

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty : Hitesh Bhardwaj

Course BAMC , EVEN Semester

Govt PG College, Ambala Cantt

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.

Nomenclature of the Course: **हहन्दीभाषा एवं संप्रेषण: मौखिकसंप्रेषणLevel-II**

Course Code: **B23-AEC-HIN-221**

Course Type: **AEC**

Level of the Course: **200-299**

Credits: 2 (Theory2)

50

Total Marks:

External Exam Marks: 35

Internal Assessment: 15

Time: 3 Hrs.

Course Learning Outcomes

B23-AEC-HIN-221-1. The students will be introduced to the communication in Hindi language.

B23-AEC-HIN-221-2. They will learn various aspects of speaking skills and their use in communication.

B23-AEC-HIN-221-3. They will learn the practical use of punctuation and capitalization.

B23-AEC-HIN-221-4. They will have the comprehensive knowledge of communication.

पाठ्य विषय

इकाई 1 संप्रेषण का अर्थ, प्रकृति, महत्व, उद्देश्य, संप्रेषण के प्रकार, विशेषताएं, प्रक्रिया, सांस्कृतिक भिन्नता, प्रौद्योगिकी आधारित संप्रेषण उपकरण, मौखिक और गैर मौखिक

इकाई 2 संप्रेषण श्रवण प्रक्रिया, श्रवण में बाधाएं, श्रवण के प्रकार, प्रभावी ढंग से श्रवण के लाभ, नोट लेना और नोट बनाना

इकाई 3 भारत में बोली जाने वाली हिंदी, हिंदी भाषण ध्वनियों का विवरण और अभिव्यक्ति, हिंदी में भाषण के अंग, वर्तन, उच्चारण, शब्दकोष के अनुसार शब्दों में प्राप्त उच्चारण का अंतरराष्ट्रीय वर्णमाला प्रति लेखन।

इकाई 4 प्रस्तुति कौशल, साक्षात्कार कौशल, तैयारी, तकनीक, सावर्जनिक भाषण, तैयारी, भाषण का आयोजन, प्रस्तुति

सहायक पुस्तकें

संचार कोषल - डा महादेव पांडे

बोलचाल की कौशल कला - रमेश सोनवाल

संवाद कौशल-आशा भागवत

BAMC Paper- I –हिंदी भाषा एंव मौखिक संप्रेषण

Course objectives: The paper is designed to enhance proficiency in Hindi Language. It seeks to develop the basics of Hindi Language through different modules. Each unit will enable and capacitate the learner to have communication competence which is required in the present-day world. The basic knowledge of communication will enable the learners to share and enliven ideas, experience and know-how ubiquitous in the world.

Course Learning Outcomes:

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

1. संप्रेषण के बारे में गहरी समझ बनेगी
2. संप्रेषण श्रवण संबंधी जानकारी में इजाफा होगा
3. हिंदी भाषण के अंग, वर्णमाला की जानकारी बढेगी
4. साक्षात्कार, भाषण प्रस्तुति में इजाफा होगा

BAMC_SEMESTER _II_Hindi BhashaaevmMoukhikSamprashanAEC 2

15-02-2024to 30-04-2024

Week 1	संप्रेषणकाअर्थ, प्रकृतिएंमहत्वऔरउददेश
Week 2	संप्रेषणकाअर्थ, प्रकृतिएंमहत्वऔरउददेश
Week 3	संप्रेषणकेतत्व व प्रकारऔरविषेषताएं
Week 4	संप्रेषणकेतत्व व प्रकारऔरविषेषताएं
Week 5	संप्रेषणकीप्रक्रियाअंतराराष्टीय औरसांस्कृतिकभिन्ता
Week 6	संप्रेषणकीप्रक्रियाअंतराराष्टीय औरसांस्कृतिकभिन्ता
Week 7	औद्योगिकआधारितसंप्रेषणउपकरण
Week 8	औद्योगिकआधारितसंप्रेषणउपकरणमौखिकव गैरमौखिक
Week 9	संप्रेषणश्रवणप्रक्रिया
Week 10	संप्रेषणश्रवणप्रक्रियामेंबाधाएंऔरप्रकार
Week 11	HoliVacations
Week 12	शब्दकोशकेअनुसारशब्दोंमेंपर्यापतउच्चारण
Week 13	प्रस्तुतिकौषल,साक्षातकारकौषल
Week 14	प्रस्तुतिकौषल,साक्षातकारकौषलकी तकनीक व तैयारी
Week 15	साक्षातकारकेप्रकार
Week 16	Test,Assignment,Revision
	ExamStarts01-05-2024

