

COMMON POOL OF ABILITY ENHANCEMENT (AEC) COURSES

(For all the Ability Enhancement Courses offered by Department of Punjabi in Semester III/IV)

ABILITY ENHANCEMENT COURSE (AEC-4)

PUNJABI BHASHA ATE MEDIA

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
PUNJABI BHASHA ATE MEDIA	2	2	0	0	Class pass in 12 th any subject	Studied Punjabi up to 8 th Standard or <i>Working knowledge of Punjabi language</i>

LEARNING OBJECTIVES:

- To impart knowledge of the Punjabi language and media.
- To educate the students in understanding Social and Political concerns of Punjabi society, as reflected in contemporary Punjabi media.
- To address the demands of Punjabi Print and Electronic media.
- To enable students to learn about practical aspects of electronic and print media.

LEARNING OUTCOMES:

- Students will demonstrate an understanding of terms, themes, strategies and issues of Punjabi media.
- They can express their understanding of the relationship between Punjabi print and electronic media.
- They will be able to write and upload their views on social media platforms.
- They will be able to get recognition at National and International level through

their Blogs and YouTube Channels.

Unit I ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਮੀਡੀਆ (Punjabi Bhasha ate Media) (8 Hrs.)

- ਭਾਸ਼ਾ ਅਤੇ ਮੀਡੀਆ: ਅੰਤਰ-ਸੰਵਾਦ
Bhasha ate Media: Antar-Sanvad
- ਪੰਜਾਬੀ ਮੀਡੀਆ: ਸੰਖੇਪ ਜਾਣ-ਪਛਾਣ
Punjabi Media: Sankhep Jaan-Pachhan
- ਪੰਜਾਬੀ ਮੀਡੀਆ ਦੇ ਰੂਪ (ਪ੍ਰਿੰਟ ਅਤੇ ਇਲੈਕਟ੍ਰੋਨਿਕ ਮੀਡੀਆ)
Punjabi Media de Roop (Print ate Electronic Media)

Unit II ਅਖਬਾਰ ਅਤੇ ਇਲੈਕਟ੍ਰੋਨਿਕ ਮੀਡੀਆ (Akhbar ate Electronic Media) (8 Hrs.)

- ਪੰਜਾਬੀ ਦੇ ਪ੍ਰਮੁੱਖ ਅਖਬਾਰਾਂ ਨਾਲ ਜਾਣ-ਪਛਾਣ
Punjabi de Parmukh Akhbaran naal Jaan-Pachhan
- ਪੰਜਾਬੀ ਦੇ ਪ੍ਰਮੁੱਖ ਚੈਨਲਾਂ ਨਾਲ ਜਾਣ-ਪਛਾਣ
Punjabi de Parmukh Channels naal Jaan-Pachhan
- ਪੰਜਾਬੀ ਦੀਆਂ ਸਾਹਿਤਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਵੈਬਸਾਈਟਸ ਨਾਲ ਜਾਣ-ਪਛਾਣ
Punjabi dian Sahitak ate Sabhiyacharak Websites naal Jaan-Pachhan

Unit III ਅਖਬਾਰ: ਵਿਹਾਰਕ ਪੱਖ (Akhbar: Viharak Pakh) (7 Hrs.)

- ਪ੍ਰੈਸ ਨੋਟ ਅਤੇ ਖ਼ਬਰ ਤਿਆਰ ਕਰਨਾ
Press Note ate Khabar Tiyaar Karna
- ਫੀਚਰ ਲੇਖਣ
Feature Lekhan
- ਸੰਪਾਦਕੀ ਖ਼ਤ
Sampadaki Khat

Unit IV ਇਲੈਕਟ੍ਰੋਨਿਕ ਮੀਡੀਆ: ਵਿਹਾਰਕ ਪੱਖ (Electronic Media: Viharak Pakh)

(7 Hrs.)

- ਪੰਜਾਬੀ ਸਾਹਿਤਕ/ਸਭਿਆਚਾਰਕ ਯੂ-ਟਿਊਬ ਚੈਨਲ ਦਾ ਰਿਵਿਊ
Punjabi Sahitak/Sabhiyacharak YouTube Channel da Review
- ਬਲਾਗ ਲੇਖਣ
Blog Lekhan
- ਇੰਟਰਵਿਊ ਕਰਨਾ
Interview Karna

ESSENTIAL READING:

- Bhajan Singh (Ed.) (1987), **Punjabi Patarkari Vichar Parvah**, Punjabi Academy, Delhi.
- Megha Singh (Dr.) (2019), **Punjabi Patarkari ate Pustak Reviewkari**, Saptrishi Publication, Chandigarh.
- Walia, Harjinder Singh and Parul Raizada (2014), **Patarkar, Patarkari ate Jan Sanchar**, Madan Publishing House, Patiala.

SUGGESTED READINGS:

- Bhullar, Gian, Harmeet Kaur (Dr.) (2015), **E-Lokdhara**, Unistar Books, Chandigarh.
- Gautam, Roop Chand (2003), **Electronic Media ke Sidhant**, Sh. Navraj Parkashan, Delhi.
- Kalia, Sanjiv (Dr.) (Ed.) (2012), **Cinema ate Samajik Tabdeeli**, Zohra Publication, Patiala.
- Rawail Singh (Dr.) (2017), **Media: Viharak Adhiyan**, Gracious, Patiala.
- Waraich, Amarjit Singh (2010), **Hun Tusi Khabran Suno**, Punjabi University, Patiala.
- Thapar, Prithvi Raj (Dr.) (2011), **Punjabi Media**, Manpreet Parkashan, Delhi.
- Thapar, Prithvi Raj (Dr.) (2012), **Sanchar, Takneek te Multimedia**, Manpreet Parkashan, Delhi.

*(Note: Teachers are free to recommend additional related standard source books, if required so.)

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.