

# University Centre for Distance Learning



**Syllabi & Scheme of Examination  
BA Mass Communication-2<sup>nd</sup> Year  
2014-2015**

## Chaudhary Devi Lal University Sirsa (Haryana)

**Website:-**

[www.cdlu.ac.in](http://www.cdlu.ac.in)



**SCHEME OF EXMINATION**  
**BA (MC) Second Year**  
**(Distance Education Mode)**

| Paper Code | Course Nomenclature                | Ext. Ass. | Inter. Ass. | Assignment | Time   |
|------------|------------------------------------|-----------|-------------|------------|--------|
| BM27       | Introduction to Mass Communication | 80        | 28          | 20         | 3 Hrs. |
| BM28       | Electronic Media                   | 80        | 28          | 20         | 3 Hrs. |
| BM29       | Media Management                   | 80        | 28          | 20         | 3 Hrs. |
| BM30       | Photo Journalism                   | 80        | 28          | 20         | 3 Hrs. |
| BM31       | English                            | 40        | 14          | 10         | 3 Hrs. |
| BM32       | Hindi                              | 40        | 14          | 10         | 3 Hrs. |

# **INTRODUCTION TO MASS COMMUNICATION**

**Time -3 Hrs.**

**Max. Marks: 80**

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

## **Unit - I**

Communication as Social Science

Communication and Language

Communication and Information

The right to Communication

## **Unit - II**

Theories of Press/Media

Authoritarian Theory

Libertarian or free Theory

Social Responsibility Theory

Soviet Media Theory

Development Communication Theory

Democratization Theory

## **Unit - III**

Introduction to Mass Communication

Introduction to News Paper

Introduction to Radio

Introduction to Television

Introduction to Cinema

## **Unit - IV**

Media Culture

Culture Definitions Media and Consumerism

Mass Communication and Society

Famous, News, Agencies - PTI, AP, UNI,

## **ELECTRONIC MEDIA**

**Time -3 Hrs.**

**Max. Marks: 80**

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

### **UNIT - I**

Radio as a media of Communication, Vivid Bharti, Parsar Bharti, Community Radio, External Service of Air, Privatization of Radio Broadcasting in India, Radio Genr.

### **UNIT - II**

News Reporting: Sources of News, Selection and Presentation, News Reading, News Presnetation on satellite TV Channel, TV Interviews and Studio Discussions, Basics of T.V. Script Writing Editing of T.V. News.

### **UNIT - III**

Films as a medium of communication, Introduction to films, commercial and parallel cinema, Contribution of System Benegal, Bimol Roy, Raj Kapoor, Satyajit Ray, V. Shanta Ram, Planning & Production of a feature film.

### **UNIT - IV**

Issues and problems of Indian Cinema, Impact of T.V. on society, Current Trends of Hindi Film Industry, Qualities of a good announcer.

# **MEDIA MANAGEMENT**

**Time -3 Hrs.**

**Max. Marks: 80**

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

## **UNIT - I**

Management Definition, Principal of management elements of management. Media as an industry and profession.

## **UNIT - II**

Organizational structure of News Paper and Magazines

Organizational structure of News Paper Channel.

Organizational structure of Advertising Agencies.

Organizational structure of P R Agencies

## **UNIT - III**

Ownership Patterns in Mass Media

Setting up of community Radio

Private TV Channel, Doordarshan, AIR

## **UNIT - IV**

Press Information Bureau.

Censorship Board, Reuters

Apex Bodies in Advertising - AAI, ABC, ASCI

# PHOTO JOURNALISM

**Time -3 Hrs.**

**Max. Marks: 80**

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

## **Unit-I**

History of Photography, Fundamental of Photo Journalism, Quality's Responsibility of Photo Journalist, Still Photograph Black & White Photograph

## **Unit-2**

Different Types of Photography Wildlife Photography, Adventurous, Business, Camera Photo, Digital Photography, Type of Camera

## **Unit-3**

Roll of light in Photography, Different parts of camera lenses, Apertures type of lamps incandescent halogen, Flash

## **Unit-4**

Different Type of T.V Camera Studio Camera, Portable Camera Camcorder VHS Camera, Beta cam, Analog Camera

## **ENGLISH**

**Time -3 Hrs.**

**Max. Marks: 40**

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

### **UNIT I**

Words (vocabulary of about 250 words drawn from commonly used English newspapers). Practice of the following in English language. Jumbled sentences. correcting ten sentences, parts of speech, narration.

### **UNIT II**

Sentences making and punctuation. clauses and sentences. Words likely to be confused. singular & Plural.

### **UNIT III**

Paragraph writing

Précis Writing, Essay Writing

### **UNIT IV**

Novel - As you like it By Shakespeare One essay type question will be set on the prescribed novel students will be required to attempt on question from the two. Short answer type from that novel only.

## HINDI

**Time -3 Hrs.**

**Max. Marks: 40**

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

यूनिट – 1

हिंदी भाषा का विकास क्रम

लिपि व बोलियों का संक्षिप्त परिचय

व्याकरण-संधि, समास, उपसर्ग, प्रत्यय, छंद, अलंकार

यूनिट – 2

पर्यायवाची, विलोमार्थी, अनेकार्थी, समूहार्थक शब्द, मुहावरे, लोकोक्तियां, शु(-अशु(

यूनिट – 3

अनुवाद-परिभाषा, प्रकार, महत्व, प्रयोग व सावधनियां

यूनिट – 4

मीडिया में भाषा का प्रयोग व महत्व, मीडिया की भाषा की प्रकृति व विशेषताएं, मीडिया की भाषा के विकार व समस्याएं, विज्ञापनों में भाषा-प्रयोग।