

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :TanjumKamboj

Course BAMC ,Even 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.

## English

### Semester-II

Nomenclature of the Course: **English Language and Communication Skills: Level 2**

Course Code: **B23-AEC-211**

Course Type: **AEC-2**

Level of the Course: **100-199**

Credits: 2 (Theory 2)

Total Marks: 50

End Term Exam Marks: 35

Internal Assessment Marks: 15

Exam Time: 3 Hrs.

**Workload:** Theory 2 hours

#### Course Learning Outcomes

After the successful completion of the course, the student will be able to:

E201.1. The students will be introduced to the phonetics and syllables in English. E201.2.

They will learn various components of speaking skills and their use in communication.

E201.3. They will learn the practical use of punctuation and capitalization. E201.4.

They will have the comprehensive knowledge of tenses.

#### Contents of the Course:

Unit I: Sounds in English Language

Phonetics symbols and their understanding through a dictionary (Oxford Advanced Learner's Dictionary)

Transcribing one and two syllable words in English

(\*For Blind Students: Develop a story from the given prompt or idea)

Unit II: Developing Fluency in Speaking Skills

Speech Making: Expository Speech, Argumentative Speech

Dialogues, Role Plays and Group Discussions

Unit III: Proper use of Punctuation and Capitalization

Unit IV: Introduction to Tenses

**Suggested Readings:** Fraleigh, Douglas M., and Joseph S.

Tuman. *Speak Up: An Illustrated Guide to Public Speaking*. Macmillan, 2011.

Lucas, Stephen. *The Art of Public Speaking*. McGraw-Hill, 2008.

Murphy, Raymond. *English Grammar in Use with Answers*. Cambridge UP, 2002.

## **BAMCPaper- EnglishLanguageandCommunicationSkills:Level2**

**Course objectives:** This course is designed to upgrade the English language skills of the students through different modules.

### **Course Learning Outcomes:**

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

- 1.** Verbal and non-verbal communication in professional life.
- 2.** Various aspects of body language and English communication.
- 3.** How to go for presentations and interviews etc.
- 4.** Rules of Translation
- 5.** Exercise right pronunciation

## BAMC\_SEMESTER \_II\_ Introduction to Radio and TV Journalism

14-02-2024 to 20-05-2024

<b>Week 1</b>	<b>Sounds inEnglishLanguage</b>
<b>Week 2</b>	<b>Phoneticsymbols andtheirunderstandingthroughadictionary</b>
<b>Week 3</b>	<b>Phoneticsymbols andtheirunderstandingthroughadictionary</b>
<b>Week 4</b>	<b>TranscribingoneandtwosyllablewordsinEnglish</b>
<b>Week 5</b>	<b>TranscribingoneandtwosyllablewordsinEnglish</b>
<b>Week 6</b>	<b>DevelopingFluencyinSpeakingSkills</b>
<b>Week 7</b>	<b>HoliVacations</b>
<b>Week 8</b>	<b>SpeechMaking:ExpositorySpeech,Argumentative Speech</b>
<b>Week 9</b>	<b>Dialogues,RolePlays andGroupDiscussions Unit</b>
<b>Week 10</b>	<b>Dialogues,RolePlays andGroupDiscussions Unit</b>
<b>Week 11</b>	<b>ProperuseofPunctuationandCapitalization</b>
<b>Week 12</b>	<b>IntroductiontoTenses</b>
	<b>ExamStarts20-05-2024</b>