

# **B.A. (JOURNALISM AND MASS COMMUNICATION)**

## **Syllabus**

**Duration:** Three Years  
**Eligibility:** (10+2) or equivalent  
**2018-19 Onwards**



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY

SIRSA

## **B.A. Journalism and Mass Communication**

### **First Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-101	HINDI-I	80	28	20	3Hrs.
BMC-102	SOCIOLOGY	80	28	20	3Hrs.
BMC-103	INTRODUCTION TO COMMUNICATION	80	28	20	3Hrs.
BMC-104	REPORTING & EDITING	80	28	20	3Hrs.
BMC-105	COMMUNICATION SKILLS	80	28	20	3 Hrs

## **B.A. Journalism and Mass Communication**

### **Second Semester**

Paper Code	Nomenclature	Max. Marks	Pass Marks	Internal Assessment	Time
BMC-201	HINDI - II	80	28	20	3Hrs.
BMC-202	POLITICAL SCIENCE	80	28	20	3Hrs.
BMC-203	PUBLIC RELATIONS	80	28	20	3Hrs.
BMC-204	EVOLUTION OF MEDIA IN INDIA	80	28	20	3Hrs.
BMC-205	PRACTICAL (PRINT MEDIA+ PR )	100	40		

## **B.A. Journalism and Mass Communication**

### **Third Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-301 MC-71	ENGLISH 1	80	28	20	3Hrs.
BMC-302 MC-72	INDIAN HISTORY	80	28	20	3Hrs.
BMC-303 MC-73	RADIO JOURNALISM	80	28	20	3Hrs.
BMC-304 MC-74	GRAPHIC AND PRODUCTION	80	28	20	3Hrs.
BMC-305 MC-75	TRADITIONAL FOLK MEDIA	80	28	20	3 Hrs

## **B.A. Journalism and Mass Communication**

### **Fourth Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-401	ENGLISH –II	80	28	20	3Hrs.
BMC-402	ECONOMICS	80	28	20	3Hrs.
BMC-403	T V JOURNALISM	80	28	20	3Hrs.
BMC-404	TV PRODUCTION	80	28	20	3Hrs.
BMC-405	MEDIA WRITING	40	14	10	2 Hrs.
BMC-406	MEDIA INTERNSHIP	50	20	—	—

## **B.A. Journalism and Mass Communication**

### **Fifth Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-501	PHOTO JOURNALISM	80	28	20	3Hrs.
BMC-502	CORPORATE COMMUNICATION	80	28	20	3Hrs.
BMC-503	MEDIA LAWS	80	28	20	3Hrs.
BMC-504	ADVERTISING	80	28	20	3Hrs.
BMC-505	SPECIALIZED JOURNALISM	80	28	20	3Hrs.

## **B.A. Journalism and Mass Communication**

### **Sixth Semester**

Paper Code	Nomenclature	Max.Marks	Pass Marks	Internal Assessment	Time
BMC-601	RADIO PRODUCTION	80	28	20	3Hrs.
BMC-602	FILM STUDIES	80	28	20	3Hrs.
BMC-603	NEW MEDIA	80	28	20	3Hrs.
BMC-604	SPORTS JOURNALISM	80	28	20	3Hrs.
BMC-605	MEDIA PRODUCTION	100	40		

# **Bachelor of Journalism and Mass Communication**

## **Third - Semester**

BMC-305

### **Traditional Folk Media**

Max. Marks- 80

Pass Marks-28

Time: 3 Hours

#### **INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of five sections A, B, C, D and E. Sections A,B,C and D will have two questions from the respective sections of the syllabus. Section E will have Six short answer type questions from the entire syllabus out of which the students are required to attempt any FOUR. The students are required to attempt one question each from the Sections A, B, C and D. All the Sections carry equal marks i.e. 16 Marks per Section.

#### **Unit-I**

Evolution of Human Society, Concept of Tribe, Caste & Family, Traditional modes of Advertising, Peculiarities of a Traditional Society, Traditional Personality

#### **Unit-II**

Traditional Folk Media: Characteristics and Advantages, Traditional Folk variety in India, Traditional Games and Sports, Prominent Folk Music & Dance forms of India with special reference to Punjab & Haryana

#### **Unit-III**

Folk Theatre: Characteristics and Advantages, Prominent Folk Theatrical forms in India, Street Theatre, IPTA, Puppetry – Forms, Role and Significance, Folk Theatrical forms in Haryana

#### **Unit-IV**

Prominent Ballads of India, Traditional Media & Social, Economic and Political awareness, Limitations of Traditional Folk Media, Relevance of Folk Media in 21<sup>st</sup> century