

BAJMC I
Semester I & Semester II
(Session: 2023-24)

JOURNALISM & MASS COMMUNICATION
DEPARTMENT,
MATA GUJRI COLLEGE, FATEHGARH SAHIB


Dr. Happy jeji


Mr. Pritpal Singh Maharana


Mr. Sukhwinder Singh Grewal


Mr. Hargunpreet Singh


Mr. Dilraj Singh


Ms. Meenakshi

BAJMC I**Semester- I & II**

Max. Marks:	100
Theory	75 Marks
Internal Assessment/Practical	25 Marks

Note: The paper will carry 75 marks and is of 3 hours duration. 25 marks in paper are for Practical or Internal assessment.

The Breakup of 25 marks for Internal Assessment (Theory Paper) is as below:-

1. Tests (MSTs)	12 Marks
2. Class Attendance	05 Marks
3. Assignment	08 Marks

Total marks	25 Marks
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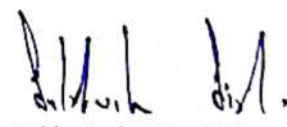
BAJMC PART I

SEMESTER I

Code	Title of Paper	Course	Theory	Tutorial	Practical	Credit
ENG 1009	BUSINESS COMMUNICATION	AECC	4	--	--	4
BAJMC 101	INTRODUCTION TO JOURNALISM	CC	4	1	--	5
BAJMC 102	INTRODUCTION TO COMMUNICATION	CC	4	1	--	5
BAJMC 103	WRITING FOR MASS MEDIA	CC	4	1	--	5
	SELECT ANY ONE FROM BAJMC 105 A OR BAJMC 105 B	Elective Course				
BAJMC 105	A. INDIAN ADMINISTRATION		4	1	--	5
	B. MEDIA & SOCIETY		4	1	--	
	TOTAL CREDITS					24


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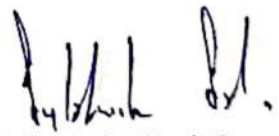
BAJMC PART I

SEMESTER II

Code	Title of Paper	Course	Theory	Tutorial	Practical	Credit
PBI 2001 PBI 2001 2A	PUNJABI LAZMI PUNJABI LAZMI (MUDLA GYAN)	AECC	4	--	--	4
BAJMC 201	REPORTING & EDITING FOR PRINT MEDIA	CC	4	--	4	6
BAJMC 202	MEDIA & CULTURE	CC	4	1	--	5
BAJMC 203	APPLICATIONS OF COMPUTER FOR MASS MEDIA	SEC	3	--	2	4
	SELECT ANY ONE FROM BAJMC 205 A OR BAJMC 205 B	Elective Course				5
BAJMC 204	A. MEDIA PSYCHOLOGY		4	1	--	
	B. PUNJAB - GENERAL KNOWLEDGE & CURRENT AFFAIRS		4	1	--	
EVS 3001	ENVIRONMENTAL AND ROAD SAFETY AWARENESS	AECC	2	--	--	2
	TOTAL CREDITS					26


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BA (JMC) PART I

SEMESTER I

Code	Title of Paper	External Evaluation	Pass Percentage 35%	Internal Evaluation	Pass % 35%	Practical	Pass % 35%	Total	Credit
ENG 1009	BUSINESS COMMUNICATION	75	26	25	09	--	--	100	4
BAJMC 101	INTRODUCTION TO JOURNALISM	75	26	25	09	--	--	100	5
BAJMC 102	INTRODUCTION TO COMMUNICATION	75	26	25	09	--	--	100	5
BAJMC 103	WRITING FOR MASS MEDIA	75	26	25	09	--	--	100	5
	SELECT ANY ONE FROM BAJMC 105 A OR BAJMC 105 B							100	5
BAJMC 104	A. INDIAN ADMINISTRATION	75	26	25	09	--	--		
	B. MEDIA & SOCIETY	75	26	25	09	--	--		
	TOTAL							500	24

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**BA JMC PART I
SEMESTER II**

Code	Title of Paper	External Evaluation	Pass Percentage 35%	Internal Evaluation	Pass Percentage 35%	Practical	Pass % 35%	Total	Credit
PBI 2001 PBI 2001 A	PUNJABI LAZMI PUNJABI LAZMI (MUDLA GYAN)	75	26	--	--	25	09	100	4
BAJMC 201	REPORTING & EDITING FOR PRINT MEDIA	75	26	--	--	25	09	100	6
BAJMC 202	MEDIA & CULTURE	75	26	25	09	--	--	100	5
BAJMC 203	APPLICATIONS OF COMPUTER FOR MASS MEDIA	75	26	--	--	25	09	100	4
	SELECT ANY ONE FROM BAJMC 205 A OR BAJMC 205 B							100	5
BAJMC 204	A. MEDIA PSYCHOLOGY	75	26	25	09	--	--		
	B. PUNJAB- GENERAL KNOWLEDGE & CURRENT AFFAIRS	75	26	25	09	--	--		
EVS 3001	ENVIRONMENTAL AND ROAD SAFETY AWARENESS	35	12	15	06	--	--	50	2
	TOTAL							550	26

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CODE: ENG1009 AECC Business Communication*
Common for BAJMC, BBA

Max. Marks: 100

Theory: 75

Internal Assessment: 25

Pass percentage: 35%

Time Allowed: 3 Hrs.

Credits: 04

Course Objectives: 1. To familiarize the students with the basic concepts of Technical Writing.

2. To educate the students about various nuances of verbal & written communication skills.

3. To help the students master effective email structures to achieve clarity in communication.

Learning Outcomes: 1. Students would learn to communicate effectively.

2. It would boost confidence and help the students to present their thoughts clearly.

3. Students would learn the role of body language as a non-verbal tool of communication.

4. Vocabulary of the students would be enhanced.

5. Students will be trained for facing interviews.

6. Students would learn netiquettes along with etiquettes.

UNIT-I

1. **Communication:** Meaning, Importance, Process and Objectives of Communication, Effective Communication and Types of Communication, Channels of Communication, Barriers to Communication, Voice Training, Importance of Feedback.
2. **Interview:** Meaning and Types of Interview, Tips for Facing the Interview, Group Discussion.
3. **Business Correspondence:** Definition and Importance of Business letters: Essential features, Parts and Layout, Types: Purchase Order Letter, Enquiry Letter, Quotation Letter, Acceptance Letter, Refusal Letter, Follow Up Letter and Cancellation of Order Letter.
4. **Report Writing:** Types and Importance of Report Writing, Format for Report Writing, Writing of Business Reports.

UNIT-II

5. **Soft Skills:** Listening, Speaking, Reading and Writing Skills, Body Language, Presentation Skills.

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Jharna
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Harveen K
Pillay
Harben
Kan
Navneet
Kaur
Rishav

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6. **Personal Skills:** Emotional Intelligence, Emotion Management, Tolerance of Change, Taking Criticism, Self Confidence, Adaptability, Resilience, Assertiveness, Self Assessment.
7. **Official Correspondence:** Memos, E-mail.
8. **Etiquettes - Business Protocols**
9. **CV Writing**

TESTING

UNIT-I

Question I will have one long answer type question (with internal choice) which shall be set from Point no. 1 & 2 of Unit I. (12 marks)

Question II will have one long answer type question (with internal choice) which shall be set from Point no. 3 & 4 of Unit I. (12 marks)

UNIT-II

Question III will have one long answer type question (with internal choice) which shall be set from Point no. 5 & 6 of Unit II. (12 marks)

Question IV will have one long answer type question (with internal choice) which shall be set from Point no. 7, 8 & 9 of Unit II. (12 marks)

Question V shall cover the **entire syllabus (Unit 1 and Unit II)**. This question will have 9 short answer type questions of about 50-60 words each. Each question will carry 3 marks. (9x3=27 marks)

Internal Assessment will carry 25 marks and it will be distributed as follows.

MST	12.5 marks
Assignment/Quiz/ Seminar/ Co-curricular	05 marks
Attendance	05 marks
Class Behaviour	2.5 marks

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Marks for attendance will be given as per the following criterion:

Attendance (%)	Marks
65-70%	1
70-75%	2
75-80%	3
80-85%	4
85% & above	5

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BA(JMC) 101
INTRODUCTION TO JOURNALISM

Maximum Marks: 100
Passing Marks : 35%
Time: 3hrs.

Theory: 75 Marks
Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course students should be able to:

1. Understand the art of writing, report and editing.
2. Develop skills of writing, report and editing

UNIT I

- Journalism: Meaning & Role,
- Understanding News: meaning, definition, qualities,
- Different forms of print- A historical Perspective
- The news process: News Gathering, editing, Printing;
- Types of News: Hard news vs. Soft news,
- Components of News: Headline, byline, dateline, credit line;
- Yellow journalism, Citizen journalism
- Tabloid press

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- Press and Democracy
- Responsibility to Society

UNIT II

- Understanding the structure and construction of news
- Basic differences between the print, electronic and online journalism
- Organizing a news story, Principles of news writing
- 5W's and 1H
- Rudolf Flesch formula- skills to write news
- Inverted Pyramid style
- Sources of news, News Values
- Contemporary debates and issues relating to media

SUGGESTED READINGS

1. Journalism in India, R. Parthasarthy.
2. The Press in India, M. Chelapati Rau.
3. Mass Communication and Journalism in India, D.S. Mehta.
4. History of the Press in India, J. Natrajan.
5. Mass Communication in India, Kewal J. Kumar.
6. ਪੰਜਾਬੀ ਪੱਤਰਕਾਰੀ ਨਿਕਾਸ, ਵਿਕਾਸ ਤੇ ਸਮੱਸਿਆਵਾਂ, ਗੁਲਜ਼ਾਰ ਸਿੰਘ ਸੰਧੂ, ਨਵਜੀਤ ਸਿੰਘ ਜੌਹਲ।
7. ਭਾਰਤ ਵਿੱਚ ਪੱਤਰਕਾਰੀ ਦਾ ਇਤਿਹਾਸ, ਈਸ਼ਰ ਸਿੰਘ ਅਟਾਰੀ।

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BAJMC 102

INTRODUCTION TO COMMUNICATION

Maximum Marks: 100
Passing Marks: 35%
Time: 3hrs.

Theory: 75 Marks
Internal assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course students should be able to:

1. Understand the importance, functions & scope of communication and media.
2. Describe the growth and development of communication and media.
3. Understand the periodic changes in the media.

UNIT I

- Communication: Meaning & definitions
- Need for Communication
- Functions of Communication
- Role of Language in Communication
- Importance of Mother Language in Communication
- Types of Communication

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- Process & Elements of Communication
- Communication Barriers
- 7 C's of Communication
- Media of Communication

UNIT II

- Mass Communication: Meaning, Functions & Uses
- Folk Media: Role & Functions
- Print Media: Functions & Importance
- Broadcast Media: Functions & Importance
- New Media: Functions & Importance
- Impact of Media on Society & Culture
- Aristotle model of communication

Practical Exercises:

Exercises related to group communication and public speaking.

SUGGESTED READINGS

1. Handbook of Journalism & Mass Communication by Vir Bala Aggarwal & V S Gupta.
2. Media and Mass Communication by Shymali Bhattacharjee.
3. Basics of communication by Steve Duck.
4. Mass Communication in India by Keval J Kumar.
5. Process of Communication by Shipra Kundra.
6. Dynamic of Mass Communication by Joseph R. Dominick.
7. The Story of Human Communication by Wilbur Schramm
8. ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨ ਸੰਚਾਰ, ਡਾ. ਹਰਜਿੰਦਰ ਵਾਲੀਆ ਅਤੇ ਪਾਕੁਲ ਰਾਏਜ਼ਾਦਾ।
9. ਮੀਡੀਆ ਅਤੇ ਜਨ ਸੰਚਾਰ, ਰੀਨਾ ਚਿੱਲੋਂ।

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BAJMC 103

WRITING FOR MASS MEDIA

Maximum Marks: 100

Passing Marks: 35

Time: 3hrs.

Theory: 75 Marks

Internal assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course the student should be able to:

1. Understand the process of writing for print, radio & TV
2. Familiarize with the principles of writing for the print, radio, radio & TV

UNIT I

- Writing skills: Need & Importance
- 7 Cs of writing
- Elements of language
- Radio News story
- Role of visuals for TV News Story
- Principles and methods of effective writing
- Literary and Journalistic Writing
- Creativity & originality in writing
- Writing for various media

UNIT II

- Script Writing- Radio & TV Format

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- Writing News story- hard news & soft news
- Various Script Formats- short film, documentary and ad film
- Writing for target groups and special interest audiences,
- Translation and its techniques
- Reviews of books, film, radio and TV programmes
- Interview stories and features
- Importance of mother tongue in writing


Practical exercises: applicable to all units, Writing Human interest stories, news and features;
Preparing Clipping File, Translation exercises.

SUGGESTED READINGS


1. Guide to Patterns and Usage in English by A.S., Hornby.
2. How to write correct English by Prof. V.S., Sreedharan.
3. Essentials of English and Business Communication by Rajenda Pal and J.S. Koriahalli.
4. New Handbook of Basic Writing Skills by L Cora Robey.
5. Creative Writing A Beginner's Manual by Anjana Dev Neira, Marwah Anuradha and Pal Swati.
6. Translation through media in New Millennium by Dr. K.K., Rattu.


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MATA GUJRI COLLEGE FATEHGARH SAHIB
(An Autonomous College)

SYLLABUS OF
PUBLIC ADMINISTRATION FOR BAJMC (SEMESTER-II)
UNDER CBCS
INTER-DISCIPLINARY PAPER
(SEMESTER SYSTEM)
2023-24 SESSION

Max Marks: 100

Theory: 75 Marks

Internal Assessment: 25 Marks

Note: Each paper will carry 75 marks and of three hours duration. 25 marks in each paper is for internal assessment.

The Break up of 25 marks for internal assessment is as below:

- | | |
|-----------------------|--------------|
| 1. MST | : 12.5 Marks |
| 2. Class Attendance | : 05 Marks |
| 3. Assignment/Seminar | : 07.5 Marks |

Total Marks : 25 Marks



BAJMC (SEMESTER-2ND)
Paper-Indian Administration
Paper Code:

Max. Marks: 75
Pass Marks: 26

Time Allowed: 3 Hours

COURSE OBJECTIVES AND LEARNING OUTCOMES

The objective of this paper is to give the student an in-depth understanding of various aspects of Indian administration particularly the functioning of executive, legislature and judiciary at the union and state levels. It would also make them aware of the bureaucratic set up at these levels.

PEDAGOGY

This will include lectures, seminars, class discussion, term papers and other writing assignments, presentations, role play, case studies, field visits etc. and will be Information and Communication Technology supported. The use of this method should equip the student with listening, writing and presentation skills along with the capacity for analysis and evaluation. Leadership and team work will be the skills expected to develop and to ready the student for the world of work.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER

The question paper will consist of three Units I, II and III. Unit I & II each will consist of four questions carrying 12 marks. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus. Each short answer type question will carry 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from Units I and II of the question paper and the entire unit III. Candidates are required to answer the short questions in 3-4 lines.

UNIT- I

1. Features of Indian Administration
2. Union Executive: The President, the Prime Minister, Council of Ministers, Prime Minister's Office and Cabinet Secretariat
3. Supreme Court: Composition and Functions
4. Union Legislature : Lok Sabha and Rajya Sabha: Composition, Functions and Role

UNIT - II

5. State Executive: The Governor, State Council of Ministers, Chief Minister, the Cabinet and Chief Secretary
6. District Administration: Structure, Functions and Role of Divisional Commissioner, Changing Role of Deputy Commissioner
7. High Court : Organization and Functions
8. State Legislature : Legislative Assembly and Legislative Council; Composition and Functions

Suggested Readings

1. B.L. Fadia and Kuldeep Fadia: Indian Administration (Agra: Sahitya Bhawan Publications, 2018).
2. B.L. Fadia: Indian Government and Politics (Agra: Sahitya Bhawan Publications, 2018).
3. Brij Kishore Sharma: Introduction to the Constitution of India, 7th Edi., (Delhi: PHI Learning Private Limited, 2015).
4. C.P. Bhambri: Bureaucracy and Politics in India (Delhi: Vikas Publications, 1971).
5. Devseh Kapur and Partap Bhanu Mehta: Public Institutions in India, 15th Edi., (UK: Oxford University Press, 2016).
6. Hoshiar Singh and Pankaj Singh: Indian Administration, (New Delhi: Pearson, 2011).

Satish Kumar

Syllabus of Public Administration for BAJMC (Semester-2nd) Session 2023-24

7. Harbir Singh: Indian Administration (Patiala: Deepak Publishing House, 2016).
8. K.K.Puri: Public Administration: Indian Spectrum (Allahabad: Kitab Mahal, 1985).
9. M. Bhattacharya: Bureaucracy and Development Administration (New Delhi:Uppal, 1978).
10. M. Laxmikant: Indian Polity, 6th Ed. (New Delhi: McGraw Hill Education (India) Private Limited, 2020)
11. O.P. Motiwal (ed.): Changing Aspects of Public Administration in India. (New Delhi : Allahabad, 1971).
12. P.L. Bansal: Administrative Development in India (New Delhi: Sterling, 1974).
13. P.R. Dubashi: Rural Development Administration in India, Bombay, (New Delhi Popular Prakashan, 1972).
14. R. Braibhanti and J. Spengler(eds.): Administration and Economic Development in India. (Delhi: Durnham, Duke University Press, 1963).
15. R.B. Jain: Contemporary Issues in Indian Administration (New Delhi: Vishal Publications, 1976).
16. Ramesh, K. Arora and R. Goyal: Indian Public Administration: Institutions and Issues, (New Delhi :New Age International (P) Limited Publishers Vishwa Prakashan, 2014).
17. Rumki Basu: Public Administration in India (New Delhi: Sterling, 2015)
18. S.R. Maheshwari: Evolution of Indian Administration, (Agra: Lakshmi Nrain Aggarwal, 1970).
19. S.R. Maheshwari: Indian Administration, (New Delhi: Orient Blackswan Private Limited, 2012).
20. S.R. Maheshwari: Indian Administration, (New Delhi: Orient Blackswan, 2001).
21. Surinder Kataria : Public Administration In India (Hindi), (Jaipur: RBSA Publishers, 2016).
22. S.R. Maheshwari: State Government in India (New Delhi : McMillan,1979)
23. Vishnoo Bhagwan and Vidya Bhushan: Indian Administration (New Delhi: S.Chand & Company Ltd. 2011)

Sahni

**BAJMC 104 B
MEDIA AND SOCIETY**

**Maximum Marks: 100
Passing Marks: 35%
Time: 3hrs.**

**Theory: 75 Marks
Internal Assessment: 25 Marks**

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course students should be able to:

1. Understand the social structure of Indian society.
2. Know the role and importance different factors in social change.

UNIT I


- Sociology : Meaning and Basic Concepts
- Types of societies
- Role of family in society
- Role of community in society
- Culture: Meaning and characteristics, sub culture
- Folk culture and its importance
- Religion, culture and society
- Gender issues and equality
- Population and Urbanization, Environment & Society

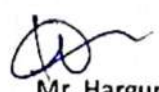
UNIT I


- Role of Media in social development
- Social change and media


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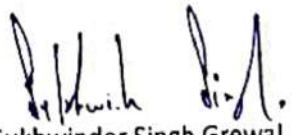
- Social Media and society
- Role of press in maintaining democracy
- Radio and Television as Media for social development
- Communal Harmony , National integrity and role of media
- Role of media in Social awareness
- Media & Democracy: Public Sphere, Freedom of speech & expression
- Media as watchdog

SUGGESTED READINGS

1. Reading the popular by John Fiske.
2. Encyclopedia of communication studies by W. Littlejohn Stephen and A. Foss Karen.
3. Cultural studies: A critical introduction by Simon During.
4. Cultural Theory and Popular Culture: An Introduction by John Storey.
5. Making Sense of Cultural Studies: Central problems and critical debates by Barker Chris,
6. Modern Media and Communication by Joseph.
7. Indian Society by C.S.V. Murthy


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PROGRAMME STRUCTURE

NAME OF THE PROGRAMME: B.A.J.M.C./BSc Artificial Intelligence&DS

Semester	Core Course			Elective Course			Open			Total Credit
	No. of Papers	Credits LTP	Total Credits	No. of Papers	Credits LTP	Total Credits	Elective	No. of Papers	Credits LTP	
I	1	4+0	4	-	-	-	-	-	-	-
II	1	4+0	4	-	-	-	-	-	-	-



**SEMESTER WISE DETAIL OF THE PROGRAMME
B.A.J.M.C./B.Sc. Artificial Intelligence&DS**

Semester	Course Name	Course Code	Subject	L T P	External Marks	Internal Marks	Total Credit	Total
I	BAJMC	PBI2001	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ	3+1=4	75	25	4	100
		PBI2001 A	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)	3+1=4	75	25	4	100
II	BAJMC	PBI2002	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ	3+1=4	75	25	4	100
		PBI2002 A	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)	3+1=4	75	25	4	100
I	B.Sc.AI&DS	PBI2001	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ	3+1=4	75	25	4	100
		PBI2001 A	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)	3+1=4	75	25	4	100
II	B.Sc.AI&DS	PBI2002	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ	3+1=4	75	25	4	100
		PBI2002 A	ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)	3+1=4	75	25	4	100

Internal assessment = 25 marks

The break up of internal assessment will be as follows:

M.S.T. – I/II (best of two) = 12.5

Attendance = 05

Assignment/ Quiz/Seminar/Co-Curricular Activities= 05

General Conduct of the student= 2.5



ਬੀ.ਏ.ਜੇ.ਐਮ.ਸੀ/ਬੀ.ਐਸਸੀ.AI&DS ਭਾਗ-ਪਹਿਲਾ

ਸਮੈਸਟਰ- ਦੂਜਾ, ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਪਾਠਕ੍ਰਮ ਦਾ ਉਦੇਸ਼:

1. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਨਾਟਕ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਉਹਨਾਂ ਅੰਦਰ ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।
2. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਾਹਿਤ ਦੇ ਵੱਖ-ਵੱਖ ਨੇਮਾਂ ਤੋਂ ਜਾਣੂ ਕਰਵਾਉਣਾ ਹੈ।
3. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਧੁਨੀਆਂ ਦਾ ਅਧਿਐਨ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਭਾਸ਼ਾ ਦੀ ਸੁੱਧਤਾ, ਉਚਾਰਣ ਦੇ ਪੱਧਰ ਤੇ ਅਤੇ ਲੇਖਣ ਦੇ ਪੱਧਰ ਤੇ ਨਿਪੁੰਨ ਬਣਾਉਣਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਦੀ ਸਾਰਥਕਤਾ:

1. ਵਿਦਿਆਰਥੀ ਇਕਾਂਗੀ ਦੇ ਵੱਖ-ਵੱਖ ਪੱਖਾਂ ਰੰਗਮੰਚ, ਪਾਤਰ, ਭਾਸ਼ਾ, ਵਾਰਤਾਲਾਪ ਤੇ ਹੋਰ ਜ਼ਰੂਰੀ ਤੱਤਾਂ ਬਾਰੇ ਜਾਣੂ ਹੋਣਗੇ।
2. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਕੇਂਦਰੀ ਰੂਪ ਅਤੇ ਉਸ ਵਿਚ ਆ ਰਹੀਆਂ ਤਬਦੀਲੀਆਂ ਅਤੇ ਭਾਸ਼ਾ ਦੇ ਵੱਖਰੇ-ਵੱਖਰੇ ਰੂਪਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਹਾਸਲ ਕਰਨ ਦੇ ਯੋਗ ਹੋਣਗੇ।
3. ਸਿਲੇਬਸ ਵਿੱਚ ਦਰਜ ਮੁਹਾਵਰਿਆਂ ਦੇ ਅਧਿਐਨ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਵਿਵਹਾਰਕ ਗਿਆਨ ਵਿੱਚ ਵਾਧਾ ਕਰਨਾ ਹੈ।
4. ਚਿੱਠੀ-ਪੱਤਰ ਦੁਆਰਾ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਲਿਖਣ ਸ਼ੈਲੀ ਵਿਚ ਨਿਖਾਰ ਹੋਵੇਗਾ।



ਬੀ.ਏ.ਜੇ.ਐਮ.ਸੀ/ਬੀ.ਐਸਸੀ.AI&DS ਭਾਗ-ਪਹਿਲਾ

ਸਮੇਸਟਰ-ਦੂਜਾ PBI 2002

ਪਰਚਾ : ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਸੈਸ਼ਨ-2023-24

ਕੁੱਲ ਅੰਕ : 100

ਲਿਖਤੀ ਪ੍ਰੀਖਿਆ : 75 ਅੰਕ

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35%

ਲਿਖਤੀ ਪ੍ਰੀਖਿਆ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਕਰੈਡਿਟ : 04

ਸਿਲੇਬਸ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਯੂਨਿਟ ਪਹਿਲਾ

1. 'ਇਕਾਂਗੀ ਯਾਤਰਾ', ਸੰਪਾਦਕ : ਡਾ. ਰਘਬੀਰ ਸਿੰਘ, ਡਾ. ਸਤੀਸ਼ ਕੁਮਾਰ ਵਰਮਾ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
2. (ੳ) ਪੰਜਾਬੀ ਧੁਨੀ-ਵਿਉਂਤ : ਸਵਰ, ਵਿਅੰਜਨ, ਉਚਾਰਨ ਸਥਾਨ ਅਤੇ ਉਚਾਰਨ-ਵਿਧੀ ਅਨੁਸਾਰ ਧੁਨੀਆਂ ਦਾ ਵਰਗੀਕਰਨ।
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਰਿਭਾਸ਼ਾ ਤੇ ਕਿਸਮਾਂ (ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ, ਯੋਜਕ, ਵਿਸਮਿਕ ਅਤੇ ਨਿਪਾਤ)

ਯੂਨਿਟ ਦੂਜਾ

3. ਅਖ਼ਬਾਰ ਦੇ ਸੰਪਾਦਕ ਨਾਲ ਸੰਬੰਧਤ ਪੱਤਰ/ਦਫ਼ਤਰੀ ਚਿੱਠੀ-ਪੱਤਰ।
4. ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ (ਡਾ. ਤਾਰਨ ਸਿੰਘ: ਮੁਹਾਵਰਾ ਤੇ ਅਖਾਣ ਕੋਸ਼) ਓ ਤੋਂ ਹ ਤੱਕ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਯੂਨਿਟ ਪਹਿਲਾ ਦੀ 'ਇਕਾਂਗੀ ਯਾਤਰਾ' ਪੁਸਤਕ ਵਿੱਚੋਂ ਕਿਸੇ ਇਕ ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ ਲਿਖਣ ਬਾਰੇ ਕਿਹਾ ਜਾਵੇ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 15 ਅੰਕ
2. ਯੂਨਿਟ ਪਹਿਲਾ ਵਿੱਚੋਂ ਵਿਆਕਰਨ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 10 ਅੰਕ
3. ਯੂਨਿਟ ਦੂਜੇ ਵਿੱਚੋਂ ਇੱਕ ਪੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ। (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 10 ਅੰਕ
4. ਚੌਥੇ ਪ੍ਰਸ਼ਨ ਵਿੱਚ ਬਾਰਾਂ ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ ਦੇ ਕੇ ਕੋਈ ਦਸ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇ। (ਬਾਰਾਂ ਵਿੱਚੋਂ ਦਸ) 10 ਅੰਕ
5. ਯੂਨਿਟ ਤੀਜੇ ਵਿੱਚ ਪਹਿਲੇ ਯੂਨਿਟ ਨਾਲ ਸੰਬੰਧਤ 'ਇਕਾਂਗੀ ਯਾਤਰਾ' ਪੁਸਤਕ ਅਤੇ ਵਿਆਕਰਨ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪੰਦਰਾਂ (10+05) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। (15×2=30) ਅੰਕ

ਸਹਾਇਕ ਪੁਸਤਕ ਸੂਚੀ

1. ਮਨਮੋਹਨ ਕੇਸਰ, ਵਾਰਤਕ ਤੇ ਵਾਰਤਾਕਾਰ, ਪੈਪਸੂ ਬੁੱਕ ਡਿੱਪੂ, ਪਟਿਆਲਾ।
2. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਸੁਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ, 1999
3. ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਹਰਕੀਰਤ ਸਿੰਘ ਅਤੇ ਉਜਲ ਸਿੰਘ ਬਾਹਰੀ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ, 1984
4. ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਣ, ਹਰਕੀਰਤ ਸਿੰਘ ਤੇ ਗਿਆਨੀ ਲਾਲ ਸਿੰਘ, ਪੰਜਾਬ ਸਟੇਟ ਟੈਕਸਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ, 1999
5. ਮੇਰਾ ਪਿੰਡ, ਗਿਆਨੀ ਗੁਰਦਿੱਤ ਸਿੰਘ, ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਪੰਜਾਬੀ ਭਵਨ, ਲੁਧਿਆਣਾ, 2009
6. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਨ - ਭਾਗ ਦੂਜਾ, ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ, 1992
7. ਪੰਜਾਬੀ ਵਿਆਕਰਨ, ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਸੋਹੀ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 1995



ਬੀ.ਏ.ਜੇ.ਐਮ.ਸੀ/ਬੀ.ਐਸਸੀ.AI&DS
ਭਾਗ-ਪਹਿਲਾ
ਸਮੈਸਟਰ-ਦੂਜਾ PBI 2001A
ਪਰਚਾ : ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ(ਮੁਢਲਾ ਗਿਆਨ)
ਸੈਸ਼ਨ-2023-24

ਕੁੱਲ ਅੰਕ : 100

ਲਿਖਤੀ ਪ੍ਰੀਖਿਆ : 75 ਅੰਕ

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35%

ਲਿਖਤੀ ਪ੍ਰੀਖਿਆ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਕਰੈਡਿਟ : 04

ਸਿਲੇਬਸ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਯੂਨਿਟ ਪਹਿਲਾ

- ਸ਼ਬਦ ਪ੍ਰਬੰਧ : ਸ਼ਬਦ ਜੋੜਾਂ ਦਾ ਅਭਿਆਸ
(ੳ) ਦੋ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ ਜੋੜ
(ਅ) ਤਿੰਨ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ ਜੋੜ
(ੲ) ਬਹੁ-ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ ਜੋੜ
- ਸ਼ਬਦ ਸ਼ਰੇਣੀਆਂ ਤੇ ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ
(ੳ) ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼ਰੇਣੀਆਂ ਅਤੇ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ ਆਦਿ)
(ਅ) ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ
(ਲਿੰਗ, ਵਚਨ, ਪੁਰਖ, ਕਾਲ ਆਦਿ)

ਯੂਨਿਟ ਦੂਜਾ

- ਸ਼ਬਦ ਬਣਤਰਾਂ ਅਤੇ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ ਤੇ ਵਰਤੋਂ
(ੳ) ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ
(ਅਗੇਤਰ, ਪਿਛੇਤਰ, ਸਮਾਸ, ਦੁਹਰੁਕਤੀ)
(ਅ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ
(ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਤੇ ਵਾਕ)
- ਵਿਸਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

- ਪ੍ਰਸ਼ਨ ਪਹਿਲਾ, ਯੂਨਿਟ ਪਹਿਲਾ ਦੇ ਓ, ਅ, ਏ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪੁੱਛਿਆ ਜਾਵੇ। (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 15 ਅੰਕ
- ਯੂਨਿਟ ਪਹਿਲਾ ਦੇ ਦੂਜੇ ਪ੍ਰਸ਼ਨ ਦੇ ਵੀ ਓ, ਅ ਭਾਗ ਹਨ। ਇਨ੍ਹਾਂ ਦੋਹਾਂ ਭਾਗਾਂ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ, ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਦੋਹਾਂ ਵਿੱਚੋਂ ਇਕ ਕਰਨਾ ਹੋਵੇਗਾ। (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 20 ਅੰਕ
- ਪ੍ਰਸ਼ਨ ਤੀਜਾ ਯੂਨਿਟ ਦੂਜਾ ਦੇ ਓ, ਅ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪੁੱਛਿਆ ਜਾਵੇ। (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 20 ਅੰਕ
- ਚੌਥਾ ਪ੍ਰਸ਼ਨ ਵਿਸਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਬਾਰੇ ਪੁੱਛਿਆ ਜਾਵੇ। ਇਹ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 20ਅੰਕ

ਨੋਟ : ਵਿਦਿਆਰਥੀ ਪਹਿਲੀ ਵਾਰ ਗੁਰਮੁਖੀ ਸਿੱਖ ਰਹੇ ਹਨ। ਹੋ ਸਕਦਾ ਹੈ ਕਿ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੋਂ ਅਣਜਾਣ ਹੋਣ, ਜੋ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਪੱਧਰ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰੱਖਿਆ ਜਾਵੇ ਅਤੇ ਸਰਲ ਤੇ ਸਪਸ਼ਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।

ਸਹਾਇਕ ਪੁਸਤਕ ਸੂਚੀ

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



BAJMC 201

REPORTING & EDITING FOR PRINT MEDIA

Maximum Marks: 100
 Passing Marks: 35%
 Time: 3hrs.

Theory: 75 Marks
 Practical: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course students should be able to:

1. Learn the concept of reporting and editing.
2. Understand the organizational structure of Media Industry.
3. Know the structure and functions of a Newsroom.

UNIT 1

- Reporting : Meaning, need and importance
- Types of Reporting
- Principles of reporting
- Functions and responsibilities
- Writing news- body, leads and its type
- News elements - types of news, news sources
- Pitfalls and problems in reporting
- Follow up, off the record, embargo, pool reporting
- Qualities of a good reporter

Dr. Happy Jeji

Mr. Pritpal Singh Maharana

Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi


UNIT II

- Nature and need for editing
- Principles of editing
- Editorial Desk - Structure and Functions
- Copy-Editing
- Structure and Functions of Newsroom of a daily newspaper
- Newsroom organization
- Weekly Newspaper
- Headlining - Types And Techniques
- Gatekeepers

Practical: Reporting the events, Writing news stories, letter to editor, feature and conducting interviews

SUGGESTED READINGS

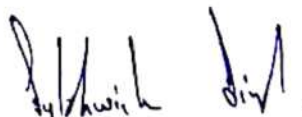
1. Handbook of Journalism by Vir Bala Aggarwal and V.S. Gupta.
2. Principles and Techniques of Journalism by B N Ahuja.
3. Fundamentals of Journalism by Shipra Kundra.
4. Professional Journalism by M V Kamath.
5. Mass Communication and Journalism in India by D.S. Mehta.
6. Fundamentals of Journalism Gurmeet Mann.
7. News Reporting and Editing by K.M. Srivastava.
8. ਪੱਤਰਕਾਰੀ ਹੁਨਰ ਤੇ ਕਲਾ, ਦਲਬੀਰ ਸਿੰਘ
9. ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨ ਸੰਚਾਰ, ਡਾ. ਹਰਜਿੰਦਰ ਵਾਲੀਆ ਅਤੇ ਪਾਰੁਲ ਰਾਏਜ਼ਾਦਾ


Dr. Happy Jeji


Mr. Hargunpreet Singh


Mr. Pritpal Singh Maharana


Mr. Dilraj Singh


Mr. Sukhwinder Singh Grewal


Ms. Meenakshi

**BAJMC 202
MEDIA AND CULTURE**

**Maximum Marks: 100
Passing Marks: 35%
Time: 3hrs.**

**Theory: 75 Marks
Internal Assessment: 25 Marks**

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course students should be able to:

1. Understand the concepts of culture.
2. Get awareness of mass media as cultural industry.

UNIT I

- Culture: Meaning, importance and characteristics,
- Anthropology and demographics
- Behaviors, beliefs and values
- Importance of art and literature in Culture
- Role of language in culture
- Religion and regional diversity Theory of cultural determinism
- Cultural pluralism and cultural imperialism
- Cultural Iceberg
- Customs and traditions

UNIT II

- Cultural communication
- Media as Cultural Indicator

Dr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

- Intercultural communication
- Media globalization and culture
- Impact of social media on culture
- Cultivation theory by George Gerbner
- Mass media as cultural industry,
- Media and Objectification of Women,
- Stereotype, prejudices and media

SUGGESTED READINGS

1. Reading the popular by John Fiske.
2. Encyclopedia of communication studies by W. Littlejohn Stephen and A. Foss Karen.
3. Cultural studies: A critical introduction by Simon.
4. Cultural Theory and Popular Culture: An Introduction by John Storey.
5. Making Sense of Cultural Studies: Central problems and critical debates by Chris Barker

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

BA(JMC)-203 (2nd Semester)**APPLICATIONS OF COMPUTER FOR MASS MEDIA****Time Allowed: 3 Hrs.****External Examination: 75****Practical: 25****Max. Marks: 100****Credit:4****Periods: 3Th+2Pr****A) Instructions for paper-setter**

The question paper will consist of three units I, II and III. Unit I and II will have four questions from the each unit of the syllabus and will carry 12 marks each. Unit III will have 9 short answer type questions which will cover the entire syllabus uniformly and will carry 3 marks each.

B) Instructions for candidates

Candidates are required to attempt two questions each from unit I and II . Unit III is compulsory. Use of scientific calculator is allowed

Objective of course, students should:

1. learn basic principles of Computer system.
2. learn basic of word processing ,spreadsheet and presentation
3. be able to access the Internet, and internet application

Unit -I

Computer: Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices,

Introduction to Operating System: Functions, Working with files and folders, Understanding the control panel, Opening and exiting Windows application, Copying and moving information between windows.

DTP Tools for Mass Media: Introduction to various Desktop Publishing Tools, Computer Applications in Mass Media.

Unit-II

Computer Languages: Machine Language, Assembly Language, High Level Language, 4GL, Translators, Interpreters, Compilers, Assemblers.

Computer Network: Introduction, Transmission Modes, Transmission Media, Network Devices, Network Topologies, Types of Network Network Security.

Internet and its Applications: Web browser, email, World Wide Web, searching on the web, video conferencing.

Note: Internal Assessment will be Based on Lab Work and Lab Practical File

Text Books:

1. Office the Complete Reference by Stephen L. Nelson
2. Office 2000 Complete by Amy Romanoff and SheryBunnilli
3. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition,

Mum



Software Lab Office Automation

Office Automation : Introduction, Today's office, need for office automation, its advantages, disadvantages and office automation tools.

Word Processing : Formatting Text, Pages, Lists, Tables, Mail Merge

Spreadsheets: Worksheets, Formatting data, creating charts and graphs, using formulas and functions, macros, Pivot Table

Presentation Tools: Adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, hand-outs, slideshows, using transitions, animations

Internet: Using Internet, Browser, E-mail, Search Engines.

Note: The breakup of marks for the Practical will be as under:

- | | |
|--------------------------------------|----------|
| 1. Lab Record | 10 Marks |
| 2. Viva – Voce | 10 marks |
| 3. Program Development and Execution | 10 marks |

Mukesh
Prof. Mukesh kumar

Mr. Sandeep Sharma

Devinder
Prof. Devinder Singh

Manpreet
Prof. Manpreet kaur

Joya
Prof. Joya Singh

Dr. Raman Maini

Mr. Pardhuman Singh

Harsimrat
Prof. Harsimrat Deo

Dr. Sangeeta Joshi

Sarabjeet
Dr. Sarabjeet Singh

Navdeep
Dr. Navdeep Singh

Ritu
Prof. Ritu Walia

Birinder
Prof. Birinder Singh

Rajan
Dr. Rajan Manro

Harjeet
Dr. Harjeet Singh

Devinder
Prof. Devinder Kaur

Prof. Manpreet Kaur



BA (JMC) 20
MEDIA PSYCHOLOGY
Session: 2023-2024

Max. Marks: 100
Pass Percentage : 35%

Total Teaching Periods: 60
Time Allowed : 3 Hours

COURSE OBJECTIVES: This course aims at enabling the students to acquaint with the emerging area of media psychology as an interdisciplinary course and promote positive views of media for the betterment of society

COURSE OUTCOMES: after completion of the course, students will be able to
Apply the media psychology theories while dealing with media audience and while planning different campaigns
Promote positive views of media for the betterment of society

PEDAGOGY OF THE COURSE WORK:

80% Lectures (including expert lectures). 20% assignments, discussion and seminars and tests

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

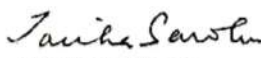
INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.



Dr Hardeep Kaur

Sanjay Kumar



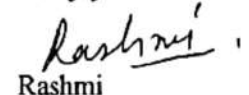
Dr Tarika Sandhu



Kapika Sharma



Dr Ajay Kaushal



Rashmi

UNIT- I

- i. **Media Psychology:** Concept; Models (McLuhan, Zillman), Media as tool to promote well being and human rights. Research Methods in Media Psychology.
- ii. **Theories/Models of Media Psychology:** Theories (Bandura, Jo and Berkowitz, Zillman), Catalyst model of Ferguson. Becker's Mosaic Model, Cognitive Processing Model.

UNIT- II

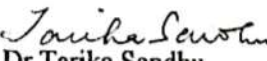
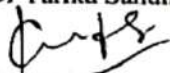
- i. **Media and Communication:** Concept, process, models of communication. Introduction to crisis communication.
- ii. **Cybercrime:** Concept, Factors, Control. Media Violence; Concept, Causes and Control.


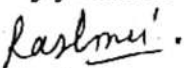
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- Albarram, A.B. (2007). Management of Media. U.K. Thomson.
- Dunnette, M.D. and Hough, L.M. (1998). Handbook of Industrial and Organizational Psychology. (Vol. 1-4) Mumbai: Jaico.
- Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York: University.
- Kirsh, S.J. (2006). Children Adolescents and Media Violence. New York: Sage.
- Misra, G. (1990). Applied Social Psychology. New Delhi: Sage.
- Montgomery, K.C. (2007) Generation Digital. MIT Press.
- Wood, R.N. (1983). Mass Media and Individual. Minnesota: Woods.


Dr Hardeep Kaur

Sanjay Kumar


Dr Tarika Sandhu

Kanika Sharma


Dr Ajay Kaushal

Rashmi

BAJMC 204 B
PUNJAB- GENERAL KNOWLEDGE & CURRENT AFFAIRS

Maximum Marks: 100
Passing Marks: 35%
Time: 3hrs.

Theory: 75 Marks
Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: On completion of the course students should be able to:

1. Contribute to the society in a positive manner by researching and broadening their horizons of knowledge.
2. Identify, discuss and explain various issues and concerns.
3. Differentiate and apply their knowledge in reforming the society.

UNIT I

- Geography of Punjab- Majha, Malwa, Doaba,
- Administrative structure;
- Language, Climate, Capital, History
- Number and names of Divisions & Districts, number of Sub Divisions, Tehsils, Sub Tehsils, Blocks, Towns, Gram panchayats and inhabited villages,
- Agro Industry, Tourism industry
- Rural and urban Punjab
- Punjabi Society
- Traditions & Value System

Dr. Happy Jeji

Mr. Pritpal Singh Maharana

Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

- Census: Population, Literacy rate, Sex ratio,

UNIT II

- Major political parties of Punjab
- First CM after linguistic re-organization of Punjab
- CMs of Punjab, Presidents of SGPC
- President rule imposed for first time
- CM and Governor
- Art and Literary culture First person to win Sahitya Academy Award, First Women to win Sahitya Academy Award etc.
- Punjab Government
- Ministers: CM, Speaker of Vidhan Sabha,
- Governor, Chief Secretary of Punjab,
- Members of Legislative Assembly,
- Members of Parliament from Punjab
- Latest Current Affairs, Major events of the last 6 months

SUGGESTED READINGS

1. Principles of Political Science by J.C. Johri.
2. Kapoor A.C., Principles of Political Science,.
3. The Political System by David Easton.
4. Political Theory (Punjabi & English) by S. S. Nanda.
5. Cultural Heritage of Punjab by Dr. Surjeet Singh.

Dr. Happy Jeji

Mr. Pritpal Singh Maharana

Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

EVS-3001: Environment and Road Safety Awareness (Session 2023-24)

(Ability Enhancement Compulsory Course)

Total Marks: 50 Max

Theory: 35 marks

Internal Assessment: 15

The breakage of internal assessment will be as follows:

The Science city visit and report: 05

Attendance: 04

MST: 06

Time: 1:30 hrs.

Lectures per week 2

Total Credits: 2

Course Objective:

1. To impart knowledge about the nature of Environment, Natural resources, Ecosystem.
2. To impart knowledge about Biodiversity, Various types of environment pollution.
3. To impart knowledge about Road safety awareness and stubble burning.

Course learning outcomes:

1. The students will increase their understanding about the importance of environment, the various effects which degrades the environment, how to overcome these effects.
2. The student will learn the different rules and regulations of Road safety Awareness.

Pedagogy: Class room lectures, power point presentations, and field visits, etc. The students also make group discussions.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B and C. Each of sections A and B will have 04 questions from the respective Unit of the syllabus. Each question shall carry 6.5 marks. Section C will consist of 09 short answer type questions of 01 mark each.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from each section A and B. Section C is compulsory.

UNIT 1

1. **The multidisciplinary nature of environment studies.** Definition, scope and importance, Need for public awareness.
2. **Natural Resources-Renewable and Nonrenewable resources.** Role of an individual in conservation of natural resources for sustainable development.
3. **Ecosystem and its components-Producers, Consumers and Decomposers.** Food chain, Food Web and ecological pyramid.
4. **Biodiversity-Definition, types, Hotspots of biodiversity, importance and conservation of biodiversity.**

[Handwritten signatures and scribbles]

UNIT-II

5. **Social Issues and Environment**-Climate changes, Global Warming, Acid Rain, and Ozone Layer depletion. Population Explosion -Family welfare program.
6. **Environmental pollution**-definition causes, types, Effects & Control measure. Introduction to Environment Laws in India: Environmental protection Act, Air and Water Act (Prevention and control of pollution).
7. **Road Safety Awareness**-Concept and Significance of road safety, Traffic Signs and Rules, how to obtain license, Role of First aid in Road safety.
8. **Stubble burning**: Its meaning: Why Stubble burning, Alternatives to Stubble Burning, Environmental and Health effects/Hazards, Policies to control Stubble burning.

SUGGESTED READINGS:

1. Carson, R.2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil.M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California press.
3. Gleeson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P.H.1993. Water in Crisis.Pacific Institute for Studies in Dev. Environment & Security Stockholm Env. Institute,Oxford Univ.Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K.2013. Threats from India's Himalayas dams. Science,339:36-37.
7. McCully,P.1996. Rivers no more: the environmental effects of dams (pp.29-64). Zed Books.
8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum, E.P., H.T & Andrews, J.1971. Fundamentals of Ecology. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P & Brusseau, M.L.2011. Environmental and Pollution Sciences. Academic Press.
11. Rao, M.N. & Datta, A.K.1987. Waste Water Treatment. Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R.2012, Environment. 8Th edition. John Wiles & Sons.
13. Rosencranz, A., Divan, S., & Nobie, M.L. 2001. Environmental law and policy in India. Tripathi 1992
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.

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G. S. Singh

Bites
Hassenzahl
Berg

16. Sodhi, N.S. Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C.E. 1971. Biology and Water Pollution Control. WB Saunders.

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