

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Rakesh Sharma

Course BAMC , ODD Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

- PO1-** Acquire knowledge related to the discipline under study.
- PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.
- PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

- PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2 –** Learn communication and professional skills related to various fields of mass communication.
- PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.
- PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

(Third Semester-III)
Paper-XI
Language and Media (Hindi-I)

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

उच्चारण एवंवर्तनी

उच्चारण एवंवर्तनीदोष

गद्यांशपाठ: प्रवाह, तारतम्यता, बलाघात एवंविराम

शुद्ध उच्चारण एवंवर्तनीकाअभ्यास

Unit-II

हिंदी की भाषिकसंरचना : भाषाविज्ञानऔरउसकेप्रकार, ध्वनिविज्ञान, अर्थविज्ञान, रूपविज्ञान, शब्दऔरअर्थमेंसंबंध, अर्थपरिवर्तनकीदिशाएं, अर्थसंकोच, अर्थविस्तार

वाक्य सामर्थ्य : वाक्य संरचना, वाक्य के भेद, विरामचिह्न, वृत्नी, निरंतरता, प्रवाह, वाक्य मेंकमबद्धता, वाक्य शुद्धि, मुहावरेंऔरलोकोतियां

Unit-III

भाषाकाव्यवहारिकअभ्यास : पत्र लेखन, निबंध लेखन

मीडियामेंभाषाकाउपयोग एवंमहत्त्व, मीडिया की भाषा की प्रकृति एवंविशेषताएं

समाचारों व विज्ञापनोंमेंउपयोगहोनेवालेलोकप्रिय शब्द, मीडिया की भाषामेंनयेप्रचलन

मीडिया की भाषा के विकार एवंसमस्याएं, नईतकनीक एवंभाषा,

Unit-IV

मीडियालेखन : समाचारलेखन, लेख, फीचर, संपादकीय लेखन

टीवी, रेडियो, फिल्मलेखन

फिल्मसमीक्षा, पुस्तकसमीक्षा

विज्ञापनलेखन, ऑनलाइनमीडिया एवंसोशलमीडियालेखन

Reference Books:

- डॉ.हरदेवबाहरी, हिंदीभाषाविज्ञान एवंहिंदीमानकीकरण
- डॉ.हरिवंशतरुण, मानकहिंदीव्याकरणऔररचना
- डॉ.पाण्डेय, मानकहिंदीव्याकरण
- भाषाविज्ञान, भोलानाथतिवारी,
- भाषाऔरहिन्दीभाषाकाइतिहास, प्रौ. नरेशमिश्र
- व्यावहारिकहिन्दीव्याकरण, डॉमहेन्द्रकुमारमिश्रा

BAMCPaper- II – Language & Media (Hindi)

Course Objectives: The Paper is designed to enhance proficiency in Hindi Language. It seeks to develop the basic of Hindi Language through different modules. Each unit will enable the learner to have the communication in Hindi and to share and express ideas and experiences.

Course Learning Outcomes:

After completing the Course, the student will be able to:

1. Develop the knowledge of basics of Hindi language.
2. Improve vocabulary in Hindi language.
3. Inculcate the knowledge of grammar in Hindi language
4. Learn correct uses of Hindi language in media writing

BAMC_SEMESTER _III_ Language and Media (HINDI-II)

28-07-2023to25-11-2023

Week 1	उच्चारणएवंवर्तनीदोषगद्यांशपाठःप्रवाह,तारतम्यता,बलाघातएवंविराम
Week 2	उच्चारणएवंवर्तनीदोषगद्यांशपाठःप्रवाह,तारतम्यता,बलाघातएवंविराम
Week 3	शुद्धउच्चारणएवंवर्तनीकाअभ्यास
Week 4	हिंदीकीभाषिकसंरचनाः भाषाविज्ञानऔरउसकेप्रकार,ध्वनिविज्ञान
Week 5	अर्थविज्ञान,रूपविज्ञान,शब्दऔरअर्थमेंसंबंध,
Week 6	अर्थपरिवर्तनकीदिशाएं,अर्थसंकोच,अर्थविस्तार
Week 7	वाक्यसामर्थ्यः वाक्यसंरचना,वाक्यकेभेद,विरामचिह्न,वर्तनी,निरंतरता
Week 8	प्रवाह,वाक्यमेंकमबद्धता,वाक्यशुद्धि,मुहावरेंऔरलोकोतियां
Week 9	भाषाकाव्यवहारिकअभ्यासःपत्रलेखन,निबंधलेखन
Week 10	मीडियामेंभाषाकाउपयोगएवंमहत्त्व,मीडियाकीभाषाकीप्रकृतिएवंविशेषताएं
Week 11	समाचारोंव विज्ञापनोंमेंउपयोगहोनेवालेलोकप्रियशब्द,
Week 12	मीडियाकीभाषाकेविकारएवंसमस्याएं,नईतकनीकएवंभाषा,
Week 13	मीडियाकीभाषाकेविकारएवंसमस्याएं,नईतकनीकएवंभाषा
Week 14	मीडियालेखनःसमाचारलेखन,लेख,फीचर,संपादकीयलेखन
Week 15	टीवी,रेडियो,फिल्मलेखनफिल्मसमीक्षा,पुस्तकसमीक्षा
Week 16	विज्ञापनलेखन,ऑनलाइनमीडियाएवंसोशलमीडियालेखन
Week 17	मीडियाकीभाषामेंनयेप्रचलन
Week 18	(Diwali Vacations)
Week 19	Revision test Assignments
	Exam Starts 25-11-2023

