

## SYLLABUS

Name of Course: Journalism & Mass Communication

B.A.I, II, III (Semester I, II, III, IV, V, VI)

Session: 2023-24





DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MATA GUJRI COLLEGE, FATEHGARH SAHIB

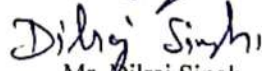
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AFFILIATED TO PUNJABI UNIVERSITY, PATIALA

  
Dr. Happy Jeji

  
Mr. Hargunpreet Singh

  
Mr. Prilpal Singh Maharana


  
Mr. Dilraj Singh

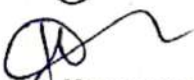
  
Mr. Sukhwinder Singh Grewal

  
Ms. Meenakshi

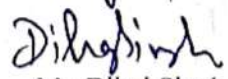
### Course Structure

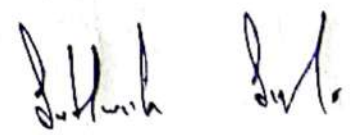
Program	Semester	Course	Course Code
B.A.	I	Introduction To Communication	BA-119
	II	Introduction To Journalism	BA-219
	III	Fundamentals of Journalism	BA-319
	IV	Print Media	BA-419
	V	Photo Journalism	BA-519
	VI	Cyber Journalism	BA-619

  
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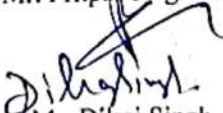
## Semester Wise Details of the Course

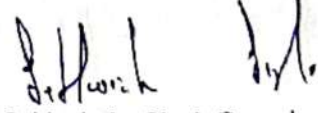
Semester	Course Name	External Assessment	Practical	Internal Assessment	Total
Semester I	Introduction To Communication	50	30	20	100
Semester II	Introduction To Journalism	50	30	20	100
Semester III	Fundamentals of Journalism	50	30	20	100
Semester IV	Print Media	50	30	20	100
Semester V	Photo Journalism	50	30	20	100
Semester VI	Cyber Journalism	50	30	20	100

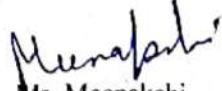
  
Dr. Happy Jeji

  
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Mr. Pritpal Singh Maharana

  
Mr. Dilraj Singh

  
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## SYLLABUS

Name of Course: Journalism & Mass Communication

BA-119 Introduction to Communication

B.A.I. (Semester I)

Session: 2023-24



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MATA GUJRI COLLEGE, FATEHGARH

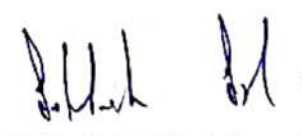
SAHIB


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**B.A.I. (Semester I)**

Session: 2023-24

**BA-119 INTRODUCTION TO COMMUNICATION****Scheme of Theory, Practical and Internal Assessment Marks**

Total Theory Marks	Minimum Theory Pass Marks (35%)	Total Internal Assessment Marks	Minimum Internal Assessment Pass Marks (35%)	PRACTICAL	Minimum PRACTICAL Pass Marks (35%)	Total Marks	Total Time	Required Lectures
50	18	20	07	30	11	50+30+20=100	3 hours	75%

**Marks Division of Internal Assessment**

MST (50%)	Class Attendance (20%)	Assignment (30%)	Total
10 Marks	04 Marks	06 Marks	20 Marks

**Course Objectives:**

1. The Course is designed to familiarize students with the concept of communication process.
2. It will make the students aware of importance of communication and Role of language in communication.

**Course Specific Outcomes:**

1. The students will be able to communicate better within the media industry.
2. They will also learn to have an effective communication with their audience.



Dr. Happy Jeji



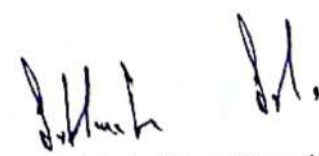
Mr. Hargunpreet Singh



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Mr. Dhraj Singh



Mr. Sukhwinder Singh Grewal



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**Syllabus BA I (Semester I)**  
**Session: 2023-24**  
**Journalism & Mass Communication**

**Paper Name: Introduction to Communication**  
Max. Marks: 50  
Pass Marks: 35%  
(Theory & Practical separately)

**Course Code: BA-119**  
Times Allowed: 3 hrs.

**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 8 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 18 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

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

Objectives: 1. The Course is designed to familiarize students with the concept of communication process.

2. To make the students aware of importance of communication & role of language in Communication.

**UNIT I**

- Communication: Meaning & definitions
- Need for Communication
- Role of Language in Communication
- Importance of Mother Language in Communication
- Types of Communication
- Process & Elements of Communication
- Communication Barriers
- 7 C's of Communication
- Media of Communication
- Communication & Information

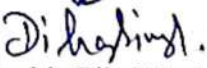
**UNIT II**


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

  
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## 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. ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨਸੰਚਾਰ, ਡਾ. ਹਰਜਿੰਦਰ ਵਾਲੀਆ ਅਤੇ ਪਾਰੁਲ ਰਾਏਜ਼ਾਦਾ।
7. ਪੱਤਰਕਾਰੀ, ਮੀਡੀਆ ਤੇ ਜਨਸੰਚਾਰ, ਰੀਨਾ ਢਿੱਲੋਂ।

  
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SYLLABUS

B.A.PART-I

JOURNALISM & MASS COMMUNICATION

SEMESTER-I

Session: 2023-24

**BA-119P PRACTICAL: INTRODUCTION TO COMMUNICATION**

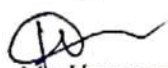
Max. Marks: 30


Pass Marks: 11

**Practical exercises:**

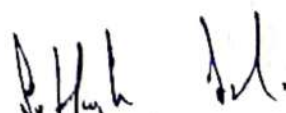
- Soft skills Development Exercises
- Reading Exercises
- Writing Exercises
- Speaking Exercises
- Newspaper Reading

  
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## SYLLABUS

Name of Course: Journalism & Mass Communication  
BA-219 Introduction to Journalism

B.A.I. (Semester II)

Session: 2023-24



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

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**B.A.I. (Semester-II)****Session: 2023-24****BA-119 INTRODUCTION TO JOURNALISM****Scheme of Theory, Practical and Internal Assessment Marks**

Total Theory Marks	Minimum Theory Pass Marks (35%)	Total Internal Assessment Marks	Minimum Internal Assessment Pass Marks (35%)	PRACTICAL	Minimum PRACTICAL Pass Marks (35%)	Total Marks	Total Time	Required Lectures
50	18	20	07	30	11	50+30+20=100	3 hours	75%

**Marks Division of Internal Assessment**

MST (50%)	Class Attendance (20%)	Assignment (30%)	Total
10 Marks	04 Marks	06 Marks	20 Marks

**Course Objectives:**


1. This paper introduces students to the basic concepts of journalistic writing and the process of transmission of news from the media organization to its readers.
2. It also focuses on the aspects of good journalistic writing.


**Course Specific Outcomes:**


The students will have a clear and basic knowledge about the field they are entering into.

  
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**Syllabus BA-I (Semester-II)**  
**Session: 2023-24**  
**Journalism & Mass Communication**

**Paper Name: Introduction to Journalism**  
Max. Marks: 50  
Pass Marks: 35%  
(Theory & Practical separately)

**Course Code: BA-219**  
Time Allowed: 3 hrs.

**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 8 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 18 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

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

**Objectives:** This paper introduces students to the basic concepts of journalistic writing and the process of transmission of news from the media organization to its readers. It also focuses on the aspects of good journalistic writing.

**UNIT-I**


- Journalism: Meaning, Functions & Types (Print, Electronic & Social Media)
- Role of Journalism in Society
- Need of Journalism for Development
- The Role of Press
- Role of Electronic Media
- Need for Ethics in Journalism
- Role & Responsibilities of a Journalist
- Role of ICT in Journalism
- Challenges in Journalism

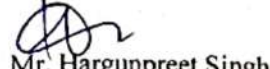
**UNIT-II**

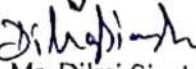
- Functionaries of a Newspaper: Editor-in-Chief, Resident Editor, Assistant Editor, News Editor, Deputy News Editor, Chief Sub Editor, Sub Editor etc.
- Role & Responsibilities of a News Reporter: Bureau Chief, Correspondent, Stringer/Retainer, Free Lancer etc.
- Editorial page: Editorial, Article, Feature, Middle, Letter to Editor
- Difference between News, Article and Feature
- Sources of News
- Press release, Press conference & Meet the press
- Changing Trends in Print Media

  
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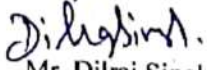
  
Ms. Meenakshi

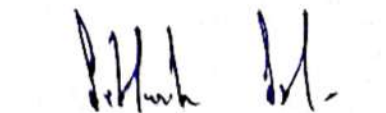

### SUGGESTED READINGS

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

  
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Ms. Meenakshi



**B.A. PART-I**  
**JOURNALISM & MASS COMMUNICATION**  
**SEMESTER-II**  
**Session: 2022-23**


**BA-219P PRACTICAL: INTRODUCTION TO JOURNALISM**



Max. Marks: 30  
Pass Marks: 11


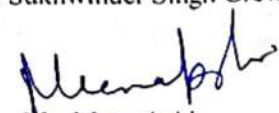
**PRACTICAL**

- Newspaper Reading
- News writing Exercises
- News Analysis
- Feature Writing Exercises
- Translation Exercises

  
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## SYLLABUS

Name of Course: Journalism & Mass Communication

BA-319 FUNDAMENTALS OF JOURNALISM

B.A.II. (Semester III)

Session: 2023-24



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MATA GUJRI COLLEGE, FATEHGARH SAHIB

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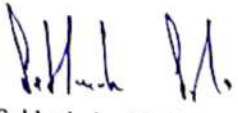
AFFILIATED TO PUNJABI UNIVERSITY, PATIALA

  
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Mr. Hargunpreet Singh

  
Mr. Prigpal Singh Maharana

  
Mr. Dilraj Singh

  
Mr. Sukhwinder Singh Grewal

  
Ms. Meenakshi

### Scheme of Theory and Internal Assessment Marks

Total Theory Marks	Minimum Theory Pass Marks (35%)	Total Internal Assessment Marks	Minimum Internal Assessment Pass Marks (35%)	PRACTICAL	Minimum PRACTICAL Pass Marks (35%)	Total Marks	Total Time	Required Lectures
50	18	20	07	30	11	50+30+20 = 100	3hours	75%

### Marks Division of Internal Assessment

MST (50%)	Class Attendance (20%)	Assignment (30%)	Total
10Marks	04 Marks	06 Marks	20 Marks

#### Course Objectives:

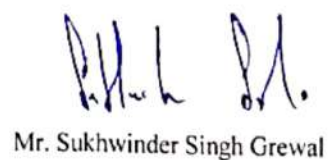
This paper will lead students to the fundamental understanding of journalism. It has all the basic ingredients that prepare the foundation of journalism. It also aids to some of the objectives include, understanding the concept and history of journalism, and recognize the different forms of journalism.

#### Course Specific Outcomes:

The students will be able to analyze the sources of information they are getting.

  
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**Syllabus BA II (Semester III)**  
**Journalism & Mass Communication**

Session: 2023-24

**Paper Name: Fundamentals of Journalism**

**Course Code: BA - 319**

Max. Marks: 50

Time Allowed: 3 hrs.

Pass Marks: 35%

(Theory & Practical separately)

**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 8 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 18 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

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

**Objectives:** This paper will lead students to the fundamental understanding of journalism. It has all the basic ingredients that prepare the foundation of journalism. It also aids to some of the objectives include, understanding the concept and history of journalism, and recognize the different forms of journalism.

**UNIT I**

- Role & Functions of Journalism
- Role of Press As Mass Medium
- Role of Radio & TV as Mass Medium
- Role of Social Media as Mass Medium
- Brief History of Indian Journalism
- New Trends in Journalism: Chequebook Journalism, Investigative Journalism, Yellow Journalism, Paid News, Embedded Journalism, Feel good Journalism, Keyhole Journalism, International Journalism, Citizen Journalism.
- Need & Importance of Media Laws
- Freedom of Press
- Role of News Agencies

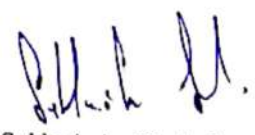
**UNIT II**


Leading Newspapers:

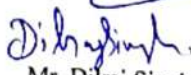
- The Tribune
- Hindustan Times
- Times of India

  
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Mr. Sukhwinder Singh Grewal

  
Mr. Hargunpreet Singh

  
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Ms. Meenakshi



- The Indian Express
- The Hindu
- Ajit
- Punjabi Tribune
- Dainik Jagran/Punjabi Jagran
- Nawan Zamana
- Dainik Bhaskar
- Punjab Kesari/Jag Bani
- Ajit Samachar
- Amar Ujala

#### SUGGESTED READINGS


1. Journalism in India by R. Parthasarthy.
2. The Press by M. Chelapati Rao.
3. Mass Communication and Journalism in India by D.S. Mehta.
4. History of the Press in India by J. Natrajan.
5. Mass Communication in India by Kewal J. Kumar.
6. Punjabi Patarkari Da Vikas (Punjabi) by N.S. Kapoor
7. Punjabi Patarkari Nikas, Vikas Te Samasiavan by Sandhu and Johal (ed.)

  
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B.A. PART-II  
JOURNALISM & MASS COMMUNICATION  
SEMESTER-III  
Session: 2023-24

BA-319P PRACTICAL: FUNDAMENTALS OF JOURNALISM

Max. Marks: 30  
Pass Marks: 11

PRACTICAL EXERCISES:

- News Analysis Exercises
- Editorial Analysis Exercises
- Reading & Writing Practices
- Study of Headlines
- Headline writing Exercises
- Writing a blog.



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## SYLLABUS

Name of Course: Journalism & Mass Communication  
BA-419 Print Media


B.A.II.(Semester IV)

Session: 2023-24



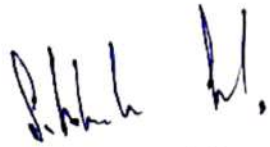
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
MATA GUJRI COLLEGE, FATEHGARH SAHIB  
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**B.A.II.(Semester-IV)**

Session: 2023-24

BA-419 Print Media

**Scheme of Theory, Practical and Internal Assessment Marks**

Total Theory Marks	Minimum Theory Pass Marks (35%)	Total Internal Assessment Marks	Minimum Internal Assessment Pass Marks (35%)	PRACTICAL	Minimum PRACTICAL Pass Marks (35%)	Total Marks	Total Time	Required Lectures
50	18	20	07	30	11	50+30+20= 100	3 hours	75%

**Marks Division of Internal Assessment**

MST (50%)	Class Attendance (20%)	Assignment (30%)	Total
10 Marks	04 Marks	06 Marks	20 Marks

**Course Objectives:**

3. This paper introduces students to the basic concepts of journalistic writing and the process of transmission of news from the media organization to its readers.
4. It also focuses on the aspects of good journalistic writing.

**Course Specific Outcomes:**


The students will have a clear and basic knowledge about the field they are entering into.




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**Syllabus BAII (Semester-IV)**  
**Session: 2023-24**  
**Journalism & Mass Communication**

**Course Code: BA-219**  
**Time Allowed: 3 hrs.**

**Paper Name: Print Media**  
Max. Marks: 50  
Pass Marks: 35%  
(Theory & Practical separately)

**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 8 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 18 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

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

**Objectives:** This paper introduces students to the basic concepts of journalistic writing and the process of transmission of news from the media organization to its readers. It also focuses on the aspects of good journalistic writing.

**UNIT-I**

- 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


**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

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Mr.  Hargunpreet Singh

Mr.  Dilraj Singh

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### SUGGESTED READINGS

8. Journalism in India by R. Parthasarthy.
9. The Press in India by M. Chelapati Rau.
10. Mass Communication and Journalism in India D.S Mehta.
11. History of the Press in India by J. Natrajan.
12. Mass Communication in India by Kewal J., Kumar.
13. ਪੰਜਾਬੀ ਪੱਤਰਕਾਰੀ ਨਿਕਾਸ, ਵਿਕਾਸ ਤੇ ਸਮੱਸਿਆਵਾਂ, ਗੁਲਜ਼ਾਰ ਸਿੰਘ ਸੰਧੂ, ਨਵਜੀਤ ਸਿੰਘ ਜੇਹਲ।
14. ਭਾਰਤ ਵਿਚ ਪੱਤਰਕਾਰੀ ਦਾ ਇਤਿਹਾਸ, ਈਸ਼ਰ ਸਿੰਘ ਅਟਾਰੀ।

  
Dr. Happy Jeji

  
Mr. Hargunpreet Singh

  
Mr. Pritpal Singh Maharana  
  
Mr. Dilraj Singh

  
Mr. Sukhwinder Singh Grewal  
  
Ms. Meenakshi

**B.A. PART-II**  
**JOURNALISM & MASS COMMUNICATION**  
**SEMESTER-IV**  
**Session: 2023-24**

**BA-419P PRACTICAL: PRINT MEDIA**

Max. Marks: 30

Pass Marks: 11

**PRACTICAL**

- Newspaper Reading
- News writing Exercises
- News Analysis
- Feature/Letter to Editor Writing Exercises
- Translation Exercises

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Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

## SYLLABUS

Name of Course: Journalism & Mass Communication

BA-519 PHOTO JOURNALISM

B.A.III. (Semester-V)

Session: 2023-24



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MATA GUJRI COLLEGE

FATEHGARH SAHIB

(AN AUTONOMOUS COLLEGE)

AFFILIATED TO PUNJABI UNIVERSITY, PATIALA

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi



### Scheme of Theory and Internal Assessment Marks

Total Theory Marks	Minimum Theory Pass Marks (35%)	Total Internal Assessment Marks	Minimum Internal Assessment Pass Marks (35%)	Practical	Minimum Practical Pass Marks (35%)	Total Marks	Total Time	Required Lectures
50	18	20	07	30	11	50+30+20=100	3 hours	75%

### Marks Division of Internal Assessment

MST (50%)	Class Attendance (20%)	Assignment (30%)	Total
10 Marks	04 Marks	06 Marks	20 Marks

#### Course Objectives:

This paper will lead students to the fundamental understanding of Photojournalism. It has all the basic ingredients that prepare the foundation of Camera. It also aids to understand the concept Mobile journalism.

#### Course Specific Outcomes:

1. The students will be able to click better photographs by understanding the various dynamics of photography.
2. The students will be able to judge the news value of a photograph and write a caption or a feature accordingly.

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

**Syllabus BA III (Semester V)**  
**Journalism & Mass Communication**  
Session: 2023-24

Course Code: BA- 519  
Time Allowed: 3 hrs.

**Paper Name: Photo Journalism**  
Max. Marks: 50  
Pass Marks: 35%  
(Theory & Practical separately)

**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 8 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 18 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

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

**Objectives:** This paper will lead students to the fundamental understanding of Photojournalism. It has all the basic ingredients that prepare the foundation of Camera. It also aids to understand the concept Mobile journalism.

**UNIT I**

- Need & Importance of Photography in Journalism
- Role & Responsibilities of A Photo Journalist
- Newspaper Journalism & Need of Photo Journalist
- Principles & Ethics of Photo Journalism
- Camera : Functions & Types
- Camera Angles, Camera Shots & Camera Movements
- Mechanics of Photography: Aperture, Shutter Speed, Depth of Field, Depth of Focus & Foal Length
- Lenses: Types & Functions
- Importance of Lighting & Composition

**UNIT II**

- Fields of Photo Journalism: Spot News, General News, Documentary Photography, Niche Photography
- Photo Feature: Need, Importance & Types
- Caption Writing

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Mr. Dilraj Singh

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Ms. Meenakshi

- Ethics in Photo Journalism
- Mobile Phones in Journalism: Opportunities & Challenges
- Management of Photographs & Digital Archive

### Suggested Readings

1. ਫੋਟੋਗ੍ਰਾਫੀ, ਜਨਮੇਜਾ ਸਿੰਘ ਜੌਹਲ
2. Photo Patrkarita by Subash Supru.
3. Practical photo journalism: a professional guide by Martin Keena.
4. The digital photography by Scott Kelby.
5. Photo journalism: the professional's Approach by Kenneth Kobre.

Dr. Happy Jeji

Mf. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

SYLLABUS  
B.A.PART-III  
JOURNALISM & MASS COMMUNICATION  
SEMESTER-V  
Session: 2023-24

BA-519P PRACTICAL: PHOTO JOURNALISM

Max. Marks: 30  
Pass Marks: 11

**Practical Exercises:**

- Analysis of Newspaper's Photographs
- Photography Exercises
- Story telling of Photographs
- Caption Writing Exercises

**Project:** It is mandatory for every student to submit five photographs and One Photo Feature

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi



# SYLLABUS

Name of Course: Journalism & Mass Communication

BA-619 CYBER JOURNALISM

B.A.III. (Semester-VI)

Session: 2023-24



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MATA GUJRI COLLEGE

FATEHGARH SAHIB

(AN AUTONOMOUS COLLEGE)

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Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

### Scheme of Theory and Internal Assessment Marks

Total Theory Marks	Minimum Theory Pass Marks (35%)	Total Internal Assessment Marks	Minimum Internal Assessment Pass Marks (35%)	PRACTICAL	Minimum Practical Pass Marks (35%)	Total Marks	Total Time	Required Lectures
50	18	20	07	30	11	50+30+20=100	3 hours	75%

### Marks Division of Internal Assessment

MST (50%)	Class Attendance (20%)	Assignment (30%)	Total
10 Marks	04 Marks	06 Marks	20 Marks

#### Course Objectives:

This paper will lead students to understand the functions and characteristics of cyber media and its pros and cons, identify different modes and types of cyber media.

#### Course Specific Outcomes:

1. The students will have a better knowledge about uses of cyber media for journalistic purpose.
2. The students will be able to find the pros and cons and identify different modes and types of cyber media.

Dr. Happy Jeji

Mr. Hargunpreet Singh

Mr. Pritpal Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi

**B.A. PART-III**  
**JOURNALISM & MASS COMMUNICATION**  
**Semester-VI**  
**Session: 2023-24**  
**BA-619 CYBER JOURNALISM**

Max. Marks: 50  
Pass Marks: 35%  
(Theory & Practical separately)

Time Allowed: 3 hrs.

**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 8 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 18 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

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


**UNIT I**

- Cyber Space
- Information Super Highway
- Internet and Information Revolution
- Fundamentals of Cyber Media
- Comparison of Cyber Media with Print, TV & Radio
- Advantages & Disadvantages of Cyber Journalism
- Basic rules of writing for web media
- Writing news, features and articles on web

**UNIT II**


- Impact of Web Journalism
- Presentation & Layout of Web Newspapers & Magazines
- Advertising on the Web
- Future of Web Journalism

  
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Ms. Meenakshi

- Trends in Cyber Reporting & Editing
- Citizen Journalism: Pros and Cons
- Ethics of Web content writing

#### Suggested Readings

1. Cyberspace Aur Media by Sudhir Pachauri.
2. Bharihoke Deepak, Fundamentals of Information Technology
3. Agarwal Ramesh & Tiwari Bharat Bhushan, Multimedia Systems
4. Dudeja V.D. , IT in the New Millenium :
5. Sah S L , IT
6. D'souza Y K, Electronic Media & the Internet
7. Seema Hasan, Mass Communication

Dr. Happy Jeji

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Mr. Pratul Singh Maharana

Mr. Dilraj Singh

Mr. Sukhwinder Singh Grewal

Ms. Meenakshi



SYLLABUS

B.A.PART-III  
JOURNALISM & MASS COMMUNICATION  
SEMESTER-VI  
Session: 2023-24


BA-619P PRACTICAL: CYBER JOURNALISM

Max. Marks: 30  
Pass Marks: 11

**PRACTICAL EXERCISES**

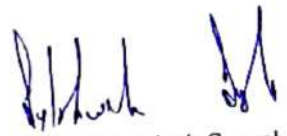
1. How to get information from various sources.
2. Writing stories, features, conducting interviews.

  
Dr. Happy Jeji

  
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Mr. Pripal Singh Maharana

  
Mr. Dilraj Singh

  
Mr. Sukhwinder Singh Grewal

  
Ms. Meenakshi