

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

BAI
Semester- I & II
Session 2018-19

Max. Marks:	100
Theory	50 Marks
Internal Assessment	20 Marks
Practical	30 Marks

Note: The paper will carry 50 marks and is of 3 hours duration. 30 marks in paper are for Practical. 20 marks in paper are for Internal Assessment.

The Breakup of 20 marks for Internal Assessment (Theory Paper) is as below:-

1. MSTs 50%	10 Marks
2. Class Attendance 20%	04 Marks
3. Assignment 30%	06 Marks

Total marks	20 Marks
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SYLLABUS

B.A. PART-I

JOURNALISM & MASS COMMUNICATION

SEMESTER-I **(2018-19)**

BA-119 INTRODUCTION TO COMMUNICATION

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: a) To make the students aware of importance of Communication.
b) To introduce the students of Communication Process and Models.

UNIT I

Communication: Meaning, definitions and importance of Communication; Elements of communication; Functions of human communication; 7c's of communication; Various forms of communication: Intrapersonal, Interpersonal, Group, Public and Mass communication, Types of Communication: Verbal, Vocal and Non Verbal Communication; Difference between Communication & Mass Communication

UNIT II

Communication barriers; Four Models of Communication: Aristotle, SMCR, Lasswell and Osgood Model of Communication. Theories of Communication: Bullet Theory, Two-Step Theory, Communication Acquired Theory; Impact of Media on Society and Culture.

SUGGESTED READINGS

1. Aggarwal Vir Bala, V S Gupta, Handbook of Journalism & Mass Communication, Concept Publishing Company
2. Bhattacharjee Shymali, Media and Mass Communication, Kanishka Publishers
3. Duck Steve, Basics of communication, Sage publications
4. Kumar Keval J, Mass Communication In India, Jaico Publication House
5. Kundra Shipra, Process of Communication, Anmol Publications Pvt. Ltd.
6. ਵਾਲੀਆ ਡਾ. ਹਰਜਿੰਦਰ ਅਤੇ ਰਾਏਜ਼ਾਦਾ ਪਾਰੁਲ, ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨ ਸੰਚਾਰ, ਮਦਾਨ ਪਬਲੀਸ਼ਿੰਗ ਹਾਊਸ
7. ਢਿੱਲੋਂ ਰੀਨਾ, ਪੱਤਰਕਾਰੀ, ਮੀਡੀਆ ਤੇ ਜਨਸੰਚਾਰ, ਯੂਨੀਸਟਾਰ ਪਬਲੀਕੇਸ਼ਨਜ਼

SYLLABUS

B.A. PART-I

JOURNALISM & MASS COMMUNICATION

SEMESTER-I

(2018-19)

BA-119P PRACTICAL: INTRODUCTION TO COMMUNICATION

Max. Marks : 30

Pass Marks: 11

PRACTICALS

Exercises related to group communication and public speaking.

B.A. PART-I
JOURNALISM & MASS COMMUNICATION
SEMESTER-II
(2018-19)
BA-219 INTRODUCTION TO 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.

- Objectives:** a) To introduce the students the basics of Journalism
b) To introduce the students the fundamentals of news

UNIT I

Understanding News: meaning, definition, nature ; The news process: Transmission, News Gathering, editing, Printing; Hard news vs. Soft news, basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective; Yellow journalism, Penny press, tabloid press

UNIT II

Understanding the structure and construction of news; Organising a news story, 5W's and 1H, Principles of news writing Rudolf Flesch formula- skills to write news, Inverted Pyramid, Champagne Journalism. Criteria for news worthiness, principles of news selection; Use of archives, sources of news, use of New Media; News Values.
Language and principles of writing: Basic differences between the print, electronic and online journalism; Citizen journalism; Role of Media in a Democracy; Responsibility to Society; Press and Democracy.

SUGGESTED READINGS

1. Parthasarthy, R., Journalism in India, Sterling Publishers Pvt. Ltd.
2. Rau M. Chelapati, The Press in India, Allied Publishers
3. Mehta D.S., Mass Communication and Journalism in India, Allied Publishers
4. Natrajan, J., History of the Press in India, Asia Publishing House
5. Kumar, Kewal J., Mass Communication in India, Jaico Publication House
6. ਸੰਧੂ ਗੁਲਜ਼ਾਰ ਸਿੰਘ, ਜੋਹਲ ਨਵਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਪੱਤਰਕਾਰੀ ਨਿਕਾਸ, ਵਿਕਾਸ ਤੇ ਸਮੱਸਿਆਵਾਂ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਓਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ
7. ਅਟਾਰੀ ਈਸ਼ਰ ਸਿੰਘ, ਭਾਰਤ ਵਿੱਚ ਪੱਤਰਕਾਰੀ ਦਾ ਇਤਿਹਾਸ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਓਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ

B.A. PART-I

JOURNALISM & MASS COMMUNICATION

SEMESTER-II

(2018-19)

BA-219P PRACTICAL: INTRODUCTION TO JOURNALISM

Max. Marks : 30

Pass Marks: 11

PRACTICAL

Viva : 30 Marks