

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty : Hitesh Bhardwaj

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.

B23-JMC-103
CC-C1
HISTORYOFMEDIA

Time-3Hours
TotalCredits-04
Theory-70
Internalassessment-30
TotalMarks-100

Note-The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO1: To learn about the history and development of print media in India.

CLO2: To understand the origin and development of radio in India.

CLO3: To know about the history and development Television and Cinema in India.

CLO4: To learn about various types of popular traditional media.

UNIT	Topic		Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Invention of press • History and growth of Print Media in India • Role of Press in freedom movement. • Growth and Development of print media in Haryana 	CLO1	12
UNIT-II	<ul style="list-style-type: none"> • Invention of Radio • History and Development of Radio in India • Growth of FM Radio in India • History of Community Radio in India 	CLO2	12
UNIT-III	<ul style="list-style-type: none"> • Invention of Television • History and Development of TV in India • Emergence and development of Private Channels in India • Invention of Cinema • History and Development of Indian Cinema • Development of Haryana Cinema 	CLO3	12
UNIT-IV	<ul style="list-style-type: none"> • History of Traditional media • Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music • Popular folk media of Haryana 	CLO4	12

Suggested Readings:

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. B.D. Garga, So Many Cinemas - The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
3. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986 Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
4. Nadig Krishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
5. Chatterjee, P.C., Broadcasting in India, New Delhi
6. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.

COURSE OBJECTIVES:

- CLO1: Learn about the history and development of print media in India.
- CLO2: Understand the origin and development of Indian electronic media.
- CLO3: Know about the history and development of Indian Cinema.
- CLO4: Learn about various types of popular traditional media

Course Learning Outcomes:

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

- 1 Understand about the history and development of print media in India
- 2 Understand the origin and development of Indian electronic media.
- 3 Know about the history and development of Indian Cinema.
- 4 Learn about various types of popular traditional media

BAMC_SEMESTER_I_History of Media

28-07-2023 to 25-11-2023

Week 1	Invention of press
Week 2	History and growth of Print Media in India
Week 3	Role of Press in freedom movement.
Week 4	Growth and Development of print media in Haryana
Week 5	Invention of Radio
Week 6	History and Development of Radio in India
Week 7	Growth of FM Radio in India
Week 8	History of Community Radio in India
Week 9	History and Development of TV in India
Week 10	Invention of Television
Week 11	Emergence and development of Private Channels in India
Week 12	Folk Theatre, Folk Dance, Folk Music
Week 13	History and Development of Indian Cinema
Week 14	Development of Haryanavi Cinema
Week 15	History of Traditional media
Week 16	Types of Traditional Media
Week 17	Popular folk media of Haryana
Week 18	(Diwali Vacations)
Week 19	Revision test Assignments
	Exam Starts 25-11-2023