

**Curriculum and Credit Framework for  
Undergraduate Programme  
(Single Major) as per NEP-2020**

**B.A. JOURNALISM AND MASS COMMUNICATION  
(Four Year Degree Programme)**

**3<sup>rd</sup> & 4<sup>th</sup> Semesters**

**For Batch w.e.f. Session: 2022-23**



**University School for Graduate Studies**

**Chaudhary Devi Lal University**

**Sirsa-125055, Haryana**

**2023**



## Exit options and Credit requirements

### SINGLE-MAJOR

Exit with	Credit requirement
<b>Certificate in Journalism &amp; Mass Communication:</b> After successful completion of First year (Two semesters) of the Four-Year Undergraduate Degree Programme.	<b>48</b> (Including Internship of 4 Credits)
<b>Diploma in Journalism &amp; Mass Communication:</b> After successful completion of Two years (Four semesters) of the Four-Year Undergraduate Degree Programme.	<b>94</b> (Including Internship of 4 Credits)
<b>Bachelor of Journalism &amp; Mass Communication:</b> After successful completion of Three years (Six semesters) of the Four-Year Undergraduate Degree Programme.	<b>136</b>
<b>Bachelor of Journalism &amp; Mass Communication (Honours/Honours with Research)</b> After successful completion of Four Years (Eight semesters) of the Undergraduate Degree Programme.	<b>184</b>

Course Category	Course Code	Course Title	Level	Credits			Marks		
				L	P	Total	Int	Ext	Total
<b>SEMESTER-III</b>									
1. DSC	BA/JMC/SM/3/DSC/201	Public Relations	200	4	-	<b>4</b>	30	70	<b>100</b>
	BA/JMC/SM/3/DSC/202	Advertising	200	4	-	<b>4</b>	30	70	<b>100</b>
	BA/JMC/SM/3/DSC/203	Corporate Communication	200	4	-	<b>4</b>	30	70	<b>100</b>
2. MIC	BA/JMC/SM/3/MIC/201	Introduction to Electronic Media	200	4	-	<b>4</b>	30	70	<b>100</b>
	BA/JMC/SM/3/MIC/202	Information Communication Technology	200	4	-	<b>4</b>	30	70	<b>100</b>
3. MDC	BA/JMC/SM/3/MDC/201	Cyber Laws	200	3	-	<b>3</b>	25	50	<b>75</b>
	BA/JMC/SM/3/MDC/202	Data Journalism	200	3	-	<b>3</b>	25	50	<b>75</b>
4. AEC	HIN/AEC/101 OR ENG/AEC/101	Hindi-I Or English-I	200	2	-	<b>2</b>	15	35	<b>50</b>
5. SEC	BA/JMC/SM/3/SEC/201	Soft Skill at Workplace	200	3	-	<b>3</b>	25	50	<b>75</b>
6. VAC	CDLU/VAC/104	Universal Human Values	200	2	-	<b>2</b>	15	35	<b>50</b>
<b>TOTAL</b>						<b>33</b>			<b>825</b>
<b>SEMESTER-IV</b>									
1. DSC	BA/JMC/SM/4/DSC/204	Communication Skills	200	4	-	<b>4</b>	30	70	<b>100</b>
	BA/JMC/SM/4/DSC/205	Social Media	200	4	-	<b>4</b>	30	70	<b>100</b>
2. MIC	BA/JMC/SM/4/MIC/203	Creative Writing	200	4	-	<b>4</b>	30	70	<b>100</b>
	BA/JMC/SM/4/MIC/204	Current Affairs	200	4	-	<b>4</b>	30	70	<b>100</b>
3. MDC	BA/JMC/SM/4/MDC/203	Statistics and Media	200	3	-	<b>3</b>	25	50	<b>75</b>
4. AEC	HIN/AEC/102 OR ENG/AEC/102	Hindi-II Or English-II	200	2	-	<b>2</b>	15	35	<b>50</b>
5. SEC	BA/JMC/SM/4/SEC/202	Print Media Production (Practical)	200	-	3	<b>3</b>	-	75	<b>75</b>
	BA/JMC/SM/4/SEC/203	Computer Studies	200	3	-	<b>3</b>	25	50	<b>75</b>
6. VAC	CDLU/VAC/106	Media and Gender Studies	200	2	-	<b>2</b>	15	35	<b>50</b>
						<b>29</b>			<b>725</b>

# **THIRD SEMESTER**

# PUBLIC RELATIONS

## BA/JMC/SM/3/DSC/201

**Course Credits: 4**

**External: 70**

**Internal: 30**

**Total Marks: 100**

**Time Allowed: 3 Hours**

**Objective:** The course objective is to provide knowledge about the basics of public relations, publicity, propaganda, advertising and e-PR. It is also to understand the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit.

### Unit-1

- 1.1 Definitions and concept of Public Relations.
- 1.2 Principles of PR
- 1.3 Tools of Public Relations.
- 1.4 Public Relations, Publicity & Propaganda.

### Unit-2

- 2.1 Public Relations
- 2.2 Public Relations and advertising.
- 2.3 PR Campaign
- 2.4 Image Building

### Unit-3

- 3.1 Media Relations-
- 3.2 Press release, Press Conference, Meetings & Seminar
- 3.3 Functions & Responsibilities of PRO
- 3.4 Internal & External publics.

### Unit-4

- 4.1 Event management-concept & importance
- 4.2 PR Role in Damage Control
- 4.3 Code of ethics by professional bodies
- 4.4 Crisis management

### Suggested Readings:

1. E.Grunig James and Hunt Todd. 'Managing Public Relations', New York: Rinehart and Winston.
2. JaishriJethwaney and N.N.Sarkar'Public Relations Management', NewDelhi: Sterling Publishers Private Limited.
3. BY J.M.Kaul. 'Public Relations in India' Kolkotta: NayaProkash.
4. CrableE.Richard.Edina,Min, 'PR as Communication Management'. Bellwether Press
5. Baskin W.Otis,AronoffE.Croig and Lattimore Dan.'PublicRelations:The Profession and the Practice' By. Dunuque: Brown & Benchmark.
6. JaishriJethwaney,RaviShanker and NarendraNathSarkar. 'Vigyapanaurjansampark', New Delhi:Sagar Publications

**ADVERTISING**  
**BA/JMC/SM/3/DSC/202**

**Course Credits: 4**  
**External: 70**  
**Internal: 30**  
**Total Marks: 100**  
**Time Allowed: 3 Hours**

**Objectives:** The course objective is to understand basic concepts of advertising and its development. It will aware the importance of advertising in the media and encourage graduates for self-employability. It will also enhance the knowledge of the functioning of advertising agencies, campaign planning and Marketing Research.

**Note for the Paper Setter:** *The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit*

**Unit-1**

- 1.1 Advertising: concept, definitions, importance of advertising
- 1.2 Functions of advertising
- 1.3 Types of advertising
- 1.4 Advertising Appeals

**Unit-2**

- 2.1 Parts of Advertisements
- 2.2 Advertising in various Media.
- 2.3 Advantage and Disadvantage of Various Media advertising
- 2.4 Laws relating to advertising in India

**Unit-3**

- 3.1 Advertising agencies, growth and development
- 3.2 Structure of Ad agencies
- 3.3 Functions of advertisement agencies
- 3.4 Advertising budget

**Unit-4**

- 4.1 Digital Advertising
- 4.2 Empaneling advertising agencies
- 4.3 Branding the product, Brand Image
- 4.4 Advertising ethics

**Suggested Readings:**

1. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.
2. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000.
3. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.

# CORPORATE COMMUNICATION

BA/JMC/SM/3/DSC/203

**Course Credits: 4**

**External: 70**

**Internal: 30**

**Total Marks: 100**

**Time Allowed: 3 Hours**

**Course Objectives:** The course objective is to understand the basics of web & Mobile Journalism. Students also gain proficiency in specific uses of various types of digital media platforms and it will also provide understanding of etiquette of various social media.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

## Unit-I

- 1.1 Corporate Communication: concept and definition,
- 1.2 Evolution and History of Corporate Communication,
- 1.3 Principles of Corporate Communication
- 1.4 Corporate Communication and growth of the organization

## Unit-II

- 2.1 Corporate Communication and Media Houses
- 2.2 Corporate Communication Advertisement agencies
- 2.3 Emerging Trends in Corporate Communication
- 2.4 Role of digital media in corporate Communication

## Unit-III

- 3.1 Role of Corporate Communication in damage control & crisis management
- 3.2 Corporate communication: Planning, management and execution
- 3.3 Feature of Corporate Communication in India
- 3.4 Research in the field of Corporate Communication

## Unit-IV

- 4.1 Corporate Communication in Multi National Companies
- 4.2 In house production in corporate in companies digital Journalism
- 4.3 Business and Corporate writing
- 4.4 Understanding Corporate Social Responsibility (CSR)

### Suggested Readings:

1. Essentials of Corporate Communication, Cees B.M. Van Riel, Charles J. Fombrun
2. Corporate Communication Skills For Professionals Paperback, Satish Babu Bachu (Author)
3. CORPORATE COMMUNICATION : Trends and Features, Dr.Sapna.M.S (Author)
4. Corporate Communication, Jaishri Jethwaney (Author)



# INTRODUCTION TO ELECTRONIC MEDIA

BA/JMC/SM/3/MIC/201

**Course Credits: 4**

**External: 70**

**Internal: 30**

**Total Marks: 100**

**Time Allowed: 3 Hours**

**Objective:** The course objective is to understand and the working pattern of electronic media including basic techniques of broadcasting, its growth and development. It will conceptualize various programme production for radio, television and Internet.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

## Unit-1

- 1.1 History and development of radio broadcasting in India
- 1.2 Structure and functions of AIR
- 1.3 Different types of radio stations.
- 1.4 Prasar Bharti Act

## Unit-2

- 2.1 History & Development of TV Broadcasting in India
- 2.2 SITE Experiment
- 2.3 Structure & Functions of Doordarshan.
- 2.4 TV News Channels in India

## Unit-3

- 3.1 Various formats for Radio News Programme
- 3.2 Radio News Bulletin
- 3.3 Television Programme Genres
- 3.4 Voice Modulation & Pronunciation

## Unit-4

- 4.1 Fictional Programmes
- 4.2 Non-Fictional Programmes
- 4.3 Characteristics of Radio as a medium
- 4.4 Characteristics of TV as a medium

## Suggested Readings:

1. Chatterji, P.C. (1993) — “Indian Broadcasting”.
2. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications.
3. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
4. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
5. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.
6. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Routledge
7. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.

# INFORMATION COMMUNICATION TECHNOLOGY

## BA/JMC/SM/3/MIC/202

**Course Credits: 4**

**External: 70**

**Internal: 30**

**Total Marks: 100**

**Time Allowed: 3 Hours Objective:** The course objective is to impart knowledge of latest multimedia communication technology. It also provides extensive hands on training in the latest digital audio, video and multimedia technologies. It familiarizes and equips the students with a range of technical skills.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

### Unit-1

- 1.1 Concept of Information Communication Technology, growth and development
- 1.2 Usage of Information Communication Technology
- 1.3 Adoption of technology
- 1.4 Diffusions of information Communication Technology and society

### Unit-2

- 2.1 Media Industry and Multimedia production
- 2.2 Multimedia channels
- 2.3 Implications of digital media convergence
- 2.4 Convergence and globalization

### Unit-3

- 3.1 Editing software: Introduction & Types
- 3.2 Image editing software (Photoshop): Interface, tools and Menus
- 3.3 Sound editing software (Sound Forge & Adobe Audition): Interface, tools and Menus
- 3.4 Video Editing Software (Adobe Premiere Pro & FCP): Interface, tools and Menus

### Unit-4

- 4.1 Developing content for Website, blog contents
- 4.2 Developing content for social networking pages
- 4.3 Social media content management tools
- 1.1 Video conferencing platforms

### Suggested Readings:

1. Andrew Faulkner and Conrad Chavez, Adobe Photoshop CC, Pearson, 2018.
2. Maxim Jago, Adobe Premiere Pro CC, Pearson Education, 2018.
3. Adobe Creative Team, Adobe Premiere Pro CS6, Adobe Press; 1 edition 2012.
4. Kogent Learning Solutions Inc, Sound Forge Pro, Dreamtech Press 2010.
5. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
6. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd.
7. Longman, New York, 1997.
8. Webster Frank, Theories of the information Society Routledge, New York, 1995.

**CYBER LAWS**  
BA/JMC/SM/3/MDC/201

**Course Credits: 3**  
**External: 50**  
**Internal: 25**  
**Total Marks: 75**  
**Time Allowed: 3 Hours**

**Objectives:** Imparting a basic understanding of cyber laws to them understand various types of editing and to develop a keen interest among students for legal issues in the field of cyber space and cyber journalism.

**Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question and three more questions** selecting one question from each unit.

Unit-1

- 1.1 Cyber Laws and Ethics: Development of interest
- 1.2 Social networking sites, Types of Cybercrimes
- 1.3 Issue of privacy on net, Hacking and ethical hacking;
- 1.4 Regulation Laws in Different countries

Unit-2

- 2.1 Salient features of the IT Act, 2000,
- 2.2 Laws related to OTT platforms
- 2.3 Jurisdiction issues under IT Act, 2000.
- 2.4 Case Laws on Cyber Space Jurisdiction

Unit-3

- 3.1 E-commerce and Laws in India
- 3.2 Digital / Electronic Signature in Indian Laws
- 3.3 E-Commerce; Issues and provisions in Indian Law
- 3.4 E-Governance concept and practicality in India

**Suggested Readings:**

- Jethmalani Ram and Chopra DS, Cases and Material on Media Law, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Basu Durga Das, Law of the Press, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Goldberg Lee & Rabkin William, Success Television Writing, Wiley
- Engebretsen Martin, Writing for the Web: An Introduction to Online Journalism, Vytauto Didžiojo Universitetas, 2005
- Raman Usha, Writing for Media, Oxford Publication
- Johnson Claudia Hunter, Crafting Short Screenplays that Connects, Focal Press

# Data Journalism

BA/JMC/SM/3/MDC/202

Course Credits: 3  
External: 50  
Internal: 25  
Total Marks: 75  
Time Allowed: 3 Hours

**Objectives:** Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

**Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question and three more questions** selecting one question from each unit.

## Unit-1

- 1.1 Introduction to Data Journalism
- 1.2 Common Data Formats
- 1.3 Finding Data Online
- 1.4 Enriching Stories with Data

## Unit-2

- 2.1 Organizing Data
- 2.2 Verifying Data
- 2.3 Data Gathering and Analysis
- 2.4 Data Visualization

## Unit-3

- 3.1 Purpose of Data Visualization
- 3.2 Matching data and Graph Types
- 3.3 Design and Color Basics
- 3.4 Ethics of Data Visualization

### Suggested Readings:

- Mehta D.S, **Handbook of Public Relations in India**, Allied Publishers
- Jethwaney Jaishri, **Public Relations**, Sterling Publishers
- Sachdeva Iqbal S., **Public Relations: Principles and Practices**, Oxford University Press
- Fraser Seitel P., **The Practice of Public Relations**
- Balan K.R, **Lectures on Applied Public Relations**, Educational Publishers
- Kaul J.M., **Public Relations in India**

Credit – 2

Duration: 2 Hours per week

परीक्षा समयघंटे 2 :

कुल अंक50 :

लिखित परीक्षा :35 अंक

आंतरिक मूल्यांकन: 15 अंक

**Note for the Paper Setter:** The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting one question from each unit.

**पाठ्यक्रम के उद्देश्य:**

हिंदी भाषा की विकास करवाना परिचय से यात्रा-

**पाठ्यक्रम के अपेक्षित परिणाम**

1. हिंदी भाषा के विकास व उसकी बोलियों का ज्ञान होगा
2. हिंदी भाषा के विविध रूप व प्रयोजनमूलकता से परिचित होंगे

**खंड एक—**

हिंदी भाषाविकास एवं उद्भव :

हिंदी की उपभाषाएं एवं बोलियों का वर्गीकरण

ब्रज एवं परिचय सामान्य का बोली खड़ी और अवधि ,प्रवृत्तियाँ

**खंड दो-**

कंप्यूटर-परिभाषा, स्वरूप एवं महत्व

पारिभाषिक शब्दावली – बैंकिंग, वाणिज्य, मंत्रालय, उपक्रम, निगम, औद्योगिक क्षेत्र व मीडिया क्षेत्र

अनुवाद लेखन- अर्थ परिभाषा, स्वरूप, महत्व, प्रकिया प्रकार

टिप्पणी लेखन ,परिभाषा अर्थ -नियम, लेखन विधि, उदाहरण

**संदर्भ सूची:**

1. हिंदी भाषा का उद्भव एवं विकास तिवारी उदयनारायण ,
2. भाषा विज्ञान तिवारी भोलानाथ .डॉ ,
3. हिंदी भाषा का इतिहास वर्मा धीरेन्द्र लेखक ,
4. समसामयिक भाषा विज्ञाननारंग वैष्णा लेखक ,
5. हिंदी1965 इलाहबाद ,महल किताब ,बाहरी हरदेव ,विकास और उद्भव :

**English-I**  
**COMMUNICATIVE ENGLISH-I**  
**ENG/AEC/101**

**Course Credits: 2**  
**External: 35**  
**Internal: 15**  
**Total Marks: 50**  
**Time Allowed: 2 Hours**

**Course Objective:** The course aims to introduce students to the theory, fundamentals and tools of communication and to develop effective communication skills for personal, social and professional interactions. Besides, the students shall learn the basics of English grammar and language.

**Course Learning Outcomes:**

- i) They will learn the importance and basics of communication
- ii) They will learn to receive, comment and respond to correspondences in English language.
- iii) They will learn to use English in their life practically.

**Note for the Paper Setter:** The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one** compulsory question and **two** more questions selecting at least **one** question from each unit.

**Unit - I: Listening, Reading and Speaking Skills**

Definition, The Listening Process; Importance of Listening; Basic Types of Listening; Barriers to Effective Listening, Reading Comprehension, Intonation, Group Discussion, Interview

**Unit II: Writing Skills:**

- Report Writing
- Paragraph Writing
- Letter Writing
- E-Mail
- Resume
- Blogs and Comments on Social Media

**Suggested Reading:**

- I) Kumar, Sanjay and Pushp Lata. 2015. *Communication Skills*. Second Edition, New Delhi: Oxford University Press (OUP).
- II) Sethi, J. and P.V. Dhamija. 2006. *A Course in Phonetics and Spoken English*. Second Edition. New Delhi: Prentice-Hall of India.
- III) Balasubramanian. T. *A Text Book of English Phonetics for Indian Students*. Chennai: Macmillan Publishers India Ltd., 1981.

- IV) *On Track: English Skills For Success* by Orient Blackswan (Board of Editors, Solapur University).

**SOFT SKILLS AT WORKPLACE**

**BA/JMC/SM/3/SEC/201**

**Credits: 3 (Theory)**

**Lectures: 45**

**Duration of Exam: 3 Hrs.**

**Max. Marks: 75**

**Final Term Exam: 50**

**Internal Assessment: 25**

**Course Objective:**

- Acquaint students with soft skills used at workplace.
- Familiarise students with the skill sets needed and code of conduct needed at the professional setup.

**Learning outcomes:**

- Understanding different skills and competencies required in professional world.
- Realize the potential one can hold by learning these skills to become an efficient human resource.

***Note for the Paper Setter:*** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question and three more questions** selecting one question from each unit.

**UNIT 1**

COMMUNICATION SKILLS: Understanding Human Communication. Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication. Strategies to Overcome the Barriers.

EMOTIONAL INTELLIGENCE: Importance, concept, theory and measurements.

**UNIT 2**

INTERVIEW SKILLS: Interview Skills: in-depth perspectives, Interviewer and Interviewee, Before, During and After the Interview. Tips for Success.

MEETING ETIQUETTE: Managing a Meeting-Meeting agenda. Minute taking. Duties of the chairperson and secretary: Effective Meeting Strategies Preparing for the meeting. Conducting the meeting. Evaluating the meeting.

**UNIT 3**

STRESS MANAGEMENT: Strategies for preventing and relieving stress.

TIME MANAGEMENT: Meaning: Techniques and styles.

PRESENTATION ETIQUETTES: Importance of Preparation and Practice: Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

**ESSENTIAL READINGS:**

- Soft Skills for Career Development. 1. " Personality Development and Soft Skills (Old Edition)" by Barun K Mitra. ...
- Soft Skills for Employability. 1. " Soft Skills" by Hariharan S and S P Shanmugapriya.

**SUGGESTED READINGS:**

- Silber H, Kenneth and Foshay RW. (2009). Handbook of Improving Performance in the Workplace,
- Instructional Design and Training Delivery, John Wiley & Sons, New York, 63. [2] Anju A. (2009).
- A Holistic Approach to Soft Skills Training. IUP Journal of Soft Skills, 3(1), 7-11. [3] Dennis R Laker and Jimmy LP. (2011).
- The differences between hard and soft skills and their relative impact on training transfer. Human Resource Development Quarterly, 22(1), 111–122.
- Jane A and Helen H. (2008). Graduate Employability, ‘Soft Skills’ Versus ‘Hard Skills’ Business Knowledge: A European Study, Journal of Higher Education in Europe, 33(4), 412- 422. [5]
- Jungsun K, Mehmet E, JeoungWoo B and Hwayoung J. (2011). Training soft skills via e-learning, International Journal of Contemporary Hospitality Management, 23(6), 739-763.





# Universal Human Values

## CDLU/VAC/104

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**Credits: 2 (Theory)**

**Max. Marks: 50**

**Lectures: 30**

**Final Term Exam: 35**

**Duration of Exam: 2 Hrs.**

**Internal Assessment: 15**

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### COURSE OBJECTIVES

- Describe the meaning, purpose, and relevance of universal human values.
- Understand the importance of values in individual, social, career, and national life.

### LEARNING OUTCOMES

- Develop integral life skills with values.
- Inculcate and practice them consciously to be good human beings.
- Realize their potential as human beings.

#### Unit-1

**Love and Compassion (Prem and Karuna):** Introduction, love and its forms: love for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living. Love and compassion and inter-relatedness; The faculty member needs to explain the relationship between love and compassion and other related feelings and emotions like empathy, sympathy, and non-violence. Individuals who are remembered in history or collective memory for practising compassion and love; (such as the Buddha, and Jesus Christ) Narratives and anecdotes from history, literature, including local folklore.

**Truth (Satya):** What is truth? A Universal truth, truth as value (artha), truth as fact (satya) (veracity, sincerity, honesty among others), Individuals who are remembered in history for practising this value; (Raja Harishchandra, Dharmaraja Yudhishtira, Gautama Buddha, Socrates, and Mahatma Gandhi, among others), Narratives and anecdotes about truth from history, collective memory, and literature including local folklore.

**Non-Violence (Ahimsa):** What is non-violence and its need? Love, compassion, empathy, and sympathy are prerequisites for non-violence. Ahimsa is non-violence and non-killing. Individuals and organizations that are known for their commitment to non-violence. Narratives and anecdotes about non-violence from history and literature including local folklore.

**Righteousness (Dharma):** What is righteousness? Righteousness and dharma, righteousness and propriety. Individuals who are remembered in history for practising righteousness. Narratives and anecdotes from history and literature, including local folklore.

#### Unit-2

**Peace (Shanti):** What is peace and its need? Peace, harmony and balance. Individuals and organizations that are known for their commitment to peace (Mahatma Gandhi, United Nations). Narratives and anecdotes about peace from history and literature including local folklore.

**Service (Seva):** What is service? Forms of service: for self, parents, spouse, family, friends, community, persons in distress, nation, humanity and other living and non-living things. Individuals who are remembered in history for practising this value. Narratives and anecdotes dealing with instances of service from history and literature including local folklore.

**Renunciation Sacrifice (Tyaga):** What is renunciation? Renunciation and sacrifice. Greed is the main obstruction in the path of renunciation. Self-restraint and other ways of overcoming greed. Renunciation with action as true renunciation. Individuals who are remembered in history for practising this value\* footnote (The faculty member may suggest names of local characters or leaders that could be relevant.) like: Sri Rama, Bhishma, Gautama Buddha, Mahavira, Jesus Christ, Guru Govind Singh, Bhagat Singh, and Mahatma Gandhi.) Narratives and anecdotes from history and literature, including local folklore about

individuals who are remembered for their sacrifice and renunciation.

**Constitutional Values, Justice and Human Rights:** contains fundamental values enshrined in our Constitution, which were practised even during the time of the Buddha in democratic city states in ancient India. comprises associated fundamental rights which are guaranteed not only in our Constitution but also in the Universal Declaration of Human Rights (1948), Enumerates the Fundamental Duties of Indian Citizens, Patriotism, pride and gratitude for the nation.

**Suggested Readings:** Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website:

[https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20\(Jeevan%20Kaushal\)%202.0.pdf](https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf)

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question and two more questions** selecting at least one question from each unit.*

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# **FOURTH SEMESTER**

# COMMUNICATION SKILLS

## BA/JMC/SM/4/DSC/204

**Course Credits: 4**  
**External: 70**  
**Internal: 30**  
**Total Marks: 100**  
**Time Allowed: 3 Hours**

**Objective:** The course objective is to build the leadership and interpersonal skills of students. The skills learned in this course will help a student to create an understanding of impactful writing as well as employability skills in professional and personal life besides adding to their skills as a mass communication practitioner.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

### Unit-1

- 1.1 Need for Effective communication, Language & Communication
- 1.2 Types of General Communication and Professional Communication
- 1.3 Improving Writing skills
- 1.4 Essentials of good Writing

### Unit-2

- 2.1 Developing Effective Listening Skills
- 2.2 Types of listening
- 2.3 Barriers to effective listening and their Remedies
- 2.4 Techniques for Effective Listening

### Unit-3

- 3.1 Presentation Technique: Audio and Video
- 3.2 Public Speaking skills
- 3.3 Reading skills: purpose, audience, locale, steps in making presentation
- 3.4 Conversation and Role play

### Unit-4

- 4.1 Basics of writing skills
- 4.2 Business Letters
- 4.3 News Writing
- 4.4 Report Writing

### Suggested Readings:

1. AggarwalVirbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Rayudu C.S., Communication, Himalaya Publishing House.

**SOCIAL MEDIA**  
**BA/JMC/SM/4/DSC/205**

**Course Credits: 4**  
**External: 70**  
**Internal: 30**  
**Total Marks: 100**  
**Time Allowed: 3 Hours**

**Objectives:** The course aims at providing the students information about the role of social media in human life. The students will be able to know about the impact of social media on different sections of society and will be able to appreciate the need and necessity of rules and regulations for social media.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

**Unit-1**

- 1.1 Social Media: definition and importance
- 1.2 Growth & Development of Social Media,
- 1.3 Relationship and use of Social Media in Society
- 1.4 Tools of Social Media

**Unit-2**

- 2.1 Social Media as Mirror of Society,
- 2.2 Role of Social Media in Building Relations,
- 2.3 Social Media and Inter-Personal Communication
- 2.4 Social Media as Social Reformer

**Unit-3**

- 3.1 Social Media Networking Sites
- 3.2 Dynamic of social media networks
- 3.3 Personal sphere and online communities
- 3.4 Impact of Social Media on children and youth,

**Unit-4**

- 4.1 Social Media: Voice of the Voiceless.
- 4.2 Security and privacy concerns,
- 4.3 Social Responsibility of Social Media,
- 4.4 Future of Social Media.

**Suggested Readings:**

1. Quesenberry, Keith A. (2020). Social Media Strategy, Rowman & Littlefield: Landon
  2. Sperling, Matthew. (2020). Viral, Hachette: London
  3. Baghel, Dr. Sanjay Singh (2015) Social Media and Indian Youth, Apple Books: New Delhi
  4. Dash, Bishnu Mohan Et al (2020) Indian Social Work Routledge: New York
  5. Arya, Narender (2011) Social Media, Anmol Publication Pvt. Ltd: New Delhi
  6. Bajwa, Dr. Sewa Singh (2021). Social Media: Divergent Paradigms, Friends Publishers: New Delhi
  7. Bajwa, Dr. Sewa Singh (2020). Social Media: Opportunities & Challenges, KK Publishers: New Delhi
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# CREATIVE WRITING

BA/JMC/SM/4/MIC/203

**Course Credits: 4**

**External: 70**

**Internal: 30**

**Total Marks: 100**

**Time Allowed: 3 Hours**

**Objectives:** Imparting the students the knowledge about basic skills of writing not only for personal and official use but also for Media. To identify and analyse the need and importance of creative writing for Media. To provide the students in-depth and fundamental knowledge about creative writing in order to make them communicate its importance of in a better way.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

## Unit-1

- 1.1 Script: Meaning and types of script
- 1.2 Role of a scriptwriter in media
- 1.3 Elements of good script
- 1.4 Process of scripting: idea formation, Opening and concluding

## Unit-2

- 2.1 Writing for visuals
- 2.2 Concept of spoken language
- 2.3 Relationship between narration
- 2.4 Visuals Script layout

## Unit-3

- 3.1 Writing to sound
- 3.2 Elements of radio scripts for various formats
- 3.3 Stages of scripting and editing
- 3.4 Writing for different programme genres

## Unit-4

- 4.1 Features of web writing
- 4.2 Techniques of web writing
- 4.3 Experimentation with language on internet
- 4.4 Emerging internet language in e-mail and net chatting, Blogging

### Suggested Readings:-

1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Digital Media by Brian Carroll: Taylor & Francis Journalism: Principles and Practice by Tony Harcup
4. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor Writing for Visual Media by Anthony Friedmann: Taylor & Francis

**Current Affairs**  
**BA/JMC/SM/4/MIC/204**

**Course Credits: 4**  
**External: 70**  
**Internal: 30**  
**Total Marks: 100**  
**Time Allowed: 3 Hours**

**Objectives:** Imparting basic understanding of the need to know about current affairs. This paper is designed to make the students understand the political, economic, social and cultural aspects of Indian Society. This paper is needed to make the students understand the current happenings in different parts of the country so that they become enlightened journalist.

**Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit

**Unit-1**

- 1.1 Major Political Affairs & Issues at National level
- 1.2 Election Commission of India
- 1.3 India's Relations with its Neighboring Countries
- 1.4 Prominent Political Personalities

**Unit-2**

- 2.1 Economic Affairs: Economic issues and Problems of India
- 2.2 Features of Indian Economy
- 2.3 Green, White and Blue Revolution
- 2.4 Role of Media Socio Economic Development.

**Unit-3**

- 3.1 Illiteracy
- 3.2 Communalism,
- 3.3 Unemployment and Social Development of Marginalized groups
- 3.4 Health & Family Welfare

**Unit-4**

- 4.1 Current Affairs of Haryana
- 4.2 Political scenario of Haryana
- 4.3 Sports personalities of Haryana
- 4.4 Development policies of Haryana

**Suggested Readings:-**

- 1. Basic Media Writing by Melvin Mencher
- 2. Writing for the Mass Media (8th Edition) by James Glen Stovall
- 3. Writing for Digital Media by Brian Carroll: Taylor & Francis Journalism: Principles and Practice by Tony Harcup
- 4. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor Writing for Visual Media by Anthony Friedmann: Taylor & Francis

# Statistics and Media

BA/JMC/SM/4/MDC/203

**Course Credits: 3**

**External: 50**

**Internal: 25**

**Total Marks: 75**

**Time Allowed: 3 Hours**

**Objectives:** Imparting basic understanding of Radio as a medium of mass communication. To identify and analyse the need and importance of Radio as a vehicle of communication for public. To provide the students in-depth and fundamental knowledge about Radio in order to make them understand the importance of Radio in a better way.

**Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting one question from each unit.

## UNIT-1

- 1.1 Role of Statistical Methods in Communication Research
- 1.2 Computerized Statistical Packages: Use of SPSS
- 1.3 Control Charts for Attributes and Variables
- 1.4 Types of Correlation

## UNIT-2

- 2.1 Television rate pointing
- 2.2 Frequency Modulation, Amplitude Modulation
- 2.3 Case Study method
- 2.4 Types and Techniques of Statistical Quality Control

## UNIT-3

- 3.1 Statistics: Meaning, function and place of Statistics in Communication Research
- 3.2 Statistical Techniques: Measures of Mean, Mode, Median.
- 3.3 Standard Deviation
- 3.4 Validity and Reliability of Measurement

### Suggestion Reading:

1. Zaza Tony, Mechanics of Sound Recording, Prentice Hall Publication
  2. McLeish Robert, Radio Production, Focal Press
  3. Holman Tomlinson, Sound for Digital Video, Elsevier Publication
  4. Ranganathan Maya, Rodrigues Usha M, Indian Media in a Globalized World, Sage Publication.
  5. Hasan Seema, Mass Communication Principle and Concepts, CBS Publishers.
  6. Stovell James glen, Journalism: Who, What, When, Where, Why and How, Prentice Hall
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Credit – 2

Duration: 2 Hours per week

परीक्षा समयघंटे 2 :

कुल अंक50 :

लिखित परीक्षा :35 अंक

आंतरिक मूल्यांकन: 15 अंक

**Note for the Paper Setter:** The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting one question from each unit.

**पाठ्यक्रम के उद्देश्य:**

कार्यालयों में हिंदी के प्रयोग को बढ़ाना

**पाठ्यक्रम के उपेक्षित परिणाम:**

1. कार्यालयों में हिंदी की उपयोगिता बढ़ेगी
2. मातृभाषा को बढ़ावा मिलेगा
3. हिंदी का व्यावहारिक प्रयोग बढ़ेगा

**खंडएक-**

कार्यालयी हिंदी का उद्देश्य

कार्यालयी हिंदीसंभावनाएं एवं स्थिति :

**खंडदो-**

कार्यालयी पत्राचार के प्रकार परिपत्र), ज्ञापन और सूचना आदेश(

कार्यालयी पत्राचारपत्र सरकारी-अर्द्ध एवं सरकारी :

पत्र-लेखन-सरकारी पत्र ,पावती ,पत्रोत्तर उत्तर ,पत्र मूल ,पत्र आवेदन ,पत्र शिकायत ,आदेश कार्यालय ,परिपत्र ,  
,विज्ञप्ति प्रेस ,पृष्ठकन ,अधिसूचना ,आदेश शासकीय ,लेखन-ईमेल ,पत्र सरकारी ,अनुस्मारकसंक्षेपण लेखन परिभाषा अर्थ-  
विधि लेखन ,नियम ,प्रक्रिया

**संदर्भ सूची:**

1. प्रयोजनमूलक हिंदी—विनोद गोदरे, वाणी प्रकाशन, दिल्ली
2. प्रयोजनमूलक हिंदी सिद्धांत और प्रयुक्ति—जितेन्द्र कुमार सिंह,
3. राजभाषा सहायिका—अवधेश मोहन गुप्त,
4. पत्रकारिता हेतु लेखन—डॉ निशान सिंह, रचना पब्लिकेशन, दिल्ली
5. प्रालेखन प्रारूप—शिव नारायण चतुर्वेदी, वाणी प्रकाशन, दिल्ली

## English-II

### COMMUNICATIVE ENGLISH-II

Course Code: ENG/AEC/102

Course Credits: 2

External: 35

Internal: 15

Total Marks: 50

Time Allowed: 2 Hours

**Course Objective:** The course aims to introduce students to the theory, fundamentals and tools of communication and to develop effective communication skills for personal, social and professional interactions. Besides, the students shall learn the basics of English grammar and language.

#### Course Learning Outcomes:

- i) They will learn the importance and basics of communication
- ii) They will learn the basics of English Grammar
- iii) They will learn to receive, comment and respond to correspondences in English language.
- iv) They will learn to use verbal and non-verbal modes of communication.

**Note for the Paper Setter:** The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one** compulsory question and **two** more questions selecting at least **one** question from each unit.

#### Unit - I: Basics of Communication:

**Communication Skills:** Introduction, Definition, The Importance of Communication, Forms of Communication, Types of Communication- Verbal and Non-Verbal Communication; The Communication Process- Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context.

**Barriers to Communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers

#### Unit II: Basics of English Grammar:

Use of Tenses, Common Legal Terms, Vocabulary-Synonym and Antonyms, Affixes- Prefixes and Suffixes, Articles

#### Suggested Reading:

- I) Raymond Murphy. *English Grammar in Use*. Cambridge Uni. Press.
- II) Kumar, Sanjay and Pushp Lata. 2015. *Communication Skills*. Second Edition, New Delhi: Oxford University Press (OUP).
- III) B.K. Das, A. David: *A Remedial Course in English for Colleges Book 1 and 2*. OUP.

# PRINT MEDIA PRODUCTION

BA/JMC/SM/4/SEC/202

**Course Credits: 3**

**Total Marks (Practical): 75**

**Objectives:** Imparting basic understanding of editing and make them understand various types of editing and to develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.

Scheme of Examination: Students will need to prepare the following assignments during the semester and there will be required to submit at least 15 days before the commencement of semester examination. An External and an internal examiner will evaluate their work during comprehensive Viva.

## Course Contents:

Sr. No.	Items	No.(s) of Item
1	News writing	5
2	Book Review	2
3	Letter to Editor	2
4	Photo Caption	2
5	Article	3
6	Feature	3
7	Press Release	3
8	Poster,	2
9	Caption writing for photographs	6
10	Newspaper Page make up	1
11	Pamphlets	2
	<b>Total items</b>	<b>31</b>

# Computer Studies

BA/JMC/SM/4/SEC/203

**Course Credits: 3**

**External: 50**

**Internal: 25**

**Total Marks: 75**

**Time Allowed: 3 Hours**

**Objectives:** Imparting basic understanding of Computer in daily life and the need and usages of computer in Media. To provide the students in-depth knowledge about the need of attaining expertise in the basics of computer.

**Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting one question from each unit.

## Unit-1

- 1.1 Introduction to Computer, Computer Generations
- 1.2 Computer Hardware and Peripherals,
- 1.3 Application of MS Office and MS Window
- 1.4 Role of Computer & Internet in facelift of Media

## Unit-2

- 2.1 Designing & Lay Out
- 2.2 Graphic design software
- 2.3 Power Point Presentations,
- 2.4 Photoshop, Corel Draw
- 2.5 Quark Express, Page Maker, Photo editing and software,

## Unit-3

- 3.1 Internet: Origin, Growth & Importance
- 3.2 Types of Internet Connections
- 3.3 Social Media and Social Networking
- 3.4 Role of internet in growth of media.

### Suggested Readings:

- Jain V.K., **PC Software**, BPB Publications
- Giordan & Mainz, **Using Adobe Photoshop**, PHI
- McMillan & Co. **Mastering PageMaker**, BPB Publication

# MEDIA AND GENDER STUDIES

CDLU/VAC/106

**Course Credits: 2**

**External: 35**

**Internal: 15**

**Total Marks: 50**

**Time Allowed: 2 Hours**

**Objectives:** Imparting basic understanding of Media and General Studies and to analyze basic understanding of Gender Studies. To provide them in-depth knowledge about the Role of Media in the upliftment of the weaker sections of Society.

***Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting one question from each unit.*

## **Unit-1**

1.1 Definition of Gender

1.2 Difference between sex and gender

1.3 Relationship between Media and Gender

1.4 Feminist terminology, stereotyping, patriarchy, silencing, marginalization

## **Unit-2**

2.1 Media & Gender consciousness, Gender Sensitization

2.2 Media projection on Domestic Violence & Sexual Harassment,

2.3 Media role in promotion of Gender equality

2.4 Gender Coverage and Media.

1. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
2. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
3. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
4. Smith, B . Body Language. Delhi: Rohan Book Company. 2004