

# DAV UNIVERSITY JALANDHAR

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

DAV UNIVERSITY, JALANDHAR

## PROCEEDING OF BOARD OF STUDIES MEETING

The meeting of the Board of Studies in the Department of Journalism & Mass Communication was held on 21 /August/ 2023 at 11:30 am in the new conference room administrative block, DAV University, Jalandhar.

The following members were present in the meeting:

- 1) Dr. Namrata Joshi, Associate Professor, G.N.D.U(External member)
- 2) Dr. Ranbir Singh, Professor & HOD, IKGPTU Jalandhar (External member)
- 3) Mr. Amit Sharma, Resident Editor, Dainik Jagran (External member)
- 4) Mr Kanwar Preet Singh Narula, Content Manager, Pyramid E-Services,(External member)
- 5) Mr. Mayank Sharma, pass-out student BAJMC
- 6) Ms. Jasdeep Kaur, current student BAJMC (Internal Member)
- 7) Ms. Abhishree Pathania COD., JMC Department (Internal Member)
- 8) Ms. Kavita Devi Assistant Professor,JMC Department (Internal Member)
- 9) Mr. Rama Shankar Assistant Professor,JMC Department (Internal Member)
- 10) Mr. Jatinder Rawat, Designer,JMC Department (Internal Member)

The recommendations of the BOS were as follows:

1. Modifications in POs , PEOs and PSOs were suggested. (Annexure)
2. Programme outlines of Semester I and II of B.A. JMC were finalised as per NEP.
3. Syllabus of B.A. JMC Semester I and II were finalised
4. Remaining syllabus to be discussed in the next BOS meeting.

*Namrata Joshi*  
Dr. Namrata Joshi 21/8/23

*Ashar*  
Mr. Amit Sharma 21/8/23

*Mayank*  
Mr. Mayank Sharma

*Ranbir Singh*  
Dr. Ranbir Singh 21/8/23

*Kanwar Preet Singh Narula*  
Mr Kanwar Preet Singh Narula 21/8/23

*Jasdeep Kaur*  
Ms. Jasdeep Kaur

Abhishree  
11058

Ms. Abhishree Pathania

Kavita  
11033

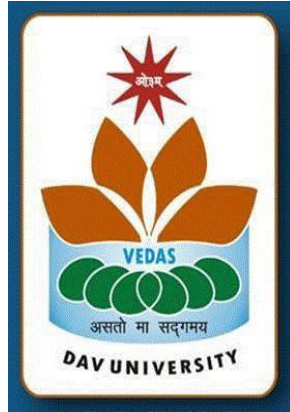
Ms. Kavita

Rama Shankar  
Mr. Rama Shankar

JS Rawat  
10928

Mr. Jatinder Rawat

**Department of  
JOURNALISM & MASS COMMUNICATION**



**Scheme and Syllabi**

**For**

**Bachelor of Journalism & Mass Communication  
(2023-2024)**

**(As per NEP-2020)**

**Batch-2023 & onwards**

### **Program Educational Objectives (PEOS)**

- **PEO1:** To help understand the media dynamics with the help of historical perspective contemporary theory and to equip the students with analytical tools to study diverse media and communication practices
- **PEO2:** To provide an exposure to various forms of mass communication and a hands-on experience of media production
- **PEO3:** To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- **PEO4:** contribution to society and profession / industry and being a part of institution - industry linkage.

### **Programme Outcomes (POs)**

**PO1.** Understand the key role played by the media in strengthen and development of a democratic society

**PO2.** Recognize the techniques of print, electronic and digital and identify the available positions in all areas of journalism.

**PO3.** Ability to write news, articles, feature in detailed and accurate manner.

**PO4.** Identify the journalistic ethics and responsibilities to report truth.

**PO5.** Understand the challenges in industry and revenue model for digital/online platforms

**PO6.** Create and publish content for designated media platforms.

**PO7.** Identify the problems of a developing society like India and develop skills as per the need of Indian society.

### **Program Specific Objectives (PSOs)**

**PSO1:** Understanding the fundamental relations between society, culture and communication.

**PSO2:** Provide advanced knowledge on all aspects communication and media.

**PSO3:** Hands on training for media production.

**PSO4:** keeping pace with updates in global mediascape.

**PS05:** inculcating awareness of human values and media / journalistic rules and ethics

**Mapping of POs with PEOs**

PEOs→ POs↓	PEO 1	PEO 2	PEO 3	PEO4
PO1	Yes	Yes	Yes	Yes
PO2	Yes	Yes	Yes	Yes
PO3	Yes	Yes	Yes	Yes
PO4	Yes	Yes	Yes	Yes
PO5	Yes	Yes	Yes	Yes
PO6	Yes	Yes	Yes	Yes
PO7	Yes	Yes	Yes	Yes

**Mapping of PSO with PEO**

PEOs→ PSO↓	PEO 1	PEO 2	PEO 3	PEO4
PSO1	Yes	Yes	Yes	Yes
PSO2	Yes	Yes	Yes	Yes
PSO3	Yes	Yes	Yes	Yes
PSO4	Yes	Yes	Yes	Yes
PSO5	Yes	Yes	Yes	Yes

**Scheme of Courses**  
**JOURNALISM & MASS COMMUNICATION (Three Year Programme)**

<b>Credit Details</b>			
<b>S.No.</b>	<b>Course Category</b>	<b>Course Category Abbreviation</b>	<b>3-Yr BAJMC 4-(Credits)</b>
1.1	Discipline Specific Courses-Core	DSC	83
1.2	Discipline Specific-Skill Enhancement Courses-Core	DS-SEC	2
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	
<b>Total of Discipline Specific Core Courses</b>			<b>85</b>
2.1	Minor Courses	MC	00
<b>OR</b>			
2.2	Interdisciplinary Courses	IDC	00
3	Multidisciplinary Courses	MDC	09
4	Ability Enhancement Course- Common	AEC-C	08
5	Value Added Courses-Common	VAC-C	06
6.1	Skill Enhancement Courses- Common	SEC-C	08
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	04
<b>Total of Skill Enhancement Courses</b>			<b>12</b>
<b>Total Credits</b>			<b>120</b>

**Scheme of Courses- JOURNALISM & MASS COMMUNICATION Honors,  
JOURNALISM & MASS COMMUNICATION Honors with Research**

<b>Credit Details</b>				
<b>S.No.</b>	<b>Course Category</b>	<b>Course Category Abbreviation</b>	<b>4-Yr BA English (Hons.) (Credits)</b>	<b>4-Yr BA English (Hons. with Res.) (Credits)</b>
1.1	Discipline Specific Courses-Core	DSC	123	111
1.2	Discipline Specific-Skill Enhancement Courses-Core	DS-SEC	02	2
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	00	00
<b>Total of Discipline Specific Core Courses</b>			<b>125</b>	<b>113</b>
2.1	Minor Courses	MC	00	00
OR				
2.2	Interdisciplinary Courses	IDC	-	
3	Multidisciplinary Courses	MDC	9	09
4	Ability Enhancement Course-Common	AEC-C	8	08
5	Value Added Courses-Common	VAC-C	6	06
6.1	Skill Enhancement Courses- Common	SEC-C	8	08
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	4	04
6.3	Skill Enhancement Courses- Research Project/Dissertation	SEC-RP	-	12
<b>Total of Skill Enhancement Courses</b>			<b>12</b>	<b>24</b>
<b>Total Credits</b>			<b>160</b>	<b>160</b>

### Semester 1

S.No	Paper Code	Course Title	In hours			Cr.	Course Category
			L	T	P		
1	MCJ101	History of the Media	4	0	0	4	DSC
2	MCJ102	Introduction To Communication	4	0	0	4	DSC
3		Multidisciplinary Courses	-	-	-	3	MDC
4		Ability Enhancement Course-Common	-	-	-	2	AEC-C
5		Skill Enhancement Courses-Common	-	-	-	2	SEC-C
6		Value Added Courses-Common	-	-	-	3	VAC-C
7	MCJ103	Media Writing	-	-	4	2	DS-SEC
						<b>20</b>	

**L- Lectures T- Tutorial P- Practical Cr.- Credits**

### Semester 2

S.No	Paper Code	Course Title	In hours			Cr.	Course Category
			L	T	P		
1	MCJ104	Introduction to Print Journalism & Broadcast Media	3	-	-	3	DSC
2	MCJ105	Introduction to Print Journalism & Broadcast Media (PRACTICAL)	-	-	4	2	DSC
3	MCJ106	Design and Graphics for Media	2	-	-	2	DSC
4	MCJ107	Design and Graphics for Media (PRACTICAL)	-	-	4	2	DSC
5		Multidisciplinary Courses	-	-	-	3	MDC
6		Ability Enhancement Course-Common	-	-	-	2	AEC- C
7		Skill Enhancement Courses-Common	-	-	-	3	SEC-C
8		Value Added Courses-Common	-	-	-	3	VAC-C
						<b>20</b>	

**L- Lectures T- Tutorial P- Practical Cr.- Credits**



**EXIT1:** Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject provided they earn 4 credits in work-based employ-ability oriented vocational/ skill development courses viz. NSDC/ industry collaborated certifications- SAP/ INTEL/ L&T etc. or discipline