

**B.A. (JOURNALISM AND MASS COMMUNICATION)**

**Syllabus**

**Duration:** Three Years  
**Eligibility:** (10+2) or equivalent  
**2017 Onwards**



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY

SIRSA

*harinder*  
*05/7/17*

*[Signature]*

*[Signature]* 5/7/17

*Munshim Singh*  
B.A. Mass Communication First Semester

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-101	HINDI-I	80	28	20	3Hrs.
BMC-102	SOCIOLOGY	80	28	20	3Hrs.
BMC-103	INTRODUCTION TO COMMUNICATION	80	28	20	3Hrs.
BMC-104	REPORTING & EDITING	80	28	20	3Hrs.
BMC-105	COMMUNICATION SKILLS	80	28	20	3 Hrs

*Munshim Singh*  
B.A. Mass Communication Second Semester

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-201	HINDI - II	80	28	20	3Hrs.
BMC-202	POLITICAL SCIENCE	80	28	20	3Hrs.
BMC-203	PUBLIC RELATIONS	80	28	20	3Hrs.
BMC-204	EVOLUTION OF MEDIA IN INDIA	80	28	20	3Hrs.
BMC-205	PRACTICAL (PRINT MEDIA+ PR)	100	40		

*(Signature)*  
Kainder

*(Signature)*

*(Signature)*  
stijn

*(Signature)*  
July 8, 2017  
- 2 -

*Journalism and Mass*  
**B.A. Mass Communication Third Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-301 MC-71	ENGLISH I	80	28	20	3Hrs.
BMC-302 MC-72	INDIAN HISTORY	80	28	20	3Hrs.
BMC-303 MC-73	RADIO JOURNALISM	80	28	20	3Hrs.
BMC-304 MC-74	GRAPHIC AND PRODUCTION	80	28	20	3Hrs.
BMC-305 MC-75	TRADITIONAL FOLK MEDIA	40	20	10	2 Hours
BMC-306 MC-76	ENVIRONMENTAL STUDIES	40	14	10	2 Hrs.

*Journalism and Mass*  
**B.A. Mass Communication Fourth Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-401	ENGLISH -II	80	28	20	3Hrs.
BMC-402	ECONOMICS	80	28	20	3Hrs.
BMC-403	T V JOURNALISM	80	28	20	3Hrs.
BMC-404	TV PRODUCTION	80	28	20	3Hrs.
BMC-405	MEDIA WRITING	40	14	10	2 Hrs.
BMC-406	MEDIA INTERNSHIP	50	20	-	

*Chase*  
*Kainder*

*July 10, 2012*  
*Shyam*  
*July 8, 2012*

*AA*  
*5/7/12*

*Journalism and Mass*  
**B.A. Mass Communication Fifth Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-501	PHOTO JOURNALISM	80	28	20	3Hrs.
BMC-502	CORPORATE COMMUNICATION	80	28	20	3Hrs.
BMC-503	MEDIA LAWS	80	28	20	3Hrs.
BMC-504	ADVERTISING	80	28	20	3Hrs.
BMC-505	SPECIALIZED JOURNALISM	80	28	20	3Hrs.

*Journalism and Mass*  
*By Sharan*

**B.A. Mass Communication Sixth Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-601	RADIO PRODUCTION	80	28	20	3Hrs.
BMC-602	FILM STUDIES	80	28	20	3Hrs.
BMC-603	NEW MEDIA	80	28	20	3Hrs.
BMC-604	SPORTS JOURNALISM	80	28	20	3Hrs.
BMC-605	MEDIA PRODUCTION	100	40		

*Dev Goyal*

*Kavinder*

*AH 5/7/17*

*By Sharan*  
*12.05.2017*

*Act in*  
Bachelor of Journalism and Mass Communication

First Semester

BMC-101

Hindi-I (Compulsory)

Max. Marks-80

Pass Marks -28

Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A,B, C and D. In questions from Sections B & C internal choice will be given where in students will be required to attempt any Four of the Seven words/sentences. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

शब्द एवं वाक्य संरचना, हिन्दी में शब्द संरचना एवं प्रयोग— संधि, समास, उपसर्ग, प्रत्यय , पर्यायवाची, विलोमाथी, अनेकार्थक व समूहार्थक शब्द, नागरी लिपि का मानक रूप, हिन्दी भाषा के विविध रूप।

8+8=16

**Unit-II**

अभिनव काव्य गरिमा: सम्पा डॉ० नरेश मिश्र

8+8=16

**Unit-III**

निबन्ध लेखन: कुल 20 निबंधों में से

8+8=16

1. विद्यार्थी और अनुशासन
2. जनसंख्या की समस्या
3. कंप्यूटर का आधुनिक जीवन में महत्व
4. दूरदर्शन की उपयोगिता
5. विज्ञान वरदान या अभिशाप
6. प्रदूषण की समस्या
7. वृक्षारोपण

*Dr. P. S. Singh*  
5/7/17  
*Kaundav*  
05/7/17  
- 5 -

*ATI*  
5/7/17

8. वर्तमान शिक्षा प्रणाली
9. नशा और युवा वर्ग
10. विद्यार्थी और राजनीति
11. आंतकवाद
12. भ्रष्टाचार: समस्या और समाधान
13. जीवन में शिक्षा का महत्व
14. भारतीय संस्कृति की विशेषताएं
15. अनेकता में एकता भारत की विशेषता
16. साहित्य और समाज
17. विज्ञान और मानव कल्याण
18. नैतिक शिक्षा
19. आदर्श विद्यार्थी
20. महिलाधिकार

#### Unit-IV

पारिभाषिक शब्दावली के परिभाषा और महत्व, निर्माण के सिद्धान्त, मीडिया की भाषा की प्रकृति एवं विशेषताएं, मीडिया की भाषा में नए प्रचलन, मीडिया की भाषा के विकार एवं समस्याएं, मीडिया में भाषा का उपयोग एवं महत्व।

8+8=16

hainder  
05/11/17

AA 5/11/17

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**First - Semester**

BMC-102

**Sociology**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Concept and Definitions of Sociology, Importance of Sociology, Religion and Society, Urban Growth and Urbanization, Impact of Urbanization on Society, Relation of Sociology with Other Social Sciences, Importance of Sociology for Media Students

**Unit-II**

Family: Meaning & Types, Types of Society: Tribal, Agrarian, Industrial and Post-Industrial, Industrial and Urban Society, Social Demography in India, Causes and Consequences of Population Explosion, Population and Social Development

**Unit-III**

Concept of Socialization, Factors Influencing Process of Socialisation, Social Stratification, Social Change, Agents of Social Change, Problems of Social Change, Understanding of Contemporary Social Changes in India

**Unit-IV**

Characteristics of Indian Culture, Population and its Growth, Simple and Complex Society, Weaker Section and Minorities, Social Justice, Equal Opport Sectiony and Special Opport Sectiony, Protective Discrimination & Constitutional Safeguards

*[Handwritten signature]*

*heinder*  
*05/7/12*

*ATU stlm*

*Arbin*  
**Bachelor of Journalism and Mass Communication**

**FIRST Semester**

BMC-103

**Introduction to Communication**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Evolution of Human Society, Modes of Communication in Primitive Societies, Concept, Meaning, Definition & Scope of Communication, Process of Communication, Elements and Functions of Communication, Types of Communication and Barriers of Communication

**Unit-II**

SMR and SMCR Model, Laswell Formula, Osgood Model, Wilbur Schrumm's Models, Gate Keeping Model, Helical Model, Shannon and Weaver Model

**Unit-III**

Two-Step and Multi-Step Flow Theory, Media Cultivation Theory, Media Dependency Theory, Stalagmite Theory, Marshal McLuhan's Theory, Bullet Theory, Uses and Gratification Theory

**Unit-IV**

Speech Communication- Psychological and Sociological Aspects, Classification of Media and Various Types of Media, Mass Communication: Definition, Nature & Scope, Features of Mass Communication, Characteristics of Media Audience, Factors Influencing Audience, Limitations of Mass Media

*Deep*

*haninder*  
*21/11/17*  
- 8 -

*AN*  
*sh/n*



*Arts in*  
**Bachelor of Journalism and Mass Communication**

**FIRST -Semester**

BMC-104

**Reporting & Editing**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

News-Meaning,- Concept, Scope and Definition, News Value, News Sources, News Gathering, Tools of Reporting, Duties and Responsibilities of Reporter, Reporting for Print & Electronic Media

**Unit-II**

Structure of Reporting Staff in News Papers, Duties & Functions of Bureau Chief, Staff Reporter, Reporting Beats, Citizen Journalism, Free Lancing, Types of Reporting, Specialised Reporting

**Unit-III**

Editing-Meaning and Definition, Principles and Elements of Editing, Importance of Editing in Journalism, New Trends in Editing, Proof Reading, Editing Signs, Photo Editing ,Photo Captions

**Unit-IV**

Structure & Functions of Editorial Staff in Media, Role & Responsibilities of Editor, News Editor, Chief Sub Editor and Sub Editor, Editorial Page in News Papers- Contents & Importance, Headlines- Concept, Meaning, Types & Importance, News Story Structure, Lead- Types & Importance

*Shy*

*havininder*  
*05/7/12*

*-9-*

*AA*  
*5/7/12*

*Act in*  
**Bachelor of Journalism and Mass Communication**

**First - Semester**

BMC-105

**Communication Skills**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Interviews-Kinds, Technique & Importance, Group Discussions

**Unit-II**

Dress Codes, Soft Skills: Concept, Meaning, Types & Significance, Improving Reading & Public Speaking Skills, Written Communication: Content, Structure & Importance, Drafting Letters, Reports, Minutes, Memos and Notices, Presentation: Pre- Presentation, Presentation Skills, Post-Presentation & Follow Up

**Unit-III**

Presentation Aids; Audio, Visual & Audio-Visual Aids, Power Point Presentation Basics of Audio Recording, Basics of Film Production Techniques, Basics of Video Production Techniques, Sound & Slide Productions, Meeting: Concept, Purpose & Importance, Meeting: Convening, Preparation- Managing-Post Meeting

**Unit-IV**

Creative Writing: Fundamentals, Structure and Contents of Writing, News Analysis & Backgrounders, Book, Film & TV Reviews, Photo Features, Photo Editing and Caption Writing, Official Correspondence & Report Writing

*Deep*

*handwritten*  
*05/7/17*  
-10-

*AA*  
*5/7/17*

*Arts*  
**Bachelor of Journalism and Mass Communication**

**Second Semester**

**BMC-201**

**Hindi-II (Compulsory)**

Max. Marks-80

Pass Marks -28

Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

कार्यालयी हिन्दी: पत्र लेखन, शासकीय आदेश, परिपत्र, अर्द्धशासकीय पत्र, कार्यालय ज्ञापन, अधिसूचना, सकल्प, संपादक को पत्र, अशासकीय पत्र, पृष्ठाकन, द्रुतगामी पत्र, अनुस्मारक, तार, प्रैस विज्ञप्ति, संक्षेपण, पल्लवन, टिप्पण, पारिभाषिक शब्दावली: परिभाषा और महत्व, निर्माण के सिद्धान्त।

8+8=16

**Unit-II**

पत्रकारिता: स्वरूप, प्रकार और महत्व, संवाददाता के गुण, साक्षात्कार: अर्थ, परिभाषा, साक्षात्कार कर्ता के गुण, फीचर: परिभाषा, स्वरूप एवं उद्देश्य, फीचर लेखन, विज्ञापन लेखन, रिपोर्ताज लेखन, रेडियो समाचार लेखन एवं निर्माण।

8+8=16

**Unit-III**

गोदान – मुंशी प्रेमचन्द– संप्रसंग व्याख्या एवं प्रश्नोत्तर

8+8=16

**Unit-IV**

कार्यालयी शब्दावली

1. above cited उपर उद्धृत
2. Above Mentioned/Said
3. Above Quoted/noted
4. According to
5. After consultation with
6. Against Public Interest
7. Appended herewith
8. As a general rule
9. As a rule
10. As a matter of fact
11. As directed
12. As far as possible
13. As regards
14. As soon as possible
15. As revised
16. Assumption of office
17. Attached herewith
18. At the end of
19. At the instance of
20. At the latest
21. Awaiting approval
22. Await further report

- उपर्युक्त  
उल्लिखित  
के अनुसार  
से परामर्श करके  
लोकहित के विरुद्ध  
संलग्न है  
साधारणतया  
नियमतः  
वस्तुतः यथार्थतः  
निर्देशानुसार  
यथासंभव  
के संबंध में  
यथाशीघ्र  
यथा संशोधित  
पदग्रहण  
साथ में संलग्न हैं  
के अन्त में  
के निर्देश से  
विलंबतम  
अनुमोदन की प्रतीक्षा है  
अगली रिपोर्ट की प्रतीक्षा है

*Signature*

- 11 -

*hainder*  
05/7/17

*Signature*

23 Bill outstanding	बकाया बिल
24 Breach of discipline	अनुशासन भंग
25 Breach of privilege	विशेषाधिकार भंग
26 Bring of effect	कार्यान्वित करना
27 Brought over	आगे ले जाया गया
28 Brought forward	आगे लाया गया
29 Budget provision exists	बजट व्यवस्थ मौजूद है
30 By and by	धीरे धीरे
31 By reason of	के कारण
32 By order of	के आदेश से
33 By virtue of office	अपने पद के नाते
34 Call for explanation	स्पष्टीकरण मांगा जाए
35 Call upon to show cause	कारण बताने का कहा जाए
36 Circular	परिपत्र
37 Certified that	प्रमाणित किया जाता है कि
38 Channel	माध्यम
39 Creation of Post	पद सृजन
40 Column	स्तंभ
41 Day Duty	दिन ड्युटी
42 Decision is awaited	निर्णय की प्रतीक्षा है
43 Delay is disposal	निपटने में देरी
44 Delay is regretted	विलंब
45 Delay should be avoided	देर नहीं होनी चाहिए
46 Detailed report	विस्तृत प्रतिवेदन
47 Do the needful	आवश्यक कार्रवाई करें
48 Duly complied	विधिवत् अनुपालन किया गया
49 Duly verified	विधिवत् सत्यापित
50 Duty sense of	कर्तव्य ज्ञान

8+8=16

*Dayf*

*hainder*  
05/7/17

*Att*  
5/7/17

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**Second-Semester**

BMC-202

**Political Science**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

Concept of Political Science and Political Thought, Definition and Elements of State, Theories of Origin of State, Concept of Anarchy, Marxism, Liberalism & Democracy, Parliamentary & Presidential Democracy

**Unit-II**

Nature of Fedral System in India, Centre-State Relations, Saliant features of Indian Constitution, Parliamentary Form of Government, Panchayati Raj System in India, Election Commision of India, Electoral Reforms

**Unit-III**

Two Party & Multi Party System, Prime Minister-Power & Functionsm, President: Power & Functions, Fundamental Duties, Fundamental Rights, Directive Principles of State Policy

**Unit-IV**

Indian Judicial System, Judicial Activism, Emergency Provisions Enshrined in Indian Constitution, Concept of Citizenship, Procedure of Amendments in Indian Constitution, Political Conditions in India in 21<sup>st</sup> Century

*dyf*

*Ravi noler*  
*05/7/12*  
-13-

*AA*  
*5/7/12*

*Act's in*  
**Bachelor of Journalism and Mass Communication**

**Second Semester**

BMC-203

**Public Relations**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Public Relations: Concept and Definition, Principles of PR, PR and Allied Disciplines: Publicity, Propaganda, Lobbying, Public Opinion and Attitude Mobilization, Tools of Public Relations, Publics in PR

**Unit-II**

PR Campaign: Concept, Meaning & Importance, Media Relations: Press Conference, Media Briefings, Interviews, Meetings, Seminars & Workshops, Process of developing Corporate Identity, Role of PR in Damage Control & Crisis Management, Corporate Communication: Planning, Management and Execution, Feedback and Evaluation

**Unit-III**

Benefits of Public Relation, Environment for Public Relations, Sensitivity to Socio-Cultural Issues, Duties & functions of the PR practitioner, Qualities of PR Practitioner, IPR Code & the International Codes of Conduct

**Unit-VI**

Event management: Concept, Meaning & Importance, Exhibitions: Role, Importance & Objectives, Concept of Neutral Territory, Role of Media in Promotion of an Event, News Release: Seven-Point Formula & its Importance, Role of Photography in PR, Importance of Marketing Research for the PR Practitioner

*ajp*

*Ravinder*  
*0577117*  
- 14 -

*ATU*  
*5/17/17*

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**Second-Semester**

BMC-204

**Evolution of Mass Media in India**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

History of News Papers in India, The Pioneers, Rise of Language Press in India, Role of Raja Ram Mohan Roy, Mahatma Gandhi, B.G. Tilak and Annie Besant to Indian Press, Indian Press & Freedom Struggle, News Agencies: PTI,UNI, Univarta, Bhasha

**Unit-II**

Important Phases of Development of Radio in India, Role of Lionel Fielden, Radio Before Independence, Foreign Service of All India Radio, All India Radio & Green Revolution, Special Audience Programmes, MW,SW,FM & CommSectiony Radio

**Unit-III**

History of Television in India, SITE, Types of Transmissions, Cable & Satellite TV Channels, Demassification and There After, DTH, TV Soap Operas and Society

**Unit-IV**

Brief History of Silent Era, The Advent of Talkies, Cinemas of India, Golden Era of Indian Cinema, Parallel and Commercial Cinema, The Making of Superstars, Angry Young Man, Hindi Cinema in 21<sup>st</sup> Century

*[Handwritten signature]*

*harinder*  
*05/7/17*

*[Handwritten signature]*  
*5/7/17*

<sup>Arts in</sup>  
**Bachelor of Journalism and Mass Communication**  
**Second-Semester**

BMC-205

Max. Marks- 100

Pass Marks-40  
Time: 3 Hours

PRACTICAL ( PRINT MEDIA & PR)

NEWS	10 (5 ENGLISH 5 HINDI )
LETTER TO EDITOR	05
FEATURE / PHOTO FEATURE	10
ARTICLE (CURRENT ISSUE)	05
DISPLAY ADVERTISEMENT	05
CLASSIFIED ADVERTISEMENT	05
POSTER (PUBLIC SERVICE AD.)	02
EDITING PRESS NOTE	05
NEWS LETTER	05
EVENT MANAGEMENT (IN HOUSE)	02
FOLDERS	05
PUBLISHING A DEPARTMENTAL NEWS PAPER	
ANALYSIS OF NEWS PAPERS	02
ONLINE ADVERTISEMENT	02

*[Handwritten signature]*

*haininder*  
*07/7/17* — *(A/H)* *st/m*



*Act's in*  
**Bachelor of Journalism and Mass Communication**

**Third Semester**

BMC-301

**English-I**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Noun, Pronoun, Verb, Adverb, Adjective, Preposition Conjunction,  
Interjection 16

**Unit-II**

Sentence and its Types , Basic Sentence Formation 16

**Unit-III**

Translation, Comprehension 08+08=16

**Unit-IV**

Essay Writing, Letter Writing 08+08=16

*Deep*

*hainder*  
*05/7/17*

*AI*  
*5/7/17*

*Act in*  
**Bachelor of Journalism and Mass Communication**

**Third - Semester**

BMC-302

**Indian History**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

Sources of information about Ancient Indian History, Features of Indian Valley Civilization, Causes of the decay of Indus Valley Civilization, Religious, Social and Political life in Vedic Era, Feature of Ramayana & Mahabharata, Teachings of Bhagwad Gita

**Unit-II**

Preachings of Buddhism & Jainism, Ashoka- His Empire, Victories and Philosophy, Maurian Empire, Invasion of Alexander-the Great, Samundra Gupta & Chandra Gupta Vikramaditya, Empire of Harshavardhan

**Unit-III**

Invasions of Mohammad Gouri & Ghaznavi, Delhi Sultanate: Qutabdin Aibak, Razia Sultan, Balban & Mohammad-Bin-Tughlak, Religious, Economic, Social and Cultural life under Babur, Akbar and Aurangzeb, Buildings of Shah Jehan, Features of Bhakti Movement, Adi Granth

**Unit-IV**

Battle of Plassey, Vizaynagar Empire, Invasions of Ahmed Shah Abdali, Empire of Maharaja Ranjit Singh, Mutiny of 1857, Indian Struggle for Freedom, Independence of India

*Deep*

- 18 -

*harinder*  
05/12/17

*AA*

*edits in*  
**Bachelor of Journalism and Mass Communication**

**Third - Semester**

BMC-303

**Radio Journalism**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

History of Radio in India, Fundamentals of Radio Journalism, Radio News Reporting, Sound Bytes, News Writing & Editing , Radio Commentary, Radio Bridge

**Unit-II**

Basics of Audio Production, Radio Genres: Formats, Peculiarities & Purpose, Concept of Phone-in Programmes, Special Audience Programmes, Script Writing for Radio Programmes

**Unit-III**

Audio Recording & Editing: Software & Techniques, Microphones: Types & Usage, Live and Recorded Programmes, Audio Console: Functions & Handling, Voice & Sound Recording, Microsoft Audio Audition

**Unit-IV**

Community Radio station, FM Radio Broadcast: Purpose, Contents & New Trends, Radio Jockey, Typology of Audience, Audience Research, Comm Sectiony Radio and Social Change

*[Signature]*

*hainder*  
05/12/17

*[Signature]*  
05/12/17

<sup>sets in</sup>  
**Bachelor of Journalism and Mass Communication**

**Third Semester**

BMC- 304

**Graphics and Production**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Computer Fundamentals , Basics of Computer & Internet LAN ,MAN ,WAN, Concepts of Graphic and designing , Types of graphics, E-mail-create ,send ,forward ,reply ,save attachment, Power Point Presentation

**Unit-II**

Specialization: Photo Shop & Illustrations, Basic of Art : Managing Designing, Logo Creation, Advertising Designing , Cartoon Creation & Image Editing, Special Effect: Filter & Plugins , Adobe after effects, Role and importance of graphics in various media, Multimedia : characteristics and functions

**Unit-III**

Basics of Design and Graphics, Printing Paper- types and sizes, Elements and principles of design to various forms of visual and graphic communication for Journalism, Components of layout and layout planning , Advertisement layout, Broadsheet and Tabloid layout, Poster Design, Logo Design, Brochure Design

**Unit-IV**

Web Designing - Basic of web Designing, Web page Designing: Illustrator, Corel & Photoshop, Quark Xpress, Page Maker Photoshop, Components of layout and layout planning, Visuals : Physical forms, functions & editing, Basics of Desktop Publishing, Printing Process, Printing Methods - Letter Press, Screen, Offset

*Sup*

*Handwritten signature*  
05/7/12  
- 20 -

*ATL*  
5/7/12

*sets in*  
**Bachelor of Journalism and Mass Communication**

**Third - Semester**

**BMC-305**

**Traditional Folk Media**

Max. Marks- 40

Pass Marks-14  
Time: 2 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Evolution of Human Society, Concept of Tribe, Caste & Family, Traditional modes of Advertising, Peculiarities of a Traditional Society, Traditional Personality

**Unit-II**

Traditional Folk Media: Characteristics and Advantages, Traditional Folk variety in India, Traditional Games and Sports, Prominent Folk Music & Dance forms of India with special reference to Punjab & Haryana

**Unit-III**

Folk Theatre: Characteristics and Advantages, Prominent Folk Theatrical forms in India, Street Theatre, IPTA, Puppetry – Forms, Role and Significance, Folk Theatrical forms in Haryana

**Unit-IV**

Prominent Ballads of India, Traditional Media & Social, Economic and Political awareness, Limitations of Traditional Folk Media, Relevance of Folk Media in 21<sup>st</sup> century

*Deep*

*hainder*  
*05/7/17*

*AA*  
*5/7/17*

*-22-*

*sets in*  
**Bachelor of Journalism and Mass Communication**

**Third - Semester**

BMC-306

**Environmental Studies**

Max. Marks- 40

Pass Marks-14  
Time: 2 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

Definition, Scope and Importance, Need for public awareness via media, Natural resources and associated problems: i) Forest Resources ii) Water Resources

Role of an individual and media in conservation of natural resources.

**Unit-II**

Concept of an ecosystem: structure and function of an ecosystem, Producers, Consumers and Decomposers, Bio-diversity at Global, National and Local levels

**Unit-III**

Definition of Environmental Pollution: Causes, effects and control measures of:

(a) Air pollution (b) Water pollution (c) Soil pollution (d) Noise pollution

Role of Media in Disaster management, Environmental Issues and possible solutions

**Unit-IV**

Laws for Environment Protection

(i) Environment Protection Act. (ii) Air (Prevention and Control of Pollution) Act. (iii) Water (Prevention and Control of Pollution) Act. (iv) Wildlife Protection Act. (v) Forest Conservation Act.

*Handwritten signature*

*Handwritten signature*  
05/7/17

*Handwritten signature*  
05/7/17

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**Fourth Semester**

BMC-401

**English-II**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Tense	08
Modals	08

**Unit-II**

Articles, Tag Question, Common Errors	16
---------------------------------------	----

**Unit-III**

Voice	08
Narration	08

**Unit-IV**

Report Writing	08
C.V. Writing	08

*Key*

*harinder*  
*05/7/12* *AK* *5/7/17*

*Section*  
**Bachelor of Journalism and Mass Communication**

**Fourth Semester**

BMC-402

**ECONOMICS**

Max. Marks- 80

Pass Marks-28

Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

Economics & its Scope, Concept of Scarcity and Choice in Economics, Structure of Indian Economy: Primary, Secondary and Tertiary, Land Reforms in India, Infrastructure of Indian Economy, Difference Between Micro and Macro Economics

**Unit-II**

Basic Concepts in Economics: Price, Utility, Demand, Supply, Value & Commodity, Elasticity of Demand and Supply, Concept of Cardinal Utility, Laws and Factors of Production, Law of Variable Proportion, Indifference Curve Analysis

**Unit-III**

Money: Concept & Types, Costs: Concept & Function, Types of Market and its Features in Indian Economy, Concepts of Wages and Rent, Profit: Concept and Types, Demographic Features in India

**Unit-IV**

Importance of Economics for Media Students, Economics of Media, GST & Its Impact on India Economy, Banking Reforms in India, Importance of Plastic Money in India, Prominent Economic Thinkers in India

*Seef*

*haider*  
*05/7/12*

*-24-*

*AW*



*sets in*  
**Bachelor of Journalism and Mass Communication**

**Fourth Semester**

BMC-403

**T.V. Journalism**

Max. Marks- 80

Pass Marks-28

Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

T.V. as a Medium of Communication, Concept of T.V Journalism, Formats and Types for TV Programmes, TV News Script Format, Scripting for Fiction/Non Fiction, functional Aspects of Television –Transmission ,Receiver,

**Unit-II**

Fundamentals of TV Reporting – Reporting Skills, ENG and EFP, Ethics for TV reporting, Writing and Reporting for TV, Finding the Story and developing the Sources

**Unit-III**

Interview – Types of News Interview, Art of Conducting a Good Interview, Facing the Camera, Anchoring - Live shows, News Packaging

**Unit-IV**

Radio Studio, Audio equipments, Use of Sound Bytes, Radio-Bridge, Phone in Programmes, Voice Training: Enunciation, Flow, Pause, Pronunciation

*Signature*

*Signature*  
05/7/17

*Signature*  
5/7/17

*sets in*  
**Bachelor of Journalism and Mass Communication**

**Fourth Semester**

**Paper - BMC 404**

**Television Production**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

Birth of Television, Indian TV History, Cable TV, DTH and IPTV, Type of TV Programme, Formats of TV Programme, PAL .NTSC and SECAM

**Unit-II**

TV Programme Stages, TV Programme Process and Equipment, Key Professional Involved in TV Production, Studio and Outdoor Recording, Production Crew Team, Studio Camera Setup

**Unit-III**

Camera Lens and Functions, Basic of Script Writing, Types of Camera Shots and Angles, Storyboard, Directing Commands, Location Hunting

**Unit-IV**

Editing – Online or Non linear, Single and Multi Camera Setup, Lighting :key, Back and Fill, Switcher Design and Functions, Audio Mixing and SFX , Documentary Production : History and Important

*Deep*

*harinder  
051242*

*AV*

*Admission*  
**Bachelor of Journalism and Mass Communication**

**Fourth Semester**

BMC-405

**Media Writing**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Introduction to Creative Writing and Fundamentals of Writing, Structure and Content of Writing, 7 C's of Writing, Trends of Writing, Fiction and Nonfiction Writing, Social Media Writing

**Unit-II**

Different Types of News Stories, Writing Style and Structure, News Analysis & Backgrounders, Different Types of Feature and Importance, Book Reviews, Film Reviews and Television Reviews, Article & Editorial Writing.

**Unit-III**

Basics of Writing for Radio and Television, Script Writing for Various Radio and TV Programmes, Copy Writing for Print Ads, Banner Writing, & Publicity Materials, Script Writing for Radio & TV Ads, Writing for Internet Advertising

**Unit-IV**

Writing for Public Relations, Press Releases and Minutes, Memos, Report Writing, Writing for House Journals, New media Writing, and Blog Writing, Film Story Writing and Documentary Writing

*[Signature]*

*harinder*  
*05/2/12* *[Signature]* *5/2/17*

**MEDIA INTERNSHIP**

Max. Marks- 50

Pass Marks-20

Each student will have to undergo FOUR weeks of Internship in some Media Organization of High Repute from 1<sup>st</sup> June to 28<sup>th</sup> June. Students will have to produce a CERTIFICATE issued by the Director/Editor/Manager/Chairperson etc. of the concerned Organization regarding their PERFORMANCE, DISCIPLINE & ACTIVITIES during the course of Field training. The report must be submitted to the Chairperson of the Department before 15<sup>th</sup> July. A panel of Experts constituted by the chairperson will conduct the viva for the Internship Assessment.



Chairman  
05/7/17

AH  
05/7/17

*Act in*  
**Bachelor of Journalism and Mass Communication**

**FIFTH Semester**

BMC-501

**Photo Journalism**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Introduction of Photo Journalism, Brief History of Photography, Photography as Medium of Communication, Camera Types and Functions, Attachments and Accessories, Photography Objective and Different steps Involved in Printing & Digital Photography

**Unit-II**

Photograph Technique, Photography for Advertising, News Values for Pictures, Photo Feature , Qualities Essential for Photo Journalist Impact of Technology

**Unit-III**

Camera & Lighting, Principles of Camera, Elements, Camera Formats & Accessories, Camera Parts and its Types, Camera Formats – 35mm, Medium Format, Large Format, Reflex Camera TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA, Camera and Accessories: Tripod, Monopod, Filters, Lens Hood

**Unit-IV**

Lighting And Visual Communication, Lighting Sources : Natural & Artificial, Nature and Physical Properties of Light, Direction & Angle of Light : Front, Side, Top & Back, Lighting Contrast and Its Control by Fill in Lights, Types of Lighting Principles of Photographic Composition, Different Problems Related to Photography

*Handwritten signature*

-29-

*Handwritten signature: Ravinder 05/12/17*

*Handwritten signature: AHU 5/12/17*

<sup>Arts in</sup>  
**Bachelor of Journalism and Mass Communication**

**Fifth- Semester**

BMC-502

**Corporate Communication**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Corporate Communication: Concept and Definition, Evolution and History of Corporate Communication in India, Principles of Corporate Communication, Corporate Communication and Growth of the Organization, Corporate Social Responsibility: Concept & Scope

**Unit-II**

Art of Tools of Persuasion in Corporate Communication, Role of Corporate Communication in Damage Control & Crisis Management, Corporate Communication: Planning, Management and Execution, Feature of Corporate Communication, Corporate culture, Corporate Identity /Image

**Unit-III**

Corporate Communication and Media Houses, Corporate Communication Advertisement Agencies, Corporate Communication in Shopping Malls, Importance of Research in the Field of Corporate Communication, Corporate Communication in Multi National Companies, Corporate Culture

**Unit-IV**

New trends in Corporate Communication in India, Uses of New Media Technology in Corporate Sector, Role and Function of Human Resource Development, Corporate Citizenship –Skills and Talent of Corporate Communicator, Image and event Management, Counseling ,Campaign Planning and Strategies in Corporate Sectors

*Sheep*

*Reinder*  
*05/12/17*

*All*  
*5/12/17*

*sets in*  
**Bachelor of Journalism and Mass Communication**

**FIFTH - Semester**

BMC-503

**Media Laws & Ethics**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Nature and Scope of Media Laws, Fundamental Rights, Freedom of Speech and Expression, Law of Defamation, Contempt of Court, Press Council and Press Commissions

**Unit-II**

AIR Code, Doordarshan Commercial Code, ASCI commercial Code, Prasar Bharti Act, Cable Television Network Regulation Act 1995, Information Technology Act, 2000, Cinematography Act, 1953

**Unit-III**

Press and Registration of Books Act, 1867, Official Secrets Act, Working Journalist Act, Copyright Act, Indecent Representation of Women Act, RTI Act-2005

**Unit-IV**

Issues Related to Media Ethics, Invasion of Privacy, Trial by Media, Objectivity, Fairness & Bias, Sensationalism, Issue of Piracy

*[Signature]*

*hainder*  
*05/12/17* → *(A/W)* *5/12/17*

*Journalism*  
**Bachelor of Journalism and Mass Communication**

**FIFTH Semester**

BMC-504

**Advertising**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Advertising - Meaning & Definition, objectives & Importance, Types of Advertising, Types of Advertising Appeals, Digital Advertising: Evolution and Current Status, Laws Related to Advertising, Digital Advertising Agencies – Structure and Functions

**Unit-II**

Parts of Advertisements, Media of Advertising, Agency Structure: Roles and Responsibilities and Various Departments, Factors Affecting Client-Agency Relationship, Global Scenario of Advertising, Advertisement Budgeting

**Unit-III**

Advertising and Society: Ethical Issues in Advertising, Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct, Media Planning: Advantage and Disadvantage of Various Media, Indoor, Outdoor & Transit Advertisements, Advertisement Campaign

**Unit-IV**

Strategic Planning and Brand Management, Characteristics of Brands (Generic, Expected, Augmented, Potential), Role and Relevance of Strategy in Advertising, Understanding the Branding Process and Advertising Perspective, Brand Positioning & Brand Benefits, Brand Matrix and Media Matrix

*Key*

- 32 -

*Handwritten signature and date: 05/12/17*

*Handwritten initials: AH*

*Handwritten date: 5/12/17*



*Arts in*  
**Bachelor of Journalism and Mass Communication**

**FIFTH Semester**

BMC-505

**Specialized Journalism**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

**Economy and Finance:** Basics of Economic Reporting, Concept of GDP, Growth and Inflation, Indicators of Economy, External Sector- Balance of Payment, Current Account, Capital Account, Banking – Public Sector, Private Sector and Foreign, Bank Markets –Sensex /Nifty, SEBI

**Unit-II**

**Public Health and Science:** Health Journalism : Scope and Importance, Health Reporting: Sources, Style and Structure, Role of Government and Private Sector in Health Sector, Lifestyle & Diseases Reporting Corporate Reporting, Trends in Scientific advances: Physical and Biological Sciences, Science Reporting: Source, Style and Structure

**Unit-III**

**National security and Defense:** Conflict Reporting: Scope and Importance, Defense Reporting – Concept and Need, History of Communal Rights in India: Problems, Reasons and Growth of Communalism, Problem of Terrorism, Communalism & Extremism in India, External factors: West Asia Disputes and Other Regions, Human Rights Issues and Misuse of Science and Technology

**Unit-IV**

**Environment:** Environment -Challenges for Development, Environment Reporting: Source, Style, Language and Structure, Disaster: Earthquake, Flood, Cyclone, Tsunami, Drought, Natural Disaster Reporting: Style, Scope, Language and Structure, Ecological Imbalance: Issues and Problems, Major Environmental Issues

*Ray*

*harinder*  
*05/12/17*

*AA*  
*5/12/17*

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**Sixth Semester**

BMC-601

**Radio Production**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 8 Marks per Section.

**Unit-I**

Writing for ear: Five principal, Pre- Independence and Post – Independence Broadcasting in India, Broadcast Policy for Radio, Script Types and Importance for Sound Production, Writing for Voice Dispatches ,bytes and OB Copy , Vox pops, Generate stories ideas for Radio Programs

**Unit-II**

Radio Studio, Audio Studio Equipments, Microphone Types and Uses in Sound Production , Formats of Radio Programmers, Cues and Commands and Signals of Studio, Three Stages of Radio Production, Different Types Radio A.M., F.M., CRS, DRM and Internet Broadcasting

**Unit-III**

Concept of SW, MW, Digital Audio Console and Portable mixer, Audio File Importing, Exporting and Dubbing, Audio Editing Software : concept and Importance and Various Types, Audio Editing Using Digital Audio Software, Publishing Audio Files on Internet

**Unit-IV**

Broadcast Laws and Ethics for Music Broadcast, Off air/On air Studio and their Working , Public Service Broadcasting , Role of community Radio in Empowerment

*Arts in*  
*Arts in*  
— 34 —

*Arts in*  
05/7/17 — *Arts in* 5/7/17

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**Sixth – Semester**

**BMC-602**

**FILM STUDIES**

Max. Marks- 80

Pass Marks-28

Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A,B,C,D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus and Section E will have Six short answer type questions from the entire syllabus. The candidates are required to attempt one question each from the Sections A,B,C and D of the question paper and Four from Section E. All the Sections carry equal marks.

**Unit-I**

Film as a Medium of Communication, Five C's of Cinematography, Films vis-a-vis Society, Film Genres, Process of Film Making

**Unit-II**

History of Haryanvi Cinema, Prominent Personalities of Haryanvi Cinema viz. Arvind Swami, Usha Sharma & Bhal Singh Blara, Thematic Analysis of Chandraval, Gulabo, Mhari Dharti Mhari Maa & Chhail Gabhrtoo, Problems of Haryanvi Cinema, Current Scenarion & Future of Haryanvi Cinema, Haryanvi Cinema vis-à-vis Punjabi Cinema

**Unit-III**

A Brief History of Indian Cinema, The Poineers, The Talkies, Coming of the Superstars , Rise of Multiplex Culture, Profiles of Saytajit Ray, Bimal Roy & Raj Kapoor

**Unit-IV**

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review, Film magazines and film supplements of NPs

*Arts in*

*Arvind*  
*0577112* *Arts in*

*Arts in*  
**Bachelor of Journalism and Mass Communication**

**SIXTH - Semester**

**BMC-603**

**NEW MEDIA**

Max. Marks- 80

Pass Marks-28  
Time: 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

**Unit-I**

Computer and its various applications, Communication Technology, Information Technology, Cellular Phones, Mobile Phones as means of Communication & Entertainment, Potentials of Mobile Phone Communication

**Unit-II**

Utility of NET in Media Sector, Multimedia, News Portal, Making a Website, E-News Paper, On Line Journalism

**Unit-III**

Internet, Types of Internet connections, Internet as source of Information & Entertainment, Social Media, E-Commerce, Video Chat, Video Conferencing

**Unit-IV**

Social & Cultural implications of New Media, New Media & Social Relationship, New Media & Academics, Impact of New Media on Children & Youth, Political Campaigning through New Media

*Seef*

*hainder*  
*0577112*

*AH*  
*shin*

*lets in*  
Bachelor of Journalism and Mass Communication

**SPORTS JOURNALISM**

**PAPER –BMC 604**

**Max. Marks- 80**

**Pass Marks-28**

**Time: 3 Hours**

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have two questions from the respective sections of the syllabus and Section E will have six short answer type questions from the entire syllabus. The candidates are required to attempt one question each from the Sections A, B, C and D of the question paper and Four from Section E. All the Sections carry equal marks.

**Unit-I**

Sports Journalism, Sports News: Concept, Contents & Definition, Sports News Values, Sources of News, News Style, Accuracy, Objectivity & Fairness in Sports Writing

**Unit-II**

Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism, Sports Pages of English & Language News Papers, Syndicated Sports Journalism, Politics and Sports, Sports as Entertainment

**Unit-III**

Sports Photography, Sports Magazines, Sports TV Channels, Sports Commentary, Sports Culture, Sports Mania

**Unit-IV**

Traditional Indian Games and Sports, Place of India in International Sports, Television & Traditional Games, Sports News Paper: Need & Probabilities, Major Sports Issues

*Seep*

*harinder*  
*05/7/17*

*Ala*  
*07/7/17*

**MEDIA PRODUCTION  
(PRACTICAL) -605**

**Max. Marks- 100**

**Pass Marks-40**

Students will be required to prepare/produce the following Assignments during the session and submit in the Department before 30<sup>th</sup> November. An External and an Internal Examiner will evaluate their work in a Viva.

- Script of Radio Talk
- Script of Radio News Bulletin
- Script of TV News Bulletin
- Piece to Camera
- Power Point Presentation
- Panel Discussion
- Radio Jingles
- Film Review
- Newspaper/Magazine Analysis
- Prepare a documentary on social issue mnm 5 minutes
- Field news coverage 05
- T. V. Interview (recorded on mobile) 01
- Sports news coverage
- Social photography, wild photography or event photography -15
- Editing of audio program

*Asif*

*harinder  
0577112*

*AH  
5/7/17*