

# Faculty of Arts & Social Sciences

FOR

## INTERDISCIPLINARY COURSES IN JOURNALISM (UG)

Examinations: 2019-20



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## GURU NANAK DEV UNIVERSITY AMRITSAR

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- (ii) Subject to change in the syllabi at any time.  
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## **JML-001: INTRODUCTION TO MASS COMMUNICATION**

**Time: 3Hrs.**

**Credits: 4**

**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**

Communication- Concept, scope and need, 7Cs of communication; Verbal and Non-Verbal Communication; Public Speaking, Glossary Interdisciplinary Course in Journalism

### **Section-B**

Traditional Media, Types of Communication Characteristics of Print, Radio, TV and Films.

Glossary Interdisciplinary Course in Journalism

### **Section-C**

News: Definition, Types, Sources, Structure; Lead, Headlines: Articles, Features, Middles, Editorials.

Glossary Interdisciplinary Course in Journalism

### **Section-D**

Voice Modulation for Radio Key elements of writing for Radio Key elements of writing for TV Formats of Radio & T.V. Film Reviews, Glossary Interdisciplinary Course in Journalism

## **JML-002: COMMUNICATION SKILLS**

**Time: 3Hrs.**

**Credits: 4**

**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**

Spoken Skills: Concept of Communication, 7 C's of Communication, Inter-personal Communication, Group of Communication, Public Speaking

### **Section-B**

Barriers to effective communication, Speaking for Radio and T.V, Non-verbal Communication, Use of Audio-Visual aids, Group Discussion, Listening

### **Section-C**

Written Skills: Creative writing including short story, poetry, essay writing Journalistic writing including Features, Articles, Editorials, Letters to Editor, Middle, Script writing, Dialogue writing

### **Section-D**

Business Communication: Telephonic Etiquettes, Types of Business Communication, Notices, Memos, Press Notes, In-house Journals, Minutes of meeting, Interview skills, Resume Writing

