

B.A. (Mass Communication) Hons.

COURSES OF STUDIES (OLD)

The B.A. (Mass Communication) shall comprise of the following papers with effect from 2015-2016

Semester III

V	Mass Communication Theories	60+40	100
VI	Development Communication	60+40	100
		Total	200

Semester IV

Paper	Title	Theory+ Int. Assessment	Total Marks
VII	Reporting & Editing	60+40	100
VIII	Media Laws & Ethics	60+40	100
	Practical Assignment & Viva-voce	40+10	100
		Total	250

Semester V

IX	Computer Application for Mass Media	60+40	100
X	Advertising	60+40	100
XI	Public Relations	60+40	100

XII	Rural Communication	60+40	100
XIII	Study tour/Field work		100
XIV	Practical/Attachment		100
		Total	600

Semester VI

XV	Advanced Reporting & Editing	60+40	100
XVI	Corporate Communication & Business Communication	60+40	100
XVII	Media & Contemporary Social Issues	60+40	100
XIII	Cyber Journalism	60+40	100
XIX	Internship Practical/Attachment		100
		Total	600

Paper- V
Introduction to Communication Theories

Unit- I- Introduction to Communication

Communication- Definition, evolution, nature, scope, process and types; Definition, nature and Elements of Mass Communication- Audience, Effect, Noise Channel, & Message

Unit-II- Models of Mass Communication

Aristotle's model of Mass Communication; SMCR, Lasswell Model, Shannon and Weaver, Osgood Model, Gerbener's Model, Westley & Maclean Model and Schramm Model

Unit-III-

Communication Theories- Sociological theories, Four Theories of Press; Agenda Setting Theory, Cultivation Theory, Media Dependency Theory, Spiral of Silence Theory

Unit- IV

Mass Communication Systems in the world: Democratic System, Communist System, Autocratic System, Socialist System; Mass Communication and Indian Society; Indian Media Policy.

Paper VI
Development Communication

Unit I- Economic Development

Concept characteristics of underdevelopment and economic development; India as a developing nation, Development indicators, development planning & policies.

Unit II- Development Communication

Concept of Development Communication and its relevance; Meaning and Models of development communication-Western and Indian Models, use of mass media for development

Unit III- Agricultural Development

Barriers to development communication- socio-economic, cultural & political.
Agriculture: role of agriculture in India's economic development, Agricultural Extension and mass media, Public sector in India and its role in the growth process;

Unit IV- Development message

Creation of development messages, language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation.

Paper–VII
Reporting and Editing

Unit I- News & Reporting

Concept, elements, sources and types of News.; Process of news writing ;lead – type of leads; body – techniques of re-writing – Reporting: Principles of reporting, functions and responsibilities, qualities of a reporter

Unit II- Types of Reporting

Pitfalls and problems in reporting; Interpretation, investigation. Specialised Reporting – accident, crime, courts, society, culture, politics, commerce and business, education reporting;

Unit III-Editorial Function

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy editing, preparation of copy for press; proof reading symbols and their significance.

Unit IV- Editing

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy tasting, basic principle of translation. Practicals in Editing & Reporting

Paper VIII
Media Laws and Ethics

Unit I- Indian Constitution

Introduction of Indian Constitution, characteristics, preamble, directive principles of state policy, fundamental rights, fundamental duties and citizenship.

Unit II- Media Laws

Indian Constitution and freedom of mass media, reasonable restrictions, privileges, laws defamation, contempt of court, censorship; Media freedom and media systems ; Press and Registration of Books Act, 1867., Copyrights Act 1823, Intellectual Property Rights,

Unit III- Media Ethics.

Concept and nature of Media Ethics; Ethics and Mass Media in India; codes of ethics, Media Regulations and Policies in India, AIR Code on Ethics; Television and Ethical Issues, Ethics in Films in India.

Unit IV- Media Ethics & Professional Organisations in India

Press Commissions ;Press Council of India; INS, ABC, IIMC, FTII; Unions of media persons & professional organisations in India, .Present status of media in India, ombudsman

Paper IX
Computer Application for Mass Media

Unit I- Introduction to Computers

Concept & Definition of Computer; history and generation of computers; types of computers -hardware and software; Windows and application of MS-office

Unit II- Desk Top Publishing

Desk Top Publishing: hardware and software- PageMaker, Quark Xpress, Photoshop & Corel Draw, Concept of Multi-media; CD-ROM and Skills & Applications in Multimedia, Virtual reality

UNIT III- Internet & Graphics

Principles of animation, video editing, Introduction to Internet – History, web technology and its applications – new generation Internet potentials and limitations – priorities and utilisation

UNIT IV- Web Journalism

Web and print Journalism – a comparison; content generation and research; design of contents; web journalism: social, legal and ethical issues. Technical writing: skills and techniques, technical writing and general writing.

Paper X
Introduction to Advertising

Unit I- Concept of Advertising

Definition of Advertising, historical development. Advertising as a communication process; mass media and advertising; Socio-economic effects of advertising.

Unit II- Types of Advertising

Types of advertising; consumer ,corporate ,industrial , retail , national ,trade , professional & social. Product advertising – target audience; brand image ; advertising strategies; appeals, market and its segmentation

Unit III- Media for Advertising

Advertising agency – structure and functions, media for advertising – newspapers, magazines, radio, television, outdoor, strategy, planning, campaign planning

Unit IV- Advertisement copy writing

Copy writing- elements and types; advertising production techniques; visualisation; use of computers; ethical aspects of advertising; law and advertising; emerging trends
Practical assignments in advertising; copy-preparation.

Paper XI

Introduction to Public Relations

Unit I- Concept of Public Relations

Definition of Public Relations; PR as a communication function ;growth of PR in India, PR and allied subjects like publicity, propaganda, public opinion and advertising;

Unit II- Publics in PR

Communication with publics; Internal and external; Stages of PR; Planning, implementation, research & evaluation; PR practitioners and media relations; press conference. press releases .

Unit III- PR in India

PR tools and techniques. PR in India- public and private sectors– professional organisations and Govt. PR Agencies, PR for Society and social programmes.

Unit IV- PR in Various Department

Govt. departments of PR in India; PR for NGOs; PR for political parties; Code of ethics for PR ; international PR – professional organisations of PR – emerging trends in PR. Practicals and case studies.

PAPER- XII

Rural Communication

UNIT 1 - Notion of Rural Communication

Rural communication: meaning and scope, Different approaches of Rural communication
Communication in contemporary rural society

UNIT 2 - Rural society and Concept of Development

Demographic, sociological and cultural perspective of rural India, Concept of Development, History of Rural Development in India. Concept of sustainable development

UNIT 3 -Gender, Women and Development

Status of gender development in India. Issues of gender and development. Women in agriculture, industry and other organized and non-organized work sectors. Gender and empowerment, Witch hunting in India.

UNIT 4 - Traditional Media for Rural Communication and health awareness

Traditional forms of oral and visual communication in rural societies : : Folk Media, Dramatic forms, Oral literature, Musical forms, Scope of traditional form in rural health communication and environmental awareness. Globalization and rural development
Coping with changing technology and its impact, Role of NGOs in rural development
Communication.

Paper XV
Advanced Reporting and Editing

Unit I-Advanced Reporting

Advanced reporting exercises in features Civic reporting: reporting functions – social, cultural, political, seminars, workshop, symposia, civic problems ,development reporting.

Unit II- Specialised Reporting

Specialised reporting : sports, science and technology, economics and commerce, reporting from stock exchanges, rural reporting- agriculture and community relations rural-urban relations

Unit III- Advanced Editing

Advanced exercises in editing- re-writing, page make-up and layout, rewriting the copy of
mofussil correspondent, editing political and foreign copy.

Unit IV-Editing Techniques

Writing news analysis, backgrounders and articles, writing Reviews on books and films
On-line editing, word processing, spell-check, grammar-check, page make-up on computers.
Advanced photo editing.
Production of lab journal – at least one four-paged tabloid

Paper XVI

Corporate Communication and Business Communication

Unit I- Concept of Corporate Communication

Corporate Communication and Public Relations. Relationship with advertising and marketing; Image Management- Concept and Process, Tools of Corporate communication

Unit II-Communication Channels

Channels of Communication- Downward, upward, Horizontal and diagonal; written and oral communication. Writing for external Communication: newsletter, press releases, house journals, and other printed communication. Communication through electronic media,

Unit III- Communication Methods

Internal Communication: methods and tools, report writing and publications, corporate communication and community relations, corporate social responsibility.

Unit IV-Business Communication

Business Communication: Concept , purpose and scope; Effective Business Communication and Business Correspondence- writing styles, types of business letters, correspondence with the public- external and internal, planning & layout of a business letter.

Paper XVII
Media and Contemporary Social Issues

Unit I-Indian Society

The origin and development of society; communication and Society; Evolution of Indian Society; Influence of Hinduism, Buddhism, Islam and Christianity on Indian society;

Unit II-Methods of Social Study

Methods of Studying Society: Social Survey, Sampling, collection of data-Primary and secondary, preparing questionnaire and Interview

Unit III- Social Issues & Media

The status of women in society- study of gender communication, media and women empowerment; the concept of Human rights, media and human rights, role of media in development of society

Unit IV- Media and Indian social problems

Media and social issues in India: communalism, casteism, corruption and health problems AIDS, malaria, polio etc., media and ecology, media and health communication

Paper XVIII

Cyber Journalism

Unit-I

Computer- Definition, concept and types of computer, Input and output devices, Characteristics & importance, Hardware & Software, types of software. Basics of Internet & their characteristics, types of Computer Networking, Websites & its types, Email: Need & Importance, Brief Idea about ISP and browsers,

Unit-II

Cyber Journalism- Definition, Characteristics & importance, New Media, Web tools: Blogs, Social Media- Social media types & Search Engine, Animation & Multimedia.

Unit-III

E-Newspaper, Brief History of the E-newspaper in English & Hindi in India, Reasons for the growing popularity of e-newspaper ,Present & Future of E-newspaper , Limitations of online newspapers , Web advertising, Circulation of Web Newspapers,

Unit-IV

Traditional vs Cyber Journalism, Cyber Media Vs Print, TV, Radio, Reporting & Writing for Web Journalism, Cyber Laws, Cyber Crimes& Cyber securities, Information & Technology Act 2000 & Copy Right Act.

SUGGESTED READINGS:

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|--|-------------------------|
| 1. 1. Cyberspace Aur Media | Sudhir Pachauri |
| 2. 2. Fundamentals of Information Technology | Deepak Bharihoke |
| 3. 3. Multimedia Systems
Bhushan Tiwari | Ramesh Agarwal & Bharat |
| 4. 4. IT in the new millenium | V D Dudeja |
| 5. 5. IT | S L Sah |
| 6. 6. Electronic Media & the Internet | Y K D'souza |
| 7. Information & Communication Technology- | Kiran Prasad |
| 8. IT in India- | Om Gupta & Ajay Jasra |
| 9. Multimedia Journalism- | Dr. R.C Ramanjun |