

**Learning Outcomes based Curriculum Framework
(LOCF)**

For

**B.A. Digital Journalism
(Four Year Degree Programme)
w.e.f. Session 2021-22**



**University School for Graduate Studies
Chaudhary Devi Lal University
Sirsa-125055, Haryana**

2021

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1. About University School for Graduate Studies (USGS)

National Education Policy (NEP) -2020 has provided an impetus to the changing horizons of Higher Education. Chaudhary Devi Lal University Sirsa has recently established University School for graduate Studies (USGS) in Teaching Block-IV (Dr. APJ Abdul Kalam Bhawan) of the university in order to start new programmes and courses for tuning ourselves to the latest state-of-the-art in Higher Education. The University School for Graduate Studies (USGS) will focus on strengthening graduate studies especially in the wake of NEP-2020 and will focus on designing, developing and execution of market/industry demand-oriented Four Year Degree Programmes (FYDP). To benefit students, society and faculty, the USGS is destined to start graduate programmes based on Learning Outcomes Curriculum Framework and as per NEP-2020 such as: (i) B.Com. Banking & Insurance, (ii) B.Com. Fintech & Financial Markets, (iii) B.Com. Derivatives & Risk Management, (iv) B.Sc. Data Science, (v) B.Sc. Mathematics, (vi) B.Sc. Physics, (vii) B.A. Digital Journalism (Viii) B.A. Economics & Finance. In addition, there is a 1-year programme namely (ix) Bachelor of Library & Information Science.

The holistic development of the students to compete the changing scenario of the world in the 21st century is of prime importance. The University School for Graduate Studies is committed to impart quality education comprising academic knowledge and technical skills to the students.

2. Learning Outcomes based Curriculum Framework

The Choice Based Credit Scheme (CBCS) evolved into learning outcome-based curriculum framework and provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

2.1 About the Programme

B.A. (Digital Journalism) programme focuses on different aspects of Digital Journalism such as Digital Reporting, Content Editing and the study of Digital Technology for modern media. Theoretical and practical training of page layout and designing for Online Newspapers, Magazines, Channels & Social Media. The department conducts educational tours of various Press and Media Houses, apart from weekly discussions/seminars under the guidance of media experts. The course focuses on Digital Journalism along with electronic and online media contents to enhance the knowledge of students.

2.2 Objectives of the Programme

BA Digital Journalism – Four year graduate programme in Digital Journalism is structured:

- i. to develop working knowledge and skills required for Digital Journalism and improve Creative and Journalistic writing skills for Digital Reporting.
- ii. to develop attitude and knowledge in the field of Web Journalism, Online Journalism, Mobile Journalism, Social Media Journalism etc.
- iii. to inculcate a team spirit in students for working in digital media organizations and enhancing the research skills for different digital media platforms.
- iv. to develop entrepreneurship skills among students to help in understanding digital aspects of the media sector.
- v. to equip the students with the knowledge & skills of developing self-regulatory Channels & YouTube contents.
- vi. to understand and enhance skills for digital media working culture.

2.3 Programme Outcomes (POs)

After completing the programme, the students have:

PO1	Knowledge	capability of demonstrating comprehensive knowledge acquired during the course of study.
PO2	Communication	ability to communicate effectively on different aspects of Digital Journalism through examples with the Media community as well as society at large.
PO3	Problem Solving	capability of applying knowledge to solve problems using theoretical and practical techniques/tools; and ability to use and learn practical techniques, skills and tools for practices in Digital Journalism and the real world.
PO4	Investigation of Problems	ability of critical thinking, analytical reasoning and research based knowledge including design/performance of experiments, analysis and interpretation of data to provide conclusions.
PO5	Research- related skills	acquire fundamental reporting skills including developing and cultivating sources, preparing questionnaires for interviews and conducting online researches.
PO6	Life-Long Learning	aptitude to apply knowledge and skills that are necessary for participating in learning activities throughout life.
PO7	Ethics	demonstrate an understanding and application of professional ethics in pursuit of truth, accuracy, fairness and diversity.
PO8	Project Management	ability to demonstrate knowledge and understanding of the scientific principles and apply them to manage research projects

2.4 Programme Specific Outcomes (PSOs)

After completing the programme, the students:

PSO1	gain core and advanced knowledge in different areas of Digital Journalism as well as Mass Communication which will enable them to develop the powers of inquiry, critical analysis, logical thinking for finding solutions for biological problems
PSO2	become trained in high quality practical techniques and skills in various fields of Digital Journalism which will enable them to launch start-ups and become entrepreneurs for novel media industry.
PSO3	become acquainted with high standards of academic integrity, research ethics, bio-ethics, entrepreneurial values, statistical tools, life skills as well as with principles and concepts of applied areas of Digital Journalism as well as Mass Communication which will help them in emerging as strong personalities with good leadership qualities in academics, research as well as industry.
PSO4	acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

3. Programme Structure

BA Digital Journalism - Four year (Eight semesters) undergraduate programme is of 200 credits weight age consisting of Core Courses (CC), Discipline Specific Elective Courses (DSC), Skill Enhancement Courses (SEC), Generic Elective Courses (GEC) and Ability Enhancement Compulsory Courses (AECC).

Table 1: Courses and Credit Scheme

Semester	Core Courses (CC)		Discipline Specific Elective Courses (DSC)		Skill Enhancement Courses (SEC)		Ability Enhancement Compulsory Courses (AECC)		Generic Elective Courses (GEC)		Grand Total Credits
	1	2	3	4	5	6	7	8	9	10	
	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	
I	2	12	--	--	1	2	1	4	1	6	24
II	2	12	--	--	-	-	2	8	1	6	26
III	3	18	--	--	1	4	-	-	1	6	28
IV	3	18	--	--	1	4	-	-	1	6	28
V	2	12	2	12	-	-	-	-	-	-	24
VI	2	12	2	12	-	-	-	-	-	-	24
Total	Core Credits	84	Discipline Specific Elective Credits	24	Skill Enhancement Credits	10	Ability Enhancement Credits	12	Generic Elective Credits	24	154
Percentage (%)	Core Credits	54.54	Discipline Specific Elective Credits	15.58	Skill Enhancement Credits	6.49		7.79		15.58	100
VII	2	12	2	12	-	-	-	-	-	-	24
VIII	1	22	-	-	-	-	-	-	-	-	22
Total	Core Credits	118	Discipline Specific Elective Credits	36	Skill Enhancement Credits	10	Ability Enhancement Credits	12	Generic Elective Credits	24	200
Percentage (%)	Core Credits	59	Discipline Specific Elective Credits	18	Skill Enhancement Credits	5		6		12	100

Table 2: Detailed break-up of Credit Courses

Semester	Core Courses (CC)	Discipline Specific Elective Courses (DSC)	Skill Enhancement Courses (SEC)	Ability Enhancement Compulsory Courses (AECC)	Generic Elective Courses (GEC)	Total Courses(CC+DSC+SEC+AECC+GEC)
I	CC1 CC2	-	SEC1	AECC1	GEC1	05
II	CC3 CC4	-	-	AECC2 AECC3	GEC2	05
III	CC5 CC6 CC7	-	SEC2	-	GEC3	05
IV	CC8 CC9 CC10	-	SEC3	-	GEC4	05
V	CC11 CC12	DSC1 DSC2		-	-	05
VI	CC13 CC14	DSC3 DSC4	-	-	-	04
VII	CC15 CC16	DSC5 DSC6	-	-	-	04
VIII	CC17 Research (Dissertation/ Project/Product development etc.)	-	-	-	-	01

Table 3: Course code and Title along with credits details

Sr. No.	Course Code	Course Title	Credits		
			Theory+ Tutorial	Practical	Total
Semester-I					
1.	BA/DJ/1/CC1	Introduction to Communication	5+1	--	6
2.	BA/DJ/1/CC2	Fundamentals of Digital Journalism	5+1	--	6
3.	HIN/1/AECC1	Prayojanmoolak Hindi	4	--	4
4.	COMP/1/SEC1	Computer Skills	--	2	2
5./1/GEC1	To be opted by Students	5+1	--	6
TOTAL			22	2	24
SEMESTER II					
1.	ENG/2/AECC2	Functional English	4	--	4
2.	EVS/2/AECC3	Environmental Studies	4	--	4
3.	BA/DJ/2/CC3	Social Media	5+1	--	6
4.	BA/DJ/2/CC4	Production Portfolio	--	6	6
5./2/GEC2	To be opted by Students	5+1	--	6
TOTAL			20	6	26
SEMESTER III					
1.	BA/DJ/3/CC5				6
2.	BA/DJ/3/CC6				6
3.	BA/DJ/3/CC7				6
4./3/SEC2				4
5./3/GEC3	To be opted by Students			6
TOTAL					28
SEMESTER IV					
1.	BA/DJ/4/CC8				6
2.	BA/DJ/4/CC9				6
3.	BA/DJ/4/CC10				6
4./4/SEC3				4
5./4/GEC4	To be opted by Students			6
TOTAL					28
SEMESTER V					
1.	BA/DJ/5/CC11				6

2.	BA/DJ/5/CC12				6
3.	BA/DJ/5/DSC1				6
4.	BA/DJ/5/DSC2				6
				TOTAL	24
SEMESTER VI					
1.	BA/DJ/5/CC13				6
2.	BA/DJ/5/CC14				6
3.	BA/DJ/5/DSC3				6
4.	BA/DJ/5/DSC4				6
				TOTAL	24
SEMESTER VII					
1.	BA/DJ/5/CC15				6
2.	BA/DJ/5/CC16				6
3.	BA/DJ/5/DSC5				6
4.	BA/DJ/5/DSC6				6
				TOTAL	24
SEMESTER VIII					
1.	BA/DJ/5/CC17				22
				TOTAL	200

**Table 4: Generic Elective Courses offered by the Department of JMC
for the students of other departments**

BA/DJ/1/GEC1	Film Studies	5+1	-	6
BA/DJ/2/GEC2	Digital Marketing & Public Relations	5+1	-	6

Semester-I

BA/DJ/1/CC1 - INTRODUCTION TO COMMUNICATION

Credits: 6 (Theory)
Lectures: 60
Duration of Exam: 3 Hrs.

Max. Marks: 100
Final Term Exam.: 70
Internal Assessment: 30

Course Objective: The course objective is basically to steer students towards understanding the role and importance of communication in society. The course also endeavors to build a theoretical background for understanding how communication works.

Course Outcomes: After completion of the course, learners will be able to:

- CO1:** introduce themselves to the theories of Communication.
- CO2:** inculcate the knowledge of Communication models.
- CO3:** develop the knowledge of basic elements of Communication.
- CO4:** acquaint themselves with various types of Communication.

Note for the Paper Setter: *The question paper will consist of nine questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, eight more questions will be set unit-wise comprising of two questions from each of the four units. The candidates are required to attempt four more questions selecting at least one question from each unit.*

Unit – I

Communication: Meaning, definition, nature & scope, Communication in Primitive Societies, Elements, functions & process of communication, Role of communication in socialization, Traditional modes of Communication, Traditional Personality.

Unit – II

Forms & types of communication: Intrapersonal, Interpersonal, Group, Public and Mass Communication, Strategies of effective communication, Models of Communication: Lasswell Model, Shannon & Weaver Model, Osgood's Model, Wilbur Schramm's Models, Dance's Helical Model.

Unit – III

Theories of Communication: Bullet Theory, Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory.

Unit – IV

Interactive Theory: One step flow, Two-step flow (Opinion Leaders) & Multi-step flow, Modernization theory, Diffusion of innovation, Theory of Selectivity.

Suggested Readings:

1. Agee, Warren K., Ault Philip H., Introduction to Mas Communication, Oxford & IBH Publishing Company, New Delhi
2. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
3. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
4. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
5. Rayudu. C.S., Communication, Himalaya Publishing House, MumbaiSchramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.

BA/DJ/1/CC2 - FUNDAMENTAL OF DIGITAL JOURNALISM

Credits: 6 (Theory)
Lectures: 60
Duration of Exam:3 Hrs.

Max. Marks: 100
Final Term Exam.: 70
Internal Assessment: 30

Course Objectives: The course is designed to acquaint the students with multimedia content and history of digital journalism. Efforts will be made to make the students familiar with internet settings and web terminologies. They will acquire the knowledge of various social media applications and understand the working of websites, web portals and blogs.

Learning Outcomes: After completion of the course, learners will be able to:

CO1: understand the use of multimedia technology and its content,
CO2: understand the internet terminologies & application of browsers,
CO3: develop the capacity to apply, digital journalism concepts in web designing and writing,
CO4: have firsthand knowledge about the working patterns of various sites of Social Media.

Note for the Paper Setter: *The question paper will consist of nine questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, eight more questions will be set unit-wise comprising of two questions from each of the four units. The candidates are required to attempt four more questions selecting at least one question from each unit.*

Unit I

History of Journalism, Computer Assisted Journalism, Equipment Required for Digital Journalism –Their Need and Specifications, Multimedia News on The Web: Its Impact & User Behavior, Mobile Revolution, Media Convergence & Its effects on News Presentation

Unit II

Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Major News Websites, Web Portals of News agencies – Methods of News Delivering, Tools for Better Search in Digital Era for Journalists, Online Reporting Sources, Internet as Reporting Source

Unit III

Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism, Social Networking: WhatsApp, Snap Chat, Skype, Face book, Instagram, Flicker etc. Video and Audio Social message Sharing: YouTube, Sound Cloud etc., Social Media and Society.

Unit IV

Approach to Digital Journalism, Writing in Digital World, Digital Reporting Techniques Using Multimedia Components-Text, Graphics, Audio, Video & Animation Together into News, Content Generation, Traditional Journalism versus Multimedia Mindset, E-Journals, Online Magazines, Blogging, Mobile Journalism.

Suggested Readings:

- Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Saxena Sunil (2006), Headline Writing, Sage
- Kim Jihoon :Between film, video and the digital, Bloomsbury
- Davisson Amber, Controversies in Digital ethics, Bloomsbury
- Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S.
- Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge
- Tapas Ray, Online Journalism, Cambridge University Press, 2011

HIN/1/AECC1- प्रयोजनमूलक हिन्दी

क्रेडिट: 4
व्याख्यान: 60
परिक्षा अवधि: 3 घंटे

अधिकतम अंक: 100
अंतिम परिक्षा अंक: 70
आंतरिक मूल्यांकन: 30

नोट: प्रश्न पत्र में कुल 9 प्रश्न हैं। प्रथम प्रश्न अनिवार्य है, जिसमें समस्त पाठ्यक्रम से 2 अंक वाले 5 संक्षिप्त प्रश्न हैं। प्रश्न पत्र में 4 ईकाई है, जिसमें प्रत्येक ईकाई में 15 अंको वाले 2 प्रश्न हैं। विद्वार्थी को प्रत्येक ईकाई में से 1 प्रश्न करना अनिवार्य है।

ईकाई-I

पत्र-लेखन-सहकारी पत्र, परिपत्र, कार्यालय आदेश, शिकायत पत्र, आवेदन पत्र, मूलपत्र, पत्रोत्तर, पावती, अनुस्मारक, सरकारी पत्र, ईमेल-लेखन, शासकीय आदेश, अधिसूचना, पृष्ठांकन, प्रेस विज्ञप्ति, संक्षेपण लेखन- अर्थ परिभाषा प्रक्रिया, नियम (लेखन विधि)

ईकाई-I

अभिनव काव्य गरिमा (काव्य पुस्तक) संप्रसंग व्याख्या व प्रश्नोत्तर

ईकाई-III

कम्प्यूटर- परिभाषा स्वरूप, महत्व

पारिभाषिक शब्दावली - बैंकिंग , वाणिज्य, मंत्रालय, उपक्रमो, निगमों, औद्योगिक क्षेत्रों व मीडिया क्षेत्र

अनुवाद लेखन - अर्थ परिभाषा, स्वरूप, महत्व, प्रक्रिया, प्रकार

टिप्पण लेखन - अर्थ परिभाषा, नियम, लेखन विधि, उदाहरण

ईकाई-IV

प्रयोजनमूलक हिन्दी - अर्थ, संरचनात्मक स्वरूप महत्व, हिन्दी भाषा की प्रयोजनीयता

प्रयोजनमूलक हिन्दी के विविध रूप

शब्द कोश का अर्थ, परिभाषा, उद्देश्य प्रकार क्षेत्र व उपयोगिता

सन्दर्भ पुस्तकें :

- 1 प्रयोजनमूलक हिन्दी: डॉ नरेशा मिश्रा (2017) राजपाल एण्ड सन्ज, कश्मीरी गेट, दिल्ली
- 2 हिंदी साहित्य का इतिहास: डॉ रामसजन पाण्डेय (2012) संजय प्रकाशन, दिल्ली
- 3 अभिनव काव्य गरिमा: डॉ नरेशा मिश्रा (2012) राजकमल प्रकाशन, दिल्ली
- 4 प्रयोजनमूलक हिन्दी: सिद्धांत और प्रयोग दंगल झाल्टे, वाणी प्रकाशन, दिल्ली
- 5 राजभाषा हिंदी: विवेचना और प्रयुक्ति: डा किशोर वासवानी, वाणी प्रकाशन, दिल्ली
- 6 राजभाषा हिंदी और उसका विकास: हीरालाल बाछोटिया, किताब घर प्रकाशन, दिल्ली
- 7 अनुवाद विज्ञान: सिद्धांत एवं प्रविधि, भोलानाथ तिवारी, किताब घर प्रकाशन, दिल्ली

COMP/1/SEC1 - COMPUTER SKILLS

Credits: 2 (Theory)
Lectures: 30
Duration of Exam: 2 Hrs.

Max. Marks: 50
Final Term Exam.: 30
Internal Assessment: 20

Course Objective: The course aims to provide practical computer knowledge and skills to students and to enhance the usefulness of information technology tools in various activities.

Learning Outcomes: After completion of the course, learners will be able to:

CO1: Know about Operating System, Overview of various Computer & Mobile Operating systems and Applications.

CO2: Perform various features of Word processing such that Table, Mail merge, Hyperlink, etc.

CO3: Prepare a business presentation on MS PowerPoint.

CO4: Perform various mathematical, logical, and other functions on a large set of data using MS Excel.

Note for the Paper Setter: *The question paper will consist of nine questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, eight more questions will be set unit-wise comprising of two questions from each of the four units. The candidates are required to attempt four more questions selecting at least one question from each unit.*

Unit-I

Windows: Installation of Windows, Windows Desktop, My computer, My documents, Network neighborhood, Recycle Bin, Quick launch tool bar, System tray, Start menu, Task bar - System Tray - Quick launch tool bar - Start button - Parts of Windows, Keyboard Accelerators: Key board short keys or hotkeys, Working with Notepad & WordPad, Creating & Editing Images with Microsoft paint, using the Calculator, Personalizing Windows.

MS-Word: Working with Documents, Formatting page & setting Margins, Converting files to different formats, Importing & Exporting documents, Formatting Documents - Setting Font styles, Font selection- style, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets& Numbering. Setting Page style - Formatting Page, Page tab, Margins, Layout settings, Border & Shading, Columns, Header & footer, Setting Footnotes & end notes, page break, Setting Document styles, Table of Contents, Index, Page Numbering, date & Time, Creating Tables- Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, Drawing - Inserting Clip Arts, Pictures/Files, Tools –Spell Checks, Mail merge, Templates, Printing Documents.

Unit-II

MS-Excel: Spread Sheet & its Applications, Opening Spreadsheet, Menus , Working with Spreadsheets- opening, Saving files, setting Margins, Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys. Entering & Deleting Data, Inserting Data, Insert Cells, Column, rows & sheets, Inserting Functions, Formula - finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation), Formatting Spreadsheets- Labeling columns & rows, Formatting- Cell, row, column & Sheet, Category - Alignment, Font, Border & Shading, Hiding/ Locking Cells, Working with sheets – Sorting, Filtering, Creating Charts , Tools – Error checking, Spell Checks.

MS-Power-Point: Introduction to presentation – Opening new presentation, Different presentation templates, setting backgrounds, selecting presentation layouts. Creating a presentation-Setting

Presentation style, Adding text to the Presentation. Formatting a Presentation-Adding style, Colour, Arranging objects, Adding Header & Footer, Slide Background, Slide layout. Adding Graphics to the Presentation- Inserting pictures, tables into presentation, Adding Effects to the Presentation- Setting Animation & transition effect. Practical Exercises:

Suggested Readings:

- Bharihoka, D. (2012). Fundamentals of Information Technology. New Delhi: Excel Book.
- Boockholdt, J. L. (1999). Accounting Information System: Transaction Processing and Control. Boston: Irwin McGraw Hill.
- Gelinas, U. J., & Steve, G. S. (2002). Sutton, Accounting Information System. Mason: South Western Thomson Learning.
- Hall, J. A. (2006). Accounting Information System. Nashville: South Western College Publishing. Rajaraman, V. (2018). Introduction to Information Technology. New Delhi: PHI Learning Pvt. Ltd.

Note: Open-Source Software or MS Excel, MS Access, and Tally may be used at appropriate places.

Semester-II

ENG/2/AECC2 - FUNCTIONAL ENGLISH

Credits: 4 (Theory)
Lectures: 60
Duration of Exam.: 3 Hrs.

Max. Marks: 100
Final Term Exam.: 70
Internal Assessment: 30

Objective: The course aims to introduce students to the theory, fundamentals and tools of communication and to develop in them effective communication skills which should be integral to personal, social and professional interactions. In addition, to develop in them the understanding of the English language.

Learning Outcomes: After completion of the course, learners will:

CO1: have the knowledge of communication.

CO2: have speaking skills in social interactions and communication in professional situations such as interviews, group discussions and office environments.

CO3: have the knowledge and understanding of the language of communication.

CO4: have reading, listening and writing skills.

Note for the Paper Setter: The question paper will consist of five questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, four more questions will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt two more questions selecting at least one question from each unit.

Unit-I

Introduction: Definition and Theory of Communication, Types and modes of Communication. Language of Communication: Verbal and Non-verbal (Spoken and Written); Personal, Social and Business Barriers and Strategies; Intra-personal, Inter-personal and Group communication. Impact of communication on performance.

Unit-II

Speaking Skills: Monologue, Dialogue, Group Discussion, Effective Oral Communication, Miscommunication, Oral Presentation, Interview, Public Speech.

Unit-III

Remedial English: Parts of Speech, Sentences, Subject- Verb Agreement, Active and Passive Voice, Degrees of comparison, Direct and Indirect Speech, Question Tags.

Reading and Understanding: Close Reading, Comprehension, Summary, Paraphrasing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa), Literary/Knowledge Texts.

Unit-IV

Writing Skills: Elements of writing, Documenting, Report Writing, Making notes, Letter writing, Business communications

Listening Skills: Listening and its types, Barriers of effective Listening, Barriers and Strategies for effective listening, Listening to complaints.

Suggested Readings:

1. B.K. Das and A. David, A Remedial Course in English, Book 2, C.I.E.F.L. (O.U.P.) 1980.
2. A.S. Hornby, Oxford Advanced Learner's Dictionary of Current English (O.U.P.) 3, A Textbook of English Phonetics for Indian Students by T. Balasubramanian.
3. Fluency in English - Part II, Oxford University Press, 2006.
4. Business English, Pearson, 2008.
5. Language, Literature and Creativity, Orient Blackswan, 2013.

EVS/2/AECC3 - ENVIRONMENTAL STUDIES

Credits: 4 (Theory)

Lectures: 60

Duration of Exam.: 3 Hrs.

Max. Marks: 100

Final Term Exam.: 70

Internal Assessment: 30

Course Objective: Students will understand how science and the scientific methods work to address environmental problems. The students will become familiar with the Earth's major systems, how they function and how they are affected by human?

Course Outcomes: After completing the course in Environmental Studies, students will be able to: Demonstrate an integrated approach to environmental issues with a focus on sustainability; Use critical thinking, and methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving.

Note for the Paper Setter: The question paper will consist of five questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, four more questions will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt two more questions selecting at least one question from each unit.

UNIT I

The multidisciplinary nature of environmental studies: Definition, Scope and importance need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources; Growing energy needs, renewable and non-renewable energy sources, case studies. Land resources: Land as a resource, land degradation man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

UNIT II

Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem. Producers, Consumers and decomposers. Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, Characteristic features, structure and function of the following of the ecosystem: Forest ecosystem, Grass land ecosystem, desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Biodiversity and its conservation: Introduction-Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India. Value of diversity: consumptive use, productive use, social, ethical; aesthetic and option calls. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemics. Conservation of biodiversity: In-situ and Ex-situ, Conservation of biodiversity.

UNIT III

Environmental Pollution: Definition-Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster Management: floods, earthquake, cyclone and landslides.

Social Issues and the environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation. Consumerism and waste products. Air (prevention and Control of Pollution) Act. Water (prevention and control of pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

UNIT IV

Human Population and the Environment: Population growth, variation among nations. Population explosion- family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and child welfare, role of information technology in environment and human health, Case Studies.

Field work: Visit to a local area to document environmental assets: river/forest grass land/hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/ Agricultural, Study of common plants, insects, birds. Study of simple ecosystems pond, river, hill slopes, etc.

Suggested Readings:

1. Agarwal, K.C. 2001 *Environmental Biology*, Nidhi Publ. Ltd. Bikaner.
2. Bharucha Erach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd., Ahmedabad- 380013, India.
3. Clerk R.S., *Marine Pollution*; Clarendon Press Oxford.
4. *Down to Earth*, Centre for Science and Environment.
5. Hawkins R.E., *Encyclopedia of Indian Natural History*, Bombay Natural History Society, Bombay.
6. Mhaskar A.K., *Matter Hazardous*, Techno-Science Publications.
7. Townsend C., Harper J, and Michael Begon, *Essentials of ecology*, Blackwell Science.
8. Trivedi R.K and P.K Goel, *Introduction to air pollution*, Techno-Science Publications.
9. Trivedi R.K, *Handbook of Environmental Laws, Rules, Guidelines Compliances and Standards, Vol I and II*, Envirol Media.
10. Wagner K.D., 1998. *Environmental Management*. W.B. Saunders Co. Philadelphia, USA.

BA/DJ/2/CC3 - SOCIAL MEDIA

Credits: 6 (Theory)
Lectures: 60
Duration of Exam: 3 Hrs.

Max. Marks: 100
Final Term Exam.: 70
Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

Note for the Paper Setter: *The question paper will consists of nine questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, eight more questions will be set unit-wise comprising of two questions from each of the four units. The candidates are required to attempt four more questions selecting at least one question from each unit.*

Unit-1

Social Media: definition and importance , Growth & Development of Social Media, Relationship and use of Social Media in Society, Tools of Social Media ,Citizen Journalism, Social Media as Mirror of Society, Role of Social Media in Building Relations, Social Media and Inter-Personal Communication, Role of Social Media in Academics.

Unit-2

Social Media Networking Sites: Twitter, Facebook, Instagram, Snap chat, WhatsApp, You Tube etc., Story generation and development, Dynamic of social media networks: novelty, strengths and weakness, Personal sphere and online communities, Impact of Social Media on children and youth, Social Media: Voice of the Voiceless.

Unit-3

Micro blogging, Content Creation and Sharing, Social Media activism, Media as Social Reformer-Media and Rising Crime, Media and development of scientific temperament Split Personality, Actual and Virtual Personality, Positive and Negative effects of Social Media, Authenticity issues of Social Media.

Unit-4

Security and privacy concerns, Need for a national ICT Policy, Social Media and Nation Building, Social Responsibility of Social Media, Social Media and Mobile Marketing, Social Media in Journalism, Public Relations and Advertising, Social Media Ethics, Future of Social Media.

Suggested Readings:

1. Quesenberry, Keith A. (2020). Social Media Strategy, Rowman& Littlefield: Landon
2. Megale, Claudia et al (2020) Social Media and Social work, Policy Press: New York
3. Bredl, Klos (2017) Methods for analyzing social Media , Routledge: New York
4. McMahon, Ciaran. (2019). The Psychology of Social Media, Routledge: New York
5. Baghel, Dr. Sanjay Singh (2015) Social Media and Indian Youth, Apple Books: New Delhi

6. Dash, Bishnu Mohan Et al (2020) Indian Social Work Routledge: New York
7. Bajwa, Dr. Sewa Singh (2021). Social Media: Divergent Paradigms, Friends Publishers: New Delhi
8. Bajwa, Dr. Sewa Singh (2020). Social Media: Opportunities & Challenges, KK Publishers: New Delhi
- 9^८ बाजवा, डॉ० सेवा सिंह (2021) सोशलमीडिया: बेजुबानो की जुबान, फ्रेंडसपब्लिसर्ज: नईदिल्ली।
- 10^८ बाजवा, डॉ० सेवा सिंह (2021) सोशलमीडिया: के विविध आयाम, के केपब्लिसर्ज: नईदिल्ली।

BA/DJ/2/CC4 - PRODUCTION PORTFOLIO

Credits:- 6 (Practical)

Production File: 50

Marks

Viva: 50 Marks

Course Objective: The course objective is to understand impactful writing that will help to accelerate effective communication and employability. This course also aims at honing various types of writing and presentation skills of students.

Course Outcomes: After completion of the course, learners will be able to:

CO1: learn new formats of writing and write fluently in different language for media writing.

CO2: write news items and letters to editors.

CO3: make pamphlets, posters, folders and write slogans.

CO4: learn to make impactful Power Point Presentations.

NEWS ITEMS	10 (5 ENGLISH 5 HINDI)
LETTER TO EDITOR	05
PHOTO FEATURE	02
POSTER	02
SLOGAN WRITING	05
PAMPHLETS	05
EDITING PRESS NOTE	05
NEWS STORY	05
FOLDERS	05
ANALYSIS OF NEWS PAPERS	02
POWER POINT PRESENTATION	10 SLIDES

Generic Elective Courses

BA/DJ/2/GEC1 - FILM STUDIES

Credits: 6 (Theory)
Lectures: 60
Duration of Exam: 3 Hrs.

Max. Marks: 100
Final Term Exam.: 70
Internal Assessment: 30

Course Objective: The course objective is to acquaint students with the glorious journey of cinema in India. To enhance understanding of the different genres of Indian cinema. To acquaint students with technological and digital cinema.

Course Outcomes: After completion of the course, learners will be able to:

CO1: students would be able to acquaint themselves with the glorious journey of cinema in India.

CO2: students would be able to enhance understanding of different genres of Indian cinema.

CO3: students would be able to inculcate the knowledge of growth of print, electronic and web media.

CO4: students would be able to acquaint themselves with different bodies of Indian cinema.

Note for the Paper Setter: *The question paper will consist of nine questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, eight more questions will be set unit-wise comprising of two questions from each of the four units. The candidates are required to attempt four more questions selecting at least one question from each unit.*

Unit-1

Cinema: Development of Cinema in India, The Pioneers, Coming of Superstars , Rise of Multiplex, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Genres of Indian Cinema.

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Process of Film making , Cinema as a powerful medium of Mass Communication, CBFC: Organization & Functions.

Unit-3

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-4

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 Newspapers.

Suggested Readings:

1. Keval j. Kumar 'Mass Communication in India' Jaico publication.
2. Gokulsing, k. & Dissanaye ' Indian Popular Cinema: A Narrative of Cultural change (2004).
3. Burra, R.D & Rao. 'Cinema an Encyclopedia of India, Vol.1, Thomson Gale Publication (2006).
4. Rajadhyaksa, A. (1996). ' India Filming The Nation'. The oxford history of world Cinema.
5. Raminder Kaur, Ajay Sinha.; Bollywood: Popular Indian Cinema through Transnational Lens'. Sage: New Delhi.

BA/DJ/2/GEC2 - DIGITAL MARKETING & PUBLIC RELATIONS

Credits: 6 (Theory)

Lectures: 60

Duration of Exam: 3 Hrs.

Max. Marks: 100

Final Term Exam.: 70

Internal Assessment: 30

Course Objectives: The course aims at making students understand the concept of digital marketing, its principles and strategies. It will introduce students with the concept of SEO and SMO. It will provide students knowledge about digital monetization and its models and impart in student's knowledge about digital PR, their tools and strategies.

Learning Outcomes: After completion of the course, learners will be able to:

CO1: understand Online & Offline SEO and develop content accordingly.

CO2: analyze marketing and implement strategies for effective digital marketing.

CO3: generate capability to increase conversions and sales with real world techniques.

CO4: develop strong brand identity and enhance brand value

Note for the Paper Setter: *The question paper will consists of nine questions in all. The first question will be compulsory and will consist of five short questions of 2 marks each covering the whole syllabus. In addition, eight more questions will be set unit-wise comprising of two questions from each of the four units. The candidates are required to attempt four more questions selecting at least one question from each unit.*

Unit I

Digital Marketing: Differences with traditional marketing, E-commerce foundations, Digital marketing as New trends and current scenario of the world. Digital Marketing Categorization, SWOT analysis of business, Promotion Plan. Setting up Vision, Mission and Goals of Digital Marketing.

Unit II

Search Engine Optimization– Introduction, Uses, Advantages, on page optimization techniques, off page Optimization techniques, Social Media Optimization: Introduction to Social Media Marketing, Social Media Analytical Tools, Display Advertising Techniques.

Unit III

PR in the age of New Media: Scope, Challenges and Opportunities. Changing Trends and Leveraging the Potential of New Media. PR in Digital Age, Introduction and Genesis. Various New Media for Internal Communication, Digital PR Tools, Relationship Building in an Internet age.

Unit IV

Digital PR in Marketing and Brand Promotions. Marketing Mix, Use of Digital Media in Brand Building. The need for synergy between Digital Marketing and PR, Sponsorships and Brand Promotions for Digital Marketing, Case Studies of Brand building through Digital Media.

Suggested Readings:

1. Public Relatin in India by Prof. Geeta Bamjai
2. Public Relations by Sachdeva Oxford Press
3. The New Rules of Marketing and PR by David Merman
4. A modem guide to PR by Amy Rovnberg
5. Social Media Marketing by John Williams.