

1.2.1

Supporting Documents – Journalism &

Mass Communication

List of New Courses Introduced



I.K.Gujral Punjab Technical University

Main Campus

JKUPTU/SMC/4107/2022 Department of Journalism & Mass Communication

5-1-2022

Subject: List of new course Introduce During the Last five years.

Name of the Course	Course Code	Year of Introduction	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
Introduction to Communication	MAJMC-101-18	2018-19	Assess the impact of communication on individual groups and society
History of Media in India and new trends	MAJMC-102-18	2018-19	knowledge of leaders of public opinion and the role of language press
Print Journalism	MAJMC-103-18	2018-19	Know the 5 Ws and 1H of effective information gathering and writing
Advertising and Public Relations	MAJMC-104-18	2018-19	Understand brand image and position
Media and Society	MAJMC-105-18	2018-19	Know about colonial rule and the models of development
Practical	MAJMC-106-18	2018-19	Learn newspaper writing skills
News Reporting & Editing	MAJMC-201-18	2018-19	Learn handling of newspaper text.
New Media (1)	MAJMC-202-18	2018-19	Use the internet to their advantage and avoid pitfalls of information gathered from unreliable internet sources.
Radio & TV Journalism (1)	MAJMC-203-18	2018-19	Students will have knowledge of different formats of radio and TV
Communication : Theory and Practice	MAJMC-204-18	2018-19	Assess the media effect and convergence
Environment Environment Journalism	MAJMC-205-18	2018-19	Understand the dimensions of communication
Business Journalism	MAJMC-206-18	2018-19	The student will have an understanding of basic areas in business Journalism and how to write about them with intelligence and understanding.
PRACTICAL WORK	MAJMC-207-18	2018-19	Students have to work in the production of at least one print journal and one news-based production each of the two optional subjects chosen by the student (radio/TV/Internet).

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Radio & TV Journalism (2)	MAJMC-301-18	2018-19	To familiarize the students with different radio programming formats.
Media Research Methods	MAJMC-302-18	2018-19	Become aware of the ethical issues in Communication research.
New Media (2)	MAJMC-303-18	2018-19	Learn online editing and publishing
International and International and Intercultural Communicatio	MAJMC-304-18	2018-19	Have knowledge about various media giants of International media
Environment Journalism	MAJMC-305-18	2018-19	Learn how to write environmental at features.
Introduction to Marketing	MAJMC-306-18	2018-19	Know how to plan and implement a media campaign.
PRACTICAL WORK	MAJMC-307-18	2018-19	Students have to work in the production of at least one print journal and one news-based production each of the two optional subjects chosen by the student (radio/TV/Internet).
Media Management Laws & Ethics	MAJMC-401-18	2018-19	Visits to media houses, interaction with managers. Study of cases heard by PCI, and/or heard in the court of law et
Development Communication	MAJMC-402-18	2018-19	Specialised report of Students will learn the importance of Developmentsrtng to development
Film Appreciation	MAJMC-403-18	2018-19	Use understanding of film technique and film as an art medium as tools to analyze film.
Sports Journalism	MAJMC-405-18	2018-19	It will provide the knowledge about the History and Tradition of Sports.
Personality Development and soft skills	MAJMC-406-18	2018-19	Personality Development
Research dissertation	MAJMC-407-18	2018-19	Develop research acumen
Communication Research	UC/MPHJMC-101/19	2018-19	Demonstrate skills in course design, classroom teaching, and evaluation of student performance through exams papers
Media Issues	UC/MPHJMC-102/19	2018-19	Learn to analyze how new media coverage effects social change.
Communication Theories	UC/MPHJMC103/19	2018-19	Learn the relevance of communication theories and its application in field.
Seminar	UC/MPHJMC-104/19	2018-19	Head of Department, Skills and Mass Communication JKG e-IMPRESS University Kapurthala-144603 (Pb.)

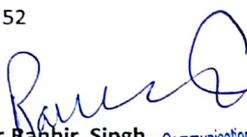
Integrated Marketing Communication	UCMPHJMC-201	2018-19	Develop confidence and skills related to the organization.
Seminar	UCMPHJMC-202	2018-19	Presentation skills will be improved.
Dissertaion	UCMPHJMC-203	2018-19	develop the confidence and communication skills among the students
Introduction to Journalism	BAJMC-101-18	2019-20	Enhanc the basic knowledge of Journalism
Introduction to Media and Communication	BAJMC-102-18	2019-20	Create awareness about Indian political system
Indian Political & Social System	BAJMC103-18	2019-20	Enhanc the basic knowledge of Journalism
Communication Lab	BAJMC-104-18	2019-20	Enhanc the basic knowledge of Journalism
Reporting & Editing for Print	BAJMC-201-18	2019-20	The course will provide students with the concept of beat and Basics of different types of reporting.
Media & cultural Studies	BAJMC-202-18	2019-20	The course will make the students aware of the concept of mass culture and its various forms.
Global Media and Politics	BAJMC-203-18	2019-20	The course will provide an overview of media industry at international level.
Media Ethics and Laws	BAJMC-204-18	2019-20	The course will provide a better understanding of the ethical issues related to Media
Media Lab	BAJMC-205-18	2019-20	It will become easy to work as PRO with any organization.
roduction to Broadcast Media	BAJMC-301-18	2019-20	It will equip the students with the basics of camera and its Various parts of television.
History of Media	BAJMC-302-18	2019-20	The course will help the students in understanding the traditional media of mass communication.
Advertising	BAJMC-303-18	2019-20	How to Design an ad copy for a product
Public Relations	BAJMC-304-18	2019-20	Employ PR for event management.
Interpersonal Communication Skills	BAJMC-305-18	2019-20	Self-Awareness

Advanced New Media	BAJMC401-18	2019-20	The course will provide a better understanding of new media technologies
Development Communication	BAJMC402-18	2019-20	The course will make the students aware of the concept of various model of mass communication
Communication Research and Methods	BAJMC403-18	2019-20	This course will provide the students with the concept of research and various types of research.
Advanced Broadcast Media	BAJMC404-18	2019-20	The students will get an insight into the various laws and policy of private broadcasting.
New Media Writing and Publishing	BAJMC405-18	2019-20	CO 2: Use the internet to their advantage and avoid pitfall of information gathered from the unreliable source.


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Year of Introduction	2020-21	2019-20	2018-19	2017-18	2016-17
Number of Course	0	19	33	0	0

Total = 52


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