

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.

Paper-XX
Current Affair & Media Issues-II

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

Major current international, national & regional developments and issues during the semester
Major Political, social, cultural, Media& Economic issues.

Unit-II

Important people and their positions people in news.
Important issues covered by print/ radio/ television and web & Social media
Follow up of major stories and editorials, during the semester.

Unit-III

Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs.
Important talk shows, Interview, Discussion.

Unit-IV

Comparative study of issues covered by various media platforms, Discussion on photo feature, photo journalism, cartoons and other material of print media, Discussion on content/ footage/style/presentation etc. Discussion on the issue taken up by various television channel radio stations/news and other platforms

Reference Books:

Note : Maintain a file on current affair issues Article and editorial during the semester

- ShyamBenegal Bharat EkKhoj (Series)
- Ram ChanderGuha India After Gandhi: The History of the World's Largest Democracy, Perennial
- D.B. Vohra History of Freedom Movement, Delhi Admin

BAMCPaper- XX – Current Affairs and Media Issues-II

Course Objectives: This course is designed to aware the students about major national and international current issues and to analyze them which will help them to make their own opinion.

Course Learning Outcomes:

After the completion of the course, the students:

1. Will write articles, features, news analysis on social issues.
2. Will cover election news and will conduct interviews during election campaigns.
3. Will cover stories on economic issues, general budget etc.
4. Will be aware of different types of problems the country.
5. Will be capable to participate in media debates and discussions

BAMC_SEMESTER_IV_Current Affair and Media Issue-II

15-01-2024 to 30-04-2024

Week 1	Majorcurrentinternational,national®ionaldevelopmentsandissuesduringthesemester
Week 2	MajorPolitical,social,cultural,Media&Economicissues.
Week 3	Importantpeopleandtheirpositionspeopleinnews.
Week 4	Importantissuescoveredbyprint/radio/televisionandweb&Socialmedia
Week 5	Followupofmajorstoriesandeditorials,duringthesemester.
Week 6	Followsup/discussionofpopularcolumnswriteups
Week 7	Articles,featuresmiddles
Week 8	Comparativestudyofissuescoveredbyvariousmediaplatforms
Week 9	letterto editorsandblogs.Importanttalkshows,
Week 10	. Radiostations/newsandotherplatforms-1
Week 11	HoliVacations
Week 12	Interview,Discussion
Week 13	Discussiononphotofeature,photojournalism
Week 14	cartoonsandothermaterialofprintmedia,
Week 15	varioustelelevisionchannelradiostations/news
Week 16	Test,Assignment,Revision
	ExamStarts01-05-2024

