

SYLLABUS

OF

BAJMC – II

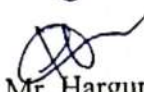
(SEMESTER – III & IV)

Sessions 2023-24

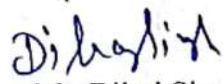
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION


MATA GUJRI COLLEGE, FATEHGARH SAHIB



Dr. Happy Jeji


Mr. Hargunpreet Singh


Mr. Pritpal Singh Maharana


Mr. Dilraj Singh


Mr. Sukhwinder Singh Grewal


Ms. Meenakshi

BAJMC PART II SEMESTER III

Code	Title of Paper	Course	External Evaluation	Passing Marks 35%	Internal Assessment	Passing Marks 35%	Practical	Passing Marks 35%	Total
BAJMC 301	INTRODUCTION TO BROADCAST MEDIA	CORE	75	26	25	09	--	--	100
BAJMC 302	PRINT MEDIA	Core Course	75	26	25	09	--	--	100
BAJMC 303	MOBILE JOURNALISM	AECC	75	26	--	--	25	09	100
BAJMC 304	ADVERTISING AND PR	Core Course	75	26	25	09	--	--	100
	CHOOSE ANY ONE FROM BAJMC 305 A OR BAJMC 305 B								100
BAJMC 305 A	EVENT MANAGEMENT	Elective Course	75	26	25	09	--	--	
BAJMC 305 B	INDIAN POLITY	Elective Course	75	26	25	09	--	--	
BAJMC 306	PROJECT	CORE	--	--	--	--	50	18	50
	TOTAL								550

Dr. Happy Jeji

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Mr. Prithal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

BAJMC PART II SEMESTER IV

Code	Title of Paper	Course	External Evaluation	Passing Marks 35%	Internal Assessment	Passing Marks 35%	Practical	Passing Marks 35%	Total
BAJMC 401	NEW MEDIA	CORE	75	26	25	09	--	-	100
BAJMC 402	DEVELOPMENT COMMUNICATION	Core Course	75	26	25	09	--	--	100
BAJMC 403	MEDIA ETHICS & LAWS	Core Course	75	26	25	09	--	--	100
BAJMC 404	DOCUMENTARY PRODUCTION	SEC	75	26	--	--	25	09	100
	CHOOSE ANY ONE FROM BAJMC 405 A OR BAJMC 405 B								100
BAJMC 405 A	INDIAN ECONOMY	Elective Course	75	26	25	09	--	--	
BAJMC 405 B	INDIAN POLITICAL SYSTEM	Elective Course	75	26	25	09	--	--	
BAJMC 406	PROJECT	CORE	--	--	--	--	50	18	50
	TOTAL								550

QUALIFYING PAPER

TITLE OF PAPER	EXTERNAL EVALUATION	PASSING MARKS 35%	INTERNAL EVALUATION	PASSING MARKS 35%	TOTAL
DRUG ABUSE: PROBLEM, MANAGEMENT & PREVENTION	35	12	15	05	50

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**BAJMC PART II
SEMESTER III**

Code	Title of Paper	Course	Lecture	Tutorial	Practical	Credit
BAJMC 301	INTRODUCTION TO BROADCAST MEDIA	CORE	4	1	--	5
BAJMC 302	PRINT MEDIA	Core Course	4	1	--	5
BAJMC 303	MOBILE JOURNALISM	AECC	3	--	2	4
BAJMC 304	ADVERTISING AND PR	Core Course	4	1	--	5
	CHOOSE ANY ONE FROM BAJMC 305 A OR BAJMC 305 B					5
BAJMC 305 A	EVENT MANAGEMENT	Elective Course	4	1	--	
BAJMC 305 B	INDIAN POLITY	Elective Course	4	1	--	
BA(JMC) 306	PROJECT	CORE	--	--	4	2
	TOTAL CREDITS					26

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BA(JMC) PART II

SEMESTER IV

Code	Title of Paper	Course	Lecture	Tutorial	Practical	Credit
BAJMC 401	NEW MEDIA	Core Course	4	1	--	5
BAJMC 402	DEVELOPMENT COMMUNICATION	Core Course	4	1	--	5
BAJMC 403	MEDIA ETHICS & LAWS	Core Course	4	1	--	5
BAJMC 404	DOCUMENTARY PRODUCTION	SEC	3	--	2	4
	CHOOSE ANY ONE FROM BAJMC 405 A OR BAJMC 405 B					5
BAJMC 405 A	INDIAN ECONOMY	Elective Course	4	1	--	--
BAJMC 405 B	INDIAN POLITICAL SYSTEM	Elective Course	4	1	--	--
BAJMC 405	PROJECT	Core	--	--	4	2
	TOTAL CREDITS					26

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BAJMC II
Semester-III & IV
Sessions 2022-23


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

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


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

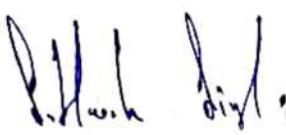
1. Tests (MSTs)	12 Marks
2. Class Attendance	5 Marks
3. Assignment	8 Marks
Total marks	25 Marks



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BAJMC SEMESTER III

BAJMC 301
INTRODUCTION TO BROADCAST MEDIA

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

Theory: 75 Marks
 Internal Assessment: 25

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. Introduce students to the meaning, concept and basics of broadcast media.
2. Familiarize with various stages involved in the broadcast media.

UNIT I

- Evolution and development of broadcast media
- Characteristics of radio as a medium
- Characteristics of television as a medium
- Elements of Radio News Room & Radio News
- Functions: radio News Room
- Elements of Television News story & News Bulletin
- Microphones: Functions and types
- Basics of Sound- Concepts of sound-scape, sound culture, SFX
- Voice Modulation: Pronunciation, Pitch, Tone, Pace, Pause, Emphasis
- Visual Language: Frame, Shot, Scene & Sequence

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UNIT II

- Radio program format
- Television program format
- Gathering, Writing, and Editing of radio news & Television news
- Basics of a Camera- (Lens & accessories)
- Field Production and Studio Production
- Visual Grammar – Composition, Camera Movement, Types of Shots, and Camera angles, Visual Perspective.
- Editing techniques and principles
- Types of editing


Practical exercises:

1. Use of camera, microphones and recording events happening in the campus, city and exercising the news editing.
2. Writing TV and radio scripts
3. Producing Radio & TV news bulletins
4. Capture and Explain Camera shots

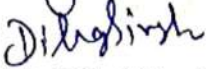
Suggested Readings

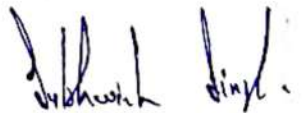
1. Radio and TV Journalism by K.M Shrivastava.
2. Audio-Visual Media by Shipra Kundra.
3. Broadcasting in India by Chatterji.
4. Single Camera Video Production by R.B. Musburger.
5. Documentary for the small screen by P. Kriwaczek.
6. The Art of Recording William Moylan by Taylor & Francis.


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**BAJMC 302
PRINT 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 students should be able to:

1. Get awareness about the process of publishing and printing of a newspaper.
2. Learn the techniques involved in the editing which can assist them further in their career.

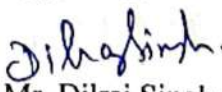
UNIT I

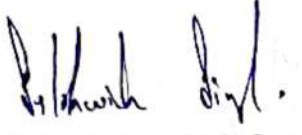
- News process: from reporter to reader
- Editorial page: Editorial, Article, Middle, Letter to Editor
- Editorial- meaning and types
- Editorial Writing Process
- Principles of editing, Online editing
- Special sections, Special Columns, Special supplements
- Scoops, Dummy
- News Agencies: Role and types
- Page Make up


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UNIT II

- Present status of newspaper and magazine industry in India
- Proof Reading: Importance
- Famous Indian women in Print media
- Latest trends in print media: Investigative journalism, Interpretative journalism, Online journalism, Yellow journalism, Chequebook journalism, Embedded journalism, Feel good journalism, Photo journalism, Citizen journalism etc.

Practical: Typing, Editing the copy, Proof Reading, Designing a paper using Quark Software

SUGGESTED READINGS

1. Mass Communication & Journalism in India by D.S. Mehta.
2. Mass Communication in India by Kewal J. Kumar.
3. Handbook of Journalism by Vir Bala Aggarwal & B.S. Gupta.
4. ਪੰਜਾਬੀ ਪੰਜਾਬੀ ਪੱਤਰਕਾਰੀ ਨਿਕਾਸ ਤੇ ਸਮੱਸਿਆਵਾਂ, ਗੁਲਜ਼ਾਰ ਸਿੰਘ ਸੰਧੂ ਅਤੇ ਨਵਜੀਤ ਜੌਹਲ।
5. ਪੰਜਾਬੀ ਸਾਹਿਤਕ ਪੱਤਰਕਾਰੀ, ਹਰਜਿੰਦਰ ਵਾਲੀਆ।
6. ਪੱਤਰਕਾਰੀ: ਹੁਨਰ ਤੇ ਕਲਾ, ਦਲਬੀਰ ਸਿੰਘ।
7. ਸਮਾਚਾਰ ਪੱਤਰ ਡਿਜ਼ਾਈਨ ਅਤੇ ਛਪਾਈ ਕਲਾ, ਐੱਲ. ਆਰ. ਨਾਗਪਾਲ।
8. ਸੰਚਾਰ, ਹਰਜਿੰਦਰ ਵਾਲੀਆ ਅਤੇ ਭੁਪਿੰਦਰ ਬਤਰਾ।
9. ਪੱਤਰਕਾਰੀ ਦਾ ਵਿਕਾਸ, ਨਰਿੰਦਰ ਸਿੰਘ ਕਪੂਰ।

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BAJMC 303

MOBILE JOURNALISM

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 the student should be able to:

1. Understand the significance and purpose of mobile journalism
2. Familiarize with the principles of writing for the print, radio, radio & TV

UNIT I

- Mobile Journalism: An Overview and introduction
- Techniques of Mobile Journalism
- Mobile News package development
- Essential skills required for Mobile Journalism
- Challenges of Mobile Journalism
- Advantages of Mobile Journalism
- Influence of mobile journalism on modern journalism
- Advantages of Smart phones for Radio and Television programmes
- Role of vertical storytelling platforms: Tiktok, Instagram Reels, Snapchat and Facebook Reels
- Smartphone vs. Tradition news equipment

UNIT II

- Editing on mobile phone
- Overcoming the Limitations of Smartphone
- Traditional Media & MOJO

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- Social Media & MOJO
- Audience Research and Engagement
- Social media branding and Marketing
- Career prospects in Mobile Journalism
- Keyword marketing like SEO, SEM
- Ethics and best practices in mobile phones
- Uses of apps for mobile journalism
- Travelling vs Vlogging

Practical exercises:

Covering events using Mobile Phones and Editing videos with Mobile Phones

1. 2 travel vlogs
2. 2 college events
3. 1 city/town/village event

SUGGESTED READINGS

- Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st edt.)
- Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)
- Harimohan 2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxila Prakashan (1st edt.)
- Sharma, GK, Sharma, Hemant 2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1st ed.)
- Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication

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**BAJMC 304
ADVERTISING & PR**

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. Define PR and advertising and its function
2. Apply tools and techniques for handling public.
3. Define and explain event management and its functions
4. Explain the revenue generating process for an event

UNIT I

- Introduction to Advertising- Meaning, importance and functions
- Advertising as a tool of communication
- Role of Advertising in Marketing mix, -AIDA formula, DAGMAR Model
- Ethics in Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes
- Advertising through Print, electronic and online media
- Types of advertising on the basis of Geographical spread, and target group
- Advertising Objectives, Segmentation, Positioning, Targeting Media selection, Planning, Scheduling, Marketing Strategy, Research and Branding

UNIT II

- Introduction to Public Relations - Concept and Practice
- Importance, Role and Functions of PR

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BAJMC 305 A EVENT PLANNING AND MANAGEMENT

Total: 100 Marks
External Evaluation: 75 Marks
Internal Evaluation: 25 Marks
Total Credits: 4

Total Pass marks: 35 Marks
Pass marks in external: 26 Marks
Pass marks in internal: 09 Marks
Total L/T/P: 55

Objective: The course has been designed to make the students aware event management and its applications for marketing.

Sr. No.	After Completion of the course, the students shall be able to:
1	To obtain a sense of responsibility for the multi-disciplinary nature of event management
2	To gain confidence and enjoyment from involvement in the dynamic industry of event management
3	To identify best practice in the development and delivery of successful conference and corporate gatherings
4	To identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
5	To identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.

Course Syllabus

UNIT – I

Introduction to planning and management of events, Size of events, Types of events, Roles & Responsibilities of Event Manager in Different Events, the event team, advantages of events, code of ethics for event. Creative Visualization: definition, creativity methods, participation planning in events, event charges. Event proposal: definition, proposal request, approval meeting.

UNIT- II

Event Sponsorship: concept, identifying the sponsor, sports sponsorships, evaluation of the sponsorship, key principles of evaluation. Event Marketing: definition, nature, process of event marketing. Event Promotion: definition, elements in promotion, role of media in event promotion.

Recommended Texts:

1. Goldblatt John Wiley and Sons. Best Practices in Modern Event Management.
2. Sanjaya Singh Gaur, Sanjay V. Saggere. Event marketing & Management.
3. Devesh Kishore. Ganga Sagar Singh: Event Management

Note: Latest edition of the books should be used.

Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

P. Subati

MATA GUJRI COLLEGE FATEHGARH SAHIB**(An Autonomous College)****SYLLABUS OF
POLITICAL SCIENCE (SEMESTER III & IV) FOR BAJMC
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 PART- II
SEMESTER-III
SUBJECT- POLITICAL SCIENCE
PAPER- INDIAN POLITY
(CODE: BAJMC 305A)**

Max. Marks: 75
Pass Marks: 26

Time allowed: 3 hrs.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER

The question paper will consist of three Units I, II and III. Units I & II will have eight questions from the respective portion 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 and will carry 27 marks in all. Each short answer type question will carry 3 marks.

INSTRUCTION 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 not less than 50 words.

Objectives:- The paper aims at making the students aware of the main provisions of Indian Constitution, working of Indian Political System since independence with special reference to key constitutional functionaries.

UNIT-I

1. Constituent Assembly and making of India's Constitution.
2. Preamble and Basic features of Indian Constitution.
3. Nature of Indian Federalism: Emerging Trends.
4. Fundamental Rights and Fundamental Duties: Classification and Assessment.

UNIT-II

7. Directive Principles of State Policy: Classification and Assessment.
6. President: Election, Powers and Position.
7. Parliament: Composition, Powers, Prime Minister and Cabinet.
8. Supreme Court: Composition, Powers and Judicial Review.

Learning Outcome :- The paper will provide students a fundamental understanding of working of Indian government in the backdrop of the critical Constitutional debates.

Samir Kumar

Books Recommended

1. G. Austin, The Indian Constitution: Corner Stone of a Nation, Oxford, Oxford University Press, 1966
2. G. Austin, Working of a Democratic Constitution: The Indian Experience, Delhi, Oxford University Press, 2000
3. D.D. Basu: An Introduction to the Constitution of India, New Delhi, Prentice Hall, 2012
4. C.P. Bhambari, The Indian State fifty years, New Delhi, Sipra, 1997,
5. P.Brass, Politics of India since Independence, Cambridge University Press, 2003
6. P. Brass, Ethnic Groups and the State, London, Croom Helm, 1995
7. P. Brass, Language, Religion and Politics in North India, London, Cambridge University Press, 1974
8. B.L. Fadia, State Politics in India, Vol. II, New Delhi, Radint Publisher, 1984
9. B .L. Fadia, Indian Govt and Politics, Agra, Shatiya Bhawan Publication, 2018
10. F.R. Frankel, Indian Political Economy 1947-1977, The Gradual Revolution, Oxford, Oxford University Press, 1978
11. R. Kothari, State against Democracy: In Search of Human Governance, Delhi, Ajantha, 1988
12. R. Kothari, Politics in India, New Delhi, Orient Longman, 1970
13. R. Kothari, Party System and Election Studies, Bombay, Asia Publishing House, 1967
14. Iqbal Narain (ed), State Politics in India, Meerut, Meenakshi Parkashan, 1967
15. M.V. Pylee, Constitutional Government in India, Bombay, Asia Publishing House, 1977
16. M.V. Pylee, An Introduction to the Constitution of India, New Delhi, Vikas 1998
17. S.P. Verma and C.P. Bhambari (ed), Election and Political Consciousness in India, Meerut, Meenakshi Parkashan, 1967
18. S.S. Nanda, Indian Political System, Jalandhar, Modern Publishers, (English, Hindi and Punjabi) 2019
19. Rajni Kothari (ed.), Caste in Indian Politics, New Delhi, Orient Longman, Reprint, 2004
20. M. Laxmikanth, Indian Polity, Delhi, Mcgraw Hill, 2019

Sehman Singh

- Principles and Tools of Public relations
- Handling the Media
- PR Private & Public sector
- PR Publics- internal & external
- Research for PR; Managing promotions and functions
- PR Campaign-planning, execution, evaluation
- Role of PR in Crisis management
- Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI and codes.
- Difference between Public Relations, Publicity, Propaganda and Advertising


Practical Exercises:

- Copywriting, Script writing for print, radio and TV ad, Layout and designing of ad. Copy
- Covering Events, Preparing Press Notes

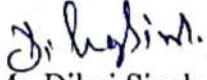
Suggested Readings


1. Advertising Principles & Practice by K.C. Chunawala and Sethia.
2. Advertising in India: Trends and Impact by Om Gupta,.
3. Indian Advertising by Arun Chaudhuri.
4. Advertising: Principles and Practice by Ruchi Gupta.
5. Mass Communication in India by Keval J. Kumar.
6. Handbook of Journalism by Vir Bala Aggarwal and V.S Gupta.
7. Jansamparak, Vigyapan v Corporate Sanchar Ki Duniya by Reena Gulati.
8. The DBS Handbook of mass Media and Communication by Ruchika Gupta.
9. Handbook of Public Relations in India by D.S. Mehta.


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**BAJMC 306
PROJECT**

TOTAL MARKS: 50

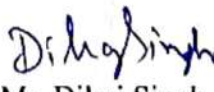
Students have to submit the practical record:

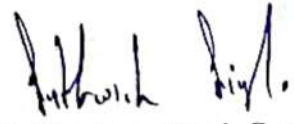
- 1 interview of any prominent person should be published in Lab Journal 'FATEH'.
- 4 Students have to compulsorily prepare an issue of Lab Journal 'FATEH'.
- 2 Radio news bulletin
- 2 TV News Bulletin
- 1 Television and Radio advertisement.


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**BAJMC 401
NEW MEDIA**

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

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

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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. Update about the changing technologies in the new media.
- b) Understand the impact of new media in journalism.

UNIT I

- Defining new media, terminologies- Web browsers, URL, Home page, Search engine, Internet protocols
- Digital media, new media, online media et al.
- Information society and new media
- New media- Information, Education and Entertainment
- New media and mass communication
- Challenges towards other medias with respect of new media
- Digitization of Journalism- definition and scope
- Digital Journalism- Piracy, Copyright, Open sources, digital archives

UNIT II

- Writing Techniques and Presentation Techniques
- New Media and Ethics
- Various New Media platforms: Facebook, Twitter, Blogging, vlogging, Instagram, LinkedIn, Podcast

Dr. Happy Jeji

Mr. Pratul Singh Maharana

Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

- Misinformation, disinformation, fake news
- YouTube: Opportunities & challenges
- Social networking sites like: whatsapp, instagram, facebook - advantages and disadvantages
- Challenges of social media to communal harmony


Practical exercises:

- Writing for various Digital Platforms
- Analysis of Digital Content

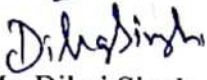
Suggested Readings:

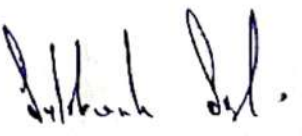
1. Illustrated World of Internet by Anil Madan.
2. How the Internet Works by Preston Gralla.
3. Old Media New Media by Wilson Dizard.
4. Handbook of New Media by Sonia Living Stone.
5. New Media Technology by Elizabeth Pense.


Dr. Happy Jeji


Mr. Hargunpreet Singh


Mr. Pritpal Singh Maharana


Mr. Dilraj Singh


Mr. Sukhwinder Singh Grewal


Ms. Meenakshi

BAJMC 402
DEVELOPMENT 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 concept of development.
2. Know about the indicators of development.
3. Understand development issues, particularly in Indian perspective

UNIT I

- Development: meaning, definition and features
- Growth v/s Development
- Gap between developed and developing societies
- Development Issues and Indicators
- Human Needs and Abraham Maslow's Hierarchy of Needs
- Sustainable Development: Economy, Environment and Society
- Rural development and its problems- Unemployment, Illiteracy, Poverty, Health, Inequality, Population Growth etc.
- Traditional media and development

UNIT II

- Development support communication (DSC) in agriculture, health & family welfare, population, women empowerment, poverty, unemployment, environment, literacy, consumer awareness
- Importance of social and economic development
- Sustainable Development: Economy, Environment and Society
- Internet as a powerful communication tool for development
- Rural journalism and its problems

Dr. Happy Jeji

Mr. Pritpal Singh Maharana

Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

- TV and radio programs for development
- Role of Community radio for Development

Suggested Readings:

1. Sanchar by Harjinder Walia.
2. Perspectives on Development Communication by K. Sadanandan.
3. Communication and Development: The Challenge of the twenty first century by V.S. Gupta.
4. Development Communication by Uma Narula.
5. Development Communication by Dr. Harjinder Singh Walia.
6. Science Communication by Dr. Harjinder Singh Walia.

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

BAJMC 403
MEDIA ETHICS & LAWS

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 basic laws relating to media.
2. Get an overview of recent amendments in media laws.
3. Develop as a responsible media persons.

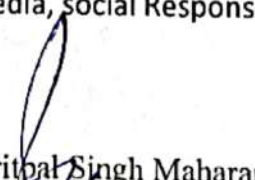
UNIT I

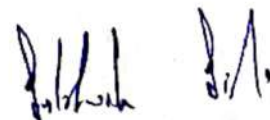
- Media Ethics: Definitions and Concept
- Difference between ethics and laws
- Fundamental rights and duties
- Freedom of speech and expression (Article 19(1)(a) and Article 19(1)(2))
- Defamation- Libel and slander
- Issues of privacy, Copyright, Legality and Ethicality of Sting Operations, Phone Tapping
- Right to Information Act 2005
- Development of Media Technologies and ethical issues in 21st Century.
- Intellectual property rights

UNIT II


- Advertisement and Pornography related laws
- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987
- Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC
- Codes and Ethical Guidelines by PCI
- Self Regulation by media and Trail by Media
- Morality and accountability of media, social Responsibility and Economic Pressures


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Mr. Pritpal Singh Maharana


Mr. Sukhwinder Singh Grewal


Mr. Hargunpreet Singh


Mr. Dilraj Singh


Ms. Meenakshi

- Media coverage on violence, hate speech, inflammatory writing
- Sedition
- Objectivity vs. Subjectivity, bias, fairness, guilt by association, glorification, sensationalism, fake news

Practical exercises:

- Debate on issues of Morality, accountability and Social Responsibility of media.
- Students have to submit one news clip/ recording regarding media ethics

SUGGESTED READINGS

1. Journalism in India by R. Parthasarthy.
2. The Press in India by M. Chalopathi Rau.
3. Mass Communication & Journalism in India by D.S.Mehta.
4. Mass Media: Laws and Regulations by C.S Rayudu.
5. History of Press, Press Laws and Communication by B.N Ahuja.
6. Laws of the Press by Durga Das Basu.

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Prupal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

BAJMC 404
DOCUMENTARY PRODUCTION

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. Gain an understanding of the skills necessary to produce interesting and creative documentary films.
2. Attain skill in executing all aspects of documentary production.
3. Get experience to critically analyze contemporary documentary films and will engage in debate over content, style and subject matter.

UNIT I

- Understanding the Concept of Documentary
- Brief history of documentary
- Documentary as
- Difference between actuality, feature film, docu-drama and documentary
- Types of Documentaries
- Researching for documentary : Library, Archives, location, life stories, observations, ethnography
- Telling a story for documentary
- Treatment of a story

UNIT II

- Writing a Documentary Script- Narration and Voice-over
- Documentary Production: Pre production- : filming schedule, locations, characters, schedule, etc.

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Mr. Sukhwinder Singh Grewal

Mr. Hargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

- Post Production- transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting Rough Cut Roundtable
- Shot selection, An intro to camera shots, angles and movements
- Legal and ethical issues in documentary Production

Practical exercises:

- Coming up with ideas for documentary making
- Shooting a documentary (5-6 minutes) and editing it – Group activity

SUGGESTED READINGS

1. The Technique of Film Editing by Reisz Karel.
2. Cinema as a Graphic Art by V. Nilsen.
3. Our Films Their Films by Satyajit Ray.
4. Script to Screen by Sharda Koshik.
5. History of Documentary Films by Eric Barnouw.
6. How to Read a Film by James Monaco.

Dr. Happy Beji

Mr. Hargunpreet Singh

Mr. Primal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

Session 2023-24
BAJMC-405 A
INDIAN ECONOMY

Maximum Marks: 100
External Assessment: 75 marks
Internal Assessment: 25 marks

Teaching Periods: 55
Time Allowed: 3 Hours
Pass Marks 35%

INSTRUCTIONS TO THE PAPER-SETTER

The question paper will consist of three Sections. Section A and B will have four questions from the respective units of the syllabus and will carry 12 marks each. Section C will consist of 09 short answer type question which will cover the entire syllabus uniformly and will carry 27 marks.

INSTRUCTIONS FOR THE CANDIDATES

The Candidates are required to attempt five questions in all selecting two questions from each of the Section A and B and the entire Section C.

Course Objective: To introduce the students about the issues, problems of Indian economy.

Course Outcome: The knowledge about the Indian economy will help students to write better about the various current issues in journalism.

UNIT- I

Economic Development during 1857-1947: Evolution of land tenure system. Commercialisation of agriculture. Trend towards market economy. Demographic development rural indebtedness. Features of Indian Economy on the eve of independence Land Reforms. Green Revolution causes, achievements and failures.

UNIT- II

Nature and extent of industrialization in India: Existing production structure of industry Industrial policy 1948, 1956, 1991. Small scale industries and their problems. Role of public and private sectors in India.

Centre-State Financial relations in India Indian Taxation System Features and problems. Economic problems in India: Poverty, Inequality, Unemployment, Parallel economy and Inflation. Demonetization: concept & objectives.

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SUGGESTED READINGS

- Singh, V B. (ed) Economic History of India: 1857-1957, Allied Publishers.
- Patel, J. Agricultural Labourers in Modern India and Pakistan.
- Datt, R. and K.P.M. Sundhram Indian Economy, S. Chand & Company Ltd., New Delhi.
- Mishra, S.K and Puri, V.K.: Indian Economy, Himalya Publications, New Delhi.
- Aggarwal, A.N: indian Economy, Vikas Publishing House Pvt.
- Kapila, Uma: Indian Economy since Independence, Academic Foundation, New Delhi.
- Mishra, S.K and Puri, V.K. : Indian Economy, Himalya Publications, New Delhi.

Teaching Learning Activities

Debate, Discussions, Quiz, Guest Lectures etc.

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**B.A. PART- II (POLITICAL SCIENCE)
SEMESTER-IV
PAPER - INDIAN POLITICAL SYSTEM (CODE:)**

Time allowed: 3 hrs.

Max. Marks: 75

Pass Marks: 26

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER

The question paper will consist of three Units I, II and III. Units I & II will have eight questions from the respective portion 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 and will carry 27 marks in all. Each short answer type question will carry 3 marks.

INSTRUCTION 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 not less than 50 words.

Objectives:- The paper aims at making the students aware of the main provisions of Indian Constitution, working of Indian Political System since independence with special reference to key constitutional functionaries

UNIT-I

1. Governor: Appointment, Powers and Role.
2. State Legislature: Composition and Powers.
3. State Council of Ministers: Chief Minister: Appointment, Powers and Position.
4. High Court: Composition and Powers.

UNIT-II

5. Nature of Party System in India.
6. Organization, Ideology and Electoral Performance of INC, BJP and SAD.
7. Role of Religion and Caste in Indian Politics and Gender and Dalit Politics in India
8. The Election Commission: Composition, Powers and electoral Reforms in India.

Learning Outcome:- The paper will provide students a fundamental understanding of working of Indian government in the backdrop of the critical Constitutional debates.



Books Recommended

1. G. Austin, The Indian Constitution: Corner Stone of a Nation, Oxford, Oxford University Press, 1966
2. G. Austin, Working of a Democratic Constitution: The Indian Experience, Delhi, Oxford University Press, 2000
3. D.D. Basu: An Introduction to the Constitution of India, New Delhi, Prentice Hall, 2012
4. C.P. Bhambari, The Indian State fifty years, New Delhi, Sipra, 1997.
5. P.Brass, Politics of India since Independence, Cambridge University Press, 2003
6. P. Brass, Ethnic Groups and the State, London, Croom Helm, 1995
7. P. Brass, Language, Religion and Politics in North India, London, Cambridge University Press, 1974
8. B.L. Fadia, State Politics in India, Vol. II, New Delhi, Radint Publisher, 1984
9. B .L. Fadia, Indian Govt and Politics, Agra, Shatiya Bhawan Publication, 2018
10. F.R. Frankel, Indian Political Economy 1947-1977, The Gradual Revolution, Oxford, Oxford University Press, 1978
11. R. Kothari, State against Democracy: In Search of Human Governance, Delhi, Ajantha, 1988
12. R. Kothari, Politics in India, New Delhi, Orient Longman, 1970
13. R. Kothari, Party System and Election Studies, Bombay, Asia Publishing House, 1967
14. Iqbal Narain (ed), State Politics in India, Meerut, Meenakshi Parkashan, 1967
15. M.V. Pylee, Constituional Government in India, Bombay, Asia Publishing House, 1977
16. M.V. Pylee, An Introduction to the Constitution of India, New Delhi, Vikas 1998
17. S.P. Verma and C.P. Bhambari (ed), Election and Political Consciousness in India, Meerut, Meenakshi Parkashan, 1967
18. S.S. Nanda, Indian Political System, Jalandhar, Morem Publishers, (English, Hindi and Punjabi) 2019
19. Rajni Kothari (ed.), Caste in Indian Politics, New Delhi, Orient Longman, Reprint, 2004
20. M. Laxmikanth, Indian Polity, Delhi, Mcgraw Hill, 2019



**BAJMC 406
PROJECT**

TOTAL MARKS: 50

Students have to submit the Practical Record:

- 3-5 Development Stories/features/articles (Self Written)
- One Program for Youtube Channel

Dr. Happy Jeji

Mr. Pritpal Singh Maharana

Mr. Sukhwinder Singh Grewa

Mr. Nargunpreet Singh

Mr. Dilraj Singh

Ms. Meenakshi

CODE: DA-4001

Mata Gujri College (Autonomous)
Fatehgarh Sahib
Session 2023-24

Drug Abuse: Problem, Management and Prevention
(Compulsory qualifying paper for all undergraduate classes)

Maximum Marks-50
Theory marks- 35
Internal assessment-15

Time Allowed: 1:30 hours
Pass Percentage: 35%

Distribution of Internal Assessment marks

Assignment: 7 marks
Attendance: 8 marks
Total : 15 marks

Course Objectives-

To introduce the problem of drug abuse to the students
To aware the students regarding consequences of drug abuse
To familiarize the students with the management and prevention of drug abuse

Course Learning Outcomes-

The students will understand the meaning of drug abuse and addiction
The students will become aware of the common signs and symptoms of drug abuse
The students will gain knowledge of how to prevent and manage this menace

Pedagogy-

Class room lectures, assignments, discussions and seminars.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three units I, II and III. Syllabus of each unit (i.e. I & II) will have two subparts. Examiner will set two questions from UNIT-I (each question having internal choice covering both parts of syllabus of UNIT-I) and two questions from UNIT-II (each question having internal choice covering both parts of syllabus of UNIT-II). Each question will carry 6.5 marks. Unit-III is compulsory, and shall comprise nine short answer type questions carrying 1 marks each. The short type answer should be written in approximately 25-30 words.

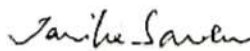
INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt one question from each subpart of both the UNIT-I & II of the question paper and the entire UNIT-III. The short type answer should be written in approximately 25-30 words i.e. 3-4 lines



Dr Hardeep Kaur

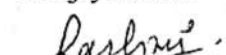
Sanjay Kumar



Dr Tarika Sandhu


Kanika Sharma

Dr Ajay Kaushal


Rashmi

UNIT-I

- I) Problem of Drug Abuse: Concept and Overview; Types of Drug Often Abused**
Meaning of drug abuse, drug dependence and drug addiction
Psychoactive and Non-Psychoactive drugs
Legal & Illegal drugs
Prevalence of drug abuse with special reference to Punjab
Brief introduction of stimulants, depressants, narcotics, hallucinogens, inhalants
- II) Nature of the problem**
Vulnerable age groups
Signs and symptoms of drug abuse: - physical, behavioural, psychological and academic signs

UNIT-II

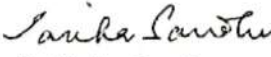
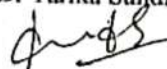
- I) Causes and Consequences of Drug Abuse**
Physiological, psychological and sociological causes
Consequences of drug abuse for individual, family and society.
- II) Management and Prevention of Drug Abuse**
Medical management and psycho-social management
Role of family, school, media, legislation, deaddiction centers and religion in prevention of drug abuse.


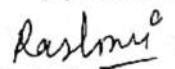
Suggested readings

1. Sharma, R. and Bansal, Y. (2017). Drug Abuse: Problem, Management and Prevention. R.D. Publications, India, ISBN: 978-93-84594-56-5.
2. Goyal, N. (2018). Drug Abuse: Problem, Prevention and Management. Kalyani Publishers, India, ISBN: 978-93-272-8739-4.
3. Kapoor, T. (1985). Drug Epidemic among Indian Youth. New Delhi: Mittal Pub
4. Ahuja, R. (2003). Social Problems in India, Rawat Publications: Jaipur
5. World Drug Report 2011, United Nations Office of Drug and Crime.
6. World Drug Report 2010, United nations Office of Drug and Crime.
7. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
8. The Narcotic Drugs and Psychotropic Substances Act, 1985, (New Delhi: Universal, 2012)


Dr Hardeep Kaur

Sanjay Kumar


Dr Tarika Sandhu

Kanika Sharma


Dr Ajay Kaushal

Rashmi