

BA (Journalism and Mass Communication)

PO1: Creating opportunities for knowledge sharing and developing professional expertise, providing impetus to developing high journalistic standards to enhance the committed and responsible social behaviour and harmony among people, collaborating with media houses and leading practitioners.

PO2: Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

PO3: Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

PO4: Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

PO5: Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

PSO1: Imparts the students to create and design emerging media products, including blogs, digital video, social media and digital photography.

PSO2: Acquaint students to write a variety of mass media products, including news stories, press releases, and advertising copy.

PSO3: Keep students to develop a practical understanding of underlying principles of Mass Communication and Journalism Industry.

PSO4: Writing, editing and designing newspapers, shoot and anchor news bulletins and television programmes, make radio jingles, print and web advertisement and production of corporate films and documentaries

Course name: Communication Skills in English-I

Class: BAJMC Semester: I

OBJECTIVES OF THE COURSE: The course is designed to help the students hone their communication skills in order to exchange the information and ideas, whether written or oral. The aim of the course is to educate the students about successful businesses and for building relationships by influencing interactions either positively or negatively. It further acquaints the students about the patterns acquired in English pronunciation, with the purpose of increasing the knowledge about phonetics and phonology and to improve the pronunciation and their listening ability.

Course Outcomes:

At the end of the course the student should be able to-

- Enumerate listening as well as speaking and conversational skills in a business communication.
- Define guidelines and etiquettes in either making or receiving telephone calls for an effective business communication.
- Cultivate the skill of Note-Taking and define its importance.
- Transcribe the words in IPA symbols.
- Mark word stress in the words of English as per the rules.
- Prepare and present oral presentation for the practical/oral testing.
- Impressively participate in a group discussion.
- Have a good command over the English language keeping in mind the tone and gestures.

ਪਰਚਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਕੋਰਸ ਦਾ ਨਾਂ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀਐੱਸ.ਸੀ (ਬੀ.ਟੀ.) / ਬੀ.ਕਾਮ/ ਬੀ.ਸੀ.ਏ/ ਬੀ.ਵਾਕ/ ਬੀ.ਐਮਐਮ

ਸਮੇਸਟਰ: ਪਹਿਲਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ :

ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਾਹਿਤ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਕੀਤੀ ਜਾਵੇਗੀ। ਬੌਧਿਕ ਪੱਧਰ ਤੇ ਵਿਕਾਸ ਕੀਤਾ ਜਾਵੇਗਾ। ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੀ ਮਾਂ ਬੋਲੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾਵੇਗਾ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿਦਿਅਕ, ਬੌਧਿਕ ਅਤੇ ਸਰਬਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

1. ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
2. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
3. ਭਾਸ਼ਾ ਦੀ ਅੰਦਰੂਨੀ ਬਣਤਰ ਸੰਬੰਧੀ ਗਿਆਨ ਪ੍ਰਾਪਤ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ:

1. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੋਚਣ ਸ਼ਕਤੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
2. ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
3. ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।
4. ਕੋਈ ਵੀ ਸਾਹਿਤਕ ਰਚਨਾ ਦੇ ਕੇ ਉਸ ਵਿਚਲੇ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪਰਤਾਂ ਉਜਾਗਰ ਕਰਨ ਦਾ ਹੁਨਰ ਵਿਕਸਿਤ ਕੀਤਾ ਜਾਵੇਗਾ।

ਅਮਲੀ ਹੁਨਰ:

1. ਇਸ ਪ੍ਰੋਗਰਾਮ ਦੇ ਜਰੀਏ ਪ੍ਰਾਪਤ ਕੀਤੇ ਗਿਆਨ ਨੂੰ ਵਿਦਿਆਰਥੀ ਵੱਖ-ਵੱਖ ਖੇਤਰਾਂ ਵਿਚ ਲਾਗੂ ਕਰ ਸਕਦੇ ਹਨ।
2. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
3. ਆਪਣੀ ਮਾਂ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ) ਦੇ ਵਿਕਾਸ ਵਿਚ ਅਹਿਮ ਯੋਗਦਾਨ ਪਾਉਣਗੇ।

ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਿਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ:

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ ਵਿਚਲੇ ਲੇਖਾਂ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਕੇ ਵਿਦਿਆਰਥੀ ਉਸਾਰੂ ਸੋਚ ਅਤੇ ਪਾਰਦਰਸ਼ੀ ਨਜ਼ਰੀਏ ਨਾਲ ਸਮਾਜ ਵਿਚ ਵਿਚਰਣ ਦੇ ਯੋਗ ਹੋਣਗੇ। ਨਾਟ ਕਲਾ ਦੇ ਜਰੀਏ ਵਿਦਿਆਰਥੀ ਨਿੱਜੀ ਅਤੇ ਸਮਾਜਿਕ ਮਸਲਿਆ ਪ੍ਰਤੀ ਸੁਚੇਤ ਹੋਣਗੇ ਅਤੇ ਸਮਾਜ ਨੂੰ ਵੀ ਜਾਗਰੂਕ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।

ਕੋਰਸ ਦਾ ਨਾਂਮੁੱਢਲੀ ਪੰਜਾਬੀ

ਕਲਾਸਬੀ ਏ/ਬੀ ਐਮ/ਬੀ ਕੋਮ ਬੀ ਸੀ ਏ/ਬੀ ਐਸ ਈ ਆਈ ਟੀ/

ਬੀ ਵੋਕ/ਬੀ ਐਮ ਐਮ/ਬੀ ਜੇ ਐਮ ਸੀ

ਸਮੇਸਟਰਪਹਿਲਾ

ਕੋਰਸ ਦਾ ਉਦੇਸ਼

- * ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਪੜ੍ਹਨੀ ਅਤੇ ਲਿਖਣੀ ਸਿਖਾਉਣੀ
- * ਵਿਆਕਰਣ ਦੀਆਂ ਬਾਰੀਕੀਆਂ ਬਾਰੇ ਦੱਸਣਾ
- * ਪੰਜਾਬੀ ਸਾਹਿਤ ਬਾਰੇ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਨਾ
- * ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕਰਨਾ
- * ਸੰਵਾਦ ਰਚਾਉਣ ਦੇ ਯੋਗ ਬਣਾਉਣਾ

ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ

(ੳ) ਬੌਧਿਕ ਹੁਨਰ

- * ਸ਼ੁੱਧ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਲਿਖਣ ਅਤੇ ਪੜ੍ਹਨ ਦੇ ਯੋਗ ਹੋਣਾ
- * ਵਿਆਕਰਨ ਬਾਰੇ ਗਹਿਰਾਈ ਨਾਲ ਜਾਣਕਾਰੀ ਹੋਣਾ
- * ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ ਦਾ ਅੰਤਰ ਪਤਾ ਹੋਣਾ
- * ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀਆਂ ਸਾਹਿਤਕ ਕਿਰਤਾਂ ਦੀ ਜਾਣਕਾਰੀ ਹੋਣਾ

(ਅ) ਅਮਲੀ ਹੁਨਰ

- * ਮਾਤ ਭਾਸ਼ਾ ਪ੍ਰਤੀ ਸਤਿਕਾਰ ਦੀ ਭਾਵਨਾ
- * ਵਿਆਕਰਨ ਦੇ ਨਿਯਮ ਸਮਝਣ ਦੀ ਯੋਗਤਾ
- * ਸ਼ੁੱਧ ਭਾਸ਼ਾ ਪੜ੍ਹਨ ਅਤੇ ਲਿਖਣ ਦੀ ਯੋਗਤਾ
- * ਈ-ਸਰੋਤਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਹੋਣਾ

(ੲ) ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਕ ਪੱਧਰ 'ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ

- * ਸ਼ੁੱਧ ਸੰਚਾਰ ਕਰਨ ਦੀ ਯੋਗਤਾ
- * ਟੀਮ ਵਰਕ ਦੀ ਯੋਗਤਾ
- * ਚੰਗੀ ਲੀਡਰਸ਼ਿਪ ਦੀ ਯੋਗਤਾ
- * ਸਮਸਿਆਵਾਂ ਨੂੰ ਸਮਝਣ ਅਤੇ ਹੱਲ ਕਰਨ ਦੀ ਯੋਗਤਾ

Course Name: **Principles of Communication- I**

Class: **BAJMC**

Semester: **I**

Objective of the course: To help the students to understand the advanced concepts related to communication, its process, forms, theories and models..

Course Outcome:

a) Knowledge & Understanding*:

Students will know:

- What is communication?
- What are the various forms of communication?
- Fundamentals of communication
- Theories of communication
- Models of communication.

b) Intellectual Cognitive/ Analytical skills*

- The students will be able to
- Understand the process of communication
- Analyze the various forms of communication
- Understand the basic theories & models of communication

c) Practical Skills

The students will be able to

- Communicate well
- Conduct interviews as they will be able to adjust themselves according to the situation
- Understand the importance of communication

d) Transferable Skills

Students will be able to

- Communicate well
- Conduct conferences & seminars

Course Name: **Media & Politics-I**

Class: **BAJMC**

Semester:**I**

Objective of the course: To help the students understand the basics of media and the politics. The role of media in influencing the government.Understanding of administrative set-up.

Course Outcome:

a) Knowledge & Understanding*:

Students will know:

- About Indian Politics
- Impact of media on political system of India
- Knowledge about Rajyasabha&Loksabha television
- Understanding of Constitution & Governance
- Analyse of administrative set-up

b) Intellectual Cognitive / Analytical Skills

The students will be able to

- : Analyse the Indian Politics
- : Understanding of media influence on political system
- : Analyse of Constitution & Governance

c) Practical Skills

The students will be able to

- : Participate in the current politics
- : basic knowledge about various mediums of media

d) Transferable Skills*

The students will be able to

- : The students will be able take part in political debates
- : Influence the political system

Course Name: Reporting and Editing I

Class: BA(JMC)

Semester I

Objective of the course: To create an understanding of the basic concepts related to definition of news, sources of news, types and news writing techniques.

Course Outcomes:

a) Knowledge & Understanding

- The students will be able to differentiate news from the information.
- The students will be able to write a news story.
- The students will get basic understanding of the news writing and editing techniques.
- The students will get knowledge about the various sections of a newspaper organization.

b) Intellectual Cognitive/ analytical skills

- The students will develop interest in reading newspapers and understanding current issues.
- The students will be able to analyse the various dimensions of an issue.
- The students will contribute to the print media by writing the most basic format i.e. letter to editor.
- The students will be able to participate in group discussions on the current affairs discussed during the study.

c) Practical Skills

- The students can cover a news story and write it on their own.
- They will be able to make distinction among various news stories on the basis of news values.
- The students will develop writing skills.
- The students will get to know about various sources of a news story.

d) Transferable skills

- The students can get overall developments in their personality and can contribute to the societal problems by identifying the needs of the society.

Course Name: Photo Journalism

Class: BAJMC Semester: I

Objective of the course: To help the students understand the basics of Photojournalism, handling of still camera and the job of a photojournalist.

Course Outcomes:

a) Knowledge & Understanding:

Students will know:

- How a digital SLR camera works
- The basic terminology related to clicking photographs
- The theoretical concepts related to photography

b) Intellectual Cognitive/ analytical skills

The students will be able to

- Understand the different requirements for clicking photographs in different situations
- Understand the various shots and angles for taking photographs
- Know about the day to day working of a photojournalist

c) Practical Skills

The students will be able to

- Take good photographs in various situations
- Operate a digital SLR camera
- Understand its various settings

d) Transferable skills

The students will be able to

- Understand the concept of photography better
- Take creative photographs

Course Name: Problem Of Drug Abuse: Management And Prevention

Class: BAJMC Semester: I

Objectives of the Course:

The objective of course is to explore Meaning, Nature and Extent of Drug Abuse in India and Punjab. It provides knowledge Consequences of Drug Abuse for individual, family, society and nation. It also explains the Medical Management, Psychiatric Management, and Social Management. It explore the prevention and management of the drug abuse.

Course Outcomes:

A. Knowledge and Understanding):

Students will

- Understand the Meaning of Nature and Extent of Drug Abuse in India and Punjab and Consequences of Drug Abuse
- Understand the management of the Drug Abuse
- Understand the Prevention of Drug Abuse
- Understand the Controlling Drug Abuse

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Identify the difference between varieties of drugs.
- Know the types of drug abuse.
- Think critically regarding the prevention and management of drug abuse.
- Provide awareness, seminar, camps regarding drug abuse
- The NDPs act, Statutory warnings, Policing of Borders

D. Transferable Skills:

Students will be able to

- Communicate with public during seminars.
- Work with the de-addiction centers.
- Provide counseling, family and group therapy.
- Do advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program.

Course name: Communication Skills in English-II

Class: BAJMC Semester: II

OBJECTIVES OF THE COURSE: The course is designed to help the students hone their communication skills in order to exchange the information and ideas, whether written or oral. The aim of the course is to educate the students about successful businesses and for building relationships by influencing interactions either positively or negatively. It further acquaints the students about the patterns acquired in English pronunciation, with the purpose of increasing the knowledge about phonetics and phonology and to improve the pronunciation and their listening ability.

Course Outcomes:

At the end of the course the student should be able to-

- Enumerate listening as well as speaking and conversational skills in a business communication.
- Define guidelines and etiquettes in either making or receiving telephone calls for an effective business communication.
- Cultivate the skill of Note-Taking and define its importance.
- Transcribe the words in IPA symbols.
- Mark word stress in the words of English as per the rules.
- Prepare and present oral presentation for the practical/oral testing.

- Impressively participate in a group discussion.
- Have a good command over the English language keeping in mind the tone and gestures.

ਪਰਚਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਪ੍ਰੋਗਰਾਮ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀਐੱਸ.ਸੀ (ਬੀ.ਟੀ.) / ਬੀ.ਕਾਮ/ ਬੀ.ਸੀ.ਏ/ ਬੀ.ਵਾਕ/ ਬੀ.ਐਮਐਮ

ਸਮੇਸਟਰ -ਦੂਜਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ : ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਾਹਿਤ ਪੜ੍ਹਨ ਦੀ ਰੁਚੀ ਪੈਦਾ ਕੀਤੀ ਜਾਵੇਗੀ । ਬੌਧਿਕ ਪੱਧਰ ਤੇ ਵਿਕਾਸ ਕੀਤਾ ਜਾਵੇਗਾ । ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਆਪਣੀ ਮਾਂ ਬੋਲੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾਵੇਗਾ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿਦਿਅਕ ਬੌਧਿਕ ਅਤੇ ਸਰਬ-ਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

ਇਸ ਪ੍ਰੋਗਰਾਮ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

- ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
- ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
- ਭਾਸ਼ਾ ਦੀ ਅੰਦਰੂਨੀ ਬਣਤਰ ਸੰਬੰਧੀ ਗਿਆਨ ਪ੍ਰਾਪਤ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ:

1. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੋਚਣ ਸ਼ਕਤੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
2. ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
3. ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਦਾ ਗਹਿਨ ਅਧਿਯਨ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।
4. ਕੋਈ ਵੀ ਸਾਹਿਤਕ ਰਚਨਾ ਦੇ ਕੇ ਉਸ ਵਿਚਲੇ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪਰਤਾਂ ਉਜਾਗਰ ਕਰਨ ਦਾ ਹੁਨਰ ਵਿਕਸਿਤ ਕੀਤਾ ਜਾਵੇਗਾ।

ਅਮਲੀ ਹੁਨਰ (Practical skill) :

1. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
2. ਆਪਣੀ ਮਾਂ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ) ਦੇ ਵਿਕਾਸ ਵਿਚ ਅਹਿਮ ਯੋਗਦਾਨ ਪਾਉਣਗੇ।
3. ਵੱਖ ਵੱਖ ਨਾਇਕਾਂ ਦੀਆਂ ਜੀਵਨੀਆਂ ਪੜ੍ਹ ਕੇ ਵਿਦਿਆਰਥੀ ਪ੍ਰੇਰਿਤ ਹੋਣਗੇ।

ਕੋਰਸ ਦਾ ਨਾਮ : ਮੁੱਢਲੀ ਪੰਜਾਬੀ

ਕੋਰਸ ਦਾ ਨਾਂ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀਐੱਸ.ਸੀ (ਬੀ.ਟੀ.) / ਬੀ.ਕਾਮ/ ਬੀ.ਸੀ.ਏ/ ਬੀ.ਵਾਕ/ ਬੀ.ਐਮਐਮ

ਸਮੇਸਟਰ –ਦੂਜਾ

- 1) ਕੋਰਸ ਦਾ ਉਦੇਸ਼ :- ਇਸ ਕੋਰਸ ਦਾ ਉਦੇਸ਼ ਵਿਦਿਆਰਥੀ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਮੁੱਢਲਾ ਗਿਆਨ ਦੇਣਾ ਜਿਸ ਨਾਲ ਉਹ ਭਾਸ਼ਾ ਦਾ ਸਹੀ ਰੂਪ ਵਿਚ ਉਚਾਰਨ ਤੇ ਵਿਆਕਰਣ ਬਾਰੇ ਮੁੱਢਲੇ ਤੌਰ ਤੇ ਚੰਗੀ ਜਾਣਕਾਰੀ ਪ੍ਰਾਪਤ ਕਰ ਸਕੇ। ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਬਣਤਰ ਬਾਰੇ ਦੱਸਦੇ ਹੋਏ, ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆ ਦੀ ਪਹਿਚਾਣ ਅਤੇ ਵਰਤੋਂ, ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਬਾਰੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਗਿਆਨ ਦੇਣਾ ਹੈ।

ਇਸ ਪ੍ਰੋਗਰਾਮ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ

- 1) ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਗਿਆਨ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
- 2) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਤੇ ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਬਾਰੇ ਜਾਣਕਾਰੀ।
- 3) ਆਪਣੀ ਮਾਤ ਭਾਸ਼ਾ ਪੰਜਾਬੀ ਚੰਗੀ ਤਰ੍ਹਾਂ ਜਾਣਕਾਰੀ ਤੇ ਸੁੱਧ ਉਚਾਰਨ ਕਰਨ ਵਿਚ ਕਾਮਯਾਬ ਹੋਣਗੇ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਅੰਦਰ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਸਿਖਣ ਤੇ ਸਮਝਣ ਦਾ ਹੌਸਲਾ ਹੋਰ ਵਧੇਗਾ।
- 4) ਬੱਚੇ ਆਪਣੀ ਮਾਂ-ਬੋਲੀ ਬਾਰੇ ਚੰਗੀ ਤਰ੍ਹਾਂ ਜਾਣਨਗੇ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ :

- 1) ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਸਹੀ ਰੂਪ ਵਿਚ ਸਮਝ ਸਕਣਗੇ ਅਤੇ ਉਸ ਬਾਰੇ ਖੁਦ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋਣਗੇ।
- 2) ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਰਾਹੀਂ ਸ਼ਬਦ ਜੋੜ, ਵਾਕ ਨੂੰ ਸਹੀ ਰੂਪ ਵਿਚ ਬਣਾ ਸਕਣਗੇ।
- 3) ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸਾਹਿਤ ਤੇ ਸੱਭਿਆਚਾਰ ਨਾਲ ਜੁੜਣਗੇ।

ਅਮਲੀ ਹੁਨਰ (Practical skill)

1) ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਸ਼ਬਦ ਜੋੜ, ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ, ਵਾਕ ਬਣਤਰ, ਨਾਵ-ਪੜਨਾਂਵ ਨੂੰ ਚਾਟ ਦੀ ਸਹਾਇਤਾ ਨਾਲ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰਨਾ ਸਿਖਾਇਆ ਜਾਵੇਗਾ।

2) ਵਿਦਿਆਰਥੀ ਨੂੰ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਲਈ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨਾਲ ਜੁੜੀਆਂ ਵੈਬਸਾਇਟ ਨਾਲ ਸਾਂਝ ਪਵਾਈ ਜਾਵੇਗੀ

3) ਬਲੋਕ ਬੋਰਡ ਜਾਂ ਚਾਰਟ, ਨੋਟ ਬੁੱਕ ਉਪਰ ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਸਬੰਧ, ਯੋਜਕ ਵਾਕ ਬਣਤਰ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਆਦਿ ਦਾ ਵਰਗੀਕਰਨ ਕਰਨਾ ਸਿਖਾਇਆ ਜਾਵੇਗਾ।

ਵਿਦਿਆਰਥੀ ਦੀ ਪਰਖ ਲਈ ਉਹਨਾਂ ਨੂੰ ਸਮੇਂ ਸਮੇਂ ਉਪਰ ਸਵਾਲ ਜਵਾਬ ਕੀਤੇ ਜਾਣਗੇ। ਉਹਨਾਂ ਤੋਂ ਲਿਖਤ ਕਾਰਜ ਕਰਵਾਇਆ ਜਾਵੇਗਾ। ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਉਪਰ ਬੋਲਣ ਜਾਂ ਚਾਰਟ ਤੇ ਬਲੋਕ ਬੋਰਡ ਦੀ ਸਹਾਇਤਾ ਰਾਹੀਂ ਉਹਨਾਂ ਦੇ ਹੁਨਰ ਨੂੰ ਪਰਖਿਆ ਜਾਵੇਗਾ।

ਭਾਸ਼ਾ ਦੇ ਵਿਵਹਾਰਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ

1) ਭਾਸ਼ਾ ਨੂੰ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਢੰਗ ਨਾਲ ਵਰਤਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।

2) ਪੰਜਾਬੀ ਦੇ ਨਵੇਂ ਸ਼ਬਦਾਂ ਤੇ ਵਾਕਾਂ ਨੂੰ ਬਣਾਉਣ ਵਿਚ ਸਮੱਰਥ ਹੋਣਗੇ।

3) ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਨੂੰ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਲ ਹੋਣਗੇ।

4) ਵਿਦਿਆਰਥੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਦਾ ਹੁਨਰ ਪਰਿਪੱਕ ਹੋਵੇਗਾ।

Course Name: BA(JMC)

Class : Press Laws & Media Ethics

Semester: II

Objectives of the Course:

Mass communication and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Program Learning Outcomes:

(Knowledge and Understanding, Intellectual Skills, practical Skills, Transferable skills).

Learning Outcomes:

A. Knowledge and Understanding):

Students will

- know how to apply the press laws and media ethics in their profession.
- understand and explain the basic concepts associated with the different aspects of media laws.
- Students will learn the code of ethics applicable at various media institutions like AIR, TV, Cable and Radio.

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Understand the way he/she should behave as a media professional while covering different beats.
- To know about various words and phrases used in newspaper stories related to the subject.

C. Practical Skills

Students will learn to:

- Responsibly cover the various news stories.
- Make a clear distinction between yellow journalism and the current scenario.
- Understand the meaning of Freedom of Speech and Expression guaranteed under article 19(1) (a) and reasonable restrictions under article 19(2).

D. Transferable Skills :

Students will be able to

- understand the social responsibility of media.
- learn to think more creatively as well as comparatively, and
- display better mass communication skills with respect to media laws.

Course Name: History of Print Media

Class : BAJMC

Semester: II

Objectives of the Course:

This course aims at familiarizing the students with the history and origin of newspapers in India. It also aims at informing the students with the history of prominent publications of the country.

Program Learning Outcomes:

(Knowledge and Understanding, Intellectual Skills, practical Skills, Transferable skills).

Learning Outcomes:

A. Knowledge and Understanding):

Students will

- know how newspapers began in the country
- understand the factors which led to the growth and development of print media.
- learn about the prominent personalities who contributed in development of newspapers and magazines.
- understand the problems faced by print media before and after partition of the country

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- ascertain the factors responsible for development of print media
- gain familiarity with the need for print media as a means of mass communication

C. Practical Skills

Students will learn to:

- compare the content of newspapers
- understand the editorial policy of newspapers

D. Transferable Skills :

Students will be able to

- understand print media more effectively,
- learn to think more creatively as well as comparatively

Course Name: Mass communication: Concepts & Processes

Class: BAJMC

Semester:2

Objectives of the Course:

This course aims at acquainting students with linguistics as the science of language study, its aims, aspects and relations to other forms of communication. It also aims at acquainting students with the nature of mass communication and its characteristics, features and functions along with the study of mass media.

Course Outcomes:

A. Knowledge and Understanding):

Students will

- know how to define mass communication along with its deep study that includes its characteristics, features and functions.
- Know how to analyze the different mass medium.
- Know how to interact with masses .
- Able to identify the influence and impact of mass media.

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Identify the various forms of communication.
- analyze of different tools of communication which includes newspaper, magazine, radio, television, advertising and public relation.
- analyze the different audience along with their characteristics.
- think critically about the different theories of mass communication

C. Practical Skills

Students will learn to:

- Transcribe words, and sentences facing the audio system/camera.
- Assign the correct semantic category to various linguistic items.
- Analyze communication dynamics
- Will learn more about various forms of communication.

D. Transferable Skills :

Students will be able to

- use language more effectively,
- learn to think more creatively as well as comparatively, and
- display better cross- cultural communication skills.

Course Name: Design and Graphics

Class : B.A. (JMC)

Semester: II

Objectives of the Course:

This course aims at learning about Design and Graphics in practical or theoretical way. In this work based on Elements of Design and Graphics, use of multimedia and different types of printing methods. There are various terms used for what is essentially the same technique. One of the main goals and objective of this course is to give knowledge about multimedia, their principles and elements, printing methods and types of paper to the students both in practical and theoretical way.

Course Name: Reporting and Editing-II

Class: BAJMC Semester: III

Objective of the course: To help the students understand the advanced concepts related to a newspaper and its working, the structuring of a newspaper and the role of various people associated with it.

Course Outcomes:

a) Knowledge & Understanding:

Students will know:

- What a news bureau is
- What are the various forms of reporting
- What is the structure of Editorial and Op-Ed pages
- Structuring of the various content that goes into a newspaper

b) Intellectual Cognitive/ analytical skills

The students will be able to

- Analyze different sections of a newspaper
- Understand various forms of reporting
- Analyse the difference between various opinion pieces that go into a newspaper

c) Practical Skills

The students will be able to

- Write various opinion pieces like Features, Articles, Interviews
- Conduct interviews for print media pieces
- Understand importance of editorial page

d) Transferable skills

The students will be able to

- Read and understand a newspaper better
- Write creative pieces for newspapers

Course Name: Problem Of Drug Abuse: Management And Prevention

Class: BAJMC Semester: II

Objectives of the Course:

The objective of course is to explore Meaning, Nature and Extent of Drug Abuse in India and Punjab. It provides knowledge Consequences of Drug Abuse for individual, family, society and

nation. It also explains the Medical Management, Psychiatric Management, and Social Management. It explore the prevention and management of the drug abuse.

Course Outcomes:

A. Knowledge and Understanding):

Students will

- Understand the Meaning of Nature and Extent of Drug Abuse in India and Punjab and Consequences of Drug Abuse
- Understand the management of the Drug Abuse
- Understand the Prevention of Drug Abuse
- Understand the Controlling Drug Abuse

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Identify the difference between varieties of drugs.
- Know the types of drug abuse.
- Think critically regarding the prevention and management of drug abuse.
- Provide awareness, seminar, camps regarding drug abuse
- The NDPs act, Statutory warnings, Policing of Borders

D. Transferable Skills:

Students will be able to

- Communicate with public during seminars.
- Work with the de-addiction centers.
- Provide counseling, family and group therapy.
- Do advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program.

Course Name: **News Feature Writing -III**

Class: **BAJMC**

Semester :**III**

Objective of the course: To help the students understand the advanced concepts related to newspaper and its working, the structuring of feature in newspaper. Elements of feature & writing of feature

Course Outcome:

a) Knowledge & Understanding:

- :What is feature
- : Elements of feature
- : Types of feature
- : Writing feature

b) Intellectual Cognitive/Analytical Skills:

The students will be able to

- : Analyse different types of feature
- : Understanding of importance of feature in newspaper
- : Analyse the difference between various features that go into a newspaper

c) Practical Skills

The students will be able to

- : Write various opinion pieces like Features
- : Conduct interview for print media pieces
- : understand the importance feature in Newspaper, Magazines etc

d) Transferable Skills

The students will be able to

- : Read & write feature better
- : Write more creatively

Course Name: **History of Broadcasting: Policies and Principles**

Class: **BA(JMC)**

Semester **III**

Objective of the course: To create an understanding of the basic concepts related to development of radio and television in India, the basic knowledge of working and formats of AIR and DD centers across the country.

Course Outcomes:

a) Knowledge & Understanding

- The students will be get knowledge about AM and FM transmission.
- The students will get knowledge about various formats of Radio and TV transmission.
- The students will get basic understanding of PrasarBharti Act.
- The students will get knowledge about the various organizations of I& B ministry which are related to mass communication.

b) Intellectual Cognitive/ analytical skills

- The students will develop interest radio programming.
- The students will be able to analyze the broadcasting principles.
- The students will get knowledge about community radio and its need.
- The students will be able to participate in group discussions on public service broadcasting.

c) Practical Skills

- The students can practically make programs on various Radio and TV formats.
- They will be able to understand the SITE and its relevance.
- The students will develop writing skills on the basic concepts of broadcasting in India.
- The students will get to know about various stages in the growth of Radio and TV in India.

d) Transferable skills

- The students can understand the various problems existing in our society and aware the masses through representing such problems through programs broadcasted through Radio and TV.

Course Name: **Development and Communication**

Class: **BA(JMC)**

Semester **III**

Objective of the course: To create an understanding of the basic concepts related to development and its indicators, history of development in India, five year plans developed by governments from time to time and the institutional developmental perspectives.

Course Outcomes:

e) Knowledge & Understanding

- The students will be able to define development.
- The students will identify the need of development in society.
- The students will get basic understanding of Development Communication, C4D, Communication for Development.
- The students will get knowledge about the various problems which lead to underdeveloped society.

f) Intellectual Cognitive/ analytical skills

- The students will develop interest in societal problems.
- The students will be able to analyze the governmental policy outcomes.
- The students can write articles on the related issues for print media.
- The students will be able to participate in group discussions on human development indicators.

g) Practical Skills

- The students can analyze the developmental needs of the society.
- They will be able to understand the policy initiatives of the government to eradicate the poverty.
- The students will develop writing skills on the basic theories of development.
- The students will get to know about developed, developing and underdeveloped nations.

h) Transferable skills

- The students can get overall developments in their personality and can contribute to the societal problems by identifying the developmental needs of the society.

Course Name: Media and Business Communication

Programme : BAJMC

Semester: IV

Objectives of the Course:

This course aims at equipping the students with the working knowledge of business communication and how it is used in media organization. It also aims at discussing various scenarios and situations in which communication is useful in a media organization.

Learning Outcomes:

A. Knowledge and Understanding):

Students will

- know the importance of communication in business organization.
- understand the process, functions and barriers of communication.
- ascertain the various situations in which communication is used in a media organization

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- understand various situations for use of business communication
- understand the importance of dressing, manners and etiquette in business communication
- understand the importance of negotiation and conflict management in everyday business situation

C. Practical Skills

Students will learn to:

- draft business letters in various situations
- learn how to make presentations and give speeches
- understand the importance of communication in various business situations

D. Transferable Skills :

Students will be able to

- understand business communication more effectively,
- learn to think more creatively as well as comparatively

Course Name: Programme Formats: Radio &TV

Class : BA(JMC)

Semester: IV

Objectives of the Course:

Mass communication and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Learning Outcomes:

A Knowledge and Understanding):

Students will

- know about the programming formats of Radio and TV..
- understand and explain the basic concepts associated with the different aspects of TV & Radio programming.
- Students will understand the basic differences between different formats of electronic media.

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Get the working knowledge of basics of script writing for various program formats.
- To know about various words and phrases used in radio and TV productions.

C. Practical Skills

Students will learn to:

- Create programmes of various genres in TV &Radio .
- Make a clear distinction between TV and Radio audiences and their needs.
- Operate the various equipments used in Radio and TV Productions.

D. Transferable Skills :

Students will be able to

- know the basic requirements of being a programme producer.
- learn to think more creatively as well as contextually.

Course Name: Video Production: Idea to Screen

Class : BAJMC

Semester: IV

Objectives of the Course:

This course aims at equipping the students with the working knowledge of video production, working of camera, lighting and sound in production. It also aims at discussing various methods of researching topics and issues which can be used in production

Learning Outcomes:

A. Knowledge and Understanding):

Students will

- know the concept of video production
- know the use of light, camera and sound
- ascertain the various issues which can be highlighted using video production

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- understand various situations for use of video production
- understand the importance of lights and sound in videos
- understand the practical implementation of concepts of video production techniques

C. Practical Skills

Students will learn to:

- how to use video camera
- how to use lights in video production
- how to record video
- how to edit video footage

D. Transferable Skills :

Students will be able to

- understand video production more effectively,
- learn to think more creatively as well as comparatively
- gain working knowledge of the field

Course Name: Folk Media

Class : BAJMC

Semester: IV

Objectives of the Course:

This course aims at acquainting students with the traditional folk's forms of different cultures. It also aims at acquainting students with the nature of different cultures and languages, along with various historic tales.

Learning Outcomes:

A Knowledge and Understanding):

Students will

- Know how to define the folk media, they understand and explain the basic concepts associated with the different branches of folk forms(Puppetry, Street Theatre, Ballad, Nautanki, and other Story Telling Forms).
- Students will understand and be able to describe the differences between the traditional media and folk media.
- Students will be able to examine the advantage of folk media over electronic media.

B. Intellectual (Cognitive/ Analytical) Skills:

Students will be able to

- Identify the difference between folk and traditional media.

- Analyze the various forms of folk media.
- analyze the units of ministry of I&B,
- Determine the flexibility of folk media over modern message.

C. Practical Skills

Students will learn to:

- Analyze the Units Of Ministry of I&B,
- Draw a clear difference between the folk media and electronic media.
- Analyze the various forms of folk culture(folk drama<folk songs<folk theatre).

D. Transferable Skills :

Students will be able to

- use language more effectively,
- learn to think more creatively as well as comparatively, and
- Display better cross- cultural communication skills.

Course Name: BA(JMC)

Programme : Advertising: Concepts & Principles

Semester: IV

Objectives of the Course:

Mass communication and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Learning Outcomes:

B. Knowledge and Understanding):

Students will

- Get to know about the fundamentals of advertising and the interrelated concepts.
- understand the various types of advertising.
- Students will understand the basic differences between different advertising formats of electronic and print media.

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Get the working knowledge of basics of script writing for various types of advertisements.
- To know the ethics of advertising.

C. Practical Skills

Students will learn to:

- Create advertisements of various genres in Newspaper, TV &Radio .
- Make a clear distinction between various types of advertisements.
- The script writing capability of students will improve.

D. Transferable Skills :

Students will be able to

- know the basic requirements of being a advertising production manager.
- learn to think more creatively as copy writer.