

**B.A. (JOURNALISM AND MASS COMMUNICATION)  
UNDER CHOICE BASED CREDIT SYSTEM**

**Syllabus**

**Duration:** Three Years  
**Eligibility:** (10+2) or equivalent  
**2019 Onwards**



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**CH. DEVI LAL UNIVERSITY SIRSA**

**UGBOS-19.10.2020**

## **Program outcomes for Journalism and Mass Communication**

On successful completion of a program in the Department of Journalism and Mass Communication students will be able to develop:

PO-1 Soft Skills and Working Skills related to Media Teaching & Industry.

PO-2 Practical exposure leading to employment opportunity in Media.

PO-3 Orientation towards media entrepreneurship and Innovation.

PO-4 Appreciation towards ethical standards in the profession.

PO-5 Adaptation and updation to the changing media scenario.

PO-6 Research and analytical aptitude related to various media fields.

Wherever there is a practical there will be no tutorial and vice-versa.

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN**

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

	CORE COURSE(12)	Ability Enhancement Compulsory Course (AECC)(2)	Skill Enhancement Course (SEC)(2)	Discipline Specific Elective DSE)(04)	Generic Elective GE(2)
I	MIL-1 <b>Hindi-I</b>	<b>Communication Skills</b>	<b>SEC-1 Basics of Computer</b>		
	DSC-1 A <b>Introduction to Communication</b>				
	DSC-2A <b>Growth &amp; Development of Media</b>				
II	MIL-II <b>Hindi-II</b>	<b>Environmental Science</b>			
	DSC-1B <b>Reporting</b>				
	DSC-2B <b>Editing</b>				
III	<b>English-I</b>		<b>SEC-2 Advertising</b>	<b>DSE-I Traditional Folk Media</b>	<b>GE-1 Creative Writing</b>
	DSC-1C <b>Radio Journalism &amp; Production</b>				
	DSC-2C <b>T.V. Journalism &amp; Production</b>				
IV	<b>English-II</b>			<b>DSE-II Mass Media Structure &amp; Management</b>	<b>GE-2 Science Journalism</b>
	DSC-1 D <b>Anchoring &amp; Public Speaking</b>				
	DSC-2 D <b>New Media</b>				
V		<b>Print Media (Practical)</b>	<b>SEC-3 Photo Journalism</b>	<b>DSE-III Film Studies</b>	<b>GE-3 Sports Journalism</b>
				<b>DSE-IV Media Ethics &amp; Laws</b>	
VI		<b>Media Production (Practical)</b>	<b>SEC-4 Public Relations</b>	<b>DSE-V Community Radio</b>	<b>GE-4 Current Affairs</b>
				<b>DSE-VI Dissertation OR Project Work</b>	

\* Students may be sent for Media Internship in the reputed Media Houses at the end of 4<sup>th</sup> Semester for a period of four weeks. However, it will be on non credit basis.

\*\* There will be two practicals in each Core Course i.e. 12X2=24 Practical = 12 Credits

\*\*\* DSE-VI will carry 4 credits.

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN**

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

<b>Semester 1<sup>st</sup></b>						
S.No.	Core	Paper	Credits	Theory	Internal Assessment	Total
1	Paper-I	Hindi-I	04	70	30	100
2	Paper-II	Introduction to Communication	04	70	30	100
3	Paper-III	Growth & Development of Media	04	70	30	100
4	Paper-IV	Communication Skills	02	30	20	50
5	Paper-V	Basics of Computer	02	30	20	50
<b>Semester-2<sup>nd</sup></b>						
1	Paper-I	Hindi-II	04	70	30	100
2	Paper-II	Reporting	04	70	30	100
3	Paper-III	Editing	04	70	30	100
4	Paper-IV	Environmental Science	02	30	20	50

### **Semester 3rd**

S.No.	Core	Paper	Credits	Theory	Internal Assessment	Total
1	Paper-I	English-I	04	70	30	100
2	Paper-II	Radio Journalism & Production	04	70	30	100
3	Paper-III	T.V. Journalism & Production	04	70	30	100
4	Paper-IV	Advertising	02	40	10	50
5	Paper-V	Traditional Folk Media	04	70	30	100
6	Generic Elective	Creative Writing	04	70	30	100

### **Semester- 4<sup>th</sup>**

1	Paper-I	English-II	04	70	30	100
2	Paper-II	Anchoring & Public Skills	04	70	30	100
3	Paper-III	New Media	04	70	30	100
4	Paper-IV	Media Management	04	70	30	100
5	Generic Elective	Science Journalism	04	70	30	100

## Semester 5<sup>th</sup>

Sr. No.	Core	Paper	Credits	Theory	Internal Assessment	Total
1	Paper-I	Print Media (Practical)	02	-----	-----	50
2	Paper-II	Photo Journalism	02	40	10	50
3	Paper-III	Film Studies	04	70	30	100
4	Paper-IV	Media Ethics & Laws	04	70	30	100
5	Generic Elective	Sports Journalism	04	70	30	100

## Semester-6<sup>th</sup>

1	Paper-I	Media Production (Practical)	02	----	-----	50
2	Paper-II	Public Relations	02	40	10	50
3	Paper-III	Community Radio	04	70	30	100
4	Paper-IV	Dissertation OR Project Work	06	-----	-----	150
5	Generic Elective	Current Affairs	04	70	30	100

**Bachelor of Journalism and Mass Communication**  
**First - Semester**  
**Hindi-I**  
**(BAJMC 101)**  
**04 Credits**

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of Hindi and identify and analyze various uses of Hindi in official and day to day life. To provide the students in-depth knowledge about the functioning of Hindi in Government and Private Sector.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

### Unit-I

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

### Unit-II

मीडिया भाषा, विशेषताएं, प्रयोग एवम् महत्व, मीडिया की भाषा की प्रकृति एवम् विशेषताएं, मीडिया की भाषा में नए प्रचलन, मीडिया की भाषा का विकास एवं समस्याएं, उच्चारण व वर्तनी के दोषों को दूर करने के उपाय, प्रयोजनमूलक हिन्दी: स्वरूप एवम् व्यवहार क्षेत्र, प्रयोजनमूलक हिन्दी के विविध रूप

### Unit-III

अनुवाद का अर्थ व परिभाषा, अनुवाद का स्वरूप, अनुवाद की प्रक्रिया, अनुवाद की समस्याएं व समाधान, अनुवाद का महत्व, अनुवाद के प्रकार दुभाषिये की विशेषताएं, अनुवादक की विशेषताएं, दुभाषिये और अनुवादक में अन्तर, पत्रकारिता में अनुवाद की भूमिका

### Unit-IV

निबन्ध लेखन: उदाहरण सहित:

विधार्थी और अनुशासन, जनसंख्या की समस्या, कम्प्यूटर का आधुनिक जीवन में महत्व, दूरदर्शन की उपयोगिता, विज्ञान वरदान या अभिशाप, प्रदूषण की समस्या, वृक्षारोपण, मानवाधिकार, महिलाधिकार, शिक्षा व राजनीति, लेखन में कम से कम 500 शब्द होने आवश्यक हैं।

### प्रेक्टिकल

शब्द संरचना, मीडिया लेखन, अनुवाद, निबंध लेखन, उच्चारण एवम् वर्तनी,

Bachelor of Journalism and Mass Communication  
First - Semester  
Introduction to Communication

(BAJMC 102)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of Communication and identify and analyze various types of Communication. To provide the students in-depth knowledge about the importance of Communication in life and different types of Mass Media.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

### **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 to Communication

### **Unit-II**

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

### **Unit-III**

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

### **Unit-IV**

Classification of Media and Various Types of Media, Mass Communication: Definition, Nature & Scope, Features of Mass Communication, Characteristics of Media Audience, Media Literacy, Limitations of Mass Media, Challenges faced by media.

### **Practical Exercises:**

Newspaper reading, Group Discussion, interpersonal communication, Implementation of Theories. Seminars.



Bachelor of Journalism and Mass Communication  
First-Semester  
Growth & Development of Media  
(BAJMC 103)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of basic understanding of Media and its historical development and growth with special reference to the pioneers of Media in India.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

### **Unit-I**

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

### **Unit-II**

Important Phases of Development of Radio in India, Radio Before Independence, Foreign Service of All India Radio, All India Radio & Green Revolution, MW,SW,FM & CRS, Formats of Radio Programmes.

### **Unit-III**

History of Television in India, Various committee for Development of Television in India, SITE, Types of Transmissions, Cable & Satellite TV Channels, Demassification, DTH, TV Soap Operas and Society, Formats of television programmes

### **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

### **Practical Exercises.**

Seminars on pioneers of Journalism in India, History of Radio, Television and Films.

Bachelor of Journalism and Mass Communication  
First - Semester  
Communication Skills  
(BAJMC-104)  
02 Credits

Time allowed: 2 Hours  
Total Marks: 50  
Theory :40  
Internal Assessment: 10

**Objectives:** Imparting basic understanding of Communication Skills among students and enable them to understand and develop their soft skills in order to make them express themselves in a better way. This paper aims at helping students to become apt and efficient in various types of communication skills.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of six compulsory questions based on all the four units.

6 Questions of 2 Mark= 12 Marks

Question no 2 to 9 will carry equal marks (07 Marks Each). There will be two questions Set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 07 Marks=28 Marks

### **Unit-I**

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Group Discussions, Barriers to effective communication Characteristics of good listener.

### **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

### **Unit-III**

Presentation: Pre- Presentation, Presentation Skills, Post-Presentation & Follow Up Presentation Aids; Audio, Visual & Audio-Visual Aids, Power Point Presentation

### **Unit-IV**

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

# Bachelor of Journalism and Mass Communication

## First - Semester Basics of Computer (BAJMC-105) 2 Credits

Time allowed: 2 Hours  
Total Marks: 50  
Theory:40  
Internal Assessment: 20

**Objectives:** Imparting basic understanding of Computer in daily life and the need and usages of computer in Media. To provide the students in-depth knowledge about the need of attaining expertise in the basics of computer.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of six compulsory questions based on all the four units.

6 Questions of 2 Mark= 12 Marks

Question no 2 to 9 will carry equal marks (07 Marks Each). There will be two questions Set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 07 Marks=28 Marks

### **Unit-I**

Introduction to Computer, Computer Generations, Computer Hardware and Peripherals, Application of MS Office, MS Window, Role of Computer & Internet in facelift of Media

### **Unit-II**

Designing & Lay Out, MS Word, Basic Concepts: Font, Column, Gutter Space, Editing, Alignment etc., Text Formatting, Illustrations, Color Concepts

### **Unit-III**

Creating a File, Placing Graphics, Power Point Presentations, Use of Printer and Scanner, Photoshop, Corel Draw, Quark Express, Page Maker, Photo editing and software, Graphic design software

### **Unit-IV**

Internet: Origin, Growth & Importance, Types of Internet Connections, Social Media, Social Networking, Concepts of LAN,MAN &WAN, Role of internet in growth of media.

**Bachelor of Journalism and Mass Communication**  
**Second-Semester**  
**Hindi-II**  
**(BAJMC-201)**  
**04 Credits**

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of Hindi and identify and analyze various uses of Hindi in official and day to day life. To provide the students in-depth knowledge about the functioning of Hindi in Government and Private Sector.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

भाग-1

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

भाग-2

कार्यालयी हिन्दी: पत्र लेखन, शासकीय आदेश, परिपत्र, अर्द्धशासकीय पत्र, कार्यालय आदेश, अधिसूचना, संकल्प, संपादक को पत्र अशासकीय पत्र, पृष्ठांकन, द्रुतगामी पत्र, अनुस्मारक, प्रैस विज्ञप्ति, संक्षेपण, पल्लवन, टिप्पणी, प्रूफ रीडिंग

भाग-3

पारिभाषिक शब्दावली की परिभाषा एवं स्वरूप, पारिभाषिक शब्दावली का महत्व, शब्दकोष का अर्थ, परिभाषा, उद्देश्य, प्रकार क्षेत्र एवं उपयोगिता, विश्वकोष की परिभाषा, महत्व एवं उपयोगिता, समाचार व विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द

भाग-4

पारिभाषिक शब्दावली की पुस्तक में सैं अंग्रेजी शब्दों के हिन्दी अर्थ लिखकर वाक्य में प्रयोग करना है।

पाठ्य पुस्तक का नाम : मूलभूत प्रसारण शब्दावली

**Fundamental Glossary of Broadcast**

अंग्रेजी – हिन्दी

प्रधान सम्पादक: प्रोफेसर अरुण कुमार, अध्यक्ष

संपादक: श्री शिव कुमार चौधरी, सहायक निदेशक

श्री जयसिंह रावत, सहायक वैज्ञानिक अधिकारी

प्राप्ति स्थल: बिक्री एकक

वैज्ञानिक तथा तकनीकी शब्दावली आयोग

पश्चिमी खण्ड-7 रामकृष्णपुरम्

नई दिल्ली-110066

फोन न0- 26105211

वेबसाइट:- [www.cstt.nic.in](http://www.cstt.nic.in)

**प्रेक्टिकल**

फीचर लेखन, संपादकीय पत्र लेखन, विज्ञापन लेखन, अनुवाद, कार्यालय पत्र लेखन

Bachelor of Journalism and Mass Communication  
Second -Semester  
**Reporting**  
(BAJMC-202)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of reporting and identify and analyze various types of reporting and to develop a keen interest among student for field reporting and enable them develop basic skills for becoming better journalists.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

### **Unit-I**

Reporting: Concept, Definitions & Importance, Journalism: A Mission or Commission, Elements of News, News Value, Sources of News, Cultivation of Sources, Tools of Reporting, News Gathering, Verification and Validation, Qualities of a Reporter

### **Unit-II**

Reporting hierarchy in News Paper Organizations Concept, Need and Importance of Photo Journalism, Use of Internet in Reporting, , Feature Writing, Article Writing, Editorial Writing

### **Unit-III**

Reporting Staff of a News Paper, Duties & Functions of Bureau Chief, Staff Reporter, Correspondent & News Reporter, Free Lance Journalism, Citizen Journalism, Niche Journalism, Syndicate Journalism, Sting Journalism

### **Unit-IV**

Reports: Concept & Types, Types of Reporting, Reporting for various Mass Media, Challenges of a Rural Journalist, New Trends in Reporting in India

### **Practical Exercises:**

Field reporting, News collection, Photo Journalism, News, Feature, Article, Editorial Writing.

Bachelor of Journalism and Mass Communication  
Second-Semester  
Editing  
(BAJMC-203)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

### **Unit-I**

Editing: Concept, Definitions and Importance, Elements of Editing, Process and Principles of Copy Editing, Style of News Writing, Letters to Editor, Editing & Proof Reading: Changing Scenario

### **Unit-II**

Lead/Intro: Need and Types, Parts of a News Story, Inverted Pyramid & Diamond Style, 5-W's and 1 H, Hierarchy of News Rooms in Newspapers, Duties and Functions of an Editor, Associate Editor, News Editor & Sub Editor

### **Unit-III**

Headlines: Need, Importance & Types, Page Make-up: Types & Importance, Editorial Page: Content & Importance, Sports & Business Page, Photo Editing, Caption Writing

### **Unit-IV**

Audio Editing: Different Softwares, Audio Editing Techniques, Video & Sound Editing, Dubbing, Writing & Editing Messages for Cellular Telephony, Multi-Media functions of Cell Phone, Uses of Cell Phones for News gathering & transmission

### **Practical Exercises:**

News Editing, Proof reading, Photo Editing, Page make up , Caption Writing, Audio Editing.

Bachelor of Journalism and Mass Communication  
Second - Semester  
Environmental Science  
(BAJMC-204)  
02 Credits

Time allowed: 2 Hours  
Total Marks: 50  
Max. Marks: 40  
Internal Assessment: 10

**Objectives:** Imparting basic understanding of Environment and identify and analyze various types of pollution and their effect on human beings. To develop a keen interest among student for environment and inculcate in them the values attached to conservation of environment.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of six compulsory questions based on all the four units.

6 Questions of 2 Mark= 12 Marks

Question no 2 to 9 will carry equal marks (07 Marks Each). There will be two questions Set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 07 Marks=28 Marks

### Unit-I

Definition, Scope and Importance of Environmental Studies, Need of public awareness via media, Natural resources and associated problems: i) Forest Resources ii) Water Resources iii) Mining, Global Warning, Effects of Global Warning on the World,

### Unit-II

Concept of an ecosystem: Structure and functions of an ecosystem, Producers, Consumers and Decomposers, Bio-diversity at Global, National & Local levels, Role of an individual and media in conservation of natural resources

### 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 Biodiversity at global, National & local level.

### 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.

B.A. Journalism and Mass Communication  
Third- Semester  
English-I  
(BAJMC-301)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of English and identify and analyze various uses of English in official and day to day life. To provide the students in-depth and fundamental knowledge about functional English in order to make them understand English in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Tense  
Modals  
Determiners

Unit-II

Common Errors  
Phrases and Phrasal Verbs  
Articles

Unit-III

Synonyms/Antonyms  
Tag questions  
Prepositions  
One word Substitutes

Unit-IV

Voice  
Narration

**Practical Exercises:**

Tense making, Uses of Modals, determiners, Articles and prepositions, Common Errors, voice, narration.



B.A. Journalism and Mass Communication  
Third- Semester  
Radio Journalism & Production  
(BAJMC-302)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of Radio as a medium of mass communication. To identify and analyze the need and importance of Radio as a vehicle of communication for public. To provide the students in-depth and fundamental knowledge about Radio in order to make them understand the importance of Radio in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

### **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,

### **Unit-IV**

Audio Console and mixer, Audio File Importing, Dubbing, Audio Editing Software : concept and Importance and Various Types, Use of Sound Bytes, Radio-Bridge, Phone in Programmes

### **Practical Exercises:**

Exercises in Radio Anchoring, Commentary, New reading, Phone in programmes, Audio Editing and Audio mixing.

B.A. Journalism and Mass Communication  
Third- Semester  
T.V. Journalism & Production  
(BAJMC-303)  
04 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory:70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of Television as a medium of mass communication. To identify and analyze the need and importance of T.V. as a vehicle of communication for public. To provide the students in-depth and fundamental knowledge about T.V. in order to make them understand the importance of T.V. in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

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-II

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

Unit-III

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-IV

Basic of Script Writing, Types of Camera Shots and Angles, Storyboard, Directing Commands, Location Hunting Editing – Linear and Non linear, Single and Multi Camera Production, Lighting, Documentary Production

**Practical Exercises:**

Exercises in ENG, New Reading, Piece to camera, Interviews, Script writing, camera handling, Video Editing.

B.A. Journalism and Mass Communication  
Third- Semester  
Advertising  
(BAJMC-304)  
2 Credits

Time allowed: 2 Hours  
Total Marks: 50  
Theory: 40  
Internal Assessment: 10

**Objectives:** Imparting basic understanding of advertising in media and the need of advertising in the market driven economy of 21<sup>st</sup> century. To identify and analyze the need and importance of the understanding of means and motives of advertising for public. To provide the students in-depth and fundamental knowledge about advertising in order to make them understand the importance of advertising in a better way.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of six compulsory questions based on all the four units.

6 Questions of 2 Mark= 12 Marks

Question no 2 to 9 will carry equal marks (07 Marks Each). There will be two questions Set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 07 Marks=28 Marks

### **Unit-I**

Advertising – Meaning & Definition, objectives & Importance, Types of Advertising, Advertising Appeals, Laws Related to Advertising

### **Unit-II**

Parts of Advertisements, Media of Advertising, Agency Structure: Roles and Responsibilities and Various Departments, Advertisement Budgeting

### **Unit-III**

Advertising and Society, Ethical Issues in Advertising, Advertising Statutory Bodies in India, Media Planning: Advantage and Disadvantage of Various Media, Indoor, Outdoor & Transit Advertisements

### **Unit-IV**

Strategic Planning and Brand Management, Role and Relevance of Strategy in Advertising, Brand Positioning & Brand Benefits, Brand Matrix and Media Matrix

B.A. Journalism and Mass Communication  
Third- Semester  
Traditional Folk Media  
(BAJMC-305)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** To impart basic knowledge about various types of traditional folk media in India in general and Haryana in particular. To identify and analyze the need and importance of Folk Media as a vehicle of communication for public. To provide the students in-depth and fundamental knowledge about Folk Media in order to make them understand the importance of traditional Media in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

### **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

B.A. Journalism and Mass Communication  
Sixth- Semester  
Creative Writing  
Generic Elective (GE)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting the students the knowledge about basic skills of writing not only for personal and official use but also for Media. To identify and analyze the need and importance of creative writing for Media. To provide the students in-depth and fundamental knowledge about creative writing in order to make them communicate its importance of in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

### **Unit-I**

Script: Meaning and types of script, Role of a scriptwriter in media, Elements of good script, Process of scripting: idea formation, Opening and concluding

### **Unit-II**

Writing for visuals, Concept of spoken language, Relationship between narration and visuals  
Script layout: treatment, screenplay, shooting and editing script etc.

### **Unit-III**

Writing to sound, Elements of radio script, Stages of scripting and editing, Writing for different programme genres

### **Unit-IV**

Features of web writing, Techniques of web writing, Experimentation with language on internet, Emerging internet language in e-mail and net chatting, Blogging

B.A. Journalism and Mass Communication  
Third- Semester  
English-II  
(BAJMC-401)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of English and identify and analyze various uses of English in official and day to day life. To provide the students in-depth and fundamental knowledge about functional English in order to make them understand English in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

Unit-I

Syntax-different types of Sentence Formation: Simple, Compound, Complex etc. , Basic Sentence formation, Transformation of sentences, Parts of Speech: their need & significance

Unit-II

Use and Importance of language in Media, Nature and scope of media language, New trends in Media language, Need & importance of English in the usage of internet

Unit-III

Structure of Writing: Preparation, Introduction, Body & Conclusion, Paragraph Writing, Story writing, Translation, Comprehension, Punctuation: Need & Usage

Unit-IV

Writing CV, Letter Writing , Report Writing, Press Release, Essay Writing

**Practical Exercises:**

Sentence making, Letter writing, report writing, essay writing, Punctuation, Comprehension, Translation,

B.A. Journalism and Mass Communication  
Sixth- Semester  
Anchoring & Public Speaking- Opt-ii  
(BAJMC-402)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

**Unit I**

Meaning of News Anchor, role of News Anchor, qualities of a good news anchor, responsibilities of the news anchor, types of news anchor, difference between news anchor and news caster

**Unit II**

Voice grooming: understanding your voice, voice modulation, essential skills for news anchor, anchoring style: TV dress code for men and women, studio and location anchoring

**Unit III**

Meaning of public speaking and its importance, elements of public speaking, power of public speaking, difference between public speaking and conversation, 5P's of Public speaking

**Unit IV**

Ethics and public speaking: importance of ethics, guidelines for ethical speaking, Listening and its importance, guidelines for ethical listening, how to become a better listener, varieties of public speaking

**Practical Exercises:**

Radio Anchoring, TV Anchoring, News reading, Public Speaking, elocution.

B.A. Journalism and Mass Communication  
Fourth- Semester  
New Media  
(BAJMC-403)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of new media. To identify and analyze the need and importance of new media in modern world. To provide the students in-depth and fundamental knowledge about new media in order to make them understand its importance of in a better way.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

#### Unit-I

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

#### Unit-II

Utility of Internet 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 Relationships, New Media & Academics, Impact of New Media on Children & Youth, Political Campaigning through New Media

#### **Practical Exercises:**

Computer Typing, Editing, Page making, Website making, Video Conferencing,



B.A. Journalism and Mass Communication  
Fourth- Semester  
Mass Media Structure & Management  
(BAJMC-404)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about mass media structure and management. This paper will enable the students to learn various types of organizational structures of media in government as well as private set up.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

### **Unit-I**

Organization Structure of Prasar Bharti, Organization Structure of Private Channels. , Types Ownership in Electronic Media, Cinema as an Industry in India, Film Censorship Board,

### **Unit-II**

Organizational Structure of Newspapers and Magazines, Ownership and Control of Newspapers & Magazines, Problems of Small scale Newspapers.

### **Unit-III**

Organizational Structure of Advertising Agencies, Advertising Campaigns, Internet Advertisements, Mobile Advertisements, Empanelling of Ad Agency

### **Unit-IV**

Organizational Structure of Government PR Departments, The functioning of PR Departments in the Corporate Sector, PR Campaign, Empanelling of PR Consultancies

B.A. Journalism and Mass Communication  
Fourth- Semester  
Science Journalism  
Generic Elective (GE)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about science journalism This paper will enable the students to learn various fields of science journalism and it will also make them understand the importance of science journalism in the world of mass media.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

### **Unit-I**

Science Journalism: Importance and Scope, Scientific Temperament; Science Reporting: Need and Challenges; Prominent Science Magazines; Globalization and Changing Attitudes towards Science

### **Unit-II**

Different Genres of Scientific Writings, Popular Science Fiction, Science Journalism, Relationship between Science, Society and Scientific Temperament.

### **Unit-III**

Science and Technology for Social Change, Writing Science News Stories, Important Media for Communicating Science, Science Features, Coverage of Science & Environment Issues for TV and Newspapers

### **Unit IV**

Training for Science and Technology Communicators, Communicating Science to Rural Audiences, Science TV Channels: Discovery, National Geographic etc.

B.A. Journalism and Mass Communication  
Fifth- Semester  
Print Media (Practical)  
(BAJMC-501)  
2 Credits

**Max. Marks- 50**

**Pass Marks-20**

Students will be required to prepare/produce the following Assignments during the semester and submit in the Department/College before 15<sup>th</sup> November. An External and an Internal Examiner will evaluate their work in a Viva.

LETTER TO EDITOR	05
FEATURE / PHOTO FEATURE	02
ARTICLE (CURRENT ISSUE)	01
DISPLAY ADVERTISEMENTS	05
CLASSIFIED ADVERTISEMENTS	05
DISPLAY CLASSIFIED ADVERTISEMENTS	02
POSTER	02
FOLDERS	05

B.A. Journalism and Mass Communication  
Fifth- Semester  
Photo Journalism  
(BAJMC-502)  
2 Credits

Time allowed: 3 Hours  
Total Marks: 50  
Theory: 40  
Internal Assessment: 10

**Objectives:** Imparting basic understanding of the need to know about photo journalism this paper will enable the students to learn various types of photo journalism and it will also make them understand the importance of photo journalism in the world of mass media.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of six compulsory questions based on all the four units.

6 Questions of 2 Mark= 12 Marks

Question no 2 to 9 will carry equal marks (07 Marks Each). There will be two questions Set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 07 Marks=28 Marks

### **Unit-I**

Introduction of Photo Journalism, Photography as Medium of Communication, Photography: Objectives, need and Importance, Different steps involved in Printing, Digital Photography

### **Unit-II**

Photography Techniques, Photography for Advertising, News Values for Pictures, Photo Feature , Qualities of a Photo Journalist, Impact of Technology on photography

### **Unit-III**

Lighting: concept, need and importance, Still Camera, Camera Parts and its Types, Camera and Accessories: Tripod, Monopod, Filters

### **Unit-IV**

Lighting And Visual Communication, Lighting Sources : Natural & Artificial, Angle of Light : Front, Side, Top & Back, Types of Lighting, Different Problems related to Photography

B.A. Journalism and Mass Communication  
Fifth- Semester  
Film Studies  
(BAJMC-503)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about film studies. This paper will enable the students to learn various fields of film studies and it will also make them understand the importance of films in the world of mass media.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 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, Thematic & Cinematic Analysis of Films: Concept & importance,

### **Unit-II**

History of Haryanvi Cinema, Problems of Haryanvi Cinema, Current Scenario & Future of Haryanvi Cinema, Haryanvi Cinema vis-à-vis Punjabi Cinema

### **Unit-III**

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and future of Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shayam Benegal and Mani Ratnam

### **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

B.A. Journalism and Mass Communication  
Fifth- Semester  
Media Ethics & Laws  
(BAJMC-504)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about Media ethics and laws. This paper will enable the students to learn various laws related to mass media.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

Unit-I

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

Unit-II

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-III

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-IV

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

B.A. Journalism and Mass Communication  
Fifth- Semester  
Sports Journalism  
Generic Elective (GE)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about sports journalism. This paper will enable the students to learn various fields of sports journalism and it will also make them understand the importance of sports journalism in the world of mass media. It will hone their skills to become impressive sports journalist.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 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

B.A. Journalism and Mass Communication

Sixth- Semester

MEDIA PRODUCTION (PRACTICAL)  
(BAJMC-601)

2 Credits

**Max. Marks- 50**

**Pass Marks-20**

Students will be required to prepare/produce the following Assignments during the session and submit in the Department before 15<sup>th</sup> April. 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
- Field news coverage 05
- Sports news coverage
- Social photography, wild photography or event photography -15



B.A. Journalism and Mass Communication  
Sixth- Semester  
Public Relations  
(BAJMC-602)  
2 Credits

Time allowed: 3 Hours  
Total Marks: 50  
Theory: 40  
Internal Assessment: 10

**Objectives:** Imparting basic understanding of the need to know about public relations. This paper will enable the students to learn various skills required for public relations officers and it will also make them understand the importance of public relations in government and private set ups.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of six compulsory questions based on all the four units.

6 Questions of 2 Mark= 12 Marks

Question no 2 to 9 will carry equal marks (07 Marks Each). There will be two questions Set with internal choice on each of the Four Units of the Syllabus.

4 Questions of 07 Marks=28 Marks

### **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, Media Relations: Press Conference, Media Briefings, Interviews & Meetings, Role of PR in Damage Control & Crisis Management

### **Unit-III**

Benefits of Public Relation, Environment for Public Relations, Sensitivity to Socio-Cultural Issues, Duties & functions of the PR practitioner, Qualities of PR Officer

### **Unit-VI**

Writing for Public Relations, Publicity Inputs, Preparation of Press Release, Role of Photography in PR, Importance of Marketing Research for a PR Practitioner

B.A. Journalism and Mass Communication  
Sixth- Semester  
Community Radio  
(BAJMC-603)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about community radio. This paper will enable the students to learn various fields of community radio and it will also make them understand the importance of community radio in the world of mass media. It will hone their skills to become impressive radio journalist and jockeys.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

### **Unit-1**

Community Radio – Concept & Objectives, Brief history of Community Radio in India, Differences between Community Radio & Commercial Radio, Present scenario of Community Radio in India

### **Unit-2**

Procedure of setting up a Community Radio Station, Contents of Programmes of Community Radio, Target Audience for CRS, Rules and Regulations for CRS Broadcasting

### **Unit-3**

Role of community Radio in Social Development, Community Radio as Voice of the Voiceless, Limitations and Future of Community Radio, Role of Community Radio in Natural calamities

### **Unit-4**

Community Radio & Moral - Ethical Values, Community Radio as a tool of Education, Community Radio & Social Evils, Community Radio & Socio-Cultural Development

B.A. Journalism and Mass Communication  
Sixth- Semester  
Dissertation  
(BAJMC-604- Opt-i)  
4 Credits

Total Marks: 100  
Dissertation Marks :50  
Viva Voce: 50

The students will be required to write a dissertation on any research topic in consultation with the supervisor. The supervisor will be allotted by chairperson/principal in the beginning of sixth semester. After which the students may select the research topic in consultation with the supervisor. The duly bind dissertation will be submitted in the department/college on or before 30<sup>th</sup> April. An external examiner appointed by the university will evaluate the dissertation and hold the Viva-Voce examination. Students will have to personally appear for the Viva before the Panel of experts.

B.A. Journalism and Mass Communication  
Sixth- Semester  
Project Work  
(BAJMC- 604 Opt-ii)  
4 Credits

Total Marks: 100  
Project work :50  
Viva Voce: 50

An Internal panel of Experts comprising of three faculty members nominated by the chairperson of the department will conduct the Viva. Students will have to personally appear for the Viva before the Panel of experts.

The topics of Media Analysis/TV Documentary/Radio production will be finalized by the end of 3<sup>rd</sup> Semester in consultation and with due approval of Staff Council. Students are required to undergo study of the media of their own interest. They will have to work on individual Projects independently. It will have to be submitted in the Department by the end of the month of April in the form of Power Point Presentation, Project Report, Audio CD, DVD etc. as the case may be. Students have to select ONE of the followings:

1. Field Survey/Content Analysis

The topic of Survey/Content analysis may vary but it must be on some aspect, issue or problem concerning Mass Media. Data will be collected with the help of an appropriate data collection technique and after due interpretation and analysis, it must be submitted in the form of adequately bonded print copy by the end of the April or the dispersal of classes. However the student has the option to submit the Project Report in the form of Power Point Presentation along with the manuscript of Project Report.

2. Television Documentary:

Those interested in audio-visual production may opt for TV Documentary. Such students will have to make a documentary of 15 minutes duration and submit it in the department in the form of DVD along with the script till the end of the month April or the dispersal of classes. It will be an independent production in which the concerned student will do everything from the inception to the submission by himself/herself only. The pre-Production, Production and Post-Production Costs will be borne by student.

3. Radio Production:

The interested in Radio will have to present 5 On-Line programmes on Community Radio Station. The recording of such programmes will have to be submitted in the form of a CD. In addition to this, the students will also one Radio Interview and one Radio talk in the same CD. The interview and Talk must be submitted along with the script of programmes in the department till the end of the month April or the dispersal of classes.

B.A. Journalism and Mass Communication  
Sixth- Semester  
Current Affairs  
Generic Elective (GE)  
4 Credits

Time allowed: 3 Hours  
Total Marks: 100  
Theory: 70  
Internal Assessment: 30

**Objectives:** Imparting basic understanding of the need to know about current affairs. This paper is designed to make the students understand the political, economic, social and cultural aspects of Indian Society. This paper is needed to make the students understand the current happenings in different parts of the country so that they become enlightened journalist.

**Scheme of Examination:** The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Mark= 10 Marks

Question no 2 to 9 will carry equal marks (06 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks=60 Marks

### **Unit-I**

Major Political Affairs & Issues at National level, Election Commission of India, India's Relations with its Neighboring Countries.

### **Unit-II**

Economic Affairs: Economic issues and Problems of India, Niti Aayog, Green, White and Blue Revolution, Features of Indian Economy, Role of Media in Economic Development.

### **Unit-III**

Social and Cultural Affairs: Illiteracy, Communalism, Unemployment, Health & Family Welfare, Girl Child & Women Development, Social Development of Marginalized groups

### **Unit-IV**

Current Affairs of Haryana: Current Political, Social, Economic and Sports Affairs of Haryana during the Semester.