, NewsReading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes

Section-C

Forming a personality for the programme/station, Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible point, Intimacy with listener, knowing the target, Channel Identity, Special audience.

Section-D

Television: Understanding the medium and slope, Writing for visuals, Piece to Camera, Presentation, Reporting, Interview, Reportage, Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories

Suggested Readings:

1. Radio & TV Journalism : KM Srivastva
2. TV Production : Gerald Millerson
3. Broadcast Journalism: PP Joshi

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403: Video Production: Idea to Screen

Time: 3 Hours

Max. Marks: 75

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: Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc, Lenses: Different types of lenses and their application

Section-B

Lighting: Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors

Section-C

Selection of the Programme Topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Section-D

Video Recording and Editing: What is editing? Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing, Cut to cut, A/B roll, Assembly and insert editing.

Media Research Methodology: Writing support materials (Teacher guidance notes), Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.

Suggested Readings:

1. TV Production: Gerald Millerson
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel.
4. Modern Radio Production: Carl Hansman
5. Broadcast Technology: Srivastava

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404: Folk Media

Time: 3 Hours

Max. Marks: 75

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 folk channels of communication (Historic Perspective in India), Categorization of folk forms in India, Advantages of folk media, Advantages of Folk over Electronic media

Section-B

Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Telling Forms

Section-C

Flexibility of folk media, Folk media vis a vis the modern message (areas of conflict and compromise), Integrated use of Folk and Mass Media, Folk media in the context of urbanization,

Section-D

Punjabi Folk: Bhangra, Gidha and Vaar, Units of Ministry of I & B: Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

Suggested Books

1. **Mass Communication in India by Kewal J Kumar**
2. Handbook of Journalism & Mass Communication by Vir Bala Aggarwal
3. Folk Dance – Tribal Richval & Martial Forms by Ashish Mohan khokar
4. Forms with A Smile by W S Retail

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405: Advertising: Concepts & Principles

Time: 3 Hours

Max. Marks: 75

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 Advertising: Definition, Origin & development, Growth of advertising in India
Scope (Effects on Economy/Industry), Facets of advertising (As an act of commerce, as hidden persuader)

Section-B

Purpose of Advertising: Need for advertising, Functions of advertising, Benefits of advertising: To Seller, Buyer & Media

Section-C

Types of Advertising: Commercial & Non-commercial, Product & Consumer, Classified & Display
Retail & Wholesale, Regional, National & Co-operative, Govt. advertising, Comparative advertising

Section-D

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

Role & Effects of Advertising: Negative & Positive Effects, Advertising & Society, Advertising & Development, Role of Advertising in National Economy, Social/Public Advertising

Suggested Readings:

- | | | |
|----------------------------|---|---------------------------------------|
| 1. Indian Broad Casting | : | H.R. Luthra (Publications Division) |
| 2. Television Techniques | : | Hoyland Beltinger (Harper & Brothers) |
| 3. Advertising Made Simple | : | Frank Jefkins (Rupa & Co.) |
| 4. Ogilvy on Advertising | : | David Ogilvy (Pan Books) |
| 5. Advertising Management | : | Aaker, Myers & Batra |

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(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

PRACTICAL

406: Radio and TV Production Lab.

Max. Marks: 25

Radio

- Writing for different formats of Radio
- Radio recording of different formats: RJ, Interview, Radio Talk, Drama

Practical exercises involving:

Television

- Story treatment,
- Scripts,
- Storyboards,
- Budgets,
- Floor plan, sets, make-up, costume, jewelry, lights, audio, graphic rehearsals,
- Shooting schedules
- Post-Production editing

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PRACTICAL

407: Operation & Handling of Video Equipments

Max. Marks: 25

Practical exercises involving:

Camera:

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

Lights:

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back-lighting
- (c) Proper placement of lights & lighting equipment for principle subjects and sets;both on location and in the studio.

Sound:

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracks

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(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

PRACTICAL

408: Advertising Lab

Max. Marks: 25

Practical exercises involving:

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- Understanding different types of Advertising:
 - (a) Commercial & Non-commercial
 - (b) Product & Consumer
 - (c) Classified & Display
 - (d) Retail & Wholesale
 - (e) Regional, National & Co-operative
 - (f) Govt. advertising
 - (g) Comparative advertising

**B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-IV)**

ESL-221 ENVIRONMENTAL STUDIES (COMPULSORY PAPER)

Time: 3 Hrs.

Max. Marks: 100

Teaching Methodologies

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

Exam Pattern: **End Semester Examination- 75 marks**
 Project Report/Field Study- 25 marks [based on submitted report]
 Total Marks- 100

The structure of the question paper being:

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

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII.
 Each question carries 5 marks. Answer to each question should not exceed 2 pages.

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

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

Project Report / Internal Assessment:

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

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

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

Unit-I

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

(2 lectures)

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

Unit-II

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles. **(8 Lectures)**

Unit-III

Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries) **(6 Lectures)**

Unit-IV

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity **(8 Lectures)**

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(THREE YEARS DEGREE COURSE) (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)

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-IV)

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. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

501: Event Management: Principles & Methods

Time : 3 Hours

Max Marks : 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- Definition and scope of event management
- Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc
- Importance of budget and buffer
- Concept of clean zone
- Role & importance of exhibitions
- Objectives of the exhibition
- Advantage of exhibition over other devices
- Importance of direct contact
- Choosing the right exhibition-Where to participate
- Why exhibitions sell? Concept of neutral territory
- PR for an exhibition
- Role of the Press in promotion of an event
- Publicity inputs or visible aids for promoting an event
- Print & Display material
- Stand Design
- Trade Fair: Uses & Abuses
- Gauging Cost Effectiveness

Suggested Readings:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

502: Current Affairs: Contemporary Issue in Media-I

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Political and Social Issue:** Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues
- **Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security
- Current issues in health, Women and Child Rights, Human Rights and Education System
- **International organization:** SAARC, ASEAN, G-8, G-20, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU
- **National organizations:** CIC, NSG, FICCI, CII, RBI, CVC

NOTE: Issues pertaining to last six months only

Suggested Books / Magazine

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

503: Media Research Methodologies

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Research:** Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.
- **Survey:** Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.
- **Data:** Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.
- **Tools of Data Collection:** Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.
- **Media Research:** Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Suggested Readings:

- | | | |
|---|---|--------------------------------|
| 1. Social Research | : | S.R. Vajpayee |
| 2. Doing Your Research Project | : | Judith Bell |
| 3. Research Methodology–Methods & Techniques: | | C.R. Kothari |
| 4. Research Methodology in Social Sciences | : | Sandhu & Singh |
| 5. Communication & Research for Management | : | V.P. Michael |
| 6. Research in Mass Media | : | S.R. Sharma & Anil Chaturvedi |
| 7. Research-How to Plan, Speak & Write About It : | | Clifford Hawkins & Marco Sorgi |

**B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)**

504: CYBER JOURNALISM

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Cyber Journalism:** What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.
- **Writing for Web Media:** Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Why Print & Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.
- Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism
- Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance.
- e-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

Suggested Readings:

1. Cyberspace Aur Media : Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems : Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium : V.D. Dudeja
5. IT : S L Sah
6. Electronic Media & the Internet : Y K D'souza

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

505: PUBLIC RELATIONS

Time : 3 Hours

Max Marks : 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- Role of Public Relations in Corporate Image Building
- Functions of Public Relations
- PR as distinguished from Marketing, Sales Promotion & Advertising
- PR Techniques
- Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct
- Functions of PR Department & Manager-Advantages & Disadvantages
- PR consultancy-Its advantages & disadvantages
- PR programme planning
- Evaluating results of PR work
- Press Relation & its principles
- The News Release-Seven point formula & its importance
- Writing techniques, Press Event & Organising them
- Internal PR-Media & Techniques
- Employee Relations
- Exhibition PR & its Planning
- Uses & kinds of Exhibition PR
- Role of Photography In PR
- Importance of Marketing Research for the PR Practitioner

Suggested Readings:

1. PR concept, Tools, Stragies – NN Sarkar
2. Handbook on Public Relations – D.S Mehta
3. Public Relations Management – C.S. Raydu
4. Business Public Relations – S.R. Sardana
5. Public Relations – Jaishree Jethwaney

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

PRACTICAL

506: EVENT MANAGEMENT LAB

Time: 3 Hours

Max Marks: 25

- Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.
- Organizing different events at department level along with publicity and promotion

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

PRACTICAL

507: CYBER LAB

Time: 2 Hours

Max. Marks: 25

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-V)

PRACTICAL

508: PILOT STUDY

Time: 3 Hours

Max. Marks: 25

- Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester. The study can be conducted in any of the following areas for example:
 1. Media: Advantages and Disadvantages
 2. Popular newspaper
 3. Popular TV channel
 4. Favourite Radio Programme
 5. Favourite Ad
 6. Social Media: Advantages and Disadvantages

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

601: Global Media

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- Introduction to main International Newspaper : Wall Street Journal/ Tabloid of UK, Dawn, Jung
- Major international television channels
- BBC, CNN, AL JAZEERA, IBN
- Major International Radio channels: BBC, Voice of America, AIR

- **Media Scenario**
Introduction to major Global Media Companies (Reuters, AP, AFP, Xinhua, CNA)
Present Media scenario in Asia (Special reference to SAARC, NAM Countries
3) Concept of Media Imperialism

- **Media and Market Force**
Misinformation and information war, Role of Media in promoting humanity and peace,
Market forces and Media

- **Global Technology**
Global satellite system
Global internet service
IPTV
UNESCO Mass Media Declaration

Suggested Books:

1. New Media Nation – Indigenous People & Global Communication by Valerie Alia
2. Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.
3. The No-Nonsense Guide to Global Media by Peter Steven
4. Escaping the Global Village: Media, Language & Protest by Niamh Hourigan

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

602: Current Affairs: Contemporary Issue in Media-II

Time: 3 Hours

Max. Marks - 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

- Section A:** This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.
- Section B:** This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.
- Section C:** This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Events and happening of last six months with special reference to:**
Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues
- **Health and Education:** Current issues in health, Current issues of women and child right, Issue related to human rights, Current issues in education system,
Business sports and security: Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security
- **Critical studies:** Media as an educator, Media and violence, Feminist media perspective, Media and marginalized group

Suggested Books / Magazine

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

603: Perspective of Audio Sound

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Sound:** Meaning, Characteristics, Propagation, Acoustic Reverberation
- **Microphones:** Selection of Microphones, Types of Microphones on the basis of principles, uses and polarization, Wireless Microphones
- **Principles of Magnetic Recording and Digital Recording Systems**
- **Audio Cables & Connectors:** Types & Uses
- **Understanding various terms and concepts in Audio**
Noise & Distortion Ratio, Dope Sheet/Exposure Sheet, Sound Recordist's role in production crew, Audio console, Voice Modulation, Mono, Stereo and Surround Sound

Audio Editing: Linear and Non-Linear Audio Editing

Types of Sound Effects

Mixing and Dubbing Techniques

Suggested Books

1. Basic of Video Sound by Das Lyver
2. Radio Production by Robert Mc Leish
3. Audio Production & Critical Listening: Technical Ear Training by Jason Gorey

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

604: Video Electronic Film Production

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Process of Film Production:** Pre-Production, Production and Post-Production
- **Pre-Production:** Programme Proposal, Budgeting, Casting, Location Survey, Indoor and Outdoor Shooting, Shooting Script, Pre-Production Meetings
- **Production:** Understanding various concepts of Production, Single Camera and Multi Camera Shooting, Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer) and other technical staff,
- Understanding the use of EDL, Continuity, Log Sheets etc
- **Post-Production:** Editing- Meaning, Need, Types (Online, Offline, Linear & Non-linear, Transitional Devices (Cut, Fade, Dissolve, Mix, Superimposition, Wipe & Montage)
- **Special Effects & Narration:** Audio Special Effects, Video Special Effects, Recording Special Effects
- **Sound Mixing:** Basics, Dubbing, Studio Mixing,
- **Media Appreciation:** Film Review, Film Criticism, Film Journalism
- **Film distribution & Marketing**

Suggested Books

1. Production Management for Film & Video by Richard Gates
2. Video: Digital Communication & Production by Jim Stinson
3. Television Production by Gerald Millerson
4. Production Algebra: Handbook of Production Assistant by Mark Adler

B.A. JOURNALISM & MASS COMMUNICATION
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605: Specialized Reporting

Time: 3 Hours

Max Marks: 75

Instructions for the Paper Setters:

Note: The paper will consist of three sections as follows:

Section A: This section will have 10 compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 10 short answer type questions, out of which 7 questions are to be attempted. Each question carries 5 marks. The answer must not exceed 250 words. Total weightage of this section being 35 marks.

Section C: This section comprises 4 long, essay type questions, out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this section being 20 marks.

- **Specialized Reporting:** Concepts and Its relevance in the field of journalism
- **Area of Specialized Reporting:** Science Reporting, Health Journalism, Development, Journalism, Page 3 Reporting, Science & Technology, War & Sports, Environment Reporting and Issues of Gender bias and Human Rights
- **Concept of Investigative Journalism:** Origin and growth, Pioneers, Role and Scope. Modern Techniques in investigative Journalism, Duties and responsibilities of investigative Journalist, Problems and obstacles faced by investigative Journalists
- **Features:** Definition and scope in specialized reporting, Effective Specialized Reporting, Celebrating Journalism, Tabloid Journalism
- **Advocacy Journalism:** History, Objective and Criticism
- **Environment Journalism:** History, Scope, Advocacy Debate, Genres (Nature Writing, Science Writing, Environmental Interpretation)
- **Gonzo Journalism:** Definition and origin
- **New Journalism:** History, Characteristic, Criticism
- **Embedded Journalism:** History, Characteristic, Criticism
- **Video Game Journalism:** Ethics, New Media and video game journalism
- Reporting social events and mal practices like corruption, Manual Scavenger and their Rehabilitation Act 2013.

Suggested Books

1. Journalism: Editing, Reporting & Feature Writing by N.Basu, N.Prabhakar
2. Handbook of Reporting & Communication Skills by V. S. Gupta
3. News Reporting & Editing: An Overview by Suhas Chakravarthy
Specialized Reporting by David Remick

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

PRACTICAL

606: Audio Lab

Time: 3 Hours

Max Marks: 25

- **Microphones:** Uses and selection of Microphones,
- **Understanding different types of Microphones**
- **Digital Recording Systems**
- **Audio Cables & Connectors:** Use and Selection
- **Working on Audio console, Mixing Audio**
- **Understanding techniques of Voice Modulation**
- **Audio Editing:** Linear and Non-Linear Audio Editing
- **Types of Sound Effects**

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

PRACTICAL

607: Specialized Reporting Lab

Time: 3 Hours

Max Marks: 25

- Understanding different areas of specialized reporting, writing stories on various areas of specialized reporting like science, health, page 3, environment, gender and human rights
- Writing feature on celebrities
- Reporting various events of city / college for your in-house publication
- Editing and designing in-house publication

B.A. JOURNALISM & MASS COMMUNICATION
(THREE YEARS DEGREE COURSE) (SEMESTER-VI)

PRACTICAL
608: Film Project

Time: 3 Hours

Max Marks: 25

Each student will prepare a 5-10 minutes film on any subject or theme keeping in mind the process and technicalities of film making. The student must also submit the copy of script and the budget along with film CD.