INSTITUTE OF MASS COMMUNICATION & MEDIA TECHNOLOGY
Kurukshetra University, Kurukshetra

Syllabus
(From session 2011-12) in phased manner

B.A. Mass Communication
(Six semesters)

B.A. Mass Communication is a three year course leading to a bachelor’s degree in mass communication. It endeavors to develop young girls and boys for engagement in various tasks related to the operations and management of media of mass communication. It may not be treated as a terminal course in the subject but should be considered as a basic course for higher studies in mass communication. Broadly the course includes the following components:

1. Basic understanding of the social processes
2. Basic understanding of the processes of communication
3. Learning the basic skills of writing in Hindi and English for various media
4. Learning the basic skills for performing various media tasks

It is essential that during all the three years, the students are also engaged in the process of keeping aware of the contemporary issues of the society. This may be carried out by way of classroom involvement of the students in presentations, group discussions and quizzes.

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.
### First Semester

<table>
<thead>
<tr>
<th>Paper</th>
<th>Course Title</th>
<th>T  A  I  P</th>
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<tbody>
<tr>
<td>I</td>
<td>Science of communication-I</td>
<td>80+20</td>
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<tr>
<td>II</td>
<td>Communicative Hindi-I</td>
<td>80+20</td>
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<td>III</td>
<td>Sociology</td>
<td>80+20</td>
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<tr>
<td>IV</td>
<td>Principles of writing</td>
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<td>V</td>
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### Second Semester

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<td>VII</td>
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<td>VIII</td>
<td>Psychology</td>
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<td>IX</td>
<td>Communication Technology</td>
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<tr>
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### Third Semester

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<td>XI</td>
<td>History of Print Media</td>
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<tr>
<td>XII</td>
<td>Communicative English-I</td>
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<td>XIII</td>
<td>Political Science</td>
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<td>XIV</td>
<td>News Writing</td>
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<tr>
<td>XV</td>
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### Forth Semester

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<td>History of Electronic Media</td>
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<tr>
<td>XVII</td>
<td>Communicative English-II</td>
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<td>XVIII</td>
<td>Economics</td>
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<td>XIX</td>
<td>Reporting &amp; Editing</td>
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<td>XX</td>
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### Fifth Semester

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<th>Paper</th>
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<td>XXII</td>
<td>Media Laws and Ethics</td>
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<tr>
<td>XXIII</td>
<td>Advertising</td>
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<tr>
<td>XXIV</td>
<td>New Media</td>
<td>50+20+30</td>
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<tr>
<td>XXV</td>
<td>Television Production</td>
<td>50+20+30</td>
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<th>Paper</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>XXVI</td>
<td>Global Media</td>
<td>80+20</td>
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<td>XXVII</td>
<td>Communication research</td>
<td>80+20</td>
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<td>XXVIII</td>
<td>Media, Society and culture</td>
<td>80+20</td>
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<tr>
<td>XXIX</td>
<td>Public Relations</td>
<td>50+20+30</td>
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<tr>
<td>XXX</td>
<td>Multimedia Production</td>
<td>50+20+30</td>
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**Optional paper for Foreign and non Hindi Students in place of paper 2 and 7**

- Basics of English Language-I 80+20
- Basics of English Language-II 80+20
Paper-I (First Semester)  

Science of Communication-I  

Time: 3 Hrs.  
Theory Marks: 80  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit I

Evolution of social groups and organic structure of society  
Essentiality of communication in social groups  
Concept, definitions and elements of human communication  
Functions of communication  
Socialization and role of communication in socialization

Unit II

Intrapersonal communication  
Interpersonal communication  
Group communication  
Public communication  
Mass communication

Unit III

Verbal communication  
Non-verbal communication  
Oral communication  
Written communication

Unit IV

Visual communication  
Signs, symbols and code systems  
Communication skills  
Dress codes, mannerism, accent and etiquettes  
Listening- importance and art of developing listening habits
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.
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**Unit I**

Concept, definitions and importance of sociology
Relation of sociology with other social sciences
Importance of studying sociology for media students

**Unit II**

Group-Community-Institution-organisation-Society-Humanity-Biosphere and their unity and inter-dependence
Meaning of family, kinship, class, caste, clan, tribe, marriage

**Unit III**

Concept of socialization, social stratification
Concept, definitions and process of social change
Agents of social change
Understanding of contemporary changes in India

**Unit IV**

Characteristics of Indian culture
India’s main social institutions
Cultural imperialism, consumerism
Understanding current socio-cultural issues
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit I**

Purposes of writing- past and present  
Languages- types and origins- scripts (only introductory)  
Basic principles of writing

**Unit II**

Essentials of good writing  
Tests of good writing  
Introduction to readability tests  
Writing for –reading, spoken word

**Unit III**

Forms of writing:  
- prose- poetry,  
- letters, essays,  
- news, articles, features  
- analysis, reviews  
- memoirs, travelogues

**Unit IV**

Translation – need and relevance  
Basic principles of translation  
Aids for translation  
Exercises in translation – Hindi to English and English to Hindi
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Origin and growth of computer
Various parts and functioning of computer
Computer hardware and software
Use of computer in human life

**Unit-II**

Introduction to operating systems
Introduction to computer software
- MS Word/Leap Office
- MS Excel and Power Point

**Unit-III**

- Introduction to Quark Express/PageMaker

**Unit IV**

Word processing – English
Word processing – Hindi

**Practical**

Data entry in Hindi – minimum speed 15 words per minute
Data entry in English - minimum speed 15 words per minute
E-mail- creating email account, sending, receiving and forwarding mail
Use of search engines
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit I**

Concept of communication in ancient Indian texts  
Indian perspectives of communication  
Narad as a communicator

**Unit II**

Concept of Sadharanikaran  
Modern Indian thoughts of communication  
Indian traditional forms of communication  
Modern Indian communicators

**Unit III**

Psychological and individual difference theory – selective exposure and selective perception  
Personal influence theory - Two-step flow and multi-step flow  
Sociological theories – cultivation theory, agenda setting theory, the uses and gratification theory, dependency theory,

**Unit IV**

Lasswell’s model (1948)  
Shannon and Weaver’s model (1949)  
Osgood’s model (1954)  
Newcomb’s Model (1953)  
Gerbner’s Model (1956)
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.
Paper-VIII (Second Semester)
Psychology

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit I
Concept, definitions and importance of psychology
Relation of psychology with other social sciences
Importance of studying psychology for media students

Unit II
Elements of human behavior
Theory of information
Opinion and attitude formation

Unit III
Psychology of a child
Psychology of teenagers
Psychology of youths
Psychology of elders

Unit IV
Psychology of various social groups
Psychology of masses and crowd
Introduction to abnormal Psychology
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**
Introduction to the technologies for mass communication:
Printing, photography, audiography, videography, cinematography
The process of radio and television broadcasting

**Unit-II**
Television technology
Television standards: NTSC, PAL and SECAM
Conditional access system, pay per view system
Set top box, interactive television, HDTV, LCD TV

**Unit-III**
FM and AM (MW and SW) radio
Radio bands and frequencies
Satellite and web radio

**Unit-IV**
Origin and growth of cable industry in India
Process of distribution of television signals
Direct to Home (DTH), Fiber optics
Convergence media, World Wide Web
Paper-X (Second Semester)

Computer Applications-II

Time: 3 Hrs.
Theory Marks: 50
Internal Assessment: 20
Practical marks: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

Internet as medium of communication
Powers and limitations of internet
Brief introduction to digital revolution in India

Unit-II

Brief history of Internet
Main facilities in Internet:
- Surfing
- Searching
- E-mailing
- Bulletin board
- Blogging

Unit-III

Various types of languages
Process of data transmission
Basic elements of computer network
Network typologies

Unit-IV

Introduction to Photoshop
- Cropping and resizing
- Changing formats
- Applying effects
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I
Introduction to the origin of Indian press
Role of press in freedom movement
Freedom fighters as journalists

Unit-II
Major trends in growth of press
Role of press in Indian democracy
Newspapers revolution during nineties

Unit-III
Major news agencies: Reuters, AP, AFP, Taas, UNI, PTI, ANI,
Role and importance of news agencies
Functioning of news agencies

Unit-IV
Introduction to printing industry in India
Introduction to major specialized magazines
- News magazines
- Women’s magazines
- Sports magazines
- Business magazines
- Health magazines
- IT magazines
Paper-XII (Third Semester)

**Communicative English-I**

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. “Student have to answer question in English except where explicitly asked by the examiner in any question to answer in Hindi as in the case of translation etc.”

**Unit-I**
Growth and development of English language
Introduction to written and spoken English
Different types of spoken English - British, American and Indian

**Unit-II**
Usage of dictionary and thesaurus
Diction - words meaning and usage
Spelling rules, verb patterns
Idioms and phrases

**Unit-III**
Common errors in spellings and sentences
Human organs of articulation
Main problems in pronunciation

**Unit-IV**
Voice analysis
Pitch and tempo for effective presentation
Exercising right pronunciation of difficult words
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit I

Concept, definitions and importance of Political Science
Relations of Political Science with other social sciences
Importance of studying Political Science for media students

Unit II

Concepts of Basic elements of Indian constitution
Preamble, fundamental rights, duties, directive principles, center-state relationship, parliament, judiciary, emergency powers, amendment,

Unit III

Concepts of: Rights, liberty, equality, justice, duties and obligations
Nation, state, government, power and authority

Unit IV

State and its institutions: legislature, executive and judiciary
How Indian democracy functions: parliament to panchayats?
Structure of bureaucracy, Indian police, military and other forces
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**
- Concept, definitions and elements of news
- News values and dynamics of news values
- Truth, objectivity, diversity, plurality, social welfare and relevance of facts

**Unit II**
- News: structure and content, differences from other forms of media writing,
- Style: inverted pyramid, chronological
- Headlines, types, function and importance, techniques of writing headlines
- Sources of news, cultivation and protection of news, verification and validation of facts

**Unit III**
- Types of news stories
- Introduction to writing news features, news analysis and backgrounder

**Unit IV**
- Writing news based on interviews
- Writing news for: newspapers, radio, television, web
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I
Introduction to various printing processes
Typography and graphic art
Various types of papers

Unit-II
Basic principles of layout designing
Tools of layout designing
Desk Top Publishing

Unit - III
Newspaper make-up
Designing a poster
Magazine layout designing

Unit - IV
Visual communication and colors
Introduction to photography
Selection and placement of photos
Paper-XVI (Forth Semester)

**History of Electronic Media**

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**
Development of Doordarshan
Growth of private television in India
History of serials in India

**Unit-II**
Development of All India Radio
Role of AIR in national development
Growth of private radio channels in India

**Unit - III**
Meaning of new media
Growth of new media
Features of new media

**Unit – IV**
A brief introduction to the history of Indian Cinema
Introduction to Indian documentaries
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. "Student have to answer question in English except where explicitly asked by the examiner in any question to answer in Hindi as in the case of translation etc."

Unit-I
Syntax - different types of sentence formation
Basic sentence formation
Transformation of sentences
Question tags and short answer

Unit-II
Paragraph writing
Story writing
Dialogue writing
Translation

Unit-III
Use and importance of language in media
Nature and scope of media language
New trends in media language
Listing and using words commonly used in news and advertisements

Unit-IV
Writing CV
Letter Writing (Employment related correspondence, correspondence with government authorities, Officer orders, Memo Writing, Enquiries and replies, Business letters)
Preparing Agenda for meetings
Report Writing
Press release
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit I**
Concept, definitions and importance of Economics
Relation of Economics with other social sciences
Importance of studying Economics for media students

**Unit II**
Principles of demand and supply
Meaning of monopoly, inflation,
Understanding union budget
How share market functions?

**Unit III**
Introduction to Indian Economy
Infrastructure, production, service, agriculture sector
Present state of Indian trade and commerce

**Unit IV**
Consumer behavior
Globalization, Liberalization, consumerism
Understanding contemporary economic issues
Paper-XIX (Forth Semester)
Reporting and Editing

Time: 3 Hrs.
Theory Marks: 50
Internal Assessment: 20
Practical Marks: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit I
Concept, definitions and elements of reporting
Sources of news, news gathering, verification and validation
Reporting hierarchy in news organizations
Cultivation of sources, ethics and laws related to reporting

Unit II
Types of news reports:
- Human interest
- Developmental
- Informative
- Social events
- Conferences, workshops and seminars
- Accidents, disasters and crime
- Courts, hospitals, legislative
- Financial
- Political
- Commentary

Unit III
Concept, definitions and elements of editing
Process and principles of editing
Hierarchy of news rooms in: newspapers, radio, television, news portals
Writing headlines, page make-up, news bulletins

Unit IV
Textual editing
Audio editing
Video editing
Editing messages for cellular telephony
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Perspectives of sound: analog and digital sound  
Concept of mono, stereo and surround sound  
Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program, and commentary.

**Unit-II**

Audio studio and its equipment  
Nature and types of microphones  
Selection and placement of microphones

**Unit-III**

Basics of audio recording  
Producing field based radio programs  
Radio production team members

**Unit-IV**

Linear and nonlinear sound editing  
Types of sound effects  
Mixing and dubbing techniques  
Voice modulation, Common errors in pronunciation
Paper-XXI (Fifth Semester)

Media Management

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit –I
Ownership patterns in media
Inflow of capital in Indian media
Major heads of income

Unit-II
Introduction to media houses:
- Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 group.

Unit-III
Structure and functioning of radio and television channel
Role of editorial, technical, marketing and HR sections
Recruitment, hiring and training of staff

Unit-IV
Media marketing techniques
Ad collection and corporate strategies
Space and time selling
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Constitution and freedom of speech and expression  
Meaning of defamation  
Contempt of court  
Right to information

**Unit-II**

Press and Registration of Books Act 1867  
Working Journalists Act 1955  
Copyright act 1957  
Press Council Act 1978

**Unit-III**

Cinematography Act 1952  
Prasar Bharti Act 1990  
Cable Television Networks (Regulations) Act 1995  
Information Technology Act 2000

**Unit-IV**

Invasion of privacy and vulgarity,  
Advertising and ethics  
Issues of ethics in media
Paper-XXIII (Fifth Semester)

**Advertising**

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit –I**

- Concept, definitions and process of advertising
- Need and scope of advertising
- Growth and development of advertising in India
- Careers in advertising

**Unit- II**

- Classification of advertisement
- Ad appeals, types of ad appeals
- Concept and process of media planning,

**Unit- III**

- Structure and functioning of ad agency
- Process of preparing print advertisements
- Process of preparing radio and television advertisements
- Introduction to outdoor advertising

**Unit-IV**

- Media marketing, space and time selling
- Market survey – audience, product and media profile
- Television Ratings Points (TRP)
- Methodology and and process of ratings
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I
Applications of computers in: Newspapers, Radio, Television, Advertising, Public relations
Introduction to major Indian news portals
New media as a medium of journalism
Careers in new media

Unit-II
Basic structures of HTML scripts
Head and body sections

Unit-III
Role of web master, application manager and network engineer
Web team members – project manager, visualizer, graphics designer, animator, audio-video expert, web site manager

Unit-IV
Web and its use in different media
Web as a medium of communication
Web as a source of information (search engines)
Social impact of Web
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Various formats of television programs:
- Fictional programmes: soap operas, sitcoms, series, films etc.
- Non-fictional programmes: news, talk show, documentary, reality show etc.

**Unit-II**

Television production: meaning and scope
Video production process: pre production, production, post production
Production personnel and their duties and responsibilities

**Unit-III**

Components of video camera
Basic shots and their composition
Lighting equipment and control
Introduction to make up techniques

**Unit-IV**

Editing - meaning and significance
Grammar and aesthetics of editing
Editing equipment
Introduction to non-linear editing
Paper-XXVI (Sixth Semester)

Global Media

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

Introduction to main international newspapers
Major international television channels:
BBC, CNN, NHK, CCTV
Major International radio channels:
BBC, Voice of America
Introduction to major global media companies

Unit-II

Present media scenario in Asia
Special reference to SAARC countries
Concept of media imperialism

Unit-III

News world communication order
MacBride Commission report
International flow of communication

Unit-IV

Misinformation and information war
Role of media in promoting humanity and peace
Market forces and media
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Research: meaning and nature
Areas of communication research
Types of research

**Unit-II**

Hypothesis and research questions
Research design
Sampling - meaning and types
Random sample survey

**Unit-III**

Source of data – primary and secondary
Preparing a questionnaire
Observation method
Interview method

**Unit-IV**

Tabulation and classification of data
Data analysis and interpretation
Report writing
Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit I**
Relationship between media and society
Role and importance of media in democracy
Concept of media literacy and its significance

**Unit II**
Cultural impact of media
Television and children
Truth and media

**Unit III**
Diversity in media
Civil society and citizen journalism
Popular culture and mass media

**Unit IV**
Introduction to current media issues:
- Media accountability
- Media and societal needs
- Market-driven media and society
Paper-XXIX (Sixth Semester)

Public Relations

Time: 3 Hrs.
Theory Marks: 50
Internal Assessment: 20
Practical Marks: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit I

Concept and definitions of public relations
Process of public relations
Need and scope of public relations
Growth and development of PR with special reference to India

Unit II

Public relations- advertising-propaganda-publicity-corporate communication: similarities and differences
PR set-up in private and public sectors

Unit III

PR agency- structure and functions
Tools of public relations
House journal

Unit IV

Internal and external publics
Public relations campaigns
Careers in PR
Paper-XXX (Sixth Semester)
Multimedia Production

Time: 3 Hrs.
Theory Marks: 50
Internal Assessment: 20
Practical Marks: 30

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I
Concept and uses of multimedia
Hardware requirements for multimedia
Components of multimedia – text, graphics, video and sound

Unit-II
Introduction to computer graphics
Types of images and image applications
Major image file formats

Unit-III
Introduction to digital sound and its different file formats
Introduction to PhotoShop and Sound editing software

Unit-IV
Animation – meaning and types
Different usages of animation in media
Making of 2D animations
Basics of English Language-I

(Optional paper for Foreign and non Hindi Students)
Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Students will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the students will be required to attempt any four questions. Each unit will carry equal marks.

Unit-I
Words (vocabulary of about 500 words drawn from commonly used English Newspapers.)
Sentence making and punctuation.

Unit-II
Practice of the following in English language
Nouns, Pronouns, Adjectives, Verbs, Articles, Prepositions

Unit-III
Practice of the following in English Language
Synonyms/antonyms, singular/plural, active/passive, one-word substitution

Unit-IV
Comprehension
Précis Writing
Essay Writing
Basics of English Language-II

(Optional paper for Foreign and non Hindi Students)

Time: 3 Hrs.
Theory Marks: 80
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Students will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the students will be required to attempt any four questions. Each unit will carry equal marks.

Unit-I
Sentence and its types and structure
Conversion of simple sentences to complex sentences
Synthesis of sentences

Unit-II
Practice of the following in English language:
Adverbs, Conjunctions, Prefixes, Suffixes and tenses

Unit-III
Writing narration
Story writing

Unit-IV
Letter writing
CV writing
Writing on current issues