

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

REVISED UG SYLLABUS UNDER CBCS

(To Be Implemented from Academic Year, 2020-21)

PROGRAMME: FOUR YEAR B.A. (Hons)

Domain Subject: **URDU**

Skill Enhancement Courses for Semester V

(Syllabus with Learning Outcomes, References, Co-curricular Activities & Model Q.P. Pattern)

Structure of SECs for 5th Semester

(To Choose any One Pair from the Three Alternative Pairs of SECs)

Uni code	Course No 6 & 7	Name of Course	Hours/ Week	Credits	Marks	
					Internal Assmt:20 Fieldwork/Project work: 5	Sem End
	6A	اردو میں ذرائع ابلاغ Urdu mein Zaraya Iblagh (Mass Media in Urdu)	5	4	25	75
	7A	اردو صحافت Urdu Sahafath (Print Media in Urdu)	5	4	25	75

OR

	6B	اردو ترجمہ نگاری Urdu Tarjuma Nigari (Translation in Urdu)	5	4	25	75
	7B	اردو میں مضمون نگاری Urdu mein Mazmoon Nigari (Essay writing in Urdu)	5	4	25	75

OR

	6C	طریقہ تدریس اردو Tarikha-e-Tadrees-e-Urdu (Teaching Method in Urdu)	5	4	25	75
	7C	تعلیمی نفسیات Taleimi Nafsiyath (Educational Psychology)	5	4	25	75

Note-1: For Semester-V, for the Domain Subject URDU, any one of the Three Pairs of SECs shall be chosen as Courses 6 and 7, i.e., 6A & 7A or 6B & 7B or 6C & 7C. The Pair shall not be broken (ABC allotment is random, not on any priority basis).

Note-2: One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situations.

A.P. State Council of Higher Education
Semester-Wise Revised Syllabus under CBCS, 2020-21

Course Code: Four-Year B.A. (Hons)

Domain Subject: SPECIAL URDU

IV Year B. A. (Hons) – Semester – V

Course 6A: اردو میں ذرائع ابلاغ اردو

Course Code:

Urdu mein Zaraya Iblagh

Mass Media in Urdu

No. of Hours: 75 (05 per Week) Credits: 04 Max Marks: 100

(Skill Enhancement Course (Elective))

I. Learning Outcomes:

At the end of the course the student will be able to:

I	Understand the basics of communication
II	The major concepts/thoughts related to mass communication.
III	The understanding of the fundamentals of communication.
IV	The framework in which they operate and major thoughts/concepts related to mass communication
V	Students will be able to trace the history and development of print and Electronic Media s and will demonstrate an understanding of the origins, functions, and evolution of the Urdu Media.

II. Syllabus:

(Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05. Total: 75)

Unit: 1	ماس میڈیا کی تعریف	
Unit: 2	ماس میڈیا کے اجزائے ترکیبی	
Unit: 3	ماس میڈیا کے اقسام	
Unit: 4	ماس میڈیا کی آزادی کے مثبت اور منفی اثرات	
Unit: 5	ہندوستانی معاشرے میں پرنٹ میڈیا اور الیکٹرانک میڈیا کا رول اور ذمہ داریاں	
III. References:	معاون کتابیں	
اشفاق محمدخان	عوامی ذرائع ترسیل و ابلاغ	1
دیوندر اسر	عوامی ترسیل	2
محمد شہاب حسین	ابلاغیات	3
مہدی حسن	جدید ابلاغ	4

IV. Co-Curricular Activities:

a) **Mandatory:** (*Training of students in the related skills by the Lecturer, Total 10 Hours*)

For Teacher: Training of students by the teacher in the classroom or in the field for a total of not less than 10 hours on identifying, extracting, classifying and preserving archival sources and documentation techniques. The training may pertain to Students will be able to trace the history and development of print and Electronic Media s and will demonstrate an understanding of the origins, functions, and evolution of the Urdu Media

For Student: Students shall visit a college library, local library, an organization's office, archival cell or museum and observe the collection, preservation and cataloguing techniques. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as the Fieldwork/Project work Report.

1. Suggested Fieldwork/Project work Format (*Report shall not exceed 10 pages*):

- Title Page,
 - Student Details,
 - Acknowledgments,
 - Index page, Objectives,
 - Step-wise process,
 - Findings,
 - Conclusion & References.
- 2) Max Marks for Fieldwork/Project work Report: 05
- 3) Unit Tests/Internal Examinations.

b) Suggested Co-Curricular Activities:

- 1) Invited Lectures
- 2) Hands on experience by field experts.
- 3) Debates on interesting topics
- 4) Seminars, Group discussions, Quiz, etc.
- 5) Assignments

MODEL QUESTION PAPER PATTERN

Time: 3 Hours

Max. Marks: 75

Section A (Total 5 x 5 Marks = 25 Marks)

Answer any Five of the following. Each Answer Carries 5 Marks (At least **One Question** should be given from each Unit)

1	
2	
3	
4	
5	
6	
7	
8	

Section B (Total 5 x 10 Marks = 50 Marks)

Answer any Five of the following. Each Answer Carries 10 Marks (At least **One Question** should be given from each Unit)

1	
2	
3	
4	
5	
6	
7	
8	

Prepared by:

1-Prof. Dr. S. A. Sattar Saheb (Retd.)

S.V. University, Tirupathi

2. Dr. Syed Vasiulla Bakhtiary, Asst. Prof of Urdu,
Govt. Degree College for Men (A), Kadapa

3. Dr. Shazeeya Begum, Asst. Prof. of Urdu,
Govt. Degree College for Women (A), Kadapa.



4- Dr. Shaik Farooq Basha, Asst. Prof. in Urdu,
Govt. Degree College, Rayachoty.

MODEL QUESTION PAPER PATTERN

Time: 3 Hours

Max. Marks: 75

Section A (Total 5 x 5 Marks = 25 Marks)

Answer any Five of the following. Each Answer Carries 5 Marks (At least **One Question** should be given from each Unit)

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Section B (Total 5 x 10 Marks = 50 Marks)

Answer any Five of the following. Each Answer Carries 10 Marks (At least **One Question** should be given from each Unit)

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