

Government PG College, Ambala Cantt 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.

**(Fourth Semester-IV)**  
**Paper-XVI**  
**Language and Media (English-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 to answer question in English."**

**Unit-I**

Growth and development of English language  
Introduction to written and spoken English  
Different types of spoken English - British, American and Indian

**Unit-II**

Usage of dictionary and thesaurus  
Diction - words meaning and usage  
Spelling rules, verb patterns  
Idioms and phrases

**Unit-III**

Common errors in spellings and sentences  
Human organs of articulation  
Main problems in pronunciation  
Rules of Translation, Common Errors in Translation, Translation of English News Story in Hindi

**Unit-IV**

Voice analysis  
Pitch and tempo for effective presentation  
Exercising right pronunciation of difficult words

**Reference Books:**

- Jimmy Sharma, *Communicative English : For Professional Graduates*. ArihantPrakashanPvt Ltd: New Delhi, 2012
- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, SurjeetPublications:Delhi, 2003.
- Lauren Kessler and McDonald Duncan, *When Words Collide*. 4<sup>th</sup> ed., Belmont California: Wadsworth Publishing Co. 1996.

## **BAMCPaper- XVI – Language & Media (English-II)**

**Course objectives:** This course is designed to upgrade the English language skills of the students through different modules such as usage of dictionary and thesaurus, translation, voice analysis.

### **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\_IV\_Language & Media

15-01-2024to30-04-2024

|                |   |
|----------------|---|
| <b>Week 1</b>  | Usageofdictionaryandthesaurus   |
| <b>Week 2</b>  | Usageofdictionaryandthesaurus   |
| <b>Week 3</b>  | Diction-wordsmeaningandusage  |
| <b>Week 4</b>  | Diction-wordsmeaningandusage  |
| <b>Week 5</b>  | Spellingrules,verbpatterns  |
| <b>Week 6</b>  | Idiomsandphrases  |
| <b>Week 7</b>  | Idiomsand phrases   |
| <b>Week 8</b>  | Humanorgansofarticulation   |
| <b>Week 9</b>  | Commonerrorsinspellingsandsentences                                   |
| <b>Week 10</b> | Mainproblemsinpronunciation   |
| <b>Week 11</b> | <b>HoliVacations</b>  |
| <b>Week 12</b> | Translationof EnglishNewsStoryinHindi                                 |
| <b>Week 13</b> | Translation:RulesofTranslation,CommonErrorsinTranslation              |
| <b>Week 14</b> | Pitchandtempoforeffectivepresentation,Exercisingrightofdifficultwords |
| <b>Week 15</b> | Voiceanalysis   |
| <b>Week 16</b> | <b>Revision</b>   |
|                | <b>ExamStarts01-05-2024</b>   |

