

University Centre for Distance Learning



**Syllabi & Scheme of Examination
BA Mass Communication-1st Year
2014-2015**

Chaudhary Devi Lal University Sirsa (Haryana)

Website:- www.cdlu.ac.in



SCHEME OF EXMINATION

BA (MC) First Year

(Distance Education Mode)

Paper Code	Course Nomenclature	Maximum Marks	Minimum Marks	Assignment	Time
BM08	Introduction to Communication	80	28	20	3 Hrs.
BM09	Reporting and Editing	80	28	20	3 Hrs.
BM10	History of Mass Media	80	28	20	3 Hrs.
BM11	Public Relations	80	28	20	3 Hrs.
BM12	General English	40	14	10	3 Hrs.
BM14	Hindi	40	14	10	3 Hrs.

INTRODUCTION TO 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.

Definition, Nature and Scope of Communication.

Functions of Communication, Elements and Process of Communication.

Seven C's of Communication, Barriers of Communication.

Forms of Communication. Verbal and non verbal. Intra personal, interpersonal, group public and Mass Communication.

Modles of Communication - SMR. SMCR Shannon and Weaver, Lasswell, Osgood Dance. Schramm. Gerbner and New Comb.

Theories of Communication-Bullet, two-step flow, Agenda-setting Uses and qualification, Selective exposure and Selective perception.

REPORTING AND EDITING

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.

News - Definition and Concept. News value, News sources.

Structure of News, 5WIH Pattern, Inverted pyramid style of writing. Writing intros.

Principles of reporting.

Types of reporting.

Qualities of a reporter, set up of reporting staff.

Terms - Date line, by line, off the record, follow up, dead line etc.

Editing - Meaning and purpose.

Principles of editing

Organization of editorial desk. News flow and copy management

Functions, Qualities and responsibilities of editorial staff.

Style Sheet. Editing and proofreading symbols.

HISTORY OF MASS 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.

Tribune, Stateman, H.T. TOI, Hindu, ABP, Nav Bharat, Punjab Kesari.

History and development of printing technology.

Press in India before and after Independence. Hindi, English and Language Press Important Journalists/Newspapers and their contribution to India freedom movement Growth and Development of Journalism in Haryana, New Trends in Journalism Press Commissions. Press Council, Parsar Bharti.

History and development of radio, television and films, with special reference to India.

Settelite Boom, Media convergence, DTH FM & Community Radio.

M.K. Gandhi, Raja Ram Mohan Roy, Madan Mohan Molviya, Laj Pat Rai, Bal Mukand Gupt, B.G. Tilak.

PUBLIC RELATIONS

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.

Definition and Concept of Public Relations.

History of PR

Growth of PR in India

PR and other discipline - Publicity, propaganda, advertising, marketing

Tools for public relations.

PR in State Govt., Central Govt., Public and Private Sector

PR in crisis. Code of ethics in PR

PR persons - qualities and responsibilities

Cases studio in PR emerging trends in PR

SYLLABI OF GENERAL 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.

- Q.1. One essay-type question (with internal choice) will be set on each of the prescribed texts A & B. Students will be required to attempt one question each from both the texts.
- Q.2. One essay-type question (with internal choice, will be set on the book of essays).
- Q.3. Questions on Grammar on the prescribed items (Tenses, Article, Voice Propositions, Narration, Modal Auxiliaries, Tag Questions, Idioms and Phrases, Synonyms/Antonyms/One-word Substitution, Paragraph Writing, Translation and Comprehension based on prescribed text book of Grammar but not necessarily the same as those given in the text book).
- Q.4. Question on the following items in the prescribed book of Grammar:
- (a) Idioms and Phrase
 - (b) Synonyms/Antonyms
 - (c) One word Substitution
- Q.5. Paragraph
- The Candidate will be required to write a paragraph on any way of the five given topics (not necessarily the ones given in the prescribed book of Grammar).
- Q.6. Letter/Application
- Students will be asked to write a letter or an application. The questions will carry internal choice.

A book of poems edited by Asha Kadiyan, Reader in English M.D. University Rohtak.

SYLLABI OF HINDI (PART - 2)

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.

1. काव्य

निर्धारित पाठ्य पुस्तक पद्य गंगा से सप्रसंग व्याख्या के लिए प्राचीन कविता में से दो पद्यांश दिए जाएंगे, जिनमें से एक की व्याख्या करनी होगी।

2. गद्य

निर्धारित पाठ्य पुस्तक पद्य गंगा से सप्रसंग व्याख्या के लिए प्राचीन कविता में से दो गद्यांश दिए जाएंगे, जिनमें से एक की व्याख्या करनी होगी।

3. निबंध लेखन

दिए गए सात-आठ सांस्कृतिक, साहित्यिक एवं सामाजिक विषयों में से किसी एक पर लगभग चार पृष्ठों का निबंध लिखना होगा।

4. हिंदी साहित्य का इतिहास

हिंदी साहित्य के आदिकाल के अंतर्गत निर्धारित पांच प्रश्नों-हिंदी साहित्येतिहास का काल विभाजन, आदि काल का नामकरण आदि काल की परिस्थितियों आदिकालीन काव्य की सामान्य प्रवृत्तियां, पृथ्वीराजसों की प्रामाणिकता आदि।

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**Syllabi & Scheme of Examination
BA Mass Communication-2nd Year
2014-2015**

Chaudhary Devi Lal University Sirsa (Haryana)

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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, Satayajit 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-1

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।

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**Syllabi & Scheme of Examination
BA Mass Communication-3rd Year
2014-2015**

Chaudhary Devi Lal University Sirsa (Haryana)

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BA. MASS COMMUNICATION-3RD YEAR**SCHEME OF EXMINATION**

Paper Code	Course Nomenclature	Max.	Min.	Int. Marks	Time
BM51	Development Communication	80	28	20	3 Hrs.
BM52	Media Law & Ethics	80	28	20	3 Hrs.
BM53	New Media Technology	80	28	20	3 Hrs.
BM54	Media Research	80	28	20	3 Hrs.
BM55	English	40	14	10	3 Hrs.
BM56	Hindi	40	14	10	3 Hrs.

DEVELOPMENT COMMUNICATION

Time -3 Hrs.

Max. Marks: 80 Mini. Marks: 28

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

Meaning, concept and process of Development Communication, Development Communication and Society, measures of Development Communication, Characteristics of developing countries, Development Communication experience.

Unit - II

Theories and paradigms of Development communication, Development Communication dichotomies, problems of Development Communication, Participator Development Communication process with special reference to India.

Unit - III

Role of mass media organizations in Development Communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc. role of NGOs in development

Unit - IV

Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment.

Suggested Readings:

1. Narula Uma Development Communication - Theory and Practice, Har Anand
2. Gupta V.S. Communication and Development Concept, New Delhi.
3. Tewari, IP Communication Technology and Development, Publication Division, Govt of India.
4. Joshi Uma undertaking Development in the Third World, Sage, New Delhi.
5. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi.
6. Lerner Daniel & Schramm - Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu.
7. Rogers Everett M. Communication and Development; Critical Perspective, Sage, New Delhi.

8. Todaro, Michael P Economic Development in the Third World, Longman, New York.

MEDIA LAW & ETHICS

Time -3 Hrs.

Max. Marks: 80 Mini. Marks: 28

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

Nature and scope of Media Law; an overview of various laws having bearing on the media - print, electronic and on-line, Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions.

Unit - II

Parliamentary privileges article 105, 193 and 361A of constitution, Guidelines for parliamentary coverage and AIR Code of election coverage, Doordarshan commercial code, ASCI commercial code, Contemporary ethical issues of Electronic Media.

Unit - III

Press and Registration of Books Act, 1867, laws of defamation, Contempt of Courts, Official secret Act, Film censorship, working Journalist Act and Copyright Act.

Unit - IV

Prasar Bharti Act, Cable Television Network, Regulation Act 1995, Broadcasting Bill, Information Technology Act 2000, Press Council and Press commission.

Suggested Readings:

1. Relevant Sections of IPC from Criminal Law Manual, Universal.
2. Constitution of India (Article 19(1) and 19(2) 105, 194) The Law Dictionary, Universal.
3. Vidisha Barua Press & Media Law Mannual, Universal Law Publishing, Co. Pvt. Ltd. New Delhi.
4. P.K Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi.
5. R.K. Ravindranath Press in the Indian Constitution.
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay.

NEW MEDIA TECHNOLOGY

Time -3 Hrs.

Max. Marks: 80 Mini. Marks: 28

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 technology (CT): Concept and Scope - CT and IT; similarities and differences; Internet - Types of Networks - LAN, WAN & MAN, World Wide web.

Unit - II

Internet services - e-mail, Newsgroup, gopher, Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols, Basic Knowledge of Multimedia - ISPs, WAP,

Unit - III

Types of Internet connections - Protocols of Internet - WEB PAGE, websites, homepages - Introduction to HTTP, HTML, search resources:- Web page development inserting, linking, editing and publishing.

Unit - IV

Cyber Journalism: On line editions of newspapers - management and economics; cyber newspapers - creation, feed, marketing, revenue and expenditure, Online editing and publishing - Cyber Laws, Online Journalism.

Suggested Readings:

1. Handbook of New Media, Live row
2. The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi.

MEDIA RESEARCH

Time -3 Hrs.

Max. Marks: 80 Mini. Marks: 28

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

Meaning, objectives and types of research Approaches - Quantitative and qualitative Research Process - the steps involved in Research Design.

Unit - II

Meaning and different types Sampling - Selecting a sample, types of sampling - Probability and Non-Probability Hypothesis/Research Questions Primary and Secondary data.

Unit - III

Observation method Interview method Collection of data through questionnaire Collection of data through schedule, Content Analysis, Survey Method - Meaning, Characteristics and types Public Opinion surveys, TRP, Readership survey, Processing of data - editing, coding, classification, tabulation.

Unit - IV

Measures of central tendency - Mean median and mode - Analysis and interpretation of data Report writing - parts of a report, steps involved.

Suggested Readings:

1. C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi.
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi.
3. G.R. Basotia & K.K Sharma Research Methodology, Mangal Deep Publications
4. Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai.
5. Dr. S. Munjal Research Methodology, Raj Publishing House, Jaipur.

ENGLISH

Time -3 Hrs.

Max. Marks: 50 Mini. Marks: 18

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

Origin of Script Writing, various forms of writing (i.e. Essays, Short stories, Poetry, Novels), News Analysis.

Unit - II

Structure of writing; Preparation, Introduction, Body & Conclusion, Presentation and content style.

Unit - III

Essential of Communication Skills, Group Communication, Body Language, Workshop and Jam Session.

Unit - IV

Official correspondence and Report Writing; Audio - Visual Aids, Printed Aids and Computer aided presentation.

Suggested Readings:

1. Corporate Communication, Goodwin Newman, State Uni. Of New York, New York.
2. Corporate Communication, Venkatraman, 1998 Sterling Pub. India Pvt. Ltd., New Delhi.
3. Fundamental of Corporate Communications, Richard Dolphin, Elsevier Pvt. Ltd.
4. Strategic Corporate Communications A Global Approach for Doing Business in the New Delhi, Paul A. Argenti, McGraw Hill.
5. Business Communication - N. Parsad
6. English Grammar & Composition, by wren & Martin Revise by Dr. N.D.V. Prasada Rao.

HINDI

Time -3 Hrs.

Max. Marks: 50 Mini. Marks: 18

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

Students are required to attempt any five questions. Question No. 1 will be compulsory. All the question carry equal marks. In question No. 1 there will be seven short answer type questions based on the entire syllabus and the students will base to attempt any four of them.

इकाई—एक

प्रयोजनमूलक, हिंदी का अर्थ, परिभाषा एवं स्वरूप, हिंदी भाषा की प्रकृति एवं विशेषताएं, मातृभाषा, संचार भाषा, राजभाषा के रूप में हिंदी।

इकाई—दो

विज्ञप्ति— प्रेस नोट की परिभाषा और स्वरूप, प्रेस विज्ञप्ति की परिभाषा और स्वरूप, प्रेस नोट और प्रेस विज्ञप्ति में अंतर प्रूपफ—संशोधन।

इकाई—तीन

परिभाषिक शब्दावली ;पत्राकारिता से संबंधित 100 शब्दद्ध परिभाषिक शब्दावली की परिभाषा एवं स्वरूप, परिभाषिक शब्दावली का महत्व, शब्दकोष का अर्थ, प्रकार उद्देश्य, क्षेत्रा एवं उपयोगिता, विश्वकोष की परिभाषा, महत्व एवं उपयोगिता।

इकाई — चार

जनसंचार के माध्यम: विज्ञापन में प्रयुक्त हिंदी, जनसंचार की विशेषताएं, जनसंचार माध्यमों की उपयोगिता, जनसंचार माध्यमों के लिए समाचार लेखन विज्ञापन के माध्यम, विशेषताएं, विज्ञापन और प्रयोजनमूलक हिंदी, समाचार पत्रा, आकाशवाणी तथा दूरदर्शन के लिए विज्ञाप लेखन।

सहायक ग्रंथ:—

1. राजभाषा हिंदी — कैलाशचंद्र भाटिया, वाणी प्रकाशन — दिल्ली डॉ. सुरेश सिंघल, डॉ. डी.के. जैन।