

**BAJMC (1st Sem) Schedule for Personal Contact Program (Weekend Mode) Venue: IKGPTU Main Campus Kapurthala**

Time	9.00AM-10.00 AM	10.00 AM-11.00 AM	11.00 AM- 12.00 PM	12.00 PM-1.00 PM	2.00 PM-3.00 PM	3:00 PM- 4:00 PM
Date	BJAMC 101 Principles of Communication	BJAMC 103 Global Media	BJAMC 105 Fundamentals of Journalism	BJAMC 107 Introduction to Print Media	BJAMC 109 Communication: Theories Models and Skills	BJAMC 111 Introduction to computers
14/Mar/20	Fundamentals of Communication. Meaning of communication, features, importance, patterns, Techniques of communication: formal/ informal, verbal/written, downward & upward.	Media: Media, Types of Media,	Principles of Journalism. Journalism - Definition Nature Scope and Significance.	What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News.	Theories of Communication: Hypodermic Needle theory	introductory concepts and applications of computers Introduction to computers Importance of computers Computer application in various areas of business Computers in Personnel department Computers in Finance department
15/Mar/20	Barriers of communication, Essentials of communication, 7 C's of communication, Factors affecting process of communication.	Concepts of Global Media	Major Theories of Press. Meaning of theories based on scientific study & analysis; four major theories of Press.,	Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News	Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory	Computers in Marketing department Computers in Production department Office Automation General Application of computers in various fields Fundamentals of computers Classification of computers Basic principles of operation of
21/Mar/20	Process of Communication. Transmission of ideas, facts & figures from one person to another.	Global advertising: Global advertising,	four major theories of Press.,	Difference between News & Information -Stories of Human Interest.	Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory	digital computer Input unit Central processing unit Output unit Computer system Computer virus
22/Mar/20	elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback).	global agencies, global media, choice of global media,	According to Fred Siebert, Theodore Peterson & Wilbur, Schramm.	Celebrity Journalism. Trends in modern journalism.	Models of Communication: SMR Model, SMRc Model	Development of computers and computer generations History of computer Generation of computers Computer number system
28/Mar/20	Forms of Communication. Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group)	Global market place: Global market place.	Authoritarian Theory, Libertarian Theory, Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.	Influence of TV channels on serious news reporting in print media.	Shanon & Weaver Model, Lasswell Model,	Windows Basic Commands Components of MS- Office MS- Word MS- Excel MS- PowerPoint Basic application of MS- Office
29/Mar/20	Mass communication, non-verbal communication, body language, Oral Communication. Planning and conducting interviews, selection interviews.	Requirement of global market place, types of global markets, doing business abroad.	Journalism as Profession. Relationship between Press and Society - Press and Government.	Sensationalism & Entertainment.	Osgood Model, Dance Model, Schramm Model	Page Maker, Interfacing, Working with text, Page Setup, Printing, Formatting Techniques;
4/Apr/20	Reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews	Global campaign: Global campaign, global consumer research.	Code of Ethics of the press - Reader and his interests - understanding public taste -	News Media Operations: Functioning of News Media (Newspapers and Magazines)	Written Communication. Business	Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment
5/Apr/20	preparation with reference to welcome, introduction and thanks. Listening skills: Listening, types of listening.	Global media environment	Press as a tool of social service. Newspaper Organization -	Local, Regional and National Press.	Report Writing and Presentation Telephone handling manners	Bitmap Graphics - Conversions - Graphs - COREL SHOW - Cartoons - Use of colors in publishing concepts.
11/Apr/20	barriers to listening, effective listening skills. Reading skills: Model of reading to learning	Global electronic media, global print media, new media	The role of press as an agency of communication - Relationship between press and other mass media	Press Organizations: PIB, RNI, DAVP, Press Council of India	Preparation of matters of Meetings.	Page Layout: Adobe Page Maker, MS Publisher, Quark press. Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw,
12/Apr/20	Reading tactics and strategies, reading purposes - kind of purposes and associated apprehensions, reading for meaning, reading outcomes.	Ethical and legal considerations: Ethical and legal considerations in global media environment. Impact of technology	Press and Democracy, Print Media in India: An overview	News Agency Journalism: History, functioning & role of PTI and UNI, International News, Agencies: AP, UPI, Reuters, Syndicate.	The writing of notices, agenda & minutes, organization, Conduct of conference, the use of charts, PowerPoints etc	Design for presentations, Macro Media free hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media fireworks