

**B.A. (Mass Communication)**

# Syllabus

**Duration:** three year

**Eligibility:** 10+2 in any discipline

# w.e.f. Academic Session: 2017-2018

# Institute of Mass Communication and Media Technology

Kurukshetra University

**B.A. (Mass Communication)**

**Scheme of Examination**

**w.e.f. Academic Session 2017-18**

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| --- | --- | --- | --- | --- |
| *First Semester* | T | P | IA | Total |
| Paper-I: Introduction to Communication | 80 | - | 20 | 100 |
| Paper-II: Language and Media(Hindi-I) | 80 | - | 20 | 100 |
| Paper-III: Computer Applications for Mass Media | 50 | 30 | 20 | 100 |
| Paper-IV: General Awareness and Current Affairs-I | 80 | - | 20 | 100 |
| Paper-V: Personality Development & Communication Skills | 50 | 30 | 20 | 100 |
| *Second Semester* |  |  |  |  |
| Paper-VI: Language and Media (English-I) | 80 |  | 20 | 100 |
| Paper-VII: Communication and Society | 80 | - | 20 | 100 |
| Paper-VIII: Basics of Mass Communication | 80 | - | 20 | 100 |
| Paper-IX: Introduction to Reporting | 50 | 30 | 20 | 100 |
| Paper-X: Media and Polity | 80 | - | 20 | 100 |
| Environment Studies |  |  |  |  |
| *Third Semester* |  |  |  |  |
| Paper-XI: Language and Media (Hindi-II) | 80 | - | 20 | 100 |
| Paper-XII: Basics of Editing | 50 | 30 | 20 | 100 |
| Paper-XIII: Fundamentals of Advertising and Public Relations | 80 | - | 20 | 100 |
| Paper-XIV: Introduction to Photography | 50 | 30 | 20 | 100 |
| Paper-XV: Introduction to Audio-Visual Media | 80 | - | 20 | 100 |
| *Forth Semester* |  |  |  |  |
| Paper-XVI: Language and Media (English-II) | 80 | - | 20 | 100 |
| Paper-XVII: Writing for Print and Web Media | 50 | 30 | 20 | 100 |
| Paper-XVIII: Media Laws and Ethics | 50 | 30 | 20 | 100 |
| Paper-XIX: Development Communication | 80 | - | 20 | 100 |
| Paper-XX: Current Affair & Media Issues-II | 80 | - | 20 | 100 |
| *Fifth Semester* |  |  |  |  |
| Paper-XXI: Media Management | 80 | - | 20 | 100 |
| Paper-XXII: Radio Production | 50 | 30 | 20 | 100 |
| Paper-XXIII: Writing for Radio and Television | 50 | 30 | 20 | 100 |
| Paper-XXIV: Reporting Skills & Practice | 50 | 30 | 20 | 100 |
| Paper-XXV: Current affair & Media Issues-III | 80 | - | 20 | 100 |
| *Sixth Semester* |  |  |  |  |
| Paper-XXVI: Print Production | 50 | 30 | 20 | 100 |
| Paper-XXVII: Television Production | 50 | 30 | 20 | 100 |
| Paper-XXVIII: Research Methodology | 80 | - | 20 | 100 |
| Paper-XXIX: Personality Development and Presentation Skills | 50 | 30 | 20 | 100 |
| Paper-XXX: Current Affairs & Media Issues-IV | 80 | - | 20 | 100 |

***\* Environment studies paper is qualifying subject compulsory for all students of the UG courseandthe same will be conducted in the 2nd semester of the course.***

**Paper-I (First Semester)**

**Introduction to Communication**

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 and definition of communication, functions of communication, process of communication, elements of communication and barriers in communication.Concept of Communication in Indian Tradition.

**Unit-II**

Verbal, non-verbal communication. Forms of communication, visual communication: Characteristics and functions. Conceptof listening: developing effective listening, active listening, listening habits & importance of feedback in communication

**Unit-III**

Intrapersonal communication, Interpersonal communication, Group communication, functions of group communication, factors affecting group performance, mass communication and its characteristics.

**Unit-IV**

Public communication, responsibility of a public speaker audience relationship, Speechdelivery, key concept and terms physical delivery, vocal delivery, style etc., communication skills, Mass communication an overview

**Reference books**

* Mass Communication – A Critical analysis – Keval J Kumar
* Professional Journalism – M. V. Kamat
* Theory and Practice of Journalism – B. N. Ahuja
* Professional Journalist – John Hohenberg
* Mass Communication – Wilbur Schram
* Understanding Media – Marshall Mcluhan
* Mass Media and National Development – Wilbur Schram
* Passing of Traditional Society – Daniel Lerner
* Communication Theories, Origin, Methods, Uses Werner Severin J and James WTankard Jr., Longman Publications, 1988
* Communication models for the study of Mass Communication – Denis Mc Quail and S.
* VenWindah, Longman, Singapore Publications, 1981
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**Paper-II**

**Language and Media (Hindi-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

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**Paper-III**

**Computer Applications for Mass Media**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

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**

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
* MS Excel and Power Point

**Unit-III**

Use of Msword in copy editing formatting facilities and inserting page break, objects and pictures. Introduction to Ms Excel and PowerPoint.How to design effective presentation.

**Unit IV**

* Word processing – English
* Word processing – Hindi
* Introduction toQuark Express/PageMaker

**Reference books:**

* Author Adobe, Adobe Photoshop – Publisher Techmedia
* Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
* A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
* V. Rajaraman, Fundamentals of computer, Prentice Hall of India
* G K Parthasarathy, Computer Aided Communication, Authors Press, 2006
* R. Singhal, Computer Application for Journalism, Ess Publishers
* ChetanShrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi
* T. C. Bartee, Digital Computer Fundamentals, McGraw Hill Publication

**Paper-IV**

**General Awareness andCurrent Affairs-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**

Major current national, regional and international issues.

Important issues covered by print/ radio / television and new media.

Important people and their positions people in news.

**Unit-II**

Follow up of major stories and editorials during the term.Trending stories in social media,Readings from popular magazines, news and infotainment.

**Unit-III**

Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs.

**Unit-IV**

Comparative study of issues covered by media.Discussion on content/ footage/style/presentation etc.on the issue taken up by various television channel radio stations/news and other platforms.

References:

* 1 Major national, international and regional publications- newspapers and magazines.
* 2. Year books of various publications.
* 3 Competitive books, magazines and journals.
* 4. Lok Sabha and Rajya Sabha TV Programmes on current affairs

**Paper V**

**Personality Development & Communication Skills**

Total Marks: 100,

Theory Marks: 50,

Practical Marks: 30,

Internal Assessment: 20

Time: 3 Hours. (for theory paper)

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**

Communication: Nature, Scope and Significance, Interpersonal Skills,

Communication and Persuasion

Introduction to Personality : Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation

**Unit - II**

Communication skills and Personality Development: Intra personal communication and Body Language, Inter personal Communication and Relationships, Leadership Skills, Team Building and public speaking, presentation skills, public speaking, social etiquettes and mannerism.

**Unit - III**

Techniques in Personality development: Self-confidence, Mnemonics, Goal setting, Time Management and effective planning

**Unit IV**

Self, Self-confidence, Various personalities and their characteristics

Famous personalities in the country

Techniques in Personality Development: Stress Management, Meditation and Concentration Techniques, Self hypnotism, Self-acceptance and Self Growth

**References:**

* Wood, Julia T: Communication Mosaics: An Introduction to the field of Communication, 2001. Wadsworth
* Larson, Charles U; Persuation - Reception and Responsibility. Wadsworth, 2001
* Personality Development by Rajiv K Mishra, Rupa& Co.

**Second Semester**

**Paper-VI**

**Language & Media (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. 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**

Growth and development of English Language in India

Punctuation marks, Plural forms, practice of Spellings, Active and Passive Voice

Practising Tenses

**Unit II**

Essentials of good writing

Effective News Writing

Telephonic Conversation

Writing invitations to functions; replies to invitations

**Unit III**

Forms of writing:

News stories,

letters, essays,

news, articles, features

book/film reviews

**Unit-IV**

Writing headlines: Language and grammar components

Report Writing, writing memoirs, travelogues

Writing for the Web

**Suggested Reading:**

* Jimmy Sharma, *Communicative English* : *For Professional Graduates.* ArihantPrakashan Pvt Ltd: New Delhi, 2012
* Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, SurjeetPublications:Delhi, 2003.
* Lauren Kessler and McDonald Duncan, *When Words Collide.* 4th ed., Belmont Calfornia: Wadsworth Publishing Co. 1996.
* Phil Williams, Bob Wright, *The English Tenses: Practical Grammar Guide*, Kindle edition
* L.G Alexander, *Longman English Grammar Practice* Longman Publishing Group, 1988   
  <http://hotfile.com/dl/50867818/7a336d6/Longman_English_Grammar_0582558921.rar.html>

**Paper-VII**

**Communication & Society**

Maximum Marks :100

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**

Meaning of family, kinship, class, caste, clan, tribe, marriage

Characteristics of Indian culture,India’s main social institutions

Mass media and society: Importance of media, media impact on society, social responsibility of media.

**Unit – II**

Elements of human behaviour

Psychology of a child, teenagers, youths and elders

Psychology of various social groups,Psychology of masses and crowd

**Unit – III**

Media and democracy, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog. Mass media and public interest: Role of media in social movements: political – cultural movements, national integration, communal harmony.

**Unit – IV**

Ownership of media, Internal and external threats, pressures on media, media regulations, Media credibility: factors affecting media credibility.

**References books:**

* Media and culture an introduction to mass communication - Richard Campbell
* Mass media issues analysis and debate – JeorgeOddman
* Media and Democracy in Asia - An AMIC compilation, 2000
* Dynamics of mass communication: Media in Transition - Joseph Dominick
* Conflict sensitive journalism - Ross Howard
* Media power in politics - Graber, Doris. 1980
* Media and Society - Arthur Asa Berger
* Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
* New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
* Communication and Persuasion by CI, Hovland/I.L

**Paper-VIII**

**Basics of Mass Communication**

Time: 3 Hrs.

Theory Marks: 50

Practical Marks : 30 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 of communication in ancient Indian texts, Indian perspective of communication, Narad as a communicator, Concept of Sadharnikaran, Modern Indian thoughts of communication, Modern Indian Communicator

Unit-II

Mass Communication, Key concept, terms, definition, feature, functions, characteristics of audience of mass media, types of mass media, print, electronic and new media, their reach, advantages and limitations.

Unit-III

Definition, concept, origin of communication models, difference between model and theory, SMR, SMCR, Aristotle model, Lass well’s model, Berlo model, Shannon and Waver’s, Osgood model

Unit-IV

Communication theory and overview of the emergence and development, Bullet theory, personal influence- two step flow and multi-step flow, individual difference theory Cultivation theory, agenda setting theory.

**Reference books**

* Communication models for the study of Mass Communication – Denis Mc Quail and S.VenWindah, Longman, Singapore Publications, 1981
* Mass Communication – A Critical analysis – Keval J Kumar
* 3.Mass communication theory: An introduction - Denis Mcquail
* The process and effects of mass communication – Wilbur Schramm
* Mean, massages and media – Wilbur schramm
* The effects of mass communication – Joseph Klapper
* Mass communication theory – Stanley J.Baran and Dennis K.Davis
* Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach
* Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
* Theories of Communication- A short introduction, London, Sage publication

**Reference books**

* Communication models for the study of Mass Communication – Denis Mc Quail and S.VenWindah, Longman, Singapore Publications, 1981
* Mass Communication – A Critical analysis – Keval J Kumar
* 3.Mass communication theory: An introduction - Denis Mcquail
* The process and effects of mass communication – Wilbur Schramm
* Mean, massages and media – Wilbur schramm
* The effects of mass communication – Joseph Klapper
* Mass communication theory – Stanley J.Baran and Dennis K.Davis
* Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach
* Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
* Theories of Communication- A short introduction, London, Sage publication

**Paper-IX**

**Introduction to Reporting**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

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 of news, definition, nature, qualities, elements of news, news concept of 5 w’s & 1H, objectively of news, types of news, news verses information. Hard and soft news, Understanding local, regional and national news, Defining beats and different types of beats

**Unit-II**

News sources, news gathering, types of sources, sourcing/attribution. Verification and validation of facts, credibility and protection of sources, cultivation of sources, on record sources, off the record sources, Report writing. Scoop and exclusive stories

**Unit- III**

News writing style, intro types and importance, inverted pyramid, 5W and 1H, Hour glass style, circle style, Tools of reporting, qualities and responsibilities of reporting, principles of reporting- accuracy, objectivity, fairness, balance, Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief reporter & reporter.

**Unit-IV**

Types of Reporting: accident, crime, court, political, Human interest, social events and issues, Health reporting, Interpretative & investigative reporting interviewing, reporting press conference.

**Reference books**

* News Reporting – B. N. Ahuja and S. S. Chhabra
* News Writing and Reporting – Mames M Neal and Suzanne S Brown
* Investigative Reporting and Editing – P. N. Williams
* Reporting for the Print Media – F. Fedler
* Reporting – Mitchell V Charnley
* Depth Reporting – Neal Copple
* Interpretive Reporting – D. D. Mach Dougal
* Writing for the Mass Media – James Glen Stevall
* Journalism – G. K. Puri
* Journalists Hand Book – M. V. Kanath
* Professional Journalism - M. V. Kamath
* News Reporting and Editing – K. M. Srivastava
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**Paper-X**

**Media and Polity**

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 the Indian constitution, framing of Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties.

**Unit-II**

Democracy in India, Issues and challenges before Indian Democracy, Parliamentary System, Lok Sabha, Rajya Sabha its functions and power, System of Election of Lok Sabha & Rajya Sabha

**Unit-III**

Organs of Indian Political System, Legislature: Power and Functions, Executive: Power and Function ,Judiciary: Power and Function ,Role of Press in Indian Democracy

**Unit-IV**

Introduction to union Government, president, vice president, prime minister and council of ministry.Different ministries, their nature, functions and roles.Introduction to state Government, Governor Chief Minister and council of ministry, Panchyati Raj System in India and its key features

**Reference Books:**

* Indian Polity, M.Lakshmikanth, McGraw Hill Publication
* Politics in India, Rajni Kothari
* Coalition Politics hi India: Problems and Prospects, Manohar, 2004; M P Singh and Roy, Himanshu (2005).
* Indian Political System. Manak: New Delhi. Satyamurthy, T V( 1997).
* Electoral Politics m Indian States- Lok Sabha Elections in 2004 and Beyond.
* The Success of I n d i a ’ s Democracy. CUP: New Delhi. Shah, Ghanshyamt.
* Caste and Democratic Politics in India, Orient Blaeks’.van: New Delhi.
* NCERT Books of Social Sciences
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