

# SKILL ENHANCEMENT COURSES

SYLLABUS FOR THE

## SUBJECT: JOURNALISM & MASS COMMUNICATION

for the award of the Degree in

**BACHELOR OF ARTS/ BACHELOR OF SCIENCE**

(Offered under 3-year UG Degree Programme)

(Credit Based Grading System)  
under NEP 2020

**Batch: 2025–28**



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## GURU NANAK DEV UNIVERSITY AMRITSAR

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**SCHEME**  
**JOURNALISM & MASS COMMUNICATION**  
**SKILL ENHANCEMENT COURSES (SEC)**

**SEC-I**

<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits L - T - P</b>	<b>Total Marks</b>
1.		PHOTOGRAPHY : PRINCIPLES AND PRACTICES (THEORY)	2 - 0 - 0	50
2.		PHOTOGRAPHY : PRINCIPLES AND PRACTICES (PRACTICAL)	0 - 0 - 1	25

**SEC-II**

<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits L - T - P</b>	<b>Total Marks</b>
1.		RADIO JOCKEY (THEORY)	2 - 0 - 0	50
2.		RADIO JOCKEY (PRACTICAL)	0 - 0 - 1	25

**JOURNALISM & MASS COMMUNICATION  
SKILL ENHANCEMENT COURSES  
(SEC-I)  
PHOTOGRAPHY: PRINCIPLES AND PRACTICES  
(THEORY)**

**Time: 3 Hours**

**L-T-P**

**2-0-0**

**Marks: 50**

**Instructions for the Paper Setters: -**

Eight questions of equal marks (specified in the syllabus) are to be set, two in each of the four sections (A-D). Questions may be sub divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

**Objective: -**

The objective of this course is to explain the importance of visuals in mass communication. The students will be able to learn the basics of photography and usage of equipment in photography. This course will make them aware by telling how important the photographs are in news.

**Learning Outcome: -**

The students will: -

1. Learn the fundamentals of Photography.
2. Learn the process of composing a shot.
3. Usage of photography as visual medium.
4. Practical application of photography in journalism.

**SECTION-A**

Introduction to Photography: Definition, Concept and Origin, Photographic Equipment, Camera and Types, Camera Lenses

**SECTION-B**

Light and Exposure Techniques: Types of Lighting, Aperture, Shutter Speed, ISO, Exposure Triangle, Depth of Field, Rule of third

**SECTION-C**

Visual Composition: various Shots and Angles, shot composition

**SECTION-D**

Photojournalism and Genre of Photography: News Photographs, Caption Writing, Photo Features, Portrait and Landscape Photography, Nature Photography, Fashion Photography, Food Photography, Sports Photography

**Books recommended:**

1. Langford, M. (2013). Basic photography. Routledge.
2. Peterson, B. (2016). Understanding exposure: how to shoot great photographs with any camera. Am Photo books.
3. Langford Michael, Basic Photography, Plume; 5<sup>th</sup> edition.

**JOURNALISM & MASS COMMUNICATION**

**SKILL ENHANCEMENT COURSES**

**(SEC-I)**

**PHOTOGRAPHY: PRINCIPLES AND PRACTICES**

**(PRACTICAL)**

**L-T-P**

**0-0-1**

**Marks: 25**

**Practical :**

The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

1. Static and motion photographs (5-5)
2. Shadow and night photography (5-5)
3. Prepare a photo story with 5 photographs.
4. Black and White photography (5)
5. Nature photography (5), Portraits (5), News Photos (5)

**JOURNALISM & MASS COMMUNICATION**  
**SKILL ENHANCEMENT COURSES**  
**(SEC-II)**  
**RADIO JOCKEY**  
**(THEORY)**

**Time: 3 Hours**

**L-T-P**

**2-0-0**

**Marks: 50**

**Instructions for the Paper Setters: -**

Eight questions of equal marks (specified in the syllabus) are to be set, two in each of the four sections (A-D). Questions may be sub divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

**Objective: -**

Radio is an important part of media. In this skill enhancement course, we will focus on enhancing the skills of those students who particularly want to pursue their career in this field. The students will be able to gain knowledge about radio jockeying in detail.

**Learning Outcome: -**

The students can explore careers as Radio Jockeys, Voice over artists, Show Producers, Assistant Producers and Scriptwriters. They will explore the working of radio station during the training period.

**SECTION-A**

Overview of Radio, Evolution of FM Radio, Qualities of a Radio Jockey, the world of Radio Jockeying, Importance of Industry Research, Build Your Career in Radio

**SECTION-B**

What is Community Radio? Possibilities in Commercial Radio, Introduction to Radio Jockey  
Why is Confidence Important? Responsibilities of RJ  
Importance of Becoming an All-Rounder, Show Preparation, Importance of Being Spontaneous & Being Fast and Persistent, Importance of Observation

**SECTION-C**

Basic Understanding of Radio Station, Programming Department, Sales Department, The Culture Inside a Radio Station, Understanding Podcast, Breaking Radio's Monopoly, Starting Your Podcast, Go Beyond the Norm  
Radio shows: Call-in Request Shows, Interview Talk Shows, Talk Shows, Live Shows, Music Shows, Types of Music Shows, Comedy & Entertainment

**SECTION-D**

Planning, Ideation, Importance of Ideation, Executing the planning, Go Live on Air, Script writing, Diction, Practicing Diction, Voice Over, Opportunities of a voice over artist.

**Books recommended-**

1. Singh, Man Mohan, Radio Jockey: Yes You Can, Blue Hill Publications, 2022.
2. Kohli, Simran, The Radio Jockey Handbook, Fusion Books, 2005.

**JOURNALISM & MASS COMMUNICATION**  
**SKILL ENHANCEMENT COURSES**  
**(SEC-II)**  
**RADIO JOCKEY**  
**(PRACTICAL)**

**L-T-P**  
**0-0-1**  
**Marks: 25**

**Practical: -**

1. Visiting a Radio station.
2. Preparing a radio show in any genre.
3. Summer training of 2 weeks in any radio station.