

# **SYLLABUS**

## **B.A. (Hons.) JOURNALISM, MASS COMMUNICATION & MEDIA TECHNOLOGY**

**2014 – 2015,2015-16  
AND  
2016-17  
SESSIONS**

# **OUTLINES OF TESTS**

## **SEMESTER - 1**

- PAPER I : REPORTING & FEATURE WRITING**
- PAPER II : COMMUNICATION AND SOFT SKILLS**
- PAPER III : PHOTOGRAPHY & PHOTOJOURNALISM**
- PAPER IV : PROJECT (INTERNAL)**
- Paper V : PUNJABI/PUNJABIMUDHLA GIAN**

## **SEMESTER - 2**

- PAPER VI :BASICS OF COMPUTER APPLICATIONS**
- PAPER VII :COMMUNICATION & MASS COMMUNICATION**
- PAPER VIII :EDITING & EDITORIAL WRITING**
- PAPER IX :PROJECT (INTERNAL)**  
**PUNJABI/PUNJABIMUDHLA GIAN**

## **SEMESTER - 3**

- PAPER XI :PUBLIC RELATIONS**
- PAPER XII :ADVERTISING**
- PAPER XIII :RADIO**
- PAPER XIV :PROJECT (INTERNAL)**

## **SEMESTER - 4**

- PAPER XV :TELEVISION**
- PAPER XVI :NEW MEDIA TECHNOLOGY**
- PAPER XVII :FILM STUDIES (INTERNAL)**
- PAPER XVIII :PROJECT (INTERNAL)**  
**ENVIRONMENTAL AND ROAD SAFETY AWARENESS**

## **SEMESTER - 5**

**SPECIALIZATION (ANY ONE)**

## **SEMESTER - 6**

**INTERNSHIP**

**Semester I**  
**PAPER-I**  
**REPORTING & FEATURE WRITING**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

**Course Content**

**Section A**

News : Definitions, elements and concepts; Sources of news; Structure of news; Importance of headlines; News gathering & transmission techniques; Types of news: Soft news, Hard news;

Reporting: Investigative, interpretative and Depth reporting, Scoops; Sting operations; Yellow Journalism; Reporting for the magazines.

**Section B**

Role of Bureau chief; Qualities and responsibilities of a reporter; Beats; Oral press briefing; Press conference; Meet the press; Interview--types, purpose, technique; Press release.

News Agencies: Role and importance; Feature: definition, meaning, importance, types; Difference between Article, Feature and News feature.

*Practical: Identifying types of news in newspapers; dummy, page making; Preparing news clipping file.*

**Text and References**

- News Reporting and Editing :K.M. Srivastava Sterling Publishers, New Delhi.
- Modern News Reporting:Care H. Warren, Harper, New York.
- Mass Communication and :D.S. Mehta, Allied Publishers Ltd., New Delhi, Journalism in India
- The Professional Journalist :JohnHobenberg Oxford IEH Publishing Company, New Delhi
- Professional Journalism :VikasPublising House, Sahibabad, Ghaziabad.
- Functions and areas of Journalism: Y.K.D. Souza
- Good news bad news:Tharyan
- News Writin :Haugh George A.
- Pattarkari :HunnarTe Kala(Punjabi):Dalbir Singh, Publication Bureau,Punjabi University, Patiala.
- SamacharParnaliTeSampadana (Punjabi) :Asha Sharma, Publication Bureau,Punjabi University, Patiala.
- The Journalism Handbook :M.V. Kamath
- Handbook of Journalism :AggarwalVirBala, Gupta V.S.

## PAPER-II

### COMMUNICATION AND SOFT SKILLS

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

#### INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

#### INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

#### Course Content

##### Section A

Conceptual Understanding of Communication; Types of communication: Verbal, Non-verbal, Kinesics, Interpersonal, Group and Mass Communication, Barriers to communication; Values and Belief system.

Spoken Communication; Principles of effective oral communication, speech preparation, Voice control; Pronunciation and Physical behaviour; Debate, Presentation Skills, Group Discussion; Interviews.

##### Section B

Written Communication; Elements of Effective written communication; Resume writing; Letter writing; E-mail communication; Cover letter; Taking notes.

Listening Skills; Meaning, Nature and Importance of Listening ; Listening process; Pacing for Listening ;Observation in Listening ;Guidelines for effective Listening, Benefits of Meditation; Self-awareness and Witnessing; Goal setting and career planning.

*Practical: Debate, Declamation; Meditation and Witnessing exercises; Presentation exercises and written communication exercises.*

#### Text and References:

- Improve Your Communication Skills: Barker. A — Kogan Page India Pvt Ltd
- Language in Use (Upper-Intermediate): Adrian Doff and Christopher Jones – Cambridge University Press
- The Oxford Guide to Writing and Speaking: John Seely, Oxford University Press
- You Can Win: ShivKhera, Macmillan Books
- 7 Habits of Highly Effective People: Stephen Covey
- Perfect Presentation: John Collin, Video Arts Marshal
- Effective Interviews: Jenny Rogers, Video arts Marshal
- Effective Leadership: Essential Manager Series. Robert Heller. DK Publishing

**PAPER III**  
**PHOTOGRAPHY & PHOTOJOURNALISM**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

**Course Content**

**Section A**

Principles of Photography; Understanding the structure and working of a professional camera; Major types of camera--Point and shoot, Compact or Auto-focus, Polaroid, Traditional SLR still professional camera; Types of Camera lenses--Normal, Wide, Tele, Zoom, Fish-Eye; Angle of Vision; Focal lengths of various lenses and their use in photography.

Sources of Light-Natural and Artificial; Technique and skill of using various light sources and elements to create special effects; Depth of Field and Depth of focus; Relationship between shutter speed, film speed and aperture for different genres of photography.

**Section B**

Principles of photo composition--Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing.

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption Writing; Photo Feature: meaning, characteristics and importance.

*Practical: Various types of news photograph and photo feature.*

**Text & References:**

- Digital Photography: Tim O'Sullivan, Brian Dutton, Philip Rayner
- Creating Digital Content: John Rice & Brian Mckernan
- Studying the Media: David E.Reese, Mary E.Beadle, Alan R. Stephenson
- 100 Ways to Take Better Photographs: Tom Ang
- Advanced Digital Photography: Katharina Grimme

**PAPER IV**  
**PROJECT (Internal)**

Max. Marks : 100  
Pass Marks : 35

Continuous Internal Evaluation 80 Marks  
Internal Assessment 20 Marks

Under this Project the candidates will also be exposed to exercises related to General Awareness and Current Affairs covering Regional, National and International issues covered by the print and electronic media during the semester under study. They will also be required to participate in Debate, Declamation and Quiz programmes in addition to preparing clipping files as directed by the teachers. Marks will be awarded on the basis of continuous evaluation throughout the semester.

**Paper : Qualifying Punjabi**

(ਕੁਆਲੀਫਾਇੰਗ ਪੰਜਾਬੀ)

ਕੁਲ ਅੰਕ : 100  
ਸਮਾਂ : 3 ਘੰਟੇ  
ਪੀਰੀਅਡ : 5 ਪ੍ਰਤੀ ਹਫ਼ਤਾ

ਲਿਖਤੀ : 60  
ਮੌਖਿਕ : 40  
ਪਾਸ ਅੰਕ : 35

1. ਪੰਜਾਬੀ ਦੀ ਪਾਠ-ਪੁਸਤਕ

ਭਾਗ ਪਹਿਲਾ -ਪੰਜਾਬੀ ਸਾਹਿਤ

(ੳ) ਕਵਿਤਾ

(ਅ) ਕਹਾਣੀ

(ੲ) ਨਾਟਕ

ਭਾਗ ਦੂਜਾ- ਪੰਜਾਬ ਸਭਿਆਚਾਰ ਅਤੇ ਲੋਕਧਾਰਾ

ਭਾਗ ਤੀਜਾ- ਪੰਜਾਬੀਭਾਸ਼ਾ ਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ

**ਅੰਕਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈਹਦਾਇਤਾ**

ਪੁਸਤਕ ਦੇ ਤਿੰਨ ਭਾਗ ਹਨ। ਪ੍ਰੰਤੂ ਪ੍ਰਸ਼ਨ ਦੇ ਭਾਗਾਂ ਵਿਚ ਹੋਵੇਗਾ। ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦਾ ਪਹਿਲਾ ਭਾਗ ਪੁਸਤਕ ਦੇ ਪਹਿਲੇ ਭਾਗ ਉਤੇ ਅਧਾਰਿਤ ਹੋਵੇਗਾ। ਇਸ ਭਾਗ ਦੇ ਕੁਲ 36 ਅੰਕ ਹਨ। ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦਾ ਦੂਜਾ ਭਾਗ ਪੁਸਤਕ ਦੇ ਦੂਜੇ ਅਤੇ ਤੀਜੇ ਭਾਗ ਉਤੇ ਅਧਾਰਿਤ ਹੋਵੇਗਾ। ਇਸ ਭਾਗ ਦੇ ਕੁਲ 24 ਅੰਕ ਹੋਣਗੇ ਅਤੇ ਇਸ ਵਿਚ ਪੁਸਤਕ ਦੇ ਦੂਜੇ ਅਤੇ ਤੀਜੇ ਭਾਗ ਦੇ 12-12 ਅੰਕ ਹੋਣਗੇ।

(1) ਪੁਸਤਕ ਦੇ ਪਹਿਲੇ ਭਾਗ ਦੇ ਤਿੰਨ ਉਪ-ਭਾਗ 'ੳ', 'ਅ' ਅਤੇ 'ੲ' ਹਨ। ਇਨ੍ਹਾਂ ਤਿੰਨਾਂ ਉਪ-ਭਾਗਾਂ ਵਿਚ ਹੇਠ ਲਿਖੇ ਅਨੁਸਾਰ 4-4 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।

(ੳ) ਇਸ ਵਿਚ ਕੁਲ 12 ਪ੍ਰਸ਼ਨ ਐਬਜੈਕਟਿਵ ਟਾਈਪ/ਮਲਟੀਪਲ ਚੋਣ ਵਾਲੇ ਹੋਣਗੇ। ਹਰ ਉਪ-ਭਾਗ ਵਿਚ 4-4 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹੋਣਗੇ।

ਅੰਕ 3×4=12

(ਅ) ਹਰ ਉਪ ਭਾਗ ਵਿਚੋਂ 5-5 ਲਘੂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ 3-3 ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹੋਣਗੇ। ਉੱਤਰ ਪੰਜਾ ਲਾਈਨਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ।

ਅੰਕ  $9 \times 2 = 18$

(ੲ) ਹਰ ਉਪ ਭਾਗ ਵਿਚੋਂ 1-1 ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। ਦੋਹਾਂ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨਾ ਹੋਵੇਗਾ। ਉੱਤਰ ਇਕ ਸਫੇ ਤੱਕ ਸੀਮਤ ਹੋਵੇ।

ਅੰਕ=06

(2) ਪੁਸਤਕ ਦੇ ਦੂਜੇ ਅਤੇ ਤੀਜੇ ਭਾਗ ਵਿਚੋਂ ਪ੍ਰਸ਼ਨ ਇਸ ਪ੍ਰਕਾਰ ਪੁੱਛੇ ਜਾਣਗੇ।

(ੳ) ਹਰ ਭਾਗ ਵਿਚੋਂ 4-4 ਪ੍ਰਸ਼ਨ ਐਬਜੈਕਟਿਵ ਟਾਈਪ/ਮਲਟੀਪਲ ਚੋਣ ਵਾਲੇ ਹੋਣਗੇ। ਅੰਕ  $4+4=8$

(ਅ) ਹਰ ਇਕ ਭਾਗ ਵਿਚੋਂ 4-4 ਸੰਖੇਪ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਕੁਲ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨੇ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ 2 ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹਨ।

ਅੰਕ  $5+5=10$

(ੲ) ਹਰ ਇਕ ਭਾਗ ਵਿਚੋਂ 1-1 ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। ਇਕ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨਾ ਹੋਵੇਗਾ। ਉੱਤਰ ਇਕ ਸਫੇ ਤੱਕ ਸੀਮਤ ਹੋਵੇ।

ਅੰਕ=06

ਨੋਟ:- ਮੌਖਿਕ ਪ੍ਰੀਖਿਆ ਪਾਠ-ਪੁਸਤਕ ਤੇ ਹੀ ਅਧਾਰਿਤ ਹੋਵੇਗੀ। ਇਸ ਦੀ ਵਿਧੀ ਪ੍ਰੋਕਟੀਕਲ ਵਾਲੀ ਹੋਵੇਗੀ।

---

ਜਿਹੜੇ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬ ਤੋਂ ਬਾਹਰਲੇ ਸੂਬੇ ਨਾਲ ਸਬੰਧ ਰੱਖਦੇ ਹਨ ਅਤੇ ਪੰਜਾਬੀ ਨਹੀਂ ਜਾਣਦੇ, ਉਹ ਵਿਦਿਆਰਥੀ ਕੁਆਲੀਫਾਇੰਗ ਪੰਜਾਬੀ ਦੀ ਥਾਂ ਤੇ ਪੰਜਾਬੀ ਮੁੱਢਲਾ ਗਿਆਨ ਵਿਸ਼ੇ ਦਾ ਪੇਪਰ ਦੇਣਗੇ।

**ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)**  
(Special Paper in lieu of Punjab History & Culture)

ਕੁੱਲ ਅੰਕ : 100  
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 40  
ਬਾਹਰੀ ਮੁਲਾਂਕਣ : 60

ਪਾਸ ਅੰਕ : 35 ਪ੍ਰਤੀਸ਼ਤ  
ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ  
ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ: 5

1. ਗੁਰਮੁਖੀ ਵਰਨਮਾਲਾ ਤੇ ਲੇਖਣ ਪ੍ਰਬੰਧ

(ੳ) ਅੱਖਰ ਸਿੱਖਿਆ : ਤਰਤੀਬ ਤੇ ਭੁਲਾਵੇਂ ਅੱਖਰ  
(ਅ) ਅੱਖਰ ਬਣਤਰ : ਅੱਖਰ ਰੂਪ ਤੇ ਲੇਖਣ ਦੇ ਨਿਯਮ

15 ਅੰਕ

2. ਗੁਰਮੁਖੀ ਅੱਖਰ ਤੇ ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਦਾ ਪ੍ਰਬੰਧ

(ੳ) ਸਵਰ ਤੇ ਵਿਅੰਜਣ : ਵਰਗੀਕਰਨ ਦੇ ਸਿੱਧਾਂਤ ਤੇ ਉਚਾਰਨ।  
(ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ੲ) ਵਿਅੰਜਣ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ਸ) ਲਗਾ ਮਾਤਰਾ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ਹ) ਲਗਾਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।

15 ਅੰਕ

3. ਲਿਪੀ ਦੇ ਅੱਖਰਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਨਿਯਮ

(ੳ) ਪੂਰੇ ਤੇ ਅੱਧੇ ਅੱਖਰ ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ੲ) ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਸ) ਮਾਤਰਾ ਤੇ ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ  
(ਹ) ਮਾਤਰਾਂ ਦੀ ਵਿਅੰਜਣ ਸੂਚਕਾਂ ਨਾਲ ਵਰਤੋਂ।

15 ਅੰਕ

4. ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਜਾਣ ਪਛਾਣ

(ੳ) ਗਿਣਤੀ  
(ਅ) ਹਫ਼ਤੇ ਦੇ ਦਿਨ  
(ੲ) ਰੰਗਾਂ ਦੇ ਨਾਂ  
(ਸ) ਪਸ਼ੂ ਪੰਛੀਆਂ ਦੇ ਨਾਂ  
(ਹ) ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ  
(ਕ) ਘਰੇਲੂ ਵਸਤਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ

15 ਅੰਕ

**ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ**

ਹਰਭਾਗ ਨੂੰ 15-15 ਅੰਕਾਂ ਦੀ ਪ੍ਰਤੀਨਿਧਤਾ ਦਿੱਤੀ ਜਾਵੇ।

(ਵਿਦਿਆਰਥੀ ਪਹਿਲੀ ਵਾਰ ਗੁਰਮੁਖੀ ਲਿਪੀ ਸਿੱਖ ਰਹੇ ਹਨ। ਹੋ ਸਕਦਾ ਹੈ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੋਂ ਵੀ ਅਨਜਾਣ ਹੋਣ, ਸੋ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਪੱਧਰ ਵਿਦਿਆਰਥੀ ਦੀ ਇਸ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰੱਖਿਆ ਜਾਵੇ।)

### ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਆਓ ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2009  
(ਹਿੰਦੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
2. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਗੁਰਮੁਖੀ ਸਿੱਖੋ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011  
(ਅੰਗਰੇਜੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
3. ਸੀਤਾ ਰਾਮ ਬਾਹਰੀ, ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2002 (ਹਿੰਦੀ)
4. ਰਾਜਵਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਗਿਆਨ ਸੀ.ਡੀ. (ਕੰਪਿਊਟਰ ਐਪਲੀਕੇਸ਼ਨ ਟੂ-ਲਰਨ ਐਂਡ ਟੀਚ ਪੰਜਾਬੀ) ,  
ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011
1. Hardev Bahri, Teach Yourself Punjab, Publication Bureau, Punjabi University, Patiala, 2011
2. Henry, A. Gleason and Harjeet Singh Gill, A Start in Punjabi, Publication Bureau, Punjabi University, Patiala. 1997.
3. Ujjal Singh Bahri and Paramjit Singh Walia, Introductory Punjabi, Publication Bureau, Punjabi University, Patiala. 2003.

## SEMESTER- 2

### **PAPER-VI BASICS OF COMPUTER APPLICATIONS**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

#### **INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

#### **INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

#### **Course Content**

##### *Section A*

Introduction to computers operating systems; installation of operating systems and software; Files and folders; Device drivers; Memory and storage devices, Motherboards & its slots, RAM, ROM.

Computer types-- Handheld computers, Desktops, Workstations, Supercomputers; Displays, Internet; Networking; E-mailing, Multi-tasking; Computer security, Firewall, protection from viruses and other threats.

##### *Section B*

Computer Ports; USB, Firewire, Serial, Parallel; Computer connectors; VGA, PS/2, DVI (Digital Visual Interface), SCSI (Small Computer System Interface); software ports.

Basic softwares; Microsoft Office (Word, Excel, PowerPoint); Image file formats, Sound file formats, Video file formats; Basics of CorelDraw, Photoshop, PageMaker, Quark Express.

*Practical: Presentations on various computer hardware elements.*

#### **Text and References**

- Operating Systems: W. Stalling, Prentice Hall of India
- Computer Organization and Architecture: W. Stalling, Prentice Hall of India
- Easy Computer Basics: Michael Miller
- Computer Graphics: D Harm, Barker, Prentice Hall of India
- Computer Networks: A.S. Tenebaun, Prentice Hall of India
- Dats Communication and Networking: B.A. Forouzan, Tats McGraw Hill
- Multi-media Making it Work: T. Vaujhan
- Multi-media Technology and Applications: Jeffcoate, Prentice Hall of India

**PAPER-VII**  
**COMMUNICATION & MASS COMMUNICATION**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

*Section A*

Communication: Meaning and definition; Seven C's of communication; Functions of Communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public, and Mass communication; Types of Communication: Verbal and Non-verbal.

Mass communication: Concept and functions; Elements and characteristics of mass communication; Media of mass communication; Elements of Communication Process; Barriers in Communication.

*Section B*

Communication Models: Definition and origin; Types of Models ; Powerful, Moderate and Limited Effects Models ; Models of Aristotle , Dance , Harold Laswell , Osgood , Wilbur Schramm , George Gerbner , Westley and MacLean , Gatekeeping .

Communication theories: An overview of the emergence and development of communication theories; Early Theories – Hypodermic or Bullet Theory , Personal Influence theory; Two–step flow and Multi–step flow theories, Individual difference theory; Concepts of Selective exposure , selective perception and selective retention .

*Sociological theories:* Cultivation theory, Agenda-setting theory, Uses and gratification theory, Dependency theory, Play theory, Social learning theory and Reflective-projective theories; Media and Society.

*Practical: Presentation exercises and written communication exercises.*

**Text & References:**

- Mass Communication Theory : Denis McQuail
- Perspectives in Mass Communication : Agee, Ault, Emery
- Theories of Mass Communication : De Fleur and B. Rokeach
- Reading in Mass Communication : Emery Smithe
- Communication Models : Denis McQuail
- Mass Media Today :SubirGhosh
- Approaches to Human Communication : Budd and Rohen
- Introduction to Mass Communication : William Francois
- Studies in Communication : Asher Cashden& Martin Jordin
- Communication Between Cultures: Larry A
- Media and Society : R.K. Ravindran

- Text book of Mass Communication and Media:Uma Joshi
- Modern Communication Technologies : Y.K. Dsouza
- Foundations of Inter-culturalCommunication:Sitaram, Cogdell
- Theories in Indian Communication :Dua M.R., Vivek Gupta, Metropolitan Book Company
- Body language : Lewis Hedwig, Sage Publication, New Delhi.
- More effective Communication : William J.V. Sage Publication, New Delhi.
- The Art of effective Communication : Charles J Margersions, Excel Books.
- Perspectives in Mass Communication :Pradeep Kumar, Kalyani Publishers, NewDelhi
- Mass Communication Theory : Stanley J Baran : Dennis K. Devis
- Effective Communication : Ravi Aggarwal : SublimePublication, Jaipur (India)

**PAPER-VIII**  
**EDITING & EDITORIAL WRITING**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

*Section A*

Principles of editing; Types of editing; Sub-editing: meaning, purpose, traditional and modern techniques; Difference between sub-editing and proof-reading; Newsroom: organization and functioning; News desk; Picture editing and captions.

Hierarchical set-up of editorial wing in a newspaper; Role and responsibilities of the editor, Deputy editor, Assistant editor and other editorial staff; Role and responsibilities of News editor, Deputy news editor, Chief-sub-editor & Sub-editors.

*Section B*

Editorial: meaning, significance, types, structure, policy; Contents of editorial page and their significance; Letters to the editor; Articles; Features; Principles of newspaper design.

Press laws: Defamation Act, Right to Information, Contempt of Court, Official Secrets Act, Copy Right, Press Council: powers, practices and procedures; Principles and ethics for journalists.

*Practical: Putting into practice different types of editing; Distinguishing between news, feature, article and editorial; Editorial writing; Writing letters to the editor; News, Features and articles.*

**Text and References**

- Modern Feature Writing :DeweltReddick, Harper, New York.
- News Reporting and Editing : K.M. Srivastava Sterling Publishers, New Delhi.
- Mass Communication and Journalism in India:D.S. Mehta, Allied Publishers Ltd., New Delhi.
- Media Ethics and Laws :Jan R. Hakeculdar
- The Art & Craft of Feature Writing :William E. Blundell. Plume
- Pattarkari :HunnarTe Kala (Punjabi):Dalbir Singh, Publication Bureau, Punjabi University, Patiala.
- SamacharParnaliTeSampadana (Punjabi) :Asha Sharma, Publication Bureau, Punjabi University, Patiala.

**PAPER-IX**  
**PROJECT (Internal)**

Max. Marks : 100  
Pass Marks : 35

Continuous Internal Evaluation 80 Marks  
Internal Assessment 20 Marks

Under this Project the candidates will also be exposed to exercises related to General Awareness and Current Affairs covering Regional, National and International issues covered by the print and electronic media during the semester under study. They will also be required to participate in Debate, Declamation and Quiz programmes in addition to preparing clipping files as directed by the teachers. Marks will be awarded on the basis of continuous evaluation throughout the semester.

**ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)**  
(Special Paper in lieu of Punjab History & Culture)

ਕੁੱਲ ਅੰਕ : 100  
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 40  
ਬਾਹਰੀ ਮੁਲਾਂਕਣ : 60

ਪਾਸ ਅੰਕ : 35 ਪ੍ਰਤੀਸ਼ਤ  
ਸਮਾ : ਤਿੰਨਘੰਟੇ  
ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ : 6

1. ਸ਼ਬਦਪ੍ਰਬੰਧ : ਸ਼ਬਦ ਜੋੜਾਂ ਦੀ ਵਰਤੋਂ  
(ੳ) ਦੋ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦਜੋੜ  
(ਅ) ਤਿੰਨ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦਜੋੜ  
(ੲ) ਬਹੁ-ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦਜੋੜ 15 ਅੰਕ
  
2. ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼੍ਰੇਣੀਆਂ ਤੇ ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ  
(ੳ) ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼੍ਰੇਣੀਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਨਾਂਵ, ਪੜਨਾਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ ਆਦਿ)  
(ਅ) ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ਲਿੰਗ, ਵਚਨ, ਪੁਰਖ, ਕਾਲ ਆਦਿ) 15 ਅੰਕ
  
3. ਸ਼ਬਦ ਬਣਤਰਾਂ ਤੇ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ੳ) ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰਾਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਅਗੇਤਰ, ਪਿਛੇਤਰ, ਸਮਾਸ, ਦੁਹਰਕਤੀ)  
(ਅ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ)  
(ੲ) ਸ਼ਬਦਾਂ ਦਾ ਵਿਆਕਰਨਕ ਮੇਲ ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ 15 ਅੰਕ
  
4. ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ 15 ਅੰਕ

## ਪੇਪਰ ਸੈਟਰ ਲਈਹਦਾਇਤਾਂ

ਹਰ ਭਾਗ ਨੂੰ 15-15 ਅੰਕਾਂ ਦੀ ਪ੍ਰਤੀਨਿਧਤਾ ਦਿੱਤੀਜਾਵੇ।

(ਵਿਦਿਆਰਥੀ ਪਹਿਲੀ ਵਾਰ ਗੁਰਮੁਖੀ ਲਿਪੀ ਸਿੱਖ ਰਹੇ ਹਨ। ਹੋ ਸਕਦਾ ਹੈ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੋਂ ਵੀ ਅਨਜਾਣ ਹੋਣ, ਜੋ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਪੱਧਰ ਵਿਦਿਆਰਥੀ ਦੀ ਇਸ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰੱਖਿਆ ਜਾਵੇ।)

### ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਆਓ ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2009 (ਹਿੰਦੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
2. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਗੁਰਮੁਖੀ ਸਿੱਖੋ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011 (ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
3. ਸੀਤਾ ਰਾਮ ਬਾਹਰੀ, ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2002 (ਹਿੰਦੀ)
4. ਰਾਜਵਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀਗਿਆਨ ਸੀ.ਡੀ. (ਕੰਪਿਊਟਰ ਐਪਲੀਕੇਸ਼ਨ ਟੂ-ਲਰਨ ਐਂਡ ਟੀਚ ਪੰਜਾਬੀ) , ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011
1. Hardev Bahri, Teach Yourself Punjab, Publication Bureau, Punjabi University, Patiala, 2011
2. Henry, A. Gleason and Harjeet Singh Gill, A Start in Punjabi, Publication Bureau, Punjabi University, Patiala. 1997.
3. Ujjal Singh Bahri and Paramjit Singh Walia, Introductory Punjabi, Publication Bureau, Punjabi University, Patiala. 2003.

## SEMESTER- 3

### **PAPER XI PUBLIC RELATIONS**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

#### **INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

#### **INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

#### **Section A**

Introduction to Public Relations: Meaning and definition; Origin, and growth of PR; Functions and qualities of a PR executive; PR Media relations; PR-Ad Agencies Relations.

PR, propaganda, lobbying and Publicity; PR in government, private and public sectors; PR publics: Internal and external; Customer relations, Employee relations; Stock holder relations and PR in support of Sales; Guidelines for a PRO.

#### **Section B**

PR and its tools: House journal , annual report set.; Writing for PR; Press Release, media kits, hand-outs, backgrounders Rejoinders; Organizing media events ; Conferences ; Press briefs and Meet the press.

Basic understanding of Symmetrical and Asymmetrical theories of PR: Definition; concepts and types. Event management and Crisis management and other allied disciplines of PR.

*Practical: Preparing PR campaign.*

#### **Text & References:**

- *Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.).*
- *Public Relations– A Scientific Approach: Sahai, Baldeo.*
- *Handbook of Public Relations in India: Mehta, D.S.*
- *Corporate Public Relations: Balan K.R.*
- *Public Relations Handbook: Dilenschneider, Robert L. and Forrestal, Dan J.*
- *Public Relations Principles Cases and Problems: Moore, Frazier H., Kalupa, Frank B.*
- *Jan Sampark (Punjabi) : Dilgir, H.S.*
- *Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.*
- *Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.*
- *Handbook of Public Relation and Communication : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd.*

## **PAPER XII ADVERTISING**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

### **INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

### **INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

#### **Section A**

Introduction to Advertising; Origin and growth of advertising; Types of advertising; Print, Electronic and New media of advertising.

Functions of advertising; Advertising and marketing mix; Advertising and PR, Advertising as a business; Origin & growth of Ad-agencies; Various departments in an Ad-agency and their functions; Brief introduction of top National and International Ad agencies.

#### **Section B**

Theories of advertising: Motivation theory, DAGMAR, hierarchy-of-effects; Aida. Consumer behavior; Advertising appeals and objectives. Planning an ad-campaign, brand management; logo , packaging , brand image , slogan , trademark ; Media selection

Writing for advertising; Characteristics of effective ad copy, Copy writing for Print, Television and Radio; Elements or parts of an ad; Creative ad copy ; Ethics in advertising.

*Practical: Preparing AD campaign and Advertisements.*

#### **Text & References:**

- Advertising :Wright, Winter, Zeigler
- Creative Advertising :Moriarty, Sandra E.
- Advertising Principles &Practice :Chunawala and Sethia, K.C.
- Advertising Writing :Kaith, Hafer W., White Fordo E.
- The fundamentals of Advertising :Wilmshurst, John
- Mass Communication in India :Kumar, Kewal J.
- Advertising in the Mind of Consumer :MaxSuther Land
- Principles of Advertising :Monle Lee, Johnson, Viva Books Pvt. Ltd.
- Advertising Management :DavidA.Parker,RajivBatra, Practice Hall M97,Connaught Circus, New Delhi.
- Reading in Advertising :Bellur V.V. Himalaya Publishing Management House, Bombay.

## **PAPER XIII RADIO**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

### **INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

### **INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

#### **Section A**

Radio as a means of mass communication; Brief history of Radio from early years to the present stage; Print vs Electronic Media; Characteristics of Radio; Effects of Radio on society.

Public broadcasting and Private broadcasting systems in India; Radio Broadcasting Systems--MW, SW, FM; Internet Radio; Satellite Radio; Community Radio.

#### **Section B**

Basics for writing for Radio; Difference between Print writing and Radio writing, Role, duties and responsibilities: Announcer, Presenter and Comperes; Voice: Pitch, Volume and Tempo; Importance of pronunciation and vocabulary; Presentation techniques of music and film music.

Types and formats of Radio programmes--News, Interviews, Talks, Dramas, Discussions, Features, Documentaries, Jingles, Phone-ins, Roadshows, Spots, Sponsored programmes, Sponsorship and Info-commercials; Traffic management by Radio.

*Practical: Conducting Road Show and radio production.*

#### **Text and References:**

- Mass Communication and Journalism in India: D.S. Mehta, Allied Publishers Limited
- Mass Communication In India: Keval J. Kumar, Jaico Publishing House, Mumbai
- Understanding Mass Communications: Defleur / Dennis, Goyalsaab Publishers, New Delhi
- Broadcasting in India: P.C. Chatterjee, Sage Publication, New Delhi
- Broadcast Journalism: Boyd Andrew, Focal Press, London
- News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
- This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
- News Writing: George A. Hough, Kanishka Publication, New Delhi

**PAPER XIV**  
**PROJECT (Internal)**

Max. Marks : 100  
Pass Marks : 35

Continuous Internal Evaluation 80 Marks  
Internal Assessment 20 Marks

Under this Project the candidates will also be exposed to exercises related to General Awareness and Current Affairs covering Regional, National and International issues covered by the print and electronic media during the semester under study. They will also be required to participate in Debate, Declamation and Quiz programmes in addition to preparing clipping files as directed by the teachers. Marks will be awarded on the basis of continuous evaluation throughout the semester.

## **SEMESTER-4**

### **PAPER XV TELEVISION**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

#### **INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

#### **INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

#### **Section A**

Introduction to TV; Difference between structure and functional aspects of newspaper, radio and TV organization; Nature and techniques of electronic news gathering for TV; Qualities and responsibilities of TV news reporter.

Principles of video production; Basic TV production techniques; Idea and visualization; Types of script idea: Shooting script; Script writing for TV news; News presentation techniques; role and function of PCR and TV studio; Live reporting; Concept of breaking news

#### **Section B**

Types of video cameras; Types of shots and angles, Lighting and sound; Different modes of camera, filter, white and black balance; Camera movements; Microphones: Types & their characteristics

Introduction to video editing; Importance of video editing; Types of video editing: linear editing, non-linear editing, live editing; Framing, cut, fade, transition, crossing the line – imaginary line; Various broadcast formats (PAL, NTSC and SECAM).

***Practical:** News reading and news production.*

#### **Text and References:**

- The Television Writers Handbook: Nash & Oakey
- Radio and TV Journalism: K.M. Shrivastava
- The Grammar of Television Production: Davis & Weller
- TV Camera Operation: Millerson
- Indian Broadcasting: Luthra
- Broadcasting in India: Chatterji
- Broadcasting Writing : Walters
- Script to Screen : Sharda Kaushik
- Before the Headline : Chandrakant Pandit
- Basic TV Reporting : York: Focal Press Butter, Worth Heinenann
- Broadcast News Writing, Reporting and Production : Ted White, Adrian J. Meppen & Steve Young

**PAPER XVI  
NEW MEDIA TECHNOLOGY**

Max. Marks : 100  
Pass Marks : 35  
Time Allowed : 3 Hours

Theory: 60 Marks  
Practical: 20 Marks  
Internal Assessment: 20 Marks

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

**Section A**

Introduction to New Media Technology; Historical perspective of Internet; Communication and Information Technology; Basic understanding of Internet and World Wide Web from the standpoint of Mass Communication;

Social networking websites; Blogs, Facebook, Twitter, Chatting, E-mailing, Messenger, and other social networking services.

**Section B**

Process of creating pages by using page layout application Pagemaker/Quark Express; Editing a digital image with Photoshop, Creating a webpage with Dream weaver, Creating, manipulating and incorporating 3-D Graphics; Incorporating Audio/Video into Multimedia presentations.

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers; Merits and demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyberjournalism, Use of Internet for Mass Communication Research.

***Practical:** Creating personal blogs, Making a presentations on e-Newspapers, online newspapers and social networking sites.*

**Text and References**

- *A Journalist's Guide to the Internet* : The Net as a reporting tool: Callahan Christopher.
- *Writing for New Media* : The Essential Guide to Writing for Interactive Media, CDROM, and the Web: Andrew Bonim.
- *ABC of the Internet* : Crumilish.
- *Information Technology* : Danis P. Curtin.
- *Illustrated World of Internet* : Anil Madan.
- *How the Internet Works* : Preston Gralla.
- *Old Media New Media* : Wilson Dizard, Jr.

**PAPER XVII**  
**FILM STUDIES (Internal)**

Max. Marks : 100  
Pass Marks : 35

Continuous Internal Evaluation 80 Marks  
Internal Assessment 20 Marks

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates will be required to submit assignments from each section and perform the tasks given by the teacher(s) during the entire period of the semester. Evaluation will be done on the basis of quality of assignments and viva voce. Each section will carry 20 marks.

**Section A**

Reading and understanding films; Film genres- Short film, Ad films, Documentaries; Docudramas, Feature films etc.; Aesthetical and technical aspects of films;

Critically examining various types/genres of TV programmes/ads and writing reports as directed by the teacher

**Section B**

Critically examining films to write film reviews as directed by the teacher.

Preparing clipping files relating to some prominent personalities/ places/ events/happenings during the semester as directed by the teacher; Participation in Debate, Declamation and Quiz programmes .

***Practical:*** Book review, film review and quiz.

**PAPER XVIII**  
**PROJECT (Internal)**

Max. Marks : 100  
Pass Marks : 35

Continuous Internal Evaluation 80 Marks  
Internal Assessment 20 Marks

Under this Project the candidates will also be exposed to exercises related to General Awareness and Current Affairs covering Regional, National and International issues covered by the print and electronic media during the semester under study. They will also be required to participate in Debate, Declamation and Quiz programmes in addition to preparing clipping files as directed by the teachers. Marks will be awarded on the basis of continuous evaluation throughout the semester.

**Environmental and Road Safety Awareness**

Time Allowed : 3 hours  
Total lectures : 50  
Pass marks : 35

Total Marks : 100

**Instructions**

- a) The paper has been introduced from the session 2013-14.
- b) The paper will be taught in the Second year/fourth Semester of all the U.G. Courses (B.A., B.Com., B.Sc., Law, Engineering, Commerce, Agriculture etc.) except LL.B. three year course and will be a qualifying paper only. The marks of this paper will not be counted towards final score of the under graduate degree.
- c) This will cover only preliminary and basics of the subject and the paper will be set accordingly.
- d) The written paper will have two parts. Each part of the paper will be of 50 marks and will contain ten questions. The candidates will attempt five questions out of each part. The answer to each question should not exceed 500 words. Each question will carry ten marks.

**Section – I**

**Unit 1 :** The multidisciplinary nature of environmental studies. Definition, scope and importance

- Concept of Biosphere – Lithosphere, Hydrosphere, Atmosphere.
  - Need for public awareness
- (6 lectures)

## **Unit – 2** Natural Resources – Renewable and non-renewable resources.

- Natural resources and associated problems.
  - a) Forest resources : use and over exploitation, deforestation and its impact.
  - b) Water resources ; use and overutilization of surface and ground water and its impact.
  - c) Mineral resources : use and effects on environment on over exploitation.
  - d) Food resources : Effects modern agriculture, fertilizer-pesticide problem, water logging and salinity.
  - e) Energy resources : Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources.
  - f) Role of an individual in conservation of natural resources for sustainable development. (7 lectures)

## **Unit 3** : Ecosystems

- Ecosystem and its components : Definition, structure and function; producer, consumer and decomposer.
- Types of Ecosystem (Introduction only)
- Food Chains, food web and ecological pyramids (6 lectures)

## **Unit – 4** : Biodiversity and conservation

- Introduction – Definition : genetic, species and ecosystem diversity, value of biodiversity.
- Hot spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of Biodiversity. (6 lectures)

## **Section – II**

## **Units 5** : Environmental Pollution

- Definition, causes, effects and control measures of
  - a) Air pollution
  - b) Water pollution
  - c) Soil pollution
  - d) Marine pollution
  - e) Noise pollution
  - f) Thermal pollution
  - g) Nuclear hazard
- Role of an individual in prevention of pollution.
- Solid waste management: vermicomposting.
- Disaster management : Floods, earthquake, cyclone and landslides (7 lectures)

## **Unit 6**: Social Issues and the Environment

- Urban problems related to energy.
- Water conservation rain water harvesting, water shed management.
- Resettlement and rehabilitation of people : its problems and concerns.
- Climate changes, global warming, acid rain, ozone layer depletion.
- Consumerism and waste products.
- Population explosion – Family welfare programme (6 lectures)

**Unit 7 : Introduction to Environmental Protection Laws in India**

- Environmental Protection Act.
- Air (Prevention and control of pollution) Act.
- Water (Prevention and Control of pollution) Act.
- Wild life Protection Act.
- Forest Conservation Act.
- Issues involved in the enforcement of environmental legislation. (6 lectures)

**Unit 8 : Road safety Awareness**

- Concept and significance of Road safety.
- Traffic signs.
- Traffic rules.
- Traffic Offences and penalties.
- How to obtain license.
- Role of first aid in Road Safety. (6 lectures)

**SEMESTER-5**

*Paper XIX Specialization (any one)*

**RADIO  
(INTERNAL PROJECT AND EVALUATION)**

Max. Marks : 100

Pass Marks : 35

**Project :** Radio News/Feature/Documentary/Play/Road Show/Interview etc.

(Any three productions are compulsory for all students during Semester)

**TELEVISION  
(INTERNAL PROJECT AND EVALUATION)**

Max. Marks : 100

Pass Marks : 35

**Project :** One short film, One news production.

(Above assignments are compulsory for all students during Semester)

**PRINT  
(INTERNAL PROJECT AND EVALUATION)**

Max. Marks : 100

Pass Marks : 35

**Project:** Page making, Dummy, Poster design, Newspaper Production, etc.

(All Assignments are compulsory for all students during Semester)

**ADVERTISING  
(INTERNAL PROJECT AND EVALUATION)**

Max. Marks : 100

Pass Marks : 35

**Project :** Advertising campaign, Five Advertisements design, Product research/Marketing research project, etc.

(Any three assignments are compulsory for all students during Semester)

**PUBLIC RELATIONS  
(INTERNAL PROJECT AND EVALUATION)**

Max. Marks : 100

Pass Marks : 35

Project : Govt./Public sector public relations set-ups, Public Relations campaign etc.

(Any two projects are compulsory for all students during Semester)

**PHOTOGRAPHY  
(INTERNAL PROJECT AND EVALUATION)**

Max. Marks : 100

Pass Marks : 35

Project: Photo feature, nature photography, wildlife photography, fashion photography et.

(Any three Assignments are compulsory for all students during Semester)

**SEMESTER-6**

**PAPER XX**

**INTERNSHIP**

Maximum Marks: 100

Pass Marks : 35

Students will be required to enroll themselves with Media Houses as Interns and work towards gaining specialized and practical knowledge about the area chosen to work in. The evaluation will be done on the basis of the following components:

- a) **Comments by Employer:** Quality of work rendered by the Student during the Internship Period. It must have comments based on Quality of content provided by the student during the Internship.
  
- b) **Internship report submitted by the student:** Every Student should give a detailed Internship report featuring numbers and name of assignments done during the Internship. Details of work done should be emphasized on and if possible copies of work done should also be submitted.
  
- c) **Achievements:** Any particular highlight or achievement should be separately showcased.