

University Centre for Distance Learning



**Syllabi & Scheme of Examination
B.A. Mass Communication-3rd Year**

Chaudhary Devi Lal University Sirsa (Haryana)

Website:- www.cdlu.ac.in



B.A. MASS COMMUNICATION-3RD YEAR

SCHEME OF EXMINATION

Paper Code	Name of the Paper	Times	Marks
BM51	Development Communication	3 Hours	80+20
BM52	Media Law & Ethics	3 Hours	80+20
BM53	New Media Technology	3 Hours	80+20
BM54	Media Research	3 Hours	80+20
BM55	General English	3 Hours	80+20
BM56	Hindi	3 Hours	80+20

DEVELOPMENT COMMUNICATION

Max.Marks:80

Time: 3 Hours

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

Max.Marks:80

Time:3 Hours

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 Manual, 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

Max.Marks:80

Time:3 Hours

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

Max.Marks:80

Time:3 Hours

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

Max.Marks:80

Time:3 Hours

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

Max.Marks:40

Time:3 Hours

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 शब्दों पर 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।